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**TOURISM IN TIMOR-LESTE:
CONTRIBUTIONS TO A SUSTAINABLE DEVELOPMENT**

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PHILOSOPHY IN TOURISM**

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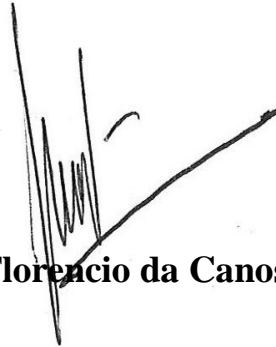
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TOURISM IN TIMOR-LESTE: CONTRIBUTIONS TO A SUSTAINABLE DEVELOPMENT

Statement of originality

I declare that this thesis is my original work and it has not been published. The authors and their works, and other documents were consulted and properly cited in this thesis which are listed in the list of references.



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*"Seja um bom cidadão, seja um novo héroi para a nossa Nação" -
"Be a good citizen, be a new hero for our Nation" (Xanana Gusmão, 2014).*

*The education as an investment with an return are guaranteed, as
an unlimited resources of the wealth, to make a transformation on
society, to give benefit to all who seek to dignify their human being
forever, and to make better our life. Remember, that "all of the
material wealth will be disappear, but the wealth of education and
your works are remain forever" (Miguel Vong, 1970th).*

*I would like to dedicate this thesis and subsequence PhD has been a long journey as a
small contribution to my beloved country and the people of Timor-Leste to promote
tourism as an contributions to a sustainable development, to make a transformation on
our society, to make better our people's life, and to benefit for all who seek to dignify
their human being forever (Manuel Vong, 2014).*

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ABSTRACT

The main goal of this thesis is to analyse tourism as a contributor to sustainable development, from a supply and demand perspective, in Timor-Leste, a destination not only “young” but also framed in an early stage of touristic development.

From the supply side, studies 1 and 2 present a literature review on the concept of sustainable development, in small islands destinations, its weaknesses and vulnerabilities, and whose attractiveness lies in an integrated set of natural resources (attractive beaches, biodiversity, the coral triangle, a rich fauna and flora), its geographic location, tropical climate, socio cultural tradition and a *Luso-Timorese* cultural mix, that can meet the needs of important segments of the tourist demand. In these studies, the focus is on the residents’ attitudes in relation to sustainable development and, in particular, on the perceptions of local leaders about the importance of the operationalization of the concept.

As Timor-Leste is a “young” destination, its travel industry is still faced with several problems in order to be able to satisfy the demand and to meet the tourists’ motivations, preferences and requirements. In this perspective, the study 3 examines diaspora tourism, while a niche market, allowing for not only the entry of Timor-Leste in the international tourism market, but also an articulation between the people of Timor-Leste in the diasporas and the development of sustainable tourism .

In general, the results show that the development of sustainable tourism cannot be successfully implemented without the involvement of all stakeholders such as residents, public sector (local government, policy makers, planners), private sector (tourism operators), and non-governmental organizations (NGOs) that include civil society, religious institutions, the academic community (the supply side), and Timorese diasporas tourists as consumers (the demand side).

Keywords: sustainable development; sustainable tourism development; SUS-TAS; tourism system; tourism supply and demand; residents’ attitudes; local leaders; diasporas tourism; Timor-Leste.

RESUMO

O objectivo principal desta tese é o de analisar o turismo enquanto contributo para o desenvolvimento sustentável, numa perspectiva de oferta e procura, em Timor Leste, um destino não somente “jovem” mas também enquadrado num estágio inicial de desenvolvimento turístico.

Do lado da oferta, os estudos 1 e 2 apresentam uma revisão da literatura sobre o conceito de desenvolvimento sustentável, em pequenos destinos ilhas, as suas debilidades e vulnerabilidades, e cuja atractividade reside num conjunto integrado de recursos naturais (praias atraentes, biodiversidade, triangulo de coral, uma rica fauna e flora), a sua localização geográfica, clima tropical, tradição sócio cultural e um mix cultural Luso – Timorense, que poderá dar resposta às necessidades de segmentos importantes da procura turística. Nestes estudos, o destaque vai para as atitudes dos residentes em relação ao desenvolvimento sustentável e, em particular, sobre as percepções dos líderes locais sobre a operacionalização deste conceito.

Sendo Timor-Leste, um destino turístico “jovem”, a sua indústria de viagens debate-se ainda com vários problemas para poder satisfazer a procura e ir ao encontro de motivações, preferências e exigências dos turistas. Nesta perspectiva, o estudo 3 analisa o turismo da diáspora, enquanto nicho de mercado, permitindo não só a entrada de Timor Leste no mercado internacional do turismo, como uma articulação entre a população de Timor-Leste na diáspora e o desenvolvimento de um turismo sustentável.

De um modo geral, os resultados mostram que o desenvolvimento de um turismo sustentável não pode ser implementado com sucesso sem o envolvimento de todos os *stakeholders*, tais como os residentes, sectores públicos (governo local, decisores políticos, planificadores), sectores privados (operadores do turismo), e as organizações não-governamentais (ONG's) que incluam a sociedade civil, as instituições religiosas, os académicos (do lado da oferta) e os turistas enquanto consumidores (do lado da procura).

Palavras-chave: desenvolvimento sustentável; desenvolvimento turístico sustentável; SUS-TAS; sistema de turismo; oferta e procura de turismo; atitudes dos residentes; líderes locais; turismo da diáspora; Timor-Leste.

CHAPTER 1: GENERAL INTRODUCTION

CHAPTER 1: GENERAL INTRODUCTION

1.1. Justification of theme

Sustainable tourism development cannot be successful without the involvement of all stakeholders. These stakeholders comprise the local residents, public sectors, private sectors', and non-governmental organizations (NGOs) and civil society (on the supply side), and tourist as consumers (on the demand side) (Lacy, Battig, Moore, & Noakes, 2002; Moniz, 2006; Sheldon & Abenoja, 2001; WTO (World Tourism Organization), 2004).

Tourism destinations are physical spaces that include natural resources, social resources, tourism products, infrastructures, superstructures, facilities, services, hospitality, activities, attractions, marketing, and promotions to meet the demands of tourist where a visitor stays at least one night and less than one year (Anuar, Ahmad, Jusoh, & Hussain, 2013; Cunha, 2009; Jafari et al., 2000; Mckercher, 1993). Tourism can be described as a system in economic terms, with supply and demand, as well as its interrelations among other factors (Gunn & Var, 2002; Inskeep, 1991). So, as the growth of demand for tourism has increased in parallel with changes in the nature of the tourism consumer, the destinations on the supply side are under pressure to be both competitive and sustainable (Cooper, 2002).

However, in a new destination which is also in the first stage of tourism development such as the case of Timor-Leste, the involvement of stakeholders is very limited both on the supply and the demand sides. This situation presents a major challenge to the achievement of sustainable tourism development.

Nascent travel industries in new tourism destinations often struggle to explore the demand, motivations, preferences, and experiences of tourists. This thesis suggests that diaspora tourism may serve as a niche market to break into the international tourism market (Huang, Haller, & Ramshaw, 2011; Newland, 2011; C. Taylor & Newland, 2010). The young nation of Timor-Leste is one recent example of a country facing such challenges and where diaspora tourism may provide a way to promote sustainable tourist development.

Based on the literature reviewed, this study proposes that the involvement of residents is of fundamental importance in the tourism development process in Timor-Leste because they have both the direct and indirect ownership of tourism resources.

Moreover, the sustainable development of tourism can be successful if the residents are included and actively involved as the main stakeholders in the tourism development process. There are two typologies of residents that can be identified on both the supply and demand side. On the supply side, the typology of residents encompasses the “ordinary residents”, and the residents with roles and responsibilities as leaders (in the public sectors, private sectors, and NGOs). Furthermore, on the demand side, the diaspora Timorese can be considered as the residents and tourists while they are visiting families in their homeland. As the residents, they are embedded in sustainable tourism development process in their homeland. As tourists in their homeland, they can be a niche market and provide a both to enter the international tourism market and to ensure the sustainable development of tourism in Timor-Leste.

Timor-Leste is a small island that emerged as Asia’s newest nation in 2002, and it is largely unknown as a tourism destination in the world with geographic, natural, and socio cultural weaknesses and vulnerability (Cabasset-Semedo, 2009; J. G. Taylor et al., 2011; Vong, Valle, & Silva, 2014). In this country, tourism is considered to be one of the priorities for the national economic development, in addition to agriculture, and petroleum (TL-SDP, 2011; Tolkach, 2013; Vong et al., 2014).

Therefore, tourism in small island destinations should be planned, developed, maintained and reorganized to be compatible with available human capital and physical resources in a sustainable way, not only for tourism, but also as an essential condition of community life in its multiple dimensions economical, social-cultural, environmental, and political (Akis, Peristianis, & Warner, 1996; Carter, Prideaux, Ximenes, & Chatenay, 2001; R. H. Croes, 2007; R. Croes, 2010; Frangialli, 2002; Moniz, 2006; J. A. Silva & Flores, 2008; Tinsley & Lynch, 2001; Twining-Ward & Butler, 2002; Vong et al., 2014).

Many studies have been undertaken by researchers of mature destinations or developed countries (R. Croes, 2010; Parry & Mcelroy, 2009; Sheldon & Abenoja, 2001). So far, only a few researchers who have conducted these studies have dealt with developing

countries (see for example, Honey & Gilpin, 2008; Kitnuntaviwat & Tang, 2008; Lepp, 2007, 2008; Ribeiro et al., 2012; Sirakaya, Ekinici, & Kaya, 2008; Sirakaya, Teye, & Sönmez, 2001; Tosun, 2000; Twining-Ward & Butler, 2002; Walpole & Goodwin, 2002). To date, “not yet found” research has examined tourism in Timor-Leste as a contribution to sustainable development in this country.

1.2. Objectives

The main objective of this study is to examine tourism as a contribution to sustainable development from supply and demand perspectives in Timor-Leste, a destination that is not only new, but it also only in the first stage of tourism development. Three specific objectives have been set in accordance with the aforementioned, namely:

- 1) The purpose of study 1 is to examine the different residents’ attitudes towards sustainable tourism development in Timor-Leste, a destination that is not only new, but it also in the initial stages of tourism development. This study also intends to understand whether residents with different roles and responsibilities (ordinary residents and residents as leader in the public, private sectors and NGOs) have different attitudes about the development of sustainable tourism. This approach, not undertaken in previous studies, will allow for a more complete understanding of residents’ attitudes, considering the different roles residents can play in the development of tourism (Richards & Hall, 2002; UN-ESCAP, 2001). In order to accomplish this goal, the sustainable tourism attitude scale (SUS-TAS) has been applied. The SUS-TAS scale has been proposed by Choi & Sirakaya (2005 & 2006) in order to measure residents’ attitudes toward sustainable tourism development.
- 2) Study 2 has two purposes: firstly, to examine the perceptions of the local leaders (public sectors, private sectors’, and NGOs) regarding the sustainable tourism development concept; and secondly, how the local leaders (public sectors, private sectors’, and NGOs) took initiative in voluntary actions to operationalize and implement the sustainable tourism development concept proposed by Local Agenda 21 in Timor-Leste.
- 3) The objective of study 3 is to explore the Timorese diaspora(s) as a niche market by identifying and analyzing the characteristics of Timorese diaspora(s) such as

cultural identity, the memories related to place attachment, the motivations, satisfaction, and the expectations when they decided to return or revisit their homeland in Timor-Leste.

Beside these three studies two other studies have been undertaken, the results of which have been published in Appendix 1 and 2). The objectives of these studies were:

- 1) In the first study, to give an overview of Timor-Leste, highlighting not only some aspects of its history and geographical location, but also climatic, demographic, cultural, and economical aspects of this nation. Secondly, the paper sought to raise awareness of the resources and tourism products provided by the territory and analyze the tourism potential of Timor-Leste as an instrument for sustainable development of the country.
- 2) The second study has two objectives. Firstly, to present an overview of the socio-demographic profile of the directors of tourism businesses in Timor-Leste including information about gender, age groups, educational levels, and wages. Secondly, to analyze the degree of satisfaction of these actors relating to the key aspects of the of tourism development such as accessibility, quality of natural resources, human and culture, tourist equipment, tourist services and basic infrastructures, as well as to present their opinions about competitiveness of and the future of tourism in Timor-Leste.

1.3. Contributions

The results of this study will contribute to the development of a tourism studies, and will provide empirical evidence to policy makers considering the development of policies and plans to inspire pro-sustainable tourism development in the country. The essential contributions of each aspect of these studies to the agenda for tourism development are presented below.

There are two contributions arising from Study 1. Firstly, although there are many studies about residents' attitudes towards tourism, most of them addressed mature destinations and few focused on developing destinations, such as Bigodi in Uganda (Lepp, 2007, 2008) and Cabo Verde (Ribeiro, Valle, & Silva, 2013). Timor-Leste is in the first stage of tourism development and has not been studied before as a destination

(Vong et al., 2014). Secondly, this study also intends to understand whether residents with different roles and responsibilities (ordinary residents and residents as leader in the public, private sectors and NGOs) have different attitudes about the sustainable development of tourism.

The contributions of Study 2 are: firstly, to contribute academically to sustainable tourism development studies in emerging destinations on the first stage of tourism development, particularly Timor-Leste; secondly, to provide some empirical information about the perceptions of the local leaders (public sectors, private sectors', and NGOs), their level of knowledge about tourism, and their initiative in voluntary actions to operationalize and implement the sustainable tourism development concept proposed by Local Agenda 21 in Timor-Leste

Lastly Study 3 contributes to the development of marketing strategies to satisfy the Timorese diaspora demand, motivations, preferences, and experiences of the diaspora tourist as homecoming travelers in order to meet the needs of this niche tourism market and break into the international tourism market on the demand side.

1.4. Theoretical framework

1.4.1. Tourism and sustainable development concepts

The concept of “sustainable tourism development” became globally known after the United Nations Conference on Environment and Development (UNCED) that was held in Rio de Janeiro, in 1992. The UNCED adopted an agenda for environment and development in the Agenda 21 as an programme and action plan for achieving the sustainable development principles, such as: social equity, economic prosperity, and environmental responsibility (Moisey & McCool, 2008; Moniz, 2006; UNCED, 1992; UNCSD, 2007).

According to Brundtland's (1987) report on *Our Common Future*, the concept of sustainable development is defined as development which meets the needs of the present without compromising the ability of future generations to meet their own needs (Mowforth & Munt, 2003).

Tourism is a multitude of activities based on the use and enjoyment, often intensive, of a wide variety of environmental and natural resources like heritage resources, historical, cultural, and ethnological, among others (Silva & Flores, 2008). In other words, tourism is a transfer of economic, social, cultural and financial capital that generates the purchasing power as a consequence of the displacement of people (Moniz, 2006). Therefore, sustainable tourism development is a process of meeting the needs of tourists and destinations regions in the present, allowing the protection of resources and enhancement of opportunities for the future (Moniz, 2006).

Accordingly, tourism as a system is composed by two main drivers: supply and demand (Gunn & Var, 2002; Inskeep, 1991; Jafari et al., 2000). The supply aspect of tourism is composed by five components: attraction, promotion, transportation, information, and services (Gunn & Var, 2002). Furthermore, Gunn specified the factors influencing the functioning of the tourism system as: natural resources, cultural resources, entrepreneurship, finance, labor, competition, community, government policies, organization and leadership (Gunn & Var, 2002; Inskeep, 1991).

Considering the supply aspect of a tourist destination, being a nation, region, or community, various strategies are available to provide services that satisfy the market demand (Gunn & Var, 2002). The government, the tourism industry and the community have often sought to maximize the economic benefits of tourism development (Choi & Sirakaya, 2005). These components are interdependent and all stakeholders and development planners will have to take this into account. Planning should take not only take account of market trends, but should also consider the physical characteristics of the land and resources.(Gunn & Var, 2002). In other words, tourism supply is a function of natural and socioeconomic characteristics in a given area (Jafari et al., 2000).

So, the sustainable tourism development can be successful with the involvement of all stakeholders such as the residents, public sectors (local government, policy makers, and planners), private sectors' (tourism operators), and non-governmental organizations (NGOs) including civil society, religion institutions, church, and academics (on the supply side), and tourist as consumer (on the demand side) (Lacy et al., 2002; Moniz, 2006; Sheldon & Abenoja, 2001; WTO (World Tourism Organization), 2004).

While on demand side the tourism system four major factors such as: tourist motivation to travel, financial ability to pay for services and facilities, time to spend on travel and physical ability to travel (Gunn & Var, 2002) are important. Furthermore, tourists look for goods, services, and places that are marketed as individual products or product packages at the tourism destination (Jafari et al., 2000).

Indeed, tourism can bring multiplier effect, positive and negative impacts simultaneously on economic, sociocultural, environmental, and political at destinations (Akis et al., 1996; Jafari et al., 2000; Kwon & Vogt, 2009; Ribeiro et al., 2013; Tosun, 2000; Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2011).

Looking at the positive impacts, the tourism industry is often seen as “the smokeless industry” that can bring maximum benefits with relatively minimum investment, having multiple effects on local economy in comparison to other economical activities (Choi & Sirakaya, 2005; Frangialli, 2002; Inskeep, 1991). Undoubtedly, tourism can generate hard currency, improve the balance of payments, promote regional development, diversify the local economy, increase the tax base, create new employment opportunities, and stimulate non-tourism investment (Butler, 1980; Choi & Sirakaya, 2005; Doxey, 1976; Ribeiro et al., 2013).

Moreover, tourism promotes peace, alleviating poverty particularly in developing countries, promoting education and training, capacity building, creating employments, encouraging investments and trades (Butler, 1980, 1999; Choi & Sirakaya, 2006; Honey & Gilpin, 2008; Miskinyte & Smirnova, 2011; Schwab, Brende, & Geiger, 2012; Twining-Ward & Butler, 2002; United Nation, 2002; UNCED, 1992).

On the other hand, the negative impacts of tourism is that once the tourism destination becomes popular enough, rapid expansion and development without any prior planning, in particularly in emerging tourism destinations can lead to increasing pressure on their natural and social environment resources leading to negative impacts (environmental, economical, social, cultural) including unequal benefits distribution between regions and unequal business opportunities between national and foreign owners (Butler, 1980; Choi & Sirakaya, 2005; R. H. Croes, 2007; Doxey, 1975; Frangialli, 2002; Gunn & Var, 2002; Inskeep, 1991; Wall & Mathieson, 2006).

Butler (1980: p7-9) stressed that tourism areas are dynamic, evolving and changing over time. The author presented a hypothetical cycle of area evolution: the tourism area life cycle (TALC) model, composed by five stages of evolution: exploration, involvement, development, consolidation, stagnation, decline and/or rejuvenation (Andriotis & Vaughan, 2003; Butler, 1980).

Therefore, the effective management and planning of the tourist destinations are critical in order to achieve a mature and acceptable sector (Cooper, 2002). This is essential for maintaining a profitable and sustainable tourism sector at any particular destination. In this regard, the concern for sustainability is crucial to the management of both markets and the destination (Cooper, 2002).

1.4.2. Residents attitudes and tourism development

Sustainable tourism development requires a participatory approach by all local residents. However, a local community is far from being homogeneous, with different residents having different roles and responsibilities, effectively making it heterogeneous. This implies different attitudes regarding the tourism development process, and this diversity of attitude may result in different perceptions regarding tourism. Within a local community, we can highlight two main groups of residents in terms of their roles and responsibilities: the “ordinary residents”, i.e. those who do not have specific roles and responsibilities as leaders in the community; and those residents with roles and responsibilities as leaders (in public sector, private sector and non-governmental organizations (NGOs)). The latter are involved in the decision-making processes for policy, planning, implementation and control over tourism development (Choi & Sirakaya, 2006; Ribeiro et al., 2013; Tosun, 2000). As Butler (1980: p.11) suggests, “a change of attitude is required on the part of those who are responsible for planning, developing, and managing tourist area”.

This study intends to understand whether residents with different roles and responsibilities (ordinary residents and residents as leaders in the public, private sectors and NGOs) have different attitudes about the sustainable tourism development. This approach, not yet found in previous studies, will allow a more complete understanding of residents' attitudes, considering the different roles residents can play in tourism development (Richards & Hall, 2002; UN-ESCAP, 2001). In order to accomplish this

goal, the sustainable tourism attitude scale (SUS-TAS) will be applied. SUS-TAS scale has been proposed by Choi & Sirakaya (2005 & 2006) in order to measure residents' attitudes toward sustainable tourism development.

1.4.3. Local leaders' perceptions and sustainable tourism development

The Agenda 21 chapter 11 recommended that governments should promote ecotourism as a method to enhance sustainable forest management and planning (UNCED, 1992). Moreover, in chapter 28 of Agenda 21 recommended the local authorities to implement the agenda 21 at the local level with a commitment made towards sustainable development by the international community. In other words, this global concept should be implemented locally.

The World Travel and Tourism Council (WTTC), the World Tourism Organization (WTO), and the Earth Council (EC) in 1995 had recognised the importance of sustainability in tourism and formulated the Agenda 21 for the Travel and Tourism Industry. The International Council for Local Environmental Initiatives (ICLEI) is an international association of local governments organizations that have made a commitment to sustainable development, is concerned about the implementation of Agenda 21 at local levels including the tourism sector (Vourc'h & Denman, 2003).

Local leaders in public sectors (local government and planners), private sectors' (tourism operators), and non-governmental organizations (NGOs) include civil society, religious institutions, church, and academics have key roles and responsibilities in achieving sustainable tourism development at local, regional, and national levels (Lacy, Battig, Moore, & Noakes, 2002; Moniz, 2006; WTO, 2004).

Many studies found that local leaders in the public sector, private sector, and NGOs can individually take initiatives and voluntary actions for launching Local Agenda 21, These initiatives can enhance the sustainability of tourism in terms of economic, socio-cultural, and environmental outcomes by planning, organizing, coordinating the participation of other stakeholders. (Mckercher, 2003; UNEP, 2002; Vourc'h & Denman, 2003).

Consequently, local leaders in the public sector, private sector, and NGOs should have a broader understanding of the concept of sustainable tourism development, and know

how to operationalize that understanding in tourism destinations. In some cases, the local leaders can have a lack of capacity, and the required skills including tourism knowledge, to undertake this function, and may need to acquire them through recruitment, training, or outside assistance (McIntyre, 1993; Mckercher, 2003; Selin, 1999; Vourc'h & Denman, 2003).

1.4.4. Diaspora and Tourism

New tourism destinations should explore the demand for diaspora tourists to visit or revisit friends and relatives (VFR) in their homeland as niche market, and consider how this can help entry to the international tourism market (Huang et al., 2011; Newland, 2011; C. Taylor & Newland, 2010).

Many researchers has been studied the phenomenon of diaspora related tourism as niche market because understanding the diaspora demands for tourism cannot only support the travel industry, but can help establish an in-depth connection between tourists and the destination (Collins-Kreiner & Olsen, 2004a; Huang et al., 2011; Newland & Tanaka, 2010; Novelli, Morgan, & Nibigira, 2012; Pan, 2008; C. Taylor & Newland, 2010; Wong-mingji, 1999).

Thus, diaspora tourists play important role in the development of tourist destinations by not only spreading information about the attractions of homeland locations, but sometimes by investing directly to build new tourist facilities or bring existing ones up to the international tourism standard that they have come to expect as a result of their experiences abroad (C. Taylor & Newland, 2010).

Undoubtedly, marketing decisions and strategic planning of tourism requires knowledge of the factors affecting destination choice, type of diaspora tourist trips and forecasts of tourism flows in the short, middle, and long-term (Collins-Kreiner & Olsen, 2004b; Cox & Wray, 2011; Seddighi & Theocharous, 2002).

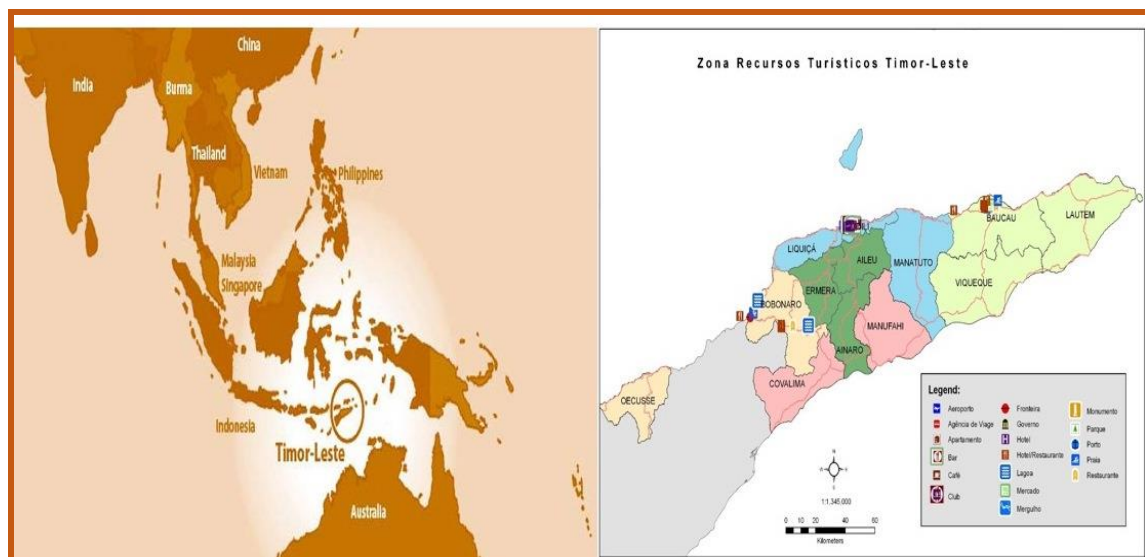
The study of diaspora tourism as a niche market should identify and analyze diaspora tourist characteristics such as the cultural identity, memories related to place attachment, motivations, satisfaction, and expectations when they decided to return or revisit their homeland. So, a marketing strategy to meet the needs of the diaspora as a niche tourism market and may help break into the international tourism market.

1.5. Research Methodology

1.5.1. Research Setting

The Democratic Republic of Timor-Leste emerged as Asia's newest country in 2002. It is located 600 km northwest of Australia, and occupies the eastern half of Timor Island, with the western part belonging to Indonesia (Figure 1). It has a total area of 15,000 km² (5,792 mi²) and a population of about 1.1 million. Timor-Leste has been colonialized by Portugal more than 450 years (1515 – 1975), for three years (1942 – 1945) it was occupied by Australian and Japanese, for twenty-four years (1975 – 1999) it was invaded and occupied by Indonesia, followed by two-and-a-half years (1999 – 2002) of United Nations Transitional Administration in East Timor (UNTAET) (Loureiro, 2001; Myrntinen, 2009; Sousa, 2003).

Figure 1: Timor-Leste in Asia and Pacific Map



The Timor-Leste currency is the American Dollar (US\$). The country has experienced recent rapid economic growth (2012 GDP growth was 8.5%). The GDP per capita is US\$ 5,176 (2011) however the poverty rate is 41% (2011). Most of Timor-Leste residents are employed in agriculture and subsistence farming. Oil is an important source of economic wealth and 98% contributed to annual budget of Government of Timor-Leste (MF-RDTL, 2014; Vong & Tolkach, 2014).

Limited Timor-Leste tourism statistics are not available from the Minister of Tourism. In 2012, some 55,000 international tourists visited Timor-Leste, spending \$21 million,

and these number increased to 78.000 (42%) in 2013 (UNWTO, 2014). The Ministry of Tourism aims to achieve the goals set out in the 2011-2030 strategic development plan, including capacity building, infrastructure, marketing and promotion, and financial support for rural business development (TL-SDP, 2011). Nevertheless, the budget allocation for tourism development was extremely small during the post-independence years of Timor-Leste, and practically all of it dedicated to the payment of employee salaries. The budget did grow as follows: 2003-2004: US\$ 43.000; 2004-2005: US\$ 56.000; 2006-2007: UD\$ 248.000 (Cabasset-Semedo, 2009).

Since the 2012 UN mission's withdrawal from Timor-Leste, the budget has increased significantly but, again, the majority (64%) of the total budget over 3 years was allocated for "Salary, and Goods and Services expenditure" out of a total budget US\$ 16.003.000, the allocations were: 2012: US\$ 3.007.000; 2013: US\$ 6.088.000; and 2014: US\$ 6.908.000.

The Ministry of Tourism has presently (2014) a workforce of approximately 213 staff, consisting of 78 permanent employees, 47 in the office of management and supervisors, 76 new staff members, and 12 employees of political appointment. There are a recruitment projections for around 327 new staff in 2015-2018 (MF-RDTL, 2014).

Tourism development commenced in the Timor-Portuguese period from 1968-1975, attracting 5,000 tourists annually (Oliveira & Silva, 2013; Vong & Tolkach, 2014). Since Indonesia's occupation from 1975 until 1988, there was no tourism development, but between 1989 and 1991 more or less 3,000 international visitors came to Timor-Leste. Many of them were NGO workers and journalists travelling on tourist visas with a mission to expose the situation in Timor-Leste to the world (Tolkach, 2013).

During the Indonesia's occupation in Timor-Leste (1975 – 1999), there were an estimated 20,000 Timorese people as refugees and living in Australia, more than 10.000 in Portugal, and a few in Macau, Mozambique, Canada, the United States, Ireland, and other parts of the world (Wise, 2004a). Likewise, a bloody conflict that occurred after the Referendum, 30 of August 1999, resulted in the death of thousands of people, and more than 250,000 Timorese people were displaced to Indonesia (Carter et al., 2001; La'o Hamutuk, 2003).

Since the restoration of independence in 1999 and until 2012, a number of hotels (around 61), travel agencies (20), and restaurants (75) have opened to accommodate United Nations peacekeeping staff and foreign aid workers (Tolkach, 2013; Vong & Valle, 2013).

Current tourism development has been focused on natural and cultural assets and have emphasized community-based tourism and ecotourism (Tolkach, 2013). Snorkeling and diving are popular activities. The mountainous interior has potential for hiking, trekking, and mountain biking (Cabasset-Semedo, 2009).

Timor-Leste holds international sporting events such as Tour de Timor. The country has a long cultural and historical heritage related to the traditional cultures, Portuguese colonization, and the resistance against Indonesian occupation (Tolkach, 2013; Vong et al., 2014). However, limitation in infrastructure and human resources are major impediments to tourism development (Tolkach, King, & Pearlman, 2013).

There are several institutions delivering hospitality and tourism education (albeit without field experience) such as Dili Institute of Technology (DIT), Universidade Nacional Timor Lorosae (UNTL), and other tourism and hospitality training centers in Dili. At present, Timor-Leste remains a largely unknown destination.

To capitalize on its tourism potential, the country must change its image as an unsafe post-conflict destination. Besides destination image, other areas of development may include community-based tourism and sustainable tourism development (Vong & Tolkach, 2014).

1.5.2. Data Collection and Analysis

Studies 1 and 2 were conducted in three districts in Timor-Leste, Baucau, Dili and Maliana. These three sample districts were selected because of their geographical location, comprising the three main cities located in the East, Central and West of the territory. Those have the potential and the aptitude to host the tourism industry in Timor-Leste. Study 3 was conducted in three countries: Portugal, Indonesia and Australia. The three sample countries were selected because most of Timorese diaspora live in these countries. The study targeted for interview people over 18 years of age, who had been living more than 3 years in those countries.

The method and techniques used for of data collection and analysis are described below:

- Study 1 was conducted in three districts with a total sample size of 625 people distributed in different households with precision $(e) = 0.035$ from the total of population 3.058 households (NSD & UNFPA, 2010) with the following details: Baucau - 240 households; Dili - 2.638 households; Maliana - 180 households.

A total of 621 valid questionnaires were returned, distributed among the different districts as follows: Baucau - 150 respondents; Dili - 347 respondents; Maliana - 124 respondents.

Respondents were people with 18 years of age or older, living near tourist attractions and facilities like beaches, parks, lakes, hotels, apartments, restaurants, airports, ports or boarders.

The questionnaire was designed for both “ordinary residents” and residents with leadership roles. It was structured in two parts: Part one - socio-demographic information – including questions about gender, age, education levels, occupation and monthly expenditure (noted: monthly expenditure was used to calculate income due to pre-test results which showed respondents not revealing how much income they received every month).

Part two – based on the seven dimensions of SUS-TAS (economic, socio-cultural, environmental tourism development impacts; importance of the political aspect or community participation, long-term planning, ensuring visitor satisfaction and community-based tourism). Items in these dimensions were measured using a five point Likert scale (ranging from: 1 – strongly disagree; to: 5 – strongly agree).

The questionnaire was initially developed in Portuguese. Afterwards, it was translated to Tetum (the national language) by the Dili Institute of Technology Language Centre of Timor-Leste to ensure the consistency and correctness of content.

Regarding the data collection, fifteen senior students of the Tourism Department at Dili Institute of Technology (DIT) were selected from an initial group of twenty-five to attend a data collection training which was performed between the 12 and 14 of January 2012. The questionnaire was pre-tested with 50 people, residing in Dili. The contents of the final questionnaire were revised and adjusted based on the results of this pre-test. Data collection took place over two weeks from 20 of January to 4 of February 2012.

The responses from the questionnaires were analysed using the software “Statistical Package for the Social Sciences” (SPSS). Data analysis relied on descriptive statistics and inferential tests. An exploratory factor analysis (EFA) was conducted in order to reduce data dimensionality but, overall, results were not indicative of further factors within each dimension. However, for each set of items within each dimension, a reliability analysis was carried out.

- Study 2 was conducted in the three selected districts where the target population included 156 residents, leaders in various organizations such as the government, private sector (hotels, apartments, travel agencies and restaurants) or NGOs (Vong et al., 2014). The sample size was calculated as 131 leaders with precision (e) = 0.035. They were distributed as follows: Baucau - 18 people; Dili - 126 people; Maliana - 12 people. In this case, a total of 125 valid questionnaires were obtained, divided as follows: government - 28 respondents; private sector - 69 respondents; NGOs - 28 respondents. These respondents were distributed among the three districts as follows: Baucau - 17 respondents; Dili - 96 respondents; Maliana - 12 respondents.

The questionnaire was developed in Portuguese and it was translated afterwards to Tetum (the national language) by the Dili Institute of Technology Language Centre (DIT-LC) to ensure the consistency and correctness of the content.

The questionnaire was structured by employing the Likert scale (1 – strongly disagree; 5 – strongly agree), and it was pre-tested in 5 tourist organizations and 5 non-tourist organizations in Dili. The Data collection took place during two months between the 1st of June and the 30th of July 2012.

The responses from the questionnaires were analysed using the software “Statistical Package for the Social Sciences” (SPSS). Data analysis was relied on descriptive statistics and inferential tests. An exploratory factor analysis (EFA) was conducted in order to reduce data dimensionality but, overall, results were not indicative of further factors within each variables.

- Study 3 was conducted in three countries: Portugal, Indonesia and Australia were most of Timorese diaspora living, and targeted for interview people with 18 years of age, living more than 3 years in that countries.

Based on the “snowball” technique, there was identified the Timorese diaspora across the three countries totally 520 people with the following breakdown: Portugal 195, Indonesia 168, and Australia 157.

The questionnaires were sent to 520 people through e-mail contacts “internet online: <https://spreadsheets.google.com>” and the 362 respondents who answered from each country were 131 from Portugal, 118 from Indonesia, and 113 from Australia.

The responses from the questionnaires were analysed using the software “Statistical Package for the Social Sciences” (SPSS). Data analysis relied on descriptive statistics and inferential tests.

1.6. Thesis structure

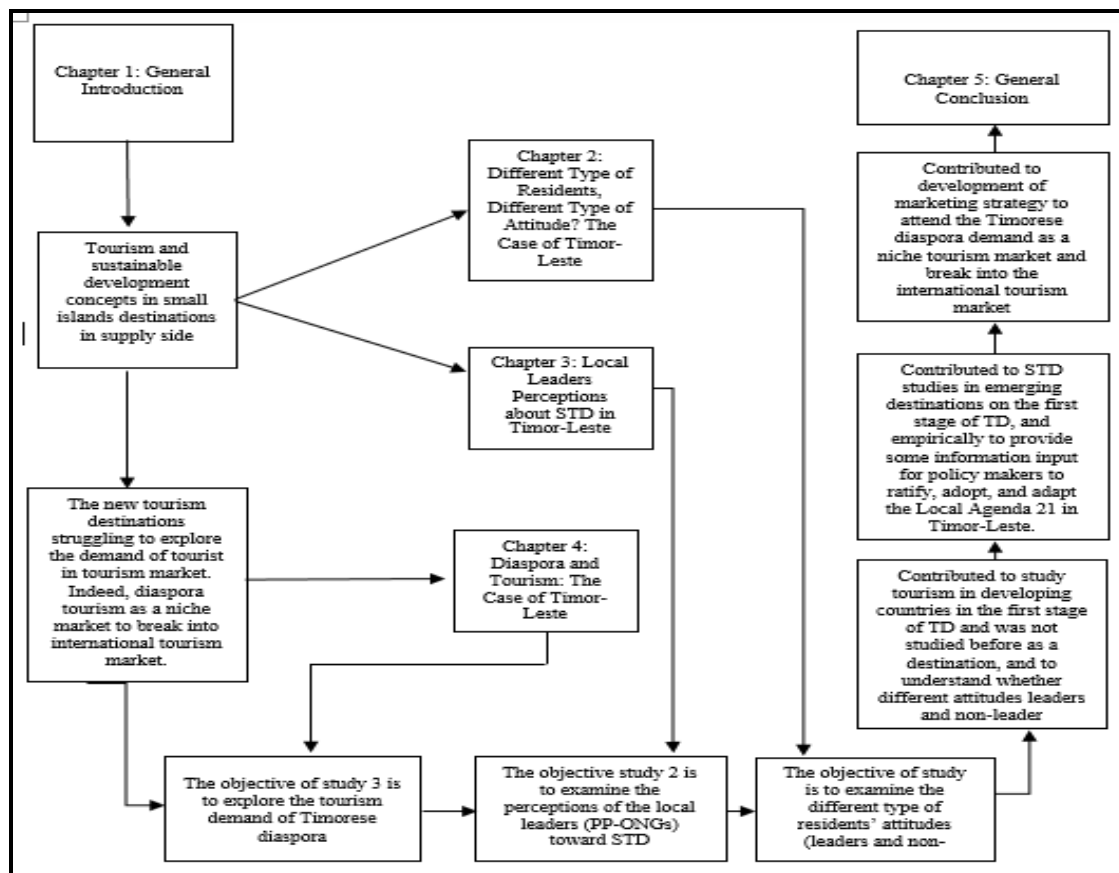
Figure 2 below shows the structure of the thesis consisting of five chapters. Two appendices are presented in the end of the thesis. The first chapter provides a general introduction and introduces the research problem related to supply side tourism and sustainable development concepts for the small islands destinations.

This chapter also introduces the demand side, where new tourism destinations struggle to exploit the demands of tourist in the tourism market, especially those for diaspora tourism as a niche market which may help break into the international tourism market. This chapter also introduces the three studies integrated with general and specific objectives and their contributions.

A summary of the methodological process used in these three fields of research and the thesis outline is presented in the general introduction. The three studies are described in chapter 2, 3, and 4, respectively.

Chapter 6 summarizes the three studies and clarifies the main outcomes including managerial implications, discusses the limitations of the research, and discusses directions for future research.

Figure 2: Thesis Outline



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**CHAPTER 2: STUDY 1 - DIFFERENT TYPE OF RESIDENTS, DIFFERENT
TYPE OF ATTITUDES? THE CASE OF TOURISM DEVELOPMENT IN
TIMOR-LESTE**

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2.1. Introduction

Tourism in small islands should be planned to be compatible with and scale to the available human capital and physical resources if sustainability in terms of economic, socio-cultural, ecological and political dimensions is to be achieved (Akis et al., 1996; Carter et al., 2001; R. H. Croes, 2007; R. Croes, 2010; Frangialli, 2002; Moniz, 2006; J. A. Silva & Flores, 2008; Tinsley & Lynch, 2001; Twining-Ward & Butler, 2002; Vong et al., 2014). Timor-Leste is a small island state (2002) located in the South Asian and Pacific region (J. G. Taylor et al., 2011; Vong et al., 2014). In this country, tourism is regarded as one of the future priorities for national economic development (Vong et al., 2014). However, sustainable tourism development cannot be successfully implemented without the involvement of those who are most affected by tourism, the residents (Sheldon & Abenoja, 2001).

In other words, sustainable tourism development requires a participatory approach involving all local residents. However, a local community is far from being homogeneous, with different residents having different roles and responsibilities (Aref, Redzuan, & Emby, 2009). This implies there may be different attitudes regarding the tourism development process within the community, and this diversity of attitudes may result in different perceptions regarding tourism. Within a local community, we can highlight two main groups of residents in terms of their roles and responsibilities: the “ordinary residents”, i.e. those who do not have specific roles and responsibilities as leaders in the community; and the residents with roles and responsibilities as leaders (in public sector, private sector and non-governmental organizations (NGOs)). The latter are those involved in decision-making processes for policy, planning, implementation and control over tourism development (Choi & Sirakaya, 2006; Manuel Alector Ribeiro et al., 2013; Tosun, 2000). As Butler (1980: 11) suggests, “a change of attitude is required on the part of those who are responsible for planning, developing, and managing tourist area”.

The purpose of this study is to examine the different residents’ attitudes towards sustainable tourism development in Timor-Leste, a destination that is not only new but

also in the first stages of tourism development. Henceforth, the contribution of this study is twofold. First, although there are many studies about residents' attitudes towards tourism, most of them address mature destinations and few focus on developing destinations, such as Bigodi in Uganda (Lepp, 2007, 2008) and Cabo Verde (Manuel Alector Ribeiro et al., 2013). Timor-Leste is in the first stage of tourism development and has not been studied before as a destination (Vong et al., 2014). This study also intends to understand whether residents with different roles and responsibilities (ordinary residents and residents as leader in the public, private sectors and NGOs) have different attitudes about sustainable tourism development. This new approach will allow a more complete understanding of residents' attitudes and consider the different roles residents can play in tourism development (Richards & Hall, 2002; UN-ESCAP, 2001). In order to accomplish this goal, the sustainable tourism attitude scale (SUS-TAS) will be applied. SUS-TAS scale has been proposed by Choi & Sirakaya (2005 & 2006) in order to measure residents' attitudes toward sustainable tourism development.

2.2. Research Setting

2.2.1. General Overview

Timor-Leste is as a small island state (2002) located in the South Asian and Pacific region (J. G. Taylor et al., 2011). It emerged from 450 years of Portuguese colonization, three years of Australian and Japanese occupation, and twenty-four years of Indonesian occupation followed by two-and-a-half years of interim United Nations (UN) administration (Figueiredo, 2009; Loureiro, 2001; Myrtilinen, 2009; Sousa, 2003). It is located 500km from the north-west of Darwin in Australia and occupies the eastern half of Timor Island, with a total area of approximately 15,000km². Indonesia is located in the western part of the aforementioned island.

The territorial administration is divided in 13 districts, 65 sub-districts, 442 towns and 2,220 villages. The National Statistics Directorate (NSD) and United Nations Population Fund (UNFPA), (2010) recorded on Census 2010 that the population of Timor-Leste totalled 1,066,409 people, 541,147 men and 525,435 women. The country has 38 native languages, 34 local languages and 4 international languages. The local languages most widely spoken in the territory are: Tetum, Mambai, Makasai, Kemak, Bunak, Tokodede, Fataluku, Baikenu, Waima'a, Naueti and Galoli. On the other hand, the international spoken languages are Portuguese, English, Bahasa Indonesian and

Chinese (NSD & UNFPA, 2010). The country's official languages are Tetum and Portuguese. English and Bahasa Indonesia are used as working languages. Timorese people have specific words "*Simu Bainaka*" in Tetum language to express their "welcome and hospitality to the guests".

This study was conducted in local communities in three districts, Díli, Baucau, and Maliana which have not only potential tourism resources but also vocational tourism activities. Díli is the capital of Timor-Leste and was founded on the 10th October in 1769; it is the centre for public administration, education and business activities. Díli has a population surpassing 228,559 people (NSD & UNFPA, 2010). It is located in the north coast of the territory. Its natural tourist attractiveness stems from the beaches, the island of Atauro, the marine biodiversity such as coral reefs, dolphins and whales and good diving locations. In this area there are several historical sites, the cultural and religious heritage reveals the struggle for independence in the country (UNWTO, 2007). Baucau is the second city of Timor-Leste, situated in the eastern part of the territory, located 122km from Díli and having a population surpassing 110,160 people (NSD & UNFPA, 2010). Maliana is the capital of the Bobonaro District, located 149km to the southwest of Díli in the western part of the country, near the border with Indonesia. It has 91,199 inhabitants (NSD & UNFPA, 2010).

2.2.2. Tourism Policy and Development

Timor-Leste has had a separate Ministry of Tourism since 2012. The government is working towards the achievement of the tourism-related goals set in the Timor-Leste Strategic Development Plan 2011-2030. Timor-Leste is largely unknown as a tourism destination in the world. It is a challenge for a young small nation to compete with other destinations in the region.

During the last decade of independence (2002-2012), Timor-Leste with the support of the United Nations (UN) and in cooperation with international development agencies, has undertaken humanitarian and short-term development projects for in all sectors - economic, political, social, cultural and tourism. The goals have been to stabilize and mature the process of restructuring the political system, national stabilization, reconciliation, peace and justice aiming to ensure sustainable development, fighting poverty and improving the quality of people's lives.

Available Timor-Leste tourism statistics are limited. The National Tourism Directorate (NTD) (2011) and National Immigration Directorate (NID) (2011), estimate that 12,042 tourists have arrived to Timor-Leste in 2006. This number increased by 7% in the following five years with a total of 32,180 tourists in 2011. World Bank statistics report 51,000 international tourist arrivals in 2011 and tourism receipts were estimated as totaling USD 21,000,000 in 2011 referring to expenditures on travel items only, excluding passenger transport items (World Bank, 2013a).

The Government of Timor-Leste (2002-2012) regards tourism as one of the strategic sectors and priorities for the national economic development. In the Strategic Development Plan (SDP) 2011 - 2030 of Timor-Leste, the development of tourism on the basis of sustainability of the natural environment, its promotion, protection and the preservation of cultural values (RDTL, 2011). An increase in the number of hotels, restaurants, apartments and houses around the tourism areas Metiaut, Areia Branca, Praia dos Coqueiros and Bebonuk Dili has been observed in comparison with 2007 (Vong et al., 2014). Residents have had the opportunity to rent their land, house and car, increased job opportunities, and they have seen an increase their living standards. Various short-term programs have been initiated, such as community-based tourism (CBT) and the development of eco-tourism project in Atauro, Tutuala, Maubisse, Maubara and Com Lautem (Vong et al., 2014; Vong & Valle, 2013).

Timor-Leste has experienced recent rapid economic growth (2012 GDP growth was 8.5%). However, the GDP per capita is USD 5,176 (2011), and the multidimensional poverty rate is 68.1% (Alkire & Aguilar, 2011). Most Timor-Leste residents are employed in agriculture and subsistence farming, which accounts for 17% of GDP (World Bank, 2013b).

Oil is an important source of economic wealth in Timor-Leste (RDTL & MF, 2013). So, it is vital that a portion of this wealth is used to improve infrastructure (airports, ports, roads, water, electricity, accommodations, etc.) and for institutional development, education, human resource training and tourism promotion (UNWTO, UNDP & Gov.TL., 2007).

The United Nations World Tourism Organization et al., (2007) noted that although exploration of oil and gas comprises the main financial resource for the national budget

of Timor-Leste, it will not generate employment and livelihood opportunities for rural communities, which suffer from low agricultural productivity and food shortages, due to steep, rocky topography and a dry climate. The habit of burning forest and shifting cultivation activities is a traditional farming subsistence method in Timor-Leste, that needs to be converted in a more sustainable agricultural culture (UNWTO et al., 2007).

Consequently, Timor-Leste is dependent on imports for domestic consumptions and investment, i.e. basic consumption foods products such as rice, meat, fish, wine, mineral water, coffee, tea and others are imported from Indonesia, Australia, Vietnam, Thailand and other countries (MF-RDTL, 2013; Taylor et al., 2011).

Timor-Leste has an opportunity to diversify development investment into other sectors like tourism. Tourism has the potential to bring socio-economic development to rural areas, providing employment and income to rural communities along popular tourist routes and in areas where there are clusters of tourism attractions in this country (UNWTO et al., 2007). Otherwise, as a post-conflict country, low income country, Timor-Leste still faces many challenges, as more than 176.000 persons are in vulnerable employment or are unemployed (SEFOPE & DNE, 2010). Most people have limited competences in terms of knowledge, skills and abilities useful to tourism. There is no legal framework for tourism business, land ownership or land use. Strategic development planning has not yet been applied to sustain tourism at local, regional, and national levels (J. G. Taylor et al., 2011; Vong et al., 2014; Vong & Valle, 2013).

2.3. Theoretical framework

2.3.1. The Importance of studying the Attitudes of Residents

Several researchers have examined the overall perceived impact of tourism development by studying the attitudes of residents. Some scholars noted that research into tourism has changed over time; in the 60s, researchers studied the positive aspects of tourism whereas in the 70s, the focus was on the negative aspects and in the 80s, a balanced and systematic approach was preferred (Andereck & Vogt, 2000; Inbakaran, Jackson & Chhtri, 2006; Jafari, 1986).

In the last four decades, scholars have been very interested in the attitudes of residents to the impact of tourism development (Sirakaya, Ingram, & Harrill, 2009). In these studies, attitude is defined as a psychological tendency that is expressed by the

evaluation of a particular entity in which a person can associate a favourable or unfavourable opinion (Sirakaya et al., 2008).

Theoretically, attitude can be defined as a tendency to respond favourably or unfavourably towards a particular object (Fishbein & Ajzen, 1974). Attitudes have several components: cognitive, affective and conative aspects. Many factors can modulate attitudes, such as social norms, habits, personality characteristics and situational factors, among others (Fishbein & Ajzen, 1974).

Social exchange theory is one of the most widely used models to analyse the residents' attitudes (Andriotis & Vaughan, 2003; Kwon & Vogt, 2009). Social exchange theorists suggest that the evolution of the value of an exchange is complex and dynamic (Jurowski, Uysal, & Williams, 1997). This theory refers to consented actions of individuals based upon the expectation of rewards (Blau, 2009). On the other hand, Homans (1961) defined social exchange as an trading activity, tangible or not, between at least two persons. The viability of the exchange is assured by two main factors: the resultant value of the rewards and costs that do not exceeding rewards (Skidmore, 1975). Consequently, residents will support the development of tourism if they perceive the costs as being lower than the benefits (Jurowski et al., 1997). Residents can be involved in the tourism industry, depending on policy, planning and management of tourism leading to the improvement of the residents' quality of life in economic, sociocultural, environmental, and political aspects of sustainable tourism development (Draper & McGowan, 2009; Miskinyte & Smirnova, 2011). So, evaluating residents' attitudes towards the impact of tourism development in local communities is key to understanding the sustainability of the tourism industry (Alfonso Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2009; Yoon, Gursoy, & Chen, 2001).

2.3.2. Typology of residents as leaders

This study defines leadership as a process in which a person influences others in order to accomplish an objective and directs an organization in a way that makes it more cohesive and coherent (O'Halloran, 1992; Wart, 2003). Leadership is a function of the leader, whereby an individual influences and directs a group of individuals to achieve a common goals (Darr, 2011; Northouse, 2013). In other words, the leader is the person who occupies the position of highest hierarchy in a group, having roles and responsibilities concerning decisions, plans, organization, implementation among

others, relevant to a tourist destination (Scott, Laws, Richins, & Agrusa, 2011; Tosun, 2000; Waqaisavou, 2001; Wart, 2003). In general, the leader's attitudes are heterogeneous depending on the roles, control mechanisms, task focus, and work coordination, both inside and outside the unit of the organization (Wart, 2003).

In the tourism context, residents with leadership roles are those with important responsibilities in the planning and implementation of the tourism development (Aref & Redzuan, 2010). The local leaders play a vital role in addressing tourism development and represent a mechanism for capacity building of community for sustainable tourism development (Aref et al., 2009). Sustainable tourism development requires the knowledgeable participation of all relevant organizational leaders (public, private and NGOs), as well as strong community leadership to ensure wide participation and consensus building (WTO, 2004). These leaders are those working in public sector (the government institutions), in the private sector (in tourism and travel companies) and in the non-government organizations (NGOs) (including religious institutions and social institutions) (WTO, 2009).

In order to achieve a sustainable development and optimal tourism industry outcomes, leaders in the public sector and the government have responsibilities of both a legal nature and regulatory nature (Lacy et al., 2002). Product development, marketing and investment in operations related to the tourism industry are some of the responsibilities attributed to leaders in the private sector (tour operators, hotel and restaurant owners, among others) (Lacy et al., 2002). Leaders in NGOs have responsibilities tied to the development of local skills, especially in poor and/or social deprived areas, hopefully channeling resources into countries with low levels of tourism industry (Scott et al., 2011). Finally, residents acting in leadership roles within tourism organizations and travel industries play important roles in coordinating bottom-up and top-down approaches to tourism planning, development and management (Scott et al., 2011; Tosun, 2000; UNCSD, 2007).

2.3.3. The Attitudes of Residents in agreement with the Stages of Tourism Development

In an attempt to understand residents' attitudes towards tourism, some models have been developed to help explain the tourism impact and their relationship with residents'

perceptions. The most applied models are: Doxey's Irridex (1975); Butler's tourism area lifecycle (1980); Dogan's framework (1989); and Ap & Crompton (1993).

According to the Irritation Index - "Irridex" model - the increasing tourism development correlates with an increase in negativity of residents' attitudes over time. With the increasing number of tourists and development in the tourist destination, the perceived attitudes from residents vary from euphoria to apathy, followed by annoyance and finally resulting in antagonism (Doxey, 1975). Although the "Irridex" model has been used by many researchers to study the relationship between tourism development and residents' responses, some limitations to this model have been pointed out (Cordero, 2008) such as: - the models' nature is unidirectional, meaning that it represents the community as a whole (Wall & Mathieson, 2006); - it is based on the assumption of homogeneity, disregarding variations between community members; - the model lacks the depth needed to explain variance between different residents within the same community (Zhang, Inbakaran, & Jackson, 2006); - the model does not take into account some situations in which visitor management schemes are employed to reduce tourist attrition and/or active local communities are willing to participate in the development of tourism (Cordero, 2008; Shaw & William, 2002).

The tourism area life cycle (TALC) model proposed by Butler (1980) is based on an the observed product lifecycle in which visitors tend to be slow at the beginning, followed by a growth burst, stabilization and subsequent decline. Butler's model described tourism area life cycle, comprising five stages of evolution: exploration, involvement, development, consolidation, stagnation, decline and/or rejuvenation (Butler, 1980).

Theoretically, at early levels of tourism development, deficiencies in infrastructure will yield low numbers of tourists (Butler, 1980). If the government mobilizes resources and awareness to grow tourism, the number of tourists will increase as well (Dodds & Butler, 2010). Marketing strategies, publicity efforts and infrastructure development, around the tourism destination can result in a rapid growth in the income derived from tourists (Butler, 1999). However, the number of visitors will ultimately decline as the destinations maximum levels of carrying capacity are reached (Sheldon & Abenoja, 2001). This model also has some limitations, - its framework is unidirectional; - the model is based upon homogeneity of perceptions; - some areas may experience a different pattern other than the five stages mentioned earlier. Therefore, different areas

may imply different case scenarios, so the model is only partially applicable (Cordero, 2008).

Another theoretical framework to evaluate residents' attitudes is the Butler's Dynamic Matrix (Cordero, 2008). This model intertwines the hosts' attitudes and behaviours with tourism activities. This framework, based on a dynamic matrix, suggests that residents may have an active or passive behaviour towards tourism. Additionally, residents attitudes may be negatively or positively oriented towards tourism.

Another model was developed by Dogan (1989) in order to identify and address the consequences of tourism development and the behavioural responses of residents. In this model, residents protect themselves from various impacts by adjusting to tourism in one of five ways: resistance, scepticism, boundary maintenance, revitalization and adoption. Dogan's model, comprising several combinations of residents' responses, is similar to Butler's attitudinal or behavioural matrix. On the other hand, Butler's matrix of attitudes and behaviours implies four types of response – active or passive and positive or negative - existing within a community at a certain time. This model does not take into account that the distribution of attitudes may change due to a variety of reasons. Dogan predicted that the first stage of tourism development involved one of four types of possible responses in a homogeneous rural community. As a result of increasing heterogeneity, all four responses may exist simultaneously within a community. If tourism does not become an integral part of the socioeconomic life of the community, it is possible that the initial dominant response towards it will be resistance and not necessarily euphoria as suggested by Doxey's "Irridex" (Cordero, 2008).

According to Ap & Crompton's (1993) model, residents' reactions to tourism can be framed on a continuum comprising four strategies: embracement, tolerance, adjustment, and withdrawal. This framework is not rigid since it acknowledges that there may be a diversity of attitudes and behavioural manifestations to tourism within a community. The strategies highlighted in this framework are a function of the residents' registered responses and behaviours concerning tourism activity rather than an existing cultural gap. This framework is consistent with Butler's matrix and, to a certain extent, with Dogan's models (Carmichael, 2000; Waqaisavou, 2001).

2.3.4. The Attitudes of Residents in the First Stage of Tourism Development

In the tourism area lifecycle model, tourism development comprises several stages through which a destination evolves (Butler, 1980). This study is only focused on the first stage - exploration or discovery because Timor-Leste is still giving its first steps regarding tourism development. The exploration or discovery stage is characterized by a small number of visiting tourists or explorers, making individual travel arrangements and following irregular visitation patterns. Tourists can also be expected to be non-local visitors who have been attracted to the area by its unique or considerable natural and cultural features (Butler, 1980).

In the initial stages of tourism development, the residents' attitudes are positive towards tourism development, in agreement with the euphoria stage characterized by the Doxey Irridex model (1975). In this stage visitors are welcomed, and there is usually little planning or control mechanism (Doxey, 1975). The residents are enthusiastic about tourism and see it as a source of unlimited opportunities; they welcome the stranger and there is a strong feeling of satisfaction associated with the process (Doxey, 1976; Alfonso Vargas-Sánchez et al., 2009). Opportunities are presented to locals and money flows in along with tourists (Doxey, 1976). Residents demonstrate positive attitudes associated with the belief that tourism creates community development, opportunities for earning income and improved agriculture markets (Lepp, 2007).

Nevertheless, in some destinations with no prior knowledge of tourism, the initial tourism development can be faced with suspicion, anxiety and fear. This was the case in Bigodi – Uganda, where tourism was introduced in 1991 (Lepp, 2007). As the first tourist arrived, most residents' attitudes ranged from suspicion and anxiety to puzzled amazement. The aforementioned reaction contrasts with the positive attitude or euphoria over tourism, as describe by Doxey (1976). The residents were in doubt, suspecting tourists' motives to be somewhat invasive. Residents could not comprehend what would motivate foreigners to travel to Bigodi from far away (Lepp, 2008).

2.3.5. Measurement tools for the Attitudes of Residents - SUSTAS

Many scholars suggest that residents are major actors in the tourism development process since they are directly affected by tourism (Ap & Crompton, 1993; Butler, 1980; Choi & Sirakaya, 2005; Gunn & Var, 2002).

Based on tourism literature, it is important to understand the residents' attitudes toward tourism if successful tourism development is desired. Scales and methods have been developed and applied by tourism scholars to collect data regarding the attitudes towards tourism (Sirakaya et al., 2008).

A multiple measure tourism impact attitude scale (TIAS) was developed in response to the need for a standardized measurement of resident's attitudes toward tourism development (Bachleitner & Zins, 1999; Lankford & Howard, 1994; Afonso Vargas-Sánchez et al., 2011; Wang & Pfister, 2008). However, the TIAS has some limitations, since it has a specific use and only partially evaluates residents' attitudes towards tourism marketing and sociocultural, geographical, social, economic, among other impacts. Additionally, most of the studies associated with this scale have been conducted in mature tourism destinations. Additionally from this, many TIAS measures do not refer to sustainable tourism development principles when evaluating residents' attitudes towards tourism development impacts, especially in developing countries (Choi & Sirakaya, 2005).

Recognizing the limitations and the paucity of research on residents' attitudes toward sustainable tourism development, Choi & Sirakaya (2005 & 2006) developed the Sustainable Tourism Attitude Scale (SUS-TAS), assisted by a panel of prominent international tourism scholars. SUS-TAS offers a paradigm shift, not only offering a promising instrument for gauging community feelings towards sustainable tourism development but also bridging existing paradigms such as the social exchange theory and sustainability (Sirakaya et al., 2008).

The present study used the SUS-TAS framework and made use of some additional tools customised to Timor-Leste case, appropriate to a new country in the initial stage of tourism development. Although, the SUS-TAS model has been developed based on the paradigm shift in Western societies, according to the social exchange theory and the new environmental paradigm (Choi & Sirakaya, 2005; Sirakaya et al., 2009), it incorporates the principles of sustainability, thus becoming useful as an alternative measurement tool for researchers in communities, especially in the developing world, where sustainability is often considered as a panacea for development problems (Cottrell, Vaske, Shen, & Ritter, 2007; Manuel Alector Ribeiro et al., 2013; Sirakaya et al., 2008, 2009; Yu, Chancellor, & Cole, 2011).

The SUS-TAS integrates seven sustainability tourism development dimensions: economic, social-cultural, environmental, political or community participation, long-term planning, visitor satisfaction and community-based tourism (Choi & Sirakaya, 2006; Sirakaya et al., 2008).

2.3.5.1. Economic Dimension

Positive economic impacts usually relate to the improvement of the quality of life and well-being of communities, meaning an increase in investments, tax revenues, building of infrastructure (either tourism focussed or not), job opportunities and living standards in local communities (Manuel Alector Ribeiro et al., 2013; Tosun, 2000; Afonso Vargas-Sánchez et al., 2011). Tourism activities can also have negative economic impacts such as inflation on the price of goods, services and land values, shift to seasonality of production and overdependence on the tourism activities (Akis et al., 1996; Kwon & Vogt, 2009).

2.3.5.2. Socio-cultural Dimension

The socio-cultural environment can be positively affected by tourism activities in many ways, including respect for the identity, culture and values of local communities, spread of values, new habits, customs, traditions, understanding and tolerance among people (Bachleitner & Zins, 1999). Tourism activities can promote social relations among people of different cultures and civilizations, bringing them closer and promoting the eradication of prejudices (Dyer, Gursoy, Sharma, & Carter, 2007). Local traditions (art, handicraft, among others) and the preservation of the cultural heritage of a tourism location benefit immensely from these activities (McDowall & Choi, 2010). On the other hand, some negative socio-cultural impacts may be expected from tourism activities, such as the encouragement of cultural commercialization, prostitution, crime, drug addiction and gambling (Kwan, 2004; Manuel Alector Ribeiro et al., 2013). Taking this information into account, tourism stakeholders should develop strategies in order to minimize the negative socio-cultural impacts (Choi & Sirakaya, 2005).

2.3.5.3. Environmental Dimension

Tourism can positively affect the environment of a tourism destination since tourist activities often demand the preservation/improvement of resources, natural heritage and public infrastructures (Kwon & Vogt, 2009). However, problems related to more traffic,

water and noise pollution, vandalism, and degradation of natural resources are also to be expected as consequences of tourism (Brohman, 1996; McDowall & Choi, 2010). Poor judgement regarding tourism planning and strategies can yield tremendously negative consequences to the natural and cultural environments (Kitnuntaviwat & Tang, 2008; D. G. Pearce, 1989).

In order to minimize the negative impacts associated with tourism development, ethics, policies, rules and standards should be developed to promote the preservation of environmental, physical and man-made resources for present and future generations (Choi & Sirakaya, 2005).

2.3.5.4. Political Aspects and Community Participation

Politically, tourism can contribute to an increase in understanding and respect for the universal order and peace (Honey & Gilpin, 2008). The reinforcement of democratic values can be attributed to tourism development through the promotion of a general consensus among stakeholders, reflecting voluntary actions when individuals confront the opportunities and responsibilities of citizenship (Til, 1984; Zimmerman & Rappaport, 1988). This implies participation in the process of self-governance and cooperative work among peers to address issues of mutual concern (Stone, 2008; Tosun, 2000) in a context of decision making exercises relevant to the sustainable development of tourism (Choi & Sirakaya, 2005; Kitnuntaviwat & Tang, 2008; Lepp, 2008).

So, the cases of Turkey and Mexico are noteworthy, in which local indigenous communities are prohibited from using public spaces such as the beach or the sea. In the case mentioned above, the community participation is often excluded because the private sectors are only focused on their business interest who are closely with the bureaucratic processes and/or local elites. (Lepp, 2007; Skelcher, 1993; Tosun, 2000; Walpole & Goodwin, 2002).

2.3.5.5. Long-term Planning

Strategic planning has a pivotal role in responding to the increasing competitiveness of the tourism marketplace, either at national or international levels (Ritchie & Crouch, 2000; Ritchie, 1999). Strategic planning integrates tactics and strategies, either short-term or long term derived from marketing and planning (Cooper, 2002). Strategic planning is based upon several guidelines, such as: the adaptation to a long-term

perspective; the development of holistic and integrated plans which control the process of change through the formation of goals and a formalized decision process, focused on the deployment of resources which prepare the destination to future courses of action (Cooper, 2002; Ritchie & Crouch, 2000). In other words, long-term rationalization of processes ensures control over the carrying capacity of a destination in order to avoid a decline in the inflow of tourists (Butler, 1992; Cooper, 2002).

By fusing long-term strategic planning and tourism life-cycle concepts, national and local institutions can benefit from appropriate planning, resulting in a optimization of resources at any given time (Butler, 1992; Cooper, 2002; UNCED, 1992).

2.3.5.6. Ensuring the Visitors Satisfaction

Sustainable tourism is expected to provide a high quality of experience for the visitors and maintain the quality of the environment on which both the host community and the visitors depend (Choi & Sirakaya, 2005). The residents' receptiveness to both visitors and tourism development plays an important role in attracting and pleasing visitors. In other words, the "good will" and cooperation of residents is one of the essential elements of tourism development (Murphy, 1985).

Therefore, destinations have to develop proper visitor management strategies to ensure the visitor's satisfaction while maintaining the destination attractive. This critical element of sustainable community tourism development ensures the long-term economic viability of local tourism (Choi & Sirakaya, 2005).

2.3.5.7. Community-based Tourism

The sustainable community tourism is based on two main elements: community-based tourism and full resident participation in the development processes (Beeton, 2006; Choi & Sirakaya, 2005). The community-based tourism aims to achieve not only the maximum involvement of residents in the decision making processes but also the equal distribution among residents of revenues generated from tourism (Beeton, 2006; Choi & Sirakaya, 2005).

Sustainable community tourism aims to promote the fair distribution of economic benefits among community residents. This can be achieved through the community capacity building programs, promotion of full community participation in the

development process and the provision of national and international support (Aref, Redzuan, & Gill, 2010; UN-ESCAP, 2001). Government support may include the strengthening of training programs, provision of low-interest loans, and fostering cooperation among local, regional and national government agencies, industries, nongovernmental organizations (NGOs) and residents (Choi & Sirakaya, 2005).

2.4. Research Hypotheses

This study used the SUS-TAS scale proposed by Choi & Sirakaya (2005) to measure the residents' attitudes at the initial stage of tourism development in Timor-Leste. Since attitudes towards tourism are multi-faceted phenomena involving different impact factors and resulting from complex processes of social exchange between tourist and host communities, residents' perception of tourism may have both negative and positive aspects, that include economic, sociocultural, environmental, political, long-term planning, ensuring visitor satisfaction and community-based tourism impacts (Choi & Sirakaya, 2005; Richards & Hall, 2002; Yoon et al., 2001). So, based on this theoretical framework, some research hypotheses were proposed:

H₁: As a whole, ordinary residents and residents as leaders in Timor-Leste report a euphoric attitude towards tourism and positively perceive the benefits of a sustainable tourism development.

H₂: As a whole, ordinary residents and residents as leaders in Timor-Leste report a euphoric attitude towards tourism and underestimate the negative impacts of tourism development.

H₃: There is a significant difference between the ordinary residents and residents who are leaders in terms of their attitudes towards tourism development.

H₄: There is a significant difference between the three groups of residents who are leaders (from the public sector, the private sector and from the NGOs) in terms of their attitudes towards tourism development.

2.5. Research Methodology

2.5.1. Population and Sample for “Ordinary” Residents

The study was conducted in three districts in Timor-Leste, Baucau, Dili and Maliana. The three sample districts were selected because of their geographical location, comprising the three main cities located in the East, Central and West of the territory. Those have the potential and characteristics suited to the tourism industry in Timor-Leste.

The three districts are composed by 3.058 households (NSD & UNFPA, 2010) with the following details: Baucau - 240 households; Dili - 2.638 households; Maliana - 180 households. Based on Yamane (1967) formula $n = N / (N*(e^2)) + 1$, with precision (e) = 0.035, the sample size was calculated as 625 people distributed in different households. A total of 621 valid questionnaires were obtained, distributed among the different districts as follows: Baucau - 150 respondents; Dili - 347 respondents; Maliana - 124 respondents.

The study was conducted in the local communities targeted for interview. Respondents were people with 18 years of age or older, living near tourist attractions and facilities like beaches, parks, lakes, hotels, apartments, restaurants, airports, ports or boarders.

2.5.2. Population and Sample for Residents as Leaders

The target population in the three evaluated districts were 156 residents, leaders in various organizations such as the government, private sector (hotels, apartments, travel agencies and restaurants) or NGOs (Vong et al., 2014). They were distributed as follows: Baucau - 18 people; Dili - 126 people; Maliana - 12 people. Based on Yamane (1967) formula $n = N / (N*(e^2)) + 1$, with precision (e) = 0.035, the sample size was calculated as 131 leaders. In this case, a total of 125 valid questionnaires were obtained, divided as follows: government - 28 respondents; private sector - 69 respondents; NGOs - 28 respondents. These respondents were distributed among the three districts as follows: Baucau - 17 respondents; Dili - 96 respondents; Maliana - 12 respondents.

2.5.3. Questionnaires design and data collection

The questionnaire was designed for both “ordinary residents” and residents with leadership roles. It was structured in two parts: Part one - socio-demographic

information – include questions about gender, age, education levels, occupation and monthly expenditure (noted: monthly expenditure was used to calculate income due to pre-test results which showed respondents were not revealing how much income they received every month). Part two – based on the seven dimensions of SUS-TAS (economic, socio-cultural, environmental tourism development impacts; importance of the political aspect or community participation, long-term planning, ensuring visitor satisfaction and community-based tourism). Items in these dimensions were measured using a five point Likert scale (ranging from: 1 – strongly disagree; to: 5 – strongly agree).

The questionnaire was initially developed in Portuguese. Then it was translated to Tetum (the national language) by the Dili Institute of Technology Language Centre of Timor-Leste to ensure the consistency and correctness of content.

To collect data, , fifteen senior students of the Tourism Department at Dili Institute of Technology (DIT) were selected from a group of twenty-five to attend data collection training which was carried out between 12 and 14 of January, 2012. The questionnaire was pre-tested with 50 people, residing in Dili. The contents of the final questionnaire were revised and adjusted based on the results of this pre-test. Data collection took place over two weeks from 20 January to 4 of February, 2012. The responses from the questionnaires were analysed using the software “Statistical Package for the Social Sciences” (SPSS). Data analysis relied on descriptive statistics and inferential tests. An exploratory factor analysis (EFA) was conducted in order to reduce data dimensionality but, overall, results were not indicative of further factors within each dimension. However, for each set of items within each dimension, a reliability analysis was carried out.

2.5.4. Sample Profile - Ordinary Residents

The data bellow reflect the characteristics of residents in the three research areas: Baucau, Dili and Maliana. A descriptive summary of the sample is presented in Table 1. Regarding the sample population, 50,4% of the inquired ordinary residents were female and 53,0% were aged between 20 and 29 years. The education of 52,4% of ordinary residents reached high school level. We observed a significant degree of diversity in the employment variable, reflecting the heterogeneity of the livelihood of ordinary residents. Regarding employment status, 20,0% of respondents worked as farmers or

fishermen, representing rural communities even though they are living in the capital of district. Moreover, 17,9% of respondents were full-time employed, working as public servants (among others), whereas 17,6% were self-employed workers comprising small traders with “three-wheeled bikes” and “Kiosks” in a private home to attend the visitors. Most of the respondents (50,2%) reported monthly expenditures of between \$100 and \$300. This information shows that most of the ordinary residents’ monthly income is probably between \$100 and \$ 300 or more.

Table 1: Sample Profile - Ordinary Residents

Variables	n	%	Variables	n	%
Gender	621	100	Employment	621	100
Male	308	49,6	Self-worker	109	17,6
Female	313	50,4	Paid employer	67	10,8
Age	621	100	Student	101	16,3
20-29	327	53	Farmer and Fishermen	124	20,0
30-39	153	25	Full time work	111	17,9
40-49	78	13	Full time home-work	106	17,1
50-59	31	5	Others (retired & Unemployed)	3	0,3
> 60	32	4	Expenditure	621	100
Education	621	100	<100 USD	247	39,8
Basic school	140	22,5	100 - 300 USD	312	50,2
High school	325	52,4	301 - 600 USD	50	8,1
Bachelor degree	141	22,7	> 600 USD	12	1,9
Master and Doctoral degree	15	2,4			

2.5.5. Sample Profile - Residents as Leaders

Table 2 shows the main socio-demographic characteristics of residents with leadership roles in Baucau, Dili and Maliana. Most of these residents were male: 92,9% in the public sector; 62,3% in the private sector and 57,1% in NGOs.

Evaluating all the districts as a whole, we observed a total of 68,0% male respondents. Regarding age, 36% of the residents were aged between 30 and 39 years old and 41% aged between 40 and 49 years old. Education levels of the leaders mostly reached bachelor degree level (75,0%). The majority of residents working as leaders occupied positions such as directors/presidents and managers/assistant managers (78,0%).

Based on the list of basic salaries in Timor-Leste, the monthly salary of 38,0% of residents working as leaders can be calculated as being between 600 and 799 USD and

between 600 and 799 USD for 24,0% of the residents. It can be observed that leaders in the private sectors and NGOs receive better salaries than leaders in the public sector.

Table 2: Sample Profile - Residents as Leaders

Variables	Residents as Leaders in Public Sec.		Residents as Leaders in Private Sec.		Residents as Leaders in NGOs	
	n	%	n	%	n	%
Gender	28	100	69	100	28	100
Male	26	92,9	43	62,3	16	57,1
Female	2	7,1	26	37,7	12	42,9
Age	28	100	69	100	28	100
20-29	2	7,1	14	20,3	3	10,72
30-39	6	21,4	34	49,3	11	39,28
40-49	12	42,9	20	29,0	13	46,4
50-59	7	25,0	1	1,4	1	3,6
> 60	1	3,6	0	0,0	0	0,0
Education	28	100	69	100	28	100
Basic school	1	3,6	3	4,3	0	0,0
High school	3	10,7	6	8,7	3	10,7
Bachelor degree	21	75	55	79,7	18	64,3
Master and Doctoral degree	3	10,7	5	7,3	7	25,0
Job Occupation	28	99,9	69	100	28	100
Administrators and Head of Villages	9	32,1	0	0,0	0	0,0
Directors and Presidents	16	57,1	10	14,5	12	42,9
Managers and Assistant Managers	2	7,1	54	78,3	4	14,2
Intellectuals and Professionals	1	3,6	5	7,2	12	42,9
Salary	28	100	69	100	28	100
200 - 399 USD	3	11,0	0	0,0	0	0,0
400 - 599 USD	21	75,0	1	1,0	0	0,0
600 - 799 USD	4	14,0	20	30,0	23	82,0
800 - 999 USD	0	0	27	39,0	3	11,0
> 1000 USD	0	0	21	30,0	2	7,0

2.6. Results

This study is focused on Timor-Leste which is still in the first stages of tourism development, according to the tourism area life cycle concept (Butler, 1980). As mentioned above, the objective of this study is to disclose the residents' attitudes towards sustainable tourism development in Timor-Leste. Based on the SUS-TAS,

residents' attitudes towards tourism may be either negative and/or positive under the headings of economic, socio-cultural and environmental dimensions. This scale proposes that the degree of community participation, political involvement, long-term planning, community base-tourism, and ensuring visitors' satisfaction are all aspects underpinning the sustainability of the tourism industry. Reliability testes for all items included in each dimension were carried using the Cronbach's alpha coefficients. This coefficient is based on the correlations among the items on a single scale and it is a measure of its internal consistency. The internal consistency of the SUS-TAS' dimensions with Cronbach's alpha coefficients ranging from 0,625 to 0,976.

2.6.1. Economic Impacts

Perceptions about the economic impacts of tourism development in Timor-Leste are presented in Table 3. This table shows the level of agreement in each item (e.g., the sum of responses in the categories “agree” and “totally agree”) and also the *p-value* from the Pearson Chi-Square tests to the independence between residents' agreement with tourism impacts and residents' typology.

Table 3: Agreement level with tourism economic impacts

Economic Impacts Items	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
Positive Economic Impacts Items (Cronbach's alpha = 0,860)						
Tourism promotes investment and economical growth	96,5	96,4	89,9	100	0,138	0,142
Tourism promotes job opportunities	92,8	96,4	95,7	96,4	0,185	0,976
An investment in local tourism attractions is positive	91,9	96,4	97,1	100	0,025	0,629
I like tourism because it yields revenues to our community	91,5	89,3	98,6	92,9	0,158	0,124
I believe tourism to be a strong economic contribution to our community	93,4	92,9	98,6	92,9	0,270	0,271
Tourism generates substantial taxes to our local government	87,8	85,7	97,1	71,4	0,745	0,001
I believe tourism to be good to our economy	95,5	92,9	97,1	92,9	0,887	0,544
Tourism promotes marketing of our local products	95,0	92,9	97,1	96,4	0,637	0,621
Tourism diversifies local economy	92,6	92,9	94,2	96,4	0,473	0,840
Tourism benefits other sectors in our community	94,7	92,9	95,7	96,4	0,814	0,795

Tourism promotes the quality of life	89,2	96,4	95,7	75,0	0,507	0,003
Tourism increases the quality of services in local restaurants, stores and hotels	92,4	96,4	95,7	78,6	0,868	0,012
There are more local shopping opportunities due to tourism activity	85,0	96,4	95,7	64,3	0,272	0,000
Tourism promotes the appearance of my region	77,9	92,9	84,1	78,6	0,085	0,319
There are more parks and recreational areas due to tourism	83,3	96,4	92,8	85,7	0,013	0,316
There are better infrastructures (roads, water supply, electricity, telecommunications, among others) due to tourism	80,8	100	89,9	67,9	0,092	0,001
Negative Economic Impacts Items (Cronbach's alpha = 0,675)						
Tourism increases housing costs	6,4	3,6	2,9	14,3	0,724	0,076
Tourism increases the cost of living (goods and services costs)	4,7	3,6	4,3	14,3	0,416	0,152

The first test distinguishes between the ordinary residents and residents as leaders. The second test considers the differences among the three types of residents as leaders (public sector, private sector and NGOs).

Results show that, overall, the four groups of residents demonstrate a strong agreement level with the positive economic impacts of tourism and a very low agreement level in what concerns the negative impacts. In most cases the differences between the leaders and non-leaders and within the three types of leaders are not significant (*p-value* > 0.05).

2.6.2. Socio-cultural Impacts

The levels of agreement on the socio-cultural impacts of tourism development in Timor-Leste are presented in Table 4. Concerning the economic impacts, the four groups of residents show a strong agreement level with the socio-cultural positive impacts and a low agreement level in respect to the negative impacts (however this was higher than what we observed regarding the economic impacts). In most measures, the differences between leaders and non-leaders are statistically significant (*p-value* < 0,05). Overall, the results show that most of the “ordinary” residents have less favourable assessments of the positive impacts of tourism than leaders. The former report a stronger concern about the negative impacts. Table 4 allows us to compare the opinions within the three types of leaders. Even though, in general, perceptions and leaders’ typology are independent (*p-value* > 0,05), we can see that residents as leaders in the private sector demonstrate a stronger agreement with the negative socio-cultural views of tourism.

Table 4: Agreement level with tourism socio-cultural impacts

Socio-cultural Impacts Items	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	p-value	p-value
Positive Socio-cultural Impacts Items (Cronbach's alpha = 0,649)						
There are more services, cultural and recreational activities due to tourism	83,1	92,9	94,2	67,9	0,173	0,001
Tourism promotes understanding of other cultures in the community	81,0	82,1	91,3	82,1	0,099	0,313
Tourism promotes the preservation of local culture	74,2	78,6	84,1	85,7	0,033	0,744
Tourism promotes the maintenance and refurbishment of historical buildings	78,7	85,7	82,6	85,7	0,183	0,895
Negative Socio-cultural Impacts Items (Cronbach's alpha = 0,976)						
Tourists visiting my community affect my quality of life	19,3	3,6	13,0	7,1	0,009	0,315
My quality of life as deteriorated because of tourism activities	23,2	3,6	13,0	3,6	0,000	0,178
I often feel angry because of tourism activities in my community	23,3	3,6	14,5	7,1	0,001	0,228
The community recreational resources are excessively used by tourists	22,5	3,6	13,0	7,1	0,001	0,315
My community is overburdened by tourism	22,2	3,6	14,5	7,1	0,003	0,228
I'm not at ease with the presence of tourism enterprises in my region	24,0	3,6	13,0	3,6	0,000	0,178
Tourism is growing too fast	18,2	3,6	13,0	7,1	0,019	0,315
I believe that the environment in my community has deteriorated because of tourism	24,8	3,6	13,0	7,1	0,000	0,315
Tourism only benefits a small portion of the residents	23,0	3,6	13,0	7,1	0,001	0,315
Tourism generates traffic and parking issues	21,7	3,6	13,0	7,1	0,002	0,315
Tourism promotes thievery and vandalism	23,0	3,6	13,0	7,1	0,001	0,315
Tourism promotes alcoholism	22,4	3,6	13,0	7,1	0,001	0,315
Tourism promotes prostitution and sexual permissiveness	15,8	3,6	13,0	7,1	0,075	0,315
There are intimacy problems between local residents and visitors	21,6	3,6	13,0	7,1	0,002	0,315
Tourism promotes the loss of peace in the district	25,8	7,1	13,0	7,1	0,000	0,561
Tourism promotes the collapse of sanitary services and public transportation	23,5	3,6	13,0	7,1	0,001	0,315
Tourism deteriorates the quality of local services (long lines and delays in restaurants, stores, tourist attractions, among others)	21,6	3,6	14,5	7,1	0,004	0,228
Tourism brings changes and deteriorates the traditional lifestyle	19,8	3,6	13,0	7,1	0,007	0,228

2.6.3. Environmental Impacts

The results of responses to questions about the environmental impacts of tourism development in Timor-Leste are presented in Table 5. These results are not very different from those observed for economic and socio-cultural impacts. In fact, the four groups of residents show a strong agreement level with the positive environmental impacts and a low agreement level regarding the negative impacts (overall quite similar to what we observed regarding the socio-cultural impacts). Regarding the positive impacts, and in general, the differences between leaders and non-leaders' opinions and opinions within the three groups of residents were not statistically significant ($p\text{-value} > 0,05$). In contrast, and in terms of negative impacts, we observe a variability between the ordinary residents and residents as leaders ($p\text{-value} < 0,05$). The former are more aware of negative impacts. Among the three types of residents, the differences in the agreement levels are not significant, residents as leaders in the public sector and in NGOs display a less critical point of view than residents as leaders in the private sectors.

Table 5: Agreement level with tourism environmental impacts

Environmental Impacts Items	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
Positive Environmental Impacts Items (Cronbach's alpha = 0,808)						
The community must protect the environment in order to guarantee the future	98,6	100	100	100	0,176	1,00
Environmental diversity must be valued and preserved	98,4	100	100	100	0,153	1,00
Tourism must protect the environment and the communities	98,7	96,4	100	96,4	0,782	0,286
Tourism should be developed in tune with the environment and culture	97,7	100	98,6	100	0,291	0,664
Tourism development should always protect wildlife and natural habitats	92,8	100	97,1	96,4	0,044	0,629
Tourism development should promote environmental ethics among each interested part	94,7	100	97,1	100	0,073	0,438
Environmental standards are needed in order to reduce the impacts of tourism	91,5	92,9	91,3	78,6	0,342	0,146

I believe that tourism should improve the environment so that future generations could benefit from it	92,9	100	92,8	92,9	0,548	0,343
Tourism has turned this location more attractive and more enjoyable	90,0	92,9	94,2	92,9	0,210	0,954
Negative Environmental Impacts Items (Cronbach's alpha = 0,939)						
Tourism leads to environmental and landscaping deterioration	20,3	3,6	13,0	7,1	0,005	0,315
Tourism promotes an unorganized urbanization growth	18,8	3,6	13,0	7,1	0,013	0,315
Tourism destroys the traditional architecture	21,9	3,6	13,0	7,1	0,002	0,315
Tourism promotes environmental deterioration (air and water pollution, increase in noise)	21,1	3,6	13,0	3,6	0,001	0,178

2.6.4. The Importance of Political aspect and Community Participation

Overall, table 6 shows a strong agreement with the importance of political aspects and community participation. The levels of agreement levels do not vary significantly between the two groups (ordinary residents and residents as leaders), and among the three groups (public, private and NGOs) (overall, in the two situations there is independence between the levels of agreement and residents' typology; $p\text{-value} > 0,05$). The exception is the measure relating to "tourism related decisions should only be made by competent authorities", which shows low levels of agreement, especially within residents as leaders in the public sector and NGOs. In this case, leaders and non-leaders show a significant difference in agreement levels ($p\text{-value} = 0.000$), with the former expressing a higher agreement level (44.4%). Although not statistically significant, the results for other measures show some differences between the three types of leaders. For example in the item "there is more law enforcement, and fire prevention plans due to tourism", the NGOs leaders express a more critical point of view with a lower agreement (53,6%) than residents in the public sector (75,0%) or in the private sector (71,0%).

Table 6: The importance of political terms and community participation

Political and community participation Importance Items (Cronbach's alpha = 0,625)	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
Residents feel proud to belong in the community due to tourism	75,8	71,4	88,4	78,6	0,112	0,115
There is more law enforcement, and fire prevention plans due to tourism	73,1	75,0	71,0	53,6	0,245	0,166
Tourism leads to an increase in public services available for residents	72,1	71,4	79,7	78,6	0,209	0,668
Decisions related to tourism should be made by all community members, regardless of social background or education	74,1	67,9	82,6	82,1	0,228	0,244
The full commitment of the community regarding tourism related decisions promotes a successful tourism development	73,8	60,7	73,9	75,0	0,556	0,378
Tourism related decisions should only be made by competent authorities	44,4	17,9	26,1	17,9	0,000	0,548
Tourism development should benefit all members of the community	86,0	85,7	76,8	85,7	0,137	0,454
Tourism should promote peace and reconciliation between people	95,5	92,9	95,7	89,3	0,368	0,501

2.6.5. The Importance of long-term planning aspects

Considering long-term planning aspects, all groups attribute great importance to this topic, especially to the statement that the “tourism industry should ensure the quality of services for future visitors”, with agreement levels higher than 89% in the four groups. For these aspects, no significant differences was found between leaders and non-leaders or within the three groups of leaders (*p-value* > 0.05). Note, however, that, as for most items, residents as leaders in the ONGs expressed higher levels of agreement.

Table 7: The importance of long-term planning aspects

Long-term Planning Items (Cronbach's alpha = 0,679)	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
Tourism industry should plan ahead	74,9	78,6	78,3	82,1	0,305	0,909
I believe that successful tourism management demands advanced planning	62,8	60,7	69,6	82,1	0,106	0,208
I believe that tourism should be planned in the long term	76,7	64,3	79,7	75,0	0,727	0,281
Tourism industry should ensure the quality of services for future visitors	90,0	92,9	89,9	96,4	0,493	0,547

2.6.6. The Importance of ensuring visitors' satisfaction aspects

Regarding aspects relating to ensuring visitors' satisfaction, different type of residents expressed different levels of agreement (table 8). In the two first statements, "The tourism industry has the responsibility to promote the needs of visitors" and "The community attractiveness is a crucial element in the ecological appeal of visitors", there is not a significant difference between ordinary residents and residents as leaders ($p\text{-value} > 0,05$). However, for these two statements, opinions vary among the three groups of leaders. Residents as leaders in the NGOs exhibit a greater agreement level to the statement "The community attractiveness is a crucial element in the ecological appeal of visitors" (92.9%) and most residents as leaders in the public sector agree with the statement "The tourism industry has the responsibility to promote the needs of visitors" (71.4%). In comparison to the previous statements, "Tourism enterprises should access the satisfaction levels of visitors" shows lower levels of agreement within the four groups of residents. In this case, ordinary residents are more favorable to this statement than residents as leaders, and the relationship between agreement level and residents' typology is significant ($p\text{-value} < 0,05$).

Table 8: The Importance of Ensuring the Visitors Satisfaction aspects

Ensuring the Visitors Satisfaction Items (Cronbach's alpha = 0,737)	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
The tourism industry has the responsibility to promote the needs of visitors	70,4	71,4	69,6	42,9	0,159	0,030
The community attractiveness is a crucial element in the ecological appeal of visitors	65,7	53,6	69,6	92,9	0,234	0,005
Tourism enterprises should access the satisfaction levels of visitors	54,9	46,4	40,6	46,4	0,017	0,806

2.6.7. The Importance of community-based tourism aspects

Community-based tourism aims to maximize the involvement of residents and equalize the distribution among residents of revenues generated from tourism. Table 9 shows that all groups agree or totally agree with community-based tourism aspects (agreement levels in all groups higher than 85%). However, for the statement “the tourism industry should be obliged to get at least half of its revenues (goods and services) from the local community”, the differences between leaders and non-leaders and between the three types of leaders are significant ($p\text{-value} < 0.05$) with the former expressing a slightly lower agreement level (91.5%). Within residents as leaders, NGO leaders express a somewhat lower level of agreement (85.7%).

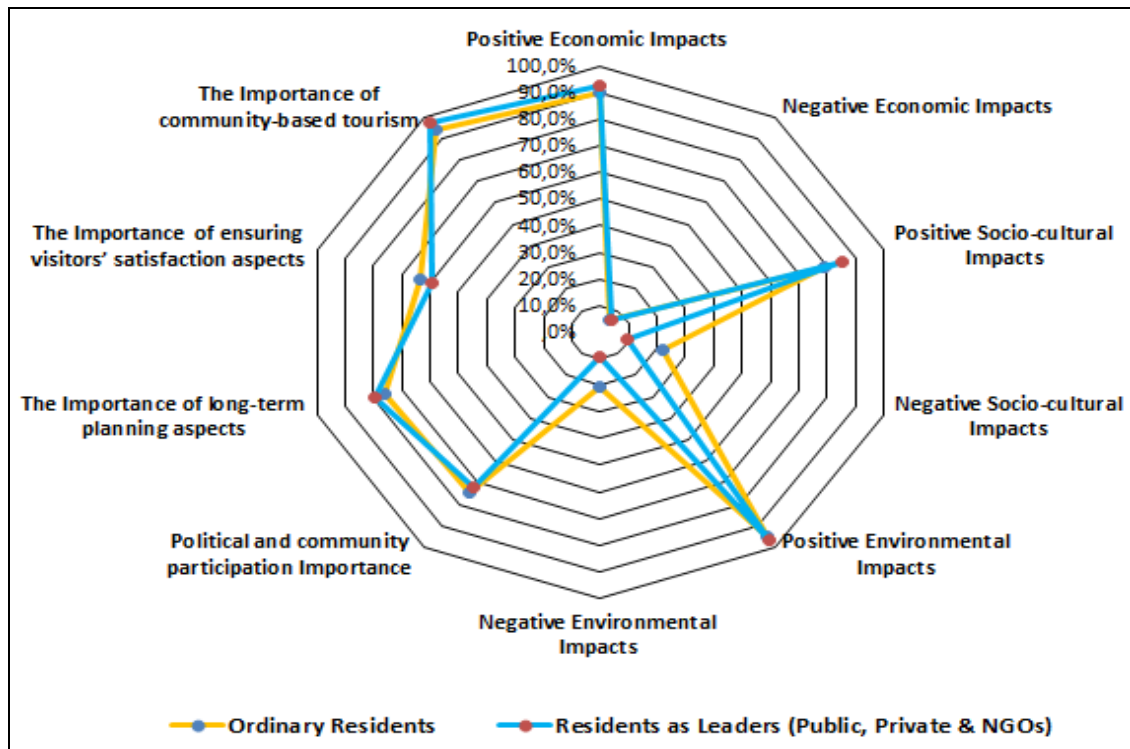
Table 9: The Importance of Community-based Tourism aspects

Community-based Tourism Items (Cronbach's alpha = 0,759)	Ordinary Residents' (%)	Residents as Leaders in Public Sec. (%)	Residents as Leaders in Private Sec. (%)	Residents as Leaders in ONGs (%)	<i>p-value</i>	<i>p-value</i>
Tourism industry should be obliged to get at least half of its revenues (goods and services) from the local community	91,5	100	100	85,7	0,041	0,001
I believe that the tourism industry should have at least half of its employs from the local population	93,1	100	100	85,7	0,118	0,001
Tourism industry should benefit the quality of life of local community members	96,9	100	98,6	92,9	0,691	0,162

2.6.8. Research Hypotheses Testing

Taking all the results into account, as a whole, we can summarize the data (positive or negative impacts addressing the different aspects of the SUSTAS scale) on the figure 1. This figure shows the average agreement level with the set of statements within each dimension considering both the ordinary residents and the residents as leaders. Figure 2 does a similar analysis but compares the three groups of leaders.

Figure 1: Ordinary Residents and Residents as Leaders Perspectives

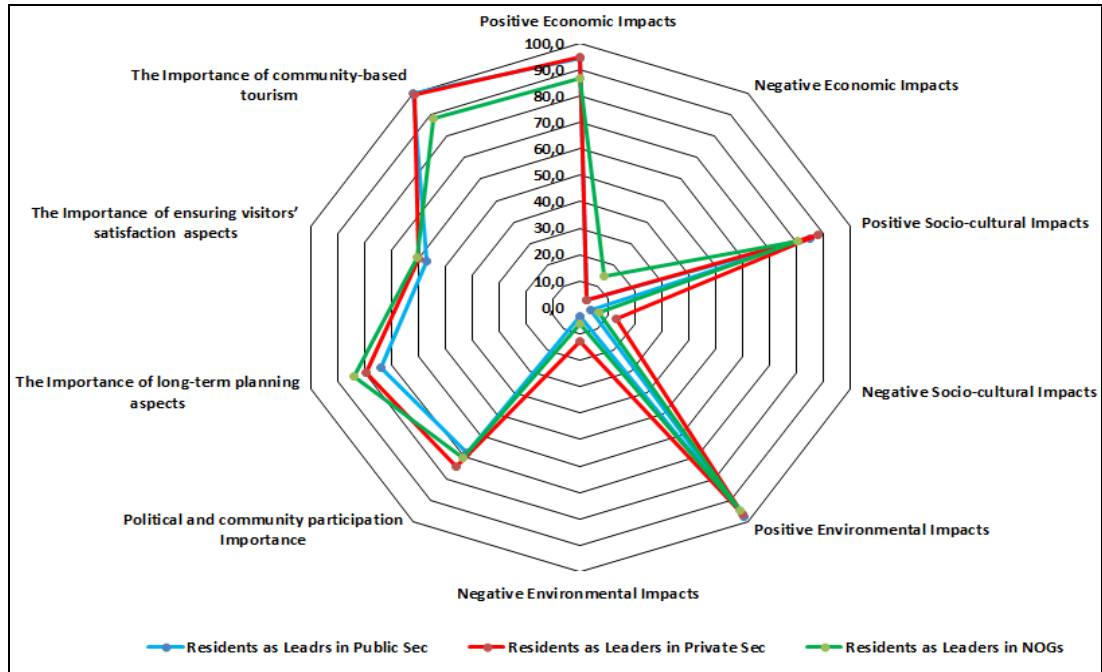


Both figure 1 or figure 2 show that both ordinary residents and residents as leaders express high levels of agreement in the SUSTAS dimensions that reflect the positive impacts of tourism development. These include “positive economic impacts”, “positive socio-cultural impacts”, “positive environmental impacts”, “political and community participation importance”, “long term planning aspects”, “importance of ensuring visitors’ satisfaction aspects” and “the importance of community based tourism”.

Among these dimensions, the former three and “the importance of community based tourism” report particularly very high levels of average agreement, exceeding, in general 80%. These results allow us to validate the hypothesis one (H_1), i.e. residents in

Timor-Leste, leaders and non-leaders, report a euphoric attitude towards tourism, positively perceiving the benefits of a sustainable tourism development.

Figure 2: Three Groups of Residents as Leaders Perspectives



Figures 1 and 2 also highlight that negative impacts deriving from tourism (economic, sociocultural and environmental) are clearly undervalued by residents in this country, even by residents as leaders. So, hypothesis two (H_2) should be validated, i.e. residents in Timor-Leste, leaders and non-leaders, report a euphoric attitude towards tourism, underestimating the negative impacts of tourism development. In this respect it is interesting to see that ordinary residents are more aware of socio-cultural and environmental aspects but less concerned with the economic negative impacts than residents as leaders.

Figure 1 can now be used to evaluate the hypothesis three (H_3). Although some punctual differences between ordinary residents and residents with leadership roles were found to be significant within the measures composing each dimension of the SUS-TAS scale (tables 3 to 9), figure 1 shows that, on average, their opinion is quite similar. Actually, only when examining the negative environmental impacts and the negative sociocultural impacts, could significant differences be identified ($p\text{-value} < 0.05$), with ordinary residents expressing higher levels of awareness regarding these problems. In the

remaining eight dimensions, opinions are homogeneous. Based on these findings we would conclude that, as a whole, H_3 should be rejected.

Similar results are found when comparing the three groups of leaders (figure 2). So, and regarding the hypothesis four (H_4), even though some differences among the groups were significant for a few measures forming each dimension of the SUS-TAS scale (tables 3 to 9). Figure 2 shows that, on average, their opinions are quite alike. Here and overall, significant differences were also found in two of the 10 dimensions, specifically, the negative economic impacts and the importance of community-based tourism. ($p\text{-value} < 0.05$), with leaders from the NGOs being more aware of the former and less supportive of the later. For this reason, and generally, H_4 should be rejected.

2.4. Discussion and Conclusion

Studies on residents' attitudes for countries in the first stage of tourism development in developing countries such as Timor-Leste are rare. This study has examined the typology of residents and their attitudes by applying the SUS-TAS scale to the Timor-Leste case.

The typology of residents comprised the “ordinary residents”, i.e. those who do not have specific roles and responsibilities as leaders in the community; and the residents with roles and responsibilities as leaders (in public sectors, private sectors, and NGOs). Since these residents are effectively different, heterogeneous levels of attitude regarding the tourism development impacts were expected.

Sustainable tourism development requires changes in the attitudes of ordinary residents and residents as leaders who are wish to act in a socially responsible way and work together to address challenges in the development of tourism. These challenges include consensus building by coordination of bottom-up and top-down approaches to planning, developing, and managing tourist areas, promoting community-based tourism, strengthening the tourism industry to be more competitive, and promoting self-sustainability in tourism destinations.

The result of the socio-demographic information showed differences between the ordinary residents and the residents as leaders in terms of gender, age, education levels, occupation, and monthly expenditure. The most important difference is in educational

qualifications: 75,0% of the leaders had mainly a bachelor degree, and 52,4% of ordinary residents had high school qualifications only.

Regarding attitudes, the two groups of residents in Timor-Leste, leaders and non-leaders, expressed high levels of agreement with the positive SUS-TAS dimensions (economical, socio-cultural, environmental, political, long-term planning, ensuring visitor's satisfaction, community-based tourism) and low levels of agreement with the negative SUS-TAS dimensions (economical, socio-cultural and environmental). In other words, residents support an euphoric attitude towards tourism, positively perceiving its benefits, and underestimate its negative impacts. The same trends characterizes the views of the three groups of leaders.

While, the opinions of ordinary residents and residents as leaders are quite similar on average, there were found to be some punctual differences that were significant within the measures composing each dimension of the SUS-TAS scale. In respect of the negative environmental impacts and the negative sociocultural impacts, significant differences were identified ($p\text{-value} < 0.05$), with ordinary residents expressing higher levels of awareness regarding these problems.

Likewise, the opinions of the three groups' of leaders (in public sectors, private sectors, and NGOs) are quite alike on average, but some significant differences were found in two measures of the SUS-TAS dimensions among the three groups. In this case, the negative economic impacts and the importance of community-based tourism, ($p\text{-value} < 0.05$), leaders from the NGOs were more aware of negative economic impacts and the importance of community-based tourism than leaders from public and private sectors.

Results have been presented showing the attitudes of ordinary residents are “euphorically” supportive of tourism development and residents as leaders were also very positive and supportive of tourism development. These results are encouraging for the future development of tourism and should be used by the government, private sectors, and NGOs to promote tourism industries that contribute to sustainable development in Timor-Leste.

According to this logic, there are several policy implication that could be developed and involved the ordinary residents and residents as leaders. These policies would support the community participating actively in tourism management and development

processes such as planning, organizing, implementing, monitoring, and evaluating tourism initiatives.

Firstly, it would be an important priority for the government and policy makers to setup tourism law, rules and regulation enforcements for national and foreign investment, i.e. land use planning, tourism strategic plan, and tourism business plan, etc.

Secondly, greater investment in education and training for tourism to improve the quality of knowledge, skills, and attitudes of those involved in tourism services and hospitality based on Timorese culture such as “*Simu Bainaka*”.

Thirdly, in order to increase participation of residents or communities in tourism development at local level, it is very important for policy makers to establish tourism bodies at national, district/municipal, and local levels. These bodies could socialize tourism through networking, provision of technical and financial support (e.g. small loans for small business related to tourism so as to avoid direct subsidies for the community because tourism is business activity).

Fourthly, it is crucial for policy makers and tourism planners from government department and ministries in cooperation with private sectors, NGOs, and relevant sectors to pay more attention to developing a specific fundamental program for tourism sector. This program could include capacity building programs for the community and integrating community-based tourism strategies at the local level (urban and rural) in order to implement the program of “one *Aldeia* one product”, i.e. eco-tourism, cultural tourism, heritage tourism, religious tourism, maritime tourism, and sport tourism.

Importantly, policy makers should maintain the quality of the environment on which both the host community and the visitors depend if they consider the community-based tourism is a suitable strategy to improve the quality of life of the host community and increase the quality of experience for the visitors.

Timor-Leste is a new country and a small island destination with geographic, natural, and socio cultural weaknesses and vulnerability. Policy makers should plan the development of tourism to be compatible with the available human capital and physical resources to ensure that tourism remains sustainable in economic, socio-cultural, ecological and political terms.

The territory has a great tourism potential, and if the opportunity can be taken to design the sustainable tourism models and harmonize relationships between the people, culture, and nature of the Timorese people who stand to benefit from tourism. The role of local leaders is absolutely pivotal to ensuring rational and balanced sustainable tourism development. These policies should be address to the development, planning, and management of tourism in order to attain self-sustainable.

There is a lack of literature addressing sustainable tourism development in developing countries in the first stage of tourism development in particularly Timor-Leste. Additionally, there is a lack of statistical data about tourism matter that could inform the policy, action planning, and strategy for sustainable development of tourism in this territory. Since our results have never been observed in other tourism destinations, similar studies should be conducted in other developing countries to determine if the responses are consistent with the research in this work. These studies should take into account the typology of residents according to their responsibilities and functions. This new research could either validate data according to a general model for developing countries or according to a specific model we have developed for Timor-Leste.

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**CHAPTER 3: STUDY 2 - LOCAL LEADERS' PERCEPTIONS ABOUT THE
SUSTAINABLE TOURISM DEVELOPMENT IN TIMOR-LESTE**

CHAPTER 3: STUDY 2 - LOCAL LEADERS' PERCEPTIONS ABOUT THE SUSTAINABLE TOURISM DEVELOPMENT IN TIMOR-LESTE

3.1. Introduction

The concept of “sustainable tourism development” became globally known after the United Nations Conference on Environment and Development (UNCED) that was held in Rio de Janeiro, in 1992. The UNCED adopted an agenda for environment and development in the Agenda 21 as an programme and action plan for achieving the sustainable development principles, such as: social equity, economic prosperity, and environmental responsibility (Moisey & McCool, 2008; Moniz, 2006; UNCED, 1992; UNCSD, 2007).

The Agenda 21 chapter 11 recommended that governments should promote ecotourism as a method to enhance sustainable forest management and planning (UNCED, 1992). Moreover, in chapter 28 of Agenda 21 recommended the local authorities to implement the agenda 21 at the local level with a commitment made towards sustainable development by the international community. In other words, this global concept should be implemented locally.

The World Travel and Tourism Council (WTTC), the World Tourism Organization (WTO), and the Earth Council (EC) in 1995 had recognized the importance of sustainability in tourism and formulated the Agenda 21 for the Travel and Tourism Industry. The International Council for Local Environmental Initiatives (ICLEI), an international association of local government organizations that have made a commitment to sustainable development, is concerned about the implementation of Agenda 21 at local levels including the tourism sector (Vourc'h & Denman, 2003).

Local leaders in public sectors (local government and planners), private sectors' (tourism operators), and non-governmental organizations (NGOs) include civil society, religious institutions, church, and academics have key roles and responsibilities in achieving sustainable tourism development at local, regional, and national levels (Lacy, Battig, Moore, & Noakes, 2002; Moniz, 2006; WTO, 2004).

Many studies found that local leaders in public sectors', private sectors', and NGOs individually take initiative and voluntary actions for launching Local Agenda 21 to

enhance the sustainability of tourism in terms of economical, socio-cultural, environmental dimensions by planning, organizing, coordinating the participation of others stakeholders to implement the voluntary actions plan for which they are responsible (Mckercher, 2003; UNEP, 2002; Vourc'h & Denman, 2003).

Consequently, the local leaders in public, private sectors', and NGOs should have a broader understanding of the concept of sustainable tourism development, and know how to operationalize that on the tourism destinations. In some cases, the local leaders had lack of capacity, and needed necessary skills including tourism knowledge, to undertake this function, and may need to acquire them through recruitment, training, or outside assistance (McIntyre, 1993; Mckercher, 2003; Selin, 1999; Vourc'h & Denman, 2003).

This study has two purposes: firstly, to examine the perceptions of the local leaders (public sectors, private sectors', and NGOs) in regarding to the sustainable tourism development concept; and secondly, how the local leaders (public sectors, private sectors', and NGOs) have taken voluntary initiatives to operationalize and implement sustainable tourism development concept as a result of? Local Agenda 21 in Timor-Leste.

This study contributes academically to sustainable tourism development studies for emerging destinations in the first stage of tourism development, particularly Timor-Leste. This study also provides empirical information about the perceptions of the local leaders (public sectors, private sectors', and NGOs) regarding tourism, and voluntary initiatives that have been taken to advance sustainable tourism development according to Local Agenda 21 in Timor-Leste.

3.2. Research Setting

Timor-Leste has a set of characteristics typical of the island nations in general, and faces enormous resource and geographical difficulties, that restrict the development of its own industries, such as mining, agriculture, and manufacture (WTO, 2002). Currently, oil and gas is an important industry and as a sources of economic wealth in Timor-Leste (RDTL-MF, 2013).

The United Nations World Tourism Organization (UNWTO), (2007) noted that although the oil and gas sectors comprise the main financial resource for the national budget in this country, it will not generate employment and livelihood opportunities for rural communities, which have a very low agricultural productivity and experience food shortages, due to the steep, rocky topography and dry climate (UNWTO, GoTL & UNDP, 2007).

Therefore, there is a strong need to diversity investments into development sectors. Tourism is viewed as one of these sectors with the potential to bring socio-economic development to this country, provide employment, and income to rural communities, and make the local economies more sustainable (Cabasset-Semedo, 2009; Tolkach, 2013; UNWTO et al., 2007; Vong, Valle, & Silva, 2014; Vong & Valle, 2013).

In order to assist the development of tourism, the government implemented new public policies on land, environment or biodiversity protection, tertiary education grants, and tax incentives, community-based tourism project (Quintas, 2011; Tolkach, 2013).

The National Biodiversity Working Group Timor-Leste (NBWG-TL) on the National Biodiversity Strategic and Action Plan (NBSAP) (2011 – 2020) stressed that the tourism industry should be involved from the beginning in biodiversity conservation and sustainable management process including planning, implementation and monitoring of development. The NBSAP in the Convention on Biological Diversity (CBD) noted some national targets related to implementation of sustainable tourism development including:

- Raising public awareness on biodiversity and environmental issues, and increasing participation in conservation activities through sustainable tourism by the public and sectors, NGOs, education, media and local communities;
- Integrate tourism (ecotourism) into the forestry and protection area management plan, determine potentials areas for ecotourism as an incentive to forest and biodiversity and involve the local communities in the planning and implementation of tourism activities especially for locations that are sacred to them;
- Integrating environment considerations in policies and legislations in the tourism, agriculture, forestry and fisheries sectors;
- Conducting carrying capacity studies for protected areas, watershed areas, forest areas, agricultural lands, and especially for tourism sites;
- Promoting natural-based and community-based tourism for sustainable development (NBWG-TL, 2011).

One of the fundamental requirements of the Local Agenda 21 is the use of a bottom-up approach, with local leaders closely involved in determining a sustainable tourism future. However, this process needs direction and leadership.

In recent public and private sector initiatives to ensure sustainable tourism in Timor-Leste degree courses have opened at the Trade and Tourism Department at Economic Faculty of the National University of Timor Lorosae (UNTL), the School of Tourism and Hospitality Management at Dili Institute of Technology (DIT), and professional tourism training centres such as East Timor Development Agencies (ETDA), and others. Additionally, the Government of Timor-Leste has proposed development of a new polytechnic institution of tourism in Lospalos in the east of the country (Tolkach, 2013).

The tourism industry depends on the general availability of infrastructure, hence the government investments in 2013 concentrated on basic infrastructures including 866 km of national roads, rehabilitation of 1270 km of rural and districts roads in 13 Districts, high power electricity lines, water supply and sanitation, a new multipurpose port in Tibar Dili, a new terminal, control tower and the airport runway extension at the International Airport Presidente Nicolau Lobato, Dili (RDTL-MF, 2013).

There are several eco-friendly tourism facilities, guest houses, and community-based tourism initiatives in some districts of Timor-Leste. One example is the eco-lodge “Tua Koin” in Atauro Island, which is run by NGO Roman Luan. Unfortunately, this has been closed since 2011 due to a land dispute (Tolkach, 2013). Another eco-lodge Valu-Sere Cooperative in Tutuala and Jaco Island is part of Nino Konis Santana National Park, which is run by 35 families from the local community, and had the support of the Haburas Foundation. The Valu-Sere Cooperative provides accommodation, restaurant, and organised tour guides to Jaco Island (MF-RDTL, 2013; Tolkach, 2013; Vong et al., 2014).

The Ministry of Tourism through Community Tourism has supported community based initiatives through capacity building programs, education and training, financial assistance in Dili, Atauro, Lospalos, Maubisse, Hatubuilico, Maubara, Liquiça, and Oecusse (Quintas, 2011; RDTL-MF, 2013; Tolkach, 2013). These tourism initiatives

aim to reduce poverty by creating job opportunity, increasing incomes, improving the quality of people's lives, and ensuring the sustainable development.

During the period (2000–2010), World Bank Group (WBG) supported the Government of Timor-Leste by investing in the reconstruction and development of the economy through 39 projects and provided financial support through regular International Development Association loans (IDA) (US\$ 24.6 million). The International Bank for Reconstruction and Development (IBRD) gave grants (US\$ 5 million), as did the Trust Fund for Timor-Leste and other trust funds (US\$ 316.3 million in total) (IEG & WBG, 2010).

The Independent Evaluation Group (IEG) in 2010 reported on the outcome of the WBG program in Timor-Leste that the outcomes showed very little achievement after the initial period of reconstruction and stabilization. While the progress in improving governance and building state institution was good in some respects, in others opportunities for were missed. Overall, the outcomes of the WBG's program were deemed moderately unsatisfactory when rated against the goals that had been set (IEG & WBG, 2010).

3.3. Theoretical Framework

3.3.1. A Brief History of Concept of Sustainable Development

The concept of “sustainable development” became a global theme after the United Nations Conference on Human Environment held in Stockholm, Sweden in 1972 and the report from the Brundland Commission in 1982 called *Our Common Future*. The main objective of this report was to advance the understanding of global interdependence, and the relationship between economic, social, cultural and environmental issues, and global solutions (Brundtland, 1987; UNCSD, 2014). United Nations members states had been reflecting on the perceived problems of mankind at that time and raised their concerns about over exploitation of natural resources and economic development at the expense environmental quality (Keiner, 2008).

Historically, awareness about the “sustainable development” issues has been rising since 1713 when Hanns Carl von Carlowitz published the first book of forest science in Germany (Grober, 2007; Thomasius & Bendix, 2013). The basic concern of sustainable

development at that time was concentrated on forest management. Based on their fundamental knowledge of natural forest growth and their assessment of the need to supply wood to the population and wider economy (Yakovleva, Flynn, Green, Foster, & Dewick, 2004). Carlowitz (1713) argued that wood should be “as important as our daily bread” and that it should be “used with caution in a way, that there is a balance between wood growth and lumbering”, and this would allow forever the continuous, perpetual use (Keiner, 2008) of forest resources. These authors argued that the community (Germany) should organize their economy so that they would not suffer a scarcity of wood and where timber is lumbered, young growth should be provided in its place, and that the community should think in long-term generational timescales (Keiner, 2008). This approach represents the central concept of sustainable development.

Malthus (1798) was concerned that the evolution of the civilization has affected the environment and resources of the planet. He wrote *An Essay on the Principle of Population*, said: “the population, when unchecked, increased in geometrical ratio and subsistence for man in an arithmetical ratio” (Malthus, 1798; Paul, 2008). The key term in the Malthus concept was the one of “limits”. Malthusians use the “limits” term as a key factor in the concept of sustainable development. The Club of Rome in 1972 published a very important report on the global economy based on this concept entitled “Limits to Growth” (Grober, 2007; Jovanovi, 2014).

While subsequent technological advances undermined Malthus’s dire predictions of the time, the concerns of the modern-day Malthusians are around global warming, climate change, ecosystem degradation, resource scarcity, unrenowable resources, biodiversity loss, disappearing sources of energy, unplanned land use and limits to carrying capacity will threatening the welfare of modern society and eventually life on Earth (Butler, 1980, 1999; Heikkurinen & Bonnedahl, 2013; Litan, Baumol, & Schramm, 2008). So, the main value of the Malthusian predictions is to provide a useful reminder to the leaders or authorities and society at the local, national, regional and international that if unplanned and inefficient use of economic, social, and environmental resources continue on consumption trends we find ourselves in trouble (Paul, 2008).

In the tourism industry, the concept of limits applies to the idea of carrying capacity concept expressed in terms of numbers of visitors, taking account of infrastructure

development and landscape modifications who could be accommodated at a specific site (Butler, 1999). Therefore, there is a growing consensus in society that major human and environmental problems are faced, and many scholars are considering the idea of limits is in fact, implicit in the concept of sustainable development (Butler, 1999; Heikkurinen & Bonnedahl, 2013).

More than 200 years after Malthus, in post-World War II (1939-1945), General George Catlett Marshall (1947), presented the European Recovery Program (ERP) popularly known as the Marshall Plan – which addressed to the historical, diplomatic, economic, social, and political strategies required to bring Europe out of chaos, hunger, poverty, desperation, and ashes following World War II (Marshall, 1947; Sorel & Padoan, 2007). The Marshall Plan main objectives were increased production, full employment and exports, utilizing clean modern equipment, and environment costs were not a major concern. European governments re-planned and rebuilt new towns and other industries sectors to much higher standards than before (Sorel & Padoan, 2007).

In other parts of the globe, in the same period, many of African and Asian territories proclaimed their independence and were faced with critical problems such as state building, lack of economic resources, unstable politics, security, and environmental problems caused by under-development. In these popularly known developing countries grassroots peoples continue to live far below the minimum levels required for a decent human existence. With populations deprived of adequate food, clothing, shelter, education, health, and sanitation, the developing countries must direct their efforts to development, bearing in mind their own priorities and the need to safeguard and improve the quality of life and environment (UN, 1972).

According to (Grober, 2007), to achieve a “state of global equilibrium” the industrialized countries should make efforts to reduce the gap themselves and the developing countries through multinational cooperation on education, research, funding, technical support and assistance to environment programs supporting sustainable development (UN, 1972). In the other words, the term “sustainability” became an overall guiding principles for human development based the problems mankind perceived at that time about over exploitation of natural resources and economic development at the expense of environmental quality (Keiner, 2008).

Hence, a United Nations Action Plan concentrated on environment assessment, through the establishment of an Earthwatch program, to: - identify and measure international environment problems and warn against impending crisis; - environmental management action on the basis of Earthwatch assessment; - and the necessary supporting measures, including education, training, and public information (Sohn, 1973; United Nations, 1972).

In 1980, the International Union for Conservation of Natural and Natural Resources (IUCN), United Nations Environment Programme (UNEP), World Wildlife Fund (WWF), Food and Agriculture Organization (FAO), United Nations Educational Scientific and Cultural Organization (UNESCO), 1980) produced the World Conservation Strategy with three main objectives: - maintenance of essential ecological process and life support system; - preservation of genetic diversity; - and sustainable utilization of species and ecosystem which provided a precursor to the concept of sustainable development. The strategy asserted that conservation of nature cannot be achieved without development to alleviate the poverty and misery of hundreds of millions of people. The strategy stressed the interdependence of conservation and development in which development depends on caring for the Earth, and safeguarding the fertility and productivity of the planet (IUCN, UNEP, WWF, FAO, UNESCO, 1980; UN CSD, 2014).

Ten years later the United Nations Conference on Human and Environment (1972 - 1982) approved the World Conservation Strategy in the World Charter for Nature. The charter stated that a part of nature and life depends on uninterrupted functioning of natural systems according to five principles: - nature shall be respected and its essential processes shall not be impaired; - the genetic viability on the earth shall not be compromised; - all areas of the earth, both land and seas shall be subject to these principles of conservation; - ecosystems and organism, as well as the land, marine and atmospheric resources that are utilized by man, shall be managed to achieved and maintain optimum sustainable productivity; - nature shall be secured against degradation caused by warfare or other hostile activities (Singh, 1982).

In 1983 - 1984, United Nations the World Commission on Environment and Development (WCED) formulated “A global Agenda for Change”, and later on, in 1987, the Brundtland on WCED presented the report called “Our Common Future” with

the main objective of advancing the understanding of global interdependence, the relationship between economic, social, cultural and environmental issues and global solutions. That document confirmed the environment does not exist as a sphere separate from human actions, ambitions, and needs. Consequently, it should not be considered in isolation from human concerns, and development is what humans do in struggling to improve their lot within that sphere, and the two are related.

According to the Brundtland (1987) report on *Our Common Future*, the concept of sustainable development is defined as a development which meets the needs of the present without compromising the ability of future generations to meet their own needs (Mowforth & Munt, 2003). In other words, sustainable development is the process that brings equitable quality of life to each person in a community while the economic, socio-cultural, environmental, and political system helps the community provide equal opportunities in education and health care services among others, in order to create a productive, meaningful life for all community residents, for present and future generations (Angelo, Hart, & Hart, 2013; Silva & Flores, 2008).

Keiner (2008) wrote that: “sustainable development means: - ensuring dignified living conditions with regard to human rights by creating and maintaining the widest possible range of options for freely defining life plans; - (...) fairness among and between present and future generations to use of environmental (protection of bio-diversity in terms of ecosystem, species and genetic diversity), economic and social aspect of local communities as a mean to guarantee long-term conservation, by incorporating the concept of sustainable development”.

In fact, the WCED conference was held to try and get all nations and industries to agree to act together to reduce pollution so that costs would be equally shared (Brundtland, 1987). However, the developing countries need more development to reduce poverty and so are able to accept the environmental consequences (Drexhage & Murphy, 2010). Since 1972, it has become clear that the humans do have an impact on environment, including changes in atmosphere, increase in deserts, destruction of forests and the disappearance of species (UN, 1998; UNCSD, 2014).

It is widely acknowledged that the gap between the poorer nations and the richer nations has become wider when measured in such terms of the average income per person and

the number of people who live below the poverty line. When the poorer nations received little for their goods and have large and increasing debts they are frequently unable to tackle problems such as damage to the environment and a growing birthrate.

The Agenda 21 is one of the outcomes from the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro - Earth Summit in 1992. The UNCED adopted an agenda for environment and development in the Agenda 21 as an programme and action plan for achieving the sustainable development principles, such as: social equity, economic prosperity, and environmental responsibility (Brundtland, 1987; Moisey & McCool, 2008; Moniz, 2006; UNEP, 2002).

The United Nations Commission on Sustainable Development (CSD) was set up to review progress in the implementation of Agenda 21 and other UNCED documents (UNCED, 1992; UNCSD, 1999, 2007).

Agenda 21 reaffirmed that sustainable development was delimited by the integration of economic, social and environmental pillars. The spirit of the conference took the theme of “Harmony with Nature”, brought to the center of attention the first principle of Rio Declaration: “Human beings are the center of concerns for sustainable development with entitled to healthy and productive life in harmony with nature” (Drexhage & Murphy, 2010; UNCED, 1992; UNCSD, 2014).

In 2002, ten years after the Rio Declaration, a follow-up conference, the World Summit on Sustainable Development (WSSD) was convened in Johannesburg, South Africa to renew the global commitment to sustainable development. The conference agreed on the Johannesburg Plan of Implementation (JPOI) and further tasked the CSD to follow-up on the implementation of sustainable development.

In December 2009, the UN General Assembly agreed to hold the UNCSD in 2012 which was referred to as “Rio+20”. The Conference sought to achieve three objectives: - securing renewed political commitment to sustainable development; - assessing the progress and implementation gaps of the commitment that already agreed in the meeting; - and addressing new and emerging challenges (Drexhage & Murphy, 2010). Green economy concepts, poverty eradication, and institutional frameworks have been incorporated into the sustainable development concept. While complex this concept has been at the forefront of the world’s institutions and organizations working in the

economic, social and environmental sector (Drexhage & Murphy, 2010). However, all nation members recognized how difficult it has proven to grant the environmental pillar the same level of recognition enjoyed by other two pillars despite the many calls since the 1960s by scientists and civil society signaling the vulnerability and precariousness of the Earth.

3.3.2. Operationalization of Sustainable Development on Tourism

Recognition of humanity's connection with nature requires thinking globally and acting locally. Strategic initiatives have led to the creation of the institutions for sustainable development at international, regional, national, and local levels (top down and bottom up) with objectives to assist in policy making, planning, management processes, at all levels. These initiatives have highlighted the concept of sustainable development with politicians, technocrats, private sectors, NGOs, and civil society attitudes based on the ethical and social responsibility principles of sustainable development, namely to deliver economic growth without comprising the social, cultural, environment, and political aspects (Choi & Sirakaya, 2006; Communités and Social Identities Research Group (CSIRG), 2012; United Nations (UN), 1972).

The United Nations International Commission on Sustainable Development (CSD's) has been provided with several mandates. The main functions of the CSD are: - to monitor and review progress on the implementation of Agenda 21 at local, national and international level; - develop policy recommendations; - and promote dialogue and build partnership for sustainable development between governments, international community, and major groups, or in other words make a strong partnership linkages between public sectors', private sectors', and NGOs governments to action on planning and implementation Agenda 21 at local levels (Chasek, 2000; Kaasa, 2005).

In 1992, the United Nations on Environment and Development (UNCED) conference in Rio de Janeiro adopted an agenda for environment and development in the 21st Century (popularly known as Agenda 21). The Agenda 21 as an action plan for sustainable development contains the Rio Declaration on environment and development, which recognized each nation's right to pursue economic and social progress and assigned to nation states responsibilities to adopt: - a model of sustainable development; - the statement of forest principles; - the convention on biological diversity; - and the framework convention on climate change. More specifically in the Rio Declaration

document (1992) principles 10 stated: “The environmental issues are best handled with the participation of all concerned citizens, at the relevant level. (...) each individual shall have appropriate access to information concerning to the environment (...) and the opportunity to participate in decision-making processes” (UN, 1992). The tourism sector can be no exception to this rule (J. A. Silva & Perna, 2005).

Tourism is a multitude of activities based on the use and enjoyment, often intensive, of a wide variety of environmental and natural resources like heritage resources, historical, cultural, and ethnological, among others (J. A. Silva & Flores, 2008). In other words, tourism is a transfer of economic, social, cultural and financial capital that generates the purchasing power as a consequence of the displacement of people. Therefore, sustainable tourism development is a process of meeting the needs of tourists and destinations regions in the present, allowing the protection of resources and enhancement of opportunities for the future (Baggio, Scott, & Cooper, 2010; Moniz, 2006).

Agenda 21 integrated the goals of environmental protection, and economic development into an action plan, and simultaneously promoted the formulation of environmentally sound and culturally sensitive tourism programmes as a strategy for sustainable development of tourism (Moisey & McCool, 2008).

Host communities have progressively been aware of the problems resulting from an unsustainable tourism, therefore, sustainability concerns are increasingly being addressed in national, regional, and local tourism policies, strategies, and plans that address the demand for higher environmental standards for tourists as well as providing a greater commitment to local communities and economies (WTO, 2002b).

A more practical interpretation of sustainability considers not only to the number of initiatives that define and monitor sustainability, but also to the standard criteria which are applicable to tourism such as the principles of sustainable tourism, environmental management standards, optimal management practices, codes of conduct, and local governance (Moisey & McCool, 2008).

The principles of sustainable tourism development are applicable to all forms of tourism in all types of destinations, including mass tourism and various niche tourism segments. Sustainable principles refer to the environmental, economic, socio-cultural and political

aspects of tourism development. Therefore, a suitable balance must be established between these four dimensions to guarantee its long-term sustainability, including: - ecological sustainability - respect for the ecological processes, resources and biological diversity; - economical sustainability - to ensure the economic viability of the products, quality of life and well-being of locals in these communities; - socio-cultural sustainability - respect for the identity, culture and values of the communities where tourism products are inserted; - political and governance sustainability – and the achievement of a broad consensus among various stakeholders by the systems of governance in regard to the exercise of decision making and implementation of the other three aspects of sustainability (Bramwell & Lane, 2010; Moniz, 2006; Silva & Flores, 2008; WTO, 2004).

Sustainable tourism development at local levels requires a participatory approach from the public, private sectors, and NGOs as a partnership, all being involved in the decision-making processes for planning and management (Hall & Richards, 2000; Richards & Hall, 2002). In other words, the process of collaboration and partnership in tourism destinations involves many stakeholders such as governments, tourism companies, and NGO's in a public and private partnership (PPP) initiative (Lacy et al., 2002; Moniz, 2006).

The unification of public participation, private, NGOs partnerships for sustainable tourism development should take into consideration the economic, environmental and sociocultural impacts on local communities (Choi & Sirakaya, 2006; Richards & Hall, 2002). Divergent perspectives may occur, and will need to be addressed. It is important to consider all values and opinions, relations among groups and what role they can play in the tourism development process (Richards & Hall, 2002; UN-ESCAP, 2001).

In other words, public, private, and NGOs partnerships involved in sustainable tourism implementations, depend heavily on strategic planning, policy, and management in order to achieve their goals and also promoted the integrity of the destination and improved the quality of life community in terms of economic, social, cultural, environmental, and political. Furthermore, public, private, and NGOs partnerships should effectively and profitably operate the market, and deliver a quality experience (Draper & McGowan, 2009; Miskinyte & Smirnova, 2011).

In summary, the development of sustainable tourism destination requires a strategic management approach based not only on a collective vision, but also on strong public, private, NGOs partnerships among others (Miskinyte & Smirnova, 2011).

Although Agenda 21 recognized that partnerships among all stakeholders (public, private, NGOs) play a role in achieving sustainability, the government role is pivotal in establishing appropriate regulations and standards.(Moisey & McCool, 2008).

The implementation of sustainable tourism development (STD) concepts require an understanding and stakeholders agreement to a common set of criteria at the beginning of the process. Criteria for sustainable tourism development that have been proposed by several international organizations are shown in Table 1.

Table 1: The operationalization of the STD concepts

-
- 1) Demonstrating the effectiveness of sustainable management:
 - The organization has been implemented a long-term sustainability management system that is suitable to its reality and scope, and which addresses environmental, social, cultural, economic, quality, health and safety issues.
 - The organization is in compliance with all applicable local to international legislation and regulations (including, among others, health, safety, labor and environmental aspects).
 - All personnel received periodical guidance and training regarding their roles and responsibilities with respect to environmental, social, cultural, economic, quality, health and safety issues.
 - The customer satisfaction, including sustainability aspects, is measured and corrective action be taken.
 - Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites.
 - 2) Maximizing social and economic benefits to the local community and minimize negative impacts.
 - The organization actively supports initiatives for local infrastructure and social community development including education, training, health and sanitation.
 - Local residents are given equal opportunity for employment including in management positions. All employees are equally offered regular training, experiences and opportunities for advancement
 - The activities of the organization do not jeopardize the provision of basic services such as food, water, energy, healthcare or sanitation, to neighboring communities.
 - 3) Maximizing benefits to cultural heritage and minimizing negative impacts.
 - The organization follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites in order to minimize negative visitor impact and maximize enjoyment.
 - Historical and archeological artifacts are not sold, traded or displayed, except as permitted by local to international law.
 - The organization contributes to the protection and preservation of local historical, archeological, culturally and spiritually important properties and sites, and does not impede access to them by local residents.
 - 4) Maximizing benefits to the environment and minimizing negative impacts.
 - Purchasing policies favor locally appropriate and ecologically sustainable products including building materials, capital goods, food, beverages and consumables.
 - The purchase and use of disposable and consumable goods is measured and the organization actively seeks ways to reduce their use.

- Energy consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption, and encourage the use of renewable energy.
 - Water consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption. Water sourcing is sustainable, but it does not adversely affect environmental flows.
- 5) Reducing pollution
- The organization encourages its customers, staffs, and suppliers to reduce gas emissions.
 - Wastewater including gray water is effectively treated and is only reused or released safely without adverse effects to the local population and the environment.
 - Waste is measured, mechanisms are in place to reduce waste, and where reduction is feasible to re-use or recycle it. Any residual waste disposal has no adverse effect on the local population and the environment.
 - The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting compounds, water, air, and soil contaminants.
- 6) The quality insurance documents:
- The codes of conduct (for all units)
 - The Best practice guides (for all units)
 - The eco-labels, seals or awards for environmental quality
 - The environmental management system.
- 7) The main motivations of company to adopt sustainable practices in tourism:
- Increasing business profitability by reducing costs
 - Increasing customer satisfaction and attract "green tourists"
 - Increasing employee satisfaction (pride in the company, commitment to quality, reduce health risks and safety)
 - Providing benefit for the local community and ultimately, the tourist destination
 - Improving the company's public relations (credibility, image, reputation)
 - Achieving a marketing advantage over the competition.
- 8) The main obstacles for adoption of sustainable practices in tourism
- High costs investment associated
 - The low importance attached by customers or tourists
 - The difficulties of practical implementation (tasks such as the need to increase training to employees and management tasks)
 - The lack of information and disinterest on the part of business sectors
 - The lack of technical assistance
 - The lack of government incentives and / or tax benefits
- 9) The entities can contribute through joint cooperation on actions for sustainable development
- National government & Local government
 - Association of entrepreneur & Private companies
 - Scientist, the environmental organization and citizen groups, the citizen, the social communications', and the school.

Sources: Adopted from (GSTC (2012); Moniz (2006); TF-GSTC (2013); UNCED (1992); WTO (2004).

There are many circumstances in which a criterion is not applicable to a specific tourism products and services, given the local regulatory, environmental, social, cultural, and economic conditions. In the case of micro and community-owned tourism businesses which have a small social, economic, and environmental route, it is recognized that limited resources may prevent comprehensive application of all criteria (GSTC, 2012).

3.3.3. The roles of local leaders in public sector organization

In order to achieve a sustainable development and optimal tourism industry functions, leaders in the public sector and in the government have responsibilities not only in legal but also in regulatory matters (Lacy et al., 2002).

The term “public sector or government” covers a range of public organizations, from national government ministries and departments, government business enterprises, to local government departments and the tourism industry has been identified as a strategic sector and an important public issue for many governments to maintain a sustainable tourism development at economic, socio-cultural, environmental and political levels in tourism destinations (Lacy et al., 2002; Ruhanen, 2013; Timothy, 1998).

According to the literature, the public sector has a mandate to represent the broader interests of the population. Supposedly, the public sector is impartial without having any commercial interest. Additionally the public sector can influence the legislation and is not as constrained by short term financial objectives as the private sector is (Ruhanen, 2013).

Consequently, the public sector role becomes one of regulating and managing a triangular relationship between host areas and their habitats and peoples, holidaymakers, and the tourism industry (Lane, 2005). The public sector has to reconcile the tensions between the three partners in the triangle, keeping the long term equilibrium, minimizing environmental and cultural damage, optimizing visitor satisfaction, and maximizing the long-term economic growth of the destination (Choi & Sirakaya, 2005, 2006; Lane, 2005).

The public sector has basic responsibilities including: - establishing legality and regulation; - policy and institutional frame working in which the tourism industry functions and sustainable development can be achieved; - building infrastructures and facilities – roads, airports, ports, electricity and waste management, marketing and promotion, education and training (Lacy et al., 2002; Scott et al., 2011).

According to the Agenda 21 for the travel and tourism industry, it is extremely important that the public sector fulfils its responsibilities if sustainable tourism development at local and national levels is to be achieved (WTO, 2002b).

The implementation of the Agenda 21 in tourism will go some ways towards harnessing the power of tourism to: - create economic value for resources whose conservation would otherwise be seen as having no financial value (such resources including wildlife, natural areas, built heritage and cultural heritage); - provide incentives and means for environmental enhancement of areas such as city centers and old industrial sites, including the creation of employment in these areas; - establish essential infrastructures such as water treatment plants, for residents as well as visitors, which may in turn stimulate other economic activities; - use communication opportunities with customers and host communities to pass on the message and practices of sustainable development; - provide environmentally sound growth alternatives for developing countries and island states, which can help them attain sustainable development patterns; - lead other industries in the adoption of business practices that contribute towards a sustainable development by asking suppliers to provide environmentally benign products and exchanging information and ideas on sound environmental management (WTO, 2002b).

3.3.4. The roles of local leaders in private sector organizations

Private sector travel and tourism organizations such as tour operators, hotel and restaurant owners, play a crucial role. These organizations have responsibilities to ensure that decisions about investment, employment, operations and other product development, marketing and investment in operations take full account of the Agenda 21, while continuing to develop voluntary programs (self-regulation) to improve the environmental management and enhance positive social impacts (Lacy et al., 2002; UNCED (United Nations Conference on Environment & Development), 1992; WTO (World Tourism Organization), 2004). Organizations need to make a strong commitment to education and environmental training of staff, minimizing negative environmental and cultural impacts and creating incentive schemes to promote sustainable social and economic development of a country (Lacy et al., 2002; UNCED, 1992; WTO, 2004).

The private sector needs a stable policy regime that enables and encourages the tourism industry to operate responsibly and efficiently. Such a regime is key to implementing long-term policies and to increasing the prosperity of local communities through trading, employment and livelihood opportunities, specially for women, contributing towards their professional development, strengthening their economic role and

transforming the social system (UNCED (United Nations Conference on Environment & Development), 1992; WTO (World Tourism Organization), 2004).

The private sector also has an import role and responsibilities on the implementation of the Agenda 21 guidelines for the travel and tourism industry. Examples of these responsibilities are and increasing the efficiency of their resource utilization, by the reuse and recycle of residues, and reducing the quantity of waste discharge per unit of economic output (UNCED, 1992).

Taking the aforementioned into account, the travel and tourism industry private sector should be fully committed in the implementation and evaluation, collectively or voluntarily, of activities related to Agenda 21 (UNCED, 1992).

Therefore, the private sector should take initiatives to implement Agenda 21, through cooperation and collaboration, fostering dialogue between individual businesses to formulate solutions to joint problems; working with small and micro enterprises to build management skills, market development, and technology transfer; working with the government in order to establish an enable frameworks for the achievement of a sustainable development; promoting interactions between tourists and host communities, therefore enhancing the industry's potential to contribute to a better understanding of others cultures; and incorporate the concerns of communities, especially indigenous ones, in the planning process so that they effectively participate in the sustainable development process (Lacy et al., 2002; UNEP, 2002; WTO, 2004).

3.3.5. The roles of local leaders in Non-governmental organizations (NGOs)

Strengthening the roles of NGOs as partners for the implementation of the Agenda 21 guidelines is very important for the sustainable development process. The interdependent nature of NGOs and their desire for real participation makes these organizations crucial in the implementation of the Agenda 21 guidelines (UNCED (United Nations Conference on Environment & Development), 1992). In other words, NGOs play a vital role in shaping and participating in democratic processes and their credibility lies on their responsibility and constructive capabilities (UNCED (United Nations Conference on Environment & Development), 1992).

Leaders in NGOs play a vital decision making roles in the implementation of the Agenda 21. NGOs create capacity building programs at local levels, involving local authorities, local businessmen and local communities, allowing them to participate, in an informed manner, in the planning, decision making, implementation, supervisory and monitoring process of the Local Agenda 21 guidelines for sustainable tourism development process (Bramwell, 2011; Choi & Sirakaya, 2006; WTO (World Tourism Organization), 2002b).

NGOs play a key role in representing and standing up for the best interests of local communities, and acting as a dialog catalyst for small local institutions such as environmentalism, cultural and gender (UNCSD (United Nations Commission on Sustainable Development), 1999; WTO (World Tourism Organization), 2004).

NGOs have very important and strategic roles linked to the Local Agenda 21 such as:

1. Bringing together key players and decision makers to discuss areas of common interest and promoting consensus on the need for action;
2. Cooperating with the tourism industry sector in awareness raising campaigns and educational activities to minimize the impacts of supplier and consumer behavior on consumption patterns;
3. Assisting in the measurement and monitoring of the progress towards the adoption of sustainable development practices in tourism development;
4. Supporting education and training awareness and skill programs on tourism for local communities;
5. Advocating bottom-up approach in tourism planning, development and management, probably making pressure on the industry, facilitating travel contracts and tourism industries, therefore encouraging the local participation for community-based tourism development;
6. Initiating dialogue with stakeholders regarding community involvement in the sustainable tourism development;
7. Promoting respect for indigenous people and local communities self-determination, autonomy, encouraging their social and cultural identity and integrity;
8. Promoting and gathering efforts to empower marginalized groups, particularly addressing gender issues (Choi & Sirakaya, 2006; Scott et al., 2011; UNCED, 1992; UNCSD, 2007; WTO, 2004).

NGOs can increase awareness to tourism issues and provide feedback to public and private organizations.

3.4. Research Methodology

3.4.1. Population and Sample for Local Leaders

The sample population was taken from three districts in Timor-Leste, namely Baucau, Dili and Maliana. The three sample districts were selected because of their geographical location, comprising the three main cities located in the East, Central and West of the territory. Those have the potential and characteristics suited to the tourism industry in Timor-Leste.

The Public Sector, Private Sectors, NGOs in this research comprise leaders of organizations such as government, travel agencies, hotels, restaurants, and NGO's who play significant roles and have significant responsibilities to contribute directly or indirectly to a sustainable tourism development at local, regional and national levels.

The target population residing in the three districts was 156 persons (leaders), with the following breakdown between districts: Baucau (18), Dili (126), and Maliana (12). The sample size was calculated as 125 persons and respondents were distributed throughout the three districts: Baucau 17 respondents, Dili 96 respondents and 12 respondents in Maliana.

A questionnaire was developed as a means for collecting data through a five-step process. At first, the questionnaire was developed based on a literature review related to sustainability concepts, its principles, and the operationalization of tourism development in a destination. On the second step, the questionnaire was developed in Portuguese and it was translated into Tetum (the national language) by the Dili Institute of Technology Language Centre (DIT-LC) to ensure the consistency and correctness of the content. A Tetum and Portuguese expert in DIT-LC reviewed the content of both copies to ensure consistency and correctness of translation. Third, five senior students of the tourism department at DIT attended a data collection training between the 12th and 14th of January 2012. In the fourth step, the questionnaire was pre-tested in 5 tourist organizations and 5 non-tourist organizations in Dili. Lastly, the content of the questionnaire was revised and adjusted based on the results of the pre-test. The questionnaire to evaluate the local leader's perception about sustainable tourism development was structured by employing the Likert scale (1 – strongly disagree; 5 –

strongly agree). The Data collection took place over two months between the 1st of June and the 30th of July 2012.

3.4.2. Sample Profile of Local Leaders

Table 1 shows the sample socio-demographic profile of local leaders in Baucau, Dili and Maliana. Most of them were male, but this varied by sector (92,9% in the public sector; 62,3% in the private sector and 57,1% in NGOs. Evaluating all the local leaders as a whole, we observed a total of 68,0% male respondents (n = 85).

Table 2: Sample Profile of the Local Leaders

Variables	Leaders in Public Sec.		Leaders in Private Sec.		Leaders in NGOs	
	n	%	N	%	n	%
Gender	28	100	69	100	28	100
Male	26	92,9	43	62,3	16	57,1
Female	2	7,1	26	37,7	12	42,9
Age	28	100	69	100	28	100
20-29	2	7,1	14	20,3	3	10,72
30-39	6	21,4	34	49,3	11	39,28
40-49	12	42,9	20	29,0	13	46,4
50-59	7	25,0	1	1,4	1	3,6
> 60	1	3,6	0	0,0	0	0,0
Education	28	100	69	100	28	100
Basic school	1	3,6	3	4,3	0	0,0
High school	3	10,7	6	8,7	3	10,7
Bachelor degree	21	75	55	79,7	18	64,3
Master and Doctoral degree	3	10,7	5	7,3	7	25,0
Job Occupation	28	99,9	69	100	28	100
Administrators and Head of Villages	9	32,1	0	0,0	0	0,0
Directors and Presidents	16	57,1	10	14,5	12	42,9
Managers and Assistant Managers	2	7,1	54	78,3	4	14,2
Intellectuals and Professionals	1	3,6	5	7,2	12	42,9
Salary	28	100	69	100	28	100
200 - 399 USD	3	11,0	0	0,0	0	0,0
400 - 599 USD	21	75,0	1	1,0	0	0,0
600 - 799 USD	4	14,0	20	30,0	23	82,0
800 - 999 USD	0	0	27	39,0	3	11,0
> 1000 USD	0	0	21	30,0	2	7,0

Regarding age, 49,3% of private sector leaders were aged between 30 and 39 years ($n = 34$); 46,4% in NGOs leaders ($n = 13$). In the public sector, 42,9% leaders ($n = 12$) aged between 40 and 49 years. Overall, of most local leaders had education to bachelor degree level (75,0%; $n = 94$). Looking at incomes, 86% of the local leaders in public sector ($n = 21$) had a monthly salary below 599 USD. In comparison, all of the leaders in NGOs and in the private sector had salary higher than this value. The highest salaries were earned by leaders in the public sector.

3.5. Results

3.5.1. Perceptions about the sustainable tourism development concept

Perceptions of the local leaders (public sectors, private sectors and NGOs) towards the sustainable tourism development concept are presented in Table 3. This table shows the level of knowledge of the different sectors and the calculated *p-value* from the Pearson Chi-Square tests for differences between the groups of leaders.

The results show that, overall, local leaders demonstrate a very low level of knowledge, and familiarity with the Agenda 21 document for the sector of travel and tourism. Overall, the proportion of those with higher levels of knowleges is higher within NGOs leaders and lower within public sector leaders and, in some cases the relationship between leaders' typology and knowledge level is significant (*p-value* < 0.05).

Table 3: Perceptions about the sustainable tourism development concept

Perception about sustainable tourism development concept (the answers "Yes" in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
Have you heard of Agenda 21 for the Sector of Travel and Tourism?	17,9%	31,9%	42,9%	0,128
Do you have access to the Agenda 21 document (in electronic or paper)?	14,3%	39,1%	46,4%	0,025
Have you read the definitions of sustainable development and sustainable tourism therein?	17,9%	40,6%	42,9%	0,074
Have you read the objectives and priority areas of action for companies in the tourism sector?	14,3%	42,0%	42,9%	0,025

3.5.2. Adoption of the sustainable development practices

The levels of support for the adoption of the sustainable in practices in Timor-Leste are presented in Table 4. The local leaders show very low adoption levels of sustainable development in practice. In most cases, the relationship between leaders' typology and agreement level is significant ($p\text{-value} < 0,05$). Overall, the results show that most of the local leaders in public sector report a lower level of adoption of sustainable development practices than leaders in private and NGOs. Within the three groups of leaders, the high levels of adoption were found for the cases “your company buys local products whenever they are available?” and “your company uses hand-labor and local materials in redevelopment or expansion of equipment?”

Table 4: Adoption of the sustainable development practices

Adoption of the sustainable development in practices (the answers “Yes” in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
Have you done an assessment of the impact of their activities on environment and development?	10,7%	37,7%	32,1%	0,032
Do you have an organizational environmental policy including environmental practice and sustainability objectives?	32,1%	40,6%	39,3%	0,737
Do you separate waste for recycling?	21,4%	34,8%	50,0%	0,081
Reuse products and packaging whenever possible?	32,1%	46,4%	50,0%	0,339
It has a responsible waste inevitable?	17,9%	43,5%	50,0%	0,027
Implement measures to reduce energy consumption?	42,9%	50,7%	60,7%	0,406
Employs energy saving technologies?	10,7%	50,7%	21,4%	0,000
Use alternative energy / renewable (solar, photovoltaic, or other)	60,7%	43,5%	53,6%	0,273
Regulators use to reduce consumption of water (the taps in the toilets)?	39,3%	44,9%	57,1%	0,381
Use non-potable water - for example, in irrigation, laundry, etc. - To save drinking water?	42,9%	50,7%	75,0%	0,036
Ensures the final destination of appropriate wastewater (public sanitation, septic tank)?	28,6%	52,2%	39,3%	0,089
Acquires biodegradable detergents, fertilizers and biological products "ozone-friendly"?	10,7%	46,4%	17,9%	0,001
Buys recycled products that are compatible with standards of operation of the unit?	10,7%	43,5%	7,1%	0,000
Minimizes the use of hazardous substances or replaces them with less dangerous?	17,9%	56,5%	14,3%	0,000
Controls the noise to the outside?	14,3%	46,4%	14,3%	0,001

Control emissions to the atmosphere (CO ₂ , aerosols, odors, heat, etc.)?	14,3%	43,5%	14,3%	0,002
Buys local products whenever they are available?	57,1%	76,8%	60,7%	0,096
Trains and motivates employees to implement these practices?	42,9%	75,4%	57,1%	0,007
Uses hand-labor and local materials in redevelopment or expansion of equipment?	64,3%	71,0%	67,9%	0,805
Zones and offers non-smoking rooms?	50,0%	58,0%	53,6%	0,759
Sensitizes customers to save water and energy (through leaflets, etc.)?	50,0%	59,4%	50,0%	0,574
Provides information to assist customers who are using public transport?	21,4%	72,5%	39,3%	0,000
Provides information to customers on tourist attractions and local services?	21,4%	81,2%	25,0%	0,000
Already implemented a quality management system in your organization?	35,7%	79,7%	32,1%	0,000

3.5.3. Initiatives for sustainable tourism development

The local leaders report some participation in voluntary initiatives towards implementing the sustainable development in Timor-Leste (Table 5). Overall, the results show that most of the local leaders in NGOs participated in implementing these initiatives, in a stronger effort than leaders in the public or private sectors. In some items, the relationship between leaders' typology and agreement level is significant ($p\text{-value} < 0,05$).

Table 5: The initiatives for sustainable tourism

Initiatives for sustainable development (the answers "Yes" in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
Codes of conduct (for all units)?	50,0%	46,4%	75,0%	0,034
Best practice guides (for all units)?	39,3%	50,7%	71,4%	0,048
ECO-labels, seals or awards for environmental quality?	42,9%	49,3%	71,4%	0,069
Environmental management system	35,7%	56,5%	53,6%	0,171

3.5.4. Local leaders initiatives for sustainable development

As reported in table 6, the three groups of leaders show a strong level of understanding of the importance of their role in the implementation of voluntary sustainable

development initiatives. There is limited variability in the responses between the three groups of local leaders and, overall, the relationship between leaders' typology and agreement level is not significant ($p\text{-value} > 0,05$).

Table 6: Importance initiatives for sustainable development

The importance to implementation the voluntary initiatives for sustainable development (the answers "Yes" in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
Codes of conduct (for all units)?	89,3%	85,3%	92,9%	0,568
Best practice guides (for all units)?	92,9%	85,5%	92,9%	0,432
Eco-labels, seals or awards for environmental quality?	92,9%	85,5%	92,9%	0,432
Enviromental management system	92,9%	88,4%	92,9%	0,703

3.5.5. Main motivations to adopt sustainable development practices

Table 7 shows that all groups of local leaders understand or totally agree with the motivations for adopting sustainable development practices. In most cases, the relationship between different groups of leaders and agreement level is not significant ($p\text{-value} > 0.05$). Note, however, that, in the most motivational cases, leaders in the NGOs express higher levels of agreement than public and private leaders.

Table 7: Motivations to adopt sustainable development practices

Main motivations of the company to adopt sustainable development practices (the answers "Yes" in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
Increase business profitability by reducing costs	100%	97,1%	100%	0,438
Increase customer satisfaction and attract "green tourists"	96,4%	97,1%	100%	0,629
Increase employee satisfaction (pride in the company, commitment to quality, reduce health risks and safety)	96,4%	94,2%	96,4%	0,846
Benefit the local community and ultimately, the tourist destination	96,4%	95,7%	100%	0,540
Improving the company's public relations (credibility, image, reputation)	100%	95,7%	100%	0,287
Achieving a marketing advantage over the competition	96,4%	97,1%	100%	0,629

3.5.6. Main obstacles to adopt sustainable development practices

Overall, table 8 shows a strong agreement to all list of possible obstacles to the adoption of sustainable development practices, especially in the case of “high associated investment costs”. In two cases, “the lack of information and disinterest on the part of business sectors “ and the “the lack of technical assistance”, differences among the three types of leaders and non-leaders are statistically significant, with the leaders from the private sector expressing lower agreement levels ($p\text{-value} < 0,05$).

Table 8: Main obstacles to adopt sustainable development practices

Main obstacles of the company to adopt sustainable development practices (the answers “Yes” in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
High associated investment costs	92,9%	82,6%	96,4%	0,110
The low importance attached by customers or tourists	82,1%	71,0%	92,9%	0,052
The difficulties of practical implementation (tasks such as the need to increase training to employees and management tasks)	89,3%	78,3%	96,4%	0,059
The lack of information and disinterest on the part of business sectors	96,4%	81,2%	96,4%	0,033
The lack of technical assistance	96,4%	78,3%	100%	0,004
The lack of government incentives and / or tax benefits	96,4%	87,0%	96,4%	0,178

3.5.7. Entities that can contribute to sustainable development

Table 9 shows that, overall, local leaders agreed that the set of suggested entities can have an important role in sustainable tourism development (agreement levels in all groups higher than 88%). Regarding all entities, the relationship between leaders’ typology and agreement level is not significant ($p\text{-value} > 0.05$).

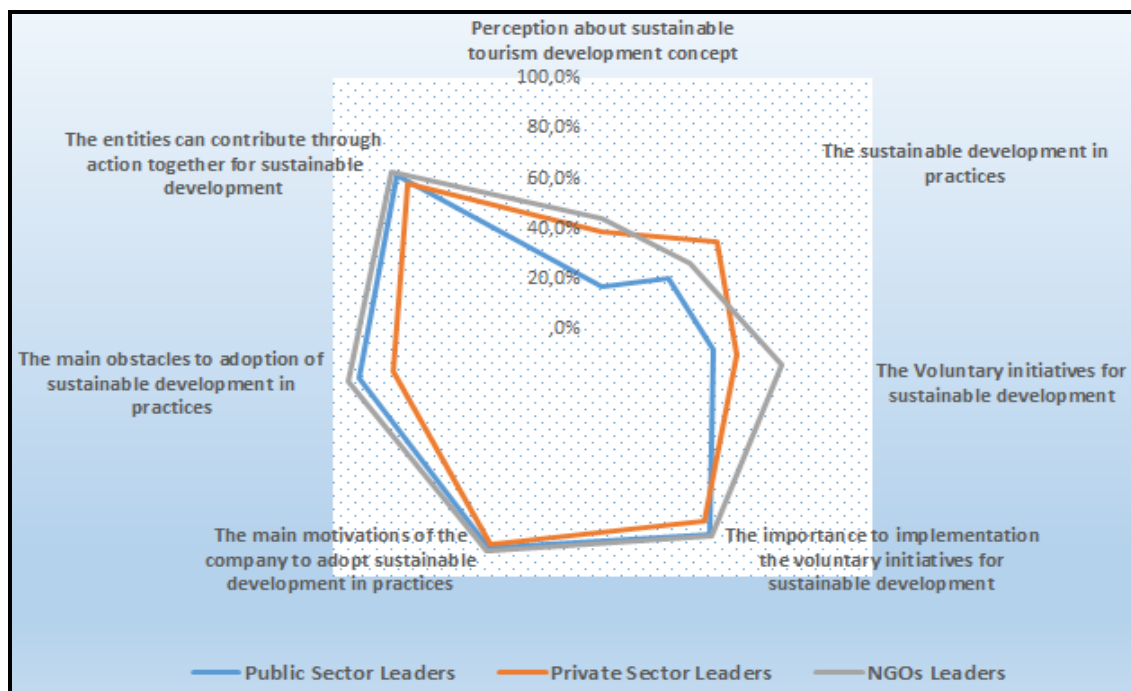
Table 9: The action for sustainable development

The entities can contribute through action together for sustainable development (the answers “Yes” in percentage)	Public Sector Leaders	Private Sector Leaders	NGOs Leaders	<i>p-value</i>
National government	100%	94,2%	100%	0,187
Local government	100%	88,4%	100%	0,031
Association of Entrepreneurs	92,9%	88,4%	100%	0,159
Companies	89,3%	89,9%	100%	0,207
Scientists	92,9%	87,0%	100%	0,114
The Environmental Organization and Citizens groups	100%	91,3%	100%	0,077
The Citizens	100%	95,7%	100%	0,287
The Social Communication	100%	97,1%	100%	0,438
The Schools	100%	97,1%	100%	0,438

3.5.8. Overall view

Figure 1 shows that the local leaders express somewhat different levels of agreement to the Local Agenda 21 guidelines, reflecting different perceptions about sustainable development concept, and its implementation in Timor-Leste. In the two first cases, “Perception about sustainable tourism development concept” and “Adoption of the sustainable development in practices”, there are low levels of average agreement, varying between 16,1% up to 54,4%. Regarding the case “The Voluntary initiatives for sustainable development”, Figure 1 indicates that local leaders from the public sector display a less critical point of view than leaders in the private sectors, and in NGOs. In contrast to the previous variables, the remaining report high levels of average agreement, varying, in general, between 79,7% up to 100% within the three local leaders. The average proportion of those who agree with each aspect previously analyzed in tables 3 to 9 is represented in Figure 1.

Figure 1: Local Leaders Perceptions of Sustainable Tourism Development



3.6. Conclusion

The local leaders in public, private sectors, and NGOs have key roles in achieving sustainable tourism development at local, regional, and national levels.

The study found that local leaders in public, private sectors, and NGOs in Timor-Leste have a very low understanding of the concept of sustainable tourism development; Most

had not heard about the Agenda 21 for the Sector of Travel and Tourism, nor had they have accessed to Agenda 21 documents (in electronic or paper), and consequently have not read the definitions of sustainable development and sustainable tourism therein, and have not read the objectives and priority areas of action for companies in the tourism sectors. There are very low levels of average awareness of these aspects of sustainable tourism, in general between 16,1% up to 43,8%. When assessing the adoption of sustainable development in practice, there are very low levels of average adoption, in general between 31,3% up to 54,4%.

Likewise, in variable the initiative to take actions for sustainable development, the local leaders individually take initiative and voluntarily take actions for launching Local Agenda 21 to enhance the sustainability of tourism, the results shown among the three local leaders in the public sector (42,0%), display a less critical point of view than leaders in the private sectors (50,7%), and in NGOs (67,9%).

The three local leaders expressed very high agreement with, “The importance to implement the voluntary initiatives for sustainable development” (public sector 92,0%, private sector 86,2, and NGOs 92,9%, and with “The main motivations of the company to adopt sustainable development in practices” the results are the public sectors 97,6%, private sectors 96,1%, and NGOs 99,4%. Similar levels of agreement with “the main obstacles of adoption the sustainable development in practices” the public sector 92,3%, private sector 79,7%, and NGOs 96,4%, and with “The entities can contribute through joint action for sustainable development” the public sector 97,2%, private sector 92,1%, and NGOs 100,0% were observed.

Overall, results show that the perceptions of local leaders (public, private, and NGOs) about the sustainable development concepts were very low levels of average agreement below than 47%. This result is inspiring to concerning on the sustainable development of tourism and it should be used by policy makers to work together with the development agencies and universities at national or international levels’ in order to create several policies that could be developed.

Firstly, it would be important if the policy makers of Timor-Leste ratify, adopt, and adapt the Agenda 21 as national policy guidance for sustainable development for all government bodies, private sectors, civil societies, and communities.

Secondly, since the tourism uses abundant public resources it would be important for the public sector to assume a more active role with local governments in promoting sustainable development including tourism development, and allowing the private sector, and NGOs to participate in the planning, decision making, implementation, supervising, and monitoring process for sustainable tourism development in all the territory of Timor-Leste.

Thirdly, programs of capacity building through education and training at local levels for the local leaders (local authorities, local businessmen, local NGOs leaders), and local communities about roles and responsibilities for implementation of the Agenda 21 sustainable development guidelines are needed.

There is limitation of literature about the sustainable tourism development at the first stages of tourism development in developing countries on particularly for Timor-Leste. There is a lack of information and data about the local leaders' knowledge of sustainable development of tourism in this territory. The results of this study have not been observed before in Timor-Leste. Similar studies should be conducted by other researchers to determine if the responses to other studies are consistent with the data in this research. New research would contribute to developing a general model for developing countries and a specific model for Timor-Leste.

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**CHAPTER 4: STUDY 3 - DIASPORA AND TOURISM: THE CASE OF TIMOR-
LESTE**

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4.1. Introduction

Many researchers have studied the phenomenon of diaspora as niche market in the tourism industry. Diaspora tourism can help to establish an in-depth connection between tourist destinations and the international tourism market (Collins-Kreiner & Olsen, 2004a; Huang et al., 2011; Newland & Tanaka, 2010; Novelli et al., 2012; Pan, 2008; C. Taylor & Newland, 2010; Wong-mingji, 1999).

In new tourism destinations, it is necessary for the supply side of the travel industry to explore the demand, motivation, preference, and experience of tourist in tourism market. According to some research (Huang et al., 2011; Newland, 2011; C. Taylor & Newland, 2010), diaspora tourism as a niche market can help break into international tourism markets. Timor-Leste as a new tourism destination should explore the demand of Timorese diaspora to visit or revisit friends and relatives (VFR).

The marketing decisions and strategic planning of tourism supplies require knowledge of the factors affecting choice of tourist destination and forecasts of tourism flows in the short, middle, and long-term (Collins-Kreiner & Olsen, 2004b; Cox & Wray, 2011; Seddighi & Theocharous, 2002).

Many governments focus on extracting obligations from their diasporas and structuring policies around expectations for what diasporas can do for them instead of asking what they can do for diaspora investors. Government policies can be important in encouraging diaspora investment in the origin country, and providing a sense of connection between the diaspora and their countries origin (Nielsen & Riddle, 2010).

Diaspora tourists play an important role in the development of tourist destinations by spreading information about the attractions of homeland locations, and may be motivated to invest directly to build the new tourist facilities or bring existing ones up to the international tourism standard that they have come to expect as a result of their experiences abroad (C. Taylor & Newland, 2010).

The objective of this study is to explore the Timorese diaspora as a niche market by identifying and analyzing the Timorese diaspora characteristics such as the cultural identity, the memories related to place attachment, the motivations, satisfaction, and their expectations when they decide to return or revisit their homeland in Timor-Leste.

This research can contribute to development of marketing strategy to exploit the Timorese diaspora demand, motivations, preferences, and experiences of diaspora tourist as homecoming travelers.

4.2. Research Setting

Timor-Leste emerged as Asia's newest nation on the 20th of May 2002. It emerged from 450 years of Portuguese colonization, three years of Australian and Japanese occupation during World War II, and twenty-four years of Indonesian occupation followed by two-and-a-half years of interim United Nations (UN) administration (Figueiredo, 2009; Loureiro, 2001; Myrtilinen, 2009; Sousa, 2003).

To give a brief history, in 1960, Timor-Leste was classed as a non-self-governing territory by the United Nation General Assembly Resolution 1542 (XV), and Portugal recognized the right of Timorese people to self-determination after the change of its political regime on 25 of April 1974 (Maffei & Remarks, 1993).

In 17 July 1975, Portugal reaffirmed right of the people of Timor-Leste to self-determination by another constitutional law n.º 7/75 which delegated the decision on the political future of the territory to a People's Assembly, which was to be elected in October 1976 by universal, secret and direct suffrage. At that moment the people of Timor-Leste had three different options for due exercise of their right: independence, integration into Portugal, or integration into Indonesia (Maffei & Remarks, 1993).

There followed a brief civil war between the three groups: União Democrática de Timor (UDT), Associação Popular Democrática Timorense (APODETI), Frente Revolucionário de Timor Leste Independente (FRETILIN). Subsequently, FRETILIN unilaterally proclaimed independence for the territory on 28 November, 1975, at which point the Indonesia military invaded Timor-Leste on 7 December, 1975, and then occupied the territory until a referendum on 30 August, 1999.

During Indonesia's occupation in Timor-Leste (1975 – 1999), there were an estimated 20.000 Timorese people as refugees and living in Australia, more than 10.000 in Portugal, and a few in Macau, Mozambique, Canada, the United States, Ireland, and other parts of the world (Wise, 2004). Likewise, a bloody conflict that occurred after the Referendum of 30 August, 1999, resulted in the deaths of thousands of people, and more than 250.000 Timorese people were displaced to Indonesia (Carter et al., 2001; La'o Hamutuk, 2003).

The government of Timor-Leste (2002-2011) considers tourism as one of the strategic sectors and priorities for national economic development after petroleum and agriculture. Therefore, it is crucial to explore Timorese diaspora as a demand side niche tourism market niche to assist the tourism planners and decision-makers setup appropriate policy, planning and strategic marketing strategic of tourism in Timor-Leste.

4.3. Theoretical Framework

4.3.1. Diaspora and Tourism

Several researchers have examined diaspora-related tourism that has been growing into a significant market niche since at least the 1970s, and many destinations now design and market tourism products to diaspora communities around the world (Collins-Kreiner & Olsen, 2004a; Omar Moufakkir, 2011; Newland & Tanaka, 2010).

The diaspora tourism market is a type of market where the supply side meets the diaspora tourists' demands and spending needs through a customer focussed approach. This means putting tourist requirements and expectations at the center of the marketing approach (Collins-Kreiner & Olsen, 2004a; Kaufmann, 2012; O. Moufakkir, 2011; Newland & Tanaka, 2010; Newland, 2011; Sasson, Mittelberg, Hecht, & Saxe, 2011; Swart, 2010).

To attract the diaspora tourist strategic marketing is required based on an integrated effort to identify, maintain, and build up a network of individual consumers. Networks should be strengthened for the mutual benefit of both sides, through interactive,

individualized, and value added contacts over a long period of time from generation to generations (Fyall, Callod, & Edwards, 2003).

A diaspora can be defined as an cluster of individual persons or groups such as political refugees, alien residents, guest workers, immigrants, expellees, ethnic and racial minorities, and overseas displaced persons who feel, maintain, invent or revive a connection with a prior home (Huang et al., 2011; Tchouassi & Sikod, 2010a). Diaspora have a history of dispersal, memories of the homeland, alienation in the host country, desire for eventual return, ongoing support of the homeland, and a collective identity defined by the above relationships (Duval, 2003; Tchouassi & Sikod, 2010a).

Theoretically, a diaspora is defined as a social and conceptual construct based on feelings, consciousness, memory, mythology, history, meaningful narratives, group identity, longings, and dreams, both allegorical and virtual (Collins-Kreiner & Olsen, 2004a).

Diaspora tourism cannot be simply disaggregated from other forms of tourism, because there are a wealth of motivations and characteristics particular to the diaspora tourist. These include the memories related to place attachment and the motivations and expectations they have when they decided to return or revisit their homeland (Ben-Moshe & Pyke, 2012; Hou, Lin, & Morais, 2005a; King & Christou, 2008a; Newland, 2011).

Many diaspora tourists maintain strong economic, political, peacebuilding, reconciliation, and religious ties to their homeland, thus when they travel back homeland, they will be more interested in sustaining and improving the well-being of the local people, culture and environment (Huang et al., 2011; Novelli et al., 2012; C. Taylor & Newland, 2010).

On the demand side diapsora tourism is motivated by four major factors such as: the tourist's motivation to travel, financial ability to pay for services and facilities, time to spend on travel and physical ability to travel (Gunn & Var, 2002). These tourists demand goods, services and places that are marketed as individual products and/or product packages at the tourism destination (Jafari et al., 2000).

4.3.2. Cultural Identity and place attachment

The cultural identity refers to a sense of solidarity with the ideals of given cultural group and to the attitudes, beliefs, and behaviors manifested toward one's own and other cultural groups as a result of this solidarity (Schwartz, Montgomery, & Briones, 2006). Furthermore, the identity functions as a self-regulatory social-psychological structure, in that direction, processes information, manages impressions, and selects behaviors. Individuals adopt identities through processes characterized (a) by imitation and identification or (b) by exploration, construction and experience (Schwartz et al., 2006)

Identity functions to provide (a) the structure for understanding who one is; (b) meaning and direction through commitments, values, and goals; (c) a sense of personal control; (d) consistency, coherence, and harmony between values, beliefs and commitments, and (e) the ability to reorganize potential in the future possibilities and choices' (Adams & Marshall, 1996).

Attachment to a destination has been an important subject of empirical inquiry for researchers in psychology, leisure, and outdoor recreation. The study of attachment to a destination focusses on specific environmental settings that are meaningful to people, groups, and communities, i.e. cultural meaning when individuals experience this in searching for their genealogical roots (Hou, Lin, & Morais, 2005b; Ruting, 2012).

A place attachment includes the cognitive and emotional linkage of an individual associated with a place, and visitors with different cultural background from the host country may develop a different level of belongingness and identity to the destination (Hou et al., 2005b; Ruting, 2012). Based on place attachment other behaviours can be identified such as behavioral routines and techniques, styles of dress and address, memories, myths and stories (Iorio & Corsale, 2013).

There are some agreements between researchers to define the place of attachment in two dimensions: place identity and place dependence. Place identity is defined as a strong emotional attachment of individual's to particular places or settings. So, a cultural destination may play an important role in maintaining individual cultural identity or self-image (Hou et al., 2005b; Ruting, 2012). Place dependence is defined as collection of social and physical resources meeting visitors in specific activities and representing

the unique qualities of place. In this context, place dependence has been linked to tangible attributes and quality of interpretation materials (Hou et al., 2005b; Ruting, 2012).

The diaspora tourist usually maintains cultural and psychological attachment to their places of origin and these ties with the homelands, even after several generations (Iorio & Corsale, 2013). One of the most common ways to sustain ties with the homeland is travelling with the aim of preserving or strengthening personal and emotional links and to re-discover places. Indeed, connections to homeland are major motivators of diasporas tourism flows and their descendents who wish to re-discover their roots and to re-experience the former homeland (Iorio & Corsale, 2013).

As the diaspora person is exposed cultural ideals and interacts with the new social environment, his or her will likely changed. The diaspora people seeks to locate themselves within their receiving and heritage cultures and to maintain a sense of self-consistency while considering new possibilities (Schwartz et al., 2006; Serafini & Adams, 2002).

Based on the marketing theoretical term AIDA (Awareness, Interest, Desire, Action) articulated in the tourism literature, the potential tourist or visitor must be aware of destination, have the interest and desire created through the design and delivery of a positive image of destination (Allotey, 2010).

An action to visit a destination will occurred after desirable images have been formed in the mind of the potential tourists and that image has out-bid all other potential destinations in the individual choice set (Allotey, 2010).

The destination management organization should have strategic planning and action plan to build a positive image that identifies and differentiates the destination by selecting a consistent brand element. Creating a differentiated destination image it will become a basis for survival within a globally competitive marketplace where various destinations compete intensely (Qu, Kim, & Im, 2011).

The tourism destination image is the expression of all objective knowledge, impression, preconception, imagination and emotional thoughts that an individual or group might

have of a particular place (Jenkins, 1999). In the other words, destination image is a total impression of cognitive and affective evaluation by tourist (Qu et al., 2011).

The destination image can act as a pull factor for tourists to travel. These pull factors are related to destination attractions: natural attractiveness (scenery, climate, or beach); building attractions (historic sites, resorts, or theme parks); cultural attractions (museums or art galleries); and social attraction (Govers, Go, & Kumar, 2007; Jafari et al., 2000; Jenkins, 1999). Hence, tourism destination images are important because they influence both the decision-making behavior of potential tourists and the levels of satisfaction that the tourist experiences (Crompton & Um, 1990; Jenkins, 1999).

So, destination image branding is a way to communicate a destination's unique identity by differentiating a destination from its competitors, and a strong, unique image is the key to positioning a destination to differentiate a it from competitors (Qu et al., 2011).

Timor-Leste is a unique country where Portuguese is spoken in a South East Asian and Pacific context. There is a unique Timorese culture, Portuguese colonial heritage, Timorese Liberation Resistance history, tropical waters rich in marine life with coral triangle, and a calendar of special events such as Tour de Timor bicycle race, the Dili City of Peace Marathon, the Darwin to Dili Yacht Rally, Ramelau Cultural Festival, and Carnaval (Andrew, Pheng, & Philips, 2011; Cabasset-Semedo, 2009; Sarmento, 2011; TL-SDP, 2011).

4.3.3. Tourists' motivation

The motivation of diasporas to return and visit their homeland vary from visiting friends and relatives (VFR), maintaining network affiliation, economic to rediscovering ancestral culture (Cassarino, 2004; Duval, 2003; King & Christou, 2008b).

Crompton (1979) empirically identified nine motives which push or pull the tourist to walk away from their home to travel. Seven were classified as socio-psychological, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives are novelty and education, comprising the alternate category (Crompton, 1979; Lepp, 2008).

The push factors are evident at the individual or social level, or as a combination of both (Jafari et al., 2000). According to Crompton & Um (1990), the choice of travel destination is based on three attributes: need of satisfaction, social agreement, and ease of travel.

The need for satisfaction incorporates a set of motivations for travel such as novelty, challenge, relaxation, learning, and curiosity (Crompton & Um, 1990). The social agreement reflects potential tourists' inclinations to act in accordance with their social group opinions (Crompton & Um, 1990). The ease of travel describes an individual's propensity to travel to a place in terms of variables such as money, time, skill and health (Crompton & Um, 1990; Jafari et al., 2000).

Based on the sociological theory, Dann (1977) identified two basic motivations for tourist travel that concentrated on "push" factors, in particular, those stemming from "anomie" and "ego-enhancement" in the tourist himself. Anomie reflects absolute independence and sovereign will. It is the desire to transcend the feeling of loneliness inherent to daily life. In other words, people need love, affection and desire to communicate with others (Moniz, 2006).

Important motivations are stimulation, personal development, relationship, security, self-actualization, nostalgia, romance, recognition, escape, relaxation, relationship enhancement, and self-development (Konu & Laukkanen, 2009; P. L. Pearce & Lee, 2005). In the other words, motivations are connected to individuals' basic needs for participating in diverse activities, developing preferences, and expecting satisfaction (Konu & Laukkanen, 2009).

4.3.4. Tourists' expectations

One important marketing requirement is the matching of tourist destination features in line with expectations tourists have before their departure (Ruzic, Dropulic, & Boskovic, 2008).

Tourism marketing is focused on the needs and demands of tourist as consumers, and only with a good knowledge of the market and consumers behavior is it possible for a destination to create an offer that may meet the tourists' expectations (Ruzic et al., 2008).

Tourists have certain expectations about their trips, especially those which are pleasure oriented. These expectations are influenced by promotion or advertisement, prior experiences and even myths. Expectations further conditioned by the desire for certain level of services or quality from a given tourism product or destination. These expectations are related to the non-ordinary aspects of life (Jafari et al., 2000). These tourists' expectations can include several aspects like contact with nature, use of non-crowded places, sports and outdoor activities, desire for freedom, possibility to benefit from reasonably low prices (Anselmi, 2010).

It can be challenging when targeting the diaspora market to cater to the expectations of very different diaspora profiles (INTDA, 2013). Experience, or rules of thumb that can help guide tourism design and development thinking (INTDA, 2013).

In general, it is assumed that diasporas will promote tourism and the national brand in the host countries and in the other side, the expectation is that that migrants will promote tourism in their countries of origin (Newland, 2011).

The expectations of diaspora on returning to their country for the purpose of living, working or investment is that they will be able to make use of all the means and new skills they have been acquired during their migratory experiences with a view to achieving similar goals in their origin countries (Cassarino, 2004). Nonetheless, returned or visiting diaspora are unlikely to be change agents in their home countries because they could be seen as jeopardizing the established situation and the traditional power structure (Cassarino, 2004).

Consequently, the government has an important role to play by developing policies relevant to the expectations of the diaspora tourist expectation return, including offering opportunities for successful, public-private partnership and an enabling environment for diaspora investment (Nielsen & Riddle, 2010).

The diaspora tourist anticipation of a return home is framed by a psychological process that changes over time as the memory of the home country fades with the passing away of family members and close friends in the home country (Tchouassi & Sikod, 2010a). Family memories fundamentally shape for diaspora tourist expectations about a homecoming, and the reality of arriving sometimes leads to initial feelings of estrangement or alienation (Ruting, 2012).

Timorese diaspora expectations on coming home are perhaps more “prophetic” and related to traditional customs such as “*Uma Lisan or Uma Lulik*” meaning sacred house in Tetum to get grace “*matak malirin*” in Tetum, for example health, luck (getting married, having children, job opportunities etc), safety (protection), success (education, business, and career), and other hopes that these graces will go to all family members (Sarmiento, 2011). On return, they will usually sacrifice animals as thanksgiving for the grace that was received.

Timorese diaspora express their expectation to return home through the song “*Mai Fali Eh*” which is a well-known song in Timor-Leste, meaning “come home” in Tetum. The name song comes from a serenade where a mother “homeland” calls her children home at sunset, also motioning those who have left Timor-Leste to return (Boit, 2012).

For these reasons, it is necessary to understand the expectations of Timorese diasporas as tourists coming home to Timor-Leste.

4.4. Research Methodology

4.4.1. Population and Sample

The study was conducted in three countries: Portugal, Indonesia and Australia. The three sample countries were selected because most of the Timorese diaspora live in these countries. The study targeted for interview people with 18 years of age, who had been living more than 3 years in those countries.

Based on the “snowball” technique was identified the Timorese diaspora across the three countries totally 520 people with the following breakdown: Portugal 195, Indonesia 168, and Australia 157. The questionnaires were sent to 520 people through e-mail contacts “internet online: <https://spreadsheets.google.com>”. The 362 respondents who answered from each country were 131 from Portugal, 118 from Indonesia, and 113 from Australia.

4.4.2. Questionnaires design and data collection

The questionnaires were designed for Timorese diaspora members. The questionnaire was structured in two parts: Part one - socio-demographic information – questions about gender, age, and education levels. Part two – related to identity, experiences,

motivation, potential of tourism industry, destination image, satisfaction, and expectation. Each dimensions was measured using a five point Likert scale (ranging from: 1 – strongly disagree; to: 5 – strongly agree). After completion of the questionnaire the data was analyzed using the software package SPSS followed by interpretation of the results.

4.5. Results and Discussion

4.5.1. Socio Demographic

Table 1 below shows the characteristics of the 362 respondents in the three research sites: Portugal 131 respondents, Indonesia 118 respondents, and Australia 113 respondents. In this sample, 53,8% of the respondents were male, and 26,4% were aged between 28 and 37 years olds.

The highest education level attained by 36,7% of respondents was through polytechnics and professional courses. The occupations status of 74,4% of respondents was employed. The majority of respondents (91,77%) were born in Timor-Leste and 48,97% were married. Total average of respondents (25,63%) had nationality as Timorese in three countries of residence, 23,40% of respondents had dual nationalities Timorese-Portuguese and there was 64,1% in Portugal. Also, there was 24,70% in total average had dual nationalities Timorese-Australian were 72,6% in Australia, and, 78,8% Timorese living in Indonesia had single Indonesian nationality.

The result shows, overall, 63,77% of respondents decided to migrate from Timor-Leste between 1975 and 1999 during the Indonesia occupation. Of this migrants 30,5% went to Portugal, 73,5% went to Australia, and 87,3% went to Indonesia (following the referendum for self-determination of Timor-Leste government on 30 of August 1999). Most of the respondents gave the reason for migration from Timor-Leste as educational (94,23%), economic (81,47%), to reunite with family (61,57%), and to seek refugee or asylum (61,17%).

Table 1: Socio Demographic

Variables and Items	Country of Residence			Total Average	Variables / Indicators	Country of Residence			Total Average
	Portugal	Indonesia	Australia			Portugal	Indonesia	Australia	
Gender	n=131	n=118	n=113	%	Place of birth	n=131	n=118	n=113	%
Male	55,00%	57,60%	48,70%	53,77%	Timor-Leste	95,40%	94,90%	85,00%	91,77%
Female	45,00%	42,40%	51,30%	46,23%	Portugal	3,80%	0,00%	0,90%	1,57%
Age					Australia	0,00%	0,00%	14,20%	4,73%
18 - 27 years	32,80%	26,30%	17,70%	25,60%	Indonesia	0,80%	5,10%	0,00%	1,97%
28 - 37 years	28,20%	11,00%	39,80%	26,33%	Nationality				
38 - 47 years	15,30%	22,90%	35,40%	24,53%	Timorese	34,40%	19,50%	23,00%	25,63%
48 - 57 years	12,20%	33,10%	3,50%	16,27%	Timorese - Portuguese	64,10%	1,70%	4,40%	23,40%
>58years	11,50%	6,80%	3,50%	7,27%	Timorese - Australian	1,50%	0,00%	72,60%	24,70%
Marital Status					Indonesia	0,00%	78,80%	0,00%	26,27%
Single	58,80%	30,50%	46,90%	45,40%	Out-migrate				
Married	32,10%	64,40%	50,40%	48,97%	Portugues times (1966 - 1974)	4,60%	0,00%	0,00%	1,53%
Other	9,20%	5,10%	2,70%	5,67%	Indonesian times (1975 - 1999)	30,50%	87,30%	73,50%	63,77%
Educational					UNTAET (2000 - 2001)	12,20%	0,00%	5,30%	5,83%
Secondary school	32,80%	28,80%	32,30%	31,30%	RDTL (2002 - 2013)	52,70%	12,70%	21,20%	28,87%
Politechnic professional	48,10%	41,50%	20,40%	36,67%	The reasons to out-migration				
Master degree	29,20%	24,40%	35,00%	29,53%	Economics	83,2%	77,1%	84,1%	81,47%
PhD / Doctoral degree	1,50%	4,20%	1,80%	2,50%	Education	94,7%	91,5%	96,5%	94,23%
Occupation					Joint Family	61,8%	61,0%	61,9%	61,57%
Unemployment	27,50%	27,10%	22,10%	25,57%	Refugee/ Asylum	56,5%	68,6%	58,4%	61,17%
Employment	72,50%	72,90%	77,90%	74,43%					

4.5.2. Cultural Identity and place attachment

National identity refers to a sense of culture and nationality of respondents felt when they self-identified as Timorese (their attitudes has been manifested as reported in Table 2). The sum of responses in the categories “greatly” and “inmmense”, “frequently” and “most frequently”, “importante” and “very importante”, and “good” and “excellent”. The majority (96,37%) of respondents still recognized themselves as Timorese. To note that 75,53% of respondents perceived themselves as Timorese by the food they eat, 60,93% by the Tetum language they spoke, 62,80% by the clothers they wore, and 75,77% by the nationality they carried.

Table 2: Cultural Identity and place attachment

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
	n=131	n=118	n=113	%
Identified as a Timorese	97,7%	95,8%	95,6%	96,37%
The ways can be identified as a Timorese:				
• The food	77,1%	61,9%	87,6%	75,53%
• The language	38,9%	67,8%	76,1%	60,93%
• The dresses	72,5%	39,8%	76,1%	62,80%
• The nationality	84,7%	56,8%	85,8%	75,77%
Level of communication in language(s)				
• Tetum	48,1%	78,0%	73,5%	66,53%
• Portugues	45,0%	5,9%	35,4%	28,77%
• English	67,9%	17,8%	99,1%	61,60%
• Indonesia	83,2%	93,2%	47,8%	74,73%
How often would you discuss Timor-Leste with others?				
• Daily	58,8%	55,9%	59,3%	58,00%
• Weekly	28,2%	22,9%	31,0%	27,37%
• Monthly	13,0%	21,2%	9,7%	14,63%
Who do you talk to most frequently about Timor-Leste?				
• Family	52,7%	76,3%	78,8%	69,27%
• Co-wokers	10,7%	6,8%	0,0%	5,83%
• Colleague students	19,1%	11,9%	19,5%	16,83%
• Friends	17,6%	5,1%	1,8%	8,17%
What topic related to Timor-Leste do you talk about most frequently?				
• Culture	72,5%	61,9%	71,7%	68,70%
• Economics	9,9%	15,3%	27,4%	17,53%
• Politics	4,6%	3,4%	0,0%	2,67%
• Education	8,4%	11,0%	0,9%	6,77%
• Tourism	3,1%	4,2%	0,0%	2,43%
• Others	1,5%	4,2%	0,0%	1,90%

Among the respondents just 28,77% of respondents speak Portuguese, 61,60% speak English, 66,53% speak Tetun, and 74,73% speak Indonesian.

The survey asked how often they talked about Timor-Leste with others. Of all respondents 58,00% been discussed Timor-Leste daily, 27,37% weekly, and 14,63% monthly. Most of the respondents (69,27%) talked with their families and 68,70% of respondents said culture was the most frequently discussed topic.

4.5.3. The attributes are important to (re) visit Timor-Leste

The important attributes mentioned by respondents to the survey when considering a visit or revisit to Timor-Leste are presented in Table 3. This table shows the sum of responses in the categories “importante” and “more importante”, the level of agreement in each item a the important attributes and Timorese diasporas. Most of the respondents agreed with the importance of the attributes for attracting diaspora tourists to visit or revisit their homeland. However, there were some differences between respondents regarding some specific attributes, based on their nationality

For example, in responding to the attribute “Uniqueness of the destination (natural resource attractions and cultural identity), an total average 84,50% of the respondents agreed with the importance of this attribute, but the Timorese diaspora in Indonesia demonstrated less appreciation (58,5%), than other respondents resident in Australia (97,3%), and in Portugal (97,7%). We can interpret this result as reflecting the similarities and geographical closeness of Timor-Leste and Indonesia.

When considering “Entertainment activities and nightlife”, all of the respondent attached very low importance an average 25,77% to this attribute, Indonesia (11,9%), Portugal (28,2%), and Australia (37,2%). Similarly, for “Hospitality of the residents”, respondents are not very preoccupied about this attribute (an average 34,13%) and rated its importance lower because they feel at home, sociable and integrated with their family in Timor-Leste (Australia (33,9%), Indonesia (31,9%), and Portugal (36,6%)).

For the attribute “Security and social stability”, most of the respondents (82,80%) were very concerned, Australia (86,7%), Portugal (86,3%), and Indonesia (75,4%). Similarly for the attribute “Peace and reconciliation”, an average 83,60% of the respondents rated this highly (Australia (89,4%), Portugal (81,7%), and Indonesia (79,7%)).

Table 3: The attributes are important to (re) visit Timor-Leste

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
The attributes in destination	n=131	n=118	n=113	%
Uniqueness of the destination (natural resource attractions and cultural identity)	97,7%	58,5%	97,3%	84,50%
Access to Telecommunications (telephone, internet, mail)	76,3%	56,8%	75,2%	69,43%

Availability of park or garden	84,0%	53,4%	59,3%	65,57%
Beaches and bathing areas	93,9%	75,4%	93,8%	87,70%
Availability of accomodation	90,8%	52,5%	87,6%	76,97%
Availability of local transport	71,8%	55,9%	83,2%	70,30%
Living cost	71,8%	74,6%	70,8%	72,40%
Opportunities to practice sports and leisure activities	60,3%	54,2%	70,8%	61,77%
Landscape	87,0%	81,4%	97,3%	88,57%
Food and dining	80,9%	67,8%	77,9%	75,53%
Entertainment activities and nightlife	28,2%	11,9%	37,2%	25,77%
Historical and architectural heritage, monuments and museums	67,2%	55,9%	83,2%	68,77%
Manifestations and cultural events	66,4%	66,9%	90,3%	74,53%
Manifestations and religious events	57,3%	73,7%	85,0%	72,00%
Opportunities for shopping	57,3%	73,7%	85,0%	72,00%
Hospitality of the residents	36,6%	33,9%	31,9%	34,13%
Tranquility, rhythm of life	78,6%	66,1%	85,8%	76,83%
Security and social stability	86,3%	75,4%	86,7%	82,80%
Peace and reconciliation	81,7%	79,7%	89,4%	83,60%

4.5.4. Diaspora Motivation to travel home

The motivation of Timorese diasporas to return visit homeland are presented in the following Table 4. The sum of responses in the categories “missed” and “much missed”, and “importante” and “very importante”. The majority of respondents (92,57%) expressed that they felt “*Saudade* (feel longing) with homeland in Timor-Leste” (84,7% in Indonesia, 93,9% in Portugal, and 99,1% in Australia). Most of the respondents (87,10%) confirmed their agreement with the statement “Will visit Timor in the next 5 years” (Portugal 80,9%, Indonesia 83,1%, and Australia 97,3%).

The majority of respondents (92,67%) have an intention to “Visit family and friends”, in Timor Leste (Indonesia 85,6%, Portugal 92,2%, and Australia 100%). Other reasons given for a visit included “Important family events” (Portugal 55,7%, Indonesia 72,9%, and Australia 84,1%). The idea of a holiday motivating a visit was high for 84,1% respondents in Australia, Portugal 56,5%, but less important for respondents from Indonesia 55,1%.

The motivation for a visit as “Business” was rated low (40,43%) by all respondents, with respondents in Australia highest at 45,1%, followed by Indonesia 44,9% and

Portugal 31,3%. For the attribute “Politics and reconciliation”, respondents in Indonesia gave more importance with 44,1%, than Portugal 35,1%, and Australia 34,5%.

Table 4: Diaspora Motivation to travel homeland

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
Diaspora Motivation to travel homeland	n=131	n=118	n=113	%
Saudades (feel longing) with homeland in Timor-Leste	93,9%	84,7%	99,1%	92,57%
Will visit Timor in the next 5 years	80,9%	83,1%	97,3%	87,10%
Situations was prevents from going back home in Timor-Leste				
Family obligation	3,8%	2,5%	2,7%	3,00%
Financial	9,9%	4,2%	1,8%	5,30%
School	2,3%	1,7%	0,0%	1,33%
Working	1,5%	,8%	3,5%	1,93%
Political	0,0%	1,7%	0,0%	0,57%
Other	2,3%	,0%	0,0%	0,77%
Extent to which the following are important to (re) visit Timor-Leste				
Visit family and friends	92,4%	85,6%	100%	92,67%
Holidays	56,5%	55,1%	84,1%	65,23%
Important family events	55,7%	72,9%	84,1%	70,90%
Business	31,3%	44,9%	45,1%	40,43%
Politics and reconciliation	35,1%	44,1%	34,5%	37,90%

4.5.5. Travel back Homeland since residing in Country of Residence

The results for Timorese diaspora travelling back home since beginning residence in their current country of residence are presented in Table 5a. The sum of responses in the categories “frequently” and “most frequently”. Most of the respondents (80,43%) have traveled back home over the last 10 years while residing in their current country of residence (Portugal 68,00%, Indonesia 84,80%, and Australia 88,50%). Most respondents returned home to Timor Leste once time, Portugal 42,00%, and Australia 51,30%, while in contrast 40,70% of respondents resident in Indonesia returned to Timor-Leste five times or more.

Table 5a: Travel back home since residing in Country of Residence

Variables and items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
Travel back home since residing in Country of Residence	n=131	n=118	n=113	%
Have you travel back home for visits since residing in Portugal/Europa/Australia/Indonesia?	67,90%	84,70%	88,50%	80,37%
Not Applied	32,10%	15,30%	11,50%	19,63%
Travel back home since residing in Country of Residence go to Timor-Leste over the last 10 years	68,00%	84,80%	88,50%	80,43%
• One Time	42,00%	14,40%	51,30%	35,90%
• Two Times	15,30%	16,10%	20,40%	17,27%
• Three Times	3,80%	6,80%	9,70%	6,77%
• Four times	3,80%	6,80%	0,90%	3,83%
• Five Times or more	3,10%	40,70%	6,20%	16,67%
Not Applied	32,10%	15,30%	11,50%	19,63%
When did you arrive to Timor-Leste? (month)				
February	1,50%	2,50%	1,80%	1,93%
March	0,80%	0,80%	0,90%	0,83%
April	3,10%	5,90%	5,30%	4,77%
May	0,00%	3,40%	1,80%	1,73%
June	1,50%	8,50%	2,70%	4,23%
July	12,20%	11,00%	5,30%	9,50%
August	6,90%	14,40%	2,70%	8,00%
September	5,30%	5,10%	4,40%	4,93%
October	0,00%	2,50%	8,00%	3,50%
November	0,80%	4,20%	2,70%	2,57%
December	3,10%	16,90%	42,50%	20,83%
Not remember	32,80%	9,30%	10,60%	17,57%
Not Applied	32,10%	15,30%	11,50%	19,63%
When did you arrive to Timor-Leste? (year)				
2000	0,80%	0,00%	0,00%	0,27%
2001	0,80%	0,00%	0,90%	0,57%
2003	0,80%	0,00%	0,00%	0,27%
2004	2,30%	1,70%	0,00%	1,33%
2005	0,00%	0,80%	1,80%	0,87%
2006	0,00%	0,00%	0,90%	0,30%
2007	3,10%	0,80%	0,90%	1,60%
2008	4,60%	1,70%	8,00%	4,77%
2009	6,10%	0,00%	3,50%	3,20%
2010	6,90%	6,80%	9,70%	7,80%
2011	10,70%	15,30%	19,50%	15,17%
2012	26,00%	22,00%	24,80%	24,27%
2013	0,80%	28,00%	9,70%	12,83%
Not Remember	5,30%	7,60%	8,80%	7,23%
Not Applied	32,10%	15,30%	11,50%	19,63%

When examining the seasonal variation of arrivals in Timor-Leste the results show that the highest percentage of respondents (12,20%) in Portugal arrived July in 2012, and most of the respondents from Indonesia (16,90%) and Australia (42,50%) are arrived on December in same years. Table 5b shows that the majority of respondents (73,03%) said that they are used to travel by airplane (Indonesia 62,7%, Portugal 67,9%, and Australia 88,5%) to reach Timor-Leste.

Table 5b: Travel back home since residing in Country of Residence

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
How did you arrive to Timor-Leste?	n=131	n=118	n=113	%
By Plan	67,9%	62,7%	88,5%	73,03%
By Ship	0,0%	3,4%	0,0%	1,13%
By Car	0,0%	18,6%	0,0%	6,20%
Not Applied	32,10%	15,30%	11,50%	19,63%
Who is accompanying you on your visit to Timor-Leste?				
Family	16,0%	59,3%	62,8%	46,03%
Friends	6,9%	0,8%	5,3%	4,33%
Co-wokers	6,9%	8,5%	7,1%	7,50%
Business partner	0,0%	3,4%	0,0%	1,13%
Nobody	38,2%	12,7%	13,3%	21,40%
Not Applied	32,10%	15,30%	11,50%	19,63%
Number of district that you visited in Timor-Leste				
Dili - Atauro	15,3%	68,6%	13,3%	32,40%
Manatuto (Sacntuary Aitara Soibada)	1,5%	3,4%	4,4%	3,10%
Baucau (Venilale, Matebian)	3,8%	0,0%	8,8%	4,20%
Lautem (Lospalos, Com, Jaco)	3,8%	1,7%	7,1%	4,20%
Aiinaro - Maubisse - Ramelau	3,8%	0,0%	4,4%	2,73%
Manufahi (Kablaki)	0,0%	0,0%	1,8%	0,60%
Liquiça	0,8%	0,0%	0,0%	0,27%
Ermera	0,0%	0,0%	1,8%	0,60%
Bobonaro (Thermal waters, Be Malae)	0,8%	0,0%	3,5%	1,43%
Covalima	0,0%	,0%	2,7%	0,90%
Oecusse	0,0%	,8%	2,7%	1,17%
All Districts	38,2%	10,2%	38,1%	28,83%
Not Applied	32,10%	15,30%	11,50%	19,63%

Most of the respondents in Indonesia (59,3%) and Australia (62,8%) came with their families to Timor-Leste, while 38,2% arriving from Portugal came alone. Most of

respondents from Portugal (38,2%) and Australia (38,1%) visited all districts in Timor-Leste, while 68,6% of respondents from Indonesia just visited Dili.

The results in Table 5c show that the majority of respondents (71,67%) stayed at family's houses (Portugal 63,4%, Indonesia 74,6%, and Australia 77,0%). Examining the duration of stay in Timor-Leste, the results shows that most of the respondents stayed from 3 to 4 weeks (Portugal 29,0%, Australia 33,6%, and Indonesia 35,6%).

Table 5c: Travel back homeland since residing in Country of Residence

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
Where did you stay in Timor-Leste?	n=131	n=118	n=113	%
Family house	63,4%	74,6%	77,0%	71,67%
Hotel	1,5%	7,6%	1,8%	3,63%
Motel	0,0%	0,0%	0,9%	0,30%
Guest house	0,8%	0,8%	2,7%	1,43%
Friends house	0,0%	0,0%	3,5%	1,17%
Apartment	1,5%	0,8%	1,8%	1,37%
Pousada	0,8%	0,8%	0,9%	0,83%
Not Applied	32,10%	15,30%	11,50%	19,63%
How long had you stay in Timor-Leste?				
< 1 week	0,8%	4,2%	9,7%	4,90%
1 - 2 weeks	9,2%	35,6%	32,7%	25,83%
3 - 4 weeks	29,0%	35,6%	33,6%	32,73%
2 - 3 months	19,8%	4,2%	8,8%	10,93%
4 - 12 months	9,2%	5,1%	3,5%	5,93%
Not Applied	32,10%	15,30%	11,50%	19,63%

4.5.6. Tourism and Social Development Evaluation and Satisfaction

When evaluating of tourism and social development in Timor-Leste and others facilities quality, respondents in the three countries of residence expressed very low levels of satisfaction (Table 6). The sum of responses in the categories “good” and “excellent”. This table shows the level of agreement in each item of Timorese diaporas in Portugal, Indonesia, and Australia.

For most attributes respondents demonstrated a very low level of satisfey in some items the relationship between Timorese diaporas in Portugal, Indonesia, and Australia; for example “tourism development” Portugal 9,9%, Australia 10,6%, and Indonesia 15,3%.

However with respect to “process of peace and reconciliation” aspect the results showed the respondents from Australia expressed more satisfaction 59,3% compared with respondents from Indonesia (39,0%), and Portugal (29,0%).

Table 6: Tourism and Social Development Evaluation and Satisfaction

Variable items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
Tourism and Social Development	n=131	n=118	n=113	%
Tourism development	9,9%	15,3%	10,6%	11,93%
Economic development	14,5%	34,7%	15,9%	21,70%
Politic development	10,7%	31,4%	31,9%	24,67%
Social security and safety	16,0%	33,1%	46,9%	32,00%
National stability	25,2%	33,1%	57,5%	38,60%
Process of peace and reconciliation	29,0%	39,0%	59,3%	42,43%
The quality of tourist facilities				
The tourist accommodation - hotels, apartments, guest house (variety & quality)	11,5%	14,4%	25,7%	17,20%
Restaurant offerings (variety and quality)	9,9%	25,4%	41,6%	25,63%
General recreation offerings	8,4%	14,4%	48,7%	23,83%
Cultural offerings	18,3%	39,8%	36,3%	31,47%
Nightlife offerings	7,6%	7,6%	3,5%	6,23%
Travel agencies and tourism	6,9%	16,1%	34,5%	19,17%
Tour guides	4,6%	12,7%	8,8%	8,70%
Car rentals	9,2%	28,0%	31,0%	22,73%
Shopping centre	8,4%	24,6%	20,4%	17,80%
Tourist information centers	3,8%	22,9%	1,8%	9,50%
Parks and gardens	9,9%	38,1%	39,8%	29,27%
Water supply	4,6%	33,1%	26,5%	21,40%
Electricity generator, distribution and reliability	6,9%	28,8%	31,9%	22,53%
Public lighting	4,6%	12,7%	11,5%	9,60%
Basic Sanitation	3,1%	15,3%	7,1%	8,50%
Collection and processing of solid waste	3,1%	11,9%	7,1%	7,37%
Drainage and waste water treatment	3,1%	16,1%	8,0%	9,07%
Road cleaning	5,3%	15,3%	11,5%	10,70%
Management, cleaning and maintaining beaches and tourist attractions	10,7%	19,5%	13,3%	14,50%
Security and policing	12,2%	32,2%	42,5%	28,97%
Civil protection services	9,2%	33,1%	37,2%	26,50%
Banks and currency exchange	15,3%	44,1%	35,4%	31,60%
Communications (post and telecommunications)	15,3%	46,6%	34,5%	32,13%
Health services	11,5%	28,8%	34,5%	24,93%

For some attributes, respondents were even? more critical such as “Nightlife offerings”, “Tour guides”, “Public lighting”, “Basic Sanitation”, “Collection and processing of

solid waste”, “Drainage and waste water treatment”, “Road cleaning”, “Management, cleaning and maintaining beaches and tourist attractions”. All results are below a 20% satisfaction level for respondents in Portugal, Indonesia, and Australia.

4.5.8 Timorese Diaspora expectations

Expectations of Timorese diaspora are presented in Table 8. The sum of responses in the categories “frequently” and “most frequently”. All respondents totally expected (agreement levels in all respondents higher than 100%) to visit and revisit their homeland in Timor-Leste. In terms of their destination within Timor-Leste, 46,6% of respondents from Indonesia preferred to stay in Dili while 46,6% of respondents from Portugal, and 41,6% of respondents from Australia preferred to visit all districts. The results shows the highest of respondents expect to visit Timor-Leste in December.

Table 8: Diaspora expectations

Variables and Items	Country of Residence			
	Portugal	Indonesia	Australia	Total Average
Diaspora expectations	n=131	n=118	n=113	%
Do you plan to revisit your homeland in Timor-Leste?	100%	100%	100%	100%
The location would to visit in Timor-Leste				
Dili – Atauro	16,8%	46,6%	21,2%	28%
Manatuto (Sacntuary Aitara Soibada)	2,3%	7,6%	9,7%	7%
Baucau (Venilale, Matebian)	7,6%	1,7%	3,5%	4%
Viqueque (Loihunu, Ossu)	1,5%	1,7%	0,0%	1%
Lautem (Lospalos, Com, Jaco)	9,9%	5,1%	6,2%	7%
Aileu	0,8%	2,5%	0,9%	1%
Aiinaro - Maubisse - Ramelau	5,3%	4,2%	6,2%	5%
Manufahi (Kablaki)	1,5%	0,0%	0,0%	1%
Liquiça	0,0%	0,0%	0,9%	0%
Ermera	2,3%	2,5%	0,0%	2%
Bobonaro (Thermal waters, Be Malae)	2,3%	0,8%	2,7%	2%
Covalima	1,5%	0,8%	6,2%	3%
Oecusse	1,5%	0,8%	0,9%	1%
All Districts	46,6%	25,4%	41,6%	38%
The month of the year would like to revisit Timor-Leste				
January	1,5%	0,3%	1,8%	1,20%
February	0,0%	0,8%	0,0%	0,27%
March	0,0%	0,8%	0,0%	0,27%
April	0,8%	0,0%	0,9%	0,57%
May	7,6%	2,5%	8,8%	6,30%
June	5,3%	11,0%	5,3%	7,20%

July	20,6%	8,5%	10,6%	13,23%
August	24,4%	8,5%	0,0%	10,97%
Septembre	6,1%	0,8%	11,5%	6,13%
Octobre	6,9%	9,3%	8,0%	8,07%
Novembre	1,5%	2,5%	7,1%	3,70%
Decembre	25,2%	55,1%	46,0%	42,10%

4.6. Conclusion

Understanding the diaspora tourist demands on the tourism industry is fundamental for tourism marketing decisions and strategic development planning. Such an understanding can improve the quality of tourism and travel industries services and also help establish an in-depth connection between tourists and the local people at the destination.

Diaspora tourists play an important role in development of tourist destinations by spreading the information about the attractions of homeland locations, investing directly in building new tourist facilities and bringing existing ones up to the international tourism standards that they expect as a result of their experiences abroad.

This study has found that the 362 respondents from the Timorese diaspora expressed a potential tourist demand, motivation, experience, and expectation to visit or revisit homeland and this is a niche tourism market potential that can be further developed as a means to breaking into the international tourism market.

Most of the respondents had dual nationality such as Timorese-Portuguese, Timorese-Australian in Australia, and Timorese living in Indonesia had single Indonesian nationality.

Most of the respondents of Timorese diaspora were emmigrated from Timor-Leste during period 1975 – 1999 during the Indonesian occupation. They demonstrated a strong commitment to preserve their cultural identity and place attachment to homeland Timor-Leste. The majority of respondents still identified themselves as Timorese, and manifested themselves as Timorese by the food they eat, the language they spoken, the dresses they wear, and the nationality they have.

Most of the respondents supported the attributes in the questionnaire as attracts to diaspora tourists to visit or revisit their homeland. The most important objective of respondents when visiting Timor-Leste was to visit families and friends and participate in important family events.

Most of the respondents in Portugal arrived in Timor-Leste in July in 2012, while most of those from Indonesia and Australia arrived on December of same year, by airplane, and the majority of the respondents said they stayed in family houses for 3 to 4 weeks.

The respondents demonstrated a very low level of satisfaction with social and development aspects in Timor-Leste especially in regard to “tourism development” aspects. Most of the respondents are expressed with very low levels of satisfaction with the quality of tourism services and other facilities, All respondents firmly expected to visit and revisit their homeland in Timor-Leste and most of them preferred to visit all districts during the preferred month of December.

Oerall, results show the majority of the respondents are expressing their feelings “*Saudade*” (feel longing) with homeland in Timor-Leste. This results are encouraging for the development of tourism marketing and should be used by policy makers to shape tourism marketing strategies and planning.

There are several policy implications. The Timorese diaspora community could participate actively to tourism marketing decisions and strategic planning of tourism demand in the short, middle, and long-term. In the other words, the Timorese diaspora communities should be involved in tourism marketing management and development process such as planning, organizing, implementing, monitoring, and evaluating.

Firstly, it should be important and a priority for the government and policy makers to clarify policies regarding Timorese diaspora rights and responsibilities as citizens in origin country and in the country of residence, collect information about Timorese diaspora, and establish community organizations for Timorese diaspora.

Secondly, the government and policy makers should to develop policies for facilitating and establishing diaspora investment in the homeland and promoting a sense of connection between the diaspora in a host country and their homeland in Timor-Leste.

Thirdly, it should be important to invest more in education and training for second generation Timorese diaspora to maintain their cultural identity and form attachments to their homeland, and as a consequence, keep ties with their homeland and motivate them to travel back with the aim of preserving or strengthening personal and emotional links, re-discovering places, rediscovering their roots, and re-experiencing their former homeland.

Fourthly, it should be important for the government to invest more in basic public facilities such as nightlife offerings, tour guides, public lighting, basic sanitation, collection and processing of solid waste, drainage and waste water treatment, road cleaning, management, cleaning and maintaining beaches and tourist attractions.

Fifthly, it should be important to create specific marketing strategies for Timorese diaspora relating to the “*Mai Fali Eh*” song to support and facilitate connecting people to people, promotion of reconciliation among Timorese diasporas with family members in homeland. The encouragement of Timorese diasporas to regularly visit or revisit family and friends in homeland, to realize their “prophetic” expectation and preserve their traditional faithbased practices.

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CHAPTER 5: GENERAL CONCLUSION

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The main objective of this study was to examine tourism as a contribution for the sustainable development in terms of supply and demand perspectives in Timor-Leste, a destination that is not only a new one, but it also undergoing the first stage of tourism development.

On the supply side, Study 1 and 2 presented a literature review of tourism and sustainable development concepts applicable to the small island destinations like Timor-Leste very weak and vulnerable, whose attractiveness relies on an integrated set of natural resources (nice beach, bio diversity, triangle coral, flora and fauna), a geographical and tropical climate, traditional sociocultural experiences, and a mixed cultural *Luso –Timorese*, that responds fundamentally to the needs of important segment of demand (Cabasset-Semedo, 2009; Carter et al., 2001; Manuel Alector Ribeiro et al., 2013; Twining-Ward & Butler, 2002; Vong & Tolkach, 2014; Vong et al., 2014; WTO (World Tourism Organization), 2002a). Tourism and sustainable development should be planned to be compatible with available human capital and physical resources in order to ensure sustainability in economic, socio-cultural, ecological and political dimensions on the supply side (Moniz, 2006; J. A. Silva & Flores, 2008; Waqaisavou, 2001; WTO (World Tourism Organization), 2002a).

In the demand side, with study 3 we can see Timor-Leste as a new tourism destination, where the travel industry is struggling to explore the demand, motivation, preference, and experience of tourists. Diaspora tourism as a niche market may be a way to break into international tourism market, and link since the beginning of the life cycle, the demand side with the sustainable tourism (Cabasset-Semedo, 2009; Collins-Kreiner & Olsen, 2004a; Mohan & Zack-Williams, 2002; Moxham, 2008; Tchouassi & Sikod, 2010b; Wise, 2004b; Zunzer, 2004).

However, sustainable tourism development cannot be successfully implemented without the involvement of all stakeholders such as the residents, public sectors (local government, policy makers, and planners), private sectors' (tourism operators), and non-governmental organizations (NGOs) including civil society, religious institutions, church, and academics (in supply side), and tourist as consumer (in demand side)

(Cabasset-Semedo, 2009; Jafari et al., 2000; Moniz, 2006; Sheldon & Abenoja, 2001; Vong & Valle, 2013).

5.1. Theoretical Contribution

Considering existing research gaps in the literature, this thesis has contributed to the theory and studies of sustainable tourism development in developing countries, especially for those destinations still in the early stages of tourism development.

Study 1 found that the research on residents' attitudes in during the early stages of tourism development in developing countries such as Timor-Leste truly uncommon. This study has examined the typology of residents and their attitudes by applying the SUS-TAS scale to the Timor-Leste case.

Residents were classified the “ordinary residents”, i.e. those who do not have specific roles and responsibilities as leaders in the community; and residents with roles and responsibilities as leaders (in public sectors, private sectors, and NGOs). Since these residents are effectively different, heterogeneous levels of attitude regarding the tourism development impacts were expected.

Sustainable tourism development requires changes in the attitudes of the ordinary residents and residents as leaders (who are well-informed in social responsibility) to encourage working together to address challenges, build consensus through coordination of bottom-up and top-down approaches to planning, developing, and managing tourist areas, promoting community-based tourism, and strengthening the tourism industry to be more competitive, and self-sustainable in tourism destinations.

The two groups of residents in Timor-Leste, leaders and non-leaders, expressed high levels of agreement in the positive SUS-TAS dimensions (economical, socio-cultural, environmental, political, long-term planning, ensuring visitor's satisfaction, community-based tourism) and low levels of agreement in the negative SUS-TAS dimensions (economical, socio-cultural and environmental). In other words, residents reveal an euphoric attitude towards tourism, positively perceiving its benefits, and underestimating its negative impacts. The same trend characterizes the three groups of leaders.

While the opinions of ordinary residents and residents as leaders are quite similar on general, some differences were found to be significant within the measures composing each dimension of the SUS-TAS scale. Significant differences were identified ($p\text{-value} < 0.05$), regarding to the negative environmental impacts and the negative sociocultural impacts with ordinary residents expressing higher levels of awareness regarding these problems.

Study 2 found that the local leaders in public, private sectors, and NGOs are the key people who should have a set of roles and responsibilities to achieve sustainable tourism development at local, regional, and national levels.

This study found that local leaders in public sectors', private sectors', and NGOs in Timor-Leste have very low understanding of the concepts related to sustainable tourism development. Most had not heard about the Agenda 21 guidelines for the Sector of Travel and Tourism and they had not accessed to the Agenda 21 document (in electronic or paper). Consequently, they were not familiar with definitions of sustainable development and sustainable tourism, and have not read about the objectives and priority areas of action for companies in the tourism sectors. There are really very low levels of average awareness of these concepts (between 16,1% to 43,8%). Additionally, when considering the need for the adoption of the sustainable development practices, there are low levels of average agreement (between 31,3% to 54,4%).

Considering the willingness of the local leaders to take individually and voluntarily initiative take actions for launching Local Agenda 21, to enhance the sustainability of tourism, results shows that leaders in the public sector (42,0%), have less inclination to support the Agenda 21 guidelines than leaders in the private sectors (50,7%), and in NGOs (67,9%).

The three groups of local leaders expresse very high agreement with the importance to implement the voluntary initiatives for sustainable development (public sector (92,0%), private sector (86,2%), and NGOs (67,9%)) and the main motivations of the company to adopt sustainable development in practices (public sectors (97,6%), private sectors (96,1%), and NGOs (99,4%)). There was clear agreement with the main obstacles of adoption the sustainable development in practices (public sector (92,3%), private sector (79,7%), and NGOs (96,4%)), and with the entities can contribute through joint action

for sustainable development (public sector (97,2%), private sector (92,1%), and NGOs (100%)).

On the demand side, **Study 3** analysed the diaspora tourist demands on tourism industry, as a fundamental factor for marketing decisions and strategic development planning on tourism. Support for diaspora tourism can increase the quality of the tourism and travel industries services and can help establish an in-depth connection between tourists and the local people at destination.

Diaspora tourists play an important role in the development of tourist destinations by spreading information about the attractions of homeland locations, investing directly in building new tourist facilities and bringing existing ones up to the international tourism standards that they are expect as a result of their experiences abroad.

The respondents demonstrated with very low level of satisfaction with the social and development progress in Timor-Leste (for example “tourism development”). Regarding to the quality of tourism services and other facilities, most of the respondents also expressed very low levels of satisfaction.

All respondents expected to visit and revisit their homeland in Timor-Leste and most of them expressed a preference to visit all districts in the month of December.

5.2. Managerial Implications for Timor-Leste

This thesis provides empirical information for policy makers, and destination management planners and strategic marketing management of tourism demand in Timor-Leste, as well advancing recommendations and research limitations.

Based on overall results of the **Study 1**, it has been shown that the attitudes “euphorically” of ordinary residents and residents as leaders were very positive and supportive of tourism development. This results are encouraging for the development of tourism and should be used by the government, private sectors, and NGOs to promote tourism industries as a contribution to the sustainable development in Timor-Leste.

Several policy implications are apparent. Ordinary residents and residents as leaders in the community should be involves\ and participate actively in tourism management

and development process such as planning, organizing, implementing, monitoring, and evaluating.

The government and policy makers should setup tourism laws, rules and regulation that are enforacable for national and foreign investment, i.e. land use planning, tourism strategic plan, and tourism business plan, etc.

The government should invest more in education and training in tourism to prepare human resources in terms of improving the quality of knowledge, skills, and attitude in tourism services and hospitality based on Timorese culture such as “*Simu Bainaka*”.

The government and policy makers should create tourism bodies at national, district/municipal, and local levels to socialize tourism through networking, providision of technical financial support (e.g. small loans for small business related to tourism) in order to increase participation of residents or communities in tourism development at local levels.

The policy makers and tourism planers from government department and ministries should make cooperation with the private sector, NGOs, and other relevant sectors to pay more attention to developing a specific fundamental program for tourism sector. This program could include capacity-building programs for the community and integrating community-based tourism strategies at the local level (urban and rural) in order to implement the program of “one *Aldeia* one product”, i.e. eco-tourism, cultural tourism, heritage tourism, religious tourism, maritime tourism, and sport tourism.

Importantly, policy makers should maintain the quality of the environment on which both the host community and the visitors depend if they consider community-based tourism to be a suitable strategy to improve the quality of life of the host community and increase the quality of experience for the visitors.

Timor-Leste is a new country and a small island destination with geographic, natural, and socio-cultural weaknesses and vulnerability. Policy makers should plan the development of tourism to be compatible with the available human capital and physical resources to ensure that tourism remains sustainable in economic, socio-cultural, ecological and political terms.

The territory has a great tourism potential, and if the opportunity can be taken to design sustainable tourism models and harmonize relationships between the people, culture, and environment of the Timorese people who stand to benefit from tourism. The role of local leaders is absolutely pivotal to ensuring rational and balanced sustainable tourism development. These policies should address the development, planning, and management of tourism in order to attain self-sustainability.

The results of **Study 2** showed that perceptions of local leaders (public, private, and NGOs) about sustainable development concepts. This result is inspiring to concerning on the sustainable development of tourism and it should be used by policy makers to work together with the development agencies and universities at national or international levels' in order to create several policies that could be developed.

The policy makers of Timor-Leste should ratify, adopt, and adapt the Agenda 21 as national policy guidance for sustainable development for all government bodies, private sectors, civil societies, and communities.

Since tourism uses abundant public resources, it would be important for the public sector to assume a more active role with local governments in promoting sustainable development including tourism development, and allowing the private sectors, and NGOs to participate in the planning, decision making, implementation, supervising, and monitoring process for sustainable tourism development across Timor-Leste.

The capacity building programs through education and training at local levels for the local leaders (local authorities, local businessmen, local NGO leaders), and local communities about roles and responsibilities for the implementation of the Agenda 21 sustainable development guidelines are needed.

Study 3 showed that the majority of the respondents expressed their feelings of "*Saudade*" (longing) for homeland in Timor-Leste. These results are encouraging for the development of tourism marketing and should be used by policy makers to promote tourism marketing strategy as a contributions to sustainable development in Timor-Leste.

There are several policy implications. The Timorese diaspora community could participate actively to tourism marketing decisions and strategic planning of tourism

demand in the short, middle, and long-term. In the other words, the Timorese diaspora community should be involved in tourism marketing management and development process such as planning, organizing, implementing, monitoring, and evaluating.

The most priority for the government and policy makers to clarify policies regarding Timorese diaspora rights and responsibilities as citizens in origin country and in the county of residence, collect information about Timorese diaspora, and establish community organizations for Timorese diaspora;

The government and policy makers could be developed policies for facilitating and establishing diaspora investment in the homeland; and promoting a sense of connection between the diaspora in a host country and their homeland in Timor-Leste;

It should be important to invest more in education and training for second generation Timorese diaspora to maintain their cultural identity and place attachment to their homeland, and, as a consequence, keep ties with their homeland and motivate them to travel back with the aim of preserving or strengthening personal and emotional links, re-discover the places, rediscover their roots, and re-experience their former homeland;

It should be important for the government to invest more on basic public facilities such as nightlife offerings, tour guides, public lighting, basic sanitation collection and processing of solid waste, drainage and waste water treatment, road cleaning, management, cleaning and maintaining beaches and tourist attractions;

It should be important to create specific marketing strategies for Timorese diaspora realting to the “*Mai Fali Eh*” song to support and facilitate connecting people to people, promotion of reconciliation among Timorese diasporas with family members in homeland. The encouragement of Timorese diasporas to regularly visit or revisit family and friends in homeland, to realize their “prophetic” expectation and preserve their traditional faith with “*Uma Lisan or Uma Lulik*” meaning sacred house in Tetum to get grace “*matak malirin*” in Tetum, like health, lucky, safety, successes, etc. offering these graces to all members of their families.

5.3. Final Remarks

1. The literature review shows that in the emerging tourist destination of Timor-Leste, it is not only essential to adopt and adapt the concept of sustainable development but also to apply it to the specific characteristics and idiosyncrasies of the country.
2. A central argument in this thesis is that any tourism development should be mindful of the country's residents as the center of sustainable tourism development. Policy makers, and planners of tourism development should pay special attention to the local residents who must be viewed as central focus, indeed the owners of tourism resources, and engage them in the formulation of strategies for sustainable tourism development.
3. The findings from this study show that the attitudes of ordinary residents and leaders' were enthusiastically supportive of tourism development, which they saw for the most part in positive terms, perceiving its potential benefits and underestimating its negative impacts. Therefore, policy makers should take into consideration how they might sensitize the residents not only to the benefits but also to the potential negative impacts of tourism development.
4. The study has shown that there is a lack of sensitivity on the part of local leaders regarding the operationalization of the concepts of sustainability and sustainable tourism development. It is therefore strongly recommended that initiatives should be taken to raise awareness and understanding of these concepts. It will be important to emphasize that socially aware and sustainable tourism development is a process of meeting the needs of tourists and residents at destinations in the present, allowing the protection of resources and enhancement of opportunities for the future and for achieving the Agenda 21 principles such as social equity, economic prosperity, and environmental responsibility.
5. The study has revealed the importance not only of understanding and taking into account the views of residents at the destination but also the views of the diasporas. Tourism development strategies and sustainable development should take into account their interests, most particularly their concern for protecting

and promoting the unique aspects of the natural and cultural heritage of Timor-Leste such as biodiversity, flora, fauna, and their traditional faith based on the concepts of “*Uma Lisan and Uma Lulik*” (see p.108).

6. In relation to diaspora tourism and the marketing of tourism products and services, the findings of this study call for better coordination between the demand by the Timorese returnees and the offer of these products and services by the residents at the destination. Timorese diasporas and residents should be embedded in sustainable tourism development processes in their homeland. It is highly recommended that the government should consider ways of encouraging diaspora investment in the homeland. By doing so, they will be promoting a sense of connection between the diaspora in their host countries and their homeland in Timor-Leste. Diaspora tourists form a vital niche market and can provide a means of entry into the international tourism market.
7. Finally the study has issued a challenge to political actors, planners, managers, local leaders and residents to work together in order to build consensus in relation to the processes of sustainable tourism development of Timor-Leste. Sustainable tourism development needs to include consideration of the implications and impacts of tourism on natural and social resources, infrastructure and superstructure, facilities, and services, hospitality, activities and attractions, tourism products, marketing, and promotions in order to meet the demands of diaspora and international tourists.
8. In closing, responsible and sustainable tourism development can contribute to the creation of the wealth that can help lift the country out of poverty. It can stimulate the growth of economic, social, cultural and financial capital, generate hard currency, improve the balance of payments, promote regional development, diversify the local economy, increase the tax base, create new employment opportunities, and stimulate non-tourism investment. In a balanced approach such as is recommended in this thesis, the benefits of tourism can outweigh the drawbacks and generate purchasing power in both sides, the residents in supply side, and tourists in the demand side.

5.4. Limitations and suggestions for future research

Study 1 has some limitations, including a lack of literature addressing sustainable tourism development in developing countries in the first stages of tourism development particularly for Timor-Leste. There is a lack of statistical data about tourism in Timor-Leste that could support policy, action planning, and strategy for sustainable development of tourism in this territory. Since the results of this research have not been observed in other tourism destinations, similar studies should be conducted in other developing countries to determine if the responses are consistent with the results of this research. These studies should take into account the typology of residents according to their responsibilities and functions. This new research could contribute to validating a general model of tourism development for developing countries or a more specific model for Timor-Leste.

The limitations of **Study 2** are that besides the lack of literature addressing sustainable tourism development in developing countries, there is a lack of information and data about local leaders' knowledge of the sustainable development of tourism. Since these results have never been observed in Timor-Leste, similar studies should be conducted by other researchers to see if the responses are consistent with results of this research.

Similarly, the limitations of **Study 3** are rooted in the lack of literature addressing diaspora and tourism in post-conflict countries (Nielsen & Riddle, 2010; Novelli et al., 2012) and in the initial stages of tourism development (Butler, 1980) in particular for Timor-Leste. Additionally, there is a lack of information and data about the Timorese diaspora. Since this results have never been observed in Timor-Leste similar studies should be conducted by other researchers to see if the responses are consistent with results of this research. New research could contribute to validating a general model of tourism development for developing countries or a more specific model for Timor-Leste.

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APPENDIX 1: TURISMO EM TIMOR-LESTE: PRESENTE E FUTURU

APPENDIX 1: TURISMO EM TIMOR-LESTE: PRESENTE E FUTUR¹**Manuel Vong, Patrícia Oom do Valle, João Albino Silva****1. Introdução**

Timor-Leste, a mais jovem nação do século XXI e da era da globalização, situa-se entre dois países, a Austrália e a Indonésia. O território é constituído pela Parte Leste da Ilha de Timor, pelo Enclave Oe-cusse (parte Oeste no território – Indonésia), pela Ilha de Atauro e pelo Ilhéu de Jaco.

Antes da Restauração da sua Independência a 20 de Maio de 2002, Timor-Leste foi uma das Colónias e Províncias Ultramarinas de Portugal durante mais de 450 anos (1515 – 1975), tendo sido ocupada pela Austrália e pelo Japão, durante três anos no período da II Guerra Mundial, e invadida pela Indonésia, durante 24 anos. A luta pela Independência do país baseou-se nas forças armadas, na frente diplomática e na actividade clandestina. Esta luta foi determinante para uma consulta popular – a auto-determinação, no dia 30 de Agosto de 1999 – organizada pelas Nações Unidas e baseada num acordo prévio Trilateral entre Portugal, a Indonésia e o Secretário-Geral das Nações Unidas, em Nova Iorque, no dia 5 de Maio de 1999.

Durante a última década da sua independência (1999-2010), Timor-Leste, com o apoio da Organização das Nações Unidas (ONU) e em cooperação com outros países amigos, realizou um esforço de desenvolvimento generalizado em todos os sectores económicos e sociais do país, com o objectivo geral de melhorar as condições de vida da população e de estabilizar e amadurecer o próprio processo de reestruturação do seu sistema político.

Este texto tem por objectivo contribuir, em primeiro lugar, para uma visão geral sobre Timor-Leste, dando nota de alguns aspectos relativos à sua história e localização geográfica e de alguns aspectos climáticos, demográficos, culturais e económicos desta nova nação. Num segundo momento, visa, igualmente, dar a conhecer os recursos e produtos turísticos do território e analisar o potencial turístico de Timor-Leste, enquanto

¹ Vong, M., Valle, P. O. do, & Silva, J. A. (2014). Turismo em Timor-Leste: Presente e Futuro. In C. Costa, F. Brandão, R. Costa, & Z. Breda (Eds.), *Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios* (Vol I, pp. 399–410). Aveiro - Portugal: Escolar Editora.

instrumento de desenvolvimento sustentável do país. Dada a carência de informação sistematizada e pública sobre esta temática, o levantamento de recursos e produtos turísticos foi feito especificamente para este trabalho e resultou de visitas efectuadas durante os meses de Janeiro e Fevereiro de 2011 aos 13 distritos do país.²

2. Uma visão geral de Timor-Leste

2.1. Breve resenha histórica

Timor-Leste é uma ilha frequentada desde o século XII até ao século XV por mercadores e aventureiros Chineses e Javaneses em busca de sândalo³, que, no entanto, não se estabeleceram na ilha. Antes da chegada dos portugueses a Timor, havia 60 pequenos reinos divididos por duas confederações: os *Belos* (a Leste) e os *Baiquenos* ou *Servião* (a Oeste). Em 1642, os Portugueses começaram a interferir na política interna da ilha através da confederação de os *Belos*. Era a zona de Timor mais rica em sândalo e, mais tarde, haveria de tornar-se parte do território português, sendo conhecida como Província Ultramarina de Timor Português (Loureiro, 2001; Novais, 2006; Sousa, 2003, 2100).

Após a Revolução de 25 de Abril de 1974, em Portugal, Timor iniciou o processo de descolonização com vista à sua autodeterminação. A Proclamação da Independência de Timor-Leste deu-se no dia 28 de Novembro de 1975, contudo o território continuou a sua resistência contra a ocupação da Indonésia durante os 24 anos que se lhe seguiram. A restauração da Independência de Timor data de 20 de Maio de 2002, após um Governo Transitório das Nações Unidas (UNTAET) e por meio de um referendo ao povo de Timor-Leste, no dia 30 de Agosto de 1999.

As relações históricas entre os portugueses e os timorenses já existem há mais de 460 anos. As tradições portuguesas que foram cultivadas neste país são, ainda, visíveis no património cultural timorense, nomeadamente, em alguns acontecimentos populares (romarias, santos populares), no nome dos lugares e de pessoas.

Após a sua história de luta pela independência, Timor-Leste deu início a uma política de reconciliação, de manutenção da paz, de estabilização e de amadurecimento do próprio

² Este estudo enquadra-se como parte de uma tese de doutoramento (em preparação) em turismo na Universidade do Algarve.

³ Árvore com elevado valor económico associado à perfumaria, ao incenso e à escultura.

processo de reestruturação do seu sistema político, factores essenciais e prioritários para um desenvolvimento sustentável.

2.2. Localização geográfica e aspectos climáticos

Timor-Leste, com a sua capital em Dili, ocupa a parte mais oriental da ilha de Timor, no hemisfério sul do Extremo Oriente, entre os paralelos 8° 20' e 10° 22' e os Meridianos 132° 37' e 136° 50' Este de Greenwich. Timor-Leste ocupa, aproximadamente, 15.007 km² da parte oriental da ilha de Timor. Do país, fazem ainda parte: o enclave de Oecusse, na parte Ocidental, com uma área calculada em cerca de 850 km²; a ilha de Atauro (*Pulau-Cambing*), em frente a Timor, com uma superfície de 44 km²; e o desabitado ilhéu de Jaco (*Pulau-Jaco ou Totina* na língua *Fataluco*), no extremo leste.

O clima do país varia de região para região. Devido à influência das diferentes altitudes, existe uma significativa amplitude térmica entre os 19 e os 31°C. Na zona central, o clima é frio com temperaturas agrestes nas altas montanhas, como por exemplo em Maubisse e Hato-Builico, onde se registam temperaturas mínimas na ordem dos 4°C. As temperaturas médias mensais mais elevadas verificam-se nos meses de Novembro a Janeiro, e as mais baixa nos meses de Julho e Agosto (Molnar, 2005).

2.3. Aspectos demográficos

Segundo a Direcção Nacional de Estatística (DNE), no Censo de 2010 a população de Timor-Leste totalizava 1.066.582 habitantes, 541.147 homens e 525.435 mulheres. Desde 2004, o número de habitantes aumentou 15,5%, com uma taxa média anual de crescimento da população da ordem dos 2,41% (DNE, 2010). A população do distrito de Díli, capital de Timor-Leste, é de 234.331 pessoas (tendo aumentado 78.032 pessoas desde 2004). Os distritos mais povoados são Díli, Baucau e Ermera, com 43% da população do país, e os distritos menos povoados são Manatuto, Aileu e Manufahi, com 13% da população.

A proporção da população a viver em zonas rurais é de 70,4% e a dimensão média do agregado familiar é de 5 a 8 pessoas. A mortalidade infantil rondava os 50% no período de 2006 – 2009. Por sua vez, a taxa de literacia subiu pouco mais de 60%, em 2006, para 84%, em 2009 (DNE, 2010; Horta, 2010).

2.4. Aspectos culturais

As actividades culturais em Timor-Leste apresentam traços de valores orientais combinados com valores latinos. O peso da cultura portuguesa em Timor é único, comparado com o de outros países vizinhos na região, como a Indonésia na Ásia, e a Austrália no Pacífico.

A estrutura social comunitária de Timor-Leste tem por base a família. A linha da família decorrente do homem tem o nome de *Fetosa* e a linha que decorre da mulher designa-se por *Umane*. Cada uma delas vem de diferentes Casas de Tradição ou *Uma Lisan*. Cada *Uma Lisan* tem as suas heranças culturais, enquanto património de uma geração.

Timor-Leste tem 38 línguas maternas: 34 línguas locais e 4 línguas internacionais. As línguas locais mais faladas neste território, entre estas são: Tetum, Mambai, Makasae, Kemak, Bunak, Tokodese, Fataluku, Baikenu/Atoni, Waima'a, Naueti e Galolen. Enquanto, as línguas internacionais são o Português, o Inglês, o Bahasa Indonésia e o Chinês (DNE, 2010). As línguas oficiais do país são o Tetum e o Português. O Inglês e a Bahasa Indonésia são considerados como língua de trabalho.

A variabilidade da língua apresenta-se como um factor de riqueza do país, mas também como um obstáculo para o desenvolvimento social.

2.5. Aspectos económicos

Segundo o estudo da agência *International Petroleum Associates Norway* (IPAN) e o *Coffey International Development* (CID), no início da restauração da independência, o país enfrentou enormes desafios de desenvolvimento de ordem social e económico com 70% das infraestruturas no território destruídas após anúncio do resultado da consulta popular. (International Petroleum Associates Norway (IPAN) & Coffey International Development (CID), 2010).

Segundo Horta (2010), os timorenses vivem actualmente um clima de paz e tranquilidade, com índices muito baixos de criminalidade e violência. O quadro político é muito amplo, com representação de diferentes partidos ao nível executivo e legislativo. Nos últimos três anos, a economia registou uma taxa de crescimento médio anual de mais de 12%. Por sua vez, a pobreza baixou 9% nos últimos dois anos (United Nations Development Programme (UNDP), 2010).

Segundo uma pesquisa geológica, Timor-Leste tem um potencial muito apreciável de recursos minerais com mais de 200 variedades espalhados por todo o território. Entre estas, destacam-se os minerais metálicos como o ouro, o cobre, o manganés, a prata e o crómio. Entre os minerais não metálicos podem encontrar-se os calcários, o mármore, a bentonita, o gesso e o fósforo (Lacerda, 1999; UNESCAPE, 2003).

O gás e o petróleo concentram-se, sobretudo, na costa sul no mar de Timor e parte norte da Austrália, designada como uma Área de Desenvolvimento Conjunto – *Joint Petroleum Development Area (JPDA)* entre Timor-Leste e a Austrália. A indústria do gás e do petróleo são actualmente consideradas como sectores líderes de desenvolvimento do país e contribuem em mais de 90% para a receita nacional (Ministério das Finanças (MF), 2012).

Segundo o relatório do Banco Central de Timor-Leste (BCTL) as receitas do Fundo Petrolífero no ano 2007 registaram um total de 1,940 mil milhões de dólares americanos e em 30 de Junho de 2012 ascendiam a 10,600.74 mil milhões de dólares americanos (BCTL, 2012; MF, 2012).

O *Extrative Revenue Watch Institute (ERWI) and Transparency International (TI)* (2010) atribuiu a Timor-Leste o primeiro lugar na Ásia e o décimo segundo lugar no Mundo no *ranking* dos países produtores de gás, petróleo e outros minérios, no que se refere à transparência e rigor da gestão dos seus recursos (Lissakers & Cobus, 2010).

Segundo o Relatório do Desenvolvimento Humano do *United Nations Development Programme* (UNDP, 2010), Timor-Leste registou uma mudança significativa no *ranking* do Índice de Desenvolvimento Humano (IDH), passando da posição 141, em 2009, com a classificação de País com IDH baixo, para a posição 120, em 2010, sendo classificado como País com IDH médio, entre 169 países no Mundo, com um valor de IDH de 0,502. A esperança média da vida é de 62,1 anos. A renda per-capita não petrolífera aumentou de uma média de 398 dólares americanos em 2007 para 610 dólares americano em 2010.

3. Turismo em Timor-Leste

3.1. Aspectos institucionais

No Plano Estratégico de Desenvolvimento Nacional de Timor Leste (República Democrática de Timor-Leste (RDTL), 2011), o turismo é assumido pelas autoridades como um sector estratégico e prioritário de desenvolvimento. Este plano assume a preocupação de um desenvolvimento turístico sustentável do ambiente natural e cultural, de modo a que o seu desenvolvimento não comprometa as belezas naturais ou as funções dos ecossistemas, nem coloque em causa os valores culturais do país.

Neste documento são apresentadas diversas medidas para o desenvolvimento do turismo, tais como: incentivar a criação de legislação específica para dinamizar o sector do turismo, criar zonas protegidas especialmente para o turismo; criar um Centro Nacional de Turismo com delegações nos 13 distritos, promover o desenvolvimento de produtos nacionais para o mercado turístico, capacitar recursos humanos no turismo, proteger a vida marítima, especialmente os corais, de forma a evitar a sua destruição e aumentar o seu potencial de atração turística, desenvolver o turismo comunitário e incentivar o investimento estrangeiro na área do turismo.

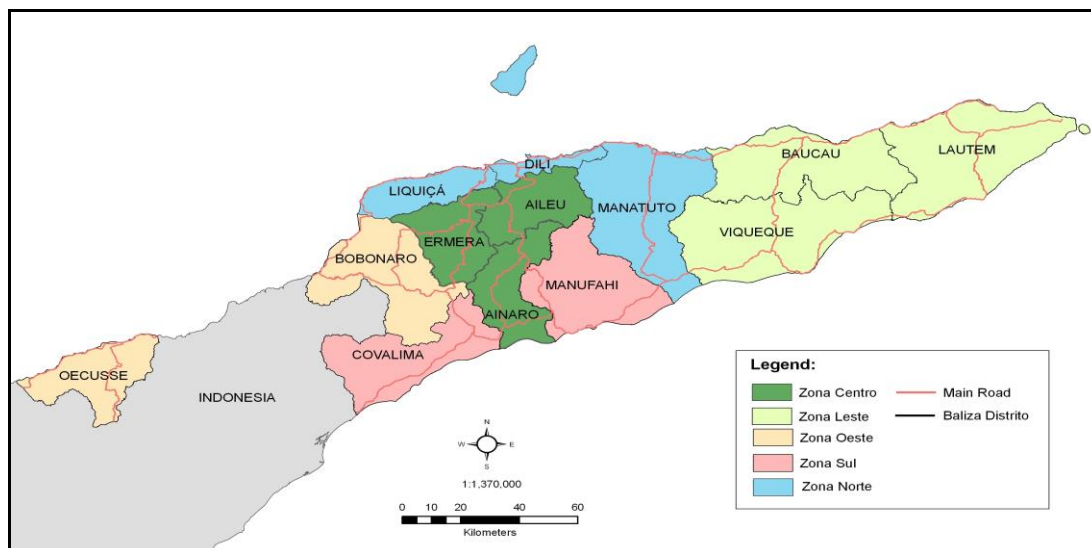
A lentidão na aplicação destas medidas tem tido como consequência que as capacidades institucionais e as organizações turísticas locais ainda estão muito limitadas, quer em conhecimento, quer em competências técnicas na hotelaria e na organização de viagens. Algumas iniciativas têm surgido de Organizações Não Governamentais (ONG) nacionais como a ONG Haburas, na promoção do ecoturismo em estreita colaboração com as comunidades locais e com o apoio da Direcção Nacional do Turismo (DNT, 2011).

3.2. Recursos Turísticos

Timor-Leste é o único país de língua portuguesa na região Sudeste Asiático e Pacífico, com significativos recursos e atrativos turísticos e com potencial para se tornar um dos destinos turísticos de referência nesta região. A combinação entre a cultura local e a portuguesa e as belezas naturais do seu território, bem como um clima tropical, constituem-se como principais recursos para promover o desenvolvimento do turismo.

Tendo por base o estudo exploratório, já citado anteriormente, foi possível identificar os recursos com potencial turístico que se encontram nos 13 distritos do país, agrupados em cinco zonas: Leste, Norte, Centro, Sul e Oeste (Figura 1).

Figura 1: Zonas com Recursos com Potencial Turístico em Timor-Leste



Fonte: DNE (2011).

- a. A zona Leste constituída por três distritos: Lautem, Viqueque e Baucau. Os recursos que existem incluem as praias de Com, Ilheu de Jaco, lagoa de Iralalaro, Parque Nacional Nino Konis Santana, praia de Wata-boo, Cascata de Loi-Hunu, Monte Mundo Perdido e a Montanha de Matebian. Nesta zona destacam-se as culturas locais com os valores tradicionais como as cerimónias da Casa Sagrada – Uma Lulik, Machie (rituais dos pescadores), Ili Kere Kere, e outras. Destacam-se ainda os vários locais das tropas japonesas, das forças da libertação nacional e as antigas ruínas e edifícios dos portugueses e dos indonésios. Outras importantes atrações incluem a Casa de Tradição (Uma Lisan), as Casas Sagradas (*Uma Lulik*) e o Ilhéu de Jaco no Distrito de Lautem (Fotos 1 e 2).

Foto 1: A Casa Sagrada – *Uma Lulik*

Fonte: Manuel Vong (2011)

Foto 2: Ilhéu de Jaco

Fonte: Martine Perret/UNMIT (2008)

- b. A zona Centro é composta por três distritos: Aileu, Ermera e Ainaro, com seus recursos naturais baseados nas paisagens montanhosas, como o Monte Ramelau de 2.963m, e nas plantações de café. Destaca-se ainda a corrida de maratona de Ramelau como um evento nacional e internacional, o Santuário de Nossa Senhora de Ramelau, as festas culturais anuais, *traking* entre outros atrativos.
- c. A zona Norte é composta por três distritos: Manatuto, Dili e Liquiça. Como recursos naturais a destacar temos as praias, a Ilha de Atauro, a biodiversidade marítima como os golfinhos e as baleias, e os locais apropriados para o mergulho. Nesta zona existem vários sítios históricos, culturais e religiosos que revelam a evolução da luta de libertação do país. Destaque para o Cemitério de Santa Cruz em Díli, o Santuário Nacional de Nossa Senhora de Aitara e o antigo Colégio Nuno Alveires Pereira em Soibada, conhecido como centro de formação dos primeiros líderes de Timor-Leste. Realce ainda para a feira de *Sun Set* na praia de Cristo Rei, Díli, o mergulho e a corrida de bicicleta “Tour de Timor”.
- d. A zona Sul é composta por dois distritos, Manufahi e Covalima, com os seus potenciais turísticos nas praias com ondas altas e o Monte Kablaki a 2.340m. Em 2012, Timor-Leste comemora 100 anos da Revolução de Dom Boaventura em Manufahi, data que celebra o início dos valores do nacionalismo timorense. Esta zona é conhecida pelas suas áreas agrícolas e, além disso, como a zona mais rica de petróleo e gás no mar entre Timor e a Austrália.

- e. A zona Oeste é composta por dois distritos, Bobonaro e Oecusse, com as suas praias e águas termais na montanha. Existem também castelos em Lifau e Batugede. Em 2012, Timor-Leste comemora 500 anos da chegada da primeira embarcação dos portugueses em Lifau, Oecusse, permitindo a preservação dos laços culturais e históricos entre os dois países.

Estes locais apesar de oferecerem potencial turístico, ainda não apresentam uma infraestrutura adequada para receber os visitantes devido à falta de estruturas e serviços de apoio.

Timor-Leste, apesar de possuir algumas unidades hoteleiras, possui uma capacidade de alojamento ainda muito incipiente. Segundo a Direção Nacional do Turismo (DNT), o número das empresas turísticas que foram registados em 2009 (incluindo hotéis, apartamentos, pousada e motéis) totalizava 80 unidades. Na restauração, estavam registadas 128 unidades e as agências de viagens não ultrapassavam as 10 unidades (DNT, 2011).

É, por isso, fundamental que sejam feitos alguns investimentos na melhoria das infraestruturas gerais conexas ao turismo (aeroportos, portos, estradas, água, electricidade, saneamento, serviços de saúde, segurança e sinalética) e nas infraestruturas específicas do turismo como os serviços de alojamento e de restauração. É igualmente importante, uma melhoria da formação técnica de pessoal, dos níveis de informação turística e de promoção de Timor enquanto destino.

No património cultural edificado, nota-se que muitos edifícios e monumentos herdados dos portugueses estão abandonados e destruídos. Nesta situação encontram-se, por exemplo, o Palácio do Governo, o Mercado Municipal de Dili, o antigo edifício da Associação Comercial, Agricultura e Indústria de Timor (ACAIT), o primeiro edifício permanente dos portugueses em Timor na zona Farol em Dili, as antigas igrejas e colégios em Dili, Oecusse, Soibada, Ossu, Maliana, e outros edifícios públicos portugueses considerados como património histórico no território.

Os locais onde decorreu a luta pela libertação da independência do país ainda não foram totalmente identificados em termos dos seus recursos e produtos turísticos potenciais. O mesmo sucede com as obras monumentais legadas pelos portugueses, australianos e

indonésios e que poderão permitir o surgimento de fluxos turísticos associados a um regresso ao país por parte daqueles que já lá estiveram em missões oficiais.

3.3. Chegadas e Vistos Turísticos de Viajantes em Timor-Leste

No quadro 1 pode-se observar o número de chegadas com visto turístico durante o período de 2006 – 2011, segundo os dados da Direcção Nacional de Migração (DNM) e da Direcção Nacional de Turismo (DNT).

Esta informação permite concluir que a maioria das pessoas que chegaram ao país não utilizou visto turístico, o que possivelmente está relacionado com a presença de membros da ONU, das agências internacionais com passaporte diplomático, de membros do governo e cidadãos timorenses com passaporte nacional.

Tendo presente o potencial turístico de Timor, acreditamos que será possível aumentar de forma significativa a procura turística dirigida a este país, resolvidos que sejam os aspectos relacionados com as condições para o seu desenvolvimento sustentável.

Quadro 1: Chegadas e Visto Turístico de Viajantes em Timor-Leste (2006 – 2011)

Ano	Chegadas	Visto turístico
2006	39452	12042
2007	58685	12980
2008	82098	18905
2009	92338	26162
2010	116045	28824
2011	51953	32180

Fonte: Adaptado da Direcção Nacional de Migração (DNM) (2011) e DNT (2011)

Neste particular, independentemente da promoção turística junto dos países emissores de turismo, nomeadamente os países vizinhos, admitimos que todos aqueles que já estiveram em Timor-Leste em missões oficiais, por exemplo, serão sensíveis ao argumento de valer a pena voltar para usufruírem, como turistas, de todo o vasto e rico património natural e cultural existente.

Por exemplo, mais de 160.000 funcionários das Nações Unidas deslocaram-se a Timor-Leste nos últimos dez anos, incluindo Forças Armadas Portuguesas (cerca de 6.000

militares mais 1.200 membros efectivos da Guarda Nacional Republicana). Por alguma razão – missão de guerra, de paz, de trabalho – já conhecem o país e podem querer revisitá-lo, sozinhas ou acompanhadas pelos seus descendentes ou outros familiares.

4. Turismo em Timor-Leste. Que Futuro?

Timor-Leste, com a assistência da ONU e em cooperação com os parceiros de desenvolvimento de países amigos, tem vindo a dinamizar um esforço generalizado de desenvolvimento com o objectivo geral de melhorar as condições de vida da população e de estabilizar e amadurecer o próprio processo de reestruturação do seu sistema político. O turismo encontra-se entre os sete sectores considerados estratégicos e prioritários para o crescimento económico do país.

Este trabalho mostra que já existe alguma procura turística efectiva em Timor-Leste mas evidencia, sobretudo, que o país tem muitos recursos e locais com potencial turístico que deverá desenvolver de uma forma sustentada. A beleza natural do território, a predominância de um clima tropical, muito sol, praias, biodiversidade marítima, paisagens de montanhas e consequente diferenciação atmosférica são os recursos principais, nos quais o desenvolvimento do turismo poderá assentar. Ainda relativamente aos recursos naturais, a planta de Sândalo, como uma das plantas mais valiosas e únicas do país e do mundo, integrada numa política que permita a sua protecção e exploração controlada, poderá permitir o desenvolvimento de um Parque Nacional de Sândalo, constituindo um dos produtos e atractivos turísticos potenciais no âmbito de ecoturismo.

O ambiente natural ainda se encontra inexplorado com níveis de poluição quase inexistentes. A imensa fauna natural terrestre (principalmente, crocodilos, veados, javalis, cavalos e aves) pode também potenciar o desenvolvimento turístico, desde que devidamente protegida em reservas ou parques naturais. O país tem ainda todo um ambiente subaquático em estado selvagem, que poderá constituir um importante atractivo turístico.

Neste contexto, o turismo rural e o ecoturismo apresentam-se como tipologias de turismo com particular interesse, na medida em que permitem promover a vida social, económica e cultural dos habitantes locais, preservando a sustentabilidade ambiental. Estas formas de turismo poderão tirar partido das condições naturais do território, mas

também do seu rico e variado património cultural, incluindo a atitude acolhedora das comunidades locais.

Paralelamente, Timor-Leste tem todo um património cultural e histórico muito ligado ao seu passado de guerra e de luta pela independência, que pode motivar antigos militares portugueses, indonésios e australianos, bem como ex-funcionários das Nações Unidas, a visitar o país, agora que este se encontra num contexto de paz que se espera que permaneça no futuro. Todos estes estrangeiros que já permaneceram em Timor-Leste, bem como os seus familiares, são turistas potenciais, podendo actuar como rede de contacto e como alvo da promoção do mercado turístico.

Timor-Leste tem no petróleo uma fonte muito relevante de riqueza económica. Seria importante que parte dessa riqueza fosse canalizada para colmatar as muitas insuficiências ao nível da oferta turística. É fundamental que sejam feitos alguns investimentos na melhoria das infra-estruturas gerais conexas ao turismo (aeroportos, portos, estradas, água, electricidade, saneamento, serviços de saúde, segurança, sinalética) e nas infra-estruturas específicas do turismo (serviços de alojamento e de restauração). É igualmente importante uma melhoria da formação técnica de pessoal, dos níveis de informação turística e promoção de Timor enquanto destino, especialmente junto destas pessoas que já permaneceram no país, numa missão da guerra ou na manutenção a paz, ou que têm relações com este país por serem descendentes dos que, no passado, neste território tiveram que prestar algum tipo de serviço.

Saiba Timor transformar esta grande janela de oportunidades, que é o turismo e a relação harmoniosa entre pessoas e culturas, num efectivo instrumento ao serviço do desenvolvimento sustentável do seu Povo.

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**APPENDIX 2: A OPINIÃO DAS EMPRESAS TURÍSTICAS SOBRE O
TURISMO EM TIMOR LESTE**

APPENDIX 2: A OPINIÃO DAS EMPRESAS TURÍSTICAS SOBRE O TURISMO EM TIMOR LESTE¹

Manuel Vong² Patrícia Oom do Valle³

Resumo

Nos últimos anos o Turismo tem sido apontado como uma via sustentável para o desenvolvimento económico e social de Timor Leste, muito embora ainda se registe um investimento muito aquém do necessário em termos de infraestruturas turísticas, atracções e, sobretudo, na imagem do país enquanto destino turístico. Sendo um fenómeno ainda recente poucos estudos existem sobre esta atividade neste país. Este trabalho apresenta uma primeira perspectiva sobre a receptividade dos agentes privados ao desenvolvimento do turismo em Timor Leste. Em particular, apresenta uma visão geral sobre o perfil sociodemográfico dos dirigentes das empresas turísticas no país. Em segundo lugar, analisar a percepção destes actores no que respeita a um conjunto de aspectos dos quais depende o desenvolvimento do turismo no território.

Abstract

In recent years tourism has been pointed out as a sustainable path to economic and social development of East Timor, although still reporting very low levels of investment in terms of tourism infrastructure, attractions and, especially, in the image of the country as a tourist destination. Being a recent phenomenon there are still few studies on this activity in this country. This paper presents a first insight into the responsiveness of private agents to tourism development in East Timor. In particular, it presents an overview of these managers' socio-demographic profile. Secondly, it analyzes the perception of these actors with respect to a set of aspects affecting tourism development in the territory.

Key words: Turismo, Timor Leste, Empresas turísticas, Percepções

¹ Vong, M., & Valle, P. O. do. (2013). A Opinião das Empresas Turísticas sobre o Turismo em Timor-Leste. In J. A. Silva & F. Anjos (Eds.), *Revista Internacional em Língua Portuguesa - Turismo* (III Série ., pp. 215–227). Associação das Universidades de Língua Portuguesa, Lisboa: Clássica, Artes Gráficas S.A.

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1. INTRODUÇÃO

A satisfação com a experiência turística é um dos factores críticos de sucesso com maior impacto na competitividade dos destinos turísticos. O papel dos atores que intervêm no processo de planeamento e desenvolvimento destas experiências é determinante para o sucesso dos destinos turísticos (Guerreiro, Mendes, Valle, & Silva, 2008). Entre eles, situam-se as empresas do sector privado, nomeadamente operadores turísticos, hotéis e restaurantes, que desempenham um conjunto de importantes funções na preparação de produtos, no desenvolvimento do marketing e no próprio investimento nos destinos turísticos (Lacy *et al.*, 2002).

Os países insulares de pequenas dimensões, como Timor- Leste, enfrentam geralmente enormes dificuldades decorrentes de limitações geográficas e de recursos para desenvolver as suas indústrias, tradicionais. Nestes países o turismo tem sido encarado como uma alternativa desde que seja planeado e desenvolvido com base nos recursos naturais, culturais e humanos disponíveis e assim garantir um desenvolvimento sustentável (Akis *et al.*, 1996; R. H. Croes, 2007; R. Croes, 2010; Frangialli, 2002; Moniz, 2006; Tinsley & Lynch, 2001; Twining-Ward & Butler, 2002).

Embora o sector de turismo tenha vindo a ser considerado como uma possibilidade de desenvolver a economia do país, de criar empregos e de combater a pobreza, os últimos 10 anos não se traduziram ainda em melhorias significativas, principalmente na imagem do país como um destino turístico, nas atracções e nos investimentos estrangeiros (Cabasset-Semedo, 2009).

Não obstante, o turismo não se desenvolve por si, necessita de envolvimento, de mobilização e de responsabilização de todos os agentes públicos e privados, impondo-se a coexistência de organismos que o qualifiquem e o promovam (J. A. Silva & Flores, 2008). Por outras palavras, as iniciativas dos agentes públicos e privados, quer individualmente, quer em parcerias, são um elemento-chave para o desenvolvimento de um turismo sustentável (UNEP, 2002).

Este trabalho tem dois objectivos. Em primeiro lugar, apresentar uma visão geral sobre o perfil sociodemográfico dos dirigentes das empresas turísticas em Timor-Leste, incluindo informações sobre género, grupos etários e níveis educacionais e salariais. Em segundo lugar, analisar o grau de satisfação destes actores em relação a aspectos

fundamentais relacionados com o desenvolvimento das actividades turísticas, como sejam as acessibilidades, a qualidade dos recursos naturais, culturais e humanos, equipamentos, serviços turísticos e infra-estruturas básicas, bem como obter ainda a sua opinião sobre a competitividade e o futuro da actividade turística em Timor-Leste.

2. TIMOR-LESTE E A EVOLUÇÃO DO TURISMO

Timor Leste, a mais jovem nação do século XXI e da era da globalização, situa-se entre dois países: a Austrália e a Indonésia. O território é constituído pela parte leste da Ilha de Timor, pelo Enclave de Oecusse (inserido na Parte Oeste da Ilha de Timor, no território da Indonésia), pela Ilha de Ataúro e pelo Ilhéu de Jaco, com uma área total de aproximadamente 18.909 km². A população totaliza 1.066.409 habitantes com uma taxa anual de crescimento da população de 2.41% (Censo 2010). Timor-Leste foi uma das colónias e Províncias Ultramarinas de Portugal durante os anos de 1515 – 1975, tendo sido ocupada pela Austrália e pelo Japão na II Guerra Mundial de 1942 – 1945 e invadida pela Indonésia no período de 1975 – 1999 (Loureiro, 2001; Sousa, 2003).

Durante os últimos doze anos da sua independência, Timor Leste, com o apoio da Organização das Nações Unidas (ONU) e em cooperação com os parceiros de desenvolvimento de países amigos, dinamizou um esforço generalizado de desenvolvimento em todos os sectores - económico, político, social, cultural e turístico. O objectivo geral é o de estabilizar e amadurecer o próprio processo de reestruturação do sistema político cuja tarefa maior é assegurar o desenvolvimento sustentável, combater a pobreza e melhorar a qualidade da vida da população.

Timor-Leste tem registado um crescimento económico recente rápido com um crescimento do produto interno bruto (PIB) de 8,5% (2012). O PIB *per-capita* é de 5.176 dólares americanos (2011); no entanto, a taxa de pobreza é de 41% (2011). A maioria da população de Timor-Leste é agricultora de subsistência. O petróleo é a fonte principal da riqueza económica do país (RDTL - MF, 2013; World Bank, 2013a).

O desenvolvimento do turismo em Timor-Leste iniciou-se entre 1968 e 1975 com uma capacidade de atracção de cerca de 5.000 visitantes por ano (Oliveira & Silva, 2013). Durante a ocupação indonésia em Timor-Leste e até a restauração da independência em 1999, nunca houve um número idêntico de turistas no país, apesar de se ter verificado o

aparecimento de algumas infra-estruturas básicas, tais como estradas, hotéis, restaurantes e mesmo a construção de monumentos como o Cristo Rei em Díli.

As estatísticas do turismo de Timor-Leste disponíveis são limitadas. O Banco Mundial relata 40.000 chegadas de turistas internacionais em 2010. As receitas do turismo do mesmo ano foram de 21 milhões de dólares americanos. Timor-Leste tem um ministério do Turismo cujo papel principal é alcançar as metas estabelecidas pelo Plano Estratégico de Desenvolvimento de Timor-Leste 2011-2030 (World Bank, 2013a).

Desde 2012 o número de hotéis e outro tipo de alojamento aproximou-se das 61 unidades. Na restauração e entre as agências de viagem podem contar-se cerca de 75 e 20 unidades, respetivamente. Todas estas estruturas foram abertas para acomodar o pessoal de manutenção da paz das Nações Unidas e os trabalhadores humanitários estrangeiros.

O desenvolvimento do turismo atual (2013) centra-se nos recursos naturais e culturais do país e enfatiza-se a comunidade e o ecoturismo. Snorkeling e o mergulho são também atividades turísticas populares. A geografia do território, com um relevo acidentado e cordilheiras montanhosas no interior, representa um grande potencial para caminhadas, *ranking* e desportos com bicicletas de montanha. Timor-Leste realizou eventos desportivos internacionais: no ciclismo com o Tour de Timor, no atletismo com Díli Maratona e na vela como o Darwin – Díli Yacht Race. Timor-Leste tem um vasto património cultural e histórico, relacionado com as culturas tradicionais, a colonização portuguesa e a resistência contra a ocupação indonésia.

No entanto, a falta de infra-estruturas e recursos humanos são os principais obstáculos para o desenvolvimento do turismo no país. Existem várias instituições oferecendo educação e formação em turismo e gestão hoteleira. No entanto, há carência de professores e formadores com experiência em turismo. Sem esquecer que Timor-Leste tem a difícil tarefa de superar a imagem de um destino pós-conflito inseguro (World Bank, 2013c).

O governo de Timor-Leste está a desenvolver vários programas e actividades relacionadas com o turismo no país, por exemplo, a capacitação institucional em recursos humanos, as infra-estruturas, o marketing e o apoio financeiro a grupos do

turismo comunitário (PED - TL, 2011). No entanto, Timor-Leste é ainda desconhecido como destino turístico em grande parte no mundo.

3. ENQUADRAMENTO TEÓRICO

3.1. Destinos turísticos e desenvolvimento turismo sustentável

O conceito de turismo como atividade abrange todas as deslocações de pessoas, independentemente do que as motiva e que obrigam ao pagamento de prestações de serviços e permanência temporária fora da residência habitual (Cunha, 2009). O turismo é assim uma transferência de capital económico, social, cultural e financeiro, promovendo o poder de compra, originado pela mobilidade dos indivíduos (Cunha, 2009; Gunn & Var, 2002; Jafari *et al.*, 2000).

Um destino turístico é um conceito amplo que se refere a um espacial concentrado ou espacial fixo (país, região ou localidade) com fornecimento de bens e serviços, sendo sempre constituído por um vasto número de elementos, mais ou menos diversificados (Cunha, 2009; Scott, 2013). A diversidade dos elementos que o constituem depende do seu grau de integração, do desenvolvimento alcançado e das potencialidades oferecidas pelo destino como oferta turística (Cunha, 2009). As principais componentes da oferta num destino turístico são os recursos turísticos, as infra-estruturas, os equipamentos, a acessibilidade e os transportes, a hospitalidade e o alojamento (Cunha, 2009; Jafari *et al.*, 2000).

Os recursos turísticos naturais e os recursos criados pelo homem constituem a componente fundamental da oferta. Os elementos básicos incluídos nos recursos naturais são o clima, a flora a fauna, a paisagem, as praias e as montanhas; os recursos criados pelo homem são a arte, a história, os monumentos e os parques temáticos (Cunha, 2009; Inskeep, 1991; Jafari *et al.*, 2000). Para desenvolver e efectivar os recursos turísticos no destino, são necessárias acessibilidades, vias de acesso, meios de transporte e respectiva organização (Cunha, 2009; Inskeep, 1991; Jafari *et al.*, 2000).

Para satisfazer os turistas e visitantes, são necessários equipamentos que vão ao encontro das necessidades da procura turística, tais como hotéis e outras formas de alojamento, restaurantes, entretenimento e diversões e estabelecimentos comerciais (Cunha, 2009; Inskeep, 1991; Jafari *et al.*, 2000). O espírito de hospitalidade e o acolhimento aos turistas e visitantes pelas empresas e operadores turísticos e pelos

residentes no destino (incluindo, por exemplo, o desejo de bem servir, a limpeza dos vários locais e a informação prestada) constituem uma componente importante da oferta turística (Cunha, 2009; Inskip, 1991; Jafari *et al.*, 2000).

Resumindo, o turismo é, por excelência, um complexo conjunto de actividades, assente na utilização e usufruto, muitas vezes intensivos, de um leque muito vasto de recursos ambientais e naturais, de uma gama de recursos patrimoniais, históricos, culturais, etnológicos, entre outros. A necessidade de preservar essas fontes de recursos, não só para o turismo, mas como condição essencial de vida de muitas regiões e comunidades nas suas múltiplas dimensões, fez surgir, progressivamente, essa necessidade – desenvolver, reorganizar e manter os recursos turísticos de um modo sustentável (J. A. Silva & Flores, 2008).

O Relatório *Brundtland* sobre o desenvolvimento sustentável publicado pela WCED em 1987 visa o estabelecimento de um equilíbrio entre os objectivos económicos, sociais e ambientais da sociedade, através de políticas e práticas mutuamente benéficas e prevendo *trade-offs*, no caso inverso (Brundtland, 1987; Moniz, 2006). Alguns autores sublinham que o desenvolvimento do turismo, em muitas áreas, tem sido marcado por um paradigma demasiado assente no crescimento acelerado, num tipo de turismo e turistas que muitas vezes degradam os recursos que originariamente atraíram os visitantes (Butler, 1980, 1992).

Portanto, é necessário perceber o desenvolvimento turístico sustentável como um processo de satisfação das necessidades dos turistas e das regiões de destino no presente e que permite atender, paralelamente, à protecção dos recursos e à melhoria das oportunidades no futuro (Moniz, 2006; Silva & Flores, 2008; WTO, 2004).

3.2. O papel das empresas turísticas

As empresas turísticas desempenham um papel central na indústria turística (Bachmann, 2011). Como intermediários entre turistas e as comunidades locais, as empresas turísticas conseguem influenciar as escolhas dos consumidores, as práticas dos fornecedores e o desenvolvimento sustentável nos destinos turísticos (Bastakis, Buhalis, & Butler, 2004).

Além disso as empresas devem fomentar o diálogo e formular soluções para problemas comuns, designadamente (Lacy *et al.*, 2002; UNEP, 2002): trabalhar com pequenas e

microempresas para o desenvolvimento de habilidades de gestão, o desenvolvimento de mercado e a transferência de tecnologia; trabalhar com o governo para estabelecer um quadro propício para a realização do desenvolvimento sustentável; promover a interação entre turistas e comunidades de acolhimento e assim aumentar o potencial da indústria para contribuir para uma maior compreensão da cultura do outro; incorporar as preocupações das comunidades, especialmente as comunidades indígenas no processo de planeamento, para que possam participar efetivamente do desenvolvimento sustentável (Lacy *et al.*, 2002; UNEP, 2002).

Através da sua posição única na cadeia de valor, as empresas turísticas podem dar um contributo importante na promoção do desenvolvimento sustentável em termos de dimensão económica, sociocultural, na protecção ambiental e na dimensão política na oferta turística (Bastakis *et al.*, 2004; Silva & Flores, 2008; WTO, 2009).

3.3. Conceitos de percepção e de satisfação

O conceito de percepção assume grande relevância em termos de definição de políticas, numa óptica de planeamento e gestão do sector (Hardy & Beeton, 2001; Moniz, 2006). Este conceito pode ser de grande utilidade para a formulação de metas holísticas que sejam relevantes para o maior número possível de *stakeholders* (Hardy & Beeton, 2001). Por outras palavras, a percepção é uma representação da realidade de cada ser humano. Todas as pessoas têm percepções, embora possam ser subjectivas, pessoais e selectivas para cada uma delas. A partir da percepção do meio social, da investigação científica, e de outros fatores, organizam-se as informações recebidas e relacionam-se com afectos positivos ou negativos, o que predispõe favorável ou desfavoravelmente em relação às pessoas, situações ou objectos (Alector & Santos, 2009).

A satisfação é entendida como um estado efetivo que resulta da reação emocional à experiência do serviço ou produto, como atributo do desenvolvimento turismo no destino (J. A. Silva, Mendes, & Guerreiro, 2001). Este conceito tem estado na base da avaliação dos atributos nos destinos turísticos (J. A. Silva *et al.*, 2001; R. B. Silva, 1998).

De facto, o conhecimento profundo da relação entre as empresas turísticas e o sistema turístico instalado ou que se projecta instalar numa região, vem permitir um planeamento adequado à satisfação das necessidades e desejos das empresas turísticas

locais o que se traduzirá numa maior qualidade dos produtos e serviços disponibilizados ao turista. Além disso, a sustentabilidade social, económica, cultural e ambiental do destino estará mais facilmente garantida (Guerreiro *et al.*, 2008).

4. METODOLOGIA

Este estudo foi realizado junto de empresas ligadas à atividade turística situadas em três distritos de Timor-Leste: Díli, Baucau e Maliana. Os três distritos foram selecionados pela sua localização geográfica e compreendem as três principais cidades do leste, do centro e do Oeste do território, independentemente dos seus recursos turísticos, potencialidades e da sua aptidão para a fixação da indústria do turismo.

A população-alvo nos três distritos é constituída por 84 empresas: 23 hotéis, 3 motéis, 16 *guest houses*, 9 apartamentos, 23 restaurantes e 10 agências de viagens. A distribuição das empresas pelos três distritos é a seguinte: 12 em Baucau, 62 em Díli e 10 em Maliana. Das 84 empresas, foram entrevistados 69 respondentes: 10 directores ou presidentes, 54 gerentes e gerentes assistentes e 5 técnicos e supervisores, distribuídos pelos três distritos da seguinte forma: Baucau 12 respondentes, Díli 47 respondentes e Maliana 10 respondentes.

As entrevistas tiveram por base um questionário estruturado, composto por duas partes. A primeira parte inquiria sobre características sociodemográficas, designadamente sobre o género, a idade, o nível de educação, a ocupação e o nível salarial. A segunda parte procurava obter informação sobre as percepções relativamente ao desenvolvimento do turismo no país, à previsão da importância da actividade turística nos próximos 10 anos, à experiência na actividade turística, e opinião sobre o grau de importância que os turistas atribuem à escolha de Timor Leste como destino turístico, sobre a oferta turística atual e ainda sobre a importância de um conjunto de medidas para estimular a atratividade e aumentar a competitividade do destino turístico Timor Leste. Estas questões tiveram como fonte um questionário elaborado com objetivos similares por Moniz (2006) e aplicado aos dirigentes das empresas ligadas à atividade turística em pequenas ilhas (neste caso, as Ilhas dos Açores, em Portugal).

A recolha de dados ocorreu ao longo de duas semanas, entre o dia 20 de janeiro e dia 4 de fevereiro de 2012. As respostas aos questionários foram analisadas utilizando o

software “*Statistical Package for Social Sciences (SPSS)*”. A análise dos dados assentou em estatísticas descritivas.

5. RESULTADOS

5.1. Características sociodemográficas da amostra

Os resultados abaixo refletem as características dos respondentes nos três distritos: Baucau, Díli e Maliana. Um sumário descritivo sociodemográfico da amostra é apresentado no quadro 1. Como se pode verificar, 62.3% dos inquiridos são do sexo masculino ($n = 43$) e 49.3% têm idades entre 30 e 39 anos ($n = 34$ pessoas). 79.7 % são licenciados ($n = 55$ pessoas). Em relação à situação perante o emprego, 78.2% ocupam o cargo de gerente ou assistente gerente nas empresas. No que respeita ao salário, 39% têm um rendimento mensal entre 800 e 999 dólares.

Nota-se que as 84 empresas turísticas estrangeiras e os empreendedores locais e nacionais podem tornar-se agentes essenciais na indústria turística emergente de Timor-Leste, em particular num contexto em que há diferenças acentuadas entre Díli (capital do país) e os outros distritos (Cabasset-Semedo, 2009).

Quadro 1: Características sociodemográficas da amostra

Variáveis	n	%	Variáveis	n	%
Género	69	100	Educação	69	100
Masculino	43	62.3	Ensino básico	3	4.3
Feminino	26	37.7	Ensino secundário	6	8.7
Idade	69	100	Licenciatura	55	79.7
20-29	14	20.3	Mestrado e Doutoramento	5	7.3
30-39	34	49.3			
40-49	20	29.0	Salário	69	100
50-59	1	1.4	200 - 399 dólares	0	0.0
Ocupação	69	100	400 - 599 dólares	1	1.0
Diretor e Presidente	10	14.5	600 - 799 dólares	20	30.0
Gerente and Gerente Assistente	54	78.3	800 - 999 dólares	27	39.0
Técnico & Supervisor	5	7.2	> 1000 dólares	21	30.0

5.2. A Perceção das empresas e operadores turísticos

A perceção das empresas assume uma grande importância em termos de definição de políticas, numa ótica de planeamento e gestão do desenvolvimento do setor no destino, neste caso em Timor-Leste. Os resultados das opiniões dos inquiridos sobre o

desenvolvimento da atividade turística são apresentados no quadro 2. Os resultados mostram, em geral, que os respondentes estão muito insatisfeitos com o grau de desenvolvimento do distrito, com as acessibilidades a partir da capital do país, Díli, aos distritos, com as ligações interdistritais e com as respetivas infraestruturas de apoio.

Quadro 2: A satisfação sobre o desenvolvimento e a acessibilidade ao distrito

Variável	1	2	3	4	5			
Qual a sua opinião sobre ...	Muito Insatisfeito	Insatisfeito	Nem Insatisfeito Nem Satisfeito	Satisfeito	Muito Satisfeito	Total	Satisfeito + Muito Satisfeito	Mediana
O desenvolvimento do turismo no distrito	62.3	26.1	8.7	1.4	1.4	100%	2.9	1
A acessibilidade ao distrito através dos transportes terrestres	17.4	49.3	13.0	20.3	0	100%	20.3	2
As infraestruturas (estrada e pontes)	26.1	62.3	7.2	2.9	1.4	100%	4.3	1
A acessibilidade ao distrito através de transportes aéreo	37.7	50.7	7.2	4.3	0	100%	4.3	1
As infraestruturas aeroportuárias / aeroportos	27.5	53.6	13.0	5.8	0	100%	5.8	1
As ligações marítimas	15.9	56.5	14.5	13.0	0	100%	13.0	1
As infraestruturas portuárias / cais de apoio a passageiros	24.6	47.8	11.6	14.5	1.4	100%	15.9	1

No entanto, os inquiridos reconhecem o potencial da oferta turística de Timor Leste (quadro 3). Como se pode observar, 73.9% classificam os recursos naturais (praias, paisagem, lagoas, águas, termas, flora, e fauna) como satisfatórios ou muito satisfatórios e 59.4% atribuem tal classificação aos recursos históricos, arquitetónicos e culturais (monumentos, folclore, artesanato). A este respeito verifica-se que os aspectos considerados menos satisfatórios são a qualidade do ambiente, nomeadamente os níveis de ruído e, ao nível dos recursos humanos, a qualidade do emprego no turismo.

Quadro 3: A qualidade dos recursos naturais, das atrações, do ambiente e dos recursos humanos.

Variável	1	2	3	4	5			
Em que medida se encontra satisfeito com...	Muito Insatisfeito	Insatisfeito	Nem Insatisfeito Nem Satisfeito	Satisfeito	Muito Satisfeito	Total	Satisfeito + Muito Satisfeito	Mediana
Recursos Naturais (praias, paisagem, lagoas, águas, termas, flora, e fauna)	2.9	8.7	14.5	63.8	10.1	100%	73.9	4
Recursos Históricos, arquitetónicos e culturais (monumentos, folclore, artesanato)	2.9	23.2	14.5	50.7	8.7	100%	59.4	3
Atrações especiais (equipamentos desportivos, jardins botânicos, etc.)	4.3	39.1	17.4	39.1		100%	39.1	2
Qualidade do ambiente do ar	2.9	14.5	15.9	56.5	10.1	100%	66.7	4
Qualidade do ambiente da água		5.8	27.5	52.2	14.5	100%	66.7	4
Qualidade do ambiente do solo	1.4	30.4	27.5	36.2	4.3	100%	40.6	3
Qualidade do ambiente (ruído)	1.4	43.5	34.8	18.8	1.4	100%	20.3	2
Recursos humanos, qualidade do emprego no turismo	5.8	42.0	30.4	18.8	2.9	100%	21.7	2
Recursos humanos, cursos de formação na área do turismo		30.4	34.8	30.4	4.3	100%	34.8	3
Recursos humanos, disponibilidade futura de recursos humanos qualificados	1.4	10.1	42.0	40.6	5.8	100%	46.4	3

Os resultados das opiniões sobre os equipamentos e serviços turísticos, as infraestruturas e serviços básicos encontram-se no quadro 4. Poucos são os aspetos que registaram mais de metade das respostas nas categorias “Satisfeito” e “Muito Satisfeito”. Nestes incluem-se os serviços de saúde, a segurança e o policiamento e a oferta de alojamentos turísticos, em termos de variedade e de qualidade, com 62.3%, 56.5% e 52.2% de respostas nas categorias “Satisfeito + Muito Satisfeito”, respetivamente. A este nível, alguns dos aspectos considerados menos satisfatórios dizem respeito precisamente aos serviços ligados ao turismo, designadamente aos serviços prestados pelas agências de viagem e aos postos de informação turística (com 18.8% de respostas nas categorias “Satisfeito + Muito Satisfeito”).

Quadro 4: Equipamentos e serviços turísticos, infraestruturas e serviços básicos

Variável	1	2	3	4	5			
Qual a sua opinião sobre ...	Muito Insatisfeito	Insatisfeito	Nem Insatisfeito Nem Satisfeito	Satisfeito	Muito Satisfeito	Total	Satisfeito + Muito Satisfeito	Mediana
Oferta de alojamento turístico (variedade e qualidade)	2.9	7.2	37.7	47.8	4.3	100%	52.2	3
Oferta de restaurantes (variedade e qualidade)	1.4	20.3	33.3	42.0	2.9	100%	44.9	3
Oferta recreativa geral	4.3	18.8	29.0	40.6	7.2	100%	47.8	3
Oferta cultural	8.7	37.7	18.8	29.0	5.8	100%	34.8	3
Oferta noturna	4.3	37.7	24.6	30.4	2.9	100%	33.3	3
Agência de viagem e turismo	4.3	47.8	29.0	17.4	1.4	100%	18.8	1
Guias turísticos	1.4	20.3	42.0	34.8	1.4	100%	36.2	3
Alugueres de viaturas	8.7	11.6	42.0	37.7	0	100%	37.7	3
Estabelecimentos comerciais	8.7	49.3	23.2	18.8	0	100%	18.8	1
Postos de informação turística	21.7	42.0	17.4	18.8	0	100%	18.8	1
Parques e jardins	27.5	43.5	10.1	15.9	2.9	100%	18.8	1
Parques de campismo	5.8	20.3	17.4	49.3	7.2	100%	56.5	4
Abastecimento de água	5.8	20.3	17.4	49.3	7.2	100%	56.5	3
Distribuição de energia elétrica	5.8	14.5	30.4	42.0	7.2	100%	49.3	3
Iluminação pública	8.7	37.7	24.6	27.5	1.4	100%	29.0	2
Saneamento básico	8.7	23.2	20.3	46.4	1.4	100%	47.8	3
Recolha e tratamento de resíduos sólidos	8.7	39.1	11.6	36.2	4.3	100%	40.6	3
Drenagem e tratamento de águas residuais	8.7	49.3	13.0	29.0	0	100%	29.0	2
Limpeza viária	5.8	30.4	23.2	39.1	1.4	100%	40.6	3
Gestão, limpeza e manutenção de praias e atrações turísticas	8.7	52.2	15.9	21.7	1.4	100%	23.2	2
Segurança e policiamento	5.8	15.9	21.7	50.7	5.8	100%	56.5	3
Serviços da Proteção Civil	4.3	23.2	33.3	37.7	1.4	100%	39.1	3
Serviços de saúde	4.3	10.1	23.2	58.0	4.3	100%	62.3	4
Bancos e serviços bancários	4.3	20.3	23.2	52.2	0	100%	52.2	3
Comunicação (correios e telecomunicação)	2.9	26.1	21.7	46.4	2.9	100%	49.3	3

O grau de satisfação relativamente aos serviços públicos, recursos e à economia no distrito é apresentado no quadro 5. A análise dos dados demonstra elevados níveis de satisfação relativamente aos recursos naturais. Com efeito, as percentagens de respostas nas categorias “Satisfeito + Muito Satisfeito” são muito elevadas no que se refere à geografia física e paisagem (98,6%), clima (98.6%), praia, mar e biodiversidade (87.0%) e flora e fauna (88.4%). De destacar também de forma positiva a satisfação relativamente à segurança e estabilidade no distrito (66.7%) e ao processo de paz e da reconciliação em Timor-Leste como país posto conflito (75.4%). Novamente se destaca

a satisfação com os serviços de saúde, neste caso com os centros de saúde (73.9%). Entre os aspectos classificados como menos satisfatórios encontram-se os cinemas (18.8%), os parques e espaços abertos (26.1%) e as oportunidades de negócio (14.5%).

Quadro 5: A satisfação relativamente aos serviços públicos, recursos e economia no distrito

Variável	1	2	3	4	5			
Qual a sua opinião sobre ...	Muito Insatisfeito	Insatisfeito	Nem Insatisfeito Nem Satisfeito	Satisfeito	Muito Satisfeito	Total	Satisfeito + Muito Satisfeito	Mediana
Segurança e estabilidade	2.9	18.8	11.6	63.8	2.9	100%	66.7	4
Governo local	4.3	24.6	20.3	49.3	1.4	100%	50.7	3
Estradas	15.9	53.6	10.1	20.3		100%	20.3	2
Eletricidade	4.3	18.8	14.5	58.0	4.3	100%	62.3	4
Transporte público dentro dos distritos	1.4	31.9	14.5	52.2	0	100%	52.2	3
Transporte público entre distritos	1.4	39.1	14.5	43.5	1.4	100%	44.9	3
Serviços sociais e de bem-estar	0	33.3	17.4	44.9	4.3	100%	49.3	3
Bombeiros	4.3	21.7	18.8	47.8	7.2	100%	55.1	3
Paz e reconciliação	0	13.0	11.6	62.3	13.0	100%	75.4	4
Centro de saúde	0	11.6	14.5	71.0	2.9	100%	73.9	4
Número de médicos e enfermeiros	0	14.5	15.9	63.8	5.8	100%	69.6	4
Velocidade e qualidade de assistência	0	13.0	20.3	60.9	5.8	100%	66.7	4
Geografia física e paisagem	0	1.4	0	79.7	18.8	100%	98.6	5
Limpeza (chão, água e ar)	1.4	17.4	2.9	71.0	7.2	100%	78.3	4
Clima	0	0	1.4	89.9	8.7	100%	98.6	5
Praia, mar e biodiversidade	0	8.7	4.3	73.9	13.0	100%	87.0	5
Flora e fauna	1.4	7.2	2.9	79.7	8.7	100%	88.4	5
Cinemas	18.8	58.0	4.3	17.4	1.4	100%	18.8	1
Ginásio	11.6	43.5	7.2	33.3	4.3	100%	37.7	2
Parques e espaços abertos	14.5	47.8	11.6	24.6	1.4	100%	26.1	2
Salas de exposições	14.5	43.5	5.8	33.3	2.9	100%	36.2	2
Museus	10.1	37.7	11.6	36.2	4.3	100%	40.6	3
Comércio	1.4	33.3	7.2	56.5	1.4	100%	58.0	3
Custo de vida	0	47.8	4.3	44.9	2.9	100%	47.8	3
Habitação (preço e disponibilidade)	1.4	27.5	4.3	63.8	2.9	100%	66.7	4
Água	2.9	27.5	8.7	50.7	10.1	100%	60.9	4
Gás	17.4	60.9	1.4	17.4	2.9	100%	20.3	2
Oportunidades no negócio	11.6	63.8	10.1	13.0	1.4	100%	14.5	1

Os resultados obtidos sobre a importância dos recursos e atributos de Timor Leste na experiência turística e na escolha do país como destino turístico encontram-se no quadro

6. Como se pode concluir, todos os recursos são considerados importantes ou muito importantes. No entanto, destacam-se os recursos ligados ao ambiente natural, tais como a singularidade do destino, a paisagem, as praias e as zonas balneares. São considerados também como bastante importantes a disponibilidade e a qualidade do alojamento, a hospitalidade dos residentes, a identidade cultural, a tranquilidade no ritmo de vida, a segurança e as atividades para toda a família. Assim, a disponibilidade e a qualidade dos transportes locais, a preservação do património histórico e arquitetónico, monumentos e museus, a natureza, fauna, flora, e termas são importantes para desenvolver Timor-Leste como um destino turístico.

Quadro 6: Importância dos atributos na escolha Timor Leste como destino turístico

Variável	1	2	3	4	5			
Qual a sua opinião sobre ...	Muito pouco importante	Pouco importante	Mediamente importante	Importante	Muito importante	Total	Importante + Muito importante	Mediana
Singularidade do destino (condições da natureza e identidade cultural)	0	1.4	1.4	52.2	44.9	100%	97.1	5
Acessibilidade ao distrito	1.4	10.1	2.9	52.2	33.3	100%	85.5	5
Parques disponíveis	7.2	5.8	5.8	56.5	24.6	100%	81.2	5
Praias e zonas balneares	0	0	7.2	62.3	30.4	100%	92.8	5
Disponibilidade do alojamento	0	0	7.2	62.3	30.4	100%	92.8	5
Qualidade do alojamento	0	4.3	8.7	55.1	31.9	100%	87.0	5
Disponibilidade dos transportes locais	0	5.8	15.9	53.6	24.6	100%	78.3	4
Qualidade dos transportes locais	0	10.1	14.5	53.6	21.7	100%	75.4	4
Convívio com amigos e familiares	0	8.7	13.0	66.7	11.6	100%	78.3	4
Nível do preço	0	7.2	14.5	63.8	14.5	100%	78.3	4
Oportunidade para a prática de desporto e de lazer	5.8	8.7	10.1	59.4	15.9	100%	75.4	4
Paisagem	0	4.3	2.9	55.1	37.7	100%	92.8	5
Gastronomia	0	4.3	11.6	52.2	31.9	100%	84.1	5
Atividade de animação, entretenimento, vida noturna	7.2	11.6	10.1	55.1	15.9	100%	71.0	4
Património histórico e arquitetónico, monumentos e museus	0	5.8	11.6	62.3	20.3	100%	82.6	5
Natureza, fauna, flora, e termas	0	0	14.5	56.5	29.0	100%	85.5	5
Manifestações e eventos culturais	0	5.8	15.9	62.3	15.9	100%	78.3	4
Manifestações e eventos religiosos	1.4	7.2	21.7	59.4	10.1	100%	69.6	4
Oportunidade para fazer compras	2.9	8.7	20.3	53.6	14.5	100%	68.1	4
Hospitalidade dos residentes	0	0	13.0	60.9	26.1	100%	87.0	5
Tranquilidade no ritmo de vida	0	1.4	15.9	60.9	21.7	100%	82.6	5
Segurança	0	2.9	5.8	44.9	46.4	100%	91.3	5
Atividades para toda a família	0	4.3	18.8	58.0	18.8	100%	76.8	4

O quadro 7 mostra a opinião dos respondentes sobre um conjunto de medidas passíveis de estimular a atratividade do país enquanto destino turístico. Como se pode observar, todas as medidas sugeridas são consideradas muito importantes, com percentagens de resposta acima dos 90%. Este resultado aponta para o reconhecimento da necessidade de elevar a competitividade do destino turístico Timor Leste. Tal passará, portanto, por aumentar a oferta nas atrações/produtos turísticos temáticos, melhorar os transportes e a acessibilidade aos distritos, aumentar a oferta de equipamentos e serviços turísticos, aumentar a promoção turística dos produtos temáticos, aumentar as medidas de proteção dos recursos turísticos (naturais e culturais) e melhorar a gestão ambiental ao nível do destino (autarquia e empresas).

Quadro 7: Importância de medidas para estimular a atratividade e aumentar a competitividade de Timor-Leste como destino turístico

Variável	1	2	3	4	5			
Qual a sua opinião sobre ...	Muito pouco importante	Pouco importante	Mediamente importante	Importante	Muito importante	Total	Importante + Muito importante	Mediana
Aumentar a oferta de atrações / produtos turísticos temáticos	0	2.9	4.3	73.9	18.8	100%	92.8	5
Melhorar os transportes e acessibilidade ao distrito	0	1.4	2.9	44.9	50.7	100%	95.7	5
Aumentar a oferta de equipamentos e serviços turísticos	0	0	4.3	65.2	30.4	100%	95.7	5
Aumentar a oferta de <i>packages</i> , circuitos e visitas organizadas	0	1.4	5.8	68.1	24.6	100%	92.8	5
Melhorar a qualidade dos equipamentos e serviços turísticos	0	1.4	1.4	68.1	29.0	100%	97.1	5
Aumentar a promoção turística e produtos temáticos	0	1.4	2.9	62.3	33.3	100%	95.7	5
Melhorar a informação turística e os sistemas de reserva on-line	0	1.4	10.1	56.5	31.9	100%	88.4	5
Melhorar a relação qualidade / preço	1.4	0	7.2	73.9	17.4	100%	91.3	5
Aumentar as medidas de proteção dos recursos turísticos (natural e cultural)	0	0	5.8	75.4	18.8	100%	94.2	5
Melhorar a gestão ambiental ao nível do destino (autarquia e empresas) – Importante	0	0	4.3	62.3	33.3	100%	95.7	5

6. CONCLUSÃO

Timor-Leste como país ilha e de pequena dimensão tem restrições que o obrigam a enfrentar enormes dificuldades para desenvolver as suas actividades económicas (UNDP, WTO, 2002). Embora possua o petróleo como a sua principal fonte de riqueza económica, o seu PIB *per capita* de 5.176 dólares americanos (2011) e a taxa de pobreza de 41% (2011) mostram estarmos em presença de uma economia e de uma comunidade ainda muito longe de níveis de bem-estar adequados às legítimas aspirações dos seus habitantes.

O potencial associado aos seus recursos naturais e culturais permite que se coloque o turismo como uma actividade que possa contribuir para o desenvolvimento deste país? Os resultados desta investigação vêm sublinhar que há ainda um longo caminho a percorrer. De facto, os resultados mostram que somente 2.9% dos respondentes estão satisfeitos com o desenvolvimento do turismo em Timor Leste, sendo igualmente muito baixa a satisfação com a qualidade dos recursos humanos (apenas 21.7% de inquiridos satisfeitos ou muito satisfeitos).

Sublinhe-se, no entanto, que a inquirição aos principais agentes privados de Timor-Leste vem salientar que este país tem potencialidades para ser desenvolvido como um destino turístico de futuro. Os resultados mostram que 97.1% dos respondentes dão importância entre outras, à singularidade do destino, às condições da natureza e à identidade cultural. Manifestam, todavia, a necessidade de desenvolver as praias e as zonas balneares, de melhorar a qualidade do alojamento e da restauração, e de reforçar o espírito de hospitalidade e de acolhimento por parte das empresas turísticas e dos residentes. Ficou igualmente clara a existência de elevados níveis de insatisfação em domínios básicos ao desenvolvimento desta actividade, como sejam a construção de estradas, aeroportos e portos, sistemas de abastecimento de águas, sistemas de esgotos, gás e eletricidade, sistemas de drenagem, parques de estacionamento, marinas e meios de transporte. Para além destes elementos que fazem parte de uma economia turística sustentável, não poderemos deixar de notar a relevância de elementos institucionais, como sejam a estabilidade, a paz e a reconciliação.

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APPENDIX 3: QUESTIONÁRIOS AOS RESIDENTES COMUNS

APPENDIX 3: QUESTIONÁRIOS AOS RESIDENTES COMUNS

Introdução - Bom dia / boa tarde / boa noite, o meu nome é _____ e sou entrevistador do Centro de Investigação DIT - Dili Institute of Technology, em Timor Leste. Estamos a realizar um estudo para a Universidade do Algarve, em Portugal, com o objectivo de conhecer a opinião dos **Residentes Comuns sobre o turismo em Timor Leste**.
Agradecemos desde já toda a colaboração que nos possa prestar. Informamos que os dados que nos vai fornecer terão tratamento estatístico e permanecerão **confidenciais**.

Identificação do indivíduo seleccionado

P1. Sexo

1. Masculino ☐

2. Feminino ☐

P2. Idade: _____

P3. Estado Civil:

1. Solteiro ☐

2. Casado ☐

3. Outro ☐

P4. Quanto dinheiro que você gasta por mês na sua família?

1. <USD 100 ☐

2. USD 100 – USD 300 ☐

3. USD 301 – USD 600 ☐

4. > USD 600 ☐

P5. Nível de escolaridade:

1. Analfabeto ☐

2. Ensino Básico ☐

3. Ensino Secundário ☐

4. Formação Profissional ☐

5. Ensino Superior: Bacharelato/Licenciatura ☐

6. Ensino Superior: Mestrado/Pós-Graduação ☐

P6. Qual é a sua profissão?

P7. Diga-me, por favor, qual a sua opinião relativamente a cada uma das seguintes afirmações:

(Coloque **X** na opção que melhor revela a sua opinião)

	Discordo totalmente	Discordo	Indeciso	Concordo	Concordo totalmente
Impactes económicos					
O turismo melhora o investimento e o desenvolvimento económico					
O turismo aumenta as oportunidades de empregos.					
O investimento nas atracções turísticas na região é um bom investimento					
Eu gosto do turismo porque traz novas receitas para a nossa comunidade					

Acredito que o turismo é um forte contribuinte económico para a comunidade					
O turismo gera receitas fiscais substanciais para o governo local					
Acredito que o turismo é bom para a nossa economia					
O turismo cria novos mercados para os nossos produtos locais					
O turismo diversifica a economia local					
O turismo beneficia outros sectores da comunidade					
O turismo promove a qualidade de vida					
O turismo provoca uma melhoria a qualidade de serviço em restaurantes, lojas e hotéis no distrito					
Há mais oportunidades de compras na minha localidade, devido ao turismo					
O turismo melhora a aparência da minha localidade					
Há mais parques e áreas de lazer devido ao turismo					
Há uma melhoria nas infra-estruturas (estradas, abastecimento de água potável, electricidade, telefone, e outras) devido ao turismo					
O turismo faz aumentar o preço das habitações					
O turismo faz aumentar o custo de vida (preço de produtos e serviços)					
Impactes Sociocultural					
Os turistas na minha comunidade perturbam a minha qualidade de vida					
A minha qualidade de vida deteriorou-se por causa do turismo					
Eu, muitas vezes, sinto-me irritado por causa do turismo na comunidade					
Os recursos recreativos da comunidade são usados em excesso pelos turistas					
A minha comunidade está sobrecarregada por causa do turismo					
Eu não me sinto confortável com a presença de empresas de turismo neste local					
O turismo está a crescer demasiado rápido					
Acredito que a qualidade do ambiente na minha comunidade se deteriorou por causa do turismo					
O turismo só beneficia apenas uma parcela pequena dos residentes					
O turismo faz aumentar os problemas de trânsito e estacionamento					
O turismo faz aumentar o roubo e o vandalismo					
O turismo faz aumentar o alcoolismo					
O turismo faz aumentar a prostituição e a permissividade sexual					
Há problemas de convivência entre os residentes e os turistas					
O turismo provoca a perda da paz no distrito					

O turismo leva os serviços sanitários e de transportes públicos para o colapso					
O turismo deteriora a qualidade dos serviços locais (filas grandes e atrasos em restaurantes, lojas, atracções turísticas e outros)					
O turismo traz uma mudança e perda de estilo de vida da cultura tradicional					
Devido ao turismo há uma maior disponibilidade de serviços, actividades culturais e recreativas					
O turismo proporciona uma melhor compreensão de outras culturas da comunidade					
O turismo é um incentivo à preservação da cultura local					
O turismo é um incentivo para a manutenção e restauração dos edifícios históricos					
Sustentabilidade ambiental					
A comunidade deve proteger o ambiente agora para preparar o futuro					
A diversidade ambiental deve ser valorizada e protegida					
O turismo deve proteger o ambiente e a comunidade					
O turismo precisa ser desenvolvido em harmonia com o ambiente natural e cultural					
O desenvolvimento do turismo deve proteger a vida selvagem e habitats naturais em todos os momentos					
O desenvolvimento do turismo deve promover a ética ambiental entre todas as partes que têm interesse no turismo					
As normas ambientais são necessárias para reduzir os impactos do desenvolvimento do turismo					
Acredito que o turismo deve melhorar o ambiente para as gerações futuras					
O turismo converte esta localidade num lugar mais atraente e interessante para viver					
O turismo provoca danificação do meio ambiente natural e da paisagem					
O turismo traz um crescimento desordenado de urbanização e centros urbanos					
O turismo traz destruição da arquitectura tradicional					
O turismo leva ao aumento de degradação ambiental (lixo, águas, ar e ruído)					
Impacto Político					
Devido ao turismo os habitantes da comunidade sentem-se mais orgulhosos de pertencer à comunidade					
Devido ao turismo, há melhor nível de protecção policial e prevenções de incêndio					
O turismo permite melhorar a qualidade do serviço público para os residentes					
As decisões em relação ao turismo devem ser tomadas por todos na comunidade independentemente das suas origens sociais ou nível de escolaridade					

A participação plena de toda a comunidade nas decisões relacionadas com o turismo é muito importante para um desenvolvimento bem-sucedido					
É bom quando as decisões em relação ao desenvolvimento do turismo só envolvem as autoridades competentes					
O desenvolvimento do turismo deve assegurar os valores de todos os residentes na comunidade					
O turismo deve promover a paz e a reconciliação entre os povos					
Planeamento de longo prazo					
A indústria do turismo deve planear para o futuro					
Acredito que uma boa gestão do turismo exige uma estratégia de planeamento avançado.					
Acredito que precisamos ter uma visão de longo prazo no planeamento de desenvolvimento do turismo.					
A indústria do turismo deve assegurar as experiências de boa qualidade para os futuros visitantes.					
Preocupação dos Residentes pela Satisfação dos visitantes					
O negócio do turismo tem a responsabilidade de promover as necessidades dos visitantes.					
A atractividade da comunidade é um elemento essencial do “apelo” ecológico para os visitantes.					
As empresas de turismo devem monitorizar a satisfação dos visitantes.					
Turismo Comunitário					
A indústria do turismo deve ser obrigada a obter pelo menos metade de seus bens e serviços dentro da comunidade local.					
Eu acredito que o negócio do turismo deve contratar pelo menos metade de seus funcionários de dentro da comunidade local.					
A indústria do turismo deve contribuir para a melhoria da vida da comunidade.					

APPENDIX 4: KESTIONARIU BA RESIDENTES BAIBAIN

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Introdusaun - Bom dia / boa tarde / boa noite, hau nia naran _____ no hau entrevistador husi Sentru de Investigasaun Dili Institute of Technology (DIT), Timor Leste. Ami halao hela estudu ida nebe DIT serbisu hamutuk ho Universidade Algarve, Portugal, ho nia objetivu atu hetene **Residentes Baibain nia hanoin konaba turizmu iha Timor-Leste**. Ami agradese ba ita nia kolaborasaun hotu nebe bele foo. Ami informa mos ba ita katak dadus hirak nebe ita foo mai nee sei halo tratamentu estatistika no sai nudar **informasaun segredu ida**.

Identifisaun Ema nebe hili ona

P1. Sexu

1. Mane ☐

2. Feto ☐

P2. Tinan: _____

P3. Estadu Sivil:

1. Klosan ☐

2. Kaben nain ☐

3. Seluk ☐

P4. Osan hira mak Ita gasta iha fulan ida iha Ita nia Umakain?

1. <USD 100 ☐

2. USD 100 – USD 300 ☐

3. USD 301 – USD 600 ☐

4. > USD 600 ☐

P5. Nivel Edukasaun:

1. Analfabetu ☐

2. Ensino Básiku ☐

3. Ensino Secundáriu ☐

4. Formação Profissional ☐

5. Ensino Superior: Bacharelato/Licenciatura ☐

6. Ensino Superior: Mestrado/Pós-Graduasaun ☐

P6. Qual é a sua profissão? _____

P7. Halo favor, dehan tok mai, oinsa ita nia opiniaun kona ba afirmasaun ida-idak tuir mai nee:

(Tau **X** iha opsaun nebe hatudu karik ita nia hanoin)

	La konkorda totalmente	La konkorda	La hatene	Konkorda	Konkorda totalmente
Impakte ekonomiku nian					
Turizmu hadia investimentu no dezentvolvimentu ekonomiku					
Turizmu aumenta oportunidade atu hetan servisu ka empregu					
Investimentu iha atraksaun turistika sira iha distritu nee nudar investimentu ida diak					

Hau hakarak turizmu tamba lori reseita foun mai ami nia comunidade					
Hau fiar katak turizmu nudar kontribuinte ekonomiku nebe forte ba ami nia comunidade					
Turizmu jera reseita fiskais (pajak) substansiais ba governu lokal					
Hau fiar katak turizmu diak tebes ba ami nia ekonomia					
Turizmu kria merkadu foun ba ami nia produktu husi lokal					
Turizmu diversifika ekonomia lokal					
Turizmu foo benefisiu mos ba seitor seluk iha comunidade					
Turizmu promove kualidade moris					
Turizmu provoka hadia kualidade servisu iha restaurante, loja no hotel sira iha distritu					
Iha liu tan oportunidade atu sosa iha hau nia hela fatin, tamba turizmu					
Turizmu hadia hau nia hela fatin nia oin					
Iha tan parke no fatin hodi halimar barak liu tan, tamba turizmu					
Kodisaun infra-estrutura diak liu tan (estrada, abastesimentu bee mos, elektrisidade, telefone no seluk tan) tamba turizmu					
Turizmu halo aumenta tan Uma folin					
Turismo halo aumenta folin no kustu moris nian (folin produktu no servisu hotu)					
Impakte sociocultural nian					
Turizta sira iha hau nia comunidade perturba hau nia kualidade moris					
Hau nia kualidade moris sai aat tamba turizmu					
Dala barak hau sente la hakmatek tamba turizmu iha comunidade					
Turista sira mak uza liu hotu rekursus rekreativu comunidade nian					
Hau nia comunidade todan liu ona tamba turizmu					
Hau sente la hakmatek ho prezensa empreza turizmu sira iha fatin nee					
Turizmu buras lalais demais					
Hau fiar katak kualidade ambiente iha hau nia comunidade destroe tamba turizmu					
Turizmu so foo benefisiu ba grupu rezidente kiik oan ida deit					
Turizmu halo aumenta tan deit problema tranzito no estasionamentu					
Turizmu halo aumenta tan deit naukten no vandalismu					
Turizmu halo aumenta tan deit alkoolismu / lanuten					
Turizmu aumenta tan deit prostituisaun no permisividade sexual					
Turizmu lori mudansa ida no halakon estilu moris tuir					

kultura tradisional					
Iha problema konvivensia entre residente ho turizta sira					
Turizmu provoca halakon paz iha distritu					
Turizmu lori servisu sanitariu no transporte publiku sira ba aat					
Turizmu destroe kualidade servisu lokal (fila boot no halo atrazu iha restaurante, loja, atracsun turistika no seluk tan)					
Sustentabilidade ambiental					
Komunidade sira tenki proteje ambiente hahuu ohin hodi prepara futuru					
Tenki valoriza no proteje diversidade ambiental					
Turizmu tenki proteje ambiente ho comunidade					
Turizmu presiza deenvolve iha harmonia ho ambiente natural ho kultural					
Dezenvolvimentu iha turizmu tenki proteje vida selvajem (kehidupan asli) ho habitats naturais iha momentu hotu-hotu					
Dezenvolvimentu iha turizmu tenki promove etika ambiental iha parte hotu-hotu nebee iha interesse iha turizmu					
Nesesari tebes atu iha norma ambientais hodi hamenus impakte sira husi dezenvolvimentu turizmu					
Hau fiar katak turizmu bele hadia ambiente ba futuru jersaun sira					
Turizmu konverte fatin nee sai fatin ida nebe atrai tebes no interesante atu hela no moris ba					
Turizmu provoca estragus ba meu ambiente natural no paizajen					
Turizmu lori kresimentu dezordenadu ba urbanizasaun no sentru urbanu sira					
Turizmu lori destruisaun ba arkitektura tradisional					
Turizmu lori aumentu ba degradasi ambiental (lixu, be mos, anin no barulyu)					
Partisipasaun comunidade nian					
Tamba deit turizmu iha disponibilidade boot ba servisu, aktividade kulturais no rekreativas					
Turizmu hatudu kompreensaun nebee diak husi kultura nebee la hanesan iha comunidade					
Habitante sira iha comunidade nia laran sente orgulhu tebes tamba sira pertense ba turizmu					
Tamba deit turizmu, iha protesun polisia no prevensaun (bombeiro) ba insendiu nebee diak tebes					
Turizmu nudar insentivu ida ba prezervasaun kultura lokal					
Turizmu nudar insentivu ida ba manutensaun no restaurasaun ba edifisiu istoriku sira					
Turizmu permite hadia kualidade servisu publiku ba residente sira					

Desizaun hirak nebee iha relasaun ho turizmu tenki foti liu husi partisipasaun ema hotu iha comunidade nian laran, la hare ba nia orijin sosial ka nível edukasaun					
Partisipasaun ema comunidade nian hotu iha desizaun nebee iha relasaun ho turizmu nee importante tebes ba dezvoltamentu nebe bele hetan susesu diak					
Diak tebes bain hira desizaun nebe iha relasaun ho dezvoltamentu turizmu so envolve deit autoridade kompetente sira					
Dezenvolvimentu turizmu tenki hametin valor husi residente sira hotu iha comunidade					
Turizmu tenki promove paz no rekonsiliaaun entre povu sira					
Planeamentu ba tempu naruk					
Industria turizmu tenki halao ho planu ba futuro					
Hau fiar katak jestaun diak iha turizmu ejiji estratejia husi planeamentu avansadu					
Hau fiar katak ita presiza iha vizaun ba tempu naruk ho planeamentu ba dezvoltamentu turizmu					
Industria turizmu tenki hametin experiencia sira kualidade diak ba futuro vizitante sira					
Satisfasaun visitante sira					
Negociu turizmu tenki iha responsabilidade atu promove vizitante sira nia nesesidade					
Atraktividade husi comunidade nudar elementu ida esensial atu foo “apelu” ekolojiku ba vizitante sira					
Empreza turizmu sira tenki monitoriza satisfasaun husi visitante sira					
Ekonomia nebee sentrada iha comunidade					
Industria turizmu tenki iha obrigasaun simu pelu menus metade husi nia bens i servisu sira husi comunidade lokal nia laran					
Hau fiar katak negociu turizmu tenki foo kontratu pelu menus metade husi nia funsionariu sira mai husi comunidade lokal nia laran					
Industria turizmu tenki kontribui ba hadia comunidade nia moris					

**APPEDIX 5: QUESTIONÁRIO AOS RESIDENTES COM FUNÇÕES COMO
LÍDERES**

APPEDIX 5: QUESTIONÁRIO AOS RESIDENTES COM FUNÇÕES COMO LÍDERES

Introdução - Bom dia / boa tarde / boa noite, o meu nome é _____ e sou entrevistador do Centro de Investigação DIT - Dili Institute of Technology, em Timor Leste. Estamos a realizar um estudo para a Universidade do Algarve, em Portugal, com o objectivo de conhecer a opinião dos **Residentes com funções como Líderes sobre o turismo em Timor Leste**. Agradecemos desde já toda a colaboração que nos possa prestar e informamos que os dados que nos vai fornecer terão tratamento estatístico e permanecerão **confidenciais**.

Identificação Geral

P1. Informações sobre a Instituição

1. Nome da unidade ou da Instituição; 2. Localização (Distrito)_____

P2. Personalidade jurídica da entidade exploradora:

1. Instituição social politica ☐ 2. Instituição religiosa ☐
3. Instituição pública ☐ 4. ONG / Sociedade Civil ☐

P3. Informação sobre o responsável pela gestão Instituição (Responsavel):

Sexo	1. Masculino <input type="checkbox"/> 2. Feminino <input type="checkbox"/>
Idade	
Cargo que ocupa	
Educação	
Salario	<ul style="list-style-type: none"> • 200 - 399 USD <input type="checkbox"/> • 400 - 599 USD <input type="checkbox"/> • 600 - 799 USD <input type="checkbox"/> • 800 - 999 USD <input type="checkbox"/> • > 1000 USD <input type="checkbox"/>

P4. Diga-me, por favor, qual a sua opinião relativamente a cada uma das seguintes afirmações:

(Coloque **X** na opção que melhor revela a sua opinião)

	Discordo totalmente	Discordo	Indeciso	Concordo	Concordo totalmente
Impactes económicos					
O turismo melhora o investimento e o desenvolvimento económico					
O turismo aumenta as oportunidades de empregos.					
O investimento nas atracções turísticas na região é um bom investimento					
Eu gosto do turismo porque traz novas receitas para a					

nossa comunidade					
Acredito que o turismo é um forte contribuinte económico para a comunidade					
O turismo gera receitas fiscais substanciais para o governo local					
Acredito que o turismo é bom para a nossa economia					
O turismo cria novos mercados para os nossos produtos locais					
O turismo diversifica a economia local					
O turismo beneficia outros sectores da comunidade					
O turismo promove a qualidade de vida					
O turismo provoca uma melhoria a qualidade de serviço em restaurantes, lojas e hotéis no distrito					
Há mais oportunidades de compras na minha localidade, devido ao turismo					
O turismo melhora a aparência da minha localidade					
Há mais parques e áreas de lazer devido ao turismo					
Há uma melhoria nas infra-estruturas (estradas, abastecimento de água potável, electricidade, telefone, e outras) devido ao turismo					
O turismo faz aumentar o preço das habitações					
O turismo faz aumentar o custo de vida (preço de produtos e serviços)					
Impactes Sociocultural					
Os turistas na minha comunidade perturbam a minha qualidade de vida					
A minha qualidade de vida deteriorou-se por causa do turismo					
Eu, muitas vezes, sinto-me irritado por causa do turismo na comunidade					
Os recursos recreativos da comunidade são usados em excesso pelos turistas					
A minha comunidade está sobrecarregada por causa do turismo					
Eu não me sinto confortável com a presença de empresas de turismo neste local					
O turismo está a crescer demasiado rápido					
Acredito que a qualidade do ambiente na minha comunidade se deteriorou por causa do turismo					
O turismo só beneficia apenas uma parcela pequena dos residentes					
O turismo faz aumentar os problemas de trânsito e estacionamento					
O turismo faz aumentar o roubo e o vandalismo					
O turismo faz aumentar o alcoolismo					
O turismo faz aumentar a prostituição e a permissividade sexual					
Há problemas de convivência entre os residentes e os					

turistas					
O turismo provoca a perda da paz no distrito					
O turismo leva os serviços sanitários e de transportes públicos para o colapso					
O turismo deteriora a qualidade dos serviços locais (filas grandes e atrasos em restaurantes, lojas, atracções turísticas e outros)					
O turismo traz uma mudança e perda de estilo de vida da cultura tradicional					
Devido ao turismo há uma maior disponibilidade de serviços, actividades culturais e recreativas					
O turismo proporciona uma melhor compreensão de outras culturas da comunidade					
O turismo é um incentivo à preservação da cultura local					
O turismo é um incentivo para a manutenção e restauração dos edifícios históricos					
Sustentabilidade ambiental					
A comunidade deve proteger o ambiente agora para preparar o futuro					
A diversidade ambiental deve ser valorizada e protegida					
O turismo deve proteger o ambiente e a comunidade					
O turismo precisa ser desenvolvido em harmonia com o ambiente natural e cultural					
O desenvolvimento do turismo deve proteger a vida selvagem e habitats naturais em todos os momentos					
O desenvolvimento do turismo deve promover a ética ambiental entre todas as partes que têm interesse no turismo					
As normas ambientais são necessárias para reduzir os impactes do desenvolvimento do turismo					
Acredito que o turismo deve melhorar o ambiente para as gerações futuras					
O turismo converte esta localidade num lugar mais atraente e interessante para viver					
O turismo provoca danificação do meio ambiente natural e da paisagem					
O turismo traz um crescimento desordenado de urbanização e centros urbanos					
O turismo traz destruição da arquitectura tradicional					
O turismo leva ao aumento de degradação ambiental (lixo, águas, ar e ruído)					
Impacto Político					
Devido ao turismo os habitantes da comunidade sentem-se mais orgulhosos de pertencer à comunidade					
Devido ao turismo, há melhor nível de protecção policial e prevenções de incêndio					
O turismo permite melhorar a qualidade do serviço público para os residentes					

As decisões em relação ao turismo devem ser tomadas por todos na comunidade independentemente das suas origens sociais ou nível de escolaridade					
A participação plena de toda a comunidade nas decisões relacionadas com o turismo é muito importante para um desenvolvimento bem-sucedido					
É bom quando as decisões em relação ao desenvolvimento do turismo só envolvem as autoridades competentes					
O desenvolvimento do turismo deve assegurar os valores de todos os residentes na comunidade					
O turismo deve promover a paz e a reconciliação entre os povos					
Planeamento de longo prazo					
A indústria do turismo deve planear para o futuro					
Acredito que uma boa gestão do turismo exige uma estratégia de planeamento avançado.					
Acredito que precisamos ter uma visão de longo prazo no planeamento de desenvolvimento do turismo.					
A indústria do turismo deve assegurar as experiências de boa qualidade para os futuros visitantes.					
Preocupação dos Residentes pela Satisfação dos visitantes					
O negócio do turismo tem a responsabilidade de promover as necessidades dos visitantes.					
A atractividade da comunidade é um elemento essencial do “apelo” ecológico para os visitantes.					
As empresas de turismo devem monitorizar a satisfação dos visitantes.					
Turismo Comunitário					
A indústria do turismo deve ser obrigada a obter pelo menos metade de seus bens e serviços dentro da comunidade local.					
Eu acredito que o negócio do turismo deve contratar pelo menos metade de seus funcionários de dentro da comunidade local.					
A indústria do turismo deve contribuir para a melhoria da vida da comunidade.					

**APPENDIX 6: QUESTIONÁRIO AOS LÍDERES LOCAIS SOBRE O
DESENVOLVIMENTO SUSTENTÁVEL EM TIMOR-LESTE**

APPENDIX 6: QUESTIONÁRIO AOS LÍDERES LOCAIS SOBRE O DESENVOLVIMENTO SUSTENTÁVEL EM TIMOR-LESTE

Introdução - Bom dia / boa tarde / boa noite, o meu nome é _____ e sou entrevistador do Centro de Investigação DIT - Dili Institute of Technology, em Timor Leste. Estamos a realizar um estudo para a Universidade do Algarve, em Portugal, com o objectivo de conhecer a opinião dos **Líderes Locais sobre o Desenvolvimento Sustentável em Timor Leste**. Agradecemos desde já toda a colaboração que nos possa prestar e informamos que os dados que nos vai fornecer terão tratamento estatístico e permanecerão **confidenciais**.

Identificação Geral

P1. Informações sobre a Instituição

1. Nome da unidade ou da Instituição; 2. Localização (Distrito) _____

P2. Personalidade jurídica da entidade exploradora:

Instituição social política ☐

Instituição pública ☐

Instituição religiosa ☐

ONG / Sociedade Civil ☐

P3. Informação sobre o responsável pela gestão Instituição (Responsável):

Sexo	1. Masculino <input type="checkbox"/>	2. Feminino <input type="checkbox"/>
Idade		
Cargo que ocupa		
Educação		
Salário	<ul style="list-style-type: none"> • 200 - 399 USD <input type="checkbox"/> • 400 - 599 USD <input type="checkbox"/> • 600 - 799 USD <input type="checkbox"/> • 800 - 999 USD <input type="checkbox"/> • > 1000 USD <input type="checkbox"/> 	

Adopção de práticas de sustentabilidade do turismo

P4. Por favor, responda “Sim ou Não” às seguintes questões:

	Sim	Não
Já ouviu falar na <i>Agenda 21 para o Sector das Viagens e do Turismo</i> ?		
Tem acesso a esse documento (em suporte electrónico ou em papel)?		
Já leu as definições de desenvolvimento sustentável e sustentabilidade do turismo nelas contidas?		
Já leu os objectivos e áreas prioritárias de acção definidas para as empresas do sector do turismo?		
Já fez uma avaliação do impacte da sua actividade no ambiente e no desenvolvimento local?		
Possui uma política de ambiente e um programa ambiental com objectivos definidos?		

Faz separação de resíduos para reciclagem?		
Reutiliza produtos e embalagens quando possível?		
Dispõe de forma responsável os resíduos inevitáveis?		
Implementa medidas para reduzir o consumo de energia?		
Emprega tecnologias de poupança energética?		
Utiliza energias alternativas/renováveis (solar, <i>fotovoltaica</i> , ou outra)		
Utiliza reguladores para reduzir o consumo de água (nas torneiras, nos autoclismos)?		
Utiliza água não potável – por exemplo, na rega, lavandaria, etc. – para poupar água potável?		
Assegura o destino final apropriado das águas residuais (saneamento público, fossa séptica)?		
Adquire detergentes biodegradáveis, fertilizantes biológicos e produtos “amigos do ozono”?		
Adquire produtos reciclados, quando compatíveis com os padrões de funcionamento da unidade?		
Minimiza a utilização de substâncias perigosas ou substitui-as por produtos menos perigosos?		
Controla o ruído produzido para o exterior?		
Controla as emissões para a atmosfera (CO ₂ , aerossóis, odores, calor, etc.)?		
Adquire produtos locais sempre que se encontrem disponíveis?		
Dá formação e motiva os funcionários para implementação destas práticas?		
Utiliza mão-de-obra e materiais locais nas obras de remodelação ou expansão de equipamento?		
Oferece zonas e quartos para não fumadores?		
Sensibiliza os clientes para a poupança de água e de energia (através de panfletos, etc.)?		
Fornece informação aos clientes que os auxilie a utilizar os transportes públicos?		
Disponibiliza informação aos clientes sobre as atracções turísticas e serviços locais?		
Já implementou um sistema de gestão da qualidade na sua organização?		

P5. A sua empresa tem participado em iniciativas voluntárias para a sustentabilidade do turismo?

	Sim	Não
Códigos de conduta (para todas as unidades)?		
Guias de boas práticas (para todas as unidades)?		
Eco-etiquetas, selos ou prémios de qualidade ambiental?		
Sistema de gestão ambiental		

P6. Qual é o grau de importância que atribui à implementação destas iniciativas na sua Instituição? (Coloque **X** na opção que melhor revela a sua opinião)

	Muito importante	Pouco importante	Mediante importante	Importante	Muito importante
Códigos de conduta (para todas as unidades)?					
Guias de boas práticas (para todas as unidades)?					
Eco-etiquetas , selos ou prémios de qualidade ambiental?					
Sistema de gestão ambiental					

P7. Quais são as principais motivações da sua empresa para adoptar práticas de sustentabilidade do turismo? (Coloque **X** na opção que melhor revela a sua opinião)

	Discordo totalmente	Discordo	Indeciso	Concordo	Concordo totalmente
Aumentar a rentabilidade do negócio, através da redução de custos					
Aumentar a satisfação dos clientes e atrair “turistas verdes”					
Aumentar a satisfação dos empregados (orgulho na empresa, compromisso com a qualidade, reduzir os riscos de saúde e de segurança)					
Beneficiar a comunidade local e em última instância, o destino turístico					
Melhorar as relações públicas da empresa (credibilidade, imagem, notoriedade)					
Obter uma vantagem de marketing em relação à concorrência					

P8. E quais são os principais obstáculos à adopção de práticas de sustentabilidade do turismo? (Coloque **X** na opção que melhor revela a sua opinião)

	Discordo totalmente	Discordo	Indeciso	Concordo	Concordo totalmente
Os elevados custos de investimento associados					
A reduzida importância atribuída pelos clientes, ou seja, pelos turistas					
As dificuldades de implementação prática (tais como a necessidade de dar formação aos empregados e o aumento das tarefas da gestão)					
A falta de informação e desinteresse por parte dos empresários dos sectores					

A falta de assistência técnica					
A insuficiência de incentivos governamentais e / ou benefícios fiscais					

P9. Que entidades podem contribuir, através da sua acção, para o desenvolvimento sustentável? (Coloque **X** na opção que melhor revela a sua opinião)

	Discordo totalmente	Discordo	Indeciso	Concordo	Concordo totalmente
O Governo Nacional					
O Governo Local					
As associações de empresários					
As empresas					
Os cientistas					
As associações ambientais e grupos de cidadãos					
Os cidadãos					
A comunicação social					
As escolas					

**APPENDIX 7: QUESTIONNAIRE FOR LOCAL LEADERS' PERCEPTIONS
ABOUT THE SUSTAINABLE TOURISM DEVELOPMENT IN TIMOR-LESTE**

APPENDIX 7: QUESTIONNAIRE FOR LOCAL LEADERS' PERCEPTIONS ABOUT THE SUSTAINABLE TOURISM DEVELOPMENT IN TIMOR-LESTE

Introduction – Good Morning / Good Afternoon/ Good Night, my name is _____ and I am an interviewer from the Dili Institute of Technology Research Centre. We are conducting a study for Algarve University, Portugal, in order to know the opinion of **Local Leaders' Perceptions about the Sustainable Tourism Development in Timor-Leste.**

We appreciate your assistance in helping DIT conduct research about tourism in Timor Leste.

All the data you provide to DIT will undergo statistical treatment and remain strictly **confidential.**

General Identification

P1. General Identification

1. Name of the organization; 2. Location (District) _____

P2. Legal designation of the operator:

Entrepreneur in individual name <input type="checkbox"/>	Familiar Society <input type="checkbox"/>
Company account for society <input type="checkbox"/>	Limited company <input type="checkbox"/>

P3. Information about the management responsible:

1. Gender	1. Male <input type="checkbox"/> 2. Female <input type="checkbox"/>
2. Age	
3. Occupation	
4. Education	
5. Salary	<ul style="list-style-type: none"> • 200 - 399 USD <input type="checkbox"/> • 400 - 599 USD <input type="checkbox"/> • 600 - 799 USD <input type="checkbox"/> • 800 - 999 USD <input type="checkbox"/> • > 1000 USD <input type="checkbox"/>

Adoption of the sustainable practices in tourism

P4. Please answer the following questions:

	Yes	No
Have you heard of Agenda 21 for the Sector of Travel and Tourism?		
Do you have access to the Agenda 21 document (in electronic or paper)?		
Have you read the definitions of sustainable development and sustainable tourism therein?		
Have you read the objectives and priority areas of action for companies in the tourism sector?		

Have you done an assessment of the impact of their activities on environment and development?		
Do you have an organizational environmental policy including environmental practice and sustainability objectives?		
Do you separate waste for recycling?		
Reuse products and packaging whenever possible?		
It has a responsible waste inevitable?		
Implement measures to reduce energy consumption?		
Employs energy saving technologies?		
Use alternative energy / renewable (solar, photovoltaic, or other)		
Regulators use to reduce consumption of water (the taps in the toilets)?		
Use non-potable water - for example, in irrigation, laundry, etc. - To save drinking water?		
Ensures the final destination of appropriate wastewater (public sanitation, septic tank)?		
Acquires biodegradable detergents, fertilizers and biological products "ozone-friendly"?		
Buys recycled products that are compatible with standards of operation of the unit?		
Minimizes the use of hazardous substances or replaces them with less dangerous?		
Controls the noise to the outside?		
Control emissions to the atmosphere (CO ₂ , aerosols, odors, heat, etc.)?		
Buys local products whenever they are available?		
Trains and motivates employees to implement these practices?		
Uses hand-labor and local materials in redevelopment or expansion of equipment?		
Zones and offers non-smoking rooms?		
Sensitizes customers to save water and energy (through leaflets, etc.)?		
Provides information to assist customers who are using public transport?		
Provides information to customers on tourist attractions and local services?		
Already implemented a quality management system in your organization?		

P5. Your company has participated in voluntary initiatives for sustainable tourism?

	Yes	No
Codes of conduct (for all units)?		
Best practice guides (for all units)?		
Eco-labels, seals or awards for environmental quality?		
Environmental management system		

P6. What is the degree of importance it attaches to the implementation of these initiatives in your company? (Put X in the option that best shows your opinion)

	Not more important	Less important	Enough important	Important	More important
Codes of conduct (for all units)?					
Best practice guides (for all units)?					
Eco-labels, seals or awards for environmental quality?					
Environmental management system					

P7. What are the main motivations of your company to adopt sustainable practices in tourism?
(Put X in the option that best shows your opinion)

	Strongly Disagree	Disagree	Less disagree	Agree	Strongly agree
Increase business profitability by reducing costs					
Increase customer satisfaction and attract "green tourists"					
Increase employee satisfaction (pride in the company, commitment to quality, reduce health risks and safety)					
Benefit the local community and ultimately, the tourist destination					
Improving the company's public relations (credibility, image, reputation)					
Achieving a marketing advantage over the competition					

P8. And what are the main obstacles to adoption of sustainable practices in tourism?
(Put X in the option that best shows your opinion)

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
High associated investment costs					
The low importance attached by customers or tourists					
The difficulties of practical implementation (tasks such as the need to increase training to employees and management tasks)					
The lack of information and disinterest on the part of business sectors					
The lack of technical assistance					
The lack of government incentives and / or tax benefits					

P9. Which entities can contribute, through your action, for sustainable development?
(Put **X** in the option that shows your opinion)

	Strongly Disagree	Disagree	Less disagree	Agree	Strongly agree
The National government					
Local government					
The association of entrepreneurs					
Companies					
Scientists					
The environmental organization and citizen groups					
Citizen					
Social communication					
Schools					

APPEDIX 8: QUESTIONÁRIO SOBRE "TURISMO DE SAUDADES"
(PORTUGUÊS)

APPEDIX 8: QUESTIONÁRIO SOBRE "TURISMO DE SAUDADES" (PORTUGUÊS)

Olá, o meu nome é Manuel Vong, Timorense. Aluno de doutoramento em turismo pela Faculdade de Economia da Universidade do Algarve, Faro, Portugal. Estou desenvolver uma Tese com o título: TURISMO EM TIMOR-LESTE: CONTRIBUTOS PARA O DESENVOLVIMENTO SUSTENTÁVEL. Um dos meus sub-tópicos de pesquisa é: "TURISMO DE SAUDADES". Deste modo, gostaria da sua colaboração ao responder ao questionário abaixo. Agradeço antecipadamente sua colaboração para este trabalho.

P1. Género

- Masculino
- Feminino

P2. Idade

P3. Estado civil

- Solteiro(a)
- Casado (a)
- Outro

P4. Nível de Escolaridade

Ensino Básico	Ensino Secundário	Ensino Técnico Profissional	Licenciado	Mestre	Doutor

P5. Qual é a sua profissão?

P6. Qual é a sua morada (Cidade e País)

P7. Local de nascimento (Cidade e País)

P8. Nacionalidade (Se dupla cidadania, qual é? Por favor escreva no other)

Timorense	Português	Indonésio	Australiano	Doupla cidadania	Outros

P9. Identifica-se como Timorense?

- Sim
- Não (vá a P11)

P10. Em que medida se identifica como Timorense em relação aos seguintes aspectos:

	Nada	Pouco	Provavelmente	Muito	Imenso
Na alimentação que faz					
Na língua que falo					
No vestuário que uso					
Na sua nacionalidade					

P11. Com que frequência fala sobre Timor Leste?

Diaraimente	
Semanalmente	
Mensalmente	
Nunca (vá P14)	

P12. Se fala, com quem fala frequentemente acerca de Timor Leste?

Família	
Colegas de trabalho	
Colegas Estudantes	
Amigos	

P13. Qual o tópico mais falado sobre Timor-Leste?

Cultura	
Economia	
Política	
Educação	
Turismo	

P14. Em que medida as seguintes razões foram importantes para sair de Timor-Leste?

	Muito pouco importante	Pouco importante	Mediamente importante	Importante	Muito importante
Económica					
Educação					
Juntar à família					
Refugiado / Exílio					

P15. Em que ano saiu de Timor-Leste?

P16 Qual o seu nível de comunicação em língua(s)?

	Muito Mau	Mau	Razoável	Bom	Excelente
Tetum					
Portuguesa					
Inglês					
Bahasa Indonésia					

P17. Em que medida os seguintes atributos são importantes para (re)visitar Timor-Leste? (1 = muito pouco importante; 5 = muito importante)

	Muito pouco importante	Pouco importante	Mediamente importante	Importante	Muito importante
Singularidade do destino - ambiente natural (biodiversidade, fauna, flora, termas) e identidade cultural					
Acesso a Telecomunicação (Telefone, internet, correio)					
Parques / espaços livres disponíveis					
Praias e zonas balneares					
Disponibilidade do alojamento					
Disponibilidade dos transportes locais					
Custo de vida					
Oportunidades para prática de desportos e actividades de lazer					
Paisagem					
Gastronomia					
Atividades de animação, entretenimento, vida noturna					
Património histórico e arquitetónico, monumentos e museus					
Manifestações e eventos culturais					
Manifestações e eventos religiosos					
Oportunidades para fazer compras					
Hospitalidade dos residentes					
Tranquilidade de vida					
Segurança e estabilidade social					
Paz e reconciliação					
Acessibilidade aos serviços de saúde					

P18. Sente saudades de Timor-Leste? (1 = Não tenho saudades; 5 = Muita saudades)

Não tenho saudades	Pouca saudades	Nem sim nem não	Saudades	Muita saudades
1	2	3	4	5

P19. Tenciona visitar Timor-Leste nos próximos 5 anos?

- Sim
- Não

P20. Se não, o que o impede de viajar a Timor-Leste?

- Obrigações familiares
- Financeiras
- Estudos
- Trabalho
- Política

P21. Em que medida os seguintes motivos serão importantes para (re)visitar Timor-Leste?

	Muito pouco importante	Pouco importante	Mediamente importante	Importante	Muito importante
Visitar familiares e amigos					
Férias					
Eventos familiares importantes					
Negócios					
Política e reconciliação					

P22. Qual o destino ou local que gostaria de visitar em Timor Leste?

P23. Em que mês do ano gostaria de visitar Timor Leste?

P24. Viajou de volta a Timor-Leste durante a sua permanência em Portugal/Europa/Australia/Indonésia?

Sim

Não (vá P34)

P25. Em caso afirmativo, quantas viagens fez a Timor-Leste durante os últimos 10 anos?

P26. Quando foi a Timor Leste? (mês/ano)

P27. Como viajou até Timor Leste?

Avião	Barco	Carro
1	2	3

P28. Quem o acompanhou na sua visita a Timor-Leste?

Família	
Amigos	
Colegas de trabalho	
Parceiro de negócio	
Ninguém	

P29. Qual o(os) locais que visitou em Timor Leste?

P30. Onde ficou alojado em Timor-Leste?

Casa de Familiares	
Hotel	
Motel	
Guesthouse	
Casa de amigos	
Apartamento	
Pousada	

P31. Quanto tempo ficou em Timor-Leste?

< 1 semana	
1 – 2 semanas	
3 – 4 semanas	
2 – 3 meses	
4 – 12 meses	

P32. Como avalia os seguintes aspectos em Timor Leste?

	Péssimo	Mau	Razoável	Bom	Excelente
Desenvolvimento turístico					
Desenvolvimento económico					
Desenvolvimento político					
Segurança das comunidades					
Estabilidade nacional					
Processo de paz e reconciliação					

P33 Qual é a sua satisfação sobre as infraestruturas básicas e os serviços básicos do turismo?

	Péssimo	Mau	Razoável	Bom	Excelente
A oferta de alojamento turístico - hotel, apartamento, guest house (variedade e qualidade)					
Oferta de restaurantes (variedade e qualidade)					
Ofertas recreativas					
Ofertas culturais					
Ofertas nocturnas					
Agências de viagens e turismo					
Guias turísticos					
Alugueres de viaturas					
Estabelecimentos comerciais					
Postos de informação turística					
Parques e jardins					
Abastecimento de água					
Distribuição de energia eléctrica					
Iluminação pública					
Saneamento básico					
Recolha e tratamento de resíduos sólidos					
Drenagem e tratamento de águas residuais					
Limpeza viária					
Gestão, limpeza e manutenção de praias e atracções turísticas					
Segurança e policiamento					
Serviços de protecção civil					
Bancos e serviços de câmbio					
Comunicação (correios e telecomunicação)					
Serviços de saúde					

P34. Tem planos para visitar Timor Leste?

- Sim
- Não (vá P37)

P35. Qual o(s) locais que gostaria de visitar em Timor Leste?

P36. Em que mês do ano gostaria de visitar Timor Leste?

P37. Tem alguns comentários ou sugestões acerca do desenvolvimento do turismo em Timor-Leste?

Para confirmar, por favor escreva o seu endereço de e-mail, em baixo. Obrigado.

APPENDIX 9: QUESTIONNAIRE FOR "TURISMO DE SAUDADES"
(ENGLISH)

APPENDIX 9: QUESTIONNAIRE FOR "TURISMO DE SAUDADES" (ENGLISH)

Hello, my name is Manuel Vong and I'm Timorese. I am a PhD student in Tourism, Faculty of Economics, University of the Algarve, Faro, Portugal. I'm writing a thesis with the following topic: "TOURISM IN TIMOR-LESTE: CONTRIBUTIONS TO A SUSTAINABLE DEVELOPMENT". One of my sub-topics of research is "TURISMO DE SAUDADES". I would like your cooperation answering the following questions. Thank you for your collaboration. The data collected in this study is confidential.

P1. Gender

- Male
- Female

P2. Age

P3. Marital status

- Single
- Married
- Others

P4. Education level:

Basic school	High school	Professional education	Bachelor's degree	Master Degree	PhD / Doctoral degree

P5. What is your current job? _____

P6. Residence (City and Country)_____

P7. Place of birth (City and Country) _____

P8. Nationality

Timorese	Português	Indonésio	Australiano	Dual Citizen	Other (specify):_____

P9. Do you identify yourself as a Timorese?

- Yes
- No (go to P11)

P10. If yes, in what ways can you be identified as a Timorese? (Chose up to 3)

	Nothing	Little	Probably	Greatly	Immense
The food I eat					
The language I speak					
The way I dress					
It's my nationalit					

P11. How often would you discuss Timor-Leste with others?

Daily	Weekly	Monthly	Never (go P14)

P12. Who do you talk to most frequently about Timor-Leste?

Family	Co-workers	Colleague students	Friends

P13. What topic related to Timor-Leste do you talk about most frequently?

Culture	Economics	Politics	Education	Tourism

P14. To what extent the following reasons were important regarding your out-migration from Timor-Leste?

	Very unimportant	Unimportant	Moderately important	Important	Very important
Economics					
Education					
Joint the family					
Refugee/Asylum					

P15. When did you out-migrate from Timor-Leste?

P16. What is level of your communication in language(s)?

	Very bad	Bad	Reasonable	Good	Excelent
Tetum					
Portuguese					
English					
Bahasa Indonesia					

P17. To what extent the following attributes are important to (re) visit Timor-Leste? (1 = very unimportant, 5 = very important)

	Not more important	Less important	Moderately important	Important	More important
Uniqueness of the destination (natural resource attractions and cultural identity)					
Access to Telecommunications (telephone, internet, mail)					
Availability of park or garden					
Beaches and bathing areas					
Availability of accomodation					
Availability of local transport					
Living cost					
Opportunities to practice sports and leisure activities					
Landscape					
Food and dining					
Entertainment activities and nightlife					
Historical and architectural heritage, monuments and museums					
Manifestations and cultural events					
Manifestations and religious events					
Opportunities for shopping					
Hospitality of the residents					
Tranquility, rhythm of life					
Security and social stability					
Peace and reconciliation					

P18. Do you feel longing (*saudade*) with your homeland in Timor-Leste? (1 = I do not miss, 5 = Much missed)

I do not miss	Little miss	Neutral	Missed	Much missed
1	2	3	4	5

P19. Are you will visit Timor in the next 5 years?

- Yes
- No

P20. If no, what prevents you from going back home in Timor-Leste?

- Family obligation
- Financial
- School
- Working
- Political

P21. Extent to which the following are important to (re) visit Timor-Leste?

	Very unimportant	Unimportant	Moderately important	Important	Very important
Visit family and friends					
Holidays					
Important family events					
Business					
Politics and reconciliation					

P22. What is the destination or location you would like to visit in Timor-Leste?

P23. What month of the year would you like to visit Timor-Leste?

P24. Have you travel back home for visits since residing in Portugal/Europa/Australia/Indonesia?

- Yes
- No (go to 34)

P25. If yes, how many trips did you to Timor-Leste over the last 10 years?

P26. When did you arrive to Timor-Leste? (month/year)

P27. How did you arrive to Timor-Leste?

by plan	By boat	By car
1	2	3

P28. Who is accompanying you on your visit to Timor-Leste?

Family	Freinds	Co-wokers	Business partner	Nobody

P29. What is (the) places you visited in Timor-Leste?

P30. Where did you stay in Timor-Leste?

Family house	Hotel	Motel	Guesthouse	Friends house	Apartament	Pousada

P31. How long had you stay in Timor-Leste?

< 1 week	
1 – 2 weeks	
3 – 4 weeks	
2 – 3 months	
4 – 12 months	

P32. How do you evaluate the following aspects in East Timor?

	Terrible	Bad	Reasonable	Good	Excellent
Tourism and Social Development					
Tourism development					
Economic development					
Politic development					
Social security and safety					
National stability					
Process of peace and reconciliation					
The quality of tourist facilities					
The tourist accommodation - hotels, apartments, guest house (variety & quality)					
Restaurant offerings (variety and quality)					
General recreation offerings					

Cultural offerings					
Nightlife offerings					
Travel agencies and tourism					
Tour guides					
Car rentals					
Shopping centre					
Tourist information centers					
Parks and gardens					
Water supply					
Electricity generator, distribution and reliability					
Public lighting					
Basic Sanitation					
Collection and processing of solid waste					
Drainage and waste water treatment					
Road cleaning					
Management, cleaning and maintaining beaches and tourist attractions					
Security and policing					
Civil protection services					
Banks and currency exchange					
Communications (post and telecommunications)					
Health services					

P34. Do you have planning to revisit your homeland in Timor-Leste?

- Yes
- No (go to 37)

P35. Which location would you choose to visit in Timor-Leste?

P36. What month of the year would you like to revisit Timor-Leste?

P37. Do you have any comment or suggestion about development of tourism in Timor-Leste?

To confirm, please write your email address below. Thank you.

APPEDIX 10: KUESIONER TENTANG "TURISMO DE SAUDADES"
(BAHASA INDONESIA)

APPEDIX 10: KUESIONER TENTANG "TURISMO DE SAUDADES" (BAHASA INDONESIA)

Halo, saya Manuel Vong, warga Timor-Leste. Saya adalah Mahasiswa Program Doctoral (S3) pada bidang Kepariwisata di Fakultas Ekonomi Universitas Algarve, Faro, Portugal. Saat ini saya sedang melakukan penelitian Desertasi dengan Judul "KEPARIWISAATAAN DI TIMOR-LESTE: KONTRIBUSI TERHADAP PEMBANGUNAN BERKELANJUTAN". Salah satu sub-topic penelitian adalah: "TOURISMO DE SAUDADES". Bersama ini saya mohon kesediaan Anda untuk berkenan menjawab pertanyaan-pertanyaan di bawah ini. Atas partisipasi dan kerjasamanya dalam penelitian ini, saya haturkan terima kasih.

P1. Gender

- Laki-laki
- Perempuan

P2. Usia anda?

P3. Status perkawinan anda?

- Kawin
- Belum kawin
- Lain-lain

P4. Tingkat pendidikan Anda?

Pendidikan Dasar	Pendidikan Menengah	Pendidikan Teknik Profissional	Sarjana / S1	Master / S2	Doctor / S3

P5. Pekerjaan / profesi anda sekarang?

P6. Alamat tempat tinggal anda sekarang (Kota dan Negara)?

P7. Tempat kelahiran anda (Kota dan Negara)?

P8. Kewarganegaraan anda? (jika anda memiliki dua kewarganegaraan mana saja? Tolong tulis dalam kotak other)

Timorensen	Portugis	Indonesia	Australiano	Dwi Kewarganegaraan	Lain-lain

P9. Apakah anda memiliki identitas sebagai orang Timor?

- Ya
- Tidak (ke P11)

P10. Sejauh mana anda mengidentifikasi diri sebagai orang Timor, dalam hubungannya dengan aspek sebagai berikut:

	Tidak ada	Sedikit	Cukup	Banyak	Banyak sekali
Dalam hal menu makanan					
Dalam penggunaan bahasa					
Dalam hal berbusana					
Dalam hal kebangsaan					

P11. Seberapa sering anda membicarakan tentang Timor-Leste?

Setiap hari	Setiap minggu	Setiap bulan	Tidak sama sekali (ke P14)

P12. Jika anda berbicara tentang Timor-Leste, dengan siapa anda berbicara?

Keluarga	Teman kerja	Teman sekolah/kuliah	Sahabat

P13. Ketika anda berbicara tentang Timor-Leste, topic apa yang sering anda bicarakan?

Kebudayaan	Ekonomi	Politik	Pendidikan	Keparawisataan

P14. Berikan penilaian seberapa penting pada alasan berikut yang membuat anda meninggalkan/keluar dari Timor-Leste?

	Sangat sedikit penting	Sedikit Penting	Cukup penting	Penting	Sangat Penting
Ekonomi					
Pendidikan					
Reunifikasi Keluarga					
Mengungsi / Swaka					

P15. Tahun berapa anda meninggalkan Timor-Leste?

P16. Seberapa tinggi tingkat komunikasi dan penguasaan anda dalam bahasa berikut ini:

	Sangat Tidak fasih	Tidak fasih	Cukup	Fasih	Sangat fasih
Tetum					
Portuguese					
English					
Bahasa Indonesia					

P17. Menurut pendapat anda seberapa besar tingkat kepentingan anda untuk berkunjung kembali ke Timor-Leste? (1 = tidak begitu penting; 5 = sangat penting)

	Tidak begitu penting	Sedikit penting	Cukup penting	Penting	Sangat penting
Keunikan alam (biodiversitas, flora, fauna) dan identitas kebudayaan					
Akses telekomunikasi (telepon, internet, pos)					
Taman dan ruang terbuka					
Pantai dan tempat pemandian					
Penyediaan hotel, penginapan, akomodasi					
Penyediaan pelayanan transportasi lokal					
Biaya hidup					
Penyediaan fasilitas untuk aktifitas olah-raga dan rekreasi					
Pemandangan alam					
Keanekaragaman makanan / gastronomi					
Aktifitas animasi, hiburan dan kehidupan malam					
Monumen dan bangunan arsitektural bersejarah					
Peristiwa dan pagelaran seni budaya					
Peristiwa dan ritual keagamaan					
Kesempatan berbelanja					
Keramahan penduduk setempat					
Suasana ketenangan hidup					
Keamanan dan stabilitas sosial					
Rekonsiliasi dan perdamaian					

P18. Seberapa besar rasa kerinduan anda pada Timor-Leste? (1= tidak ada kerinduan; 5 = sangat rindu)

Saya sangat tidak rindu	Saya sedikit rindu	Biasa saja	Rindu	Sangat Rindu
1	2	3	4	5

P19. Apakah anda pernah datang mengunjungi Timor-Leste dalam 5 tahun terakhir?

- Ya
- Tidak

P20. Jika tidak, alasan apa yang menghalangi anda untuk tidak datang berkunjung Timor-Leste?

Urusan Keluarga	Keuangan	Studi	Pekerjaan	Politik
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P21. Seberapa besar tingkat motivasi anda untuk mengunjungi atau kembali mengunjungi Timor-Leste?

	Tidak begitu penting	Sedikit penting	Cukup penting	Penting	Sangat Penting
Mengunjungi keluarga dan kerabat					
Berlibur					
Acara penting keluarga					
Bisnis					
Politik dan rekonsiliasi					

P22. Tempat mana saja yang anda suka kunjungi di Timor-Leste?

P23. Pada Bulan apa dalam tahun yang anda suka mengunjungi Timor-Leste?

P24. Pernahkah anda mengunjungi kembali Timor-Leste, selama anda tinggal / menetap di Portugal/Eropa/Australia/ Indonesia?

- Ya
- Tidak (ke P 34)

P25. Jika Ya, berapa kali anda mengunjungi Timor-Leste dalam 10 tahun terakhir?

P26. Kapan terakhir anda mengunjungi Timor-Leste? (Bulan dan Tahun)

P27. Transportasi apa yang anda gunakan ketika mengunjungi Timor-Leste?

Peswat udara	Kapal laut	Mobil
1	2	3

P28. Siapa yang mendampingi saat anda mengunjungi Timor-Leste?

Keluarga	Teman dekat	Teman kerja	Teman bisnis	Tidak seorang pun

P29. Tempat wisata atau lokasi mana saja yang anda kunjungi selama anda berada di Timor-Leste?

P30. Ketika anda mengunjungi Timor-Leste, anda tinggal dimana?

Rumah keluarga	Hotel	Motel	Guesthouse / penginapan	Rumah teman	Apartament	Pousada / vila

P31. Ketika anda mengunjungi Timor-Leste, berapa lama anda tinggal di sana?

< 1 minggu	1 – 2 minggu	3 – 4 minggu	2 – 3 bulan	4 – 12 bulan

P32. Bagaimana anda mengevaluasi aspek-aspek berikut ini di Timor-Leste?

	Sangat buruk	Buruk	Relatif	Baik	Sangat Baik
Pembangunan kepariwisataan					
Pembangunan ekonomi					
Pembangunan politik					
Keamanan masyarakat					
Stabilitas nasional					
Proses rekonsiliasi dan perdamaian					

P33. Bagaimana tingkat kepuasan anda dalam hal infrastructure dasar dan pelayanan dasar pada sektor kepariwisataan di Timor-Leste?

	Sangat buruk	Buruk	Relatif	Baik	Sangat Baik
Penawaran hotel, penginapan, dan berbagai akomodasi					
Penawaran restaurant dan kualitas makanan					
Penawaran aktifitas rekreasi					
Penawaran kebudayaan					
Penawaran kehidupan malam					
Agen perjalanan dan wisata					
Pemandu wisata					
Sewa kendaraan					
Pusat perdagangan / perbelanjaan					
Pusat informasi wisata					
Taman dan ruang terbuka					
Penyediaan air bersih					
Pendistribusian tenaga Listrik					
Lampu penerangan jalan umum					
Kebersihan umum					
Tempat pengumpulan dan proses pengolahan sampah					
Saluran air dan proses pengelolaan air limbah					
Kebersihan jalan umum					
Managemen kebersihan pantai dan tempat tempat wisata					
Keamanan dan kepolisian					

Pelayanan dan perlindungan masyarakat					
Pelayanan Perbankan dan pertukaran mata uang asing					
Pelayanan pertelekomunikasian (Kantor pos & giro dan telekomunikasi)					
Pelayanan kesehatan					

P34. Apakah anda memiliki rencana untuk datang atau kembali mengunjungi Timor-Leste?

- Ya
- Tidak (ke P 37)

P35. Tempat mana saja yang suka anda kunjungi di Timor-Leste?

P36. Pada bulan apa dalam tahun, anda ingin kembali mengunjungi Timor-Leste?

P37. Apakah anda mempunyai komentar, saran dan atau pendapat tentang pembangunan kepariwisataan di Timor-Leste? (Silahkan tulis dalam kotak dibawah ini)

Untuk konfirmasi, mohon tulis alamat e-mail Anda dalam kotak dibawah ini. Terima kasih.

APPEDIX 11: KESTIONÁRIU BA "TURISMO DE SAUDADES" (TETUN)

APPEDIX 11: KESTIONÁRIU BA "TURISMO DE SAUDADES" (TETUN)

Olá, hau nia naran Manuel Vong, Timorensen. Hau alunu Doutoramentu Turismu iha Fakultade Ekonomia, Universidade Algarve, Faro, Portugal. Hau desenvolve hela hau nia Teze ho título: TURISMU IHA TIMOR-LESTE: KONTRIBUSAUN BA DEZENVOLVIMENTU SUSTENTÁVEL. Sub-topiku ida husi hau nia peskiza nee mak: "TURISMO DE SAUDADES". Ho ida nee, hau husu Ita nia kolaborasaun atu responde ka jawab kestonáriu tuir mai nee. Hau agradese tebes Ita nia kolaborasaun ba serbisu ida nee.

P1. Ita nia generu

- Mane
- Feto

P2 Ita nia idade/usia

P3. Estadu Sivil

- Kaben nain
- Seidauk kaben
- Seluk-seluk tan

P4. Nivel Eskola

Ensinu Baziku/ Pendidikan Dasar	Ensinu Sekundariu/ SMA	Ensinu Tekniku Profisiunal / STM	Lisensiadu / S1	Mester / S2	Doctor / S3

P5. Ita nia profisaun ka servisu saida?

P6. Ita hela fatin iha nebe? (Cidade ho Nasaun)

P7. Fatin moris (Cidade ho Nasaun)

P8. Nasionalidade / Kewarganegaraan (se Ita iha dupla cidadania saida deit? Favor hakerek iha other)

Timorensen	Portuguis	Indonesia	Australiano	Dupla cidadania	Seluk-seluk tan

P9. Ita identifika aan hanesan ema Timor oan?

- Los
- Lae (ba P11)

P10. Oinsa ita bele identifika aan hanesan ema Timor oan iha aspetu hirak tuir mai nee:

	Lae	Oitoan	Dalaruma	Los	Los tebes
Iha hahan ka masakan nebe halo					
Iha lian nebe kolia					
Iha hena ka pakain nebe hatais					
Iha hau nia nasionalidade ka kewarganegaraan					

P11. Iha frekwensia oinsa Ita kolia konaba Timor-Leste?

Lor-loron	Semana	Fulan	Nunka (ke P14)
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P12. Se karik kolia, ho se Ita kolia bebeik konaba Timor-leste?

Familia	Kolega servisu	Kolega estudante	Amigu

P13. Topiku saida mak Ita ho maluk sira kolia barak liu konaba Timor-Leste?

Kultura	Ekonomia	Politik	Edukasaun	Tursimu

P14. Iha grau importansia saida ba razaun hirak tuir mai nee halo Ita sai husi Timor-Leste?

	Importancia kiik liu	Importancia kiik	Importancia naton	Importante	Importante tebes
Ekonomia					
Edukasaun					
Ba haamutuk Familia					
Refujiadu / Eziliu					

P15. Iha tinan saida Ita sai husi Timor-Leste?

P16. Oinsa ita nia nivel komikasi iha lian hirak?

	La diak liu	La diak	Naton deit	Diak	Diak tebes
Tetum					
Portuguese					
Ingles					
Bahasa Indonesia					

P17. Iha grau saida Ita fo importansia ba atributu hirak tuir mai nee para (re) visita Timor-Leste? (1 = Importante kiik liu; 5 = importante bot tebes)

	Importante kiik liu	Importante kiik	Importante naton	Importante	Importante tebes
Keunikan destinu (kondisaun naturalidade no identidade kultural)					
Asesu ba telekomunikasaun (telefone, internet, koreiu)					
Parkes (taman) / espasu libre nebe disponivel					
Praia no fatin haris nebe diak					
Disponibilidade alojamentu					
Disponibilidade transporte local					
Kustu moris / biaya hidup					
Oportunidade atu pratika desportu no aktividade lazer nian					
Paizajem / pemandangan alam					
Gastronomia / Keahlian memasak					
Aktividade animasaun, entretenimentu no vida nocturna (kalan)					
Patrimoni historiku no arquitektiku, monumentu no mozeu					
Manifestasaun no eventu kultura nian					
Manifestasaun no eventu relijiozu					
Oportunidade atu halo kompra sira					
Hospitalidade husi residente sira					
Trankuilidade iha ritmo vida nian					
Seguransa ho estabilidade sosial					
Paz ho rekonsiliaasaun					

P18. Ita sente saudades (kangen) ho Timor-Leste? (1 = la iha saudades; 5 = saudades tebes)

La iha saudades ida	Saudades oitoan	Baibain deit	Saudades	Saudades tebes
1	2	3	4	5

P19. Ita hanoin atu vizita Timor-Leste iha tinan 5 oin mai?

- Sim
- Lae

P20. Se lae, saida mak impede Ita labele halo viajem ba Timor-Leste?

Obrigasaun familiar	Problema financeira	Eskola	Servisu	Politik
------------------------	------------------------	--------	---------	---------

P21. Iha grau importansia saida ba motivu hirak tuir mai nee halo Ita para (re) vizita Timor-Leste?

	Importante kiik liu	Importante kiik	Importante naton	Importante	Importante tbes
Vizita familia ho amigu sira					
Ferias / Liburan					
Eventu importante iha familia					
Negosiu / bisnis					
Politik ho rekonsiliasi					

P22. Fatin ka lokal ida nebe mak Ita hakarak atu ba vizita iha Timor-Leste?

P23. Iha fulan saida iha tinan nia laran Ita hakarak atu ba vizita Timor-Leste?

P24. Ita halo ona viajem fila dalaruma ba Timor-Leste durante hela iha Portugal/Europa/Australia/Indonesia?

- Sim
- Lae (ba P34)

P25. Se karik sim, Ita halo ona viajem dala hira ba Timor-Leste durante tinan 10 ikus nee?

P26. Ita ba Timor-Leste hori bain hira? (fulan/tinan)

P27. Ita halo viajem ba Timor-Leste ho saida?

Aviaun	Barku/Kapal laut	Kareta
1	2	3

P28. Ema se mak akompanya Ita halo vizita ba Timor-Leste?

Familia	Kolega	Kolega servisu	Kolega bisnis	La iha ema ida

P29. Fatin saida deit mak Ita ba vizita iha Timor-Leste?

P30. Ita ba vizita Timor-Leste, hela iha fatin nebe?

Uma familia	Hotel	Motel	Guesthouse / penginapan	Uma amigu	Apartamentu	Pousada / vila

P31. Durante tempo hira Ita hela iha Timor-Leste?

< 1 semana	semana 1 – 2	semana 3 – 4	fulan 2 – 3	fulan 4 – 12

P32. Oinsa Ita nia evalusi ba aspektu hirak tuir mai nee iha Timor-Leste?

	La diak liu	La diak	Normal hela	Diak	Diak tebes
Dezenvolvimentu turismu					
Dezenvolvimentu ekonomia					
Dezenvolvimentu politiku					
Seguransa ba kamunidade sira					
Estabilidade nasional					
Prosesu ba paz no rekonsiliasaun					

P33. Oinsa Ita nia satisfasaun ba infraestruturaz baziku no servisu baziku turismu nian iha Timor-Leste?

	La diak liu	La diak	Normal hela	Diak	Diak tebes
Oferta alojamentu - hotel, apartamentu, guest house (variedade ho qualidade)					
Oferta restaurante (variedade ho qualidade)					
Oferta aktivitas rekreasaun					
Oferta aktivitas kultura					
Oferta nokturnas (hiburan dan kehidupan malam)					
Agensia viajem ho turismu					
Guia turistika sira					
Aluga kareta ba transporte					
Sentru komersial / Pusat perbelanjaan					
Postu informasaun turistika					
Parke ho jardim					
Abastesimentu bé mos					
Distribuisaun eletrisidade					

Iluminaun publika / penerangan umum					
Saneamentu baziku / kebersihan umum					
Rekolya no tratamentu matrial lixu tos					
Drenajem no tratamentu bé foer					
Limpeza estrada publik / kebersihan jalan umum					
Manajementu limpeza no manutensaun tasi ibun ho atrasaun turistika					
Seguransa ho Polisiamentu					
Servisu protesau sivil					
Servisu Bank ho Fatin troka osan					
Komunikasaun (korreiu ho telekomunikasi)					
Servisu saude					

P34. Ita iha planu atu vizita fali Timor-Leste?

- Sim
- Lae (ba P37)

P35. Fatin saida deit mak Ita hakarak atu ba vizita iha Timor-Leste?

P36. Iha fulan saida iha tinan nia laran Ita hakarak ba vizita fali Timor-Leste?

P37. Ita iha komentariu ka sujestaun ruma konaba dezvoltamentu turizmu iha Timor-Leste?

Atu konfirma, husu favor hakerek Ita nia enderesu e-mail iha kraik nee. Obrigadu