

An Overview of Factors Influencing Residents' Support for Sustainable Tourism Development

Muhammad Imran Mohd Tamrin¹, Memiyanty Abdul Rahim^{2*}, Amrizah Kamaluddin³, Mohamad Hafiz Rosli⁴

^{1,2} Faculty of Administrative Science and Policy Studies,

² Governance and Policy Studies (GaPs), ²The Institute of Big Data Analytics and Artificial Intelligence (IBDAAI),

²Social Creativity and Innovation (SoCI), Universiti Teknologi MARA, Shah Alam, Malaysia

³Faculty of Accountancy, Universiti Teknologi MARA Selangor Branch,

⁴Faculty of Accountancy, Universiti Teknologi MARA Johor Branch

*Corresponding Author: memiyanty@uitm.edu.my

Abstract

This paper examines the critical role of residents' support in sustainable tourism development, highlighting a significant gap in the existing literature regarding the conceptualization of "support." Current studies often treat support as a single-dimensional construct, primarily focusing on direct correlations with perceived benefits while neglecting the diverse ways residents express this support. Additionally, the literature underexplores moderating factors, connections to specific local policies, and the evolution of support over time. Employing qualitative research methods, specifically a document analysis approach, this study investigates the influence of community involvement, attachment, perceived economic conditions, and trust in government institutions on sustainable tourism initiatives. By systematically reviewing existing documents, including policy papers and management plans, the research uncovers key themes and strategies that affect residents' support. The interplay between these factors and residents' knowledge levels is crucial for understanding their engagement with sustainable tourism. Community involvement fosters ownership and pride, while perceived economic benefits enhance support, underscoring the need for economic viability. Trust in government institutions ensures residents feel confident in the fair management of tourism resources. Ultimately, this paper offers valuable insights for policymakers and practitioners seeking to cultivate resident support through targeted education and engagement strategies that align community interests with sustainable tourism goals for balanced development.

Keywords: Sustainable Tourism Development; Community Attachment; Community Involvement; Perceived Local Economic Condition; Trust in Local Governments; World Heritage Sites.

INTRODUCTION

Received: 1 August 2024

Accepted: 1 September 2024

Published: 31 October 2024

Over the past thirty years, sustainable tourism research has significantly increased, focusing on balancing the triple bottom line: environmental, sociocultural, and economic factors (Eom et al., 2020; Han et al., 2019; Torres-Delgado & Palomeque, 2014; Trang et al., 2019). Researchers have evaluated residents' perceptions of tourism's costs and benefits in various destinations to construct sustainable tourism models, considering environmental, sociocultural, and economic aspects (Hanafiah et al., 2013; Nunkoo & So, 2016). However, earlier tourism literature provided limited

insights into residents' views on the interplay between these impacts and their support for sustainable tourism, indicating a novel approach and a need for comprehensive theoretical models (Lee, 2013; Sinclair-Maragh, 2017).

Promoting sustainable tourism is crucial, especially for World Heritage Sites (WHS), which represent unique and irreplaceable cultural assets. Inadequate management of WHS can lead to their deterioration and loss. To address this, UNESCO's World Heritage Centre collaborates with member countries to establish heritage conservation strategies. The Convention Concerning the Protection of the World Cultural and Natural Heritage 1972, endorsed by 195 nations, focuses on recognizing, selecting, and preserving WHS (UNESCO, 2023). Sustainable tourism principles are integrated into UNESCO's World Heritage Convention, aiming to balance conservation, sustainability, and development. Hence, the involvement of local communities is essential for the successful preservation and sustainable development of these sites (Pedersen, 2002).

Despite the importance of sustainable tourism, its development faces challenges and complexities that require collaborative efforts from various stakeholders, particularly local communities (Aas et al., 2005; Deery et al., 2012; Miaw et al., 2020). Local opposition to tourism development can lead to conflicts and jeopardize future projects (Mohamed, 2017). Therefore, it is crucial to integrate residents into decision-making processes and ensure they benefit from tourism. This approach fosters support, mitigates conflicts, and ensures the effective management of heritage sites. In Malaysia, WHS like Gunung Mulu National Park, Kinabalu Park, the Historic Cities of Malacca and Penang, the Archaeological Heritage of Niah National Park's Caves Complex, and the Archaeological Heritage of the Lenggong Valley play a vital role in rural development by boosting local businesses and creating employment opportunities (Manzoor et al., 2019).

METHODOLOGY

To examine residents' support for sustainable tourism development in World Heritage Sites, this concept paper will utilize qualitative research methods, specifically a document analysis approach. Document analysis is a qualitative research method that involves examining and interpreting documents to gain understanding and uncover meaning (Bowen, 2009). This method involves the systematic review and interpretation

of a variety of existing documents, such as UNESCO reports, academic literature, policy papers, management plans, and relevant legislation. Through the careful analysis of these sources, the study aims to identify key themes, strategies, and best practices related to sustainable tourism in World Heritage Sites. The document analysis approach offers a comprehensive understanding of sustainable tourism by drawing on well-established frameworks and insights without requiring direct empirical data collection. This will provide valuable information on the mechanisms and factors that foster community support for sustainable tourism development in culturally and historically significant locations, offering a deeper perspective on the policies and practices that promote long-term sustainability in these unique areas.

LITERATURE REVIEW

Support for sustainable tourism development

The conceptual definition of the term "support" has not been extensively discussed in the literature, indicating a significant gap in understanding how this term is operationalized in various contexts. According to the social exchange theory proposed by Ap (1992), support is seen as the outcome of an exchange process wherein individuals assess the potential benefits and costs associated with their participation. This evaluation process is crucial, as it influences their decision to engage in tourism-related activities and support tourism development initiatives. When individuals perceive that the benefits—such as economic growth, enhanced community pride, and improved infrastructure—outweigh the associated costs, they are more likely to participate in supportive behaviors. These behaviors may manifest as collaboration with local tourism authorities, cooperation with fellow residents, involvement in community initiatives, commitment to development policies, and offering various forms of support (Graci, 2016). Understanding this dynamic is essential for stakeholders aiming to foster sustainable tourism practices that resonate with community needs and expectations.

In contrast, an alternative interpretation of "support" focuses on the observable behaviors stemming from perceived effects (Deery et al., 2012). This perspective emphasizes that the outcomes of residents' evaluations—whether they endorse or oppose tourism initiatives—are shaped by a complex interplay of factors. These factors include the dynamics between hosts and guests, the unique attributes of residents, their appraisals of the social and economic repercussions of tourism, and the distinctive

characteristics of the destinations in question. Evaluations of tourism impacts can encompass a wide range of considerations, including economic benefits and drawbacks, recreational opportunities, potential negative behaviors, civic pride, and improvements in local infrastructure. Each of these dimensions significantly influences residents' willingness to either support or contest tourism development. This nuanced understanding underscores the need for comprehensive assessments that account for the diverse experiences and perspectives of residents within tourism contexts.

Moreover, the theory of reasoned action posits that an individual's inclination to partake in a specific action serves as the immediate determinant of their subsequent conduct (Mackay & Campbell, 2004). In this framework, the intention to express support for tourism initiatives is not merely a statement of belief but is also indicative of actual engagement in supportive behaviors, such as active participation in community discussions or volunteering for tourism-related projects. This premise is grounded in Ajzen and Fishbein's (1980) theory of reasoned action, which highlights the strong link between an individual's beliefs, attitudes, behavioral intentions, and actual actions, all of which are influenced by specific circumstances. Furthermore, scholars contend that an individual's behavior can be significantly shaped by their perceptions of the surrounding world, illustrating how external influences and internal attitudes interact to inform decision-making (Ajzen & Fishbein, 1977; Fishbein & Ajzen, 1975; Kim & Weiler, 2013). This interplay underscores the complexity of fostering support for sustainable tourism, as it requires an understanding of the psychological and contextual factors that drive residents' engagement.

According to the theoretical constructs outlined earlier, this study operationalizes 'support' as the residents' explicit backing and proclivity toward policies, initiatives, plans, projects, and transformative societal changes linked to the progression of sustainable tourism. The essence of sustainable tourism development entails advancing local growth while concurrently conserving the inherent natural and cultural heritage within tourism destinations (Castellani & Sala, 2010). Chen and Chen (2010) similarly underscore the pivotal role of sustainable tourism and development in attaining a harmonious equilibrium among economic advancement, environmental preservation, and social fairness. The government's envisioned endeavours for sustainable tourism development are likely to confront substantial impediments in the absence of public endorsement and inclination. Furthermore, Long and Kayat (2011) accentuate the

significance of considering residents' enduring perspectives on tourism to ensure the upholding of sustainable tourism development principles.

In conclusion, a comprehensive understanding of "support" in the context of sustainable tourism development is essential for effectively engaging local communities. The literature reveals a need for deeper exploration of how support is conceptualized and expressed, particularly through the lens of social exchange theory and the theory of reasoned action. As residents weigh the perceived benefits against the costs of tourism, their willingness to engage—whether through active participation or passive endorsement—reflects the complex interplay of individual perceptions, community dynamics, and contextual factors. Recognizing that support is not merely a binary concept, but a spectrum of behaviors shaped by economic, social, and environmental considerations will be crucial for policymakers. By prioritizing the voices and perspectives of residents, and by fostering trust and collaboration, sustainable tourism initiatives can align more closely with community interests, ultimately ensuring the successful integration of local growth with the preservation of cultural and natural heritage. This approach not only enhances the viability of tourism but also promotes a more inclusive framework for sustainable development.

The role of residents' support on the sustainable tourism development

Several factors have been pinpointed as pivotal in shaping residents' backing for the advancement of sustainable tourism development. Previous research has introduced theoretical frameworks grounded in the social exchange theory to dissect these factors (Gursoy et al., 2002; Jurowski et al., 1997; Mohamed, 2017; Nunko et al., 2010; Rasoolimanesh et al., 2015). These frameworks encompass diverse determinants impacting residents' support for sustainable tourism development, encompassing aspects like community attachment, community involvement, economic gains, environmental attitudes, and perceptions of the consequences of tourism. Nevertheless, a key determinant of residents' support, namely trust in government, has been notably absent from these models (Cook, 2000; Kayat, 2002). Furthermore, the existing body of literature predominantly centers on residents' general perceptions of tourism, rather than homing in on their perspectives regarding the designation of a World Heritage Site (WHS), which holds more relevance for the present investigation.

Hence, this paper has a distinct focus on community attachment, community involvement, perceived local economic condition, trust in government, and perceptions of WHS designation as pivotal variables in comprehending residents' endorsement for the advancement of sustainable tourism. These factors have been incorporated into the study for various justifications. According to Adeniran and Akinlabi (2011), the inclusion of community attachment stems from research highlighting that residents who possess a profound sense of connection to their community also tend to exhibit an affinity toward local heritage and a propensity to support conservation endeavours. In a similar vein, Nyaupane and Timothy (2010) contend that community involvement can cultivate backing for sustainable tourism development and stimulate conservation-oriented behaviours. Given the interconnectedness of both these factors with tourism development within the context of WHS areas, they are particularly pertinent to this research endeavour.

Incorporating the consideration of perceived local economic condition within this study augments the empirical understanding of how residents in less developed regions of developing countries contribute to the endorsement of sustainable tourism development. The prevailing research investigating this construct has predominantly concentrated on well-developed Western nations (Gursoy et al., 2009; Gursoy et al., 2002). Consequently, the exploration of this variable in the context of Lenggong Valley assumes significance as it encapsulates the dynamics of underdeveloped regions within the ambit of developing nations, thereby presenting an opportunity to glean insights that pertain to such specific contexts. To date, only a few studies within published literature have conducted empirical examinations into the impacts of perceived local economic conditions on endorsement for tourism (Gursoy et al., 2002; Gursoy et al., 2009; Gursoy & Rutherford, 2004; Mohamed et al., 2019). Earlier research (Allen, Hafer, Long, & Perdue, 1993; Perdue, Long, & Allen, 1990) implied that this factor might elucidate the variations in support for the development of tourism. Furthermore, Cater (1987) contended that numerous destinations facing poor economic conditions would readily embrace tourism as a mean to enhance their economic situation.

In addition to the aforementioned factors, the incorporation of trust in government within this study is underpinned by its vital role as a cornerstone of sustainable and effective governance in the realm of tourism development (Nunkoo, 2015; Nunkoo & Smith, 2013). Furthermore, the inclusion of perceptions concerning WHS designation assumes significance due to its identification as a critical determinant

impacting sustainable tourism development within WHS contexts (Jimura, 2010; Nicholas et al., 2009). A thorough understanding of how the designation of a WHS shapes the perspectives of local residents is of paramount importance, as one of UNESCO's principal objectives is to give socio-economic advantages to the resident communities (UNESCO, 2014). If the designation of a WHS has adverse repercussions on the well-being of local residents, it is imperative to take corrective measures to align with the intended positive impacts.

Kruja and Hasaj (2010) found that local communities in Albania appreciate sustainable tourism for its dual role in preserving natural and historical resources while also providing vital employment opportunities, making it an attractive development approach. Similarly, Lo et al. (2014) revealed that rural Sarawak residents in Malaysia express strong support for sustainable tourism when it is linked to effective environmental management, the preservation of cultural heritage, and careful resource use, emphasizing the need for a holistic approach. In Indonesia's Komodo National Park, Walpole and Goodwin (2002) identified a strong connection between positive perceptions of tourism and robust support for sustainable development. Their study showed that local communities tend to back tourism initiatives when they contribute to both conservation efforts and economic benefits. Collectively, these studies highlight that sustainable tourism thrives when it balances environmental protection, cultural preservation, and socio-economic benefits, reinforcing the importance of integrating these key factors across different regions.

Numerous studies have highlighted the enhanced global recognition and increased public awareness of a tourist destination when one of its attractions is included in the World Heritage Sites (WHS) listing (Shackley 1998; Smith 2002). This inclusion not only raises the profile of the destination but also brings a sense of international prestige, akin to a prestigious brand, enhancing its appeal on the global stage (Bianchi 2002). The WHS designation serves as a marker of cultural and historical significance, potentially drawing greater tourist interest and investment to the area.

However, despite the apparent benefits, several authors have noted that the general public often has a limited understanding of the significance of a WHS designation (Poria, Reichel & Cohen 2011; Williams, 2005). This gap in awareness can diminish the potential impact of the designation on individual behavior and engagement with the site. Palau-Saumell et al. (2013) have called for further research with broader

samples and a wider range of World Heritage Sites to better understand the relationship between public knowledge of WHS status and individual behavior. This underscores the need for enhanced educational and promotional efforts to fully leverage the benefits of WHS designations.

In conclusion, this paper highlights the multifaceted factors shaping residents' support for sustainable tourism development, with a particular focus on community attachment, involvement, perceived local economic conditions, trust in government, and perceptions of World Heritage Site (WHS) designation. Previous research has established various theoretical frameworks but often overlooks the crucial role of trust in government and the specific implications of WHS designation. By integrating these elements, this study seeks to provide a deeper understanding of how residents engage with sustainable tourism initiatives, particularly in the context of underdeveloped regions like Lenggong Valley. The findings suggest that strong community attachment and involvement can significantly bolster support, while positive perceptions of economic conditions further enhance endorsement for tourism development. Additionally, trust in government emerges as vital for fostering effective governance and community confidence. Understanding residents' perceptions of WHS designation is essential, as it can significantly influence local well-being and engagement. Overall, this research underscores the importance of targeted educational and promotional strategies to raise awareness about WHS designations, ensuring that communities can fully realize the socio-economic benefits intended by UNESCO and other stakeholders, thereby promoting balanced and sustainable development.

FINDINGS AND DISCUSSION

This study reveals that residents' support for sustainable tourism development is shaped by a multitude of interrelated factors, emphasizing the importance of community attachment, involvement, perceived local economic conditions, trust in government, and perceptions of World Heritage Site (WHS) designation. The conceptualization of "support" as an outcome of a social exchange process (Ap, 1992) highlights how residents weigh the perceived benefits against the costs associated with tourism development. When the benefits, such as economic gains or enhanced community pride, outweigh the costs, residents are more inclined to engage in supportive behaviors, including collaboration and commitment to sustainable initiatives (Graci, 2016). This perspective aligns with the theory of reasoned action, suggesting that individuals'

intentions to support tourism development are closely linked to their beliefs and attitudes (Ajzen & Fishbein, 1980).

A significant finding of this study is the notable absence of trust in government from existing theoretical models (Cook, 2000; Kayat, 2002). Our results indicate that trust in governmental institutions is a critical component in fostering residents' confidence in the fair management of tourism resources. When residents perceive that their government is transparent and effective, they are more likely to endorse tourism initiatives, reinforcing the notion that effective governance is essential for community engagement in sustainable practices. This insight suggests that policymakers must prioritize building and maintaining trust through transparent communication and participatory governance.

Additionally, the study underscores the need to focus on residents' perspectives regarding WHS designation. Previous research has predominantly examined general tourism perceptions without delving into the specific implications of WHS status (Jimura, 2010; Nicholas et al., 2009). Our findings reveal that the designation of a site as a WHS can significantly influence local residents' views and engagement. While it may enhance the profile and economic viability of a destination, it is vital to ensure that this designation does not inadvertently lead to negative consequences for local communities. For example, if residents feel excluded from the benefits of tourism or experience adverse impacts on their quality of life, their support for sustainable tourism initiatives is likely to diminish.

Moreover, community attachment has emerged as a strong predictor of support for sustainable tourism development. Residents who feel a deep connection to their community are more inclined to support conservation efforts and engage actively in tourism-related activities. This aligns with previous research that indicates a profound sense of community identity can foster a willingness to protect local heritage (Adeniran & Akinlabi, 2011; Nyaupane & Timothy, 2010). Furthermore, the study highlights that perceptions of local economic conditions play a crucial role, particularly in underdeveloped regions like Lenggong Valley. When residents view tourism as a viable means to enhance their economic situation, their endorsement of sustainable tourism initiatives increases, reflecting the interconnectedness of economic factors and community support.

Lastly, this research identifies a critical gap in public awareness regarding WHS designations, echoing concerns raised in the literature about the limited understanding of such statuses among residents (Poria et al., 2011; Williams, 2005). Many residents may not fully grasp the significance of WHS designation, which can diminish their potential engagement with tourism initiatives and limit the benefits they might otherwise experience. Therefore, enhancing educational and promotional efforts is essential for maximizing the socio-economic advantages associated with WHS status. By informing residents about the potential benefits of WHS designation and actively involving them in the decision-making processes, stakeholders can ensure that local communities can fully realize the intended positive impacts of tourism development.

In conclusion, this study provides valuable insights into the multifaceted factors influencing residents' support for sustainable tourism development. By addressing community attachment, trust in government, and perceptions of economic conditions, along with a focused understanding of WHS designations, policymakers can better design interventions that align with community interests. This approach promotes a more inclusive framework for sustainable development, ensuring that tourism initiatives contribute to both local well-being and the preservation of cultural and natural heritage. Ultimately, fostering resident engagement through targeted education and collaboration will enhance the viability of sustainable tourism and create a balanced approach to development that benefits all stakeholders involved.

CONCLUSIONS

In summary, this study highlights the complex interplay of factors influencing residents' support for sustainable tourism development, particularly in the context of community attachment, trust in government, and perceptions of economic conditions. By framing support as a social exchange process, it becomes evident that residents evaluate the benefits of tourism—such as economic gains and enhanced community pride—against potential costs. This evaluation is essential for fostering behaviors that promote sustainable initiatives, underscoring the importance of aligning tourism development with local interests and values. The findings also emphasize the need for effective governance; building trust through transparency and participatory practices is crucial for securing resident endorsement of tourism projects. Moreover, the research sheds light on the significance of World Heritage Site (WHS) designation, revealing its potential to positively or negatively impact local community engagement. While such

designations can enhance a destination's profile, it is vital to ensure that residents feel included in the benefits and decision-making processes. The identified gap in public awareness regarding WHS implications necessitates enhanced educational efforts to ensure that communities can fully realize the socio-economic advantages intended by these designations. By prioritizing community involvement and awareness, stakeholders can cultivate a more supportive environment for sustainable tourism, ultimately fostering a balanced approach that benefits both local communities and the preservation of cultural and natural heritage.

References

- Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder collaboration and heritage management. *Annals of Tourism Research*, 32(1), 28–48.
- Adeniran, A. J., & Akinlabi, F. J. (2011). Perceptions on cultural significance and heritage conservation: A case study of Sussan Wenger's. *African Journal of History and Culture*, 3(5), 73–88.
- Ahmad Edwin, Mohamed (2017). *Residents' support for sustainable tourism development at a world heritage site: a case of Lenggong Valley*. Doctoral thesis, Universiti Utara Malaysia.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behaviour relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84, 888-918.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Englewood Cliffs, NJ: Prentice-Hall.
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(4), 665–690.
- Bowen, G. (2009). Document Analysis as a Qualitative Research Method. *Qualitative Research Journal*. 9. 27-40. 10.3316/QRJ0902027.
- Castellani, V., & Sala, S. (2010). Sustainable performance index for tourism policy development. *Tourism Management*, 31(6), 871–880.

- Chen, C.-F., & Chen, P.-C. (2010). Resident Attitudes toward Heritage Tourism Development. *Tourism Geographies*, 12(4), 525–545.
- Cook, K. (2000). Charting futures for sociology: Structure and action. *Contemporary Sociology*, 29, 685-689.
- Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64–73.
- Eom, T., Han, H., & Song, H. (2020). Discovering the perceived attributes of CBT destination travelers in South Korea: A mixed method approach. *Tourism Management*, 77(104013), 104013.
<https://doi.org/10.1016/j.tourman.2019.104013>.
- Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D., & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel & Tourism Marketing*, 36(9), 1061–1079. doi:10.1080/10548408.2019.1689224.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behaviour: An introduction to theory and research. Reading, MA: Addison-Wesley.
- Graci, Sonya. (2016). Collaboration and partnership development for sustainable tourism.
- Gursoy, D., Juroswki, C., & Uysal, M. (2002). Resident attitudes. *Annals of Tourism Research*, 29(1), 79–105.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman island, Malaysia. *Procedia, Social and Behavioral Sciences*, 105, 792–800.
<https://doi.org/10.1016/j.sbspro.2013.11.082>.
- Jurowski, C., Uysal, M., & Williams, D. R. (1997). A theoretical analysis of host community residents reaction to tourism. *Journal of Travel Research*, 36(2), 3–11.

- Kayat, K., Shariff, N. M., & Karnchanan, P. (2013). Individual and collective impacts and residents' perceptions of tourism. *Tourism Geographies*, 15 (September), 640–653.
- Kim, A. K., & Weiler, B. (2013). Visitors' attitudes towards responsible fossil collecting behaviour: An environmental attitude-based segmentation approach. *Tourism Management*, 36, 602–612.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37–46.
- Long, P. H., & Kayat, K. (2011). Residents' perceptions of tourism impact and their support for tourism development: The case study of Cuc Phuong National Park, Ninh Binh province, Vietnam. *European Journal of Tourism Research*, 4(2), 123-146.
- MacKay, K. J., & Michael Campbell, J. (2004). An examination of residents' support for hunting as a tourism product. *Tourism Management*, 25(4), 443–452.
- Manzoor F, Wei L, Asif M, Haq MZ, Rehman H (2019). The Contribution of Sustainable Tourism to Economic Growth and Employment in Pakistan. *Int J Environ Res Public Health*. 2019 Oct 8;16(19):3785. doi: 10.3390/ijerph16193785. PMID: 31597376; PMCID: PMC6801594.
- Mohamed, A. E., Shariff, N. M., Kayat, K. (2019). The effects of perceived local economic conditions on support for sustainable tourism development at a world heritage site destination. *Journal of Governance and Development*, 15(2), 87-96.
- Miaw X., C., Choong, Y., O., & Ng, L. P. (2020). Local residents' support for sport tourism development: the moderating effect of tourism dependency. 10.1080/14775085.2020.1833747.
- Nunkoo, R. (2015). Tourism development and trust in local government. *Tourism Management*, 46, 623–634.
- Nyaupane, G. P., & Timothy, D. J. (2010). Power, regionalism and tourism policy in Bhutan. *Annals of Tourism Research*, 37(4), 969e988.

- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., & Prats-Planagumà, L. (2013). Tourist Behavior Intentions and the Moderator Effect of Knowledge of UNESCO World Heritage Sites: The Case of La Sagrada Família. *Journal of Travel Research*, 52(3), 364–376. <https://doi.org/10.1177/0047287512465959>.
- Pedersen, A. (2002). *Managing tourism at world heritage sites: A practical manual for world heritage site managers*. Paris: UNESCO World Heritage Centre.
- Rasoolimanesh, S. M., Jaafar, M., Kock, N., & Ramayah, T. (2015). A revised framework of social exchange theory to investigate the factors influencing residents' perceptions. *Tourism Management Perspectives*, 16, 335-345.
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260–274. <https://doi.org/10.1016/j.tourman.2014.05.006>.
- Torres-Delgado, A., & Palomeque, F. L. (2014). Measuring sustainable tourism at the municipal level. *Annals of Tourism Research*, 49, 122–137. <https://doi.org/10.1016/j.annals.2014.09.003>.
- Trang, H.L.T., Lee J. S., Han, H. (2019) How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*, 36(1): 14–28.
- UNESCO (2023). World heritage and sustainable development. Retrieved from whc.unesco.org/en/sustainabledevelopment.
- UNESCO (n.d.). Malaysia. UNESCO World Heritage Convention. Retrieved from <http://whc.unesco.org/en/statesparties/my>.
- Yu, J., Lee, J. & Kim, W. (2019). Impact of hotels' sustainability practices on guest attitudinal loyalty: application of loyalty chain stages theory. *Journal of Hospitality Marketing & Management*. 28. 1-21. [10.1080/19368623.2019.1570896](https://doi.org/10.1080/19368623.2019.1570896).