CONFERENCE PROCEEDING
THE 6th TOURISM OUTLOOK CONFERENCE
Incorporating
THE 2nd COASTAL, ISLAND & TOURISM CONFERENCE
and
THE 2nd INTERNATIONAL DIVE TOURISM EXPERT MEETING

April 22—24, 2013
Le Meridian Hotel, Kota Kinabalu Hotel, Malaysia

Jointly organised by:
Coastal, Island and Tropical Tourism: Global Impacts, Local Resilience

22nd to 24th April 2013
Kota Kinabalu, Sabah, Malaysia

The 6th Tourism Outlook Conference
incorporating
The 2nd Coastal, Island & Tropical Tourism Conference
and
The 2nd International Dive Tourism Expert Meeting

CONFERENCE PROCEEDINGS

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PREFACE

This proceedings contain abstracts and papers accepted and presented at the Coastal, Island and Tropical Tourism: Global Impacts, Local Resilience incorporating the 6th Tourism Outlook Conference and the 2nd International Dive Tourism Expert Meeting. The forty-two (42) completed research and work-in-progress papers presented during the conference are the end result of original work and selected for the conference. They represent the latest in academic research in marine, coastal, community, heritage, environment, hospitality, tourism, and scuba diving field. This conference is the second in a series of meetings on Coastal, Island and Tropical Tourism. The theme of the conference is Global Impacts, Local Resilience and focuses on effective local responses to challenges that often have origins far beyond the affected communities.

The conference also incorporates the 6th Tourism Outlook Conference, which brought together tourism academics and scholars from Malaysia and other parts of the world, to discuss current issues facing the country’s hospitality and tourism industry. One of those issues is the scuba diving industry, for which Malaysia is a global leader. As such, the conference will incorporate a special series of sessions that comprise the 2nd International Dive Tourism Expert Meeting. This is a follow-up to the Dive Tourism Expert Meeting held in Kuala Lumpur in April 2010. With some of the leading dive destinations in the world, the Malaysian state of Sabah is an appropriate place to hold the dive symposium and to appreciate the importance of coastal, island and tropical tourism destinations.

Coastal and island environments comprise some of the most sensitive and complex ecosystems on the planet. Especially in tropical locations, they are increasingly impacted by global economic and social forces, including economic development pressures that are often tourism and recreation related, rapid population growth that is driven by economic migrants, major resource extraction in the form of oil and gas drilling and relentless industrial fishing, and global climate change and steadily rising sea levels. These pressures create enormous challenges for coastal and island communities due to the global scope of the problems, an inadequate understanding of the issues, and a paucity of effective management tools. Among the conference topics presented were globalization and island tourism communities, island tropical images: marketing and realities, new technology applications in coastal, island and tropical tourism, ocean climate change impacts and adaptations, and resort development.

The objective of this conference is to provide a platform for tourism students and educators, government agency employees, hospitality and tourism industry practitioners, public and private land managers, community development workers, and others interested in these issues to share, exchange and debate ideas and knowledge related to our understanding and management of coastal, island and tropical tourism. Through this, the conference aims to identify practical solutions, chart new directions, and create opportunities for networking on sustainable tourism development in these sensitive environments.

Professor Dr Alan A. Lew  
Assoc. Prof. Dr Nor’Ain Othman
CONFERENCE PRESENTATIONS

Message From Minister of Tourism, Culture and Environment Sabah

Message From Rector Universiti Teknologi MARA Sabah Branch

Message From Dean, Faculty of Hotel and Tourism Management UiTM Shah Alam

Message From Chairman and Organizing Committee

SPECIAL GUEST SPEAKERS

Coastal Tourism Challenges and Opportunities for Sabah, Malaysia
YM Dato’ Seri Tengku Dr. Zainal Adlin

Community Planning for Coastal and Island Tourism: Lessons from Malaysia
Prof. Dr. Amran Hamzah

Framework for Sustainable Tourism Development on Coastal and Marine Zone Environment
Assoc. Prof. Dr. Lawal Marafa

Understanding Coastal Seaside Resorts in Sabah: Its Growth Factors, Key Attributes and Operational Strategies
Assoc. Prof. Dr. Jennifer Chan

Bio-Rock And Roll? Dive Tourism and Island Communities: The Case Of Gili Trawangan, Indonesia
Dr. Mark Hampton

Island Tourism Challenges: Global Perspectives and Lessons
Prof. Dr Dallen Timothy

The Coastal Development of Kota Kinabalu: The Importance of Local Economic and Social Developments, Tourism and Security Assurance
Professor Madya Jasman Jaafar

Oh Coral, Should We Protect You?
Norha Hanifah

Sustainable Island Communities: Balancing Ecological and Economic Realities
Julian Hyde

Can Coral Reef Damage Be a Vehicle to Develop Host Community Engagement with Marine Tourism On Kenya’s Coral Reefs?
Dr. Kay Dimmock

Papers from the 6th Tourism Outlook Conference, 22-24 April 2013, Kota Kinabalu, Sabah, Malaysia
<http://geog.nau.edu/igust/Sabah2013/>
ACADEMIC PAPER SESSIONS

THEME : DIVE TOURISM

Scuba Dive Tourism
*Ghazali Musa & Kay Dimmock*

Sub-Aquatic Meanings: A Framework for Understanding Divers’ Experience of Place
*Balvinder Kaur Kler*

Factors Influencing Divers' Underwater Behaviour
*Ong Tah Fatt & Ghazali Musa*

What Do Wreck Divers Want? – Case Study from Asia-Pacific
*Joanne Edney*

THEME : TOURISM IN SABAH

Mount Kinabalu: The Sacred Emblem Of The First Unesco World Heritage Site In Borneo
*Christy Bidder, Silverina Anabelle Kibat, Siti Zuraini Ramley Alan & Sairah Saien*

Tourists’ Perceptions about an Appealing Handicraft in Sabah
*Spencer Hedley Mogindol & Dr. Awangku Hassanal Bahar Pengiran Bagul*

An Alternative Raw Material in Handicraft-Making by Using The Oil Palm Fronds: A Community Based Tourism in Kota Belud, Sabah
*Boyd Sun Fatt & Shirley M. Bakansing*

Where to Dive? - Ranking the World's top Scuba Diving Locations
*Alan A. Lew*

THEME : HERITAGE TOURISM

Social Enterpreneurship in Ecotourism: An Opportunity For Fishing Village Of Sebuyau, Sarawak Borneo
*Johanna Adlin Ahmad, Silverina Anabelle Kibat, Dr. Abang Zainoren Abang Abdurahman, Dr. Jati Kasuma Ali, Lenny Yusrina Bujang Khedif & Zubaidah Bohari*

Exploring the Local and Foreign Visitors’ Satisfaction Behaviour in Malacca World Heritage Site, Malaysia
*Riza Emifazura Jaafar, Assoc. Prof. Dr. Abdul Malek A.Tambi & Izmayani Sa’adin*

Perceived Authenticity as a Determinant to Revisit Heritage Tourism Sites in Penang
*Khairun Najiah Ahmad, Nor’ain Othman & Zaharah Mohamed Rani*

Papers from the 6th Tourism Outlook Conference, 22-24 April 2013, Kota Kinabalu, Sabah, Malaysia
<http://geog.nau.edu/igust/Sabah2013/>
Roles of Tour Operators towards Sustainability of Heritage Destination in Malaysia
Zahara Mohamed Rani, Khairun Najiah Ahmad & Nor’ain Othman

THEME : COMMUNITIES AND TOURISM

Issues and Challenges In Nurturing Sustainable Rural Tourism Development
Mohamed S.M. Aslam, Khairil Wahidin Bin Awang & Nor’ain Othman

Barriers to Community Participation In Tourism Development In Island Destination
Nor Azah Mustapha, Profesor Dr Yahaya Ibrahim & Inoormaziah Azman

The Role of Community Fishing Group in Promoting Sustainable Tourism And Fishery: A Case Study Of Komunto, Tomia Island, Wakatobi National Park – Indonesia
Armin Sahari

THEME : DEVELOPING COASTAL DESTINATIONS

Cultural Landscape for Developing Cultural Tourism in Puyu Sub-district, Muang District, Satun Province, Thailand
Suparat Pinsuwan, Nisakorn Klanarong & Ad Yafa

Country Attractiveness in Cross-Border Second Homers
Norliza Aminudin, Prof. Sofiah Abd Rahman & Nor’ain Othman

Finding the Right Fit: Balance in Policy Creation for Local and Tourism harmony
Ian A. Bethell Bennett

THEME : COASTAL ENVIRONMENTS

Fishers’ perceptions of tourism impacts on social-ecolological system resilience: Two marine protected areas in Bali, Indonesia
Mirza Pedju & Mark Orams

Tourism Sea Activities That Cause Damages Towards Coral Reefs in Sembilan Islands, Pangkor

Carbon Dioxide Emissions Of Tourism In Coastal Wetlands Of Taiwan
Tzu-Ping Lin, Szu-Chia Kao & Noemi Kantor

Papers from the 6th Tourism Outlook Conference, 22-24 April 2013, Kota Kinabalu, Sabah, Malaysia
<http://geog.nau.edu/igust/Sabah2013/>
Managing Tourism in Marine Protected Areas: A Case Study of Savu Sea National Marine Park, East Nusa Tenggara Timur – Indonesia
Mirza Pedju, Arisetiarso Soemodinoto, Alexander Tanody & Mark Orams

THEME : HOST COMMUNITY TOURISM PERSPECTIVES

Local Community Attitudes’ Towards Tourism Development in Tioman Island
Siti Aisah Binti Abas & Mohd Hafiz Mohd Hanafiah

Community Resilient and Preparedness In ‘Homestay’ Programme Development In Malaysia
Amar Abd Ghapar, Nor'Ain Othman & Salamiah A.Jamal

Quality of Life among Residents in Malaysian National Park: An Empirical Investigation
Normola Daud & Rabiah Abdul Wahab

Linking Service Quality To Tourist Satisfaction: A Case Study In Pulau Satang Besar
Patricia M Jussem, Valerie Chan Sue Lin, Ellen Chung Siew Mee & Silverina A. Kibat

Issue on Diving Activities in Sipadan Island Park, Semporna
Nasrulhakim bin Maidin