



## ‘Sustainable Tourism as a Community Development Approach’

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### Abstract

Sustainable Tourism development is one of the core indicator and component for development of community tourism and both are closely associated with each other. Local communities are the moral and legal stakeholders for developing any form of tourism at any destination and without their active participation tourism cannot develop. However, there could be multiple factors which are affecting growth and development of community tourism but sustainable development of the region is most impotent and essential among them. Therefore the present study has investigated the sustainable tourism in relation to community development in view of local community. This is an empirical study conducted through both qualitative and qualitative research approaches. Findings suggest that sustainable tourism plays a significant role in order to development community tourism and work a comprehensive approach.

Keywords: Sustainable Tourism, Community Development, Local Residents,

### Introduction

Theories of community resilience are around for many decades, and today, they're increasing to emulate the broader competence of communities to reply to any sort of unexpected or volatile social or environmental amendment. In step with several previous studies (Calgaro et al, 2008; Landau, Mittal & Wieling, 2008; economist & Whiteford, 2002; Twigg, 2007; Walsh, 2007), community resilience has continuously been related to disaster. The ideas of community resilience ask the capability of individual or community to address stress, beat the difficulty or acclimatize completely to vary. The power to improve from negative experiences might mirror the innate qualities of people or be the results of learning and skill. despite the origin of resilience, there's proof to recommend that it is developed and increased to push larger welfare. Resilience cannot be thought to be a top quality that's either present or absent during a person or a crowd, however rather a method might vary across situation or moment (Luthar, 2003). Sustainable development is one in all the foremost cited examples of actions that build a



community a lot of resilient. The basic understanding of the facet of community resilient in sustainable tourism is very important. The knowledge is used for more testing and development of sustainability and resiliency which indices for rural tourism communities in Malaysia. This planned study determines (i) to deliberate on whether or not the sustainable development is feasible for rural tourism within the country; and (ii) to debate and interpret the factors tributary to the resiliency of rural tourism community. Rural tourism communities are the most at risk of economic fright and ecological hazards that might disturb livelihoods and group of people. This can be in-line with the Malaysia government's Economic Transformation Program (ETP) because the results of this analysis ought to assist the tourism rural communities to lift and protect their tourism behavior and financial gain from unexpected or volatile social or environmental amendment. Any effort to boost the tourism earnings and edges through the inclusiveness of the community is renowned jointly of the National Key Economic Areas (NKEAs) as made public within the Malaysian government strategic coming up with. Within the current development of economic process, the understanding of resilience within the vulnerable sectors of social-ecological systems is very necessary. The community-based tourism sector is extremely vulnerable not solely to internal challenges like passive community and leadership issues, however additionally to external challenges like economic recession, contention from different tourism merchandise and a lot of. However, within the face of huge disturbances, the aspects that deliberate resilience to rural tourism sector haven't been studied to this point. Indeed, the short studies on resilience in tourism systems furnish abstract views on the value of the resilience thought to understanding tourism (Farrell & Twining-Ward, 2004) and qualitative applications of the thought to protected spans and community-based tourism (Ruiz Ballesteros, 2011). Implementing Sustainable Tourism as a Pro –Poor and Community Development Approach, highlighted the rural tourism development as a form of core indicator of sustainable tourism destination.

### **Review of Literature**

Rural tourism may be thought-about as a probably smart product in promoting the country also as obtaining the community concerned within the travel business. In Malaysia, rural tourism contributes in achieving the Government's plan to create job facilities and abolish financial condition of the communities concerned. Aside from that, it may be seen as the simplest way to assist in generating financial gain for the communities (Pusiran & Xiao, 2013). Rural tourism appeared as a possible answer to the mass tourism's negative impacts in developing



countries. It's additionally one amongst the methods for the community to realize higher living conditions. The main plan is for the community to make a scheme that presents a property expansion and endorse the connection between local people and guests. To develop a tourism product in and of itself, the main feature is to include hotel management, tourism management, food and drinkable and harmonizing services all at once. To not forget alternative subsystems like infrastructure, health, education and surroundings (Cioce, Bona & Ribeiro, 2007). It ought to be noted that community primarily based tourism is confined and supported by varied international organizations like the globe tourism Organization and therefore the goal is to achieve a top quality visitant expertise, maintenance of natural and cultural wealth, improvement of communal and financial and community's direction and possession. In addition, the main advantages of community tourism are the financial impact on communities, enhancements of socioeconomic and aa lot of sustainable way diversification (Manyara & Jones, 2007). As per the exchange of information, examination and talent among members of the community, it's a helpful technique of execution policy coordination.

### **Analysis and Interpretation**

After having extensive review of literature following research objective and hypothesis has been formulated;

1. To study the local residents perception towards sustainable tourism as community development approach

**H<sub>01</sub>** Local residents have negative perception towards sustainable tourism as community development approach

For achieving the proposed objective “To study the local residents’ perception towards sustainable tourism as community development approach” and testing its corresponding hypothesis “**H<sub>01</sub>** Local residents have negative perception towards sustainable tourism as community development approach”, researcher has conducted one –sample and independent sample t-test and gap analysis and results are presented in table 1 and 2

**Table 4.5 Results of One sample t – test for perception of local residents towards sustainable tourism as community development approach**



Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-ratio	p-value
Local Residents	100	30	23.56	1.230	06.44	74.019	0.000**

**Source- Primary Data**

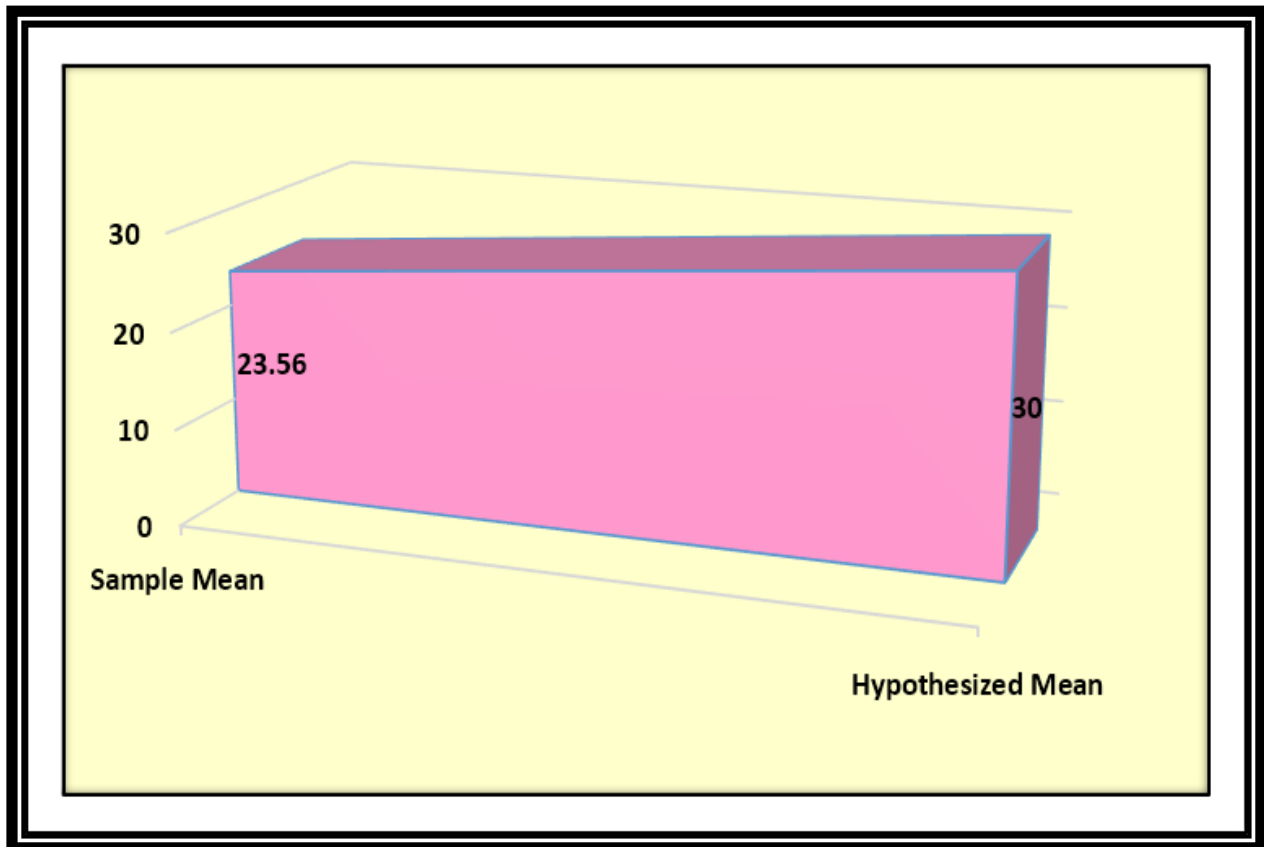
Table 1 shows that sample mean of local residents’ (N=100) perception is 23.56, value of hypothesize or population mean is 30 (test value) and mean difference of 06.44 between them and value of S.D., t-ratio, and p value are 1.230, 74.019 and 0.000 respectively. Hence, p value is 0.000 ( $p=0.000 < 0.01$ ) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of local residents (N=100) towards sustainable tourism as community development approach.

Hence, the proposed objective “To study the local residents’ perception towards sustainable tourism as community development approach” has been **achieved** and its corresponding hypothesis “**H<sub>01</sub>** Local residents have negative perception towards sustainable tourism as community development approach” is also being **rejected**.

Further, with the help of area graph this is also clear that sample mean of local residents is lying under which level of perception category towards sustainable tourism as community development approach based on the table 2

**Table 2 Level of perception of local residents towards sustainable tourism as community development approach**

Mean Scores	Level of perception
10-15	Low
16-20	Average
21-25	High
26-30	Very High



**Figure 1 Area Graph of Perception of local residents towards sustainable tourism as community development approach**

From table 2 and Graph 1, it is clear that local residents have high level positive perception towards sustainable tourism as community development approach, as their sample mean (23.56) fall under high level of perception category (21-25).

### **Conclusions and Suggestions**

All the information gathered from the combination of meticulous literature reviews and observation was analyzed. The result counsel that the sustainability of tourism proceed in an exceedingly geographic area helped to make sure a resilience community. The necessity for a holistic approach for managing the rural tourism is based on deep understanding and communication by theorists through managers and operators by conceptualizing the sustainability concept of the rural tourism community. Practitioners in Tourism field don't typically complete the very fact that contributions are often created each in directly and indirectly as well. In fact, several of the public region and alternative organizations that do create important assistance don't essentially acknowledge the very fact that they're thus doing. For that reason, there's a necessity to line up and endorse best observe among all those



concerned in rural tourism. This could have enclosed scattering associated and understanding that speculation in rural capital mustn't be seen as an ex gratia additional. It's rather a core part of successful and sustainable rural tourism.

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