The Development of Small Island Tourism in Malaysia

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DECLARATION

"I, Fathilah Ismail, declare that the PhD thesis entitled The Development of Small Island Tourism in Malaysia is no more than 100,000 words in length, including quotes and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any academic degree or diploma. Except where otherwise indicated, this thesis is my own work."

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ABSTRACT

In comparison to large islands and mainland destinations, economic development has often proven to be difficult for small island destinations due to common characteristics that include smallness in size, lack of resources (physical and human), isolated location, high transportation cost and limited capacity to earn export income. However, blessed with natural attractions, tourism has been acknowledged as the best alternative for economic growth and survival of small island communities. Despite the potential of tourism as a catalyst for economic development on small island destinations, tourism may also have considerable impacts on small island systems. Therefore, in order to ensure a continuous flow of economic benefits to small island destinations, tourism on small island destinations needs to be properly planned, developed and managed to develop positive interaction between tourism, environmental, socio-cultural and economic factors. As such, tourism development on small islands needs to be undertaken in a sustainable manner.

One important issue for sustainable development of tourism is knowledge of host and tourist needs and constraints. As tourism is now global, there is a need to study this issue from a cross-cultural context. This research investigates the cross-cultural exchange between hosts and guests, and the potential impacts of cultural differences on their perceptions of tourism impacts, mutual expectations and destination attributes. A cross-cultural approach has been undertaken by grouping the samples according to their language spoken; Malay, Chinese, English and non-English (Continental European). The study encompasses both domestic and international tourists. The inclusion of domestic tourists (Malay and Chinese) is important to allow for a comparison with international tourists. This study is quantitative in nature with survey data collected from three island destinations in Peninsular Malaysia, representing small islands (Perhentian and Redang) and a large island (Langkawi). The study locations have been divided in such a way to permit a meaningful comparison between island settings, and to identify unique criteria and issues for small island tourism. The Mann-Whitney U-test and Principal Components Analysis (PCA) have been utilised in analysing the data.

This study has demonstrated that hosts and guests from different cultural groups behave differently with regard to perceptions, expectations and destination attributes. The study contributes to the literature related to tourism impacts and consumer behaviour in a cross-cultural context. Additionally, the study contributes to the literature related to service quality and destination attributes, and outlines the importance of cultural differences in providing quality tourism services.

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BACKGROUND

1.1 Introduction

This chapter outlines the context in which this research is undertaken. It summarises the development of tourism in Malaysia, introduces the major international markets that have generated tourist arrivals to Malaysia since the 1980s, examines changes in tourist profiles for over two decades, and explains the importance of island tourism in the overall tourism development of Malaysia. It also discusses the current problems in the tourism industry in Malaysia and the reasons why this research is important for sustainability of Malaysian tourism in the context of small islands.

1.2 Overview of tourism sector

Throughout the world, tourism has been recognised for its vast contribution to the economy in many countries. Tourism has emerged as a major important contributor to economic growth through the generation of foreign exchange earnings, employment and income. Tourism also stimulates the development of basic infrastructure, contributes to the growth of domestic industries, attracts foreign investment and facilitates the transfer of technology and information. Interestingly, tourism has also been regarded as a catalyst for the conservation and improvement of the environment, as well as retaining local diversity and culture.

The consistent growth of tourism receipts over the decade since international travel became accessible to the general public in the 1970s, has convinced many developing nations that they can profit from tourism and Malaysia is no exception. Malaysia is

endowed with a variety of natural and cultural assets, which taken as a whole, provide a basis for the attraction of domestic tourists as well as international visitors. These assets include expansive white sandy beaches, hundreds of tropical islands with crystal clear water and pristine coral reefs and marine life, 19 national parks, jungles, hill resorts and Southeast Asia's highest mountain, Mount Kinabalu in East Malaysia. It also offers a blend of centuries-old cultures, arts and traditions, and of multi-racial, multi-ethnic and multi-religion communities. The mix of ethnic groups gives the country an enormously diverse culture that is reflected in its languages, costumes, festivals, cuisine and crafts. Malaysia is also well known as a shopping, sport and health tourism destination. Malaysia is recognised worldwide for the meetings, incentives, conventions and exhibitions (MICE) market.

In short, Malaysia offers a diverse array of holiday products that can suit a wide variety of tastes at reasonable prices, as well as catering for diverse purposes of travel. Blessed with these assets and strong support from the government, Malaysia has the potential to be one of the most popular destinations internationally. From a negligible base during the 1960s, Malaysia's tourism now contributes significantly to the economy. Tourism in Malaysia has developed rapidly and has been acknowledged as one of the most important sectors for stimulating economic growth. Tourism has played a vital role in redressing Malaysia's adverse balance of payments. On this basis, it is an important source of foreign exchange and employment generation for the country.

In recognition of the potential of tourism to contribute to sustainable economic growth, Malaysia has made serious efforts, particularly since the 1980s, to develop international tourism. The resilience of the tourism industry in Malaysia is attributable to the active participation of both the public and private sectors in undertaking marketing and diversifying target markets, as well as improving the competitiveness of tourism products and services. The public sector has played an important role in providing and upgrading basic infrastructure in order to sustain services for visitors.

In 1999, the World Tourism Organization (WTO) ranked Malaysia as the third most popular destination in the Asia-Pacific region (Mintel International Group 2005). Among Islamic countries, Malaysia is identified as the current leading destination after

Turkey (Henderson 2003), and in 2002 the WTO identified Malaysia as one of thirty emerging world destinations. Tourism has emerged as Malaysia's second largest foreign exchange earner after manufacturing (Mintel International Group 2005).

1.3 Tourism development in Malaysia

Tourism in Malaysia started to contribute significantly to the country's economic growth in the 1980s. According the Fifth Malaysia Plan (The Economic Planning Unit 1986), the number of international tourist arrivals to Malaysia grew to more than 2.3 million in 1980, as compared with less than a million in the 1970s. Tourists from the Association of Southeast Asian Nations (ASEAN) represent the largest market of international tourists to Malaysia at 70%. The second largest market is Japan with 3.9% of the overall international market. Australia and New Zealand rank third with 3.8% market share, followed by Continental Europe (3.7%), the United Kingdom (2.6%), Hong Kong (2.1%), the United States of America (1.9%), India (1.7%) and Taiwan (0.9%).

For the period 1980 to 1990, the tourism sector in Malaysia progressed at a fast pace with an average annual growth rate (AAGR) of 12.7%. Tourist arrivals from the ASEAN region grew at 13.3% per annum. Japan remained the second most important international market and recorded an average growth of 19.3% per annum. Tourist arrivals from Australia and New Zealand grew by approximately 8.3% per annum in the period 1980 to 1990. Tourist arrivals from the United Kingdom and India recorded an increase of almost 13.0 % and 10.7% per annum respectively. Over the period other major markets also grew rapidly, including Taiwan (24.7%), Hong Kong (8.4%) and the United States of America (14.9%) (The Economic Planning Unit 1986).

Table 1.1 demonstrates international tourist arrivals by country of residence and tourism receipts for 1990 to 2006. In 1990, tourists from the ASEAN countries continued to form the largest market generating international tourists with more than 70% of market share. Among the ASEAN countries, Singapore (61.4%) and Thailand (6.9%) contributed the largest market share of inbound tourists to Malaysia. Outside

this region, Japan remained the top international market, with an increase in market share from only 3.9% in 1980 to 6.8% in 1990. Taiwan also registered a positive increase in market share from merely 0.9% in 1980 to almost 3% in 1990. These markets were followed by the three major long-haul markets; Australia, the United Kingdom and the United States of America.

During the period 1991-1995, the tourism industry in Malaysia continued to report positive growth. ASEAN tourists remained the dominant short-haul tourist arrivals. Among the ASEAN countries, Singapore continued as the largest source of inbound tourists and accounted for about 61% of the total market share in 1995. This is again followed by Japan with 4.4% of market share. In this period, tourist arrivals from China registered a tremendous annual average growth of 72%. There was also a positive growth of tourist arrivals from Taiwan (8.7%) and Hong Kong (7.3%). The key long-haul tourist generating markets remained Australia, the United Kingdom and the United States of America. However, tourist arrivals from these three countries reported negative growth. Tourism receipts in this period registered a healthy growth at 16.5% per annum.

Due to fire haze, Nipah outbreaks and Coxsackie viruses as well as the Asian financial crisis in 1995-1997, Malaysia has changed its promotional effort to encourage arrivals from new potential markets such as China, India and the Middle East, and markets not affected by economic crisis, including Australia and Europe. As a result, there was a slight change in the profile of tourist arrivals for the period 1995-2000. Although ASEAN remained the major international market, its market share decreased slightly from 74% in 1995 to 72% in 2000. Total arrivals to Malaysia from 1995-2000 recorded an increase of 6.1% per annum.

Table 1.1: International tourist arrivals to Malaysia by country of residence, 1990 to 2006

Country	1990		1995		AAGR	2000		AAGR	2006		AAGR
	Arrivals	(%)	Arrivals	(%)	(%)	Arrivals	(%)	(%)	Arrivals	(%)	(%)
ASEAN	**5,495,150**	**73.8**	**5,537,312**	**74.1**	**0.2**	**7,190,421**	**71.7**	**5.4**	**13,824,631**	**78.8**	**11..5**
* Singapore	4,569,127	61.4	4,537,347	60.7	(0.1)	5,420,200	54.1	3.6	9,656,251	55.0	10.1
* Thailand	514,691	6.9	530,254	7.1	0.6	940,215	9.4	12.1	1,891,921	10.8	12.4
* Indonesia	139,896	1.9	233,996	3.1	10.8	545,051	5.4	18.4	1,217,024	6.9	14.3
* Brunei	214,985	2.9	189,657	2.5	(2.5)	195,059	1.9	0.6	784,446	4.5	26.1
* Philippines	56,451	0.8	46,058	0.6	(4.0)	81,927	0.8	12.2	211,123	1.2	17.1
* Vietnam	-	-	-	-	-	7,969	0.1	-	63,866	0.4	41.5
Japan	507,764	6.8	330,725	4.4	(8.2)	455,981	4.5	6.6	354,213	2.0	(4.1)
China	6,895	0.1	103,130	1.4	71.8	425,246	4.2	32.8	439,294	2.5	0.5
Taiwan	193,575	2.6	293,896	3.9	8.7	213,016	2.1	(6.2)	181,829	1.0	(2.6)
Hong Kong	103,102	1.4	146,603	2.0	7.3	76,344	0.8	(12.2)	89,577	0.5	2.7
India	108,411	1.4	27,701	0.4	(23.9)	132,127	1.3	36.7	279,046	1.6	13.3
Australia	149,136	2.0	136,300	1.8	(1.8)	236,775	2.4	11.7	277,125	1.6	2.7
United Kingdom	196,320	2.6	164,489	2.2	(3.5)	237,757	2.4	7.7	252,035	1.4	1.0
United States of America	174,986	2.4	136,405	1.8	(4.9)	184,100	1.8	6.2	174,336	1.0	(0.9)
Other countries	510,569	6.9	592,188	8.0	3.0	870,815	8.8	8.0	1,674,777	9.6	11.5
Total	**7,445,908**	**100**	**7,468,749**	**100**	**0.1**	**10,022,582**	**100**	**6.1**	**17,546,863**	**100**	**9.8**
Tourism receipts (USD Billion)	**1.4**		**3.0**		**16.5**	**5.2**		**11.6**	**10.9**		**13.1**

Source: Tourism Malaysia (2008); The Economic Planning Unit (1996; 2001)

* Based on exchange rate USD1:RM3.3 **Figures in bracket indicate negative values

Among the ASEAN countries, Singapore (the top market generating tourists to Malaysia) reported a slight decrease in market share of almost 7% from 1995 to 2000, while tourist arrivals from Thailand reported an increase of 12.1% average annual growth per annum to reach 9.4% of total market share in 2000, up from an approximate 7% market share in 1995. Tourist arrivals from Indonesia reported a healthy growth of 18.4% per annum with market share also increasing from 3.1% in 1995 to 5.4% in 2000. Tourist arrivals from the other ASEAN countries also reported an increasing growth trend in 2000. The new emerging market from the ASEAN region is Vietnam, forming 0.1% of total market share in 2000. In general tourist arrivals from the ASEAN region registered a positive growth of 5.4% per annum for the period 1995-2000.

Outside the ASEAN region, Japan continued to be the second largest source of inbound tourists with a slightly increased market share from 1995 to 2000. The new emerging markets were China and India. China captured only 1.4% market share in 1995 but increased to 4.2% in 2000, while India recorded an increase in market share of 1.0%. Both countries recorded a large average annual growth of 32.7% and 36.7% respectively. Within the period 1995-2000, the three key long-haul markets namely Australia, the United Kingdom and the United States of America also recorded an increase in average annual growth of 11.7%, 7.7% and 6.2%, respectively. However, tourist arrivals from Taiwan and Hong Kong reported negative growth. Tourism receipts continued to grow at a rate of almost 12% per annum during this period.

For the period of 2000-2006, the tourism sector in Malaysia again registered positive growth with an average annual growth of 9.8%, while tourism receipts had a two digit growth rate of 13.1% per annum. Tourists from the ASEAN countries continued to contribute the largest international arrivals to Malaysia with an increase in market share to 78.8% and recorded positive annual growth at 11.5%. Singapore remained the top market and registered a slight increase in market share from 54.1% in 2000 to 55% in 2006. Vietnam demonstrates a remarkable growth rate of 41.5% per annum to become 0.4% of market share by 2006. All of the other ASEAN markets registered positive growth.

Other than the ASEAN countries, Japan, Taiwan and the United States of America reported negative growth with almost half the market share in 2006 compared to 2000. All of the remaining markets continued to register positive growth. However, the magnitude is smaller compared to the period of 1995-2000. Among the long-haul markets, tourist arrivals from the United States of America show a decreasing trend.

Benefiting from the positive growth in the number of tourist arrivals, Malaysia received USD10.9 billion in tourism receipts in 2006, representing an average annual growth of 13.1% from 2000. Tourist arrivals and tourism receipts continued to increase in 2007 by 19% and 27% respectively (Tourism Malaysia 2008). According to the Ninth Malaysia Plan (The Economic Planning Unit 2008), the WTO forecasts that international arrivals worldwide are expected to reach 1.0 billion in 2010. Of this figure, the East Asia and Pacific region is expected to receive about 200 million tourists. Accordingly, Malaysia is expected to benefit considerably from further growth in international tourists. Tourism growth in Malaysia is projected at an average rate of 8.4% per annum with tourist arrivals estimated to reach 24.6 million in 2010, with total tourism receipts of USD15.5 billion (Turner and Witt 2008).

1.4 Prospects and challenges for tourism in Malaysia

Although the tourism industry worldwide suffered from the impact of global and regional problems including the Asian financial crisis in 1998, forest fire smoke from Indonesia, Bali bombings in October 2002, outbreak of Severe Acute Respiratory Syndrome (SARS) in 2003, the Boxing Day tsunami in 2004 and several other worldwide disasters, Malaysia continued to experience a significant growth in tourist arrivals and tourism receipts.

However, in spite of experiencing very strong growth in tourism, there are a number of problems, which must be overcome by Malaysia in order to fully utilise its tourism potential. One major problem is a high dependency on the Singapore market. As evidenced from Table 1.2, the top three markets are Singapore, Thailand and Indonesia. For over two decades, ASEAN in general and Singapore in particular has been the largest market share for tourist arrivals. Singapore contributed more than

50% of total market share in 2006, with Thailand second accounting for only 11% of market share, while Indonesia was in third place at just 7%.

Heavy dependency on one single market is not necessarily healthy from an economic and political perspective. As a consequence of this phenomenon, Malaysia has been left far behind its major competitors in terms of tourism receipts relative to the size of the arrivals market. Although in 1999 the WTO ranked Malaysia as the third most popular destination in the Asia Pacific region in terms of international arrivals, it ranked only tenth in terms of tourism earnings. This is mainly attributed to the fact that the vast majority of tourists to Malaysia are from relatively low-yield markets in neighbouring countries such as Singapore, Thailand and Indonesia with a low length of stay. Additionally, it is estimated that 12% of tourists travelled to Malaysia for the purpose of visiting friends and relatives (VFR) in 2005 (GMID Database 2007). This figure is significantly higher compared to other competing destinations in the ASEAN region. Receipts from VFR tourists tend to be lower than holiday and business tourists because of lower ancillary costs, especially accommodation. Further, since the majority of tourist arrivals to Malaysia are from neighbouring countries, most travel to Malaysia is by land with only 19% of inbound tourists arriving by air in 2005 (GMID Database 2007).

Furthermore, since dependence on the Singapore market is dominant, short-term travel by this market can distort the overall volume of international tourist flow to Malaysia. The issue on how the number of tourist arrivals from Singapore is measured also remains unclear. Given the small Singapore population, for example 4,553,009 million people in 2006 (Central Intelligence Agency 2008) the total volume of flow percentage relative to population (212%) is extremely high for tourism defined as requiring a stay away from Singapore of at least one night.

Table 1.2: Tourist arrivals to Malaysia from selected ASEAN countries by country of residence, 1998-2006

Country	1998	1999	2000	2001	2002	2003	2004	2005	2006
Singapore	3,007,666 (54.0)	4,900,084 (62.0)	5,420,200 (53.0)	6, 951,594 (54.0)	7,547,761 (57.0)	5,922,306 (56.0)	9,520,306 (61.0)	9,634,506 (59)	9,656,251 (55)
Thailand	454,789 (8.0)	498,578 (6.3)	940,215 (9.2)	1,018,797 (8.0)	1,166,937 (8.8)	1,152,296 (11.0)	1,518,452 (10.0)	1,900,839 (11.6)	1,891,921 (11.0)
Indonesia	157,391 (3.0)	307,373 (4.0)	545,051 (5.3)	777,449 (6.1)	769,128 (5.8)	621,651 (6.0)	789,925 (5.0)	962,957 (6.0)	1,217,024 (7.0)
Brunei Darussalam	183,146 (3.3)	187,704 (2.4)	195,059 (2.0)	309,529 (2.4)	256,952 (1.9)	215,634 (2.0)	453,664 (2.9)	486,344 (3.0)	784,446 (4.5)
Philippines	32,743 (0.60)	47,238 (0.60)	81,927 (0.80)	122,428 (1.0)	107,527 (0.80)	90,430 (0.90)	143,799 (0.92)	178,961 (1.1)	211,123 (1.2)
Total (ASEAN)	3,843,111 (69.0)	5,947,009 (75)	7,194,965 (70)	9,208,136 (72)	9,885,938 (74)	8,042,189 (76)	12,491,030 (80)	13,238,898 (81)	13,856,726 (79)
Total (Malaysia)	**5,550,748**	**7,931,149**	**10,221,582**	**12,775,073**	**13,292,010**	**10,576,915**	**15,703,406**	**16,431,055**	**17,546,863**

Source: Tourism Malaysia (2008)

** Figures in bracket indicate percentage of market share

Table 1.3: Growth rate of tourist arrivals to Malaysia from Singapore, 1998-2006

Period	Growth rate
1998-1999	62.9
1999-2000	10.6
2000-2001	28.3
2001-2002	8.6
2002-2003	(21.5)
2003-2004	60.8
2004-2005	1.2
2005-2006	0.2

Source: Tourism Malaysia (2008)

* Figure in bracket indicates negative value

The slowing of tourist arrivals from Singapore has become another challenge for Malaysian tourism. According to the statistics in Table 1.3, the annual growth rate of tourist arrivals from Singapore started to drop sharply in 2005 (1.2%) after a promising increase of almost 61% in 2004. In 2006, the growth rate of 0.2% is even smaller than 2005. It is anticipated that tourist arrivals from this country will continue to have a low rate of annual growth in future. The main reason leading to this phenomenon is the expansion of budget airlines in Singapore, and the establishment of the Singapore Changi Airport as the regional hub for budget airlines going to a wide variety of destinations. As a result, Singaporean tourists are now visiting alternative destinations, serviced by budget carriers, such as Hong Kong and Thailand. Therefore, these destinations are expected to compete more heavily against Malaysia for Singaporean tourists in the future (GMID Database 2007). As the Singapore market currently contributes more than 50% of international tourist arrivals to Malaysia, a sudden drop in the Singapore market will ultimately jeopardise tourism growth and sustainability of tourism in Malaysia.

Table 1.4: Number of hotels, hotel room and occupancy rate in Malaysia, 1985 to 2006

Year	Number of hotel	Growth (%)	Number of hotel room	Growth (%)	Average occupancy rate	Growth (%)
1985	851	-	35,720	-	50.1	-
1990	989	3.1	45,032	4.7	72.9	7.8
1995	1,220	4.3	76,373	11.1	65.0	(2.3)
2000	1,492	4.1	124,413	10.3	57.7	(2.4)
2005	2,269	8.8	155,356	4.5	63.6	2.0
2006	2,336	3.0	155,356	0	N/A	N/A

Source: The Economic Planning Unit (1991; 1996; 2001); Tourism Malaysia (2008)

*Figures in bracket indicate negative values **N/A: data not available

Another problem for Malaysian tourism relates to hotel occupancy rates. Table 1.4 shows the number of hotels, number of hotel rooms and average occupancy rates in Malaysia for the period 1985-2006. Although the number of hotel rooms increased significantly during that period, the occupancy rate has increased slowly. The occupancy rate for the period 1985-1990 appeared to improve by 7.8% per annum and this is mainly considered due to the Visit Malaysia Year Campaign in 1990. After that period, the occupancy rate dropped by an average 2.3% per annum in the period 1990-1995 and 2.3% per annum for the following five years. The occupancy rate shows little improvement for the period 2000-2005. Consequently, there is an apparent over supply of hotel rooms relative to market demand. The gap between demand and supply not only leaves Malaysia with excess capacity, but also keeps prices lower, and in turn lowers overall receipts.

Yet another important issue in Malaysian tourism relates to the slow growth rate and decreasing market share from the traditional long-haul markets namely Australia, the United Kingdom and the United States of America. According to recent statistics (presented in Table 1.1), for the period 2000-2006, tourist arrivals from the United States of America recorded negative growth, while the other two markets demonstrated very small growth rates. Overall, market shares for the three markets dropped by almost 50%. Over the years, Malaysia has relied on these long-haul sources and any downturn in these markets will further jeopardise the sustainability of tourism in Malaysia over the long term, especially since the receipts from long-haul markets tend to be higher due primarily to a longer length of stay.

With reference to the abovementioned problems, there is an urgent need for Malaysia to diversify its tourism markets and encourage higher tourist arrivals from long-haul sources such as Europe, the United Kingdom, the United States of America, Australia and New Zealand. Malaysia also needs to increase its promotional effort to attract more tourists with high purchasing power, for example from the Middle East and Japan. In order to increase tourism earnings, Malaysia also needs to encourage tourist arrivals with longer average length of stay, whether they are long-haul or short-haul tourists.

Rising competition from other similar destinations, especially neighbouring countries, intensifies the need for Malaysia to compete successfully for an increasing international market share. Serious efforts have to be taken by Malaysia if it does not want to loose foreign tourists to its rivals, who offer similar excellent tourism products and services, within the same climatic zone. Since international tourists come from different places and have multiple cultural backgrounds, effort needs to focus not only on material needs but service needs as well. A major discriminating issue between markets with similar attractions is the level of service. Therefore, an understanding of the needs of tourists from different cultural backgrounds is important in providing appropriate service levels for tourists to Malaysia, while at the same time maintaining the well-being of local communities.

In spite of the problems listed above, Malaysia is blessed with abundant natural resources including attractive small islands. As such, one of the major comparative advantages in tourism for Malaysia is its potential for small island tourism. In fact, Malaysia has about 25 major island destinations (Wikipedia 2007b) whereas its major competitor Thailand has three (Phuket, Koh Samui and Koh Chang) and for international tourism purposes Indonesia is limited to Bali and the Bintan Islands with a small scattering of tourism to other islands including Lombok Island. However, Lombok Island is considered a somewhat dangerous destination and not a primary small island destination within the ASEAN region. Therefore, Malaysia has a potential tourism growth advantage over competing destinations within the region for small island tourism.

Island tourism is attractive to the long-haul and potentially colder mid latitude markets of Europe, North America and Australia and New Zealand (refer to Table 1.1). However, visitors from these long-haul markets exhibit significant cultural differences from domestic tourists, and the local host community, with whom they come into close contact in small island settings. Not least of all these differences is Islam the national religion of Malaysia. In more recent times dating back to 2001, there have been greater perceived cultural differences between Muslim and non-Muslim. A study on the cross-cultural impact of the hosts and incoming tourists is particularly important for Malaysia in order to increase understanding concerning cultural based demand and supply issues. As a result, the tourism products and services including those on small

island destinations may be tailored to fulfill tourist needs and ensure satisfaction with the tourism experience. At the same time, tourism may develop with less adverse effects on host communities and become more sustainable over time.

Domestic tourism is also important to the overall development of tourism in Malaysia. According to the Ninth Malaysia Plan (The Economic Planning Unit 2008), the number of domestic tourism trips increased by about 30% in 2005 from 2000. This was attributable to rising household incomes, improved quality of life and changing lifestyles. In line with the increase in domestic trips, the number of domestic hotel guests increased by 29% in 2005. A healthy improvement in domestic tourism numbers is also linked to a rising number of domestic corporate retreats and youth camps at various tourist destinations throughout Malaysia. The introduction of low cost carriers such as Air Asia, and the implementation of a 5-day working week have also played an important role in stimulating domestic tourism growth.

In order to develop sustainable and balanced tourism growth, emphasis should be given to domestic tourists, as well as international tourists. Although the international market has greater potential for generating higher tourism income to Malaysia and elsewhere, the international market is normally more fragile and unstable than the domestic market because it may be affected by unexpected worldwide shocks. In recent years, tourist arrivals to Malaysia and to other destinations around the world were badly affected by worldwide disasters such as the Asian financial crisis, smoke haze, September 11, SARS and the tsunami in 2004. Compared with the international market, the domestic market is more stable, and less likely to be affected by such external forces. As such, the internal market place can help balance against an international downturn, through consistent domestic travel and a tendency to remain at home in times of international instability.

Furthermore, while there is a need to consider the obvious cultural imbalance between long-haul markets and local populations including islanders, it is also true that there is a cultural difference between domestic tourists and domestic tourist destinations. Both international and domestic tourists can impact upon destinations generally and the island environment especially. Consequently, an in-depth study of domestic tourist needs is also important for the sustainability of the tourism industry. This research is

intended to examine the development of small island tourism in Malaysia in the context of the need to attract new international markets and increased domestic tourism within a multi-cultural market place.

1.5 Research problem

Unlike mainland and large island destinations, small islands usually share a number of common characteristics such as smallness of scale, geographic isolation and limited resources as well as limited capacity to earn export income. In spite of this, small island destinations are usually blessed with exotic natural attractions. As such, tourism has been identified as a vehicle for socio-economic growth and poverty alleviation on small island destinations. This relates to the prospect for tourism to encourage job creation and foreign exchange earning capacity on small island destinations.

Since tourism may also have considerable impact on small island systems, these impacts need to be fully taken into account and properly managed in order to sustain tourism. Tourism development on small islands constitutes both an opportunity and a challenge. On the one hand small island tourism may be a new growth sector for Malaysia capable of attracting long-haul tourists and increasing overall tourism receipts, and on the other hand local communities and environments may be at risk, not least of all because of the cultural diversity that tourism can introduce into small island communities. To ensure a continuous flow of economic benefits to host communities and increase satisfaction among tourists with their holiday experience to small island destinations, the tourism sector on small islands needs to be properly planned, developed and managed. Positive interaction is needed between tourism and environmental, socio-cultural and economic factors. As a first step, increased research into host and guest needs is required on small islands.

Despite the significant contribution of tourism to the economy of small islands, only limited study has been undertaken on the various issues pertaining to small islands. Apart from a major focus on the economic contribution of tourism (Croes 2005; Fagence 1997; Henderson 2000; Oglethorpe 1985; Sharpley 2003; Vanegas and Croes

2003), a few attempts have been undertaken by researchers to examine the negative impacts of tourism and issues concerning sustainable development on small island destinations (Bass and Dalal-Clayton 1995; Fotiou, Buhalis and Vereczi 2002; Kokkranikal, McLellan and Baum 2003). Additionally, Hai-yan and Lu (2005) undertook a study related to tourist needs for island tourism in China. With regard to tourism impacts, existing studies in this area have mainly been carried out on established destinations in relatively highly populated areas, and mainland destinations (Akis, Peristianis and Warner 1996; Andereck and Vogt 2000; Avcikurt and Soybali 2002; Belisle and Hoy 1980; Choi and Sirakaya 2005; Gursoy and Rutherford 2004; Haralambopoulos and Pizam 1996; Husbands 1989; Kavallinis and Pizam 1994; King, Pizam and Milman 1993; Korca 1998; Liu and Var 1986; McCool and Martin 1994). However, relatively few studies have been conducted on small islands particularly in Southeast Asia (Green 2005; Henderson 2000, 2001; Kayat 2002; Mohd Shariff 2002).

In regard to cross-cultural studies, research has been undertaken to examine the general impact of cross-cultural exchange between hosts and guests (Reisinger 1997; Reisinger and Turner 1997a, 1997b, 1998, 1999, 2002a, 2002b; Truong 2007). Osti (2007) in her thesis 'travel guidebooks and the independent traveller in the Asia Paficic region' investigates on-site information needs with regard to travel guidebooks for different cultural groups. No studies have been carried out on cross-cultural exchange between Malaysian hosts and tourists (domestic and international), and none related particularly to small island settings. Furthermore, no studies have specifically been designed to examine the potential impacts of cross-cultural differences on perceptions towards tourism development, expectations and needs between hosts and guests on small and large island settings.

This study aims to develop an understanding of the processes required to establish sustainable marketing and management strategies for small islands in Malaysia that may have relevance generally to a wider group of equivalent destinations worldwide. Such strategies cannot rely exclusively on promotion and advertising of tourism products and services. Any successful development and marketing of tourism must take sustainability into account, particularly in a cultural context, whereby international guests may come from very different cultural heritage than the residents and local tourists of small islands. The hosts on islands may be either locals or

incomers from other parts of the host country, or foreigners, and they will most certainly have different cultural backgrounds to both long-haul tourists and domestic mainland tourists. The compactness of the geographical location pushes these groups closer together, and potentially intensifies the differences between cultural backgrounds. Understanding the cultural characteristic of incoming tourists (domestic and international) and local residents is an important issue that will influence the long term prospective success of the small island tourism market place. The greater the differences in their cultural background, the more likely behaviour of both stakeholders will be misunderstood and therefore, the greater the chance of conflict. Consequently, a study of the cultural background of incoming tourists and host communities and the potential influence of this cultural background on perceptions, expectations and the needs of both stakeholder communities is imperative for long term sustainability of small island tourism.

This study will take into consideration three important elements that impact on the growth and sustainability of tourism on small island destinations. The three elements which exist within a cultural setting of both stakeholders; host communities and tourists (domestic and international), are perceptions of both stakeholders towards island tourism activity, mutual expectations between hosts and tourists and perception of the importance of destination attributes. As host communities and tourist groupings have different cultural backgrounds, it is important to acquire an understanding of what the impact of cultural differences are on the concepts measured. An understanding of these elements within a small island context is expected to provide grounds for sustainable tourism development. Using this understanding, marketing and management strategies can be formulated to enhance economic growth and sustain tourism growth on the small islands in Malaysia. Some previous studies have discussed these three issues separately. However, it is argued that to ensure sustainable tourism development, these issues need to be analysed collectively.

It is argued that to formulate effective marketing and management strategies for small islands in Malaysia, and potentially beyond to other places, research is needed that acknowledges the competing needs and expectations of the host community; the cultural and social environment, and the potential long term conflicts that may arise between hosts and guests. These issues require further research that can develop new

concepts, understandings and potential management and marketing strategies that will not only enhance the attractiveness of small island tourism to long-haul international visitors, but allow for sustainable local impacts.

1.6 Research questions

The following research questions are proposed:

- Are there differences in the socio-demographic profile between host and guest communities in a small island setting?
- What are the cultural values of hosts and guests and how do they differ?
- What are the rules of behaviour of hosts and guests and how do they differ?
- What are the perceptions of tourism by hosts and guests and how do they differ?
- What are the expectations of tourists by hosts and expectations of hosts by tourists and how do they differ?
- How do the hosts and guests perceive the importance of destination attributes and how do they differ?
- How can policy makers, tourism marketers and other industry players use the knowledge of the impact of cultural differences between hosts and tourists on perceptions, expectations and importance of destination attributes to develop effective marketing and management strategies for sustainable small island tourism?

1.7 Study objectives

The objective of the study is to focus on examining the differences between hosts and guests in regard to values, rules of behaviour, perceptions, expectations and destination attributes in the context of small island tourism. The study is designed to determine how policy makers, tourism marketers and other industry players, can use the knowledge gained from a study of these differences to develop effective marketing and management strategies, for sustainable small island tourism.

1.8 Significance

Islands are among the most visited destinations in Malaysia. The major island destinations are Langkawi, Pangkor, Sipadan, Tioman, Redang and Perhentian islands. In a very similar way to other island destinations worldwide, islands in Malaysia are also facing many constraints on economic development due to smallness in size, geographic isolation and lack of natural and human resources. However, blessed with natural resources and exotic environment, small islands have the capability to attract tourists from different nationalities to their shores. Consequently, these islands tend to rely heavily on tourism as a vehicle for economic growth and survival of the island communities. As such, over the years, these islands have been developed and marketed as one of the important attractions to Malaysia, and island-based tourism has also grown to be an important source of international tourists, particularly from long-haul markets. Future sustainable growth on small islands could provide one means to overcome some of the major problems facing tourism in Malaysia, particularly attracting tourists from a set of more diverse long-haul markets.

Table 1.5 gives some insight into the importance of the tourism sector on the major island economies in Malaysia. Tourist arrivals to the large island of Langkawi grew eight fold during the decade from 1987-1997 (Langkawi Development Authority 1999). This island continues to prosper in 2000 onwards, with more than one million arrivals in 2000. In 2004, tourist arrivals to Langkawi increased to more than two million. Although tourist arrivals decreased by almost 29% in 2005, tourism on

Langkawi continued to register positive growth in 2006 with total arrivals of 2,112,026 tourists. During the period 2000-2006, the number of tourist arrivals to Langkawi also surpassed total arrivals to several other major islands in the Asia Pacific region such as Samui, Maldives, Samoa, Cook Islands and Fiji. However, it is to be noted that some arrivals to the islands in Malaysia include domestic tourism, while the arrivals to the other islands are underestimated by not including domestic arrivals, so any comparison needs to be made carefully. However, apart from Samui Island where domestic arrivals add about 32% to the international figure, the other islands have very small domestic flows.

Tourist arrivals doubled between 1997-2000 to Perhentian Island, one of the most visited small island destinations in Malaysia (State Economic Planning Unit 2003). Growth fluctuated from 2000-2003 and declined from 2004. Tioman Island also has fluctuating growth but there was no decline in the arrival number through 2006.

Table 1.5: Tourist arrivals to Selected Islands in the Asia Pacific region, 2000-2006

Year	2000	2001	2002	2003	2004	2005	2006
Perhentian	27,780	29,394	25,632	26,284	22,966	15,400	9,276
Tioman	200,589	243,052	228,556	172,787	249,025	182,508	230,536
Langkawi	1,810,460	1,919,113	1,916,451	1,981,946	2,179,629	1,556,700	2,112,026
Samui	644,096	663,419	684,467	634,848	809,206	837,495	840,076
Maldives	467,154	460,984	484,680	563,593	616,716	395,320	601,925
Samoa	87,688	88,263	88,960	92,313	98,155	101,807	115,882
Cook Islands	72,994	74,575	72,781	78,331	83,333	88,405	92,155
Fiji	294,070	348,014	397,859	430,800	504,000	549,911	545,168

Source: Langkawi Development Authority (2005); State Economic Planning Unit (2003); Pacific Asia Travel Association (2007); Tioman Development Authority (2008); Pejabat Pelabuhan Kuala Besut (2008).

*Note: Arrivals to the islands in Malaysia include domestic tourism. The 2006 arrival number for Perhentian is preliminary and the decline in arrivals cannot be accurately measured.

Despite the significant contribution of tourism to the survival of small island economies and communities, there are a large number of small islands worldwide confronted with the challenge of marketing attractions and retaining visitors in a highly competitive marketplace. To achieve sustainable long term growth, marketing plans should be highly related to the particular economic and socio-cultural nature of small

islands. The viability of sustainable tourism policies on small islands also needs to include broad participation of all stakeholders, including hosts and guests.

Arguably, the two most important stakeholders at any destination are tourists and hosts. The interaction between these two elements can determine to a large degree, the success in terms of economic returns to a particular destination. Relative to their counterparts in mainland destinations or larger islands, local residents in small islands will have more contact with tourists, simply because of the smaller geographic location and more concentrated facilities. Furthermore, a majority of the tourists to small island destinations (particularly in Malaysia) are foreigners and thus often have a different cultural background (including religion) from the hosts and the local population. Tourist and host contact in small islands tends to be more complex. There is also a greater potential for misunderstanding between Western tourists and the Malaysian hosts, as well as local residents, and therefore an increased likelihood of conflict and tension. In this context, it may be argued that small islands may have different and unique problems in developing tourism, relative to the mainland and larger island destinations.

Understanding the cultural characteristics of incoming tourists (domestic and international) and local residents is an important issue that will influence the long-term prospective success of the tourism market place. The greater the differences in their cultural background, the more likely behaviour will be misunderstood, and therefore the greater the chance of conflict. Consequently, a study of the cultural background of incoming tourists and host communities and the potential influence of the cultural background on the needs, perceptions and expectations of both stakeholder communities, is imperative for the long-term sustainability of small island tourism.

1.9 Thesis structure

This thesis consists of eight chapters. The first chapter is mainly focused on the major context of the study.

Chapter Two presents a literature review. The first part of the chapter discusses small islands and the importance of tourism to the survival of small island economies. This is followed with a discussion about culture and the relationship of culture to human behaviour. This chapter also reviews tourism impacts, perceptions towards tourism development, expectations and destination attributes. The relationships between cultural diversity, perceptions, expectations and destination attributes are explained in the context of developing sustainable tourism development on small island destinations.

Chapter Three outlines the conceptual framework of the study. The conceptual framework has been designed to include all of the important elements and concepts undertaken in this study namely hosts and guests, culture values, rules of behaviour, perceptions towards tourism development, mutual expectations between hosts and guests, as well as perceptions of the importance of destination attributes. The framework is developed from the study problem in the light of the literature review, and is designed to enable clear research propositions to be analysed.

Chapter Four discusses the methodology adopted in this study for the purpose of data collection, and the reason for selecting the islands under study (Langkawi, Perhentian and Redang) as well as the choice of cultural groups (Malay, Chinese, English and Continental European). This chapter also explains how survey instruments for both samples; hosts and tourists have been designed in order to collect appropriate data for analysis. The last section in this chapter examines the reliability and validity of the survey instruments.

Chapter Five provides a descriptive analysis of the sample data. The analysis examines the differences in terms of demographic background of both the hosts and tourists at the three study locations; Perhentian, Redang and Langkawi Islands. The chapter also discusses the travel patterns of the four tourist samples (Malay, Chinese, English and Europe). In addition, the chapter discusses interaction issues between the hosts and tourists.

Chapter Six presents the results of a Mann-Whitney U-test analysis for the sample groups designed to measure the independent differences between cultural values, rules

of behaviour, perceptions, expectations and destination attributes. The aim of this analysis is to determine whether there are significant differences between the cultural groups, with regard to the concepts measured, and to test propositions developed in Chapter Three.

Chapter Seven presents the results of a Principal Components Analysis (PCA). This analysis has been undertaken in order to conceptualise the interdependent differences between the cultural groups, and further test the propositions developed in Chapter Three.

Chapter Eight summarises the major findings of the study and develops the management and marketing strategies that are derived from the cultural analysis. This chapter also highlights the limitations and contributions of this study, and recommends potential approaches for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the relevant literature on small island tourism. The literature review does not examine the wide detail of literature related to values, rules of behaviour, perceptions and expectations, beyond the context of small island tourism. This wider context of literature is referred to as required and further reading in the area is indicated. Any broad literature in these areas is excessive and would dominate the thesis to the extent of reducing the capacity to examine the specific aims and objectives of the study.

2.2 Small island tourism

It is essential to have some knowledge of what constitutes small islands, and what role is played by tourism in order to facilitate the growth of small island economies, and the sustainable development of small island destinations. In order to determine the importance of this study to the contribution of new knowledge, it is also critical to investigate the extent of research undertaken in relation to small islands.

Island tourism is one of the most important tourism products. With unique flora and fauna, exotic coral reefs and marine life and special geographic features (Fotiou, Buhalis and Vereczi 2002), small island destinations have become popular destinations around the world. A study at Sipadan Island, Malaysia, demonstrates that marine life and corals of the island are the main factors of attraction to the tourists (Musa 2003). Si

milar characteristics also tend to attract a large number of visitors to the Lakshaweep islands (Kokkranikal, McLellan and Baum 2003).

According to Wilkinson (1989), there are more than 87 microstates around the world, divided into islands and non-islands. Many attempts have been made by scholars to conceptualise the concept of smallness in economic terms. Small countries have been defined as price takers while larger countries as price setters. However, recent definitions include population, land area and GDP as parameters in determining small states (Croes 2005; Demas 1965; Kuznets 1960; Streeten 1993). Norwell (1974), cited in Wilkinson (1989) defined microstates as an independent nation with a population less than one million. On the other hand, Bass & Dalal-Clayton (1995) defined a small state as a state covering less than 1,000km^2 with a population under one million. The definition of small islands also refers to the various forms of government, including associated states, territories and dependencies. Although some areas are not independent governments, and do not have a total autonomy in decision making, they are to some extent involved in determining policy especially with regard to tourism development. Additionally, small islands have been defined as islands that are constituent parts of metropolitan countries and lie close off-shore but which are not separate political units (Wilkinson 1989). As such, there is a difference between small islands and small island states. States have political autonomy, whilst small islands may be either autonomously governed or parts of larger states.

There is also difference in islands with regard to the degree of isolation. Islands can be adjacent to the mainland and connected by bridges that make the environment synonymous with the mainland. For example, many tourists would not realise that Phukets is an island, as the bridge crossing is very short and unnoteworthy. The airport is on the mainland, and there is seamless transport to Phuket so that all appears to be one environment. Many of the charaterictics of a separate and isolated economy are missing from Phuket and Penang Islands in Malaysia because of their immediate links with the mainland.

Whether they are or are not states usually share common characteristics such as a narrow economic base, geographic isolation, small population and lack of skilled human resources, lack of physical and natural resources and heavy economic

dependence on larger countries (or region), for markets and investment (Bass and Dalal-Clayton 1995). Due to their small dimensions, geographic isolation, high transportation costs and lack of resources (physical and human), economic development is often difficult for small islands. Such small economies have increasingly focused on tourism as the most appropriate alternative for economic growth, where the resource base is the attraction of the location itself.

Tourism has long been considered an important vehicle for economic development in general and for island microstates in particular. It has been frequently observed that reliance upon tourism as a means of development for islands is almost universal (Lockhart 1997; Sharpley 2003).

A large number of islands have become tourist destinations. Tourists are attracted not only for physical reasons but also for experienced reasons such as relaxation, difference to home environment, adventure and exotic foods and culture. As a result, tourism is becoming a significant activity in many island destinations worldwide and its importance is likely to grow in the future.

Realising the potential of the tourism industry to the development of small island destinations around the world, a number of researchers have studied the positive correlation between economic growth and the tourism industry (Amstrong and Read 2000; Balaguer and Cantavella-Jorda 2002; Easter 2002; Latimer 1985; Modeste 1995). Some small countries have chosen tourism development as a deliberate economic growth strategy to improve economic and development performance. Research undertaken in Aruba provides evidence that there is a strong positive relationship between tourism and economic performance (Vanegas and Croes 2003). Research undertaken by Latimer (1985) and Modeste (1995) provides further evidence that economic development in small islands is positively affected by growth in tourism (Croes 2005). Amstrong and Read (2000) indicate in their study that there is a strong positive relationship between tourism and growth. Balaguer and Cantavella-Jordan (2002) confirm the relevance of the tourism industry to long-term Spanish economic growth, while studies undertaken by the World Bank establish a direct connection between economic growth and poverty reduction (Easter 2002; Vanegas and Croes 2003).

Croes (2003) also assesses the suitability of using tourism development strategies for small island economies to overcome the built-in restrictions imposed by size. Although small economies have usually been regarded as disadvantaged in global competition, numerous empirical studies have interestingly demonstrated that more recently many small economies have outperformed larger economies. These studies provide evidence that smallness in scale is not fatal to prosperity, while tourism has contributed in various ways to the positive performance of small economies (Vanegas and Croes 2003).

The growth of tourism on islands has brought economic benefits, and it has been argued that such benefits have become vital to the island to continue as a community (Keane, Brophy and Cuddy 1992). However, the development of a tourism industry can create problems felt most keenly by the local population. The influx of large numbers of tourists to an island destination is likely to have a profound effect in cultural, social and environmental terms because of the destination's small size. Furthermore, the local population is more likely to have frequent contact with tourists compared with larger islands or mainland destinations (Conlin and Baum 1995). Although tourism is considered vitally important in stimulating economic growth and sustaining development in small islands, rapid tourism growth will at the same time place a severe strain on the local community's capacity to absorb growth. For tourism to thrive in a destination area, adverse impacts need to be minimised. Tourism must also be viewed favourably by the host population (Ap 1992). A recent study on small island setting by Giannoni and Maupertius (2007) highlights the trade-off between tourism investment and environmental preservation to ensure long-term tourism profitability. Managing small island tourism is unique and complex, when compared with mainland and larger island destinations. Therefore, in order to understand the impact of tourism and how far the local population will support the development of the industry, particularly in small island destinations, a study on local perceptions and receptiveness to tourists is important. However, the nature of this study needs to encapsulate a sustainable outcome and for this to happen, it is crucial to develop sustainable long-term strategies for co-operative use and development of island resources.

The concept of sustainability has its origin in the environmentalism that grew to prominence in the 1970s. The words sustainability, sustainable tourism and sustainable development are well-established terms that have been used loosely and often interchangeably in the literature (Liu 2003). Sustainability has been widely viewed as holding considerable promise as a vehicle for addressing the problems of negative tourism impacts and maintaining long-term viability, particularly on small island destinations. This is because tourism development on small islands not only contributes to economic opportunities but due to often fragile ecosystems, tourism development on small islands also becomes a challenge.

Over the short and long-term, sustainable tourism development on island destinations should:

* Meet the needs and wants of the local community in terms of improving the standard and quality of life;
* Satisfy the demand of tourists and the tourism sector, and continue to attract tourists in order to meet the first aim; and
* Safeguard the environmental resource base for tourism, encompassing natural, built and cultural components, in order to achieve both of the preceding aims.

Despite the significant contribution of tourism to the economy of small islands, only a few studies have been undertaken on various issues pertaining to small islands (Bass and Dalal-Clayton 1995; Fagence 1997; Henderson 2000, 2001; Kayat 2002; Keane, Brophy and Cuddy 1992; King 1997; Kokkranikal, McLellan and Baum 2003; Latimer 1985; McElroy and Albuquerque 1998; Mitchell and Reid 2001; Mohd Shariff 2002; Oglethorpe 1985; Shareef and Hoti 2005; Sharpley 2001; Vanegas and Croes, 2003; Wilkinson 1989). Most of the studies have focused on the significant economic contribution of tourism (Archer 1985; Croes 2005; Durbarry 2004; Fagence 1997; Henderson 2000, 2001; Oglethorpe 1985; Sharpley 2003; Vanegas and Croes, 2003) while Kokkranikal, McLellan and Baum (2003) and Fotiou, Buhalis and Vereczi (2002) and Giannoni and Maupertius (2007) are concerned with the negative impacts of tourism and issues concerning the sustainability of development. Mitchell and Reid (2001) develop a framework of community integration in tourism to help planning and development of sustainable tourism. Sharpley (2001; 2003) and Ayres (2000) discuss the challenges, opportunities and tourism policy responses in Cyprus. Hai-Yan and

Lu (2005) on the other hand, focus on the tourist needs for island tourism in China. King (1997) in his book "Creating Island Resorts" undertakes a study on tropical island resorts at two different destinations; the Mamanuca Islands in Fiji and the Whitsunday Islands in Queensland, with a major focus on social, cultural, mythical, environmental, organisational and political dimensions of both destinations. A comparative analysis has also been carried out that highlights some unique challenges faced by island resort destinations in developing countries (Fiji) as compared to developed countries (Australia). However, no studies have specifically been designed to examine the cross-cultural perceptions, expectations and needs of host and guest communities on small islands.

This study aims to examine the impact of cross-cultural exchange between Malaysian hosts and incoming tourists (domestic and international) in a small island setting. The potential influence of cultural differences on the perceptions and expectations of all stakeholders is new and opens up a significant area of study that is highly relevant to tourism economics and social development. Presently, there are more than 25 islands in Malaysia and these islands are heavily dependent on tourism for economic growth and development (Wikipedia 2007b). Given the importance of tourism to these islands, it is important to consider the interaction between hosts and guests as they form the two most important elements for the success of any tourism destination. As foreign tourists represent the majority of tourists to small islands in Malaysia, particularly on the east coast of Peninsular Malaysia (Abu Hasan et al. 2003; Ismail, Mohd Anuar and Kamil 2003; Zabidi, Ismail, and Hasan, 2004), a study to comprehend local-foreign interaction is vital. The results of this type of study will not only be useful in developing an understanding of the processes required to established sustainable marketing and management strategies for small island destinations in Malaysia, but may have relevance generally to a wider group of equivalent destinations worldwide.

2.3 Host tourist relationships

According to Weaver and Oppermann (2000) the tourism industry is comprised of two main stakeholders. They are tourists and host communities. Hosts are defined as people at the destination who may or may not be directly involved in tourism. They might be working as hoteliers, waiters, shop assistants, tourism marketers, tourist guides, taxi drivers, boat operators or custom officers. Hosts can be local people, incomers from other parts of the host country or foreigners.

The international tourist may be defined as:

"*..a person who travels to a country other than that in which he/she has his/her usual residence and that is outside his/her usual environment, for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited*" (French, Craig-Smith and Collier 2000, p. 11) .

The domestic tourist may be defined as:

" *..a visitor residing in a country, who travels to a place within the country, but outside his/her usual environment, for at least one night but not more than six months, and whose purpose of visit is other than the exercise of an activity remunerated from within the place visited*" (French, Craig-Smith and Collier 2000, p. 11).

The tourism literature (Allen et al. 1993; Ap and Crompton 1993; Mathieson and Wall 1982; Sharpley 1994) indicates that the key socio-cultural impact of tourism is the relationship between hosts and guests. Face-to-face contact between hosts and guests from different cultural backgrounds takes place when tourists travel from a home culture, and when hosts serve tourists from a foreign culture (Ramchander 2004). Reisinger and Turner (2003) defined the contact between tourists and hosts from two different cultures as intercultural contact whereas interaction between tourists and hosts from more than two cultural groups as cross-cultural contact.

An interaction between tourists and hosts usually occurs in three circumstances; social, economic and cultural. Social contact will take place when tourists and hosts share resources and facilities available to them, for instance tourism spots, public transport, restaurants and shops. On the other hand, economic contact occurs when both tourists and hosts engage in buying and selling goods and services, for example accommodation, food, guiding services, transportation services and local souvenirs. However, this contact is limited within the confines of the facilities offered for the tourists. It is also quite common for a number of tourism destinations to offer opportunities for cultural exchange, particularly via visiting and meeting local communities and experiencing their unique culture and customs. As such, a cultural contact between hosts and tourists not only occurs within tourist facilities but extends to the local communities (Keyser 2002; Ramchander 2004).

2.4 Culture in tourism

Throughout the literature review there is discussion and use of the generic term culture and cultural difference. Therefore, a review of culture develops as a fundamental issue that is highly relevant to the study problem.

Culture is a complex concept and very hard to explain. Indeed, there are hundreds of definitions presented in the literature. As such, it is difficult to define culture (Edelstein, Ito and Kepplinger 1989). Scholars in several fields namely sociology, psychology and anthropology have established their own definitions of culture. A classical approach for culture is based on the complex variables that form culture. According to this classic definition, culture is defined as:

"..That complex whole which includes knowledge, beliefs, art, moral, law, custom and any other capabilities and habits acquired by man as member of society" (Taylor 1974, p. 1).

Following the classical approach, there are many attempts to define the concept of culture by researchers, and these definitions focus primarily upon the human origin of

culture (Kroeber and Kluckhohn 1952; Kroeber and Parsons 1958; Mair 1972; Moore and Lewis 1952; Piddington 1960; Reisinger and Turner 2003; Schneider and Bonjean 1973). According to these authors, culture is created by humans. On the other hand, behavioural anthropologists defined culture from the perspective of human behaviour (Schusky and Culbert 1987). Culture is seen to be associated with behavioural patterns related to groups of people (Bagby 1953; Barnlund and Araki 1985; Lundberg et al. 1968). Besides the behaviouralist approach, functionalists have defined culture on the basis of rules of behaviour. As such, culture is defined as a set of rules for 'fitting human beings together into a social system'(Radcliffe-Brown 1957, p. 102). By referring to these rules, better understanding can be gained about how and why others behave in such a way. Therefore, culture can be defined as something that 'gives directions for actors and how the actors should play their parts on the stage'(Schneider 1972, p. 38).

In order to further demonstrate the complexity of culture, Osti (2007) has presented culture definitions from various authors (Mowen 1990; Serpell 1976; Theodorson 1969; Wallendorf and Reilly 1983).

Cultural values are an umbrella concept that includes elements such as shared values, beliefs and norms that collectively distinguish a particular group of people from others (Pizam et al. 1997). Culture can be classified under four dimensions; power distance, individualism-collectivism, uncertainty avoidance and masculinity-femininity (Hofstede 1980).

Culture can be distinguished using two important measurements; cultural values and rules of behaviour. Values are derived from culture and can arguably be caused by the influence and controls of cultural environment (Reisinger and Turner 2003). A value is a class of beliefs shared by members of society and focus upon what is 'good' or 'bad' or more indirectly what 'should be' and what 'should not be' (Pizam and Calantone 1987). Values abstract entities and are therefore difficult to measure, although value scales have been developed such as the Rokeach Value Survey (Rokeach 1968), consisting of 18 instrumental values concerning ideal models of behaviour and 18 terminal values relating to ideal end states of existence (Madrigal and Kahle 1994).

Values between hosts and guests are well summarised in Reisinger and Turner (2003) as critical values for a comparison of cultures. Values can be argued to cause behaviour because they can determine rules of behaviour (Samovar and Porter 1988). They can be said to guide and to rank behaviour (Fridgen 1991; Peterson 1979). As such, differences in values reflect differences in behaviour (Rokeach 1973). Values also relate to attitude, because they contribute to the development of attitudes (Samovar and Porter 1988).

Culture based values of 'good' and 'bad' can result in culture based rules of behaviour. Rules of behaviour define acceptable and unacceptable behaviour, and these rules can vary greatly between different cultural groups including sub-cultures within countries (Harre and Secord 1972). Rules determine what is appropriate in social interaction and how people ought or ought not to behave (Argyle and Henderson 1985). Rules define responsibility and outline obligation in the relationship between members of society (Kim and Gudykunst, 1988).

There are many different types of rules such as interpersonal rules (being pleasant to one another), reward rules (who should be supported), conflict avoidance rules (how to co-operate), restricting behaviour (to limit behaviour), explicit rules (workplace rules) and implicit rules (rules of etiquette) (Collier, Ribeau and Hecht 1986; Martin 1971). There are different rules about human proximity (Hall 1966) use of privacy (Argyle 1972), eye and body movement (Goffman 1963) and entertaining guests (Argyle 1972).

Rules governing social behaviour are culturally determined (Kim, 1988) and vary along cultural dimensions (Harre 1972). Rules vary according to the dominant culture (Mann 1986). Both values and rules are perceived in the literature to have the greatest dichotomy of difference between eastern and western cultures (Foa, Mitchell and Lekhyananda 1969; Hofstede 1980; Nakamura 1964). However, there are studies within cultures that are described as eastern (Befu 1971; Lebra 1976; Nakane 1973; Shimoda, Argyle and Ricci Bitti 1978) and western (Argyle and Henderson 1984). There is also literature suggesting that host/guest relationships can be improved with a better understanding of the rules that govern social relationships (Brislin 1976).

According to Reisinger and Turner (2003), the examination of cultural differences with regards to tourism is important for several reasons:

i) Tourism has experienced a growing internationalization. Hence, considerable attention has been given to the globalisation discussion and relevance of cultural diversity. Contemporary tourism, increasing standards of living, changing lifestyles and increasing mobility have exposed people to culturally different societies. Therefore, in order to successfully compete for market share, it is imperative for policy makers, tourism marketers and other industry players, especially those involved in the international tourism environment, to understand the influence of culture on the inbound tourists to a particular destination.

ii) Cultural characteristics are especially relevant in tourism because they are vital to the attractiveness of the product itself. Indeed, multi-cultural flavour can enhance the attractiveness for a certain tourism product.

iii) Tourism is a service industry where people from different nationalities meet. The quality of their interaction will have a significant impact on tourists' behaviour, their holiday expectations, experiences, satisfaction and consequently repeat visitation and also positive word-of-mouth.

Understanding cultural differences in tourism is important because cultural differences may influence tourist behaviour, travel destinations, consumption patterns, activities involved, food choice and ultimately satisfaction and repeat visitation. These differences include variations between host communities and tourists. Reisinger and Turner (1997a) point out that the cultural differences between hosts (who may or may not be local residents) and guests are crucial in developing successful marketing strategies and market segmentation. A clear understanding of the cultural background of the tourist on behalf of the host and the host culture on behalf of the tourist is one of the important factors that persuade tourists to visit a foreign country over the long-term (Reisinger and Turner 1998). In addition, sensitivity to cultural differences will also determine the ability of a particular destination to compete successfully in the global market. As the tourism industry increasingly operates in an environment which demands more sensitivity to the culturally determined needs of international tourists, effort cannot be directed just to the promotion of tourism facilities and products.

Effort is also needed to gain an in-depth understanding of the cultural background of the incoming tourists, and how cultural differences influence the expectation and perceptions of tourists on host destinations, as well as the importance of destination attributes to both stakeholders.

A number of tourism studies have been carried out related to cultural differences. Cross-cultural studies in tourism have examined tourist behaviour using two different approaches; direct or indirect (Pizam 1999). Using the direct method, attempts have been undertaken in gaining empirical evidence of differences in tourist behaviour across nationalities. Among the studies carried out in this area are Szalai (1972) who investigates total time spent on 37 primary activities; Ibrahim (1991) who attempts to study the same issue by comparing with Egyptians and found the variance in amount of leisure time caused mainly by the value system of society instead of economic factors; Rodgers (1977) analysed patterns of participation in sport across eight countries; Ritter (1987; 1989) also found some differences between tourists from different nationalities. As part of their collectivist culture, the Japanese for example tend to travel in groups, while Europeans tend to take a longer holiday. On the other hand, Americans seem to love nature and wilderness and therefore tend to travel to national parks.

Using indirect methods, various studies have been undertaken to understand how local communities and tourism operator perceptions vary towards tourists from different nationalities. Pizam and Sussman (1995) investigate the perception of British tour guides towards four tourist groups; Japanese, French, Italians and Americans using 20 behavioural characteristics. In general, travel behaviour is different across nationalities. Among the groups, the Japanese have been labelled as the most distinct group, followed by Americans, French and Italians.

Using a similar methodology, Pizam and Reichel (1996), studied Israeli tour guides by comparing perception towards French, German, American, British and American tourists. Unlike the previous study, no differences were recorded for two behavioural variables (trip planning and letter writing). With regard to these variables, all tourist groups behave the same regardless of nationality. Significant differences are identified with regard to 4 variables; buying souvenirs, shopping, buying gifts and photographing

except for the French-British pair. According to Israeli tour guides, the American is the most distinct group, while the French is the most similar to the other cultural groups.

A study carried out on Korean tour guides (Pizam and Jeong 1996) involved three cultural groups; Japanese, Korean and American tourists. This study recorded no differences across nationalities for behavioural characteristics; 'interact versus socialise' and 'authenticity versus staging'. On the other hand, significant differences are identified between the cultural groups with regard to six behavioural variables; trip length, food preference, adventuresome versus safe, novelty versus familiarity, photographing and letter writing. As such, the Korean tour guides perceived that all the tourist groups are totally different to each other. For this study, it was found that the American tourists are the most distinct group, followed by the Koreans and Japanese. When comparing each paired group, the most different groups are Koreans and American, while Japanese and Koreans are quite similar.

A similar study has been conducted on Dutch tour guides by Pizam, Jansen-Verbeke and Steel (1997). As with the previous study undertaken by Pizam and Sussman (1995), this study also involved tourists from four nationalities; Japanese, French, Italian and American. No differences are identified for two behavioural variables; trust tourist-trade people and letter writing. However, significant differences are recorded for four behavioural variables i.e. socialise, interact, groups and trip length, while small differences are identified with regard to two variables; food preferences and shopping. In this study, the Americans were again the most distinct group amongst all nationalities. Differences were identified in behavioural characteristics on the basis of individual nationalities as well as on pair comparisons, with the French versus Americans regarded as having the most differences. On the other hand, the Italian and American pair exhibits the greatest behavioural similarities.

By referring to the existing studies from both approaches (direct and indirect), culture can be seen as one of the important factors in differentiating not only tourist behaviour, but also perceptions towards how tourists behave from the perspective of local service operators. In an attempt to understand tourist and host behaviour for sustainable tourism development, it is crucial to have an in-depth knowledge of the impact of

cross-cultural exchange between hosts and guests. Most existing cross-cultural studies, with major exception of Reisinger and Turner (1997a; 1997b; 1998; 1999) and Truong (2007) have been carried out by focusing only on the host or tourist side but not on both groups simultaneously. Since tourism involves both the demand and supply sides, for tourism to be developed in a more sustainable manner, a balance of opinions from both stakeholders are important.

2.5 Tourism impacts

Tourism is regarded as one of the most important tools for economic growth worldwide. However, like many other economic sectors, the development of tourism will inevitably cause some impacts for the destination and local community, whether positive or negative. Planning is important to stimulate tourism growth and sustain the growth over the long term. A lack of proper planning will result in many undesirable consequences and prompt tourist and host community mutual dissatisfaction. In order to formulate sustainable planning policies and strategies, serious attention should be given to the impacts of tourism development.

Research on tourism impacts has received increasing interest by scholars over the past two decades. The most important reason for this attention is that perceptions towards tourism impacts are seen as an important factor for planning and policy considerations for successful development, marketing, and implementation of current and future tourism programs (Ap 1992). According to Menning (1995), for tourism development strategies to be successful, it is not just a problem of matching demand and supply of tourism resources but a need to include local acceptability as well. Indeed, local residents are those who can actually evaluate which impacts are acceptable and which impacts are problems for them. Research undertaken by John (1988) and Richardson and Long (1991) provide further support for the inclusion of the local community voice as one of the key issues for successful sustained growth.

The positive perceptions of tourism impacts will usually link to positive attitudes towards tourism development and consequently, host communities will support

tourism development programs in their areas. On the contrary, negative perceptions of tourism impacts will contribute to a negative attitude towards tourism and as a result, the host communities will oppose tourism development. As the impacts of tourism will have a direct relationship with the host communities' perceptions towards tourism growth and consequent support for tourism, it is essential to understand what the impacts of tourism really include. Tourism can have enormous economic impacts as well as many socio-cultural and environmental consequences. Therefore, an in-depth understanding of each element of tourism impacts is important in providing knowledge to those who are involved in planning, management and policy making. As a result, appropriate marketing, management and development strategies can be formulated in order to sustain the tourism industry over the long term.

The three main impacts resulting from tourism growth are typically grouped into three categories; economic, socio-cultural and environmental (Bull 1991; Pearce 1989; Ryan 1991). The main positive impacts of tourism are foreign exchange earnings, employment generation, contribution to government revenues and stimulation for infrastructure investment. On the contrary, the most common negative economic impacts are increases in the price of goods and services, increases in the price of land and property as well as increases in the overall cost of living.

Research on the perception of tourism impacts has been a subject of study for more than 30 years (Andereck and Vogt 2000). Studies in the 1960s focused mainly on the positive economic impact of tourism. On the other hand, researchers in the 1970s mostly investigated negative tourism impacts in the context of social, psychological and economic impacts on local communities (Butler 1974; Jafari 1973; Pizam 1978; Young 1973). Pizam (1978) is among the first empirical study to investigate the negative impacts associated to tourism as perceived by local communities and entrepreneurs at Cape Cod, Massachusetts, while Butler (1974) investigated the negative socio-cultural impacts resulting from tourism. However, later research has emphasised both the positive and negative impacts of tourism (Andereck and Vogt 2000).

The impacts of tourism have been well-summarised by Mohd Shariff (2002) in her study about resident attitude towards tourism development at Langkawi Island,

Malaysia. The focal point of the positive effects of tourism lies in economic benefits such as an increase in the number of jobs available for residents (Belisle and Hoy 1980; Haralambopoulos and Pizam 1996; Johnson, Snepenger and Akis 1994; King, Pizam and Milman 1993; Lankford 1994; Liu and Var 1986; Milman and Pizam 1988; Ross 1992; Rothman 1978; Sheldon and Var 1984; Tyrrell and Spaulding 1984), improved income levels and standard of living (Akis, Peristianis and Warner 1996; Belisle and Hoy 1980; Haralambopoulos and Pizam 1996; King, Pizam and Milman 1993; Liu and Var 1986; Milman and Pizam 1988; Pizam 1978), and greater tax receipts (Brougham and Butler 1981; Haralambopoulos and Pizam 1996; Milman and Pizam 1988; Rothman 1978; Tyrrell and Spaulding 1984).

Local communities also express feelings that tourism offers social benefits, such as increased opportunities for shopping (Husbands 1989; Liu and Var 1986), recreation and enrichment through interaction with tourists (Pizam 1978; Prentice 1993). Many communities have also reported that tourism brings an improvement in the physical appearance of their community (Liu, Sheldon and Var 1987; Ritchie 1988). Several scholars reported that tourism resulted in increased investment at tourism destinations (Akis, Peristianis and Warner 1996; Belisle and Hoy 1980; Johnson, Snepenger and Akis 1994; Liu, Sheldon and Var 1987; Liu and Var 1986; McCool and Martin 1994; Milman and Pizam 1988; Sheldon and Var 1984). Previous studies also indicate that local communities perceive that tourism improves infrastructure, transportation systems and enhances rural and regional development (Belisle and Hoy 1980; Husbands 1989; Lankford 1994; Liu and Var 1986; Rothman 1978; Sethna and Richmond 1978).

Studies that have focused on the existence of negative impacts upon local residents tend to assume that tourism may have some serious social, psychological, and economic effects on residents (Jafari 1973; Pizam 1978; Young 1973). Among the most noticeable negative economic impacts brought about by tourism as perceived by local communities relate to increases in the price of good and services, land and housing, as well as the cost of living (Akis, Peristianis and Warner 1996; Belisle and Hoy 1980; Brougham and Butler 1981; Husbands 1989; Johnson, Snepenger and Akis 1994; Liu, Sheldon and Var 1987; Liu and Var 1986; Perdue, Long and Allen 1990; Pizam 1978; Ross 1992).

Other important tourism impacts relate to socio-cultural issues. Similar to economic impact, socio-cultural impact can be positive or negative. The major positive impact can be seen with improvement in the quality of life of local communities. This impact is evidenced by various studies (Allen et al. 1988; King, Pizam and Milman 1993; McCool and Martin 1994; Milman and Pizam 1988; Perdue, Long and Allen 1990; Pizam 1978). Tourism also contributes to positive socio-cultural impacts in terms of improvement of local recreational facilities, strengthening community image and increased level of courtesy and hospitality among local hosts towards incoming tourists. As tourism now involves tourists from around the world, the opportunity to meet tourists is an important tourism impact. Tourism may also promote cultural exchange and preserve local culture (Akis, Peristianis and Warner 1996; Haralambopoulos and Pizam 1996; King, Pizam and Milman 1993; Liu, Sheldon and Var 1987; Milman and Pizam 1988; Perdue, Long and Allen 1990; Pizam 1978; Ross 1992; Sheldon and Var 1984). Other researchers have identified socio-cultural impacts in terms of higher demand for historical sites and cultural-based products (Liu and Var 1986; McCool and Martin 1994). Additionally, positive impacts related to public services have also been noted such as the quality of fire protection and police services (Milman and Pizam 1988; Pizam 1978).

Research carried out by Rothman (1978), Cooke (1982), Loukissas (1983) and Getz (1986) offer evidence that tourism activities can in many ways result in negative consequences to host communities in terms of increased noise, congestion, disruption to family structures and a unidimensional economy. The influx of too many tourists at certain tourism areas also heightens tension among the local communities (Rothman 1978). Local communities express further concern towards negative socio-cultural impacts such as prostitution, alcoholism, crime, drug addition and trafficking, as well as undesirable impacts on local culture (Akis, Peristianis and Warner 1996; Belisle and Hoy 1980; Haralambopoulos and Pizam 1996; King, Pizam and Milman 1993; Liu, Sheldon and Var 1987; Liu and Var 1986; Milman and Pizam 1988; Pizam 1978).

Tourism development also has considerable impact on the environment at tourism destinations, in both positive and negative ways. On the positive side, tourism activities increase the incentive to restore historical buildings and sites, and conserve natural resources. On the contrary, tourism can result in unpleasantly crowded tourism

places (beaches, snorkelling spots, parks and picnic areas), add to pollution (rubbish, sewage and noise), traffic congestion and destroy natural resources as a result of the construction of hotels and other tourism facilities (Akis, Peristianis and Warner 1996; Brougham and Butler 1981; Caneday and Zeiger 1991; Kavallinis and Pizam 1994; Liu, Sheldon and Var 1987; Liu and Var 1986; Perdue, Long and Allen 1990; Pizam 1978; Rothman 1978; Sheldon and Var 1984; Thomason, Crompton and Kamp 1979; Tyrrell and Spaulding 1984).

In short, tourism benefits have been valued from the positive contribution to economic well-being and an increased standard of living. On the other hand, negative impacts relate to socio-cultural and environmental impacts. While positive impacts correspond to positive attitudes of local communities towards tourism development in their areas, and can result in support for tourism programs, negative impacts raise possibility that the local population might retaliate by exhibiting hostile behaviour towards incoming tourists. This phenomenon will result in reducing the attractiveness of the destination, and therefore will conversely affect the tourism earnings and employment opportunities in the local tourism industry (Pizam 1978). Because of the frequency of interaction residents have with tourists, particularly on small geographical areas such as small islands, their willingness to serve as a gracious host is critical to the success of tourism.

The meeting between tourists and hosts from two different worlds will result in significant socio-cultural consequences, both positive and negative. Thus, strategies for tourism development must incorporate local resident opinions in order to ensure continuous support from the local community. In this way, the tourism industry at a particular destination can be sustained over the long-term. Taking into consideration the significant role of the host population, for tourism to thrive at any destination, tourism scholars in recent years have directed their focus on local community perceptions of economic benefits, and the social and environmental impacts.

The existing studies pertaining to tourism impacts are only concerned about the host view and tend to ignore the tourist side. However, tourists are now becoming more experienced more critical, more quality conscious and seek new experiences as well as good value for money. Results of travel surveys verify that tourists are now more

aware of environmental problems (Luck and Torsten 2003). With increasing competition from other destinations and other leisure activities as well as constantly changing tourist taste and behaviour, there is also a need to investigate the tourist view with regard to impacts of tourism development.

2.6 Resident perceptions and attitudes towards tourism

Though many studies use the terms perceptions and attitudes simultaneously, they are different. An attitude is based upon the 1950s literature related to cognition, affect and conation (Ajzen and Fishbein 1980). Simply defined, an attitude is 'a person's general feeling of favourableness or unfavourableness for that concept' (Ajzen and Fishbein 1980, p. 19). In even simpler terms, attitudes are likes and dislikes often measured directly as 'I like' or indirectly as agreement 'I agree'. Ajzen and Fishbein (1980) recommend using any of the standard scaling procedures for measurement of attitude such as Thurstone and Likert scales.

There is no necessary link between attitudes and behaviour because the paths that have derived attitudes in the first place may be distinctly different, even if they result in similar attitudes (Ajzen and Fishbein 1980). Despite the recent and often mixed definitions and use of attitudes in modern research, most contemporary consumer behaviour investigators agree that attitudes refer to affective or feeling responses that people have for or against an object.

In basic form perceptions are quite different from attitudes. They are the process by which people see the world around them (Schiffman and Kanuk 1987). They are impressions about other people and the environment. First impressions are critical (Huston and Levinger 1978). Impressions require less learning than attitudes (Moutinho 1987) because attitudes are learned from culture, whereas perceptions are self-created. However, perceptions are more readily influenced by experience. It is important to note that much of the literature on small island tourism is vague in the distinction between attitudes and perceptions.

Previous studies have revealed that the perceptions and attitudes of residents towards tourists are the most important factors in the overall attractiveness of tourist regions (Var, Beck and Loftus 1977) and that community attitudes towards tourism will affect tourist destination choice (Hoffman and Low 1981). Liu and Var (1986) indicate that monitoring public opinion on the various effects of tourism is an important means of incorporating community reaction into planning of tourism development. Lankford (1994) highlights that resident perceptions on the impact of tourism and their attitude towards tourists are important in establishing a successful development plan. Andereck and Vogt (2000) note that tourism development programs that do not take community desires and differences into account are unlikely to produce satisfactory results from the resident perspective (Avcikurt and Soybali 2002). Menning (1995) and Richardson and Long (1991) point out that to maintain resident support for tourism, local acceptability and resident needs and wants must be considered. Understanding resident perceptions concerning tourism growth is crucial in sustaining tourism within a community. Fridgen (1991) stresses the importance of hospitality provision by local residents for successful tourism. If tourists feel unwelcomed by the local community, they will not recommend the destinations to others and will be unlikely to undertake repeat visitation in the future. The hospitality provided by local residents will affect overall tourist satisfaction and the travel experience at a destination.

Considerable research has been conducted on resident perceptions towards tourism development. Recent work has targeted communities in a variety of settings, including Europe (Avcikurt and Soybali 2002; Snaith and Haley 1999), Australia, New Zealand and the South Pacific (Berno 1999; Fredline and Faulkner 2000; Mason and Cheyne 2000), Asia (Kayat 2000, 2002; Mohd Shariff 2002; Walpole and Goodwin 2001), Africa (Infield and Namara 2001) and North America (Brayley 2000; Carmichael 2000; Gursoy, Jurowski and Uysal 2002). Whilst earlier work on perceptions towards tourism development dealt predominantly with established destinations in relatively highly populated areas and focused on the macro side of resident attitudes (Belisle and Hoy 1980; Johnson, Snepenger and Akis 1994; McCool and Martin 1994; Ryan, Jeffcoat and Jeffcoat 1998), recent work has targeted the micro side of resident tourism attitudes. These studies have targeted specific communities and explored the various elements and characteristics within those communities that predict resident attitudes

about the presence of tourism, and also the possibility of future tourism development within their communities.

Most of this research is aimed at understanding resident perceptions of tourism impacts among different types of local population (Allen et al. 1988; Belisle and Hoy 1980; Husbands 1989; Johnson, Snepenger and Akis 1994; Kayat 2002; King, Pizam and Milman 1993; Korca 1998; Pizam 1978). These perceptions have been identified on the basis of socio-demographic characteristics (Belisle and Hoy 1980; Liu and Var 1986; Milman and Pizam 1988; Pizam 1978), proximity of local resident to the tourist zone (Belisle and Hoy 1980; Sheldon and Var 1984) and economic dependency (Allen et al. 1988; Davis, Allen and Cosenza 1988; Glasson et al. 1992; Jurowski, Uysal and Williams 1997; Lankford 1994; Milman and Pizam 1988; Pizam 1978; Snaith and Haley 1999). Differences in perception have also been examined on the basis of the extent of tourism development (Long, Purdue and Allen 1986), level of individual involvement in the tourism industry (Smith and Krannich 1998), destination maturity (Sheldon and Abenoja 2001), type and extent of host-guest interactions and level of tourism development in the community (Madrigal 1995; Murphy 1985).

Theory also suggests an inverse relationship between the level of tourism development and resident perceptions towards the impacts of tourism. Existing studies suggest that lower to moderate levels of tourism development are beneficial to the local population. However, when development continues, resident perceptions tend to take a downward trend (Allen et al. 1988; Butler 1980; Doxey 1976; Gunn 1988).

Early studies on resident perceptions concerning the impact of tourism activity (Allen et al. 1988; Liu and Var 1986; Pizam 1978) include only limited explanatory analysis regarding why people are, or are not, favourably disposed to tourism (Kayat 2002). As a result, there is a lack of theoretical orientation of research on this subject. In order to further facilitate the understanding of resident perceptions towards tourism, a new model has been introduced by Ap (1992) based on the concept of exchange. As long as the local community perceives that tourism brings more benefits than costs, residents will have positive perceptions of tourism. However, if tourism has been perceived to create costs that impinge adversely upon them, they may develop a

negative perception towards tourism (Kayat 2002; Milman and Pizam 1988; Rothman 1978).

Existing studies on the relationship between dependency on the tourism industry, and perceptions, have found that residents who are highly dependent on tourism-based employment, are more favourably disposed towards tourism development. Murphy (1985) notes that resident perceptions and attitudes are influenced by the type and form of tourism. Furthermore, McCool and Moisey (1996) supported by Wall (1996) have indicated that as development increases, attitudes towards tourism tend to become more negative. This is because as tourism development increases, residents become concerned about the adverse impact of tourism on real estate prices, access to recreational opportunities, congestion on roads, cost of living and the community's general quality of life.

Previous research has shown that negative tourism perceptions have been linked to heavy tourism concentration, greater length of residency at a particular destination and native–born status (Canan and Hennessy 1989; Davis, Allen and Cosenza 1988; Liu and Var 1986; Madrigal 1993; Pizam 1978; Um and Crompton 1987). On the contrary, positive perceptions of tourism activity are closely related to economic dependency and distance of residence from the tourism area. The greater the distance from the tourist zone, the less favourable the perceived impact of tourism (Belisle and Hoy 1980; Madrigal 1993; Milman and Pizam 1988; Pizam 1978). Although included in many studies, socioeconomic variables have been shown to have little effect on resident perceptions of tourism development (Liu and Var 1986; Madrigal 1993; Pizam 1978).

A number of scholars have suggested that resident perceptions of the costs and benefits of tourism are linked to tourist satisfaction. Thus, understanding the tourism impacts is vital in sustaining tourist satisfaction and the long-term success of tourism. Although there is a great depth of research undertaken concerning tourism impacts, research on tourism impacts on small island destinations is still lacking. Scholars suggest that additional research in other geographical locations, particularly small island destinations will further develop the theory in this field (Sheldon and Var 1984; Smith and Krannich 1998; Tosun 2002). In regard to the importance of tourism for the

survival of small island economies, it is crucial to understand how local communities and tourists on small island destinations perceive tourism impacts. Further, existing literature on tourism impacts and perception towards tourism only concerns the local communities. None of the research has included the opinion of tourists. As tourism impacts at certain destination will impact directly upon tourist satisfaction, it is also important to understanding how the tourists view tourism impacts. As tourism expands globally, and involves tourists and local hosts from different cultural backgrounds, it is also crucial to investigate this issue in a cross-cultural context. This understanding will help policy makers and industry operators to formulate effective and appropriate marketing and management strategies for sustainable small island tourism.

Reisinger (1994) notes that the type and atmosphere of the relationships between local populations and tourists influences resident attitudes towards tourism and tourists. Various factors such as cultural differences or similarities may modify or improve local attitudes. Research by Anastasopoulas (1992) emphasises the role of different cultural backgrounds between tourists and local populations. As social and cultural differences increase, resident attitudes become more negative towards tourism and tourists.

Acceptance and tolerance amongst the local community has been recognised as crucial for a successful tourism destination, and one of the important factors that influence whether visitors will return to a destination or recommend it to others (Lawson, Merrett and William 1999; Thyne, Lawson and Todd 2006). One of the important factors that might influence such acceptance is the host's attitude towards the nationality or culture of the tourist.

Support from the local population is vital for the development and sustainability of the tourism industry. The goal of sustainability requires an understanding of how local populations formulate their attitudes towards tourism (Jurowski, Uysal and Williams 1997). According to social exchange theory, individuals will engage in exchange if (1) the resulting rewards are valued, (2) the exchange is likely to produce valuable rewards and (3) perceived costs do not exceed perceived rewards (Jurowski, Uysal and Williams 1997; Skidmore 1975). The local population is often willing to enter into an

exchange with tourists if they can reap some benefits without incurring unacceptable costs (Turner 1986).

Elements being exchanged by the host community with tourists include not only economic components but also social and environmental factors (Jurowski, Uysal and Williams 1997; King, Pizam and Milman 1993; Milman and Pizam 1988; Perdue, Long and Allen 1990). Previous research has indicated that economic gain, together with social and environmental factors, influence resident perceptions of tourism and their support for tourism development. Although numerous studies have examined resident perceptions towards tourism development around the world, previous research has mainly dealt with established destinations in relatively highly populated areas and mainland destinations. However, relatively few studies have been conducted on small islands, particularly in the Southeast Asia region. More recent studies have attempted to understand the impact of cross-cultural exchange between hosts and guests (Reisinger and Turner 1997b, 1998, 2002a, 2002b). These particular studies have investigated the interaction between western hosts and Asian tourists. Additionally, Truong (2007) investigated cross-cultural exchange between international tourists and Vietnamese service providers. In order to fill in the gap in the tourism literature, this research aims to investigate the impact of cross-cultural exchange between host communities and tourists (domestic and international) in small island settings and the potential influence of cultural differences on both the perceptions and attitudes of stakeholders concerning tourism development. Although local residents feel most of the impacts from the tourism development occurring in their area, it is also interesting to know how tourists perceive the development of tourism, particularly on small island destinations. Knowledge of how both parties perceive tourism growth and their attitude, can hopefully contribute to an understanding for developing effective management and marketing strategies for sustainable small island tourism.

2.7 Theories on host communities perceptions and attitudes towards tourism

Three main models have been used to explain the impact of tourism and the way in which these are perceived by a local community-Doxey's Irridex model (1976), Butler's Tourist Area Life Cycle (1980) and Social Exchange Theory. These theories are frequently invoked to explain tourist-host relationships and their specific social and cultural impacts (Ramchander 2004) .

2.7.1 Doxey's Irridex Model

The Irridex Model is one of the best known models on resident attitudes towards tourism development (Doxey 1976). According to this model, residents' attitudes concerning tourism growth can be divided into four stages (Fridgen 1991):

Stage 1: Euphoria

This is the early stage of tourism development whereby the local population welcomes tourists and investors. At this stage, normally little planning occurs and very minimum control mechanisms are involved. Tourists will basically make their own way to the destination as marketing and publicity about the destination is limited. They can be considered as adventurous tourists who only require basic tourism facilities. On the other hand, communities themselves offer very minimal amenities. At this stage, word of mount plays an important role as a means for destination marketing and publicity.

Stage 2: Apathy

This is the stage whereby host communities start to have a mixed perception of tourism development. Some of the host populations begin to take commercial advantage of the nascent tourism development, while others start to criticise the perceived and actual change in the community. At this stage, tourism marketing becomes a concern. Tourism development also occurs mainly emphasizing the improvement of basic amenities for tourism including supplying electricity, water and transportation.

Stage 3: Annoyance or irritation

As tourism continues to grow, host communities become irritated with the increased number of tourists. This is a saturation point whereby host communities begin to show misgivings about the development of tourism. However, private entrepreneurs and policy makers may begin to increase infrastructure in order to meet tourist demand. This is also a point where commercial and real estate agents from outside the destination start showing an interest in purchasing smaller tourism-related businesses. Franchise hotels, resorts and restaurants may also proliferate at this time.

Stage 4: Antagonism

This is the final stage in tourism development of a particular tourist destination whereby the destination has grown into a mass tourist destination. At this stage, the tourist is seen to cause problems for society resulting in resentment from the local communities. Therefore, tourists are no longer welcomed by local society. During this stage, the local population starts to generate negative perceptions towards tourists and tourism development.

2.7.2 Butler's tourist area life cycle model

Another important theory on resident perceptions and attitudes pertaining to tourism development is Butler's tourist area life cycle model. According to this theory, tourism develops through five distinct stages over time. Butler (1980) identified these stages as exploration, involvement, development, consolidation, stagnation and decline or rejuvenation.

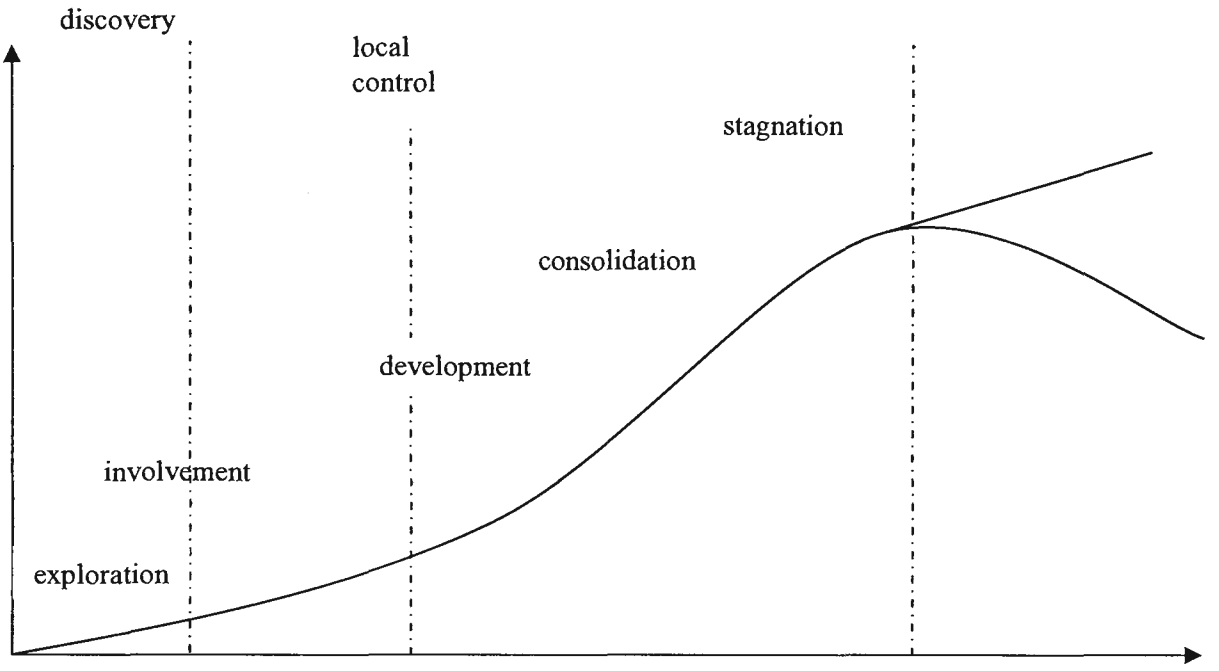


Figure 2.1: Butler's tourist area life cycle model

Tourism areas are dynamic; they evolve and change over time. This evolution is brought about by a number of factors such as the preferences and needs of visitors, improvement in tourism facilities, increase in promotion and marketing, changing natural attractions and deterioration in the environment caused by tourism. Host communities' perception and attitudes change through the stages of tourism development.

The initial stage or *exploration* is characterised by a small number of tourists. At this stage, there would be no specific facilities provided for the incoming tourists. Therefore, the use of local facilities is expected to be high and tourists are likely to have frequent interaction with host communities. Since the number of tourist arrivals

is small, the development of tourism during this period has no adverse effect on the destination. At the same time, tourist arrivals will have little significant effect on the economics and social life of the host communities.

As the number of tourists continues to increase, host communities begin to become involved in the industry by providing facilities to the incoming visitors. As such, interaction between the host communities and tourists remain high. In order to attract a larger number of tourist arrivals, promotional effort will be initiated by industry players while policy makers are mainly involved in improving facilities to fulfill tourist needs and enhance the destination attractiveness. The stage has now changed from exploration to the *involvement* stage.

Development stage exists when the destination has been well-established. This is reflected by heavy advertising activities designed to attract more tourists to the area. At this stage, resident participation will decline as facilities provided by small-scale local businessman will be replaced by more modern facilities from external organizations, especially for the accommodation sector. This is also the stage whereby changes in physical appearance start to be seen. Some of the changes are welcomed by the residents and some are not. On the other hand, the number of tourists at the peak season might exceed the number of residents at the destination. In order to give a better service to the big crowd of incoming tourists, outside workers will be utilised. At the same time many supporting businesses will start to emerge.

The destination is considered to enter *consolidation* stage when the rate of incoming tourists starts to drop. At this stage, tourism is becoming the most important economic activity for the destination. Marketing and tourism activities continue to play an important role in attracting more tourists. In addition, efforts are needed to widen the market.

Stagnation stage occurs when the peak number of tourists is achieved. During this period, tourism activity may cause serious problems to economic, social and environment of the destination. Although the destination will now have a well-established image, it will no longer be attractive to new tourists as the natural

attractions are no longer available. Thus, the destination will need to rely on repeat visitation.

Decline stage occurs when the destination fails to compete with newer destinations as the destination is no longer appealling to tourists. As a result, destination is now facing a decline in tourist arrivals. However, *rejuvenation stage* might occur if the destination can improve or change attractions via man-made attraction or focus on untapped natural resources.

2.7.3 Social Exchange Theory

Amongst the various theories on the impact of tourism development and how it is perceived by local residents, social exchange theory has been considered the most appropriate framework for explaining host perceptions and attitudes towards tourism development. This theory was introduced by Ap (1992) and has been adopted by many scholars (Gertz 1994; Jurowski, Uysal and Williams 1997; Kayat 2002; Long, Purdue and Allen 1986; Sirakaya, Teye and Sommez 2002). According to this theory, local communities will engage in exchanges based on what they value. In other words, residents are motivated to engage in an exchange process based on expected returns. As long as they perceive benefits derived from the exchange process exceed costs, they are willing to enter into exchange with tourists.

In each of these models the cycle is the same and the stages vary little. The final result is also based upon a negative overall outcome. However, it remains unclear that in reality the final outcome cannot be a new balance between economic prosperity and demand.

2.8 Expectation

Expectation may be best defined as benefits sought. Benefits sought are closely related to motivation whereas motivations involve the reasons why something occurs. Expectation is an implied desire of what should occur (Dann 1981). In the context of

studying the differences in expectations between two groups, hosts and guests become a significant area of study. Although it might be of interest to know the benefits sought by small island tourists, there is less concern for why tourists travel to small islands and more about how interactions between culturally different people will occur. Part of this concern involves mutual expectations.

Motivation may be viewed as a function of the attractiveness of the outcome and expectancy of achieving that outcome. These expectations may be defined as forecast, normative, ideal and minimum tolerable (Oliver 1997). Forecast expectations are what is believed will occur (Boulding et al. 1993). Normative expectations are what is feasible or realistic (Teas 1993). Ideal expectations are desired or wished for and the highest level of expectation, while minimum tolerable are the lowest acceptable level (Parasuraman and Zeithaml 1991). Expectation can be used to measure satisfaction whereby benefits sought are compared against benefits gained.

2.9 Destination attributes

Although the study of tourist satisfaction and destination image is beyond the scope of this study, there is a need to have some knowledge about them, as satisfaction and destination image are related to destination attributes. An understanding of these two concepts is important to understand the significance of destination attributes to the overall questions of cultural diversity and small island tourism.

Realising the potential of tourism in stimulating economic growth, a number of new small islands have been introduced as tourist destinations worldwide. Currently there are some 580 island destinations with a land mass of more than 2500km^2 and about 400 with a land area of less than 2500km^2 (Wikipedia 2007a). As a result of newly emerging markets, the competition between island destinations is intensifying. A large number of small islands worldwide are confronted with the challenge of marketing attractions and retaining visitors. An important tool for successful destination marketing is understanding customer satisfaction. Customer satisfaction is a result of comparing the service performance with expectations (Barsky 1992; Hill 1986).

Customer satisfaction may be defined as a post-purchase evaluative judgement concerning a specific product or service (Fornell 1992; Gundersen, Heide and Olson 1996).

Recently, several researchers have focused on a variety of aspects of consumer satisfaction in tourism, travel, hospitality and recreation. Reisinger and Waryszak (1995) investigated satisfaction with tour guides and Ross and Iso-Ahola (1991) examined satisfaction with daily tours. Packaged and non-packaged travel was investigated by Hsieh, O'Leary, and Morrison (1994). Several studies have also been undertaken on hotel guest satisfaction (Barsky 1992; Bojanic 1996; Saleh and Ryan 1992). The level of tourist satisfaction with the local behaviour of the host population was examined by Pearce (1980). Over the past decade, the number of empirical studies to measure tourist satisfaction with destinations has also increased (Bramwell 1998; Chon and Olsen 1991; Kozak and Rimmington 2000; Qu and Li 1997). Tourists are the focal point of tourism. A common reason for undertaking research in tourist satisfaction is the profitability that is believed to be attributable to visitor satisfaction. The key benefits brought by tourist satisfaction are repeat visitation, positive word-of-mouth publicity and reduced customer price elasticity (Fornell 1992). Accordingly, satisfaction with travel experience will contribute to destination loyalty, and loyalty to a particular destination is reflected in the intention for repeat visitation and their recommendation to others.

An understanding of tourist satisfaction forms a basic parameter for evaluating the performance of destination products and services (Noe and Uysal 1997; Schofield 2000). Since customer satisfaction is influenced by the availability of services, the provision of quality customer service has become a major concern for business (Berry and Parasuraman 1991). Failure to pay attention to the influential attributes in choice intention may result in a customer's negative evaluation and may lead to unfavorable word-of-mouth (Chon, Christianson and Lee 1995). Information about the importance of destination attributes relates to tourist satisfaction and is crucial for destination marketers and managers, if they are to promote and position a certain destination in the market place.

Destination image will also influence tourist satisfaction and intention for repeat visitation in the future, depending on the destination's capacity to provide experiences corresponding with their needs, and fit the image tourists hold of the destination (Chon 1990; Joppe, Martin and Waalen 2001). Destination image plays an important role in the destinations' success and will have a strong influence on tourist behaviour. Visitors seldom have a complete knowledge of a particular destination that they have not previously visited, or rarely visited. Image fulfils an important function insofar as destinations with strong image or positive and recognizable images will have more probability of being chosen (Goodrich 1978; Hunt 1975; Woodside and Lysonski 1989). According to Kotler, Haider and Rein (1993), in order to be competitive, a particular destination should be managed from a strategic perspective, with brand image playing an important role in the positioning process (Calantone et al. 1989). The analysis of destination image is relatively recent, but covers a wide range of interests (Pike 2002). Studies show the importance of destination image in the selection of a destination (Beerli and Martin 2004; Bigne, Sanchez and Sanchez 2001; Hunt 1975). In essence, this research suggests that those destinations with strong, positive images are more likely to be considered and chosen in the travel decision process. Therefore, it is necessary to identify how tourists evaluate competing destinations before effective marketing strategies can be deployed towards image enhancement.

Due to the significant contribution of tourism to a country's economy, competition becomes harder even among domestic destinations, and can result in aggressive marketing being deployed by the relevant authority. The competition in tourism destination marketing has highlighted the need for comparative studies of destination attributes. The destination selection attributes and satisfaction level derived from the visited destination can help to create a destination image, which in turn can devise a better and effective marketing strategy towards a sustainable tourism industry.

Although there is a significant volume of research dealing with tourist satisfaction, destination image and destination attributes, little research has been conducted on island destinations, particularly in Malaysia. Taking into consideration the importance of the industry to the development of small islands in Malaysia and elsewhere, it is imperative to identify factors that will influence destination choice and consequently

affect tourist satisfaction. Knowledge of the importance of destination attributes from the view of both stakeholders is an important first step to formulate effective marketing and management strategies, in order to stimulate the growth of small island tourism, and sustain the industry over the long term through enhanced tourist satisfaction or image generation. Therefore, this study must also aim to identify the significant differences in the importance of destination attributes, from the perspective of multi-cultural tourists and host communities.

2.10 Concluding remarks

Although previous studies have dealt separately with the various issues of values, rules of behaviour, perceptions on tourism development, mutual expectation between tourists and hosts as well as destination attributes (although not in a small island tourism context), it is argued here that they should be assessed collectively in order to have a better understanding for formulating appropriate marketing and management strategies to enhance and sustain tourism growth at small island destinations. This is due to the fact that these issues are important in providing more accurate information for developing sustainable tourism development strategies.

The interplay between culturally determined values, rules of behaviour and perceptions and attitudes, are likely to lead to differing expectations and attributes being sought by visitors from different cultures. The juxtaposition between different groups of hosts and guests may result in different strategies for tourism development that can maintain a group balancing process, and the measurement of this differing cultural approach can be crucial for the harmonious growth of tourism.

The outcome of this kind of study will not only be useful in developing an understanding of the process required to establish sustainable marketing and management strategies for small islands in Malaysia, but may have relevance generally to a wider group of equivalent destinations worldwide.

CHAPTER 3

CONCEPTUAL FRAMEWORK

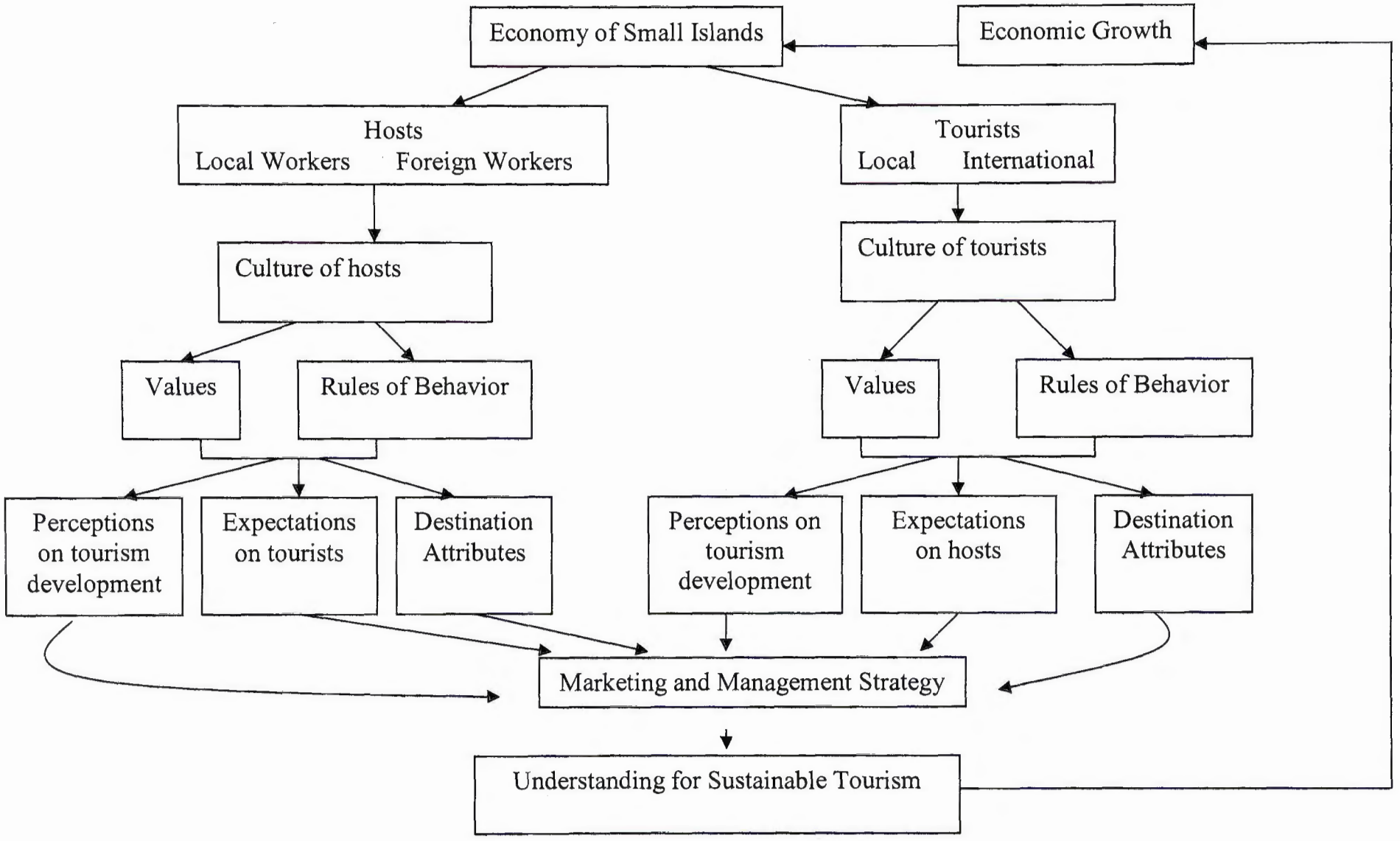
3.1 Introduction

The literature review has discussed the five elements that contribute to the development of sustainable tourism on small islands from a cultural perspective. The elements are values, rules of behaviour, perceptions, expectations and destination attributes. These concepts will now be structured and developed into framework with reference to the aims and objectives of the study as outlined in Chapter One. A conceptual framework allows for the development of the propositions that will enable methodology to be developed, based upon a quantitative approach, to test and solve the original problem stated in Chapter One.

3.2 Theoretical framework

The initial research problem involves examining the processes required to establish sustainable marketing and management strategy for small islands taking particularly into account the cultural context. From the literature, it is clear that there are two groups of people to be studied; hosts and guests. As such, Figure 3.1 divides the economy of small islands into these two groups.

Figure 3.1: Conceptual Framework



Tourist destinations often attract workers from outside the destinations (including overseas) as destination development is believed to provide better employment opportunities. This scenario is supported by tourism development theories such as Doxey's irridex model and Butler's tourist area life cycle. Consequently, the host population comprises both local and foreign workers. This division of labour is mainly due to special activities at the island destinations that often require external skills and experience for particular activities. Accommodation personnel (particularly management) may not be locally available. Hosts or service workers on any island usually can be categorised into two groups, local and foreign workers (refer to Figure 3.1).

Tourists may be divided into locals and internationals. These two groups will often come from different cultural backgrounds. In Malaysia, international tourists tend to be long-haul visitors from different western or Asian cultures, whilst the island hosts come from different ethnic groups compared to the majority of domestic mainland visitors. These cultural differences can lead to differences in values, rules of behaviour, expectations towards each other, perceptions and attitudes towards tourism development as well as perceptions of the importance of destination attributes. Indeed, tourists will have their own values, rules of behaviour, perceptions and expectations of the host destination. The relationship between values, rules of behaviour, perceptions and expectations of hosts and guests is complex. Values and rules of behaviour have been shown in the literature to be derived directly from culture. In turn, perceptions, expectations and destination attributes are derived from the complex mix of values and rules of behaviour (refer to Figure 3.1). However, by understanding the relationship of these five elements; values, rules of behaviour, expectation, perceptions and the importance of destination attributes, it is anticipated that sustainable marketing and management strategies can be formulated.

By comparing the differences between stakeholder groups (domestic and international tourists, local and imported hosts), a determination can be made of how different are their values, rules of behaviour, expectations, perceptions and destination attributes.

3.3 Propositions

From the conceptual relationship outlined in Figure 3.1, the following general hypotheses have been developed, in an attempt to address the specific aims of this study. The groups identified in the model are local workers, foreign workers, domestic tourists and international tourists.

General hypothesis 1

- There are differences in cultural values between host and guest communities.

General hypothesis 2

- There are differences in rules of behaviour between host and guest communities.

General hypothesis 3

- There are differences in the perceptions towards tourism between the host and guest communities.

General hypothesis 4

- There are differences in the mutual expectations between the host and guest communities.

General hypothesis 5

- There are differences in the importance of destination attributes between the host and guest communities.

General hypothesis 6

- There are differences in the dimensions of cultural values between host and guest communities.

General hypothesis 7

- There are differences in the dimensions of rules of behaviour between host and guest communities.

General hypothesis 8

* There are differences in the dimensions of perceptions towards tourism between host and guest communities.

General hypothesis 9

* There are differences in the dimensions of mutual expectations between host and guest communities.

General hypothesis 10

* There are differences in the dimensions of the importance of destination attributes between host and guest communities.

General hypothesis 11

* There are differences in dimensions of perceptions towards tourism between the host and guest communities in small islands compared with other tourist settings.

General hypothesis 12

* There are differences in the dimensions of mutual expectations between the host and guest communities in small islands compared with other tourist settings.

General hypothesis 13

* There are differences in the dimensions of destination attributes between the host and guest communities in small islands compared with other tourist settings.

3.4 Concluding remarks

This study is concerned with the cross-cultural impacts between two main stakeholders in small island tourism; hosts and tourists and the potential influence of the cultural differences on their perceptions, expectations and destination attributes. Therefore,

this chapter provides a framework for the research design with the inclusion of all the concepts applicable for this study. With reference to the framework designed, speculative general hypotheses have been formulated in order to achieve the goals of this study. The next chapter will discuss the research methodology employed for the study. In following chapters, the general hypotheses formulated will then be tested.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter discusses the research methodology adopted for this study in order to gather the appropriate data to test the conceptual framework. Discussion includes the selection of the study locations, sampling technique, sampling timing and the construction of the survey instrument. This chapter also discusses the outcome of a pilot study and reliability testing of the survey instrument.

4.2 Case study

The primary aim of this study is to investigate the differences in the cultural background of tourists and host communities in small island settings and the potential influence that culture exerts on expectations, perceptions towards tourism and perceptions of the importance of destination attributes by hosts and guests. Relationships between cultural diversity, expectations and perceptions may be expected to be more complex in small and close communities compared with in larger geographically spread communities. Indeed, the relationship may be expected to be unique in small island environments. However, the impacts of cultural difference on small islands compared with other places are relative and difficult to measure in absolute terms. Consequently, a benchmark is needed to compare results obtained on small islands.

In order to measure differences, there is a need to compare smaller and larger island destinations in Malaysia or else to compare small islands against a mainland

destination. Consequently, data collection for this study has been carried out at three different locations across Peninsular Malaysia; Perhentian, Redang and Langkawi Islands. Perhentian (1,392 hectares) and Redang (1,032 hectares) Islands are physically small islands compared to Langkawi (47,848 hectares).

Perhentian and Redang Islands have been chosen because they are the most visited small island destinations in Malaysia. There are more than 25 small islands scattered around Peninsular Malaysia (Wikipedia 2007b). Some are located along the east coast of Peninsular Malaysia and the others are located on the west coast of Peninsular Malaysia and East Malaysia. Although there are a number of well-known small island destinations in the west coast of Peninsular Malaysia and East Malaysia, for example Tioman, Pangkor and Sipadan Islands, only islands located in the east coast of Peninsular Malaysia have been selected to serve the purpose of this study. These were selected because:

i. The host communities on both islands are insular and isolated (not connected by immediate road transport) and more committed to their customs and cultures relative to host communities in the west coast islands of Peninsular Malaysia and East Malaysia. The host communities on the east coast islands of Peninsular Malaysia, and in particular on Perhentian and Redang Islands may be expected to be more sensitive to a variety of cultural issues on their islands. On this basis, they may be more likely to express views on the most important issues. In contrast, the host communities on the west coast islands of Peninsular Malaysia and East Malaysia are more exposed to foreign experiences and relatively less prone to displaying underlying cultural attitudes. It may be assumed that it will be more difficult to examine and draw out their culturally based expectations and perceptions.

ii. Tourism is the major economic activity for the people living on the two selected islands. The majority of the local population on both islands rely heavily on tourism for their livelihood. It may be expected that they will be more sensitive to issues related to the sustainability of the tourism industry, as it will directly affect their current life as well as their long term welfare.

iii. In terms of size, Perhentian and Redang islands are comparatively smaller than the other well-established small island destinations in Malaysia, particularly Tioman and Pangkor Islands. Due to the smallness of these islands, it is expected that the host communities at Perhentian and Redang Islands will have more contact with tourists, as there is more need for them to share the limited facilities with incoming tourists. In this context, there is more likelihood of the differences between tourists and hosts being more clearly recognised on these smaller islands.

iv. A majority of the local population on Perhentian and Redang islands is Muslim. As religion is considered part of culture, the universality of one religion can be more readily measured in its impact than on other islands containing multiple religious groups. Since Islam is the main religion in Malaysia, it is also characteristic of religious based cultural differences within the country.

v. Perhentian and Redang are the most popular tourist destinations of the smaller Malaysian islands, and attract tourists from diverse cultural backgrounds throughout the world. The juxtaposition with tourist cultures is potentially measurable and evident.

For the reasons given above, the selection of these two islands (Perhentian and Redang Islands) is considered an important representative sample of small island destinations in Malaysia.

Langkawi Island has been selected to represent a large island in Malaysia. Langkawi is the biggest island in Malaysia, and is recognised as a leading island destination internationally. Each year Langkawi Island attracts more than one million international and domestic tourists. As such it is the premier and largest island destination in Malaysia. Langkawi Island has also been granted duty-free status by the Malaysian government. It has a population of more than 65,000 people (Abd. Rahim 2002) compared with Perhentian Island (2,000 people) and Redang Island (1,000 people). Although tourism is important on Langkawi Island, the population have a wider employment profile, also being engaged in agriculture and fishing. The

selection of Langkawi Island is based upon it being representative of larger island tourism in Malaysia.

In the context of comparative studies it could be argued that tourists to mainland Malaysia form an interesting benchmark against which the host/guest cultural relationship on small islands may be compared. This has not been done here, largely because the data collection that would be required is more time consuming and complex. Kuala Lumpur would be the obvious mainland destination to consider, but tourist arrivals from the relevant sample groups occur in a similar time frame with the other islands. The peak season is July to September. Due to the distance between the three study locations, data collection in Kuala Lumpur could not be undertaken personally by the researcher in the same year along with small and large islands. Additionally, the majority of the arrivals to Kuala Lumpur are in transit, since Kuala Lumpur is a stopping point on a longer-trip for most international tourists. The identification and sampling of tourists is more complex. Additionally, the purpose of travel would also be less holiday-based in this setting compared to the majority of tourists to island destinations. In consequence, the cost, time and difficulty of collecting a comparative sample is restrictive for a mainland destination that is large enough to be able to supply a representative sample. For the reasons noted above, the only benchmark chosen is a large island destination and this is considered sufficient to provide a basis of meaningful comparison.

4.2.1 Perhentian Island

Perhentian means "point to stop" in Malay. Over past centuries, this island has been used as a stop-over for fishermen from Kelantan and Terengganu for rest or shelter during storms. It is an island located within a small archipelago located approximately 10 nautical miles or about 19 km offshore from the coast of northeastern Malaysia in the state of Terengganu (refer to Figure 4.1). The archipelago comprises nine islands, namely Perhentian Kecil, Perhentian Besar, Rawa, Tokong Burung, Tokong Bopeng, Susu Dara Kechil, Susu Dara Besar, Serenggeh and Tokong Laut. Only two of these islands are inhabited, namely Perhentian Kecil and Perhentian Besar. Most of the local community of 2,000 inhabitants lives in a small village located at Perhentian Kecil. A majority of the population is Malay. Chalets and resorts are the main focus of

accommodation and are mostly located on Perhentian Besar. Perhentian Island is linked to the mainland only by boat. The main gateway jetty to Perhentian Island is at Kuala Besut which is about a half hour journey from Perhentian Island or one and half hour journey by slow boat (refer to Figure 4.2). Perhentian Island can also be accessed through Tok Bali jetty, located about a half hour drive from Kuala Besut (refer to Figure 4.2).

Prior to the onset of tourism, the main economic activity for the local population was fishing. However, the white sandy beaches, crystalline waters, pristine coral reefs, small sharks and variety of reef fish have caused Perhentian Island to grow into one of the most significant small island destinations in Malaysia. After the island was declared a marine park, fishing activities were prohibited, reducing the fishing industry to almost nothing. Today most of the host community is involved in tourism.

4.2.2 Redang Island

Redang Island is located in the South China Sea off the East Coast of Peninsular Malaysia. It lies about 45km off the coast of Kuala Terengganu. Redang Island has been recognised as one of the largest and most beautiful islands off the East Coast of Malaysia (refer to Figure 4.1). The Redang Island is located within a small archipelago comprises nine islands, namely Pulau Redang, Pulau Lima, Pulau Paku Besar, Pulau Paku Kecil, Pulau Kerengga Kecil, Pulau Kerengga Besar, Pulau Ekor Tebu, Pulau Ling and Pulau Pinang. This archipelago, particularly Redang Island abounds with marvelous marine fish, turtles and coral reefs. Therefore, Redang Island offers great opportunities for snorkeling and scuba diving.

In the archipelago, Redang Island is approximately 7km in length and 6km in width. It is the biggest island and the only island that has resort and chalet facilities for tourists. There are about 1,000 people (mostly Malay) living on this island where the major economic activity is tourism. Fishing activities are also prohibited on this island.

Figure 4.1: Map of Peninsular Malaysia

Source: Holiday Inc (2007)

Figure 4.2: Map of Terengganu, Malaysia

Source: Redang Lang Island Resort (2007)

One of the most beautiful beaches on Redang Island is Pasir Panjang. Coral and fish can be seen just a few meters from the beach. Apart from being a popular island destination in Malaysia, Redang Island is also important as a turtle conservation site. Redang Island can be accessed through two jetties, located at Kuala Terengganu and Merang (refer to Figure 4.2). Journey by boat via Merang will take about half an hour whereas the journey from Kuala Terengganu will take approximately one hour. There is also a small airport with services operated by Berjaya Air from Kuala Lumpur.

4.2.3 Langkawi Island

Langkawi derives its name from two malay words, 'helang'(eagle) and 'kawi' (old malay term for strong) located off the north-western coast of Peninsular Malaysia in the state of Kedah (refer to Figures 4.1 and 4.3). Langkawi Island is located within an archipelago comprising 99 islands with a total area of 204 square miles. However,

only three islands are inhabited, namely Langkawi Island, Dayang Bunting and Tuba. The main island for this archipelago is Langkawi Island. There are about 65,000 people living on the island and the population is predominately Malay.

Figure 4.3: Map of Kedah

Source: HotelTravel.com (2007)

Langkawi Island can be reached by air or by sea. The accessibility by air is mainly through Kuala Lumpur International Airport (KLIA) and Singapore Changi International Airport. By sea, Langkawi can be reached from Satun (Thailand) and Belawan (Indonesia) via Penang. Langkawi is linked to Peninsular Malaysia by ferry with the main gateway a jetty at Kuala Perlis, Kuala Kedah and Penang. Travel by ferry takes two hours from Penang and approximately 45 minutes from both Kuala Kedah and Kuala Perlis. Prior to the development of tourism, Langkawi Island was primarily an agricultural community based on rice and rubber production.

4.3 Sample selection

The major aim of this research is to study the impact of cultural differences between the two important stakeholders in the tourism industry, namely host communities and tourists and how cultural differences affect their perceptions, expectations and needs. The study focuses more on the differences in the concept measured rather than on culture per se. The sample groups have been divided into 5 categories:

i. Host communities
ii. Malay tourists
iii. Chinese tourists
iv. Continental European tourists
v. English tourists (defined to include tourists from the United Kingdom, the United States of America, Canada, Australia and New Zealand)

Hosts communities have been chosen as one of the study samples since they play an important role in determining the effectiveness of tourism policies at a particular tourism destination. Host opinion about tourism impacts, their expectations towards incoming tourists and their perceptions on the importance of destination attributes, will directly affect quality of services, and product offerings to incoming tourists. These issues will in turn affect the development and sustainability of small island tourism over the long term. The samples for the host communities have been chosen regardless of their country of origin or language spoken at home. However, since almost all of the host communities are Malay, the majority of the host samples for this study consist of Malay.

Besides the hosts, tourist sample groups have been chosen on the basis of forming the largest international tourist arrivals to Malaysia, and particularly to the island destinations. The primary objective of this research is to compare cultures and not nationalities. In this regard, tourists from Continental Europe have been grouped together rather than being studied on the basis of individual countries. This broad grouping is not ideal because it incorporates several cultures but as noted later the number of tourists from Continental Europe is small and diffentiation of these cultures

would be impractical. Malay tourists were chosen because they form the largest group of domestic tourists visiting island destinations. Although international tourism will normally contribute to higher earnings for the tourism sector compared with domestic tourism, the role of domestic tourism is important as it helps to balance seasonality and downturns over the long term. Therefore an in-depth study and understanding with regard to the cultural issues of both domestic and international tourists is important, in order to enhance economic growth and the sustainability of small island economies.

Although the sampling could have included Thai and Japanese tourists, markets which contribute substantial arrivals for Malaysia, access to these groups was problematic. Most Thai and Japanese tourists are on package tours and cannot be approached by a Muslim surveyor due to security fears. As a result, those two sample groups were removed from the original sample plan, due to an extremely poor initial response rate.

In order to avoid sample bias and to have a representative sample within a random convenience frame, it was decided to survey at least 150 respondents for each category, a total of 750 respondents per location. Since there is no reliable secondary data available on the total tourist arrivals from each nationality at Perhentian and Redang Islands, the emphasis in sampling is to gather a large number from different respondent groups, rather than achieving sample proportionality to the total population.

As shown in Table 4.1, the total sample sizes of tourists for Perhentian and Redang Islands comprise 24% Malay tourists, 23% Chinese tourists, 22% English tourists and 31% European tourists. Total samples of tourists for Langkawi Island consist of 27% Malay tourists, 24% Chinese tourists, 25% English tourists and 24% European tourists.

Table 4.1: Sample distribution for tourists

Sample group	Perhentian and Redang Islands	Langkawi Island
Malay tourists	125 (24%)	147 (27%)
Chinese tourists	120 (23%)	128 (24%)
English tourists	110 (22%)	134 (25%)
European tourists	159 (31%)	130 (24%)
Total	**514 (100)**	**539 (100%)**

With regard to the host communities, all respondents involved in the study at Perhentian and Redang Islands were Malay. Despite an earlier expectation, no foreign

hosts were sampled. It was found that very few foreigners were employed as hosts on the islands. In contrast, approximately 3% of the total respondents at Langkawi Island were Thai. A total of 107 hosts were sampled on Perhentian and Redang Islands, while 125 hosts were sampled on Langkawi Island.

4.4 Timing

The study involved two major samples comprising host communities and tourists visiting Perhentian, Redang and Langkawi Islands. Although tourists can visit Langkawi Island all year round, tourist arrivals to Perhentian and Redang islands are seasonal due to the location of the islands off the east coast of Peninsular Malaysia. As these two islands are affected by a monsoon season from October to March every year, the islands are closed to the public for that period. The islands resume operation and welcome tourists from April to September. Although the islands start operations from March, international tourists arrive from June onwards. The peak season has remained unchanged for many years. The initial research plan was to collect data at Perhentian and Redang Islands from mid June 2006. Data collection at Langkawi was undertaken once the data collection at the smaller island sites was complete. It was anticipated that data collection at the three islands could be completed in 3 months. However, because of the World Cup season in June 2006 in Germany, tourist arrivals to the three islands; Perhentian, Redang and Langkawi, were badly affected resulting in lower arrival numbers, especially for Continental Europeans. Tourists from Continental Europe and other countries including New Zealand, Australia and the United States of America started to travel to the islands from mid July onwards and the data collection took almost six months instead of 3 months.

4.5 Survey method

The main method used in this survey is a self-administered survey, collected as a random convenience sample. For Perhentian Island, the survey (for both hosts and tourists) was done at various tourism spots around the island. However, the survey in

Redang was mainly undertaken at a marine park because the majority of tourists to Redang visit the marine park, especially for snorkeling activities. On the other hand, the survey on Langkawi Island was undertaken mainly at a departure hall of the Langkawi International Airport. An initial effort was made to survey tourists at various tourism spots around Langkawi Island, however the response was poor. Since the majority of international tourists travel to Langkawi by air, Langkawi International Airport is the main gateway and provided a secure environment that made it possible to increase the response rate. The host survey was undertaken at various places of work around Langkawi Island including shopping complexes, jetties, airport, taxi station, marine park and cable car station.

This study utilised a close-ended questionnaire. The questionnaires were hand delivered to all respondents aged 18 and over at the three locations. The questionnaires were collected following completion by the respondents. The respondents completed the questionnaire in the presence of the researcher. This reduced the prospect of invalid questionnaires since the researcher ensured the respondents answered all of the questions correctly. The presence of the researcher was also important in cases where respondents needed further clarification about the questionnaire.

The main related problem for this survey was the low response from specific respondent groups. The most challenging part of the study was dealing with older Malay host respondents. As many older Malays are poorly educated, they perceived the survey as a waste of time and refused to answer. In order to obtain data from diverse age groups and occupation types, a serious effort was made to persuade older Malays to cooperate in the survey by using additional time to explain the importance of the study.

Although Malay tourists to the islands overall are quite well-educated, they were more likely to refuse to answer the questionnaire compared with the other groups possibly due to its length. For those who participated, there was a greater possibility they would complete the questionnaire without reading the questions, and simply ticking the answers without thinking. Therefore, this placed considerable additional effort to gain valid answers from this group.

There was also some reluctance to cooperate among the Chinese host respondents and Chinese tourists. This was not only because they were approached by a Malay Muslim researcher, but also because there was a language barrier. Although the questionnaire was translated into Chinese to explain the content of the questionnaire, no verbal explanation could be given to demonstrate the significance of the study in Chinese. The majority of native-English speaking and European tourists cooperated well in the survey.

4.6 Survey instrument

Two sets of questionnaires were developed for the study. One set targeted the host community and the other the tourist groups. Since the main aim of the study is to analyse differences based on cultural context between the host community and the tourist, the majority of the questions in the two sets of questionnaires are the same. However, there are a few questions that only relate to either the host or tourist communities. Refer to Appendices A4 (English version) and A5 (Malay version) for the survey instrument for the hosts and Appendices A6 (English version) and A7 (Chinese version) for the survey instrument for the tourists.

The questionnaires are originally designed in English and translated into Malay and Chinese. Although the majority of Malay tourists and hosts on Perhentian, Redang and Langkawi Islands are capable of speaking English, Malay was chosen to avoid respondent discomfort. Traditional Chinese rather than modern Chinese was chosen because the language is spoken by diverse groups of Chinese from all over the world such as China, Singapore, Hong Kong and Taiwan. The translation was done by a professional translator in Melbourne and back translated to confirm the accuracy of the translation. However, the questionnaire for the Continental European tourists is not translated into their native languages as it has been found they speak English universally in large numbers, and most people had little difficulty reading the survey. A small number of tourists from across the range of European countries could not speak English, but their very small number did not bias survey collection through their lack of participation.

The survey instrument has six major sections. The first section collects data on socio-demographic background for both samples. In addition to these questions, the survey instrument for the tourist groups also includes questions related to their trip. Section two collects data on cultural values, while section three collects data on rules of behaviour. Section four collects data on perceptions on tourism development. Section five collects data on expectations. The last section collects data on the importance of destination attributes.

4.6.1 Section One (Socio-demographic and travel pattern)

The first section of the host survey includes 5 questions; country of origin, language spoken at home, gender, age and occupation. The survey instrument for the tourist excludes the question about occupation. However, in addition to these questions, the instrument for tourists also includes another four questions about the purpose of travel, duration of stay on the island, number of previous visits and type of travel (packaged tour with tourist guide or not). These questions are not only important in order to understand the background of the hosts/tourists but essential to group the hosts/tourists and analyse their behaviour on the basis of their language spoken at home, gender, age and occupation. For the tourists, it is also important to analyse their behaviour, based upon their trip characteristics.

4.6.2 Section Two (Cultural values)

Question 6 formed the second part of the survey instrument, including 33 questions related to cultural values. The selection of these values was based on the Rokeach Values Survey (RVS). The RVS has been regarded in the literature as the best instrument to measure cross-cultural values due to its capability to differentiate culture across political, religious, economic and cultural groups (Braithwaite and Law 1985) According to Rokeach (1973), values can be divided into two categories; terminal and instrumental. Although, RVS introduced 18 values for each category, this research only considered 16 terminal values and 17 instrumental values. Two of the terminal values such as a world peace and inner harmony have been taken out from the original RVS as these values duplicate others. The intellectual value in the instrumental

section is also removed for the same reason. Table 4.2 presents the detailed variables selected for the values.

The original RVS (Rokeach 1973) utilised a ranking scale. Respondents were required to rank both values (terminal and instrumental) according to the importance of the values to them from 1 to 18. However, the utilisation of a ranking scale has been argued against by many researchers such as Gorsuch (1970), Keats and Keats (1974), Lynn (1974) for several reasons:

i. A ranking scale will limit the possibility of placing several values in the same rank. Thus, it will not permit an opportunity to place the same rank on two or more values.
ii. A ranking scale becomes complicated when the number of values increases and therefore might confuse the respondents.

Therefore, Reisinger (1997) converted the ranking scale in the original RVS to a rating scale. Hofstede (1980) argues that the use of either rating or ranking produces similar results. Furthermore, ratings also provide an opportunity to use more powerful statistical procedures in testing the hypotheses set out for any study. With reference to the above argument, this study also used a rating scale rather than ranking scale as suggested by the original RVS.

Table 4.2: Lists of values

Terminal values	Instrumental values
* A comfortable life (a prosperous life) * An exciting life (a stimulating, active life) * A sense of accomplishment (contribution) * A world beauty * Equality * Family * Freedom * Happiness * Mature love * National security * Pleasure * Salvation * Self-respect * Social recognition * True friendship * Wisdom	* Ambitious * Broad-minded * Capable * Cheerful * Clean * Courageous * Forgiving * Helpful * Honest * Imaginative * Independent * Logical * Loving * Obedient * Polite * Responsible * Self-controlled

Source: Rokeach (1973) ; Reisinger (1997)

4.6.3 Section Three (Rules of behaviour)

As rules of behaviour play an important role in differentiating culture among the sample groups, question 7 (forming the third major part of the questionnaire) includes 34 measurements of rules of behaviour. All of the variables were adopted from Argle et al. (1986), where the study investigated cross-cultural variation in rules of behaviour between people from England, Italy, Hong Kong and Japan.

4.6.4 Section Four (Perceptions)

In order to measure perceptions on tourism impacts, question 9 in the survey instrument deals with perceptions on 19 impacts concerning the development of tourism activities. The variables on tourism impacts have been categorised into three types; economic, socio-cultural and environmental. Table 4.3 shows the variables selected for each category. All of the variables included in this study were derived from previous studies (Akis, Peristianis and Warner 1996; Belisle and Hoy 1980; Brougham and Butler 1981; King, Pizam and Milman 1993; Liu, Sheldon and Var

1987; Milman and Pizam 1988; Pizam 1978; Sheldon and Var 1984). The details of these impacts have been discussed in Chapter Two.

Table 4.3: Tourism impacts

Economics	Socio-cultural	Environmental
• Attracts investment • Increase standard of • Increase price of goods and services • Increase price of land and housing • Increase in cost of living • Generates employment opportunities • Increases the variety of goods for sale • Improves public infrastructure	• Meeting the local community/tourists is a valuable experience • increase in recreational facilities • Undesirable impact on local culture • Local residents are exploited by tourists • Increase in the crime rate	• Improves the transportation system • Provides an incentive for the restoration of historical buildings • Provides an incentive for the conservation of natural resources • Results in unpleasantly crowded tourism places • Add to pollution • Destroyed natural environment

4.6.5 Section Five (Expectations)

In order to measure the effect of cultural differences on expectation, question 10 comprises 24 important variables related to the expectation of service quality. The majority of the variables chosen for this study are adopted from Parasuraman, Zeithaml and Berry (1985; 1986; 1988). Among these variables, 22 variables represent 10 components of service quality; tangibles, reliability, responsiveness, competence, courtesy, credibility, security, accessibility, communication and understanding the customer. These dimensions of service quality have also been used previously by cross-cultural studies in tourism (Reisinger 1997; Truong 2007). Both studies however measure perception and satisfaction towards service quality but not expectation from the view of both stakeholders. In addition to that, two variables have been added to this section related to opportunity to experience hosts/tourists culture and opportunity to socialise with hosts/tourists. These two variables are important because this study attempts to measure cross-cultural expectations between hosts and guests, not just expectations towards the quality of services provided or offered.

4.6.6 Section six (Destination attributes)

Question 15, represents the last section in the survey instrument comprising questions on destination attributes. There are 24 attributes used in this study based on the review of previous research (Qu and Li 1997; Turner and Reisinger 1999) and modified to include the uniqueness of the two islands, Perhentian and Redang. The attributes chosen include characteristics of destination attractions such as image of the destination, safety, environment, transportation system, accommodation, restaurant, amenities, services and facilities offered, infrastructure, price, activities and shopping opportunities.

Other than these six major sections, questionnaire also includes variables relating to host and guest contact. This part mainly refers to the level of social interaction between both stakeholders during the service delivery process. Altogether, five variables are included in this section;

- The degree of difference in values and rules of behaviour.
- The number of service workers/tourists contacted.
- The number of interactions between hosts and tourists.
- Degree of interaction difficulty.
- Knowledge of foreign language.

All of the variables are derived from the literature on social contact and social relationships (Black and Mendenhall 1989; Feather 1980; Gudykunst 1979; Kamal and Maruyama 1990; McAllister and Moore 1991; Reisinger 1997). The inclusion of these variables is important as it will also have some impacts on perceptions and expectations.

Both questionnaires also contained questions regarding the perceptions of the degree of cultural difference between host and tourist, amount of contact experienced, degree of interaction difficulties and knowledge of foreign language. In addition, the host questionnaire also contained a question on their willingness to welcome more international tourists in the future. In total, 147 variables were measured in the host survey and 149 in the tourist survey.

The questionnaire is printed on 6 pages of A4 paper. A cover letter is attached to the questionnaire to emphasise the importance of the study. The cover letter is on university letterhead and each respondent was ensured of confidentiality. Three different colours have been utilised in order to differentiate the three locations of the survey, and to simplify the data processing. In order to attract and increase interest among the respondents, the first questions were relatively simple and straight forward. Only close-ended questions were asked to facilitate quantitative measurement, standardised answers and speed in answering. The questionnaire appeared to be lengthy and the researcher needed to reassure respondents the survey could be completed in only 10-15 minutes.

4.7 Measurement Scales

A scale is a tool or mechanism by which individuals are distinguished on how they differ from one another on the variables of interest to a study. It could be a gross scale whereby it would only broadly categorise individuals on certain variables, or it could be a fine-tuned tool, that would differentiate individuals on the variables with varying degrees of sophistication (Cavana, Delahaye and Sekaran 2001). There are four broad scales of measurement i.e. nominal, ordinal, interval and ratio. In the nested-rank scale from nominal to ratio, increasing levels of precision can be obtained from the data. The opening questions in the survey instrument relating to the respondents' socio-demographic characteristics have been measured at a nominal scale. The use of this scale is considered suitable for information on personal data and permits a grouping of individuals or objects, but limits comparative analysis (Sekaran 1992). This scale does allow for categorical classification of the variables measuring demographic characteristic of the respondents.

Although a ratio scale is considered a superior level of measurement, the majority of the questions in the questionnaire have been measured using an interval scale. The nominal scale used for the demographic variables only permits distinction by categorizing samples into mutually exclusive and collectively exhaustive sets. The interval scale allows a greater range of arithmetical operation on the data collected

from the samples (Cavana, Delahaye and Sekaran 2001). According to Sekaran (1992), the interval scale is more powerful when dealing with attitudes and perceptions as attitudinal and perceptual variables do not have an absolute zero point (required for a ratio scale). Additionally, the use of the interval scale allows for more meaningful and sophisticated statistical analysis to be performed on the data.

There are a variety of attitudinal scales. However, the Likert scale is among the most widely used (Sekaran 1992). There are some debates in the literature in regard to the most suitable number of Likert scale points and the inclusion or not of a neutral point of 'don't know', 'undecided' or 'no opinion' (Osti 2007). Neumann (2006) suggests that the Likert scale requires a minimum of two categories, and further argues for a larger spread up to 8 levels. Although Nunnally (1994) and Bailey (1994) agree with larger scales, they recommend limiting the number of categories to eight or nine only . They argue that a wider range of measurement will only confuse the respondents and might discourage them from participating in the survey. Additionally, high scales might also contribute to dishonest answers from respondents as they lose interest in participating in the survey. Nunnally (1994) also argues that a wider range of scale will not necessarily increase the reliability of the survey instrument.

The Likert scale usually provides anchors for the respondents to provide relativity to their responses. This study utilised a Likert scale with two types of responses; unimportant to important and disagree to agree. Some literature, for example Cavana, Delahaye & Sekaran (2001) suggest that the Likert scale should utilise an odd total number of possible response points (either five points or seven points) in order to offer a balanced non-response (Bailey 1994). However, this study has used a 6-point scale. Reisinger (1997) suggested this scale will force the respondents to give an opinion on the variables measured. Given this study only considered respondents who had already determined to visit the destination, the 'don't know' or 'no opinion' response was excluded from the scale as irrelevant.

The measurement scale used for cultural values is in terms of importance to the respondents. The response is based on a 6-point scale, ranging from totally unimportant to totally important. As such it could be argued that the scale is ratio in measurement if it is considered acceptable that a variable can have absolutely no

importance. However, this is not assumed in this study. Consequently, the lowest point was numbered 1 (totally unimportant) and the highest scale, 6 is assigned to the totally important end point. As values increase from 1 to 6, the response changes from the least important to the most important on an assumed graduated interval scale of 1. The rules of behaviour in Section Three also use an importance scale.

The perceptions on tourism development in section four are measured in terms of their agreement to tourism impacts and also based upon a 6-point scale. The scales range from totally disagree to totally agree. Again the scale can be considered ratio if it is assumed a respondent can completely and utterly disagree with a measure. However, this is not assumed. Consequently, the value one is assigned to the lowest response rate, while a value of six was assigned to the response regarded highest in agreement. Avcikurt and Soybali (2002) and Liu and Var (1986) utilised the same scale in their studies related to resident attitudes towards tourism.

In section five, the variable measuring mutual expectation between hosts and tourists is measured on a 6-point scale. In this case importance is used as the type of measure, and a value of 1 is assigned to totally unimportant, and a value of 6 is assigned to totally important.

In section six, the 19 variables relating to destination attributes are also measured on a 6-point scale, ranging from totally unimportant to totally important.

There are five variables on host and tourist contact and these variables are measured using interval and ratio scales.

i. The degree of difference in values and rules of behaviour is measured on a 6-point scale. The value 1 is assigned to the lowest response of the difference in values and rules of behaviour between hosts and guests. This indicates no difference in their values and rules of behaviour. Value 6 is assigned to the response rated highest and represents total difference in their values and rules of behaviour.

ii. The number of service workers/tourists contacted is measured as a ratio number from 1 to 10 and more. It is assumed the 10 or more category is extreme enough to include most responses.

iii. The number of interactions between hosts and tourists is also measured using a ratio measure from 1 to 10 and more. It is assumed the 10 or more category is extreme enough to include most responses.

iv. Degree of interaction difficulty is measured using a 6-point scale. The value 1 is assigned to the lowest response rate, where there was no possibility of interaction between the two groups. The value 6 is assigned to the highest response rate representing easy interaction between hosts and tourists.

v. In regard to knowledge of foreign language, a 6-point scale is again used. Value 1, the lowest measure indicates that both tourist and host are not able to speak a foreign language at all. A value of 6 is assigned to the highest response and indicates their ability to speak a foreign language fluently.

An extra question for host only measures the willingness of host to welcome more tourists in the future and is measured on a 6-point scale. The lowest value (1) indicates strong disagreement over receiving more tourists, while a value of 6, the highest response, represents full support in receiving more tourists over the long term.

4.8 Pilot Study

Prior to the actual data collection at the end of June 2006, a pilot study was undertaken on tourists and hosts at Kuala Besut, the main gateway to Perhentian Island. In total, 20 hosts were surveyed. In order to motivate respondents to participate in the survey, the respondents were informed of the significance of the study and the importance of their cooperation in order to finalise the questionnaire for the main survey to follow. The samples consisted of taxi drivers, tour marketers, boat operators, tour guides, resort owners and restaurateurs.

The pilot tourist survey was undertaken with 7 local tourists and 13 international tourists from different nationalities. Only tourists who had visited the island were surveyed. The survey was undertaken while they were dining at restaurants or waiting for taxis or buses to transport them to other destinations. Since the survey was carried out during the low season, all of the public transport services were operated with ample time for the researcher to communicate with the tourists. On average, respondents took about 17 minutes to complete the questionnaire. The questionnaire was then revised and modified primarily to improve presentation and ease of answering, because the questionnaire appeared to be lengthy. This might affect the time needed for collecting enough data for this study, if respondents refused to participate. No changes were made to reduce the number of questions and shorten the survey instrument. The information obtained from the pilot study is not included in the main data analysis.

4.9 Reliability and Validity

The issue of reliability is a concern when dealing with a survey instrument of this type. It is important to ensure that the instrument developed can accurately measure the particular concept intended. The instrument is said to be reliable when it can be considered to provide consistent measurement across time and across the various items in the instrument (Cavana, Delahaye and Sekaran 2001). In other words, the instrument is considered to be reliable when it yields the same result each time it is administered to the same object in the same setting (Babbie 2007). One of the most commonly used indicators for reliability is Cronbach's coefficient alpha, in the context of multipoint-scale items (Cooper and Schindler 1998; Pallant 2005; Sekaran 1992). The coefficient alpha value varies from zero to one. As the value of alpha increases from zero to one, the internal reliability of the items in the instrument being assessed increases (George and Mallery 2001). The closer the value to one, the greater the degree of internal consistency of the variables selected in the instrument and vice versa. The ideal value of Cronbach alpha coefficient for any scale should be above 0.7 (Pallant 2005). However, Nunnally (1967) suggests that the minimum value of 0.5 is acceptable as an indication of reliability. Pallant (2005) also cautions on the need to be sensitive to the construction of the instrument, as the Cronbach alpha coefficient is

quite sensitive to the number of items in the scale. Hence, it is common to find quite low alpha values with a short scale. Additionally, it is necessary to measure separate parts of a survey instrument separately as reliability may vary between different types of questions.

Tables 4.4 and 4.5 represent the results of the reliability test for the host and tourist survey instruments. The alpha coefficients for all sets of the variables were high ranging from 0.83 to 0.95. However, the alpha coefficient for the perception in the host survey instrument was only 0.61, whereas the same items produce an alpha coefficient of 0.90 in the tourist survey. This situation might have occurred because the respondents were more rushed and took less time to complete the instrument in some cases.

Table 4.4: Alpha coefficient for the host pilot survey instrument

Set of variables	Number of items	Alpha Coefficient
Cultural values	33	0.95
Rules of behaviour	34	0.87
Perceptions on tourism development	19	0.61
Expectation towards incoming tourists	26	0.94
Destination attributes	24	0.89

Table 4.5: Alpha coefficient for the tourist pilot survey instrument

Set of variables	Number of items	Alpha Coefficient
Cultural values	33	0.83
Rules of behaviour	34	0.89
Perceptions on tourism development	19	0.90
Expectation towards incoming tourists	26	0.91
Destination attributes	24	0.94

In respect to validity, the variables selected for the construction of the questionnaire are derived from previous studies in the literature (Argyle 1986; Belisle and Hoy 1980; King, Pizam and Milman 1993; Liu, Sheldon and Var 1987; Milman and Pizam 1988; Parasuraman, Zeithaml and Berry 1986; Pizam 1978; Reisinger 1997; Rokeach 1973;

Truong 2007). Therefore, the items involved have been tested successfully over several years and found valid. Hence it is believed that the variables considered for this study have been chosen appropriately on the basis of previous research.

4.10 Data Analysis

There are three types of analysis adopted for this study. A descriptive analysis was used to summarise socio-demographic profiles of host and tourist groups. The analysis has also been adopted to summarise and present the overview of travel patterns of the tourist samples. A Mann-Whitney U-test is used to examine the significant differences in individual variables of cultural values, rules of behaviour, perceptions, expectations and destination attributes between the cultural groups. A Principal Components Analysis (PCA) with orthogonal (varimax) rotation was conducted to further explore the relationship between the variables and to identify groupings of cultural values, rule of behaviour, perceptions towards tourism, mutual expectations between hosts and guests, and destination attributes.

4.11 Concluding remarks

This chapter summarises the methodology employed for data collection. The data collection undertaken on the three islands in Malaysia occurred during the peak tourist season. Using a close-ended questionnaire, two distinct groups of stakeholders related to island tourism were surveyed; host communities and incoming tourists. In order to perform a detailed analysis on the impact of cultural differences between hosts and guests, the incoming tourists have been divided into four distinct groups according to their language spoken at home; Malay, Chinese, English and non-English speaker (Continental European). There were two sets of questionnaires developed for the study; one for the host and the other for the tourist. The questionnaire involved in this study utilised measures at the nominal and interval scales. There were 147 variables in the host instrument and 149 in the tourist survey. The questionnaires have been translated into two different languages from English to Malay and Chinese. In order to examine the reliability and validity of the instruments, a Cronbach alpha measure has

been calculated. It was found that the Cronbach alpha coefficients range from 0.61 to 0.95. Thus, the instrument is deemed reliable for measuring the concepts set out for each section of the survey. Additionally, as the items included in this study were derived from previous research studies, all of the items have been successfully tested in other research and found to be valid. Hence, the validity of the instrument is based upon prior research.

The SPSS package is used to process the data and perform the relevant statistical analysis. The results for the descriptive statistics from the analysis are presented in the next chapter (Chapter Five), prior to the analysis for the main tests of the general hypotheses in Chapter Six and Seven.

CHAPTER 5

DESCRIPTIVE ANALYSIS

5.1 Introduction

This chapter presents the results of a descriptive analysis of the sample data. The analysis aims to summarise the data and provide a broad understanding of the two main groups of respondents (hosts and guests) at the three sample locations; Perhentian, Redang and Langkawi Islands. Perhentian and Redang Islands have been grouped to represent small islands, and Langkawi Island corresponds to a large island. The results of descriptive analysis have been divided into three main sections; demographic profiles of the hosts and tourists, travel pattern and interaction.

5.2 Comparative demographic profiles

This section presents the general overview of the demographic profiles of the two main groups of respondents chosen for this study; hosts and tourists.

5.2.1 Host demographic profiles

Table 5.1 presents the demographic profiles of hosts at the three island destinations considered for this study; Perhentian, Redang and Langkawi Islands. The demographic variables have been categorised into five sections; country of origin, language spoken at home, gender, age and type of occupation.

In total, 107 respondents were surveyed at Perhentian and Redang Islands, whereas 125 were interviewed on Langkawi Island. All of the respondents participating in this

study at Perhentian and Redang Islands are Malaysians. However, about 3% of the hosts in Langkawi Island are Thai. Perhentian and Redang Islands are two small islands where the majority of the population is Malaysian. There are only a few foreigners living on the island, particularly those engaged as dive masters.

Table 5.1: Host demographic profiles

Characteristics	Perhentian and Redang Islands (n = 107)		Langkawi Island (n=125)	
	Frequency	%	Frequency	%
Country of origin				
Malaysia	107	100	121	96.8
Thailand	0	0	4	3.2
Language spoken at home				
Malay	106	99.1	115	92.0
Chinese	1	0.9	3	2.4
Tamil	0	0	3	2.4
Thai	0	0	4	3.2
Gender				
Male	72	67.3	77	38.4
Female	35	32.7	48	61.6
Age				
20 and below	2	1.9	7	5.6
21-30 years	53	49.5	66	52.8
31-40 years	28	26.2	34	27.2
41-50 years	10	9.3	15	12.0
51-60 years	8	7.5	3	2.4
Above 60	6	5.6	0	0
Occupancy				
Front office employee	18	16.8	15	12.0
Restaurant employee	15	14.0	10	8.0
Sales person in a shop	11	10.3	47	37.6
Entertainment worker	1	0.9	0	0
Tourism marketer	2	1.9	12	9.6
Tour guide	18	16.8	13	10.4
Transport employee	10	9.3	12	9.6
Accommodation service worker	16	15.0	1	0.8
Professional management	8	7.5	5	4.0
Other service worker	8	7.5	10	8.0

On Langkawi Island, despite the majority of the hosts being Malaysians, the island also attracts many foreigners mainly from the neighboring country of Thailand. A number of Thai, especially young women seek employment on Langkawi Island, which is close to the Thai border. Most of them are employed as waitresses and cooks in restaurants around Langkawi Island (see Table 5.1).

In line with their country of origin, the majority of hosts in Perhentian and Redang Islands (99.1%) speak Malay, whereas in Langkawi, there are a small percentage of hosts who speak Chinese (2.4%), Tamil (2.4%) and Thai (3.2%).

In terms of gender, 67.3% of the respondents at Perhentian and Redang are men. In comparison, almost 62% of the respondents at Langkawi Island are women. Men tended to perceive the survey as wasting their time and that they would receive no benefit. Furthermore, there was also a significant restraint by authorities on surveying service providers at hotels, chalets, airport, ferry terminal, and other business premises on Langkawi Island. The only accessible business premises are shops around the island with a majority of female workers. The majority of the service providers involved in this study at all locations are between 21-40 years old. These made up 76% on Perhentian and Redang Islands, and approximately 80% on Langkawi Island. People under the age of 18 years were not included in this study. About 6% of the hosts on Perhentian and Redang Islands are above 60 years old (see Table 5.1).

The range of occupational areas of the hosts on the islands is widely dispersed (see Table 5.1). The largest group of hosts at Perhentian and Redang Islands are engaged as front office employees (16.8%) and tour guides (16.8%). However, hosts in Langkawi Island tend to work as sale persons in a variety of shops around the island. Langkawi Island is granted duty free status by the government. Therefore, there are a number of shops around the islands selling diverse products, including leading world brands. Indeed, Langkawi Island is well-known as a premier shopping destination among local and international travelers and this is a major part of its attraction, unlike the smaller islands where shopping is more limited. Therefore, shopping based hosts are more important on Langkawi Island. The second largest group of hosts on Perhentian and Redang Islands are employed in the accommodation sector (15%). This is followed by food and beverage (14%), sales (10.3%), transport (9.3%), professional management (7.5%), other service work (7.5%), tourism market (1.9%) and entertainment (0.9%). In comparison, besides being employed in the sales sector, the hosts in Langkawi Island are engaged as tour guides (10.4%), front office employees (12%), transport employees (9.6%), restaurant employees (8%), other service workers (8.%), management professionals (4%) and accommodation service workers (0.8%).

The differences in the range of occupational areas for the hosts in the three islands can be explained by the nature of economic activity at the three locations. The majority of the population on Perhentian and Redang islands relies heavily on tourism as their means of living. Therefore, most of them generally engage in employment directly related to tourism such as front office operations, tour guiding, housekeeping, food and beverage, sales and transportation. However, as the biggest island in Malaysia, the economic activity in Langkawi is more diverse. Being the biggest island with duty free status, Langkawi Island has successfully attracted domestic and international tourists with a quite different purpose of travel. These differences are symptomatic of comparing small island destinations to larger more diverse locations.

5.2.2 Tourist demographic profiles

There are four groups of tourists chosen for this study. Their cultures have been based on their language spoken at home and include Malay, Chinese, English and non-English. The non-English speaker group consists of tourists from Continental Europe. The reasons for choosing these four sample groups have been discussed in Chapter One (Section 1.4) and Chapter Four (Section 4.3).

Table 5.2 below presents the demographic profiles of all the culture groups involved in this study at Perhentian, Redang and Langkawi Islands. This table only shows the results for language spoken at home in general, gender and age. Country of origin for Chinese, English and European tourists is discussed separately. This is followed by a discussion about the details of the language spoken by European tourists. Altogether, there are 514 tourists who participated in this study at Perhentian and Redang. The number of respondents interviewed is slightly higher on Langkawi Island at 539 tourists.

For language spoken at home, the distribution of the three cultures of tourists groups (Malay, Chinese and English) at Perhentian and Redang Islands is evenly spread. However, the tourists from Continental European countries form the largest group of tourists to Perhentian and Redang Islands and this is a reflection on a convenience sample where Europeans formed a more approachable group. The tourist groups on Langkawi are evenly divided on the basis of language spoken at home. This result

occurs because each sample is drawn independently as a convenience sample with a target of at least one hundred sample members for each cultural group (see Table 5.2).

The gender distribution is almost balanced between male and female for the three Islands. There were approximately 54% male tourists on Perhentian and Redang Island and 53% on Langkawi Island. In regard to age, the large proportion of tourists to Perhentian and Redang are young travelers, aged between 21 to 30 years old, who comprise almost 57% of the total tourists to the islands.

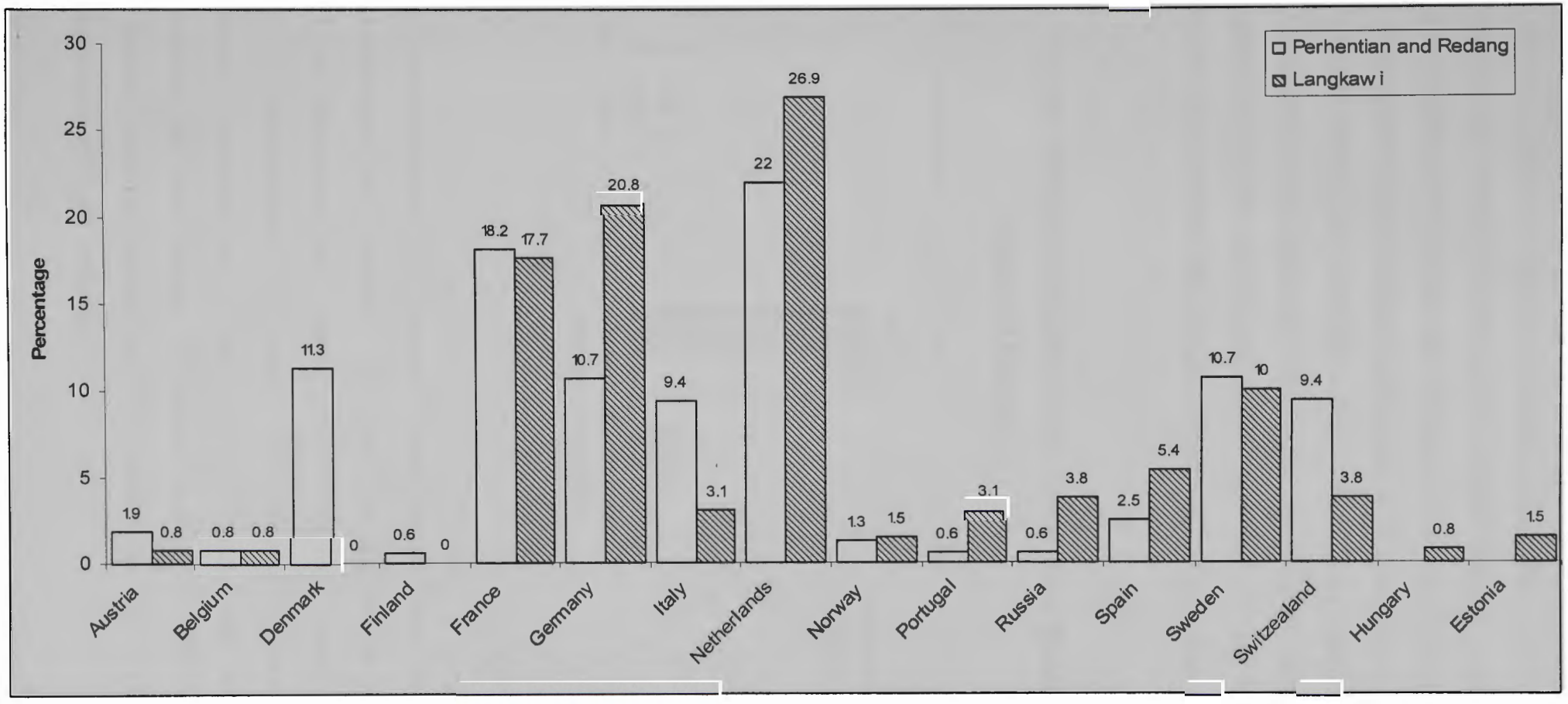
Table 5.2: Tourist demographic profiles

Characteristics	Perhentian and Redang Islands (n=514)		Langkawi Island (n=539)	
Language spoken at home	**Frequency**	**%**	**Frequency**	**%**
Malay	125	24.3	147	27.3
Chinese	120	23.3	128	23.7
English	110	21.4	134	24.9
Non-English	159	31.0	130	24.1
Gender				
Male	276	53.7	284	52.7
Female	238	46.3	255	47.3
Age				
20 and below	33	6.4	34	6.3
21-30 years	292	56.8	180	33.4
31-40 years	103	20.0	172	31.9
41-50 years	57	11.8	100	18.6
51-60 years	27	5.3	33	6.1
Above 60	2	0.4	20	3.7

Tourists to small island destinations are often keen to participate in adventurous activities such as scuba diving, snorkeling, canoeing and jungle trekking. These particular activities tend to attract younger visitors rather than older visitors. However, only 33.4% of the tourists to Langkawi Island are from this younger (21-30 years) age range. This can be explained by the nature of Langkawi Island as a tourist destination that is not only suitable for adventurous activities but also appeals to shoppers and businessmen/women. Therefore, there is a difference in the purpose of travel between the large and small island destinations. In general, the majority of tourists who visit Perhentian and Redang (76.8%), and Langkawi Islands (65.3%) are between 21-50 years old, with slightly older tourists on Langkawi Island (see Table 5.2).

Figure 5.1 summarises the country of origin of the European tourists to Perhentian, Redang and Langkawi Islands. Most European tourists are from Denmark, France, Germany, Italy, Netherlands, Sweden and Switzerland. Tourists from these countries formed about 92% of tourist arrivals to small islands (Perhentian and Redang) and about 82% to Langkawi Island. The largest number of tourists to Perhentian and Redang Islands are from the Netherlands (22%), followed by France (18.2%), Denmark (11.3%), Sweden (10.7%), Germany (10.7%), Switzerland (9.4%) and Italy (9.4%). Only small percentages of tourists are from other parts of Continental Europe. In comparison, the composition of tourists to Langkawi Island is slightly different to Perhentian and Redang Islands. Netherlands also forms the largest group of tourists to Langkawi (26.9%), followed by Germany (20.8%), France (17.7%), Sweden (10.0%) and Spain (5.4%). However, there are notably fewer from Italy and Switzerland. There is also a small tendency for Langkawi Island to attract tourists from a wider area of Europe including Estonia and Hungary compared with Perhentian and Redang Islands.

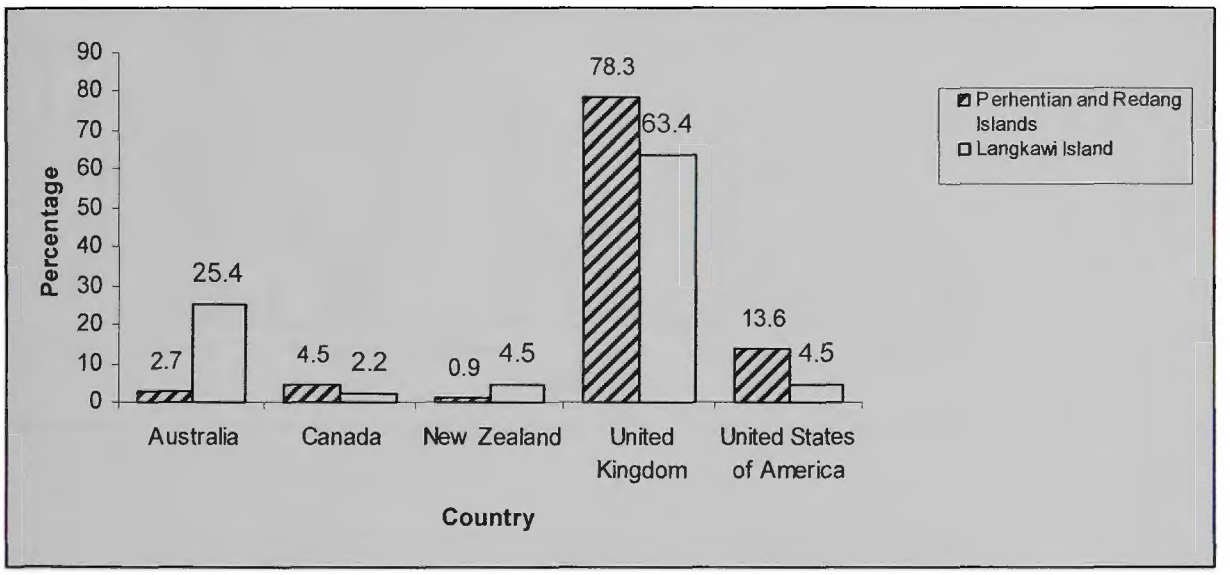
Figure 5.1: Country of origin for European tourists (Perhentian, Redang and Langkawi Islands)



Country of origin

Figure 5.2 shows the country of origin for the English tourists to Perhentian, Redang and Langkawi Islands. They are from five countries around the world; Australia, Canada, New Zealand, the United Kingdom and the United States of America. The majority of English tourists to Perhentian and Redang are from the United Kingdom (78.3%). American tourists form the second largest group to the islands (13.6%). This is followed by Canada (4.5%) and Australia (2.7%). Only 1% of visitors are from New Zealand. On the other hand, Langkawi Island is not only attractive to those from the United Kingdom (63.4%) but also Australian (25.4%), New Zealand (4.5%) and the United States of America (4.5%) and a smaller percentage of the market come from Canada (2.2%).

Figure 5.2: Country of origin for English tourists (Perhentian, Redang and Langkawi Islands)



Compared with Langkawi Island, Perhentian and Redang Islands fail to attract a large number of Australians and New Zealanders. This could be explained by the fact that Australians and New Zealanders have a history of traveling to the small islands of Bali, Fiji, Phuket and Samui instead of travelling to small islands in Malaysia. It may also reflect differential marketing as it is known that the small islands are not well marketed in Australia and New Zealand. However, the fact that Langkawi Island attracts only a smaller number of tourists from the United Kingdom and the United States of America is more difficult to explain.

Figure 5.3 presents the country of origin for the Chinese tourists. The majority of tourists to Perhentian and Redang Islands are from Malaysia (68.3%). Singapore forms the second largest group (15.8%) and China ranks third (12.5%). The smallest percentage of tourists to the islands is from Taiwan (3.3%). Malaysian Chinese also contribute the largest percentage of tourists to Langkawi Island. This is followed by Singapore (11.7%), Hong Kong (6.3%), Taiwan (1.6%), and China (1.6%) with only a small percent from Indonesia (0.8%).

Figure 5.3: Country of origin for Chinese tourists (Perhentian, Redang and Langkawi Islands)

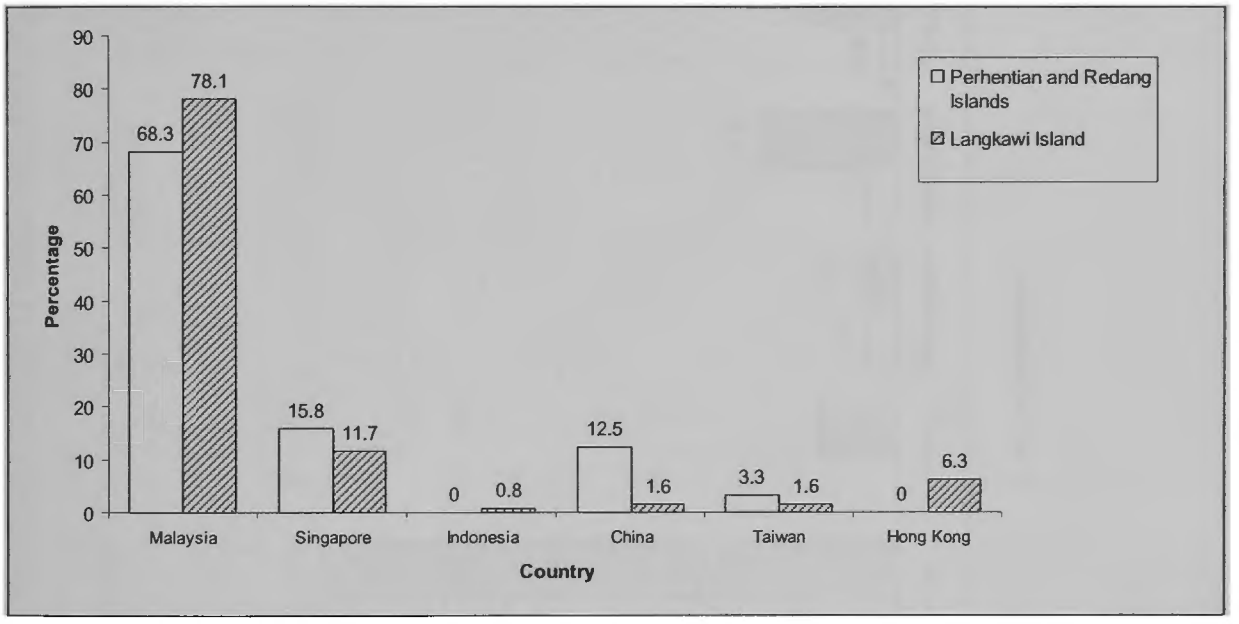
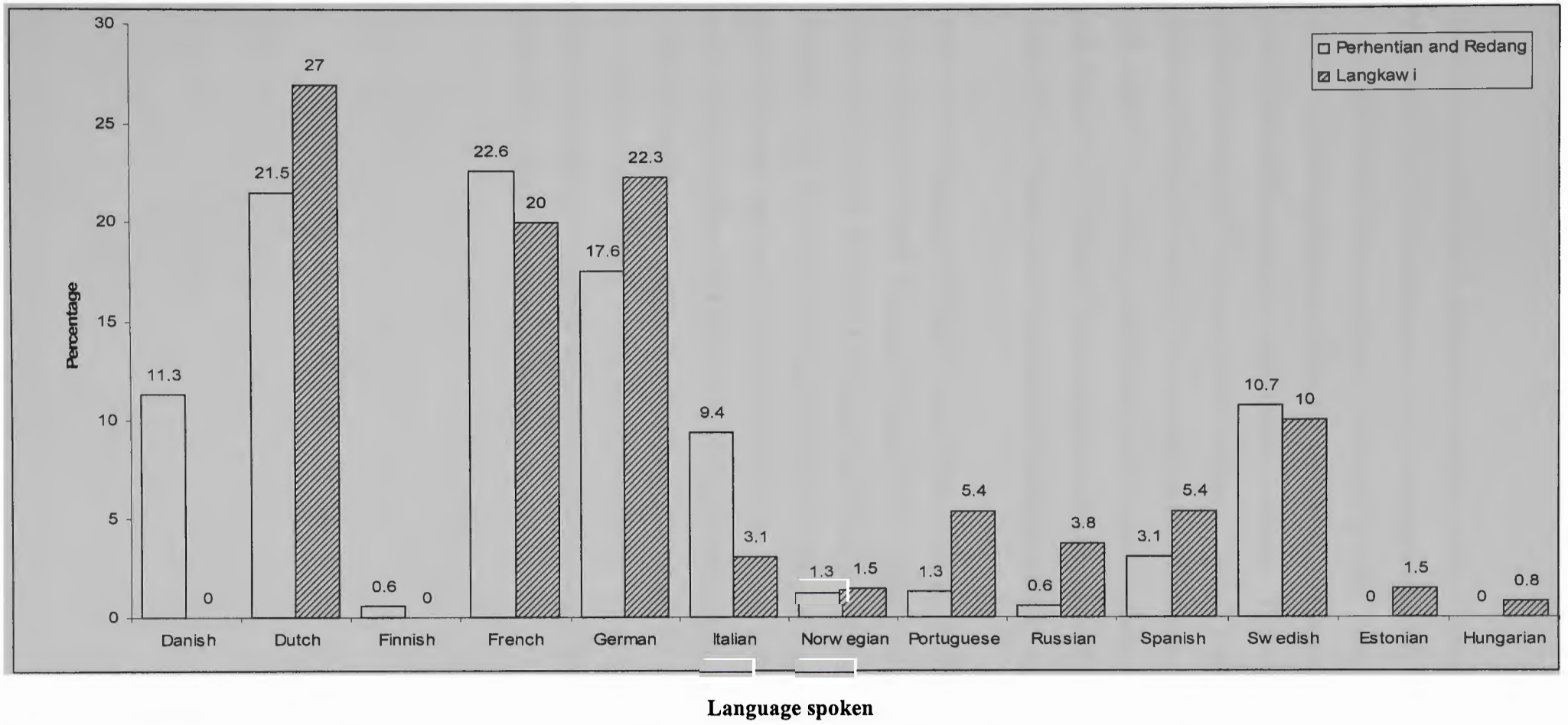


Figure 5.4 summarises the wide range of languages spoken by European tourists. The major languages for tourists to Perhentian and Redangs Island are French (22.6%), Dutch (21.5%), German (17.6%), Danish (11.3%), Swedish (10.7%) and Italian (9.4%). In comparison, the main languages for the European tourists to Langkawi Islands are Dutch (27%), German (22.3%), French (20%) and Swedish (10%). On Langkawi Island, about 5.4% speak either Portuguese or Spanish. There are also European tourists who speak Estonian (1.5%) and Hungarian (0.8%).

Figure 5.4: Language spoken by European tourists (Perhentian, Redang and Langkawi Islands)



5.3 Travel patterns

This section discusses the travel patterns of tourists visiting Perhentian, Redang and Langkawi Islands. The visit characteristics are categorised into four sections; length of stay, previous visitation, purpose of travel and type of tour. Length of stay always plays an important role in determining the income generated from tourism. Length of stay is usually positively correlated with tourism earnings. The longer the length of stay, the more income will be derived from tourism. Table 5.3 shows the length of stay for tourists visiting Perhentian, Redang and Langkawi Islands ranges from one to ten or more nights. On average, both Malay and Chinese tourists stay on Perhentian and Redang Islands for 3.6 and 3.7 nights respectively. However, English tourists stay on the islands for 6.7 nights, while Continental European tourists stay for 6.2 nights.

On the other hand, for Langkawi Island (refer to Table 5.3), the highest average length of stay is by the Continental European tourists (6.5 nights), followed by English tourists (6.3 nights), Malay tourists (4.5 nights) and Chinese tourists (3.9 nights). The average length of stay for the English and Continental European is almost similar at both destinations (small and large islands). However, the higher average for Langkawi Island, particularly for Malay and Chinese tourists may occur because Langkawi Island not only attracts tourists on vacation but tourists are attracted for business purposes and this is important particularly for the domestic tourists. In fact, Langkawi Island has long been recognised as a popular destination for educational courses, conferences and meetings at both the local and international levels.

Table 5.3: Length of stay (Perhentian, Redang and Langkawi Islands)

Length of stay (nights)	Perhentian and Redang Islands				Langkawi Island			
	Malay (%)	Chinese (%)	English (%)	Continental European (%)	Malay (%)	Chinese (%)	English (%)	Continental European (%)
1	1.6	3.3	0	0.6	2.0	0.8	0	3.8
2	20.8	8.3	0.9	5.0	6.1	6.3	6.7	3.1
3	47.2	47.5	5.5	8.8	36.7	42.2	8.2	9.2
4	14.4	14.2	10	15.7	23.1	38.3	13.4	9.2
5	4.0	13.3	25.5	11.3	8.8	3.9	14.9	13.8
6	0.8	5.0	16.4	14.5	1.4	0.8	11.2	8.5
7	4.8	8.3	8.2	15.1	12.2	2.3	11.9	14.6
8	0	0	5.5	6.9	0.7	0.8	8.2	6.2
9	0.8	0	0.9	5.0	0	0	2.2	8.5
10 and more	5.6	0	27.3	17.0	8.8	4.7	23.1	23.1
*Mean	3.6	3.7	6.7	6.2	4.5	3.9	6.3	6.5
*Standard deviation	2.0	1.5	2.3	2.5	2.3	1.7	2.6	2.7

* These figures are in a number of nights not percentage

As noted by Table 5.4, only a small percentage of the Malay tourists to Perhentian and Redang Islands have never visited the islands before (approximately 13%). Half have visited the islands once, while 15.2% have visited the islands twice previously. Very few tourists have been to the islands three or more times before. On the other hand, about 36% of Chinese tourists have never been to the island before, 25.8% visited the island once and 17.5% have visited the islands for three or more times prior to this vacation. This higher Chinese percentage of first time visitors is likely to be reflective of the higher number of international tourists among the Chinese group. However, the majority of the English tourists (77.8%) and European tourists (89.3%) have never visited the island previously. There are a small percentage of English tourists who have visited the island once. On average, Malay tourists visited the islands twice and Chinese tourists have visited the islands 1.8 times. The average number of previous visitation is much smaller for English (0.5 times) and European tourists (0.4 times). Despite the fact that Perhentian and Redang have been recognised worldwide as popular island-based destinations, these two islands fail to attract a large number of repeat tourists.

In comparison, Langkawi Island (refer to Table 5.4) records a slightly higher average of previous visitation with the Malay tourists reporting the highest previous visitation (4.4 times), followed by the Chinese (1.9%), European (0.30%) and English (0.28%). The higher average of previous visitation on Langkawi Island for domestic tourists and particularly for Malay tourists can be explained by the fact that it has been established as a shopping destination and avenue for educational training and conferences. Nevertheless, the distribution of previous visitation between the small islands (Perhentian and Redang Islands) and large island (Langkawi Island) is similar, whereby the majority of the international tourists had not visited the island before compared with domestic Malay and Chinese tourists.

Table 5.4: Previous visitation (Perhentian, Redang and Langkawi Islands)

Previous visitation	Perhentian and Redang Islands				Langkawi Island			
	Malay (%)	Chinese (%)	English (%)	Continental European (%)	Malay (%)	Chinese (%)	English (%)	Continental European (%)
0	12.8	35.8	78.2	89.3	4.1	23.4	89.6	92.3
1	54.4	25.8	13.6	5.0	16.3	33.6	4.5	3.1
2	15.2	17.5	2.7	0.6	15.0	19.5	3	0.8
3	4.0	8.3	0	1.3	12.2	9.4	0.7	0
4	2.4	1.7	1.8	0.6	13.6	3.9	0	0.8
5	1.6	0.8	0	0	15.0	2.3	1.5	0
6	0.8	1.7	2.7	0.6	1.4	3.1	0	1.5
7	1.6	4.2	0	0	1.4	0	0	0.8
8	2.4	0.8	0	1.3	2.0	1.6	0	0
9	0	0.8	0	0	0	0.8	0	0
10 and more	4.8	2.5	0.9	1.3	19.0	2.3	0.7	0.8
*Mean	2.0	1.8	0.5	0.4	4.4	1.9	0.3	0.3
*Standard deviation	2.3	2.3	1.5	1.6	3.2	2.2	1.1	1.3

* These figures are in a number of visits not percentage

The exotic surroundings and peaceful environment suggest that tourists visiting Perhentian and Redang islands do so with the purpose of unwinding and relaxing from their hectic and stressful working lives. Thus, almost 90% of the Malay tourists and more than 90% of the tourists from the other groups visit both islands for a purpose of holiday. Nevertheless, due to the availability of business facilities offered by a number of hotels, ranging from budget to luxury hotels, such as meeting and conference rooms, together with convention and exhibition facilities, Langkawi manages to attract a larger market for business purposes, particularly for Malay tourists (19.0%) and Chinese tourists (11.7%) in comparison to Perhentian and Redang Islands. Only a small percentage of the tourists to Perhentian, Redang and Langkawi visit the islands with the purpose of visiting friends and relatives (see Table 5.5).

Additionally, Langkawi (refer to Table 5.5) is considered the most developed island in Malaysia and therefore offers a broad range of hotels. Hence, compared with Perhentian and Redang Islands, Langkawi manages to attract more tourists for other purposes, most of whom are attending conferences and training courses, particularly for the Malay (33%) and Chinese (11%) tourists. Furthermore, Langkawi is large enough to have hosted world events such as the International Maritime and Aerospace Exhibition (LIMA), the international cycling and shooting events, Le Tour De Langkawi as well as the Commonwealth Games 2000. Such activities could also have an impact in luring foreign and domestic tourists to visit the island with a different purpose.

With regard to the type of tour, a majority of tourists to the three islands choose to make their own arrangements. Only a small percentage of the tourists visiting the islands are on a package tour and the majority of them are domestic tourists, particularly Malay and Chinese (refer to Table 5.6). This scenario also relates to their short stay, preferring packaged tours to ensure that they can maximise their time on the island. Furthermore, the biggest market to Perhentian, Redang and Langkawi Islands are young foreigners, who are generally traveling independently.

Table 5.5: Purpose of travel (Perhentian, Redang and Langkawi Islands)

Length of stay (nights)	Perhentian and Redang Islands				Langkawi Island			
	Malay (%)	Chinese (%)	English (%)	Continental European (%)	Malay (%)	Chinese (%)	English (%)	Continental European (%)
Holiday	88.0	93.3	96.4	91.2	41.5	74.2	93.3	88.5
Visiting friend/families	2.4	4.2	0.9	3.8	6.8	3.1	1.5	3.1
Business	1.6	0.8	0	2.5	19.0	11.7	3.0	3.8
Others	8.0	1.7	2.7	2.5	32.7	10.9	2.2	4.6

Table 5.6: Type of tour (Perhentian, Redang and Langkawi Islands)

Length of stay (nights)	Perhentian and Redang Islands				Langkawi Island			
	Malay (%)	Chinese (%)	English (%)	Continental European (%)	Malay (%)	Chinese (%)	English (%)	Continental European (%)
Packaged with tourist guide	44.0	36.7	0	5.0	6.1	26.6	9.0	24.6
Non-packaged	56.0	63.3	100	95.0	93.9	73.4	91.0	75.4

5.4 Interactions

This section discusses the results of a preliminary analysis on the interaction between hosts and tourists at Perhentian, Redang and Langkawi Islands. Interactions have been divided into five categories; differences in values and rules of behaviour, number of tourists served/hosts served per week, number of interactions per week, level of difficulty in interaction, ability to speak a foreign language and willingness to welcome more tourists (this variable only related to host group).

Table 5.7 summarises the differences in cultural values and rules of behaviour between hosts and tourists at small islands (Perhentian and Redang) and large island (Langkawi). For the small islands, the distribution of hosts is skewed to the right in regard to the differences in the values and rules of behaviour with tourists. A majority of the scores cluster around 1 to 3 (87.8%). The average score is 2.1 with a small standard deviation of 1.2 indicating the hosts' strong belief on the differences in their values and rules of behaviour with tourists. Approximately 41% of hosts believe that the cultural values and rules of behaviour between them and incoming tourists are totally different. Nevertheless, a small percentage of the hosts (1.9%) believe that the values and rules of behaviour of tourists are totally similar to theirs.

The distribution of the differences in values and rules of behaviour between hosts and tourists as perceived by tourists from the four culture groups on small islands reveals a different pattern (see Table 5.7). The average score for Malay tourists is 4, followed by Chinese (3.9), European (3.6) and English (3.5). The standard deviations for all groups are small indicating all scores are clustered around the mean values. The tourist beliefs of all the tourist groups tend to be normally distributed as all of the skewness values are close to zero. Hence, half of the respondents believe that their values and rules of behaviour are different and another half of the respondents perceive that their values and rules behaviour are similar to the hosts.

Table 5.7: Differences in values and rules of behaviour between hosts and tourists (Perhentian, Redang and Langkawi Islands)

Scores	Perhentian and Redang Islands					Langkawi Island				
	Hosts (%)	Tourist groups				Hosts (%)	Tourist groups			
		Malay (%)	Chinese (%)	English (%)	European (%)		Malay (%)	Chinese (%)	English (%)	European (%)
1	41.1	9.6	3.3	2.7	1.3	34.4	2.0	1.6	3.0	3.1
2	29.9	4.8	4.2	18.2	18.2	12.8	0	0.8	12.7	11.5
3	16.8	16.8	23.3	26.4	31.4	17.6	10.9	17.2	17.9	30.0
4	8.4	35.2	39.2	33.6	27.7	16.8	32.0	34.4	33.6	38.5
5	1.9	16.8	26.7	17.3	16.4	5.6	36.7	28.1	29.9	16.9
6	1.9	16.8	3.3	1.8	5.0	12.8	18.4	18.0	3.0	0
Mean Number	2.1	4.0	3.9	3.5	3.6	2.9	4.6	4.4	3.8	3.5
Standard Deviation	1.2	1.4	1.1	1.1	1.2	1.8	1.0	1.1	1.2	1.0
Skewness	1.2	-0.5	-0.6	-0.1	0.2	0.5	-0.7	-0.3	-0.5	-0.4

1=totally different 6=totally same

Although all of the Malay respondents are Malaysian, they also perceive that their values and rules of behaviour are slightly different from the local hosts. Only a small percentage of all the tourist groups believe that their values and rules of behaviour are either totally similar or totally different to those belonging to the local hosts. The dominant difference in cultural beliefs measured by values and rules of behaviour is that the hosts perceive themselves to be different to the tourists. This may well reflect upon the island cultures being different to both mainland (domestic) tourists and international tourists, since the vast majority of hosts are local residents.

On Langkawi Island, about 34% of the hosts believe that their values and rules of behaviour are totally different from the tourists (see Table 5.7). On the other hand, approximately 13% of them perceive that there are no differences at all between their values and the rules of behaviour for tourists. An average score of 2.9 reveals a similar pattern of hosts' view between small and large islands, whereby hosts at the three islands perceive their values and rules of behaviour are somehow different from the incoming tourists, whether they are domestic or international. In contrast, the tourists' responses for all of the tourist groups on Langkawi Island are skewed to the left, indicating higher scores on the similarity between their values and rules of behaviour with local hosts. In general, the distributions of the tourists' view for entire sample groups at Langkawi Island are similar to the distributions of the samples on Perhentian and Redang Islands. However, the average score for Malay (4.6) and Chinese (4.4) tourists are slightly higher than English (3.8) and European (3.5) tourists.

Table 5.8 displays the number of tourists served by hosts and the number of hosts who served tourists (per week), while Table 5.9 summarises the number of interactions made between tourists and local hosts at Perhentian, Redang and Langkawi Islands. There is some mistake about the scale for these two variables. The scores used for these interaction issues between hosts and tourists range from 1 to 10 and more peoples in a week.

Table 5.8

Number of tourist served by hosts/hosts who served tourists in a week (Perhentian, Redang and Langkawi)

Scores	Perhentian and Redang Islands					Langkawi Island				
	Hosts (%)	Tourist groups				Hosts (%)	Tourist groups			
		Malay (%)	Chinese (%)	English (%)	European (%)		Malay (%)	Chinese (%)	English (%)	European (%)
0	0	0	2.5	0.9	1.9	0	2.0	5.5	0.7	1.5
1	0	4.8	0.8	0	1.3	1.6	3.4	7.0	0.7	1.5
2	0	11.2	8.3	0.9	1.3	0.8	6.1	7.0	0	0.8
3	1.9	16.8	16.7	6.4	5.0	0	17.7	10.2	0.7	2.3
4	3.7	12.0	19.2	1.8	7.5	4.0	15.0	7.8	3.7	5.4
5	7.5	17.6	15.8	2.7	10.1	3.2	15.0	17.2	4.5	12.3
6	2.8	6.4	12.5	7.3	8.8	4.8	10.2	14.1	2.2	13.8
7	1.9	4.8	7.5	8.2	5.7	2.4	8.8	4.7	3.0	7.7
8	1.9	4.8	6.7	9.1	5.0	2.4	4.1	3.9	0.7	4.6
9	0	3.2	1.7	0.9	1.9	3.2	0.7	1.6	0.7	2.3
10 and more	80.4	18.4	8.3	61.8	51.6	77.6	17.0	21.1	82.8	47.7
Mean Number	9.1	5.4	5.0	8.4	7.7	9.0	5.4	5.4	9.2	7.7
Standard Deviation	2.0	2.9	2.4	2.4	2.8	2.1	2.7	3.1	2.0	2.7
Skewness	-1.9	0.4	0.5	-1.4	-0.8	-2.2	0.4	0.1	-2.5	-0.8

The majority of the responses fall under the last category (10 and more). Pilot study has been undertaken to test the reliability of the questionnaire and identify any mistake related to the scores used for this study. Unfortunately, as the pilot study did not pick up the error in the deviation of the number of tourists/hosts correctly, the measures for interaction are largely useless. Most interactions amount to more than 10 between hosts and tourists so that no meaningful distribution is possible. However, the tables do show that some cultural group have more or less interaction overall.

With regard to Perhentian and Redang Islands, the distribution for the number of tourists served by hosts is skewed to the left (refer to Table 5.8). On average, the hosts provided services to 9.1 tourists in a week. The distributions of the number of hosts who served Malay and Chinese tourists are skewed to the right with average values of 5.4 and 5.0 respectively. However, the distributions for English and European tourists are skewed to the left. On average, 8.4 hosts served the English tourists and 7.7 hosts provided services to European tourists in a week. This indicates that the number of hosts who serve western tourists is slightly higher than those who serve the Malay and Chinese tourists.

The distribution of the number of tourists served by hosts on Langkawi Island in a week is negatively skewed (see Table 5.8). On average hosts provide services to 9 tourists in a week. In a similar way to Perhentian and Redang Islands, the number of hosts who serve the Malay and Chinese tourists are skewed to the right with an average value of 5.4 for each group. On average, 9.2 hosts serve English tourists, 7.7 serve European tourists. In a similar way to small islands, the number of hosts who serve foreign tourists is higher than those who serve domestic tourists.

Table 5.9: Number of interactions with tourists/hosts in a week (Perhentian, Redang and Langkawi Islands)

Scores	Perhentian and Redang Islands					Langkawi Island				
	Hosts (%)	Tourist groups				Hosts (%)	Tourist groups			
		Malay (%)	Chinese (%)	English (%)	European (%)		Malay (%)	Chinese (%)	English (%)	European (%)
0	0	0	3.3	0	0	0	1.4	3.9	1.5	1.5
1	3.7	4.8	10.0	1.8	2.5	1.6	4.8	10.2	0	1.5
2	1.9	12.8	11.7	1.8	2.5	0	15.0	12.5	2.2	4.6
3	1.9	15.2	21.7	1.8	5.0	3.2	15.6	14.1	1.5	2.3
4	2.8	12.8	10.8	5.5	6.9	4.8	10.2	9.4	1.5	12.3
5	9.3	19.2	12.5	7.3	8.2	6.4	18.4	15.6	4.5	7.7
6	2.8	8.0	10.8	6.4	4.4	4.0	6.1	7.0	2.2	7.7
7	5.6	7.2	8.3	2.7	8.2	4.0	5.4	3.9	1.5	6.2
8	2.8		2.5	3.6	8.2	7.2	6.1	1.6	3.0	2.3
9	0	2.4	1.7	0.9	1.3	2.4	1.4	0.8	0.7	1.5
10 and more	69.2	17.6	6.7	68.2	52.8	66.4	15.6	21.1	81.3	52.3
Mean	8.4	5.2	4.3	8.5	7.8	8.6	5.1	4.9	9.0	7.5
Standard Deviation	2.7	2.8	2.6	2.5	2.8	2.4	2.9	3.2	2.3	2.9
Skewness	-1.2	0.6	0.6	-1.4	-0.9	-1.5	0.5	0.4	-2.4	-0.7

With regard to the number of interactions made with tourists by local hosts and vice versa on Perhentian and Redang Islands (see Table 5.9), on average hosts conduct 8.4 conversations in a week with tourists. Approximately 10% of the hosts conduct less than 5 conversations and 69% conduct 10 and more conversations with tourists within that period. Chinese tourists have the lowest average interaction with hosts (4.3 times), followed by Malay tourists (5.2 times). However, English tourists interact on average 8.5 times, while European tourists have an average of 7.8 times for interactions with hosts.

On Langkawi Island, hosts interact on average 8.6 times with tourists in a week and the distribution is skewed to the left. In a similar way to Perhentian and Redang Islands, Chinese tourists on Langkawi Island have the lowest average conversation with local hosts (4.9 times), followed by Malay (5.1 times) and European (7.5). English tourists are considered the most communicative and conduct on average 9.0 conversations with local hosts in a week, while European tourists rank second.

The degree of interaction difficulty between hosts and tourists on the small and large islands is given in Table 5.10. On the small islands, the distribution of degree of difficulty in interaction with tourists as perceived by host tends to be skewed to the left with a mean score of 4.6, indicating on average Malaysian hosts do not encounter any problem in communicating with incoming tourists from all over the world. Only a small percentage of hosts (3.7%) express a problem in communication to the extent they are not able to interact with tourists at all. In comparison, 37.4% believe that it is extremely easy for them to interact with the incoming tourists. A similar pattern can be observed for the distribution of the degree of difficulty in interaction with local hosts according to all tourist groups. High mean values for all tourist groups indicate that tourists also express the same feelings towards hosts with regard to interaction issues. Only a small percentage of all the tourist groups have a problem of not being able to communicate at all with the hosts, while the rest are able to communicate with local hosts easily.

Table 5.10: Degree of difficulty in interaction (Perhentian, Redang and Langkawi Islands)

Scores	Perhentian and Redang Islands					Langkawi Island				
	Hosts (%)	Tourist groups				Hosts (%)	Tourist groups			
		Malay (%)	Chinese (%)	English (%)	European (%)		Malay (%)	Chinese (%)	English (%)	European (%)
1	3.7	0.8	3.3	1.8	0.6	0.8	1.4	2.3	0.7	0.8
2	6.5	4.8	8.3	0.9	1.3	8.0	4.1	7.8	0	2.3
3	15.9	13.6	12.5	4.5	13.2	25.6	16.3	18.8	3.7	14.6
4	15.9	21.6	16.7	19.1	30.8	26.4	21.1	32.0	9.0	21.5
5	20.6	16.0	18.3	33.6	37.1	12.8	21.1	19.5	30.6	37.7
6	37.4	43.2	40.8	40.0	17.	26.4	36.1	19.5	56.0	23.1
Mean	4.6	4.8	4.6	5.0	4.5	4.2	4.7	4.2	5.4	4.6
Standard Deviation	1.5	1.3	1.5	1.0	1.0	1.3	1.3	1.3	0.9	1.1
Skewness	-0.7	-0.7	-0.8	-1.3	-0.4	-0.02	-0.6	-0.3	-1.8	-0.6

1= not possible at all 6=extremely easy

On Langkawi Island (refer to Table 5.10), there are mixed host perceptions towards the difficulty of interaction with tourists. A few respondents (0.8%) express problems in communication, whereby they are not able to perform any communication at all with the tourists, while two thirds of the hosts (66%) regard the communication with tourists as easy. In total, approximately 26% of the hosts believe it is extremely easy to interact with tourists. The mean value of 4.2 and approximately normal distribution indicates that a majority of the hosts on Langkawi Island perceive that it is somewhat easy to communicate with the tourists from all over the world. Although in general hosts do not encounter major problem in communicating with tourists, the lower level of the mean interaction on Langkawi Island (4.2) to small islands (4.6) suggest there is more interaction difficulty on Langkawi but this is not statistically significant. The distribution of the level of difficulty to interact with the hosts as perceived by tourists from all groups is skewed to the left, indicating a tendency towards higher scores. All mean values for the four tourists groups are high, indicating tourists at Langkawi Island also did not encounter any problems in communicating with local hosts. Only a small percentage of the four groups of tourists could not communicate at all with local hosts.

Table 5.11 shows the distribution of hosts and tourists ability to speak foreign language on Perhentian, Redang and Langkawi Islands. The distribution of hosts' ability to speak English at Perhentian and Redang Islands tends to be normally distributed. This indicates that almost 50% are able to speak English while the other 50%, are not quite able to speak the language. This can be explained by the fact that English is widely spoken by Malaysians. Approximately 19% of the hosts can speak English fluently, whereas only 6.5% did not speak English at all. In contrast, a majority of English (82.7%) and European (86.6%) tourists did not speak Malay at all. However, the Malay tourists on average can speak Malay fluently while a majority of Chinese had an average ability to speak Malay.

The distribution of the ability to speak English by the hosts at Langkawi Island (see Table 5.11) also tends to be normally distributed with 8% speaking English fluently, and only 3.2% of the hosts on Langkawi Island do not speak English at all (see Table 5.11). With a mean value of 3.9, the majority of the hosts have an average ability to speak the language. On the other hand, all the distributions for tourists' ability to

speak Malay are negatively skewed. Average scores of 1.1 for English tourists and 1.2 for European tourists indicate the majority of these tourists have a limited ability to speak Malay. Nevertheless, most of the Malay and Chinese tourists on Langkawi Island can speak Malay quite well.

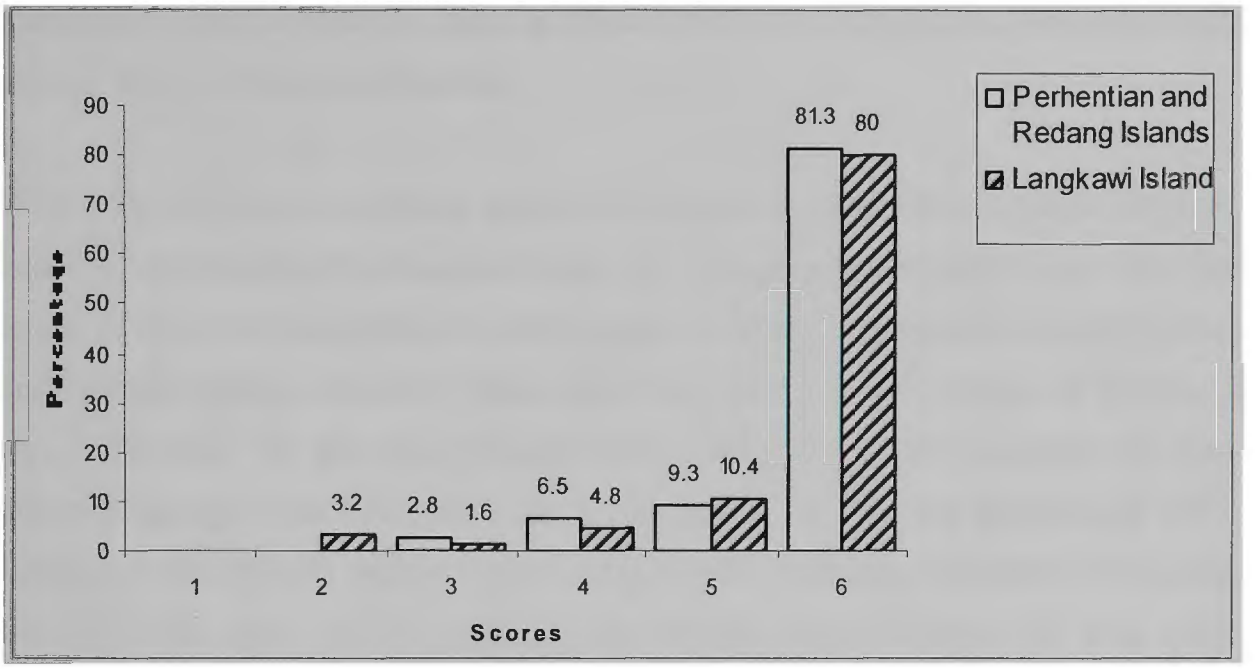
Table 5.11: Competency in foreign language (Perhentian, Redang and Langkawi Islands)

Scores	Perhentian and Redang Islands					Langkawi Island				
	Hosts (%)	Tourist groups				Hosts (%)	Tourist groups			
		Malay (%)	Chinese (%)	English (%)	European (%)		Malay (%)	Chinese (%)	English (%)	European (%)
1	6.5	0	19.2	82.7	83.6	3.2	0	12.5	94.8	89.2
2	15.0	0	6.7	12.7	11.9	8.8	0	7.8	3.0	3.8
3	15.0	0.8	9.2	1.8	2.5	18.4	1.4	15.6	0	2.3
4	29.9	4.8	15.8	1.8	0	40.8	5.4	14.1	0	3.8
5	15.0	15.2	29.2	0.9	0	20.8	11.6	18.0	2.2	0
6	18.7	79.2	20.0	0	1.9	8	81.6	32.0	0	0.8
Mean	3.9	5.7	3.9	1.3	1.3	3.9	5.7	4.1	1.1	1.2
Standard Deviation	1.5	0.6	1.8	0.7	0.8	1.2	0.6	1.8	0.6	0.8
Skewness	-0.2	-2.3	-0.5	3.4	4.5	-0.4	-2.5	-0.5	5.8	3.7

1= not at all 6= fluently

Figure 5.5 summarises the host willingness to accept more tourists in the long term for Perhentian, Redang and Langkawi Islands. The score used for this variable ranges from 1 to 6. 1 indicates that hosts are not willing at all to accept more tourists, while 6 indicates their full support in welcoming more tourists. The majority of the hosts at Perhentian and Redang Islands (over 80%) express their full support for more tourists in the future.

Figure 5.5: Willingness in accepting tourists (Perhentian, Redang and Langkawi Islands)



1= totally disagree 6=totally agree

Only a small percentage of hosts (2.8%) are slightly opposed to the development of tourism. This can be explained by the fact that the majority of the community on those islands rely heavily on tourism. Thus, an increase in tourist arrivals will at the same time generate more income for them. The majority of service providers on Langkawi Island (80%) also expressed the same support. Although there is economic diversity on the island, tourism is still regarded as the main catalyst for economic development.

5.5 Concluding remarks

This chapter summarised the descriptive analysis of the sample data based on the three major sections; demographic statistics, travel pattern and interaction. With regard to

the demographic statistics, the major differences between hosts at Perhentian, Redang and Langkawi Islands have been identified in terms of occupational types. Hosts at Perhentian and Redang Islands tend to engage in employment directly related to tourism industry, whereas hosts at Langkawi Island are more heavily engaged as sale persons at a variety of shops around the island. The significant differences between the tourists to the three islands can be explained mainly in terms of age. When compared with Langkawi Island, Perhentian and Redang Islands seem to attract slightly younger tourists. Additionally, unlike Perhentian and Redang Islands, being the biggest island in Malaysia, there is a small tendency for Langkawi Island to attract tourists from a wider area of Europe.

With reference to travel patterns, significant differences are evident between the small islands (Perhentian and Redang) and large island (Langkawi) particularly regarding the length of stay, previous visitation and purpose of travel. In comparison to Perhentian and Redang Islands, Langkawi Island seems to report a higher average of length of stay, particularly for domestic tourists (Malay and Chinese) as Langkawi not only attracted tourists on holiday-based but for shopping and business purposes as well. Langkawi also records higher average of previous visitation compared with small islands. This again can be explained by the fact that Langkawi has long been established as a shopping destination (particularly among domestic travellers) and avenue for conferences, meetings and training courses. The majority of tourists to Perhentian and Redang Islands are there for holiday. However, being the largest and the most developed island in Malaysia, Langkawi offers a broad range of hotels, and facilities, and hosted a number of world events (such as International Maritime and Aerospace Exhibition and Le Tour De Langkawi). As a result, Langkawi has successfully attracted domestic and international tourists not only for a holiday but for a different purpose of visit as well.

The preliminary analysis on the interaction issues also reveals some differences between the sample groups at the three islands. In regard to the issue on differences in values and rules of behaviour, host communities on the small islands (Perhentian and Redang Islands) and large island (Langkawi Island) perceive that their values and rules of behaviour are quite different from the incoming tourists. The tourists perceive that they have similar values to the hosts and this includes both the domestic and

international groups. However, the hosts do not perceive the values to be the same. The hosts see their cultures as defined by values and rules of behaviour to be different. However, the English and European tourists on the small and large islands seem to perceive that their values and rules of behaviour are somewhat different from the local communities.

In terms of the number of tourists served by hosts per week, hosts at both destinations (small and large islands) seem to serve more western tourists than Malay and Chinese tourists. With reference to the number of interactions made between local hosts and tourists, the hosts at both small and large island destinations again seem to interact more with international rather than the domestic Malay tourists or the domestic Chinese tourists. With regard to the degree of difficulty in interaction, the local hosts at both destinations seem to have some difficulty in communicating with the incoming tourists, particularly with the international tourists. Although the Malay and Chinese tourists are mostly local, they also express some problem in interacting with the local hosts. This may be due to the fact that most of the local hosts at the three destinations speak local dialects (which are quite different from the tourists dialects) as their first language as part of an island culture. On the other hand, the English tourists at Perhentian, Redang and Langkawi Islands seem not to encounter any problems in communicating with local hosts as English is widely spoken by the majority of the host communities. The lack of ability to speak English can explain the reason why the European tourists at all three locations seem to have somewhat more difficulty in communicating with the host communities.

The ability of hosts at Perhentian, Redang and Langkawi Islands to speak English tends to be normally distributed. Thus, in general, half of the hosts can speak English quite well, whereas the other half are not quite able to speak the language. In contrast, almost all of the English and European tourists at the three tourism destinations do not speak Malay at all and there was a low level of Malay fluency in the Chinese group.

In terms of host willingness to accept more tourists into the future, the majority express their full support for tourism expansion.

The chapter presented results of the description analysis that was designed to give a broad understanding of the sample data. This study is concerned with the existence of significant differences related to cultural values, rules of behaviour, perceptions, expectations and destination attributes between all the sample groups. In order to test for the existence of significant differences related to the concepts measured between the sample groups at Perhentian, Redang and Langkawi Islands, a Mann-Whitney U-test is adopted. In the next chapter (Chapter Six), discussion is focused on the results of this Mann-Whitney U-test. Based on the analysis, some general hypotheses developed for this study can then be tested.

CHAPTER 6

MANN-WHITNEY U-TEST

6.1 Introduction

This chapter presents the results of the Mann-Whitney U-test for all the sample data at the three island locations. As mentioned previously this study has been designed to examine the differences in cultural values, rules of behaviour, perceptions, expectations and destination attributes between hosts and guests on small island destinations. The main objective of this analysis is to determine whether there are significant differences with regard to the concepts measured between the sample groups. Although, this study is mainly concerned about small islands tourism (Perhentian and Redang Islands), it also aims to investigate the same issues in a large island context for the purpose of benchmarking. An equivalent analysis has been conducted on Langkawi Island, which represents a large island destination in Malaysia.

The results of the Mann-Whitney U-test are divided into five main sections; cultural values, rules of behaviour, perceptions, expectations and destination attributes. For the first two sections (culture values and rules of behaviour) the analysis is focused merely upon the differences between cultures, but not the differences between small and large islands. It is assumed that culture as defined by cultural values and rules of behaviour will not vary among hosts or tourists, simply because they are working on and visiting a large or small island. Thus, the analysis for this part is based on the following sample size; 232 hosts, 272 Malay tourists, 248 Chinese tourists, 244 English tourists and 289 European tourists. However, the focus on the difference in culture-based perceptions, expectations and perceptions towards the importance of destination attributes, whilst analysed between cultures, is benchmarked for the small islands (Perhentian and Redang) against the larger island of Langkawi. The question to be analysed is not just

whether cultures differ across the sample groups but for perceptions, expectations and the importance of destination attributes, whether there are important differences unique to small islands. Consequently, in these three sections (6.3, 6.4 and 6.5) the islands are divided between the small islands (Perhentian and Redang) and the large island (Langkawi Island). The total sample for the small islands (Perhentian and Redang) is made up of 107 hosts, 125 Malay tourists, 120 Chinese tourists, 110 English tourists and 159 European tourists. On the other hand, the total sample for the large island (Langkawi) consists of 125 hosts, 147 Malay tourists, 128 Chinese tourists, 134 English tourists and 130 European tourists.

Based on the results of the Mann-Whitney U-test, the general hypotheses outlined in Chapter Three (Conceptual and Theoretical Framework) will be tested.

Section 6.21 tests general hypothesis 1:

- There are differences in cultural values between the host and guest communities.

Section 6.2.2 tests general hypothesis 2:

- There are differences in rules of behaviour between the host and guest communities.

Section 6.2.3 tests general hypothesis 3:

- There are differences in perceptions towards tourism between the host and guest communities.

Section 6.2.4 tests general hypothesis 4:

- There are differences in mutual expectations between the host and guest communities.

Section 6.2.5 tests general hypothesis 5:

- There are differences in the importance of destination attributes between the host and guest communities.

6.2 Results

Parametric inferential statistics are considered the most powerful technique for data analysis. The use of parametric methods is accompanied by three important assumptions; normality of the population distribution, homogeneity in variances and the use of an interval or ratio scale (Pallant 2005). However, when the data do not meet or violate the assumptions of the parametric techniques, non-parametric methods can be used as an alternative. An examination of the shape of these data using skewness values reveals that many of the distributions are either positively or negatively skewed. Since one of the most important assumptions about parametric techniques is violated (i.e. normality), a non-parametric technique has been chosen to test the differences in the measured concepts (values, rules of behaviour, perceptions, expectations and destination attributes) between the sample groups on both the small and large islands.

The most powerful non-parametric technique to measure the differences between two independent groups is the Mann-Whitney U-test (Pallant 2005). Therefore, this test is used in order to determine whether significant differences exist between the group indicators, in all the sample groups considered for this study.

Effort has been made to reduce sampling bias by using a significance level of 0.001. It is expected that culturally derived differences will be subtle and not be easily measured. Consequently, this study is mainly concerned with extreme differences between the sample groups. Thus, a high significance level to assess differences is meaningful. Although significance levels of 0.05 and 0.01 have also been used in order to identify the significant differences between the sample groups, emphasis has only been given to the differences between the sample groups based on a significance level of 0.001.

6.2.1 Cultural values

In this analysis reference needs to be made back to Figure 3.1 (Conceptual Framework) and the research objectives in Chapter One. Values and rules of behaviour are culturally derived concepts that measure differences between cultures. Therefore, it is very unlikely that the values and rules of behaviour for the same cultures at small and large island destinations will be different. However, these concepts (values and rules of behaviour) are theorised to cause differences in the perceptions, expectations and the importance of destination attributes for different tourist destinations (where this study is concerned with small islands). Consequently, there is no reason to distinguish in the discussion of values and rules of behaviour, between the samples for the small islands (Perhentian and Redang) and the larger island (Langkawi). It is assumed that each cultural group; Malay, Chinese, English and European will have the same culture regardless of the island size. Therefore, when using the Mann-Whitney U-test, the two samples (which are the samples for the small islands and the large island) are joined together for the study of values and rules of behaviour.

Table 6.1 displays the result of the Mann-Whitney U-test of the significant differences in cultural values between hosts and tourist groups at Perhentian, Redang and Langkawi Islands. The largest number of significant differences in cultural values among the groups is recorded between **hosts versus the English tourists** (24 out of the total 33 values). Among these variables, the most significant differences are related to 17 of the 33 variables (at $p<0.001$):

* Hosts find *a comfortable life (a prosperous life)* is more important.
* Hosts find *a world of beauty (beauty of nature, arts*) is more important.
* Hosts find *national security (protection from attack)* is more important.
* Hosts find *salvation (saved, eternal life)* is more important.
* Hosts find *self-respect (self-esteem)* is more important.
* Hosts find *wisdom (knowledge, understanding of life)* is more important.
* Hosts find *ambitious (hard working)* is more important.
* Hosts find *clean (neat, tidy)* is more important.
* Hosts find *courageous (standing up for one's beliefs)* is more important.
* Hosts find *imaginative (daring, creative)* is more important.
* Hosts find *logical (consistent, rational)* is more important.
* Hosts find *obedient (dutiful, respectful)* is more important.
* Hosts find *polite (courteous, well-mannered, kind)* is more important.
* Hosts find *responsible (dependable, reliable)* is more important.
* Hosts find *self-controlled (restrained, self-discipline)* is more important.

* English tourists find *a sense of accomplishment (a stimulating, active life)* is more important.
* English tourists find *true-friendship (close companionship)* is more important.

The second largest number of significant differences in cultural values is recorded between **hosts and the European tourists**. From the total of 33 cultural values undertaken for this study, the significant differences are related to 23 values. However, only 18 of the 33 values produce significant differences at $p < 0.001$:

* Hosts find *a comfortable life (a prosperous life)* is more important.
* Hosts find *family security (taking care of loved ones)* is more important.
* Hosts find *national security (protection from attack)* is more important.
* Hosts find *salvation (saved, eternal life)* is more important.
* Hosts find *self-respect (self-esteem)* is more important.
* Hosts find *wisdom (knowledge, understanding of life)* is more important.
* Hosts find *ambitious (hard working)* is more important.
* Hosts find *capable (competent, effective)* is more important.
* Hosts find *clean (neat, tidy)* is more important.
* Hosts find *courageous (standing up for one's beliefs)* is more important.
* Hosts find *imaginative (daring, creative)* is more important.
* Hosts find *independent (self-reliant, self-sufficient)* is more important.
* Hosts find *logical (consistent, rational)* is more important.
* Hosts find *loving (affectionate, tender)* is more important.
* Hosts find *obedient (dutiful, respectful)* is more important.
* Hosts find *polite (courteous, well-mannered, kind)* is more important.
* Hosts find *responsible (dependable, reliable)* is more important.
* Hosts find *self-controlled (restrained, self-disciplined)* is more important.

On the other hand, the most significant differences in cultural values between **hosts and the Chinese tourists** (at $p<0.001$) are related to 13 of the 33 variables:

* Hosts find *a comfortable life (a prosperous life)* is more important.
* Hosts find *a world of beauty (beauty of nature, arts)* is more important.
* Hosts find *national security (protection from attack)* is more important.
* Hosts find *self-respect (self-esteem)* is more important.
* Hosts find *wisdom (knowledge, understanding of life)* is more important.
* Hosts find *ambitious (hard working)* is more important.
* Hosts find *clean (neat, tidy)* is more important.
* Hosts find *courageous (standing up for one's beliefs)* is more important.
* Hosts find *logical (consistent, rational)* is more important.
* Hosts find *loving (affectionate, tender)* is more important.
* Hosts find *obedient (dutiful, respectful)* is more important.
* Hosts find *polite (courteous, well-mannered, kind)* is more important.
* Hosts find *responsible (dependable, reliable)* is more important.

In the differences listed above, the hosts dominate as placing more emphasis upon values. They appear to be both inward looking with regard to their own property and view of life as part of the national group, and religious order; while also very responsible from the point of view of work in the context of hosts (clean, logical

obedient, polite, responsible, self-controlled). English tourists do show some distinct differences in reaching out and enjoying their new experience. The hosts find that they have fewer differences with the Chinese tourists than the European tourists, while the European tourists find they have no distinctive difference with the hosts. The hosts do not find they are more self-controlled than the Chinese for example, but they do see themselves as more self-controlled than the English and the Europeans.

As expected, there are few significant differences in cultural values between the hosts and the Malay tourists. In total, the significant differences are found only in 11 of the 33 values and none of these values are significant at $p<0.001$. This is due to the fact that the majority of the hosts involved in this study at Perhentian, Redang and Langkawi Islands are Malay. Therefore, the host communities on the three islands share the same cultural values as the Malay tourists.

Table 6.1: The Mann-Whitney U-tests of significant differences in cultural values between hosts and tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=232)	Malay (n=272)			Host (n=232)	Chinese (n=248)			Host (n=232)	English (n=244)			Host (n=232)	European (n=289)		
A comfortable life	270.20	237.40	-2.76	0.006**	280.53	203.05	-6.52	0.000***	285.75	193.58	-7.75	0.000***	326.07	208.77	-9.31	0.000***
An exciting life	237.69	265.13	-2.21	0.027*	259.19	223.02	-2.97	0.003**	226.28	250.11	-1.99	0.047*				
A sense of accomplishment									202.78	272.46	-5.79	0.000***				
A world of beauty					268.01	214.77	-4.43	0.000***	263.24	214.98	-4.06	0.000***	279.31	246.30	-2.65	0.008**
Equality																
Family security					258.80	223.80	-3.27	0.001**					291.10	236.84	-4.75	0.000***
Freedom									223.64	252.63	-2.66	0.008**	245.16	273.72	-2.49	0.013*
Happiness									219.00	257.04	-3.45	0.001**				
Mature love									222.61	253.61	-2.63	0.008**				
National security	272.30	235.62	-3.48	0.001**	269.62	213.26	-5.30	0.000***	273.26	205.45	-6.28	0.000***	307.43	223.73	-7.22	0.000***
Pleasure	233.68	268.55	-2.81	0.005**	228.30	251.91	-1.96	0.049*	220.35	255.76	-2.97	0.003**				
Salvation									281.86	197.27	-6.90	0.000***	320.06	213.58	-8.26	0.000***
Self-respect	267.49	239.72	-2.40	0.017*	276.48	206.84	-6.01	0.000***	266.71	211.68	-4.82	0.000***	303.14	227.17	-6.26	0.000***
Social recognition	232.69	269.39	-2.95	0.003**												
True friendship									211.68	264.00	-4.45	0.000***	242.88	275.55	-2.62	0.009**
Wisdom	274.03	234.14	-3.35	0.001**	268.73	214.09	-4.70	0.000***	274.31	204.45	-5.98	0.000***	309.77	221.85	-7.10	0.000***
Ambitious					262.13	220.27	-3.52	0.000***	273.05	205.65	-5.65	0.000***	328.69	206.66	-9.58	0.000***
Broad-minded					256.60	225.44	-2.64	0.008**								
Capable					259.48	222.74	-3.11	0.002**	256.34	221.53	-2.96	0.003**	303.56	226.84	-6.14	0.000***
Cheerful													279.70	245.99	-2.69	0.007**
Clean					265.71	216.92	-4.15	0.000***	294.22	185.52	-9.01	0.000***	318.69	214.69	-8.26	0.000***
Courageous					274.24	208.94	-5.47	0.000***	263.66	214.58	-4.14	0.000***	310.10	221.58	-7.06	0.000***
Forgiving																
Helpful													278.31	247.31	-2.46	0.014*
Honest	266.26	240.76	-2.13	0.034*	256.65	225.39	-2.67	0.008**								
Imaginative									260.39	217.69	-3.57	0.000***	294.88	233.80	-4.84	0.000***
Independent					254.01	227.86	-2.23	0.026*	256.08	221.78	-2.92	0.004**	286.01	240.92	-3.68	0.000***

Logical					262.48	219.94	-3.59	0.000***	278.95	200.04	-6.60	0.000***	319.91	213.71	-8.41	0.000***
Loving					267.01	215.70	-4.36	0.000***					300.45	229.33	-5.76	0.000***
Obedient	272.46	235..48	-3.07	0.002**	284.02	199.79	-7.10	0.000***	304.35	175.89	-10.65	0.000***	330.99	204.81	-9.99	0.000***
Polite	269.00	238.42	-2.55	0.011*	270.00	212.91	-4.90	0.000***	260.26	217.81	-3.65	0.000***	316.82	216.19	-8.12	0.000***
Responsible	267.80	239.45	-2.41	0.016*	270.64	212.30	-5.08	0.000***	268.50	209.98	-5.08	0.000***	312.06	220.01	-7.54	0.000***
Self-controlled					258.19	223.95	-2.92	0.003**	276.73	202.15	-6.29	0.000***	310.72	221.09	-7.20	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.2 shows the significant differences in cultural values between the Malay and the other tourist groups at Perhentian, Redang and Langkawi Islands. The smallest number of differences is found between **the Malay and the Chinese tourists**. These differences (at $p<0.001$) are related to:

* Malay tourists find *a comfortable life (a prosperous life)* is more important.
* Malay tourists find *an exciting life (a stimulating, active life)* is more important.
* Malay tourists find *a world of beauty (beauty of nature, arts)* is more important.
* Malay tourists find *self-respect (self-esteem)* is more important.
* Malay tourists find *courageous (standing up for one's beliefs)* is more important.
* Malay tourists find *obedient (dutiful, respectful)* is more important.

A comparison between **the Malay and the English tourists** produce the second largest number of differences at $p<0.001$. The differences are related to 11 values:

* Malay tourists find a comfortable life (*a prosperous life)* is more important.
* Malay tourists find *a world of beauty (beauty of nature, arts)* is more important.
* Malay tourists find *salvation (saved, eternal life)* is more important.
* Malay tourists find *social recognition (respect, admiration)* is more important.
* Malay tourists find *ambitious (hard working)* is more important.
* Malay tourists find *clean (neat, tidy)* is more important.
* Malay tourists find *imaginative (daring, creative)* is more important.
* Malay tourists find *logical (consistent, rational)* is more important.
* Malay tourists find *obedient (dutiful, respectful)* is more important.
* Malay tourists find *self-controlled (restrained, self-disciplined)* is more important.
* English tourists find *a sense of accomplishment (contribution)* is more important.

The largest number of significant differences is found between **the Malay and the European tourists** (26 out of the 33 values). The most significant differences (at $p<0.001$) are related to 21 values:

* Malay tourists find a comfortable life (*a prosperous life)* is more important.
* Malay tourists find *an exciting life (a stimulating, active life)* is more important.
* Malay tourists find *family security (taking care of loved ones)* is more important.
* Malay tourists find *national security (protection from attack)* is more important.
* Malay tourists find *salvation (saved, eternal life)* is more important.
* Malay tourists find *self-respect (self-esteem)* is more important.
* Malay tourists find *social recognition (respect, admiration)* is more important.
* Malay tourists find *wisdom (knowledge, understanding of life)* is more important.
* Malay tourists find *ambitious (hard working)* is more important.
* Malay tourists find *capable (competent, effective)* is more important.
* Malay tourists find *cheerful (light hearted, joyful)* is more important.
* Malay tourists find *clean (neat, tidy)* is more important.
* Malay tourists find *courageous (standing up for one's beliefs)* is more important.
* Malay tourists find *helpful (working for the welfare of others)* is more important.
* Malay tourists find *imaginative (daring, creative)* is more important.
* Malay tourists find *logical (consistent, rational)* is more important.
* Malay tourists find *loving (affectionate, tender)* is more important.
* Malay tourists find *obedient (dutiful, respectful)* is more important.
* Malay tourists find *polite (courteous, well-mannered, kind)* is more important.
* Malay tourists find *responsible (dependable, reliable)* is more important.

* Malay tourists find *self-control (restrained, self-disciplined)* is more important.

It is not surprising that Malay tourists have a very similar set of cultural importance responses to the local hosts, since the majority of local hosts are Malay. The differences are nearly all based upon the Malay tourists having a different set of values to the Chinese, English and European. The English tourists stand out from the European tourists and Chinese tourists as the only group with a different emphasis of seeking a sense of accomplishment. The Malay tourists consider that they have fewer differences with the Chinese and consider their values to be more important in regard to life quality overall (property, comfort and beauty) and also within one's own personality to the extent of self-standing. The Malay tourists extend this view of culture when compared with the English tourists with more importance placed on religion, self-control, creative, logical and hardworking values. The Malay tourists extend the list of differences much further when compared to the Europeans to include security, knowledge, competence, joy, affection, polite and responsible values. The Malay tourists find the Europeans less responsible generally (family and national security) and personally (polite, loving and reliable). The Malay tourists also find themselves with greater similarity in the values of self-esteem and courage to the English but not the Europeans.

Table 6.2: The Mann-Whitney U-tests of significant differences in cultural values between Malay tourists and other tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=272)	Chinese (n=248)			Malay (n=272)	English (n=244)			Malay (n=272)	European (n=289)		
A comfortable life	258.33	233.27	-4.20	0.000***	291.58	221.62	-5.64	0.000***	330.49	234.42	-7.41	0.000***
An exciting life	293.92	223.85	-5.55	0.000***					304.57	258.82	-3.51	0.000***
A sense of accomplishment					230.33	289.90	-4.80	0.000***				
A world beauty	286.78	231.67	-4.41	0.000***	281.75	232.59	-3.96	0.000***	297.40	265.57	-2.47	0.013*
Equality					239.01	280.23	-3.33	0.001**				
Family security	271.79	248.12	-2.11	0.035*					303.77	259.57	-3.71	0.000***
Freedom					245.08	273.46	-2.49	0.013*	266.81	294.36	-2.32	0.020*
Happiness												
Mature love	273.57	246.17	-2.19	0.029*	242.75	276.06	-2.72	0.007**	295.19	267.65	-2.13	0.033*
National security	273.19	246.59	-2.29	0.022*	277.08	237.79	-3.35	0.001**	309.12	254.53	-4.41	0.000***
Pleasure												
Salvation					301.32	210.77	-7.10	0.000***	339.82	225.64	-8.62	0.000***
Self-respect	281.44	237.54	-3.60	0.000***	271.63	243.86	-2.30	0.021*	305.26	258.16	-3.72	0.000***
Social recognition	273.64	246.09	-2.22	0.027*	286.78	226.97	-4.77	0.000***	316.09	247.98	-5.22	0.000***
True friendship					238.73	280.54	-3.44	0.001**				
Wisdom					275.13	239.96	-2.87	0.004**	308.15	255.44	-4.11	0.000***
Ambitious	277.63	241.71	-2.91	0.004**	289.26	224.21	-5.25	0.000***	345.95	219.87	-9.62	0.000***
Broad-minded												
Capable									314.90	249.10	-5.14	0.000***
Cheerful									307.17	256.37	-3.95	0.000***
Clean	278.56	240.69	-3.08	0.002**	308.85	202.37	-8.48	0.000***	331.50	233.47	-7.55	0.000***
Courageous	286.40	232.09	-4.36	0.000***	275.79	239.23	-2.95	0.003**	321.39	242.99	-6.06	0.000***
Forgiving	273.46	246.29	-2.19	0.029*					300.01	263.11	-2.87	0.004**
Helpful	275.50	244.05	-2.54	0.011*					305.75	257.71	-3.75	0.000***
Honest					245.82	272.64	-2.22	0.026*				
Imaginative	273.49	246.25	-2.18	0.029*	282.46	231.80	-4.06	0.000***	317.23	246.90	-5.40	0.000***
Independent									295.77	267.10	-2.25	0.025*
Logical					288.62	224.92	-5.13	0.000***	328.32	236.46	-7.08	0.000***
Loving	277.31	242.31	-2.84	0.005**					309.03	254.62	-4.27	0.000***
Obedient	286.60	231.88	-4.42	0.000***	310.39	200.65	-8.74	0.000***	332.97	232.09	-7.76	0.000***

Polite	274.12	245.56	-2.34	0.019*					318.97	245.26	-5.76	0.000***
Responsible	276.19	243.29	-2.75	0.006**	274.72	240.42	-2.85	0.004**	316.03	248.03	-5.41	0.000***
Self-controlled	277.05	242.35	-2.84	0.005**	295.78	216.95	-6.38	0.000***	329.51	235.34	-7.33	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.3 shows the significant differences in cultural values between the three remaining tourist groups. An examination of the significant differences in cultural values between **the Chinese and the English tourists** resulted in 19 values. However, only 9 values produce significant differences at $p<0.001$:

* Chinese tourists find *salvation (saved, eternal life)* is more important.
* Chinese tourists find *clean (neat, tidy)* is more important.
* Chinese tourists find *logical (consistent, rational)* is more important.
* Chinese tourists find *obedient (dutiful, respectful)* is more important.
* Chinese tourists find *self-controlled (restrained, self-disciplined)* is more important.
* English tourists find *an exciting life (a stimulating, active life*) is more important.
* English tourists find *a sense of accomplishment (contribution)* is more important.
* English tourists find *freedom (independence, free choice)* is more important.
* English tourists find *mature love (sexual and spiritual intimacy*) is more important

Of the 19 significant differences in cultural values between **the Chinese and the European tourists**, 8 values produce extreme differences at $p<0.001$:

* Chinese tourists find *salvation (saved, eternal life)* is more important.
* Chinese tourists find *ambitious (hard working)* is more important.
* Chinese tourists find *cheerful (light hearted, joyful)* is more important.
* Chinese tourists find *clean (neat, tidy)* is more important.
* Chinese tourists find *logical (consistent, rational)* is more important.
* Chinese tourists find *polite (courteous, well-mannered, kind)* is more important.
* Chinese tourists find *self-controlled (restrained, self-disciplined)* is more important.
* European tourists find *freedom (independence, free choice)* is more important.

An analysis of the significant differences between **the English and European tourists** reveals that although significant differences occurred for 14 values, high significant differences are found for only 7 values (at $p<0.001$):

* English tourists find *a sense of accomplishment (contribution)* is more important.
* English tourists find *family security ((taking care of loved ones)* is more important.
* English tourists find *mature love (sexual and spiritual intimacy)* is more important.
* English tourists find *ambitious (hard working)* is more important.
* English tourists find *capable (competent, effective)* is more important.
* English tourists find *loving (affectionate, tender)* is more important.
* English tourists find *polite (courteous, well-mannered, kind)* is more important.

When the non-Malay tourist groups are compared, the Chinese tend to be closer to the Malays (not surprisingly since many Chinese tourists are also Malaysian). The Chinese also place more importance on the values of self-control, obedience, logic, religion and politeness. The English stand out from the Chinese and Europeans more markedly as looking for life fulfillment and freedom with a tendency towards hedonism. The Europeans only see one highly significant difference in values with the Chinese related to freedom. The English see their values as different to Europeans, but

the Europeans do not see their values as different to the English and little different to the Chinese.

Based on the Mann-Whitney U-test in this section, the cultural values vary among the sample groups (hosts, Malay tourists, Chinese tourists, English tourists and European tourists). Therefore, general hypothesis 1 (***there are differences in cultural values between host and guest communities)*** can be accepted. There are quite distinct cultural values perceived by the different groups; hosts and Malay, Chinese, English and European tourists. Interestingly, the European tourists see fewer cultural differences than the other groups, or at least, the Europeans see differences less importantly.

From the European perspective, the difference to the English (the closer cultural group) may seem unimportant altogether, but this view is not shared by the English. Further analysis is conducted in Chapter Seven.

Table 6.3: The Mann-Whitney U-tests of significant differences in cultural values between tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=248)	English (n=244)			Chinese (n=248)	European (n=289)			English (n=244)	European (n=289)		
A comfortable life					291.27	249.89	-3.29	0.001**				
An exciting life	213.47	280.07	-5.46	0.000***	253.13	282.62	-2.30	0.022*	289.43	248.07	-3.26	0.001**
A sense of accomplishment	206.88	286.77	-6.57	0.000***					307.72	232.62	-5.90	0.000***
A world of beauty					254.01	281.86	-2.19	0.029*				
Equality	226.66	266.67	-3.31	0.001**					287.19	249.95	-2.95	0.003**
Family security	233.59	259.62	-2.40	0.017*					291.98	245.91	-3.96	0.000***
Freedom	222.65	270.74	-4.24	0.000***	242.36	291.86	-4.17	0.000***				
Happiness	229.19	264.10	-3.12	0.002**					285.43	251.44	-2.91	0.004**
Mature love	216.94	276.55	-4.95	0.000***					300.33	238.86	-4.91	0.000***
National security					282.59	257.34	-2.04	0.041*				
Pleasure												
Salvation	294.59	197.62	-7.80	0.000***	334.22	213.03	-9.31	0.000***				
Self-respect												
Social recognition	263.85	228.87	-2.88	0.004**	290.91	250.20	-3.20	0.001**				
True friendship	230.19	263.08	-2.79	0.005**					280.62	255.50	-2.04	0.041*
Wisdom					287.02	253.53	-2.67	0.008**				
Ambitious	260.53	232.24	-2.34	0.019*	316.90	227.90	-6.93	0.000***	300.90	238.38	-4.91	0.000***
Broad-minded	230.86	262.40	-2.64	0.008**	250.55	284.83	-2.71	0.007**				
Capable					291.63	249.58	-3.37	0.001**	291.00	246.74	-3.56	0.000***
Cheerful					297.38	244.65	-4.26	0.000***	290.09	247.50	-3.45	0.001**
Clean	284.28	208.10	-6.26	0.000***	302.36	240.37	-4.91	0.000***				
Courageous									287.60	249.61	-3.02	0.002**
Forgiving												
Helpful												
Honest	230.24	263.02	-2.78	0.005**								
Imaginative	258.33	234.48	-1.97	0.049*	291.47	249.72	-3.28	0.001**				
Independent												
Logical	267.47	225.18	-3.51	0.000***	305.92	237.32	-5.41	0.000***				

Loving	231.56	261.69	-2.55	0.011*					293.69	244.47	-3.98	0.000***
Obedient	275.76	216.76	-4.83	0.000***	292.64	248.72	-3.45	0.001**				
Polite					293.10	248.32	-3.62	0.000***	298.79	240.16	-4.72	0.000***
Responsible					287.30	253.30	-2.81	0.005**	283.22	253.30	-2.45	0.014*
Self-controlled	269.61	223.01	-3.90	0.000***	300.63	241.86	-4.71	0.000***				

*p<0.05 **p<0.01 ***p<0.001

6.2.2 Rules of behaviour

For the same reason detailed earlier in the introduction (Section 6.1) and Section 6.2.1, the samples from the small islands (Perhentian and Redang) and larger island (Langkawi) have also been grouped together for the purpose of the analysis of rules of behaviour using the Mann-Whitney U-test. The Mann-Whitney U-test of significant differences in rules of behaviour between hosts and tourist groups at Perhentian, Redang and Langkawi Islands is displayed in Table 6.4. The table shows that the strongest differences in rules of behaviour are found between hosts versus the European tourists, followed with hosts versus the English tourists. As expected (the majority of the hosts are Malay, therefore both the hosts and the Malay tourists are assumed to share similar rules of behaviour), a comparison between hosts and the Malay tourists produces relatively few differences.

In total, the significant differences (at $p<0.05$) are found to relate to 30 variables for hosts versus the European tourists, 26 variables for hosts versus the English tourists, and 22 variables for hosts versus the Chinese tourists. The lowest number of the significant differences is related to 12 variables for hosts versus the Malay tourists.

The most significant differences between **the hosts and the Malay tourists** (at $p<0.001$) are related to only 6 variables:

* Malay tourists are more concerned with *criticizing others in public.*
* Malay tourists are more concerned with *touching others.*
* Malay tourists are more concerned with *acknowledging others' birthday.*
* Malay tourists are more concerned with *swearing in public.*
* Malay tourists are more concerned with *asking personal question.*
* Malay tourists are more concerned with showing *emotion in public.*

All of these rules of behaviour seem to be more important to the Malay tourists in comparison to the hosts. This may be explained by the fact that most Malay tourists who visit island destinations, particularly Perhentian, Redang and Langkawi Islands are well educated and have a high income. This is indicated by the cost of visiting the islands, whereby trips to island destinations are usually more expensive than trips to mainland destinations. On the other hand, the majority of service providers on the island destinations consist of local people with a relatively lower level of education. As a result, the Malay tourists seem to be more open-minded and relate more to a

western life style compared to the local hosts. Therefore, they tend to be more open and less sensitive to the feelings of others, when compared with the local hosts, who are more reserved in their behaviour.

For **the hosts and the Chinese tourist** groups, the most significant differences (at $p<0.001$) are related to 15 variables:

* Hosts are more concerned with *returning favours.*
* Hosts are more concerned with *conforming to the rules of etiquette.*
* Hosts are more concerned with *avoiding arguments.*
* Hosts are more concerned with *avoiding embarrassing themselves and others.*
* Hosts are more concerned with *respecting others.*
* Chinese tourists are more concerned with *obeying instruction.*
* Chinese tourists are more concerned with *criticizing others in public.*
* Chinese tourists are more concerned *with touching others.*
* Chinese tourists are more concerned with *acknowledging others' birthday.*
* Chinese tourists are more concerned with *swearing in public.*
* Chinese tourists are more concerned with *asking for others' help.*
* Chinese tourists are more concerned with *asking others for personal advice.*
* Chinese tourists are more concerned with *asking personal questions.*
* Chinese tourists are more concerned with *showing emotion in public.*
* Chinese are more concerned with *talking about sensitive issues.*

These results may be explained by the culture of the Malay hosts who are more sensitive to the feelings of others, as well as their tendency to emphasise the status of others. However, the Chinese tourists seem to be more open in expressing their own opinion, talking about personal matters to others, interacting and showing emotion. The Chinese tourists seem less concerned about transfering what was found to be of cultural importance to their rules of behaviour, expressing a quite open set of rules compared to their previous cultural values.

The most significant differences in rules of behaviour between **the hosts and the English tourists** relate to 21 variables (at $p<0.001$):

* Hosts are more concerned with *shaking hands.*
* Hosts are more concerned with *thinking about own needs and rights first.*
* Hosts are more concerned with *apologizing even not at fault.*
* Hosts are more concerned with *repaying favours*
* Hosts are more concerned with *neatly dressed in public.*
* Hosts are more concerned with *conforming to the rules of etiquette.*
* Hosts are more concerned with *conforming to the status of others.*
* Hosts are more concerned with *avoiding arguments.*
* Hosts are more concerned with *avoiding complaints.*
* Hosts are more concerned with *avoiding embarrassing themselves and others.*
* Hosts are more concerned with *having a sense of shame.*
* English tourists are more concerned with *obeying instructions.*

* English are more concerned with *taking time to develop relationships.*
* English are more concerned with *touching other*
* English are more concerned with *acknowledging others' birthday.*
* English are more concerned with *swearing in public.*
* English are more concerned with *asking others for personal advice.*
* English are more concerned with *asking personal questions.*
* English are more concerned with *showing interest in other.*
* English are more concerned with *showing emotions in public.*
* English are more concerned with *talking about sensitive issue.*

The hosts remain consistent with cultural importance (stated earlier), while the English are similar to the Chinese in rules of behaviour and also the Europeans (below). It is less surprising that the English and European tourists are more open and interactive because this was hinted at by the English tourists, with what was important as a cultural belief. The European tourists also tend to express their emotions and talk about personal issues in public without hesitation.

The most significant differences between **the hosts and the European tourists** are also found to relate to 21 variables (at $p<0.001$):

* Hosts are more concerned with *shaking hand.*
* Hosts are more concerned with *thinking about own needs and rights first.*
* Hosts are more concerned with *apologizing even not at fault.*
* Hosts are more concerned with *repaying favour.*
* Hosts are more concerned with *neatly dressed in public.*
* Hosts are more concerned with *conforming to the rules of etiquette.*
* Hosts are more concerned with *avoiding arguments.*
* Hosts are more concerned with *avoiding complaints.*
* Hosts are more concerned with *avoiding embarrassing yourself and others.*
* Hosts are more concerned with *having a sense of shame.*
* European tourists are more concerned with *expressing personal opinion.*
* European tourists are more concerned with *obeying instructions.*
* European tourists are more concerned with *criticizing others in public.*
* European tourists are more concerned with *touching others.*
* European tourists are more concerned with *swearing in public.*
* European tourists are more concerned with *asking for others' help.*
* European tourists are more concerned with *asking others for personal advice.*
* European tourists are more concerned with *asking personal questions.*
* European tourists are more concerned with *showing interest in others.*
* European tourists are more concerned with *showing emotions in public.*
* European tourists are more concerned with *talking about sensitive issues.*

Table 6.4: The Mann-Whitney U-tests of significant differences in rules of behaviour between hosts and tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=232)	Malay (n=272)			Host (n=232)	Chinese (n=248)			Host (n=232)	English (n=244)			Host (n=232)	European (n=289)		
Address by first name	233.71	268.53	-2.75	0.006**									284.29	242.30	-3.26	0.001**
Shake hand					261.39	220.96	-3.28	0.001**	275.59	203.23	-5.90	0.000***	298.55	230.85	-5.25	0.000***
Look into others eye									222.23	253.97	-2.63	0.009**	239.11	278.58	-3.11	0.002**
Think about own needs first					262.34	220.07	-3.46	0.001**	293.94	185.78	-8.85	0.000***	317.98	215.26	-7.96	0.000***
Express personal opinion	233.66	268.57	-2.81	0.005**	223.65	256.27	-2.71	0.007**	222.15	254.05	-2.65	0.008**	229.67	286.15	-4.45	0.000***
Indicate intention clearly																
Obey instruction from others	233.19	268.97	-2.86	0.004**	210.18	268.86	-4.79	0.000***	214.89	260.95	-3.81	0.000***	219.05	294.67	-5.92	0.000***
Criticise others in public	223.77	277.01	-4.28	0.000***	185.23	292.21	-8.68	0.000***					231.15	284.96	-4.23	0.000***
Compliment of others									252.04	225.63	-2.19	0.029*	274.97	249.79	-1.99	0.047*
Apologise even not at fault									275.39	203.42	-5.84	0.000***	295.54	233.27	-4.78	0.000***
Offer compensation if at fault									259.67	218.38	-3.38	0.001**	282.32	243.88	-2.99	0.003**
Repay favours	268.17	239.13	-2.33	0.020*	275.29	207.95	-5.55	0.000***	273.33	205.38	-5.61	0.000***	327.86	207.33	-9.42	0.000***
Feel free to take others' time													244.79	274.01	-2.27	0.023*
Take time to develop relationships									210.09	265.51	-4.58	0.000***	239.80	278.02	-3.01	0.003**
Intentionally touch others	222.13	278.40	-4.58	0.000***	181.61	295.59	-9.29	0.000***	184.98	289.38	-8.59	0.000***	191.46	316.82	-9.72	0.000***

Acknowledge others birthday	228.65	272.84	-3.49	0.000***	217.11	262.38	-3.68	0.000***	208.77	266.77	-4.73	0.000***				
Neatly dressed when with others					254.75	227.17	-2.27	0.023*	285.37	193.94	-7.45	0.000***	305.40	225.36	-6.23	0.000***
Conform to the rules of etiquette	272.04	235.83	-2.95	0.003**	288.78	195.33	-7.71	0.000***	272.26	206.40	-5.51	0.000***	329.42	206.07	-9.72	0.000***
Conform to the status of others									265.03	213.28	-4.19	0.000***	285.12	241.64	-3.35	0.001**
Swear in front others	218.12	281.83	-5.51	0.000***	177.18	299.73	-10.25	0.000***	201.71	273.48	-6.29	0.000***	197.49	311.98	-9.18	0.000***
Avoid making fun of others																
Avoid argument					270.39	212.54	-4.68	0.000***	279.55	199.47	-6.49	0.000***	329.12	206.31	-9.43	0.000***
Avoid complaining					255.82	226.17	-2.40	0.016*	263.88	214.37	-4.03	0.000***	302.57	227.63	-5.80	0.000***
Avoid embarrassing yourself and others					268.15	214.64	-4.36	0.000***	282.23	196.92	-6.92	0.000***	318.78	214.62	-8.03	0.000***
Have a sense of shame									274.87	203.92	-5.76	0.000***	297.23	231.91	-5.05	0.000***
Ask for others help					216.74	262.73	-3.72	0.000***					230.88	285.18	-4.21	0.000***
Ask others for personal advice					216.72	262.74	-3.74	0.000***	213.45	262.32	-4.00	0.000***	221.52	292.69	-5.53	0.000***
Ask personal questions of others	226.68	274.52	-3.77	0.000***	184.64	292.75	-8.72	0.000***	190.73	283.92	-7.56	0.000***	187.81	319.75	-10.16	0.000***
Respect others' privacy									219.06	256.99	-3.16	0.002**	241.95	276.29	-2.73	0.006**
Show interest in others					226.50	253.60	-2.21	0.027*	189.09	285.48	-7.90	0.000***	213.38	299.23	-6.70	0.000***
Show respect to others					264.75	217.82	-3.88	0.000***								
Show affection to others	236.65	266.02	-2.32	0.020*	223.04	256.83	-2.75	0.006**					240.79	277.22	-2.84	0.005**
Show emotion in front others	217.13	282.67	-5.19	0.000***	191.66	286.19	-7.66	0.000***	162.09	322.15	-12.07	0.000***	172.19	332.30	-12.33	0.000***
Talk about sensitive issues					215.85	263.56	-3.86	0.000***	182.95	291.32	-8.75	0.000***	195.23	313.80	-9.10	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.5 presents the Mann-Whitney U-test of the significant differences in rules of behaviour between the Malay and other tourist groups at Perhentian, Redang and Langkawi Islands. As expected, the largest number of significant differences is found between **the Malay versus the European tourists** because this was evident in the analysis of cultural values. In total, the significant differences between these two groups are related to 26 variables. Among these variables, 19 variables produce extreme differences at $p<0.001$:

* Malay tourists are more concerned with *addressing people by first name.*
* Malay tourists are more concerned with *shaking hand.*
* Malay tourists are more concerned with *thinking about own needs and rights first.*
* Malay tourists are more concerned with *apologizing even not at fault.*
* Malay tourists are more concerned with *repaying favours.*
* Malay tourists are more concerned with *neatly dressed in public.*
* Malay tourists are more concerned with *conforming to the rules of etiquette.*
* Malay tourists are more concerned with *conforming to the status of the others.*
* Malay tourists are more concerned with *avoiding arguments.*
* Malay tourists are more concerned with *avoiding complaints.*
* Malay tourists are more concerned *with avoiding embarrassing themselves and others.*
* Malay tourists are more concerned with *having a sense of shame.*
* European tourists are more concerned with *touching others.*
* European tourists are more concerned with *asking others for help.*
* European tourists are more concerned with *asking others for personal advice.*
* European tourists are more concerned with *asking personal questions of others.*
* European tourists are more concerned with *showing interest in others.*
* European tourists are more concerned with *showing emotion in front others.*
* European tourists are more concerned with *talking about sensitive issues.*

Compared with the European tourists, the Malay tourists react in a similar fashion to the Malay hosts. They are more sensitive in avoiding conflict with others, being properly dressed in public, speaking to people with a proper degree of hierarchy and having a sense of shame. On the other hand, European tourists seem to be more open and direct in their behaviour. This behaviour can be observed in the way they intentionally touch others, express their emotions, and in expressing themselves, as well as questioning personal and sensitive issues.

The Malay versus English tourist groups produce significant differences related to 23 variables. However, the most extreme differences (at $p<0.001$) relate to 18 variables:

* Malay tourists are more concerned with *addressing people by first name.*
* Malay tourists are more concerned with *shaking hands.*
* Malay tourists are more concerned with *thinking about own needs and rights first.*
* Malay tourists are more concerned with *apologizing even not at fault.*
* Malay tourists are more concerned with *repaying favours.*

* Malay tourists are more concerned with *neatly dressed in public.*
* Malay tourists are more concerned with *conforming to the status of the others.*
* Malay tourists are more concerned with *avoiding arguments.*
* Malay tourists are more concerned with *avoiding complaints.*
* Malay tourists are more concerned *with avoiding embarrassing themselves and others.*
* Malay tourists are more concerned with *having a sense of shame.*
* English tourists are more concerned with *taking time to develop relationship.*
* English tourists are more concerned with *touching others.*
* English tourists are more concerned with *asking others for personal advice.*
* English tourists are more concerned with *asking personal questions of others.*
* English tourists are more concerned with *showing interest in others.*
* English tourists are more concerned with *showing emotion in front others.*
* English tourists are more concerned with *talking about sensitive issues.*

The significant differences between **the Malay and Chinese tourist** groups are related to 22 variables. In general, as depicted by Table 6.5 and with reference to the z-values, the differences among the variables between the Malay and Chinese tourists are weak. Only 9 variables are found to be significant at $p<0.001$:

* Malay tourists are more concerned with *shaking hands.*
* Malay tourists are more concerned with *repaying favours.*
* Malay tourists are more concerned with *conforming to the rules of etiquette.*
* Chinese tourists are more concerned with *criticizing others in public.*
* Chinese tourists are more concerned with *touching others.*
* Chinese tourists are more concerned with *swearing in public.*
* Chinese tourists are more concerned with *asking for others' help.*
* Chinese tourists are more concerned with *asking others for personal advice.*
* Chinese tourists are more concerned with *asking personal questions.*

As would be expected the English and European tourists all emphasise the same issues in terms of behaviour between themselves, while Malay tourists have similar rules of behaviour to the Malay hosts. The Chinese differ between cultural values that are closer to the hosts, and rules of behaviour that are closer to those of the English and European tourists.

Table 6.5: The Mann-Whitney U-tests of significant differences in rules of behaviour between Malay tourists and other tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=272)	Chinese (n=248)			Malay (n=272)	English (n=244)			Malay (n=272)	European (n=289)		
Address by people by their first name	281.32	237.67	-3.39	0.001**	282.93	231.26	-4.05	0.000***	322.07	242.35	-5.97	0.000***
Shake hand	288.12	230.21	-4.52	0.000***	303.09	208.80	-7.39	0.000***	327.18	237.54	-6.75	0.000***
Look into others eye									266.25	294.88	-2.20	0.028*
Think about own needs first	278.79	240.44	-3.04	0.002**	313.83	196.82	-9.24	0.000***	336.54	228.72	-8.14	0.000***
Express personal opinion												
Indicate intention clearly	275.35	244.22	-2.48	0.013*								
Obey instruction from others	246.55	275.80	-2.23	0.022*					259.39	301.34	-3.19	0.001**
Criticise others in public	231.37	292.45	-4.73	0.000***	277.55	237.26	-3.18	0.001**				
Compliment of others	274.95	244.65	-2.39	0.017*	275.58	239.47	-2.86	0.004**	299.49	263.59	-2.74	0.006**
Apologise even not at fault	274.63	245.00	-2.31	0.021*	298.93	213.43	-6.66	0.000***	319.18	245.07	-5.52	0.000***
Offer compensation if at fault					276.49	238.44	-3.02	0.003**	298.08	264.92	-2.52	0.012*
Repay favours	281.57	237.39	-3.51	0.000***	280.13	234.39	-3.64	0.000***	334.93	230.24	-7.98	0.000***
Feel free to take others' time												
Take time to develop relationships					237.35	282.07	-3.57	0.000***				
Intentionally touch others	229.23	294.79	-5.08	0.000***	234.41	285.36	-3.97	0.000***	247.36	312.66	-4.88	0.000***
Acknowledge others birthday									301.55	261.66	-2.99	0.003**
Neatly dressed when with others	278.26	241.02	-2.94	0.003**	309.17	202.01	-8.38	0.000***	329.90	234.98	-7.16	0.000***
Conform to the rules of etiquette	293.81	223.97	-5.55	0.000***	275.41	239.65	-2.88	0.004**	332.24	232.77	-7.64	0.000***
Conform to the status of the other					289.99	223.40	-5.20	0.000***	309.57	254.11	-4.17	0.000***
Swear in front others	232.74	290.94	-4.56	0.000***					262.45	298.46	-2.73	0.006**
Avoid making fun of others									295.13	267.70	-2.04	0.041*
Avoid argument	279.54	239.62	-3.10	0.002**	289.82	223.59	-5.15	0.000***	339.70	225.75	-8.49	0.000***
Avoid complaining					279.56	235.02	-3.49	0.000***	317.74	246.42	-5.36	0.000***
Avoid embarrassing yourself and others	280.08	239.03	-3.22	0.001**	296.38	216.27	-6.24	0.000***	332.01	232.99	-7.41	0.000***
Have a sense of shame	279.69	239.46	-3.15	0.002**	302.97	208.93	-7.33	0.000***	327.23	237.49	-6.72	0.000***
Ask for others help	238.92	284.17	-3.51	0.000***					253.38	307.00	-4.01	0.000***

Ask others for personal advice	231.28	292.55	-4.84	0.000***	227.05	293.56	-5.28	0.000***	233.24	325.95	-7.05	0.000***
Ask personal questions of others	226.12	298.20	-5.60	0.000***	233.37	286.52	-4.14	0.000***	232.04	327.08	-7.11	0.000***
Respect others' privacy					245.76	272.70	-2.16	0.031*				
Show interest in others					211.77	310.59	-7.82	0.000***	238.28	321.21	-6.33	0.000***
Show respect to others	281.01	238.01	-3.42	0.001**								
Show affection to others												
Show emotion in front others	243.06	279.63	-2.86	0.004**	206.65	316.30	-8.57	0.000***	221.89	336.64	-8.62	0.000***
Talk about sensitive issues	244.47	278.08	-2.61	0.009**	209.08	313.59	-8.11	0.000***	222.22	336.33	-8.50	0.000***

*p<0.05 **p<0.01 ***p<0.001

The Mann-Whitney U test also results in significant differences in rules of behaviour among the other three tourist groups (see Table 6.6). A comparison between **the Chinese and English tourists** reveals that out of the total 34 variables, 21 variables demonstrate significant differences. However the most extreme differences (at $p<0.001$) relate to only 13 variables:

* Chinese tourists are more concerned with *thinking about own needs and rights first.*
* Chinese tourists are more concerned with *criticizing others in public.*
* Chinese tourists are more concerned with *apologizing even not at fault.*
* Chinese tourists are more concerned with *neatly dressed in public.*
* Chinese tourists are more concerned with *conforming to the status of other.*
* Chinese tourists are more concerned with *swearing in public.*
* Chinese tourists are more concerned with *avoiding embarrassing themselves and others.*
* Chinese tourists are more concerned with *having a sense of shame.*
* English tourists are more concerned with *taking time to develop relationships.*
* English tourists are more concerned with *showing interest in others.*
* English tourists are more concerned with *respecting others.*
* English tourists are more concerned with *showing emotions in public.*
* English tourists are more concerned with *talking about sensitive issues.*

With regard to **the Chinese versus European tourists**, the differences in rules of behaviour are associated with 22 variables. However, the most significant differences (at $p<0.001$) are identified for only 12 variables:

* Chinese tourists are more concerned with *thinking about own needs and rights first.*
* Chinese tourists are more concerned with *criticizing others in public.*
* Chinese tourists are more concerned with *apologizing even not at fault.*
* Chinese tourists are more concerned with *repaying favour.*
* Chinese tourists are more concerned with *neatly dressed in public.*
* Chinese tourists are more concerned with *conforming to the status of others.*
* Chinese tourists are more concerned with *avoiding argument.*
* Chinese tourists are more concerned with *avoiding embarrassing themselves and others.*
* Chinese tourists are more concerned with *having sense of shame.*
* European tourists are more concerned with *showing interest in others.*
* European tourists are more concerned with *showing emotions in public.*
* European tourists are more concerned with *talking about sensitive issues.*

In the direct comparison between the English and the Chinese, there appears to be a slightly more subtle importance placed by the English upon interaction with outside group members and seeking relationships. This comparison becomes subtlety different when the Chinese are compared with the Europeans. The Chinese become slightly more conservative in their behaviour (for example no swearing). This possibility relates to a better knowledge of the English compared to the wider European grouping behaviour, whereby the English have had a close relationship with Malaysia over a long period of time. Also, many of the Chinese tourists are also Malaysian.

The significant differences between **the English and the European tourists** are found to be related to only 10 variables. As shown in Table 6.6, most of the differences are weak, with both the English and European tourists sharing almost similar rules of behaviour. The most extreme differences (at $p<0.001$) are related to only 4 variables:

* English tourists are more concerned with *repaying favour.*
* English tourists are more concerned with *acknowledging others' birthday.*
* English tourists are more concerned with *conforming to the rules of etiquette.*
* English tourists are more concerned with *avoiding arguments.*

With reference to these differences, the English tourists consider that they are more concerned about others, and have better manners compared with the European tourists, and again the differences are emphasisd by the English, not the Europeans.

With regard to the results of the Mann-Whitney U-test, it is shown that rules of behaviour vary among the five sample groups. Therefore, we can accept general hypothesis 2 ***(there are differences in rules of behaviour between host and guest communities)***. Further analysis is conducted in Chapter Seven.

Table 6.6: The Mann-Whitney U-tests of significant differences in rules of behaviour between tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=248)	English (n=244)			Chinese (n=248)	European (n=289)			English (n=244)	European (n=289)		
Address people by their first name					285.10	255.19	-2.28	0.022*	282.85	253.61	-2.26	0.024*
Shake hand	262.40	230.34	-2.57	0.010*								
Look into others eye	228.57	264.72	-2.95	0.003**	245.21	289.41	-3.45	0.001**				
Think about own needs first	288.20	204.72	-6.86	0.000***	308.17	235.39	-5.63	0.000***				
Express personal opinion					255.20	280.84	-2.02	0.044*	253.21	278.64	-2.00	0.045*
Indicate intention clearly	234.11	259.09	-2.06	0.040*	254.59	281.36	-2.11	0.035*				
Obey instruction from others									250.59	280.86	-2.37	0.018*
Criticise others in public	297.50	194.67	-8.23	0.000***	309.17	234.53	-5.69	0.000***	245.65	285.03	-3.05	0.002**
Compliment of others												
Apologise even not at fault	275.46	217.06	-4.69	0.000***	294.58	247.05	-3.62	0.000***				
Offer compensation if at fault	266.84	225.82	-3.34	0.001**	288.73	252.07	-2.84	0.004**				
Repay favours					300.08	242.33	-4.50	0.000***	296.19	242.35	-4.19	0.000***
Feel free to take others' time									252.21	279.49	-2.13	0.033*
Take time to develop relationship	225.52	267.82	-3.50	0.000***					282.33	254.06	-2.25	0.024*
Intentionally touch others												
Acknowledge others' birthday					290.67	250.40	-3.08	0.002**	296.70	241.92	-4.20	0.000***
Neatly dressed when with others	284.54	207.83	-6.19	0.000***	300.30	242.14	-4.50	0.000***	251.77	279.86	-2.17	0.030*
Conform to the rules of etiquette	229.69	263.59	-2.78	0.005**					299.20	239.81	-4.69	0.000***
Conform to the status of others	281.07	211.36	-5.62	0.000***	300.06	242.34	-4.46	0.000***				
Swear in front others	278.92	213.55	-5.25	0.000***	287.21	253.37	-2.58	0.010*	244.37	286.10	-3.22	0.001**
Avoid making fun of others												
Avoid argument	259.93	232.85	-2.16	0.031*	308.99	234.69	-5.66	0.000***	291.69	246.16	-3.49	0.000***
Avoid complaining					291.79	249.44	-3.24	0.001**				
Avoid embarrassing yourself and others	270.80	221.80	-3.94	0.000***	304.59	238.46	-5.08	0.000***				
Have a sense of shame	276.29	216.22	-4.83	0.000***	296.98	244.99	-3.99	0.000***				
Ask for others help	262.95	229.78	-2.68	0.007**					245.54	285.12	-3.07	0.002**
Ask others for personal advice												
Ask personal question of others									244.99	285.58	-3.14	0.002**

Respect others' privacy	225.53	267.82	-3.48	0.001**	248.34	286.72	-3.03	0.002**				
Show interest in others	203.10	290.61	-7.11	0.000***	230.45	302.08	-5.58	0.000***	283.45	253.11	-2.41	0.016*
Show respect to others	220.30	273.13	-4.38	0.000***	246.48	288.33	-3.28	0.001**				
Show affection to others												
Show emotion in front others	209.50	284.11	-6.00	0.000***	227.80	304.35	-5.89	0.000***				
Talk about sensitive issues	210.17	283.43	-5.83	0.000***	225.65	306.20	-6.12	0.000***				

*p<0.05 **p<0.01 ***p<0.001

As noted above in the introduction up to this point, the differences between cultures have been analysed as measured by cultural values and rules of behaviour, but in regard to perceptions, expectations and the importance of destination attributes, the issue are broader than cultural difference. The question here becomes whether tourists from different cultures have different perceptions and expectations related specifically to small islands. As a result, the analyses of the following sections have been divided according to island size, whether the islands are small (Perhentian and Redang) or large (Langkawi).

6.2.3 Perceptions

Tables 6.7 and 6.8 below present the Mann Whitney U-test of the significant differences in perceptions towards tourism between hosts and tourist groups at Perhentian, Redang and Langkawi Islands.

The most significant differences in perceptions towards tourism between **hosts and the Malay tourists at Perhentian and Redang Islands** relates to only one variable (at $p<0.001$):

* Hosts perceive that tourism *generates more employment.*

The significant differences between **hosts and Malay tourists at Langkawi Island** are related to 9 variables. However, only 7 of the 9 variables are significant at $p<0.001$:

* Malay tourists perceive that tourism *increases price of goods and services.*
* Malay tourists perceive that tourism *increases price of land and housing.*
* Malay tourists perceive that tourism *increases cost of living.*
* Malay tourists perceive that tourism *impacts on local culture.*
* Malay tourists perceive that tourism *causes exploitation of hosts by tourists.*
* Malay tourists perceive that tourism *adds to pollution.*
* Malay tourists perceive that tourism *destroys natural environment.*

There is a significantly wider range of tourism impacts noted on the larger island compared to the smaller islands. The Malay tourists on the smaller islands are less aware of the host perception of employment opportunities but overall agree with the hosts. However, on the large island destinations the Malay tourists see much wider

range of significant negative impacts than the hosts, across a full range of economic and environmental issues.

The most significant differences in perceptions towards tourism between **hosts and the Chinese tourists at Perhentian and Redang** relate to 5 variables:

* Hosts perceive that tourism *attracts more investment.*
* Hosts perceive that tourism *increases standard of living.*
* Hosts perceive that tourism *generates more employment.*
* Hosts perceive that tourism *increases variety of goods for sale.*
* Hosts perceive that tourism *improves transportation system.*

The most significant differences in perceptions towards tourism between **hosts and the Chinese tourists at Langkawi Island** (at $p<0.001$) relate to 6 variables:

* Chinese tourists perceive that tourism *increases prices of goods and services.*
* Chinese tourists perceive that tourism *increases prices of land and housing.*
* Chinese tourists perceive that tourism *increases costs of living.*
* Chinese tourists perceive that tourism causes exploitation of hosts by tourists.
* Chinese tourists perceive that tourism *adds to pollution.*
* Chinese tourists perceive that tourism *destroys natural environment.*

The number of differences concerning perceptions towards tourism between hosts and the Chinese tourists at both destinations (small and large islands) is also widely different. In a similar manner to the Malay tourists, the Chinese tourists focus on a large range of negative impacts on the larger island. The Chinese do not see a negative impact on the small islands, but see both economic and environmental issues on the large island.

The most significant differences in perceptions towards tourism between **hosts and the English tourists** at Perhentian and Redang Islands (at $p<0.001$) relate to 4 variables:

* Hosts perceive that tourism *increases standard of living.*
* Hosts perceive that tourism *increases variety of goods for sale.*
* English tourists perceive that tourism *provides a valuable experience.*
* English tourists perceive that tourism *adds to the pollution.*

The significant differences between **hosts and the English tourists** at Langkawi Island are identified by 10 variables. Among these variables, 6 are significant at $p<0.001$:

* English tourists perceive that tourism *increases in prices of goods and services.*
* English tourists perceive that tourism *increases price of land and housing.*

* English tourists perceive that tourism *increases cost of living.*
* English tourists perceive that tourism *generates more employment.*
* English tourists perceive that tourism *provides valuable experience.*
* English tourists perceive that tourism *adds to pollution.*

The English tourists to Perhentian and Redang Islands are supportive of the positive view of the hosts. They are also more positive on the larger island than the Malay and Chinese tourists, especially with regard to employment and experience. However, they also have negative perceptions in regard to prices and environmental impact on the large island, while the English tourists on the small islands are mainly focused on the negative impact to the environment in regard to pollution.

The most significant differences in perceptions towards tourism between **hosts and the European tourists** at Perhentian and Redang Islands (at $p<0.001$) are noted for 6 variables:

* Hosts perceive that tourism *increases standard of living.*
* Hosts perceive that tourism *increases in recreational facilities.*
* Hosts perceive that tourism *provides incentive for conservation of natural resources.*
* European tourists perceive that tourism *provides a valuable experience.*
* European tourists perceive that tourism *results in unpleasant crowded tourism.*
* European tourists perceive that tourism *adds to pollution.*

In total, the significant differences between hosts and the European tourists at Langkawi Island are related to 8 variables, with 6 variables producing the most extreme differences (at $p<0.001$):

* Hosts perceive that tourism *increases recreational facilities.*
* European tourists perceive that tourism *increases prices of goods and services.*
* European tourists perceive that tourism *increases price of land and housing.*
* European tourists perceive that tourism *increases cost of living.*
* European tourists perceive that tourism *adds to pollution.*
* European tourists perceive that tourism *destroys natural environment.*

When comparing hosts and the European tourists, the hosts again perceive tourism contributes a number of positive impacts to the island communities, particularly in providing more recreational facilities not only for the benefit of tourists, but local communities as well. Hosts on the small islands are also consistent in their view about the role of tourism in increasing their standard of living. Additionally, hosts on small islands identify a positive impact with regard to conservation of natural resources. The European tourists share the same view as the English tourists, with more concern about negative impacts, particularly towards the environment and prices. However, the

European tourists on small islands are more supportive of the positive view of the hosts, particularly with regard to experience. The European tourists view on Langkawi Island is negative in a similar way to the other tourist groups. Overall, the European tourists are more negative in their views than the other tourist groups but also support the attitude of other tourists that there are more negative perceptions on the larger island when compared to the small islands.

In short, hosts on both destinations (small and large islands) seem to focus mainly on positive impacts related to economic well-being. While the other groups (Malay, Chinese, English and European tourists) emphasise negative impacts, particularly with regard to prices and environmental problems but with greater emphasis on negative impacts on the larger island.

Table 6.7: The Mann-Whitney U-tests of significant differences in perceptions between hosts and tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (107)	Chinese (120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Attract investment					135.21	95.09	-4.85	0.000***	117.23	100.99	-2.07	0.039*	147.27	124.23	-2.61	0.009**
Increase standard of living	131.59	103.58	-3.37	0.001**	143.91	87.33	-6.79	0.000***	135.24	83.24	-6.41	0.000***	165.29	112.11	-5.85	0.000***
Increase prices of goods and services									96.47	121.19	-3.03	0.002**	116.80	144.74	-3.05	0.002**
Increase price of land and housing					125.01	104.18	-2.46	0.014*	98.0	119.70	-2.66	0.008**	119.46	142.95	-2.56	0.011*
Generate employment	131.99	103.24	-3.51	0.000***	134.65	95.59	-4.82	0.000***					149.07	123.02	-2.97	0.003**
Increase variety of goods	132.14	103.11	-3.47	0.001**	136.41	94.02	-5.12	0.000***	124.71	93.72	-3.83	0.000***	157.95	117.05	-4.48	0.000**
Improves public infrastructure					128.32	101.23	-3.27	0.001**	119.83	98.46	-2.64	0.008**				
Improves transportation system	121.93	111.85	-2.11	0.035*	132.33	97.66	-4.18	0.000***	120.95	97.37	-2.94	0.003**				
Valuable experience									90.23	127.26	-4.67	0.000***	112.11	147.89	-4.00	0.000***
Increase in recreational facilities									122.35	96.02	-3.21	0.001**	159.30	116.14	-4.65	0.000***
Increase in crime rate					124.62	104.53	-2.35	0.019*								
Provide incentive for restoration of historical buildings					127.50	101.96	-3.06	0.002**	119.82	98.47	-2.63	0.009**	150.04	122.37	-2.99	0.003**
Provide incentive for conservation of natural resources					126.67	102.70	-2.87	0.004**					155.97	118.38	-4.05	0.000***
Result in unpleasant crowded tourism places					124.50	104.64	-2.33	0.020*	98.11	119.60	-2.58	0.010*	119.16	143.15	-2.57	0.010*
Add to pollution	102.96	128.09	-2.89	0.004**					82.87	134.41	-6.15	0.000***	98.06	157.35	-6.29	0.000***
Destroyed natural environment																

*p<0.05 **p<0.01 ***p<0.001

Table 6.8: The Mann-Whitney U-tests of significant differences in perceptions between hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (n=125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (n=125)	European (n=130)		
Attract investment									117.59	141.58	-2.79	0.005**				
Increase prices of goods and services	106.85	161.71	-5.92	0.000***	100.28	153.10	-5.90	0.000***	98.63	159.26	-6.73	0.000***	96.08	158.69	-7.06	0.000***
Increase price of land and housing	113.46	156.10	-4.61	0.000***	109.68	143.91	-3.82	0.000***	96.62	161.13	-7.24	0.000***	100.82	154.13	-5.97	0.000***
Increase cost of living	109.74	159.25	-5.36	0.000***	108.79	144.79	-4.03	0.000***	106.02	152.37	-5.17	0.000***	105.31	149.82	-5.01	0.000***
Generate employment	126.54	144.97	-2.05	0.040*					108.78	149.80	-4.76	0.000***				
Increase variety of goods													137.48	118.88	-2.12	0.034*
Valuable experience					137.87	116.38	-2.45	0.014*	112.40	146.41	-3.89	0.000***				
Increase in recreational facilities					136.08	118.13	-2.02	0.043*	142.76	118.10	-2.74	0.006**	147.82	108.94	-4.35	0.000***
Impact on local culture	117.29	152.83	-3.81	0.000***	114.84	138.88	-2.68	0.007**								
Exploitation of hosts by tourists	118.63	151.70	-3.54	0.000***	110.41	143.20	-3.65	0.000***								
Increase in crime rate	125.70	145.68	-2.14	0.033*	117.70	136.09	-2.04	0.041*								
Provide incentive for conservation of natural resources									118.05	141.15	-2.59	0.010*				
Result in unpleasant crowded tourism places													115.36	140.15	-2.79	0.005**
Add to pollution	112.22	157.15	-4.81	0.000***	104.56	148.92	-4.95	0.000***	104.13	154.13	-5.50	0.000***	96.54	158.25	-6.85	0.000***
Destroyed natural environment	117.02	153.06	-3.84	0.000***	105.37	148.12	-4.76	0.000***	119.32	139.96	-2.28	0.023*	106.57	148.60	-4.67	0.000***

*p<0.05 **p<0.01 ***p<0.001

A comparison between the Malay and the other tourist groups at Perhentian, Redang and Langkawi Islands also demonstrates significant differences in perceptions towards tourism (see Tables 6.9 and 6.10).

A comparison between **the Malay and Chinese tourists at Perhentian and Redang Islands** only produces a small number of differences. The most significant differences between the Malay and Chinese tourists (at $p<0.001$) are related to only 2 variables:

* The Malay tourists perceive that tourism *attracts more investment.*
* The Malay tourists perceive that tourism *increases standard of living.*

An analysis of the significant differences between **the Malay and Chinese tourists at Langkawi Island** reveals that the significant differences only relate to 4 variables and none of these variables are significant at $p<0.001$, indicating weak differences in perceptions among these two groups.

The limited number of differences between the Malay and Chinese tourists on Perhentian and Redang Islands, together with weak differences between this group on Langkawi Island could be explained by the fact that more than 70% of the Chinese tourists are Malaysian and therefore, they share similar perceptions towards tourism impacts on islands in Malaysia (regardless to the size of islands) with the Malay tourists (all of the Malay tourists are also Malaysian).

The most significant differences between **the Malay and the English tourists at Perhentian and Redang Islands** in perceptions towards tourism relate to 5 variables:

* Malay tourists perceive that tourism *increases standard of living.*
* Malay tourists perceive that tourism *increase in recreational facilities.*
* Malay tourists perceive that tourism *results in unpleasant crowded tourism places.*
* English tourists perceive that tourism *provides a valuable experience.*
* English tourists perceive that tourism *adds to pollution.*

A comparison between **the Malay and English tourists at Langkawi Island** reveals strong differences in perception towards tourism with regard to 4 variables (at $p<0.001$):

* Malay tourists perceive that tourism *increases recreational facilities.*
* Malay tourists perceive that tourism *impacts on local culture.*
* Malay tourists perceive that tourism *causes exploitation of hosts by tourists.*
* English tourists perceive that tourism *provides valuable experience.*

Although the Malay tourists in both destinations (small and large islands) seem to have a positive view consistent with the earlier analysis concerning tourism impacts, Malay tourists seem more concerned about negative impacts relating to unpleasant crowded tourism spots compared, relative to English tourists on small islands. This view might be influenced by their style of travel and short length of stay on the island. The Malay tourists in Malaysia usually go on vacation over a weekend, school holiday or other public holiday. During that period, most of the popular destinations, including Perhentian and Redang are full with tourists. Consequently, the main tourism spots on Perhentian and Redang Island become congested and this might affect their travel experience and satisfaction with the trip to the small island destinations. On the other hand, the English tourists usually stay on the island longer than local tourists. Therefore, issues about the quality of tourism places might be less significant to them as they can choose to visit sites during the week, when there are not as many tourists. Unlike the Malay tourists on small island destinations, the Malay tourists on the large island also seem to be more concerned about the negative impact on local culture and exploitation of hosts by tourists, and this is consistent with their view when compared to the hosts (earlier).

With regard to a comparison between **the Malay and European tourists at Perhentian and Redang Islands**, the most significant differences relate to 5 variables:

* Malay tourists perceive that tourism *increases in recreational facilities.*
* Malay tourists perceive that tourism *provides incentive for conservation of natural resources.*
* European tourists perceive that tourism *provides a valuable experience*
* European tourists perceive that tourism *results in unpleasant crowded tourism places.*
* European tourists perceive that tourism *adds to pollution.*

The strength of the differences between **the Malay and European tourists at Langkawi Island** in perceptions towards tourism is slightly lower compared to the Malay versus English tourists. Only 2 variables exhibit extreme differences at $p<0.001$:

* The Malay tourists perceive that tourism *increases in recreational facilities.*
* The Malay tourists perceive that tourism *causes exploitation of hosts by tourists.*

A comparison of Malay and European tourists produces the same result with the earlier analysis on differences with the Chinese and English tourists, whereby the Malay tourists on both destinations are more concerned about positive impacts. On the other

hand, the European tourists on small islands seem to have a mix of perceptions towards tourism. Their positive perceptions relate to experiences in meeting the locals, while their negative perceptions relate to environmental problems.

Table 6.9: The Mann-Whitney U-tests of significant differences in perceptions between Malay tourists and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chines (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Attract investment	137.93	107.45	-3.55	0.000***								
Increase standard of living	139.50	105.81	-3.91	0.000***	132.58	101.43	-3.67	0.000***	154.58	133.00	-2.33	0.020*
Increase prices of goods and services					105.77	131.90	-3.06	0.002**	126.18	155.33	-3.12	0.002**
Increase price of land and housing	134.34	111.19	-2.64	0.008**	105.08	132.69	-3.24	0.001**	126.06	155.42	-3.13	0.002**
Increase cost of living					107.90	129.47	-2.52	0.012*	130.94	151.59	-2.20	0.028*
Generate employment					110.04	127.05	-2.07	0.038*				
Improves public infrastructure	131.47	114.18	-2.01	0.045*								
Improves transportation system	131.86	113.77	-2.09	0.036*								
Valuable experience					93.64	145.68	-6.23	0.000***	113.00	165.69	-5.72	0.000***
Increase in recreational facilities	133.22	112.35	-2.45	0.014*	134.81	98.90	-4.23	0.000***	173.85	117.85	-5.95	0.000***
Exploitation of hosts by tourists					126.55	108.28	-2.11	0.035*				
Increase in crime rate	134.05	111.49	-2.55	0.011*								
Provide incentive for conservation of natural resources	132.70	112.90	-2.28	0.023*					161.88	127.26	-3.65	0.000***
Result in unpleasant crowded tourism places	132.43	113.18	-2.18	0.029*	103.84	134.10	-3.50	0.000***	123.53	157.42	-3.57	0.000***
Add to pollution					100.74	137.62	-4.24	0.000***	122.63	158.12	-3.70	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.10: The Mann-Whitney U-tests of significant differences in perceptions between Malay and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2- tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Attract investment	148.01	126.51	-2.41	0.016*								
Increase standard of living									147.74	129.12	-2.04	0.042*
Increase price of land and housing					126.85	156.52	-3.26	0.001**				
Increase cost of living												
Generate employment	148.65	125.77	-2.54	0.011*	127.56	155.75	-3.19	0.001**				
Increase variety of goods									148.53	128.23	-2.23	0.026*
Valuable experience	146.86	127.83	-2.12	0.035*	118.46	165.72	-5.20	0.000***	129.78	149.43	-2.17	0.030*
Increase in recreational facilities	149.34	124.97	-2.67	0.008**	157.29	123.13	-3.69	0.000***	163.73	111.03	-5.71	0.000***
Impact on local culture					160.47	119.64	-4.32	0.000***	148.20	128.60	-2.10	0.036*
Exploitation of hosts by tourists					165.01	114.66	-5.32	0.000***	154.71	121.23	-3.57	0.000***
Increase in crime rate					155.67	124.91	-3.25	0.001**				
Provide incentive for restoration of historical buildings									153.74	122.23	-3.44	0.001**
Provide incentive for conservation of natural resources									153.88	122.17	-3.44	0.001**
Add to pollution									129.00	150.30	-2.28	0.023*
Destroyed natural environment					151.68	129.28	-2.38	0.017*				

*p<0.05 **p<0.01 ***p<0.001

A comparison between the other three tourist groups (Chinese, English and European) at Perhentian, Redang and Langkawi Islands also demonstrates significant differences in perceptions towards tourism (refer to Tables 6.11 and 6.12).

The Mann-Whitney U-test indicates significant differences in perceptions towards tourism between **the Chinese and English tourists at Perhentian and Redang Islands**. Significant differences are found for 10 variables. However, only 7 of these variables are significant at $p<0.001$:

* English tourists perceive that tourism *increases price of goods and services.*
* English tourists perceive that tourism *increases price of land and housing.*
* English tourists perceive that tourism *increases cost of living.*
* English tourists perceive that tourism *generates more employment.*
* English tourists perceive that tourism *provides valuable experience.*
* English tourists perceive that tourism *results in unpleasant crowded tourism places.*
* English tourists perceive that tourism *adds to pollution.*

A comparison between the other three tourist groups at Langkawi Island demonstrates that **the Chinese versus English tourists at Langkawi Island** produces the strongest differences in perceptions towards tourism. In total, the significant differences between the groups are related to 11 variables. Among these variables, only 5 variables produce significant differences at $p<0.001$:

* English tourists perceive tourism *attracts more investment.*
* English tourists perceive tourism *increases price of land and housing.*
* English tourists perceive tourism *generates more employment.*
* English tourists perceive tourism *provides a valuable experience.*
* English tourists perceive tourism causes *exploitation of hosts by tourists.*

The comparison between the Chinese and the English tourists on both island destinations shows that the English hold stronger views than the Chinese on both positive and negative impacts. In other words, the English tourists seem to be more perceptive than the Chinese tourists about tourism impacts to the destinations. However, the English tourists on a large island seem to have more positive rather than negative perceptions towards tourism compared with the English tourists on the small islands. In a similar way to the Malay tourists, the English tourists on the large island seem to acknowledge negative impacts with regard to exploitation on hosts by tourists.

The significant differences between **the Chinese and European tourists at Perhentian and Redang Islands** are related to 12 variables with 8 variables significant at $p<0.001$:

* European tourists perceive that tourism *attracts more investment.*
* European tourists perceive that tourism *increases in price of goods and services.*
* European tourists perceive that tourism *increases price of land and housing.*
* European tourists perceive that tourism *improves transportation system.*
* European tourists perceive that tourism *provides valuable experience.*
* European tourists perceive that tourism *results in unpleasant crowded tourism places.*
* European tourists perceive that tourism *adds to pollution.*
* Chinese tourists perceive that tourism *increases in recreational facilities.*

The significant differences in perceptions towards tourism between **the Chinese and European tourists** at Langkawi Island are related to 5 variables, with only 2 variables significant at $p<0.001$:

* Chinese tourists perceive tourism *causes exploitation of hosts by tourists.*
* European tourists perceive tourism provides *a valuable experience.*

In a similar way to the Chinese versus the English tourists, a comparison between the Chinese and the European tourists on Perhentian and Redang Islands also results in significant differences related to positive and negative impacts generated by tourism. With regard to the mean- rank values, the European tourists also seem to be more aware about the positive and negative impacts brought about tourism compared with the Chinese tourists. There are more differences between the Chinese and the European views on small island destinations rather than on a larger island. However, compared with the European tourists and in a similar way to the Malay tourists' view, the Chinese tourists on Langkawi Island seem to perceive that tourism contributes to exploitation of the local hosts by the tourists.

Although **the English and European tourists at Perhentian and Redang Islands** also produce significant differences related to 5 variables, none of the variables are significant at $p<0.001$.

While significant differences in perception towards tourism are related to 11 variables between **the English and European tourists at Langkawi Island**, only 2 variables are significant at $p<0.001$:

* English tourists perceive tourism *generates more employment.*
* English tourists perceive tourism *provides incentive for conservation of natural resources.*

As both comparisons for these tourist groups at small and large islands produce minimum differences, the English and European seem to share similar perceptions towards tourism impacts. However, the English tourists on Langkawi Island seem to

have a stronger perception that tourism activities contribute to a number of positive impacts on the island compared with the European tourists.

With reference to the results of the Mann-Whitney U-test above, the general hypothesis 3 ***(there are differences between perceptions towards tourism between host and guest communities)*** can be accepted. Thus, we can conclude that perceptions towards tourism between hosts and tourists differ as a result of cultural differences. The hosts see the positive economic aspects as dominant in both small and large islands. This confirms the research by Pizam (1978), Belisle and Hoy (1980), Sheldon and Var (1984), King, Pizam and Milman (1993) and Lankford (1994) discussed in the literature review, that hosts view the tourism activities in light of their own employment and welfare. The hosts express stronger positive views on the smaller islands and weaker negative views on the large island. The tourists, perhaps unexpectedly see that the small islands generally have far more positive and far fewer negative impacts than the larger island. The perceptions towards tourism impacts of the smaller islands vary somewhat between tourists, with the Europeans most negative. However, the differences in their perceptions are limited whereby the tourists focus negatively on the large island not the small islands.

Table 6.11: The Mann-Whitney U-tests of significant differences in perceptions between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Attract investment	103.35	128.76	-3.05	0.002**	121.58	153.90	-3.52	0.000***				
Increase standard of living					128.56	148.63	-2.19	0.029*	123.77	142.77	-2.09	0.037*
Increase prices of goods and services	100.93	131.40	-3.68	0.000***	120.50	154.71	-3.75	0.000***				
Increase price of land and housing	89.98	143.34	-6.32	0.000***	103.80	167.32	-6.82	0.000***				
Increase cost of living	101.06	131.25	-3.61	0.000***	122.43	153.26	-3.35	0.001**				
Generate employment	102.10	130.12	-3.51	0.000***	126.34	150.31	-2.70	0.007**				
Improves public infrastructure					123.70	152.30	-3.15	0.002**	122.75	143.48	-2.31	0.021*
Improves transportation system					120.54	154.69	-3.75	0.000***	123.80	142.75	-2.13	0.033*
Valuable experience	88.58	144.87	-6.84	0.000***	106.98	164.92	-6.34	0.000***				
Increase in recreational facilities	123.99	106.24	-2.13	0.034*	160.02	124.89	-3.77	0.000***				
Impact on local culture									145.97	127.41	-2.02	0.044*
Increase in crime rate	101.25	131.04	-3.47	0.001**								
Provide incentive for conservation of natural resources									147.52	126.34	-2.28	0.023*
Result in unpleasant crowded tourism places	93.82	139.15	-5.29	0.000***	109.19	163.25	-5.69	0.000***				
Add to pollution	92.07	141.06	-5.70	0.000***	110.31	163.25	-5.47	0.000***				

*p<0.05 **p<0.01 ***p<0.001

Table 6.12: The Mann-Whitney U-tests of significant differences in perceptions between tourist groups at Langkawi Island

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Attract investment	114.56	147.68	-3.84	0.000***					144.77	119.85	-2.88	0.004**
Increase standard of living									143.31	121.36	-2.49	0.013*
Increase price of land and housing	113.62	148.58	-3.94	0.000***	118.58	140.25	-2.44	0.015*				
Generate employment	107.94	154.01	-5.30	0.000***					150.51	113.93	-4.27	0.000***
Increase variety of goods	119.90	142.58	-2.55	0.011*					146.47	118.10	-3.18	0.001**
Improves public infrastructure									141.00	123.74	-1.98	0.048*
Improves transportation system	122.43	140.17	-2.04	0.041*								
Valuable experience	101.72	159.94	-6.58	0.000***	112.59	146.15	-3.81	0.000***	144.35	120.29	-2.76	0.006**
Increase in recreational facilities					140.80	118.38	-2.50	0.012*				
Impact on local culture	146.04	117.61	-3.12	0.002**					122.04	143.28	-2.32	0.020*
Exploitation of hosts by tourists	156.48	107.63	-5.35	0.000***	146.39	112.87	-3.71	0.000***				
Increase in crime rate	145.70	117.93	-3.04	0.002**					120.47	144.90	-2.68	0.007**
Provide incentive for restoration of historical buildings									145.95	118.63	-3.09	0.002**
Provide incentive for conservation of natural resources	120.88	141.65	-2.33	0.020*					151.02	113.41	-4.20	0.000***
Add to pollution					120.52	138.35	-1.98	0.048*				
Destroyed natural environment	145.98	117.66	-3.14	0.002**					119.12	146.29	-3.01	0.003**

*p<0.05 **p<0.01 ***p<0.001

6.2.4 Expectations

The results for the Mann-Whitney U-test of the significant differences in expectations between hosts and other tourist groups at Perhentian, Redang and Langkawi Islands are presented in Tables 6.13 and 6.14.

The strongest differences in expectations at Perhentian and Redang Islands are found between hosts and English tourists. Hosts and European tourists rank second. The significant differences between the hosts and Malay tourists are related to almost all variables undertaken for this study, resulting in the largest number of significant differences in expectations among all groups. A comparison of hosts and tourist groups on Langkawi Island shows that the largest differences are also found between hosts versus Malay tourists. Hosts versus English tourists rank second. Hosts versus Chinese tourists and hosts versus European tourists, both produce differences related to 18 variables.

The most extreme differences between **hosts and the Malay tourists at Perhentian and Redang Islands** (at $p<0.001$) relate to 12 variables:

* Malay tourists expect hosts to be *capable of performing services required.*
* Malay tourists expect hosts to be *responsive to their needs.*
* Malay tourists expect hosts to be *helpful.*
* Malay tourists expect hosts to be *easy to find.*
* Malay tourists expect hosts to *keep them informed.*
* Malay tourists expect hosts to *listen to them.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to offer an *individualised attention.*
* Malay tourists expect hosts to be *able to speak their language.*
* Malay tourists expect to have *opportunities to experience local culture.*
* Malay tourists expect to have *opportunities to socialise with hosts.*

The differences in expectations between **hosts and the Malay tourists at Langkawi Island** relate to 25 variables, with 21 found to be significant at $p<0.001$:

* Malay tourists expect hosts to *dress neatly.*
* Malay tourists expect hosts to be *capable of performing services required.*
* Malay tourists expect hosts to be *responsive to their needs.*
* Malay tourists expect hosts to be *helpful.*
* Malay tourists expect hosts to *provide prompt services.*
* Malay tourists expect hosts to be *able to answer all questions.*
* Malay tourists expect hosts to *provide accurate information.*
* Malay tourists expect hosts to be *friendly.*
* Malay tourists expect hosts to be *polite.*

* Malay tourists expect hosts to be *respectful.*
* Malay tourists expect hosts to be *confident.*
* Malay tourists expect hosts to *concern about their welfare.*
* Malay tourists expect hosts to be *easy to find.*
* Malay tourists expect hosts to be *easy to talk to.*
* Malay tourists expect hosts to *keep them informed.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to *offer an individualised attention.*
* Malay tourists expect hosts to *speak their language.*
* Malay tourists expect to have *opportunities to experience local culture.*
* Malay tourists expect to have *opportunities to socialise with hosts.*

All of these issues are more important for Malay tourists relative to hosts. This may indicate that the Malay tourists at both destinations (small and large islands) emphasise responsiveness, understanding about tourists, accessibility to hosts, competency, communication, possibility to interact with local hosts, and opportunity to experience local culture and customs. However, since the number of differences is higher at Langkawi Island, the Malay tourists on Langkawi can be concluded as more demanding compared with the Malay tourists at Perhentian and Redang Islands.

The most significant differences between **hosts and the Chinese tourists at Perhentian and Redang Islands** (at $p<0.001$) are found in expectations relating to:

* Hosts expect tourists to *know their culture.*
* Chinese tourists expect hosts to be *capable of performing services required.*
* Chinese tourists expect hosts to be *responsive to their needs.*
* Chinese tourists expect hosts to be *helpful.*
* Chinese tourists expect hosts to be *easy to find.*
* Chinese tourists expect to have *opportunities to experience local culture.*
* Chinese tourists expect to have *opportunities to socialise with hosts.*

The most significant differences (at $p<0.001$) between **hosts and the Chinese tourists at Langkawi Island** in expectations are:

* Chinese tourists expect hosts to *dress neatly.*
* Chinese tourists expect hosts to be *capable of performing services required.*
* Chinese tourists expect hosts to be *responsive to their needs.*
* Chinese tourists expect hosts to be *helpful.*
* Chinese tourists expect hosts to *provide prompt services.*
* Chinese tourists expect hosts to be *able to answer all questions.*
* Chinese tourists expect hosts to *provide accurate information.*
* Chinese tourists expect hosts to *concern about their welfare.*
* Chinese tourists expect hosts to be *easy to find.*
* Chinese tourists expect hosts to be *easy to talk to.*
* Chinese tourists expect hosts to *keep them informed.*
* Chinese tourists expect hosts to *anticipate their needs.*
* Chinese tourists expect hosts to *understand their needs.*

* Chinese tourists expect hosts to *offer an individualised attention.*
* Chinese tourists expect hosts to *speak their language.*
* Chinese tourists expect to have *opportunities to experience local culture.*
* Chinese tourists expect to have *opportunities to socialise with hosts.*

The Chinese tourists on smaller islands are concerned with capability, responsiveness, accessibility and opportunity to experience local culture. On the contrary, the Chinese on Langkawi Island seem to be concerned not only about issues highlighted by the Chinese tourists on small islands but about physical appearance, communication and understanding about tourists as well. This may be explained by the fact that Langkawi Island not only attracts vacationers but businessmen, as well as those attending conferences and courses. As a result, the quality of services offered to this type of tourists might be more crucial compared with other tourists. Consequently, the Chinese visiting the large island seem to be more demanding, compared with the Chinese visiting small island destinations.

The most significant differences in expectations between **hosts and the English tourists at Perhentian and Redang Islands** (at $p<0.001$) relate to 6 variables:

* Hosts expect the English tourists to *solve problem quickly.*
* Hosts expect the English tourists to *know their culture.*
* English tourists expect hosts to be *capable in performing services required.*
* English tourists expect hosts to be *helpful*
* English tourists expect to have *opportunities to experience local culture.*
* English tourists expect to have *opportunities to socialise with hosts.*

The second largest number of significant differences in expectations at Langkawi Island is noted between **hosts and the English tourists**. The significant differences relate to 23 out of the total 26 variables. The most extreme differences (at $p<0.001$) are:

* English tourists expect hosts to *dress neatly.*
* English tourists expect hosts to be *capable of performing services required.*
* English tourists expect hosts to be *responsive to their needs.*
* English tourists expect hosts to be *helpful.*
* English tourists expect hosts to be *able to answer all questions.*
* English tourists expect hosts to *provide accurate information.*
* English tourists expect hosts to be *friendly.*
* English tourists expect hosts to be *polite.*
* English tourists expect hosts to be *trustworthy.*
* English tourists expect hosts to *concern about their welfare.*
* English tourists expect hosts to be *approachable.*
* English tourists expect hosts to be *easy to find.*
* English tourists expect hosts to be *easy to talk to.*
* English tourists expect hosts to *keep them informed.*
* English tourists expect hosts to *anticipate their needs.*

* English tourists expect hosts to *understand their needs.*
* English tourists expect hosts to *offer an individualised attention.*
* Hosts expect the English tourists to *know their culture.*
* English tourists expect hosts to *speak their language.*
* English tourists expect hosts to have *opportunities to experience local culture.*
* English tourists expect to have *opportunities to socialise with hosts.*

With regard to Perhentian and Redang Islands, hosts seem to expect tourists to solve their problems by themselves and not to rely solely on them. As indicated in the earlier analysis, the English culture is quite different from the local culture. Most residents on small and large Islands are Muslim, whereas the majority of the English tourists are non-Muslim. Perhaps not surprisingly hosts expect the English tourists to be more sensitive to their culture, customs and their religion. For Langkawi Island, the English tourists are more demanding than on the smaller islands and seem to place a greater concern on physical appearance, responsiveness, courtesy, credibility, accessibility, competency, communication and understanding tourists. The number of differences between hosts and the English tourists is higher on the large island compared with small islands. This may reflect, to some degree, different purposes of travel. Nevertheless, the English tourists to both destinations also seem to value the opportunity to interact with local hosts.

The most significant differences in expectations between **hosts and the European tourists at Perhentian and Redang Islands** (at $p<0.001$) relate to:

* European tourists expect hosts to be *capable in performing services required.*
* European tourists expect hosts to be *helpful.*
* Hosts expect the European tourists to *solve problem quickly.*
* Hosts expect the European tourists to *know their culture.*
* European tourists expect to have *opportunities to experience local culture.*
* European tourists expect to have *opportunities to socialise with hosts.*

The most significant differences between **hosts and the European tourists at Langkawi Island** relate to only 13 variables:

* European tourists expect hosts to be *capable of performing services required.*
* European tourists expect hosts to be *responsive to their needs.*
* European tourists expect hosts to be *helpful.*
* European tourists expect hosts to be *able to answer all questions.*
* European tourists expect hosts to be *easy to find.*
* European tourists expect hosts to be *easy to talk to.*
* European tourists expect hosts to *keep them informed.*
* European tourists expect hosts to *anticipate their needs.*
* European tourists expect hosts to *understand their needs.*
* European tourists expect hosts to *offer an individualised attention.*

* Hosts expect the European tourists to *know their culture.*
* European tourists expect hosts to *speak their language.*
* European tourists expect to have *opportunities to experience local culture.*
* European tourists expect to have *opportunities to socialise with hosts.*

On the small islands of Perhentian and Redang, hosts expectations towards the European tourists seem to be similar to their expectations towards the English tourists. On the other hand, the European tourists are also concerned about the same issues highlighted by the English tourists. Again, when comparing the differences between hosts and the European tourists at these two locations, the European tourists expectations on the large island outnumber the expectations of the European tourists on small islands. Thus, the European tourists on the large island are more concerned about issues of communication and understanding tourist needs.

In general, hosts seem to be more concerned about tourist sensitivity towards their culture, particularly with regard to tourists on small islands. This could be explained by the fact that due to smallness in size, hosts and guests on small islands might have frequent contacts compared with hosts and tourists in other tourism settings. Therefore, how tourists behave on their island might somehow affect their culture. On the other hand, the other four tourist groups are concerned with quality of services offered, such as responsiveness, accessibility, courtesy, communication and understanding tourists. However, all of these issues are more crucial to the tourists on the large island when compared to those on small island destinations.

This finding suggests that the small islands have largely managed to avoid much of the negative expectations and demands of larger destinations. There is no clear reason that indicates why the expectations of tourists are higher on the large island beyond the issue of purpose of travel where the large island has a wider range of travel intent, including some business travel.

Table 6.13: The Mann-Whitney U-tests of significant differences in expectations between host and tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (n=107)	Chinese (n=120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Dress neatly	102.47	128.51	-3.03	0.002**					123.53	94.86	-3.44	0.001**	147.36	124.17	2.49	0.013*
Capable of performing services required	86.51	142.17	-6.50	0.000***	89.41	135.93	-5.56	0.000***	81.06	136.18	-6.75	0.000***	100.07	156.00	6.12	0.000***
Responsive to their needs	94.90	134.99	-4.71	0.000***	95.19	130.78	-4.24	0.000***	94.74	122.87	-3.44	0.001**	114.77	146.10	3.44	0.001**
Helpful	88.74	140.26	-6.04	0.000***	89.24	136.08	-5.60	0.000***	80.36	136.86	-6.94	0.000***	94.27	159.90	7.20	0.000***
Provide prompt services	104.33	126.92	-2.67	0.008**	105.25	121.80	-1.99	0.047*								
Solve problem quickly									125.11	93.33	-3.89	0.000***	159.36	116.09	4.71	0.000***
Able to answer all questions	150.68	125.76	-2.35	0.019*	102.10	124.61	-2.68	0.007**					149.46	122.76	2.89	0.004**
Provide accurate information	104.62	126.67	-2.62	0.009**					100.73	117.05	-2.00	0.046*				
Friendly																
Polite													144.18	126.31	1.97	0.049*
Respectful																
Trustworthy	105.67	125.77	2.44	0.015*					96.21	121.45	-3.20	0.001**				
Confident	106.05	125.44	2.30	0.021*					120.99	97.34	-2.90	0.004**	148.21	123.60	-2.66	0.008**
Concern about their welfare	101.11	129.68	3.36	0.001**												
Approachable	106.05	125.44	2.32	0.021*					97.50	120.19	-2.84	0.005**	148.82	123.19	-2.81	0.005**
Easy to find	94.31	135.49	4.84	0.000***	95.52	130.48	-4.19	0.000***	94.68	122.93	-3.45	0.001**				
Easy to talk to	101.02	129.75	3.37	0.001**	98.67	127.67	-3.48	0.001**	99.48	118.26	-2.29	0.022*				
Keep them informed	92.46	137.08	5.21	0.000***	98.64	127.69	-3.44	0.001**	96.36	121.29	-3.02	0.003**	117.32	144.39	-2.92	0.004**
Listen to them	99.380	131.16	3.73	0.000***												
Anticipate their need	94.05	135.72	4.85	0.000***	103.34	123.50	-2.38	0.017*								
Understand their need	95.64	134.36	4.52	0.000***	100.46	126.07	-3.05	0.002**								
Offer individualise attention	99.56	131.0	3.66	0.000***												
Know their culture	125.98	108.38	2.06	0.039*	130.76	99.05	-3.77	0.000***	145.40	73.59	-8.64	0.000***	181.01	101.53	-8.44	0.000***
Speak their language	95.56	134.43	4.49	0.000***	98.61	127.72	-3.42	0.001**					118.95	143.29	-2.59	0.010*
Opportunities to experience host/tourist culture	100.11	130.53	3.53	0.000***	92.99	132.73	-4.69	0.000***	87.50	129.91	-5.11	0.000***	111.58	148.25	-3.94	0.000***

Opportunities to socialise *with* host/tourist	92.44	137.09	5.15	0.000***	82.0	142.54	-7.10	0.000***	79.31	137.88	-7.02	0.000***	98.07	157.35	-6.34	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.14: The Mann-Whitney U-tests of significant differences in expectations between hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (n=125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (n=125)	European (n=130)		
Dress neatly	100.44	167.16	-7.23	0.000***	109.21	144.37	-3.95	0.000***	106.77	151.67	-4.98	0.000***	118.91	136.74	-2.02	0.043*
Capable of performing services required	81.79	183.02	-10.92	0.000***	86.71	166.35	-8.92	0.000***	76.46	179.46	-11.50	0.000***	87.31	167.12	-8.99	0.000***
Responsive to their needs	99.63	167.85	-7.37	0.000***	100.63	152.75	-5.84	0.000***	99.06	158.87	-6.71	0.000***	108.52	146.73	-4.29	0.000***
Helpful	89.92	176.11	-9.33	0.000***	95.98	157.29	-6.90	0.000***	83.73	173.16	-10.12	0.000***	88.65	165.83	-8.73	0.000***
Provide prompt services	110.09	158.96	-5.33	0.000***	108.64	144.93	-4.12	0.000***	114.25	144.69	-3.45	0.001**				
Solve problem quickly	120.25	150.32	-3.31	0.001**												
Able to answer all questions	96.41	170.59	-8.02	0.000***	101.58	151.82	-5.65	0.000***	112.83	146.02	-3.69	0.000***	110.88	144.46	-3.77	0.000***
Provide accurate information	110.00	159.03	-5.36	0.000***	111.25	142.38	-3.52	0.000***	106.00	152.38	-5.22	0.000***	115.19	140.32	-2.87	0.004**
Friendly	116.03	153.91	-4.24	0.000***					111.70	147.07	-4.08	0.000***	117.99	137.62	-2.28	0.023*
Polite	116.16	153.80	-4.22	0.000***					109.67	148.96	-4.56	0.000***				
Respectful	115.04	154.74	-4.47	0.000***					117.38	141.78	-2.82	0.005**				
Trustworthy	120.56	150.05	-3.28	0.001**					110.80	147.91	-4.30	0.000***				
Confident	117.29	152.83	-3.95	0.000***												
Concern about their welfare	103.33	164.70	-6.62	0.000***	104.14	149.32	-5.05	0.000***	100.32	157.69	-6.41	0.000***	112.18	143.21	-3.48	0.001**
Approachable	121.38	149.35	-3.08	0.002**					108.96	149.63	-4.72	0.000***				
Easy to find	109.30	159.63	-5.46	0.000***	108.53	145.04	-4.10	0.000***	104.28	154.00	-5.59	0.000***	111.97	143.41	-3.53	0.000***
Easy to talk to	106.78	161.78	-6.00	0.000***	107.22	146.32	-4.44	0.000***	100.28	157.72	-6.50	0.000***	110.42	144.90	-3.92	0.000***
Keep them informed	102.26	165.62	-6.86	0.000***	98.30	155.03	-6.38	0.000***	100.28	157.73	-6.41	0.000***	106.34	148.83	-4.77	0.000***
Listen to them	122.70	148.23	-2.83	0.005**	114.71	139.00	-2.80	0.005**								
Anticipate their need	93.95	172.68	-8.47	0.000***	92.57	160.62	-7.61	0.000***	102.30	155.84	-5.96	0.000***	102.45	152.57	-5.65	0.000***
Understand their need	99.08	168.32	-7.48	0.000***	100.62	152.76	-5.84	0.000***	110.23	148.44	-4.25	0.000***	108.22	147.02	-4.35	0.000***

Offer individualise attention	98.62	168.71	-7.53	0.000***	95.05	158.20	-7.05	0.000***	110.07	148.59	-4.32	0.000***	101.74	153.25	-5.80	0.000***
Know their culture									158.23	103.67	-6.02	0.000***	153.03	103.93	-5.48	0.000***
Speak their language	91.66	174.63	-8.87	0.000***	88.05	165.04	-8.55	0.000***	98.91	159.00	-6.65	0.000***	88.79	165.70	-8.53	0.000***
Opportunities to experience host/tourist culture	95.77	171.13	-8.12	0.000***	95.60	157.66	-6.95	0.000***	91.79	165.64	-8.19	0.000***	98.26	156.60	-6.52	0.000***
Opportunities to socialise with host/tourist	90.54	175.58	-9.09	0.000***	87.44	165.64	-8.68	0.000***	90.49	166.85	-8.37	0.000***	93.72	160.96	-7.47	0.000***

*p<0.05 **p<0.01 ***p<0.001

The Mann-Whitney U-test also identified significant differences in expectations among the Malay and the other tourist groups at Perhentian, Redang and Langkawi Islands (see Tables 6.15 and 6.16).

As might be expected given the culture differences, the largest number of significant differences is found between **the Malay and European tourists at Perhentian and Redang Islands**. In total, the significant differences relate to 21 variables. Among the variables, 15 are significant at $p<0.001$:

* Malay tourists expect hosts to *dress neatly.*
* Malay tourists expect hosts to *provide prompt services.*
* Malay tourists expect hosts to *solve problem quickly.*
* Malay tourists expect hosts to *answer all questions.*
* Malay tourists expect hosts to be *polite.*
* Malay tourists expect hosts to be *confident.*
* Malay tourists expect hosts to *concern about their welfare.*
* Malay tourists expect hosts to be *approachable.*
* Malay tourists expect hosts to be *easy to find.*
* Malay tourists expect hosts to be *easy to talk to.*
* Malay tourists expect hosts to *listen to them.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to *offer an individualised attention.*
* Malay tourists expect hosts to *know their culture.*

The largest number of significant differences is also found between **the Malay and European tourists at Langkawi Island**. In total, significant differences relate to 22 variables, 12 variables produce the most extreme differences (at $p< 0.001$):

* Malay tourists expect hosts to *dress neatly.*
* Malay tourists expect hosts to be *capable of performing services required.*
* Malay tourists expect hosts to be *responsive to their needs.*
* Malay tourists expect hosts to *provide prompt services.*
* Malay tourists expect hosts to *solve problem quickly.*
* Malay tourists expect hosts to be *able to answer all questions.*
* Malay tourists expect hosts to be *respectful.*
* Malay tourists expect hosts to be *confident.*
* Malay tourists expect hosts to *concern about their welfare.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to *know their culture.*

When comparing Malay and European tourists on both destinations (small and large islands), it seems that the Malay tourists are more concerned with physical appearance, responsiveness, courtesy and understanding tourists. Interestingly, compared with the European tourists, the Malay tourists seem to expect hosts to understand their culture,

although both groups are Malaysian (the majority of hosts are also Malay). This may indicate that the Malay tourist subculture might be different from the local host culture. This scenario might exist because the majority of the Malay tourists come from urban areas and are well educated. Therefore, they are more open-minded and relate to western culture in their daily life. However, islanders live in a remote and isolated area and are relatively poorly educated. In fact, apart from meeting tourists, they are not exposed to the outside world. Consequently, they still practise their traditional culture as a Malay and a Muslim.

The significant differences in expectations between **the Malay and English tourists at Perhentian and Redang Islands** are related to 16 variables and of these, 9 variables are significant at $p<0.001$:

* Malay tourists expect hosts to *dress neatly.*
* Malay tourists expect hosts to *provide prompt services.*
* Malay tourists expect hosts to *solve problem quickly.*
* Malay tourists expect hosts to be *able to answer all questions.*
* Malay tourists expect hosts to be *confident.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to *offer an individualised attention.*
* Malay tourists expect hosts to *know their culture.*

A comparison between **the Malay and English tourists at Langkawi Island** only produces significant differences in expectations related to 10 variables. Among these variables, 5 are significant at $p<0.001$:

* Malay tourists expect hosts to be *able to answer all questions.*
* Malay tourists expect hosts to *anticipate their needs.*
* Malay tourists expect hosts to *understand their needs.*
* Malay tourists expect hosts to *offer an individualised attention.*
* Malay tourists expect hosts to *know their culture.*
* Malay tourists expect hosts to *speak their language.*

With regard to Perhentian and Redang Islands, the Malay tourists seem to emphasise physical appearance more when compared with the English tourists. This may imply that the Malay tourists are more concerned about responsiveness, understanding tourists and having individualised attention on both small and large island settings.

The Mann-Whitney U test also identified significant differences in expectations among **the Malay and Chinese tourists at Perhentian and Redang Islands**. Although the test resulted in 11 significant differences, only one variable is significant at $p<0.001$:

* Malay tourists expect hosts to *dress neatly*.

The significant differences between **the Malay and Chinese tourists at Langkawi Island** are related to 10 variables. However, only 2 variables are significant at $p<0.001$:

* Malay tourists expect hosts to *dress neatly*.
* Malay tourists expect hosts to be *respectful*.

As the number of differences between the Malay and the Chinese tourists at both destinations is low, the Malay and the Chinese in general share similar expectations towards hosts on both the large and small islands. However, the Malay tourists are more concerned with physical appearance and also place more emphasis on respect when compared with the Chinese tourists.

Table 6.15: The Mann-Whitney U-tests of significant differences in expectations between Malay tourists and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chinese (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Dress neatly	144.88	100.21	-5.10	0.000***	148.36	83.50	-7.50	0.000***	179.81	113.17	-7.04	0.000***
Capable of performing services required	131.23	114.43	-1.97	0.049*					153.38	133.94	-2.12	0.034*
Responsive to their needs									154.86	132.79	-2.41	0.016*
Helpful												
Provide prompt services					133.30	100.61	-3.85	0.000***	166.46	123.67	-4.57	0.000***
Solve problem quickly					134.72	99.00	-4.23	0.000***	170.14	120.77	-5.31	0.000***
Able to answer all questions					133.37	100.53	-3.84	0.000***	177.31	115.13	-6.63	0.000***
Provide accurate information									158.67	129.79	-3.12	0.002**
Polite									162.46	126.81	-3.85	0.000***
Respectful	131.48	114.17	-2.05	0.041*	126.43	108.42	-2.16	0.031*	153.14	134.14	-2.07	0.039*
Trustworthy												
Confident	134.00	111.54	-2.63	0.009**	138.77	94.40	-5.20	0.000***	169.38	121.37	-5.08	0.000***
Concern about their welfare	137.32	108.09	-3.39	0.001**	130.55	103.74	-3.17	0.002**	174.25	117.54	-6.03	0.000***
Approachable									171.04	120.06	-5.46	0.000***
Easy to find									166.66	123.51	-4.67	0.000***
Easy to talk to									162.65	126.66	-3.86	0.000***
Keep them informed	133.32	112.25	-2.44	0.015*	128.68	105.86	-2.69	0.007**	160.55	128.31	-3.44	0.001**
Listen to them	133.50	112.06	-2.50	0.013*	126.70	108.11	-2.20	0.028*	168.68	121.92	-5.00	0.000***
Anticipate their need	135.67	109.80	-2.97	0.003**	136.32	97.19	-4.60	0.000***	173.06	118.48	-5.77	0.000***
Understand their need	131.47	114.18	-2.01	0.045*	135.75	97.83	-4.46	0.000***	170.68	120.35	-5.36	0.000***
Offer individualise attention	136.48	108.96	-3.13	0.002**	141.28	91.55	-5.78	0.000***	167.84	122.58	-4.77	0.000***
Know their culture					149.18	82.57	-7.73	0.000***	182.53	111.03	-7.47	0.000***
Speak their language					131.40	102.77	-3.31	0.001**	157.80	130.47	-2.86	0.004**
Opportunities to experience host/tourist culture					107.73	129.67	-2.59	0.010*				
Opportunities to socialise with host/tourist	112.98	133.44	-2.34	0.019*	108.12	129.23	-2.46	0.014*				

*p<0.05 **p<0.01 ***p<0.001

Table 6.16: The Mann-Whitney U-tests of significant differences in expectations between Malay tourist and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Dress neatly	153.60	120.08	-3.68	0.000***	152.32	128.59	-2.59	0.010*	168.75	105.36	-6.96	0.000***
Capable of performing services required	146.74	127.96	-2.10	0.036*					153..79	122.28	-3.58	0.000***
Responsive to their needs									156.49	119.22	-4.09	0.000***
Helpful	148.81	125.59	-2.56	0.010*								
Provide prompt services					152.69	128.18	-2.71	0.007**	157.22	118.40	-4.25	0.000***
Solve problem quickly	146.26	128.52	-1.97	0.049*	156.06	124.47	-3.48	0.001**	154.15	121.87	-3.57	0.000***
Able to answer all questions	148.87	125.51	-2.56	0.011*	163.56	116.25	-5.12	0.000***	160.36	114.85	-4.96	0.000***
Provide accurate information									152.08	124.21	-3.09	0.002**
Friendly	150.02	124.19	-2.89	0.004**					147.53	129.35	-2.05	0.040*
Polite	148.87	125.51	-2.61	0.009**					152.79	123.41	-3.30	0.001**
Respectful	152.44	121.41	-3.54	0.000***					155.56	120.27	-4.01	0.000***
Trustworthy	146.44	128.30	-2.01	0.044*								
Confident	147.93	126.60	-2.36	0.018*	155.05	125.58	-3.24	0.001**	157.01	118.64	-4.25	0.000***
Concern about their welfare									158.93	116.47	-4.65	0.000***
Approachable									153.41	122.70	-3.38	0.001**
Easy to find									149.26	127.40	-2.41	0.016*
Easy to talk to									149.71	126.89	-2.51	0.012*
Keep them informed									150.03	126.52	-2.57	0.010*
Listen to them									152.47	123.77	-3.13	0.002**
Anticipate their need					157.91	122.45	-3.84	0.000***	157.81	117.73	-4.37	0.000***
Understand their need					160.61	119.49	-4.50	0.000***	157.50	118.08	-4.33	0.000***
Offer individualise attention					162.40	117.52	-4.83	0.000***	152.10	124.19	-3.03	0.002**
Know their culture					171.43	107.62	-6.80	0.000***	165.88	108.61	-6.16	0.000***
Speak their language					156.42	124.09	-3.46	0.001**				
Opportunities to socialise with host/tourist									150.29	126.24	-2.60	0.009**

*p<0.05 **p<0.01 **p<0.001

Tables 6.17 and 6.18 present significant differences in expectations between the other three tourists groups at Perhentian, Redang and Langkawi Islands.

When comparing the Chinese, English and European tourists at Perhentian and Redang Islands, the largest number of significant differences in expectations are found between **the Chinese and European tourists**. In total, the significant differences relate to 15 variables. Among those variables, 8 are significant at $p<0.001$:

* Chinese tourists expect hosts to *provide prompt service.*
* Chinese tourists expect hosts to *solve problem quickly.*
* Chinese tourists expect hosts to be *able to answer all questions.*
* Chinese tourists expect hosts to be *approachable.*
* Chinese tourists expect hosts to be *easy to find.*
* Chinese tourists expect hosts to be *easy to talk to.*
* Chinese tourists expect hosts to *understand their needs.*
* Chinese tourists expect hosts to *know their culture.*

The most extreme differences between **the Chinese and the European tourists at Langkawi Island** (at $p<0.001$) relate to only one variable:

* The Chinese tourists expect hosts to *know their culture.*

On Perhentian and Redang Islands, the Chinese tourists seem to be more concerned about responsiveness, accessibility and host understanding about tourists, compared with the European tourists. On the other hand, the expectations of the Chinese tourists seem to be similar to the European tourists on Langkawi Island. Nevertheless, the Chinese tourists on Langkawi Island seem to be more concerned about host sensitivity to their culture than the European tourists.

The significant differences between **the Chinese and English tourists at Perhentian and Redang Islands** relate to 13 variables. However, the most significant differences are related to only 2 variables (at $p<0.001$):

* Chinese tourists expect hosts to be *able to answer all questions.*
* Chinese tourists expect hosts to *know their culture.*

The most significant differences between **the Chinese and the English tourists at Langkawi Island** ($p<0.001$) relate to 3 variables:

* Chinese tourists expect hosts to *offer an individualised attention.*
* Chinese tourists expect hosts to *know their culture.*
* Chinese tourists expect hosts to *speak their language.*

The expectations of the Chinese tourists seem similar to the English tourists at both destinations. However, compared with the English tourists, the Chinese tourists again place more emphasis on the host understanding about their culture. On Langkawi Island, the Chinese tourists seem to emphasise the hosts' ability to speak their language. This may be explained by the fact that a small number of the Chinese tourists to Langkawi Island come from Taiwan and China. On the contrary, the majority of the Chinese tourists to Perhentian and Redang are on a holiday package. As a result, they might not encounter any problem in communicating with locals as communication with local service providers is done by their travel guides.

A comparison between **the English and the European tourists at Perhentian and Redang Islands** produces significant differences in expectations related to 11 variables with only 1 variable significant at $p<0.001$:

* English tourists expect hosts to be *approachable.*

The most significant differences in expectations between **the English and the European tourists at Langkawi Island** are noted in expectations such as:

* English tourists expect hosts to *dress neatly.*
* English tourists expect hosts to be *capable of performing services required.*
* English tourists expect hosts to be *polite.*
* English tourists expect hosts *concern about their welfare.*
* English tourists expect hosts to be *approachable.*

Judging from the number of differences, the English and the European tourists on Perhentian and Redang Islands seem to share similar expectations towards services offered by local hosts. However, the English tourists on Langkawi Island place a greater concern on physical appearance, responsiveness, courtesy, accessibility and understanding tourists compared with the European tourists.

The results of the Mann-Whitney U-test for Perhentian and Redang Islands shows that there are many differences between not only host and tourist expectations, but among the tourist groups as well. All of the tourist groups seem to place great emphasis upon responsiveness, understanding about tourists needs, accessibility to the hosts as well as the opportunity to interact with local hosts and experience their culture and customs. Additionally, the Malay tourists also seem to place importance on physical appearance, courtesy and communication issues. On the other hand, the hosts seem to expect the

tourists, particularly the English and European tourists, to be sensitive towards their culture and customs. The results of the Mann-Whitney U-test between the sample groups on Langkawi Island shows that all tourist groups (Malay, Chinese, English and European) are concerned with similar issues with tourists on Perhentian and Redang Islands. However, unlike the English tourists on Perhentian and Redang Islands, the English tourists on Langkawi Island also emphasise issues related to courtesy. Hosts seem to be consistent with their expectations, whereby they emphasise the tourist understanding of their culture, customs and their religion.

The results of the Mann-Whitney U-test for this section provide evidence that expectations vary across the cultural groups. Therefore, we can accept the general hypothesis 4 ***(there are differences in mutual expectations between host and guest communities).*** Consequently, we can conclude that culture may play an important role in shaping expectations.

Table 6.17: The Mann-Whitney U-tests of significant differences in expectations between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	sig. 2 tailed	Mean Rank		z- test	sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Dress neatly	128.34	101.50	-3.15	0.002**								
Capable of performing services required	106.99	124.79	-2.20	0.028*					124.75	142.09	-2.35	0.019*
Helpful	106.75	125.05	-2.29	0.022*								
Provide prompt services	128.59	101.22	-3.33	0.001**	161.55	123.74	-4.09	0.000***				
Solve problem quickly	127.65	102.24	-3.06	0.002**	160.98	124.17	-3.98	0.000***				
Able to answer all questions	133.10	96.30	-4.37	0.000***	178.40	111.02	-7.21	0.000***				
Provide accurate information					150.59	132.01	-2.03	0.043*	147.17	126.58	-2.26	0.024*
Friendly	106.33	125.50	-2.36	0.018*								
Polite					151.07	131.64	-2.14	0.032*	150.37	124.37	-2.90	0.004**
Trustworthy	105.32	126.61	-2.64	0.008**					148.25	125.83	-2.54	0.011*
Confident	129.20	100.56	-3.46	0.001**	156.50	127.55	-3.12	0.002**				
Concern about their welfare					154.91	128.75	-2.84	0.005**	151.52	123.57	-3.07	0.002**
Approachable	107.32	124.43	-2.16	0.031*	164.27	121.69	-4.70	0.000***	167.99	112.18	-6.13	0.000***
Easy to find					159.80	125.06	-3.87	0.000***	149.98	124.64	-2.83	0.005**
Easy to talk to					161.60	123.70	-4.15	0.000***	148.37	125.75	-2.48	0.013*
Listen to them					153.45	129.85	-2.55	0.011*	149.38	125.05	-2.66	0.008**
Anticipate their need					154.24	129.25	-2.68	0.007**				
Understand their need	126.73	103.25	-2.83	0.005**	159.25	125.47	-3.66	0.000***				
Offer individualise attention	126.11	103.92	-2.62	0.009**								
Know their culture	141.83	86.78	-6.51	0.000***	173.07	115.04	-6.13	0.000***				
Speak their language												
Opportunities to experience host/tourist culture									148.61	125.58	-2.54	0.011*
Opportunities to socialise with host/tourist					152.28	130.74	-2.33	0.020*	148.00	126.00	-2.40	0.017*

*p<0.05 **p<0.01 ***p<0.001

Table 6.18: The Mann-Whitney U tests of significant differences in expectations between tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Dress neatly					141.81	117.38	-2.78	0.005**	150.20	114.25	-4.05	0.000***
Capable of performing services required	118.42	143.99	-2.97	0.003**					151.79	112.62	-4.66	0.000***
Responsive to their needs					140.13	119.04	-2.40	0.017*	145.00	119.61	-2.94	0.003**
Helpful	120.45	142.05	-2.55	0.011*								
Provide prompt services					142.41	116.78	-2.91	0.004**	141.17	123.56	-2.01	0.045*
Able to answer all questions	142.24	121.24	-2.34	0.019*	139.48	119.68	-2.22	0.026*				
Provide accurate information									145.29	119.31	-2.97	0.003**
Friendly	119.34	143.11	-2.73	0.006**								
Polite	118.84	143.59	-2.86	0.004**					147.88	116.64	-3.65	0.000***
Respectful									141.77	122.95	-2.19	0.028*
Trustworthy	118.59	143.83	-2.91	0.004**					143.89	120.76	-2.69	0.007**
Concern about their welfare					141.10	118.08	-2.61	0.009**	151.21	113.21	-4.34	0.000***
Approachable	117.80	144.59	-3.11	0.002**					154.98	109.33	-5.35	0.000***
Easy to find									143.37	121.29	-2.55	0.011*
Easy to talk to									144.44	120.19	-2.79	0.005**
Keep them informed					139.68	119.48	-2.29	0.022*	141.24	123.49	-2.00	0.045*
Listen to them					143.06	116.15	-3.05	0.002**				
Anticipate their need	145.18	118.43	-2.99	0.003**	145.00	114.23	-3.48	0.001**				
Understand their need	142.22	121.26	-2.36	0.018*	139.44	119.71	-2.23	0.026*				
Offer individualise attention	151.85	112.06	-4.43	0.000***	141.71	117.48	-2.73	0.006**	123.57	141.70	-2.05	0.040*
Know their culture	160.87	103.44	-6.32	0.000***	155.54	103.86	-5.75	0.000***				
Speak their language	148.39	115.36	-3.66	0.000***					119.00	146.41	-3.04	0.002**
Opportunities to socialise with host/tourist					143.40	115.81	-3.10	0.002**	142.13	122.58	-2.17	0.030*

*p<0.05 **p<0.01 ***p<0.001

6.2.5 Destination attributes

Tables 6.19 and 6.20 display the Mann-Whitney U-test of the significant differences in the importance of destination attributes between hosts and the tourist groups at Perhentian, Redang and Langkawi Islands. With regard to Perhentian and Redang Islands, hosts versus the European tourists produce the strongest differences in the importance of destination attributes among all groups. This is followed by hosts versus the English tourists and hosts versus the Chinese tourists. As expected, hosts versus the Malay tourists exhibit the lowest degree of differences as both of them share a similar culture. In total, the significant differences between **hosts and the Malay tourists at Perhentian and Redang Islands** are related to only 3 variables and none of the variables are significant at $p<0.001$.

The significant differences between **hosts and Malay tourists at Langkawi Island** are related to 6 variables and only 3 variables are significant at $p<0.001$:

* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of mobile phone services.*
* Malay tourists place more emphasis on *availability of nightlife and entertainment.*

Judging from the number of differences at both destinations, Malay tourists seem to have similar opinions to hosts about the importance of destination attributes in choosing their holiday destination. However, the Malay tourists on the larger island seem to be concerned about the natural beauty of the destination, entertainment and the availability of mobile phone services. This may partly be explained by the fact that a number of the Malay tourists visit Langkawi Island with the purpose of doing business or attending official events, while Malay tourists to small islands are mainly vacationers. In fact, being the largest and the most developed island in Malaysia, together with duty free status, Langkawi Island has long been acknowledged as a well known destination for meetings, courses and conferences organised by the government and private sectors. Therefore, mobile phone services and entertainment activities are more crucial for the Malay tourists on the large island when compared with the Malay tourists to the small islands.

The significant differences between **hosts and the Chinese tourists at Perhentian and Redang Islands** relate to 15 variables and among these variables, only 9 variables are significant at $p<0.001$:

* Hosts place more emphasis on *popular image of the destination.*
* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *availability of quality accommodation.*
* Hosts place more emphasis on *availability of efficient transportation system.*
* Hosts place more emphasis on availability of variety of restaurants.
* Hosts place more emphasis on *availability of hygienic foods.*
* Hosts place more emphasis on *availability of TV service.*
* Hosts place more emphasis on *availability of clean facilities.*
* Hosts place more emphasis on *availability of treated water.*

The comparison of **hosts versus Chinese tourists** at Langkawi Island produces only moderate differences. The significant differences are related to 13 variables. However, only 5 variables are significant at $p<0.001$:

* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *availability of variety of restaurants.*
* Hosts place more emphasis on *availability of hygienic food.*
* Hosts place more emphasis on *availability of modern infrastructure.*
* Chinese tourists place more emphasis on *availability of nightlife and entertainment.*

Hosts on Perhentian and Redang Islands seem to have a difference of opinion with the Chinese tourists with regard to the image of the destination and more strongly emphasise the environment, availability of facilities, as well as provision of basic amenities on the islands. However, when compared with the Chinese on Perhentian and Redang Islands, the Chinese on Langkawi Island seem to place a greater emphasis on entertainment. This again could be explained by the fact that Langkawi is the larger and more modern island destination. Thus, Langkawi Island has successfully attracted a number of Chinese tourists with a variety of purposes of travel. The average length of stay on the island is also longer compared with the Chinese tourists to the small island destinations. The majority of the Chinese tourists to Perhentian and Redang Islands are on short package holidays and travel to the islands with the primary purpose to relax and enjoy a variety of water-based activities offered by the destinations. Therefore, the availability of nightlife and entertainment might not be as crucial to them as for those on the larger island.

The significant differences between **hosts and the English tourists at Perhentian and Redang Islands** are related to 23 variables. However, the most extreme differences (at $p<0.001$) relate to only 17 variables:

* Hosts place more emphasis on *popular image of the destination.*
* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *exotic environment.*
* Hosts place more emphasis on *availability of an efficient information centre.*
* Hosts place more emphasis on *availability of quality accommodation.*
* Hosts place more emphasis on *availability of efficient transportation system.*
* Hosts place more emphasis on *availability of variety of restaurants.*
* Hosts place more emphasis on *availability of hygienic foods.*
* Hosts place more emphasis on *acceptance of credit card.*
* Hosts place more emphasis on *availability of mobile phone services.*
* Hosts place more emphasis on *availability of internet services.*
* Hosts place more emphasis on *availability of TV service.*
* Hosts place more emphasis on *availability of clean facilities.*
* Hosts place more emphasis on *availability of treated water.*
* Hosts place more emphasis on *availability of 24-hour electricity.*
* Hosts place more emphasis on *availability of unique and quality souvenirs.*
* Hosts place more emphasis on *availability of shopping opportunities.*

A comparison of **hosts versus the English tourists at Langkawi Island** also demonstrates differences in destination attributes but not as strongly as the hosts versus the European tourists. The significant differences relate to 17 variables, with 12 variables significant at $p<0.001$:

* Hosts place more emphasis on *popular image of the destination.*
* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *exotic environment.*
* Hosts place more emphasis on *availability of efficient information centre.*
* Hosts place more emphasis on *availability of transportation system.*
* Hosts place more emphasis on *availability of variety of restaurants.*
* Hosts place more emphasis on *availability of banking and money changing.*
* Hosts place more emphasis on *availability of mobile phone services.*
* Hosts place more emphasis on *availability of internet service.*
* Hosts place more emphasis on *availability of TV service.*
* Hosts place more emphasis on *availability of modern infrastructure.*
* Hosts place more emphasis on *availability of unique and quality souvenirs.*
* Hosts place more emphasis on *availability of shopping opportunities.*

A comparison between hosts and the English tourists again indicates that the hosts place greater emphasis upon attributes than the tourists. Although there are many similarities in the attributes emphasised by the hosts on both destinations, hosts on the smaller islands place additional emphasis upon the quality of basic amenities on the islands (accommodation, water, electricity, food) and the need for credit card facilities.

On the large island the only additional attributes are banking and modern infrastructure. The English are less concerned about all these attributes.

The largest number of extreme differences (at $p<0.001$) in destination attributes is found between **hosts and the European tourists at Perhentian and Redang Islands** and relate to 22 variables:

* Hosts place more emphasis on *popular image of the destination.*
* Hosts place more emphasis on *safety of the destination.*
* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *exotic environment.*
* Hosts place more emphasis on *availability of efficient information centre.*
* Hosts place more emphasis on *availability of quality accommodation.*
* Hosts place more emphasis on *availability of efficient transportation system.*
* Hosts place more emphasis on *availability of variety of restaurant.*
* Hosts place more emphasis on *availability of hygienic food.*
* Hosts place more emphasis on *price of goods and services.*
* Hosts place more emphasis on *availability of banking and money changing.*
* Hosts place more emphasis on *acceptance of credit card.*
* Hosts place more emphasis on *availability of mobile phone services.*
* Hosts place more emphasis on *availability of internet service.*
* Hosts place more emphasis on *availability of TV service.*
* Hosts place more emphasis on *availability of clean facilities.*
* Hosts place more emphasis on *availability of treated water.*
* Hosts place more emphasis on *availability of 24-hour electricity.*
* Hosts place more emphasis on *availability of modern infrastructure.*
* Hosts place more emphasis on *availability of nightlife and entertainment.*
* Hosts place more emphasis on *availability of unique and quality souvenirs.*
* Hosts place more emphasis on *availability of shopping opportunities.*

The most extreme differences in destination attributes found between **hosts and the European tourists at Langkawi Island** are related to 21 variables with 18 variables significant at $p<0.001$:

* Hosts place more emphasis on *popular image of the destination.*
* Hosts place more emphasis on *unpolluted environment.*
* Hosts place more emphasis on *availability of efficient information centre.*
* Hosts place more emphasis on *availability of quality accommodation.*
* Hosts place more emphasis on *availability of efficient transportation system.*
* Hosts place more emphasis on *availability of variety of restaurants.*
* Hosts place more emphasis on *availability of hygienic food.*
* Hosts place more emphasis on *price of good and services.*
* Hosts place more emphasis on *availability of banking and money changing.*
* Hosts place more emphasis on *availability of mobile phone services.*
* Hosts place more emphasis on *availability of internet service.*
* Hosts place more emphasis on *availability of TV service.*
* Hosts place more emphasis on *availability of treated water.*
* Hosts place more emphasis on *availability of 24-hour electricity.*
* Hosts place more emphasis on *availability of modern infrastructure.*
* Hosts place more emphasis on *availability of nightlife and entertainment.*

* Hosts place more emphasis on *availability of unique and quality souvenirs.*
* Hosts place more emphasis on *availability of shopping opportunities.*

A comparison between hosts and the European tourists at both destinations produces similar results to the English tourists. Europeans are less concerned about the attributes compared to the hosts. The hosts also show fewer differences between the small and large islands. This result suggests that the European tourists are less concerned about the attributes than the English tourists and other cultures relatives to hosts. It is interesting that the feelings of the hosts are generally stronger than those of the tourists, but this does not mean that the tourists are not concerned at all about the attributes, and its is necessary to compare the tourist cultural groupings to see what emphasis these groups have.

Table 6.19: The Mann-Whitney U-tests of significant differences in destination attributes between hosts and tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (n=107)	Chinese (n-120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Popular image					131.47	98.42	-3.96	0.000***	143.04	75.89	-8.05	0.000***	189.00	96.15	-9.81	0.000***
Safety									121.57	96.77	-3.18	0.001**	169.11	109.54	-6.61	0.000***
Unpolluted environment					131.51	98.39	-4.34	0.000***	127.26	91.24	-4.80	0.000***	173.06	106.88	-7.46	0.000***
Exotic environment					125.33	103.90	-2.64	0.008**	125.32	93.12	-3.98	0.000***	157.66	117.24	-4.40	0.000***
Information centre					123.34	105.67	-2.13	0.033*	133.43	85.23	-5.85	0.000***	175.28	105.39	-7.50	0.000***
Accommodation					132.20	97.78	-4.18	0.000***	138.12	80.67	-7.00	0.000***	176.96	104.25	-7.83	0.000***
Transportation system					129.57	100.12	-3.58	0.000***	134.71	83.99	-6.24	0.000***	173.02	106.91	-7.17	0.000***
Restaurant					141.60	89.39	-6.42	0.000***	135.41	83.31	-6.53	0.000***	174.92	105.63	-7.60	0.000***
Hygienic food					144.07	87.19	-7.07	0.000***	126.94	91.55	-4.70	0.000***	162.54	113.96	-5.58	0.000***
Price of good and services					126.23	103.10	-2.81	0.005**	123.21	95.18	-3.46	0.001**	152.94	120.42	-3.60	0.000***
Banking and money changing									120.78	97.55	-2.81	0.005**	155.79	118.50	-4.01	0.000***
Credit card									126.46	92.01	-4.14	0.000***	157.59	117.29	-4.31	0.000***
Mobile phone	106.56	125.01	-2.22	0.027*					137.04	81.73	-6.61	0.000***	179.67	102.43	-8.16	0.000***
Internet	126.77	107.71	-2.24	0.025*	129.40	100.27	-3.48	0.001**	134.93	83.78	-6.16	0.000***	173.24	106.75	-7.07	0.000***
TV service					134.80	95.45	-4.62	0.000***	148.23	70.84	-9.22	0.000***	191.09	94.74	-10.17	0.000***
Clean facilities					135.79	94.58	-5.05	0.000***	127.64	90.87	-4.65	0.000***	167.69	110.49	-6.25	0.000***
Treated water					137.06	93.44	-5.47	0.000***	130.48	88.11	-5.45	0.000***	169.97	108.96	-6.80	0.000***

24-hour electricity					125.86	103.42	-2.83	0.005**	141.53	77.35	7.87	0.000***	182.17	100.75	-8.75	0.000***
Modern infrastructure									123.65	94.75	-3.48	0.001**	160.16	115.56	-4.75	0.000***
Nightlife and entertainment									122.15	96.20	-3.11	0.002**	158.96	116.36	-4.53	0.000***
Unique and quality souvenirs									143.60	75.35	-8.14	0.000***	187.92	96.88	-9.62	0.000***
Adventurous activities	106.79	124.81	-2.14	0.032*												
Opportunities to see wildlife					103.89	123.01	-2.32	0.021*	100.29	117.48	-2.10	0.036*				
Shopping opportunities									139.65	79.18	-7.28	0.000***	179.36	102.64	-8.15	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.20: The Mann-Whitney U-tests of significant differences in destination attributes between hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (n=125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (n=125)	European (n=130)		
Popular image					138.06	116.20	-2.49	0.013*	162.86	99.35	-7.01	0.000***	168.48	89.08	-8.83	0.000***
Safety					137.00	117.23	-2.35	0.019*					139.75	116.70	-2.72	0.007**
Unpolluted environment					146.60	107.86	-4.58	0.000***	147.16	113.99	-3.91	0.000***	147.47	109.28	-4.51	0.000***
Exotic environment	118.10	152.15	-3.85	0.000***	138.45	115.82	-2.60	0.009**	146.91	114.23	-3.71	0.000***	137.24	119.11	-2.12	0.034*
Information centre									151.08	110.34	-4.58	0.000***	157.03	100.08	-6.42	0.000***
Accommodation					137.57	116.68	-2.43	0.015*					154.85	102.18	-6.04	0.000***
Transportation system					137.26	116.98	-2.35	0.019*	146.57	114.54	-3.64	0.000***	153.62	103.37	-5.72	0.000***
Restaurant					142.42	111.94	-3.61	0.000***	139.84	120.82	-2.26	0.024*	151.90	105.02	-5.45	0.000***
Hygienic food	146.66	127.86	-2.29	0.022*	145.02	109.40	-4.34	0.000***					142.88	113.69	-3.59	0.000***
Price of good and services									140.47	120.24	-2.32	0.020*	143.80	112.81	-3.59	0.000***
Banking and money changing					138.64	115.63	-2.63	0.008**	147.42	113.75	-3.78	0.000***	145.32	111.35	-3.87	0.000***
Mobile phone	118.09	152.16	-3.77	0.000***					150.76	110.63	-4.42	0.000***	152.79	104.17	-5.41	0.000***
Internet									161.17	100.93	-6.64	0.000***	156.26	100.82	-6.18	0.000***
TV service	121.50	149.25	-3.03	0.002**					159.86	102.14	-6.33	0.000***	162.78	94.55	-7.54	0.000***
Clean facilities													142.65	113.91	-3.35	0.001**
Treated water					139.68	114.62	-2.99	0.003**					147.03	109.70	-4.42	0.000***
24-hour electricity					137.08	117.16	-2.43	0.015*	142.51	118.51	-2.89	0.004**	153.42	103.56	-5.81	0.000***
Modern infrastructure					143.63	110.76	-3.85	0.000***	152.74	108.79	-5.03	0.000***	166.55	90.93	-8.59	0.000***
Nightlife and entertainment	116.23	153.73	-4.03	0.000***	110.93	142.70	-3.55	0.000***	140.02	120.65	-2.15	0.032*	144.71	111.93	-3.66	0.000***
Unique and quality souvenirs	124.00	147.13	-2.51	0.012*					161.99	100.16	-6.79	0.000***	152.43	104.51	-5.29	0.000***
Adventurous activities									141.90	118.90	-2.57	0.010*				
Shopping opportunities									157.72	104.33	-5.90	0.000***	157.48	99.65	-6.48	0.000***

*p<0.05 **p<0.01 ***p<0.001

The Mann-Whitney U-test demonstrates significant differences in destination attributes between the Malay and other tourist groups at Perhentian, Redang and Langkawi Islands. The significant differences are presented in Tables 6.21 and 6.22.

The smallest number of significant differences is noted between the Malay and the Chinese tourists at **Perhentian and Redang Islands** (14 out of the total 24 variables). The most significant differences between **the Malay and Chinese tourists** (at $p<0.001$) relate to only 8 variables:

* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of quality accommodation.*
* Malay tourists place more emphasis on *availability of efficient transportation system.*
* Malay tourists place more emphasis on *availability of variety of restaurants.*
* Malay tourists place more emphasis on *availability of hygienic food.*
* Malay tourists place more emphasis on *price of good and services.*
* Malay tourists place more emphasis on *availability of clean facilities.*
* Malay tourists place more emphasis on *availability of treated water.*

Although significant differences in destination attributes between **the Malay and the Chinese tourists at Langkawi Island** relate to 18 variables, only 6 variables are significant at $p<0.001$:

* Malay tourists place more emphasis on *popular image of the destination.*
* Malay tourists place more emphasis on *safety of the destination.*
* Malay tourists place more emphasis on *unpolluted environment.*
* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of mobile phone service.*
* Malay tourists place more emphasis on *availability of treated water.*

Compared with the Chinese tourists, the Malay tourists on Perhentian and Redang Islands seem to be more concerned about the natural beauty of the islands, availability of transport, availability of facilities and basic amenities. There is a considerable difference in the attributes emphasisd for the small and large islands. The emphasis is not dissimilar to those identified by the hosts. The small islands appear to have some difficulties with the issue of quality (accommodation, transport, food, water and facilities). The large island has perceived attribute difficulties with pollution, safety and image, while the mobile phone services is selected again possibly because of the business tourism to the larger island.

The Malay versus the English tourists reveals that significant differences are associated to 23 values. The most extreme differences between **the Malay and the English tourists at Perhentian and Redang Islands** relate to 16 variables at ($p<0.001$):

* Malay tourists place more emphasis on *popular image of the destination.*
* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of efficient information centre.*
* Malay tourists place more emphasis on *availability of quality accommodation.*
* Malay tourists place more emphasis on *availability of efficient transportation system.*
* Malay tourists place more emphasis on *availability of variety of restaurants.*
* Malay tourists place more emphasis on *price of good and services.*
* Malay tourists place more emphasis on *availability of mobile phone services.*
* Malay tourists place more emphasis on *availability of internet service.*
* Malay tourists place more emphasis on *availability of TV service.*
* Malay tourists place more emphasis on *availability of treated water.*
* Malay tourists place more emphasis on *availability of 24-hour electricity.*
* Malay tourists place more emphasis on *availability of modern infrastructure.*
* Malay tourists place more emphasis on *availability of nightlife and entertainment.*
* Malay tourists place more emphasis on *availability of unique and quality souvenirs.*
* Malay tourists place more emphasis on *availability of shopping opportunities.*

The most significant differences between **the Malay and English tourists at Langkawi Island** (at $p<0.001$) relate to 14 variables:

* Malay tourists place more emphasis on *popular image of the destination.*
* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of efficient information centre.*
* Malay tourists place more emphasis on *availability of efficient transportation system.*
* Malay tourists place more emphasis on *price of good and services.*
* Malay tourists place more emphasis on *availability of banking and money changing.*
* Malay tourists place more emphasis on *availability of mobile phone service.*
* Malay tourists place more emphasis on *availability of internet service.*
* Malay tourists place more emphasis on *availability TV service.*
* Malay tourists place more emphasis on *availability of 24-hour electricity.*
* Malay tourists place more emphasis on *availability of modern infrastructure.*
* Malay tourists place more emphasis on *availability of nightlife and entertainment.*
* Malay tourists place more emphasis on *availability of unique and quality souvenirs.*
* Malay tourists place more emphasis on *availability of shopping opportunities.*

When comparing the Malay tourists with the English and European tourists, the Malay tourists at both destinations seem to have a similar view to the hosts, with regard to the importance of destination attributes.

As expected, **the Malay versus European tourists at Perhentian and Redang Islands** produces the largest number of extreme differences in destination attributes. In total, the most significant differences (at $p<0.001$) relate to 21 variables:

* Malay tourists place more emphasis on *popular image of the destination.*
* Malay tourists place more emphasis on *safety of the destination.*
* Malay tourists place more emphasis on *unpolluted environment.*

* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of efficient information centre.*
* Malay tourists place more emphasis on *availability of quality accommodation.*
* Malay tourists place more emphasis on *availability of efficient transportation system.*
* Malay tourists place more emphasis on *availability of variety of restaurants.*
* Malay tourists place more emphasis on *availability of hygienic food.*
* Malay tourists place more emphasis on *price of good and services.*
* Malay tourists place more emphasis on *availability of banking and money changing.*
* Malay tourists place more emphasis on *acceptance of credit card.*
* Malay tourists place more emphasis on *availability of mobile phone services.*
* Malay tourists place more emphasis on *availability of internet service.*
* Malay tourists place more emphasis on *availability of TV service.*
* Malay tourists place more emphasis on *availability of clean facilities.*
* Malay tourists place more emphasis on *availability of treated water.*
* Malay tourists place more emphasis on *availability of 24-hour electricity.*
* Malay tourists place more emphasis on *availability of modern infrastructure.*
* Malay tourists place more emphasis on *availability of nightlife and entertainment.*
* Malay tourists place more emphasis on *availability of unique and quality souvenirs.*
* Malay tourists place more emphasis on *availability of adventurous activities.*
* Malay tourists place more emphasis on *availability of shopping opportunities.*

The largest number of significant differences is also found between **the Malay and European tourists at Langkawi Island**. In total, significant differences relate to 22 variables. Among these variables, 20 variables are significant at $p<0.001$:

* Malay tourists place more emphasis on *popular image of the destination.*
* Malay tourists place more emphasis on *safety of the destination.*
* Malay tourists place more emphasis on *unpolluted environment.*
* Malay tourists place more emphasis on *exotic environment.*
* Malay tourists place more emphasis on *availability of efficient information centre.*
* Malay tourists place more emphasis on *availability of quality accommodation.*
* Malay tourists place more emphasis on *availability of efficient transportation system.*
* Malay tourists place more emphasis on *availability of variety of restaurants.*
* Malay tourists place more emphasis on *price of good and services.*
* Malay tourists place more emphasis on *availability of banking and money changing.*
* Malay tourists place more emphasis on *availability of mobile phone services.*
* Malay tourists place more emphasis on *internet facility.*
* Malay tourists place more emphasis on *availability of TV service.*
* Malay tourists place more emphasis on *availability of clean facilities.*
* Malay tourists place more emphasis on *availability of treated water.*
* Malay tourists place more emphasis on *availability of 24-hour electricity.*
* Malay tourists place more emphasis on *availability of modern infrastructure.*
* Malay tourists place more emphasis on *availability of the nightlife and entertainment.*
* Malay tourists place more emphasis on *availability of unique and quality souvenirs.*
* Malay tourists place more emphasis on *availability of shopping opportunities.*

Comparison of the Malay tourists and the other tourist groups (Chinese, English and European) at both destinations shows the differences in needs for the different groups. In general, Malay tourists are probably the most demanding among all the groups as

many attributes seem to be more important to them compared with the other three groups.

Table 6.21: The Mann-Whitney U-tests of significant differences in destination attributes between Malay tourists and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chinese (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Popular image	134.02	111.53	-2.60	0.009**	148.20	83.69	-7.42	0.000***	193.16	102.67	-9.38	0.000***
Safety					130.31	104.01	-3.25	0.001**	176.42	115.83	-6.56	0.000***
Unpolluted environment	132.96	112.63	-2.51	0.012*	129.20	105.27	-3.00	0.003**	172.21	119.14	-5.82	0.000***
Exotic environment	140.54	104.73	-4.26	0.000***	139.26	93.85	-5.42	0.000***	173.67	118.00	-5.97	0.000***
Information centre	134.82	110.69	-2.81	0.005**	144.24	88.19	-6.54	0.000***	186.68	107.77	-8.29	0.000***
Accommodation	140.27	105.01	-4.15	0.000***	147.07	84.96	-7.28	0.000***	186.10	108.22	-8.23	0.000***
Transportation system	140.99	104.26	-4.32	0.000***	146.05	86.13	-7.09	0.000***	185.39	108.78	-8.15	0.000***
Restaurant	144.34	100.78	-5.13	0.000***	139.11	94.01	-5.39	0.000***	176.34	115.90	-6.47	0.000***
Hygienic food	148.20	96.75	-6.13	0.000***	130.91	103.33	-3.46	0.001**	164.59	125.13	-4.40	0.000***
Price of good and services	142.30	102.90	-4.66	0.000***	138.16	95.09	-5.15	0.000***	171.51	119.69	-5.63	0.000***
Banking and money changing					128.75	105.78	-2.66	0.008**	162.77	126.57	-3.80	0.000***
Credit card					131.36	102.82	-3.29	0.001**	159.79	128.91	-3.23	0.001**
Mobile phone	136.95	108.47	-3.37	0.001**	152.01	79.35	-8.40	0.000***	197.52	99.25	-10.21	0.000***
Internet					134.28	99.50	-4.00	0.000***	168.28	122.23	-4.79	0.000***
TV service	136.63	108.80	-3.14	0.002**	152.11	79.24	-8.33	0.000***	192.54	103.16	-9.25	0.000***
Clean facilities	139.15	106.18	-3.87	0.000***	131.54	102.62	-3.48	0.001**	170.04	120.85	-5.25	0.000***
Treated water	142.50	102.69	-4.78	0.000***	136.49	96.99	-4.84	0.000***	174.26	117.53	-6.18	0.000***
24-hour electricity	131.34	114.31	-2.05	0.040*	148.62	83.20	-7.68	0.000***	188.24	106.24	-8.60	0.000***
Modern infrastructure					139.98	93.02	-5.44	0.000***	180.32	112.77	-7.07	0.000***
Nightlife and entertainment					138.28	94.96	-5.00	0.000***	178.68	114.06	-6.73	0.000***
Unique and quality souvenirs					151.54	79.89	-8.20	0.000***	195.08	101.16	-9.72	0.000***
Adventurous activities					127.56	107.14	-2.40	0.016*	158.63	129.82	-3.06	0.002**
Opportunities to see wildlife												
Shopping opportunities					147.02	85.02	-7.10	0.000***	185.80	108.46	-8.01	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table 6.22: The Mann-Whitney U-tests of significant differences in destination attributes between Malay and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Popular image	153.50	120.20	-3.64	0.000***	176.61	101.93	-7.93	0.000***	181.27	91.20	-9.59	0.000***
Safety	153.34	120.38	-3.81	0.000***	152.07	128.86	-2.69	0.007**	156.49	119.23	-4.28	0.000***
Unpolluted environment	155.48	117.92	-4.24	0.000***	155.59	124.99	-3.45	0.001**	156.07	119.70	-4.11	0.000***
Exotic environment	162.74	109.59	-5.86	0.000***	171.86	107.15	-7.04	0.000***	164.09	110.63	-5.95	0.000***
Information centre	148.26	126.21	-2.46	0.014*	167.56	111.87	-6.03	0.000***	173.27	100.25	-7.91	0.000***
Accommodation									163.23	111.60	-5.75	0.000***
Transportation system	150.18	124.01	-2.92	0.003**	160.13	120.01	-4.40	0.000***	167.64	106.62	-6.70	0.000***
Restaurant	151.38	122.63	-3.26	0.001**					161.39	113.68	-5.35	0.000***
Hygienic food	147.82	126.72	-2.40	0.016*	132.05	150.82	-2.25	0.025*				
Price of good and services	149.41	124.89	-2.75	0.006**	157.04	123.41	-3.72	0.000***	160.24	114.98	-5.03	0.000***
Banking and money changing	151.97	121.96	-3.32	0.001**	161.31	118.72	-4.64	0.000***	159.36	115.98	-4.80	0.000***
Credit card									151.44	124.93	-2.88	0.004**
Mobile phone	156.16	117.14	-4.29	0.000***	174.72	104.01	-7.55	0.000***	176.65	96.43	-8.60	0.000***
Internet					171.41	107.64	-6.75	0.000***	166.25	108.18	-6.20	0.000***
TV service	150.89	123.20	-3.00	0.003**	180.97	97.15	-8.84	0.000***	183.45	88.74	-10.04	0.000***
Clean facilities	146.37	128.39	-2.02	0.043*					154.54	121.42	-3.71	0.000***
Treated water	154.28	119.30	-4.07	0.000***					161.51	113.35	-5.46	0.000***
24-hour electricity	150.89	123.19	-3.29	0.001**	156.46	124.46	-3.78	0.000***	166.88	107.48	-6.70	0.000***
Modern infrastructure	148.57	125.86	-2.53	0.011*	157.70	122.68	-3.83	0.000***	172.16	101.51	-7.70	0.000***
Nightlife and entertainment					167.31	112.14	-5.82	0.000***	170.24	103.67	-7.05	0.000***
Unique and quality souvenirs	152.13	121.78	-3.26	0.001**	182.53	95.44	-9.18	0.000***	172.34	101.30	-7.53	0.000***
Adventurous activities					155.34	125.26	-3.22	0.001**	150.01	126.55	-2.52	0.012*
Opportunities to see wildlife												
Shopping opportunities	146.56	128.17	-2.01	0.045*	173.95	104.86	-7.35	0.000***	174.04	99.38	-8.00	0.000***

*p<0.05 **p<0.01 ***p<0.001

Tables 6.23 and 6.24 show the results of the Mann-Whitney U-test of the significant differences in destination attributes among other tourist groups (Chinese, English and European) at Perhentian, Redang and Langkawi Islands.

At Langkawi Island, the greatest differences are evident between the Chinese and European tourists. This is followed by the Chinese versus English tourists. The English and European tourist groups produce the smallest number of the significant differences in destination attributes.

A comparison between **the Chinese and English tourists at Perhentian and Redang Islands** in destination attributes reveals that significant differences are related to 17 variables. Among these variables, 12 are significant at $p<0.001$:

* Chinese tourists place more emphasis on *popular image of the destination.*
* Chinese tourists place more emphasis on *availability of efficient information centre.*
* Chinese tourists place more emphasis on *availability of quality accommodation.*
* Chinese tourists place more emphasis on *acceptance of credit card.*
* Chinese tourists place more emphasis on *availability of mobile phone services.*
* Chinese tourists place more emphasis on *availability of internet service.*
* Chinese tourists place more emphasis on *availability of TV service.*
* Chinese tourists place more emphasis on *availability of 24-hour electricity.*
* Chinese tourists place more emphasis on *availability of modern infrastructure.*
* Chinese tourists place more emphasis on *availability of nightlife and entertainment.*
* Chinese tourists place more emphasis on *availability of unique and quality souvenirs.*
* Chinese tourists place more emphasis on *availability of shopping opportunities.*

The most significant differences between **the Chinese and English tourists at Langkawi Island** (at $p<0.001$) are related to:

* Chinese tourists place more emphasis on *popular image of destination.*
* Chinese tourists place more emphasis on *availability of efficient information centre.*
* Chinese tourists place more emphasis on *availability of mobile phone services.*
* Chinese tourists place more emphasis on *availability of internet service.*
* Chinese tourists place more emphasis on *availability of TV service.*
* Chinese tourists place more emphasis on *availability of nightlife and entertainment.*
* Chinese tourists place more emphasis on *availability of unique and quality souvenirs.*
* Chinese tourists place more emphasis on *availability of shopping opportunities.*
* English tourists place more emphasis on *availability of hygienic foods.*

A comparison between the Chinese and the English tourists at both destinations show that the Chinese are more concerned with destination image, availability of facilities, availability of modern infrastructure, as well as entertainment activities. Unlike the Chinese tourists, the English tourists on Langkawi Island seem to be more concerned about cleanliness, particularly with regard to food. These results, following from the

previous discussion, indicate that the Chinese are the third most concerned cultural group with attributes, following the hosts (first) and Malay tourists (second).

Significant differences between **the Chinese and the European tourists at Perhentian and Redang Islands** are related to 19 variables and 16 variables are found to be significant at $p<0.001$:

* Chinese tourists place more emphasis on *popular image of the destination.*
* Chinese tourists place more emphasis on *safety of the destination.*
* Chinese tourists place more emphasis on *unpolluted environment.*
* Chinese tourists place more emphasis on *information centre.*
* Chinese tourists place more emphasis on *availability of quality accommodation.*
* Chinese tourists place more emphasis on *availability of efficient transportation system.*
* Chinese tourists place more emphasis on *availability of banking and money changing.*
* Chinese tourists place more emphasis on *acceptance of credit card.*
* Chinese tourists place more emphasis on *availability of mobile phone services.*
* Chinese tourists place more emphasis on *availability of internet facility.*
* Chinese tourists place more emphasis on *availability of TV service.*
* Chinese tourists place more emphasis on *availability of 24-hour electricity.*
* Chinese tourists place more emphasis on *availability of modern infrastructure.*
* Chinese tourists place more emphasis on *availability of nightlife and entertainment.*
* Chinese tourists place more emphasis on *availability of unique and quality souvenirs.*
* Chinese tourists place more emphasis on *availability of shopping opportunities*

The most significant differences between **the Chinese and European tourists at Langkawi Island** (at $p<0.001$) relate to:

* Chinese tourists place more emphasis on *popular image of destination.*
* Chinese tourists place more emphasis on *availability of efficient information centre.*
* Chinese tourists place more emphasis on *availability of quality of accommodation.*
* Chinese tourists place more emphasis on *availability of efficient transportation system.*
* Chinese tourists place more emphasis on *availability of mobile phone services.*
* Chinese tourists place more emphasis on *availability of internet facility.*
* Chinese tourists place more emphasis on *availability of TV service.*
* Chinese tourists place more emphasis on *availability of modern infrastructure.*
* Chinese tourists place more emphasis on *availability of nightlife and entertainment.*
* Chinese tourists place more emphasis on *availability of unique and quality souvenir.*
* Chinese tourists place more emphasis on *availability of shopping opportunities.*

Again, when comparing the Chinese with European tourists, the Chinese seem to be more concerned about the same issues as the comparison between Chinese and the English tourists. However, the number of differences is larger between the Chinese and the European tourists, compared with the English tourists. In the comparison throughout the differences between the small and large islands, the focus is on the quality of provision on the small islands, and more general issues on the larger island. However, the emphasis varies slightly between the cultural groups.

A comparison between **the English and the European tourists at Perhentian and Redang Islands** only produces significant differences related to 5 variables and none of the variables are significant at $p<0.001$.

On the other hand, the most significant differences between **the English and European tourists at Langkawi Island** (at $p<0.001$) relate to:

* English tourists place more emphasis on *availability of quality accommodation.*
* English tourists place more emphasis on *availability of variety of restaurants.*
* English tourists place more emphasis on *availability of hygienic food.*
* English tourists place more emphasis on *availability of clean facilities.*
* English tourists place more emphasis on *availability of treated water.*
* English tourists place more emphasis on *availability of modern infrastructure.*

When the English and European tourists are compared on Perhentian and Redang Islands, they seem to share similar perceptions towards the importance of destination attributes. However, the English tourists on Langkawi seem to be more concernd about infrastructure, facilities and basic amenities at their travel destination compared with the European tourists. These two cultural groupings are the least concerned with attributes and the English are somewhat more concerned than the European tourists. When comparing these three groups (Chinese, English and European), it can be concluded that the European tourists are the most flexible and the least fussy compared with tourists from other cultures. This is followed with the English and the Chinese tourists. However, to the contrary, the Malay tourists could be labelled as the most demanding tourists.

The Mann-Whitney U-test for this part has shown that there are differences in the importance of destination attributes between host and tourist groups. Therefore, general hypothesis 5 (***there are differences in the importance of destination attributes between host and guest communities)*** can be accepted. As a result, we can conclude that the selection of destination attributes may be influenced by culture.

The total results of the Mann-Whitney U-test are presented in Appendixes B to D.

Table 6.23: The Mann-Whitney U-tests of significant differences in destination attributes between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Popular image	140.50	88.22	-6.12	0.000***	185.16	105.92	-8.29	0.000***	147.62	126.27	-2.26	0.024*
Safety	126.04	104.00	-2.73	0.006**	171.73	116.06	-6.07	0.000***	151.43	123.63	-3.05	0.002**
Unpolluted environment					157.03	127.15	-3.29	0.000***	149.53	124.95	-2.74	0.006**
Exotic environment	123.45	106.82	-2.03	0.042*	153.28	129.97	-2.53	0.011*				
Information centre	134.21	95.09	-4.66	0.000***	175.07	113.53	-6.56	0.000***				
Accommodation	132.74	96.69	-4.34	0.000***	167.43	119.30	-5.18	0.000***				
Transportation system	128.68	101.12	-3.33	0.001**	162.54	122.99	-4.27	0.000***				
Restaurant												
Hygienic food	104.39	127.62	-2.84	0.005**	128.09	148.99	-2.29	0.022*				
Banking and money changing	125.43	104.67	-2.47	0.014*	160.12	124.82	-3.78	0.000***				
Credit card	133.18	96.21	-4.36	0.000***	164.33	121.64	-4.55	0.000***				
Mobile phone	145.16	83.14	-7.24	0.000***	189.67	102.51	-9.12	0.000***				
Internet	132.79	96.64	-4.26	0.000***	168.50	118.49	-5.28	0.000***				
TV service	145.03	83.28	-7.15	0.000***	183.15	107.43	-7.91	0.000***				
Clean facilities									146.85	126.80	-2.18	0.029*
24-hour electricity	141.16	87.51	-6.30	0.000***	178.51	110.93	-7.12	0.000***				
Modern infrastructure	138.91	89.96	-5.77	0.000***	180.79	109.22	-7.55	0.000***				
Nightlife and entertainment	133.18	96.22	-4.31	0.000***	172.20	115.70	-5.92	0.000***				
Unique and quality souvenirs	148.72	79.26	-8.09	0.000***	192.17	100.63	-9.56	0.000***				
Opportunities to see wildlife					152.97	130.21	-2.49	0.013*	146.87	126.79	-2.19	0.029*
Shopping opportunities	146.36	81.84	-7.55	0.000***	186.05	105.25	-8.46	0.000***				

*p<0.05 **p<0.01 ***p<0.001

Table 6.24: The Mann-Whitney U-tests of significant differences in destination attributes between tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Popular image	154.70	109.34	-4.97	0.000***	160.96	98.52	-6.90	0.000***				
Information centre	147.86	115.88	-3.59	0.000***	154.29	105.09	-5.53	0.000***	141.85	122.86	-2.11	0.035*
Accommodation					145.96	113.29	-3.76	0.000***	151.85	112.55	-4.47	0.000***
Transportation system					145.80	113.45	-3.68	0.000***	142.79	121.89	-2.35	0.019*
Restaurant									147.65	116.88	-3.51	0.000***
Hygienic food	112.61	149.54	-4.42	0.000***					147.33	117.21	-3.64	0.000***
Mobile phone	150.38	113.46	-4.06	0.000***	152.54	106.82	-5.07	0.000***				
Internet	154.47	109.56	-4.91	0.000***	149.43	109.88	-4.37	0.000***				
TV service	160.06	104.22	-6.09	0.000***	163.24	96.28	-7.34	0.000***				
Clean facilities	120.59	141.93	-2.48	0.013*					150.54	113.90	-4.23	0.000***
Treated water	118.51	143.91	-2.98	0.003**					150.81	113.62	-4.30	0.000***
24-hour electricity					143.74	115.48	-3.22	0.001**	145.79	118.80	-3.04	0.002**
Modern infrastructure					151.69	107.65	-4.98	0.000***	149.84	114.63	-3.94	0.000***
Nightlife and entertainment	156.25	107.86	-5.28	0.000***	159.17	100.28	-6.47	0.000***				
Unique and quality souvenirs	158.26	105.94	-5.71	0.000***	149.68	109.63	-4.39	0.000***				
Adventurous activities	144.98	118.62	-2.91	0.004**	139.69	119.47	-2.25	0.024*				
Shopping opportunities	155.24	108.52	-5.11	0.000***	155.14	104.25	-5.64	0.000***				

*p<0.05 **p<0.01 ***p<0.001

6.3 Comparison of the results of Mann-Whitney U-Test

The Mann-Whitney U-test has recognised a number of significant differences between the sample groups on the three islands (Perhentian, Redang and Langkawi) related to cultural values and rules of behaviour. The total number of variables undertaken in this study for cultural values and rules of behaviour are 67. Table 6.25 below shows the largest number of significant differences in cultural values and rules of behaviour are found between hosts and the European tourists (39 out of 67), followed by hosts versus the English tourists (38 out of 67) and hosts versus the Chinese tourists (28 out of 67). The smallest number of significant differences is found between hosts and the Malay tourists (6 out of 67).

The Mann-Whitney U-test also identified a number of significant differences among tourist samples. As indicated in Tables 6.25, the largest number of significant differences in cultural values and rules of behaviour between the tourist groups is found between the Malay and European tourists (39 out of 67). The Malay and English tourists rank the second (29 out of 67), followed by the Chinese versus English tourists (22 out of 67), the Chinese versus European tourists (20 out of 67), the English versus European tourists (18 out of 67) and the Malay versus Chinese tourists (15 values).

The Mann-Whitney U-test shows that cultural values such as a comfortable life, national security, self-respect, wisdom, ambitious, clean, courageous, logical, loving, obedient, polite and responsible are more important to hosts and the Malay tourists compared with the other tourist groups. In addition, values such as a world of beauty, salvation, imaginative are also important to the hosts compared with the English tourists. In comparison to the European tourists, hosts seem to emphasis values such as equality, pleasure and capability.

Table 6.25: Number of significant differences between sample groups at Perhentian, Redang and Langkawi Islands (at p<0.001)

Grouping	Values (33 variables)	Rules of Behaviour (34 variables)	Total (67 variables)
Host/Malay	0	6	6
Host/Chinese	13	15	34
Host/English	17	21	38
Host/European	18	21	39
Malay/Chinese	6	9	15
Malay/English	11	18	29
Malay/European	21	18	39
Chinese/English	9	13	22
Chinese/European	8	12	20
English/European	7	11	18

With regard to the rules of behaviour, hosts seem to be different from the two tourist groups of Malay and Chinese, particularly in relation to criticizing others in public, acknowledging others' birthday, swearing in front others, asking personal questions of others and showing emotion in front of others. The analysis also identifies a number of rules of behaviour that are more important to the English and European tourists compared with the local hosts such as expressing personal opinion, taking time to develop relationships, intentionally touching others, swearing in front others, asking others for personal advice, asking personal questions of others, showing interest in others, showing emotion in others and talking about sensitive issues. The cultural differences in values and rules of behaviour are not to be unexpected and they tend to reflect well known differences discussed in the literature review between the East and the West. It is not surprising that the Malay tourists and hosts share similar cultural aspects and that the differences between the hosts and the Chinese and the Malay tourists and the Chinese are less than the differences between the English/European groupings and the Malay hosts and tourists.

In examining different perceptions, expectations and destination attributes more concern is placed upon the question of small islands with the large island of Langkawi used as a benchmark. With reference to this analysis, it seems that hosts and the Malay tourists tend to believe that tourism generates positive impacts on the local population and the ambience of Perhentian and Redang Islands, including generating

more employment opportunities for the local people, attracting investment, increasing the variety of goods, improving the transportation system and providing incentives for conservation of natural resources and maintenance of historical buildings. However, the other three tourist groups (Chinese, English and European) seem to believe that the development of the tourism on Perhentian and Redang Islands has resulted in negative impacts, particularly related to prices. In contrast to the Malay and Chinese tourists, the English and European tourists seem to be concerned about the environmental impact on Perhentian and Redang Islands. They also perceive that the influx of tourists on these two islands has resulted in unpleasant crowded tourism places. Nevertheless, both the English and European tourists seem to regard the opportunity to meet locals as a valuable and memorable experience.

However, the results of the Mann-Whitney U-test for Langkawi Island show that all of the tourist groups perceive that the development of tourism on the island has resulted in negative economic and socio-cultural impacts. On the other hand, hosts on this island also share similar views to the hosts on Perhentian and Redang Islands, whereby they believe that tourism has brought a great number of positive impacts to their community and the environment of the islands.

The analysis of the mutual expectations between hosts and tourist groups on Perhentian and Redang Islands shows that in general, all of the tourists seem to expect the local hosts to be able to perform the services required, being helpful, being able to solve problems quickly, being responsive to their needs, and to have an opportunity to experience host culture and socialise with the local hosts. However, among all the tourist groups, the Malay tourists seem to have higher expectations of the local hosts as they also expect local hosts to keep them informed, listen to them, anticipate their needs and understand their needs as well as offer individualised attention. On the contrary, hosts expect the tourists (domestic and international) to understand and to be sensitive to their culture and customs.

For Langkawi Island, all of the tourist groups seem to have similar expectations towards the local hosts, such as expecting hosts to dress neatly, being able to perform the services required, being responsive to their needs, being helpful, being able to answer all questions, being easy to find, being easy to talk to, keeping them informed,

anticipating their needs, to provide individualised attention and to have an opportunity to experience host culture and socialise with the local hosts. Judging from the higher number of significant differences in expectations between hosts and the tourist groups at Langkawi Island, tourists to Langkawi Island seem to have higher expectations towards hosts, compared with tourists on Perhentian and Redang Islands. In a similar way to Perhentian and Redang Island hosts, the local hosts on Langkawi Island also expect the tourists, especially the English and European tourists, to be more sensitive and respect their culture and customs.

With regard to destination attributes, hosts on Perhentian and Redang Islands perceive that all of the attributes investigated in this study are important for the tourists. However, the English and European tourists do not seem to place much concern on the destination attributes as their scores for the attributes are low, compared with the hosts and the other tourist groups (Chinese and Malay). This might indicate that both the English and the European tourists are less demanding in comparison to the Malay and Chinese tourists in choosing the quality and infrastructure for their island vacation. The analysis on Langkawi Island also reveals the same outcomes as Perhentian and Redang Islands, whereby both the English and European tourists seem to be more flexible, compared with the Malay and Chinese tourists.

The differences in the importance of destination attributes may also relate to the different needs for the different groups. These differences, especially between the hosts and the English and Europeans might occur as a result of significant differences in culture. Therefore, in order to offer products and services that can fulfil the needs of all the tourist groups, particularly to small island destinations, it is also important to gain an in-depth understanding of the influence of culture with regard to destination attributes.

6.4 Concluding remarks

The Mann-Whitney U-test has identified many significant differences relating to cultural values, rules of behaviour, perceptions, expectations and destination attributes,

not only between the host and tourist groups at Perhentian, Redang and Langkawi Islands, but among the tourist groups as well.

The comparison of cultural values and rules of behaviour has been undertaken on the basis of cultural groups, regardless of the size of island. This is because the values and rules of behaviour are measures of culture that are unlikely to be affected by destination. With regard to cultural values, hosts dominate by placing more emphasis upon all the cultural values compared to the other groups. Hosts are seen to view their life as part of national group, religious order and a need to be responsible. They also see the need to be self-controlled relative to the English and Europeans. Malay values are not very different from the hosts as both of them share the same culture. The Malay tourists seemed to emphasise quality of life overall. The Chinese tend to have values similar to the Malay tourists, such as self-control, obedience, logic, religion and politeness. However, the English seem to stand out from other groups by looking for life fulfilment and freedom. Although the English see their values as different from the Europeans and related to a sense of accomplishment, family security, mature love, ambitious, capabality, loving and polite; the Europeans do not see their values as different from the English and see little differences with the Chinese. Overall, the cultural values tend to be those expected for the differences between the East and West as discussed in the literature review.

The comparison of rules of behaviour between the sample groups indicates that hosts and Malay tourist rules of behaviour seem to be different from the other tourist groups in many ways such as, criticizing others in public, acknowledging others' birthday, swearing in front of others, asking personal questions of others and showing emotion in front of others. In short, compared with the other tourist groups, hosts and the Malay tourists seem to be more reserved, seek conflict avoidance and are sensitive of others' feeling. Host and Malay tourist rules of behaviour also seem to be significantly different to the English and the European tourists in regard to expressing personal opinions, taking time to develop relationships, intentionally touching others, swearing in front of others, asking others for personal advice, asking personal question of others, showing interest in others, showing emotion in front of others and talking about sensitive issues. In general, the other theree groups are seen to be more open in their behaviour. Again the rules of behaviour follow from cultural values and replicate

other well documented findings on the differences between collectivist Eastern and independent Western cultures.

The study of perceptions, expectations and the importance of destination attributes are focused upon determining whether differences exist not only between the sample groups but for the different island locations as well. The Mann-Whitney U-test identified significant differences relating to perceptions towards tourism. In general, both hosts at the three destinations (Perhentian, Redang and Langkawi Islands) perceive that tourism development contributes to positive economic, socio-cultural and environmental impacts. However, the majority of the tourist groups, particularly the English and European tourists seem to perceive that tourism is a contributor to negative impacts on the island destinations, with a stronger emphasis on the larger island. The negative perceptions are mainly related to prices and environmental problems. Among the tourist groups, the Malay tourists seem to hold views very similar to the hosts, while the Chinese seem to share similar negative perceptions with the Malay tourists. This may be explained by the fact that more than 70% of the Chinese respondents are also Malaysian. Although the English tourists point out more negative impact from tourism, the English tourists on the small islands seemed to be more supportive of the positive view of the hosts. When comparing the Chinese with the English and the European tourists, the Chinese seemed to be less perceptive compared with the other two groups. Unlike the other three groups, both the English and the European tourists seemed to place more concern on the opportunity to meet local hosts and experience their unique culture and customs.

With regard to expectations, hosts at both island destinations (small and large islands) place emphasis on tourist understanding of their culture and customs. At the same time, hosts also expect tourists to respect their religion. This issue has been highlighted more by the hosts on the small islands compared to the hosts on the large island. Additionally, hosts on small islands also expect tourists to solve some of their problems and not to rely on the hosts all the time. On the other hand, all of the tourist groups seem to have high expectations towards hosts in terms of services offered. Judging from the higher number of differences in expectations between hosts and tourist groups on Langkawi Island, tourists to the large island seemed to be far more demanding than those to small island destinations. In general, all of the tourists groups

emphasise issues of responsiveness, capability, understanding about tourists, accessibility, competency, courtesy and communication. Among the four tourist groups, the Malay tourists seemed to be the most demanding, while the European tourists are the most flexible. Unlike the other groups, the Malay tourists and the English tourists also place some importance on physical appearance. All of the tourist groups expect to have an opportunity to experience local culture and to socialise with the local hosts, particularly the English and European tourists.

The analysis of destination attributes demonstrates that hosts at both the smaller islands (Perhentian and Redang) and larger island (Langkawi) perceive all of the attributes undertaken for this study as important to incoming tourists, regardless of culture. However, the English and European tourists place less emphasis on destination attributes, compared with the Malay and Chinese tourists. This indicates that the English and European tourists are more flexible compared with the Malay and Chinese tourists in choosing holiday destinations, particularly island destinations with regard to the quality of attributes, and this is particularly the case for small islands. Unlike the other groups, the Malay and Chinese tourists on the large island place great concern on the availability of entertainment and nightlife. At the same time, the Malay tourists also emphasise the availability of a mobile phone service. On the other hand, the English and the European tourists focus more on the availability of facilities at the destination, with the English also stressing the issue of hygiene. With reference to this analysis, the Malay tourists could be labelled as the most demanding tourists, followed by the Chinese and the English, while the European tourists are the most flexible tourists.

The findings have identified a large number of individual variable differences between hosts and guests and between the guest cultures. The Mann-Whitney U-test also identified differences between the small and large islands. All of these findings support the conclusion that the general hypotheses are true, whereby differences exist between the cultural groups.

Although the Mann-Whitney U-test found many significant differences among the samples related to cultural values, rules of behaviour, perceptions, expectations and destination attributes, the test can only explain the existence of differences between the

sample groups based on individual variables. The test does not have the ability to explain whether the existence of the differences between the sample groups is conceptual. It is very unlikely that people (hosts and tourists) think of the differences as discrete variables. They are more likely to group the variables into concepts and thereby conceptualise differences. In order to overcome this problem in interpreting the data and the differences identified in this chapter, a further analysis is needed. Principal Component Analysis (PCA) is the most obvious method to use in order to isolate the groups of variables that differ and to identify concepts that allow for a conceptual analysis. Therefore, Chapter Seven conducts a Principal Components Analysis (PCA) of the data and attempts to further test the general hypotheses stated in Chapter Three.