

The Impacts of Tourism on Koh Yor community, Tambon Koh Yor, Muang district, Songkhla province.

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ABSTRACT

The research aimed to evaluate the perception of local residents toward tourism's impacts on Koh Yor community in Tambon KohYor, Muang district, Songkhla Province. The methods were used through collected by questionnaire; the sample size is 367 people. Koh Yor is an island located in middle of southern Songkhla Lake, selected as a representative for tourism impact study in local communities in Southern Thailand. The results showed that there were both positive and negative impacts to economic, environmental, social and cultural impact. The result show that impacts from tourism on Koh Yor is favorable in local economic that provided income, welfare and jobs to the community. However, it's cause phenomena of changing jobs. Residents' also favorable that tourism is maintain historical building, protect natural environment, prevent further ecological decline and improve scenic area. It's noticeable that residents' disagree on visitors generate waste and pollution, natural attractions can be harm to overuse. Furthermore, Residents' is confirm culture's pride in the community, promote culture exchange and improve understand of difference community. However, residents have a neutral about conflict of people due to profit of tourism and unwanted lifestyle changes.

KEY WORDS: Tourism impact, Sustainable tourism, Perception, Koh Yor

1.Introduction

Songkhla province has been rapidly developed and is currently a unique attraction worth visiting. Blessed with natural resources such as fine beaches, enchanting waterfalls, and a tranquil lake, the province has an abundance of tourist attractions and an amazing range of seaside resort towns. Moreover, the old section of Songkhla still maintains its unique identity of ancient and historical flavors through local architecture and cuisine. (TAT, 2008). One of famous attraction island in Songkhla is Koh Yor, By reason of historical and various tourism resources. Uniqueness cultural and traditional was present the way of life greatly through the architect of houses and temple, weaver, pottery, agriculture, and cuisine.

At present Koh Yor was promoted to sustainable tourism destination. Many group of community was founded in order to organize community tourism such as Agro-Tourism center. With unique tourism product, makes Koh Yor have a performance to development in the future. As a result of tourism development in Koh Yor, The tourism impact is unavoidable and effect into three categories there are economic, environmental, social and cultural. In addition, Tourism impacts is different it's depend on destination, resources and factors. The impact were effect differently always in both positive and negative.

According to Nunkoo(2011) mention that several of researcher were

study on the topic, host communities' attitudes to tourism impacts. Suddenly increase of studies confirms the importance of understanding residents' responses and their involvement in tourism to achieve sustainability in any destination.

Moreover, many previous studies have conceptualized residents' attitudes to tourism by measuring their attitudes to the positive and negative impacts of the industry. Although residents' support for tourism is also often understood as an attitude to tourism, some researchers have considered residents' support/opposition for tourism as behavioral intent or behaviors residents' exhibit toward tourism. This is based on the premise that residents' act on their attitudes toward the perceived impacts of tourism by supporting/opposing the industry. (Nunkoo, 2011)

Furthermore, tourism, therefore, should be developed according to the local resident's need and desires. An understanding local residents' perceptions of tourism impacts and their attitudes toward tourism development is fundamental for the success and sustainability of any type of tourism development. (P. H. Long, 2012)

This will indicate that the study perceived impacts of tourism is necessary for further assessment or to achieve in sustainability in destination.

This research is study for tourism impact in Koh Yor both positive and negative impact through local resident's perception.

2. Literature

2.1 Sustainable Tourism

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. It has a multitude of impacts, both positive and negative, on people's lives and on the environment. UNWTO(2004) defined sustainable tourism development guidelines and management practices that are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it

requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them." (UNWTO, 2004)

2.2 Tourism impacts

Each category includes positive and negative impacts. Not all impacts are applicable to every community because conditions or resources differ. Community and tourism leaders must balance an array of impacts that may either improve or negatively affect communities and their residents. Leaders must be sensitive and visionary, and must avoid the temptation of glossing over certain difficulties tourism development creates. Tourism leaders must also balance the opportunities and concerns of all community sectors by working against conditions where positive impacts benefit one part of the community (geographic or social) and negative impacts hurt another.(Kreag, 2001)

Tourism Economic Impact

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism often induces improvements in public utilities such as water, sewer, sidewalks, lighting, parking, public restrooms, litter control, and landscaping. Such improvements benefit tourists and residents alike.

Likewise, tourism encourages improvements in transport infrastructure resulting in upgraded roads, airports,

public transportation, and non-traditional transportation (e.g., trails).

Positive impacts	Negative impacts
- Contributes to income and standard of living	- Increases price of goods and services
- Improves local economy	- Increases price of land and housing
- Increases employment opportunities	- Increases cost of living
- Improves investment development, and infrastructure spending	- Increases potential for imported labor
- Increases tax revenues	- Cost for additional infrastructure
- Improves public utilities infrastructure	- Increases road maintenance and transportation systems costs
- Improves transport infrastructure	- Seasonal tourism creates high-risk, under or unemployment issues
- Increases opportunities for shopping	- Competition for land with other (higher-value) economic uses owners
- Economic impact (direct, indirect, induced spending) is widespread in the community	- Profits may be exported by non-local owners
- Creates new business opportunities	- Jobs may pay low wages

Kreag (2001), Cittangwatana (2006)

Tourism Environmental Impact

Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna, and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected, and kept from further ecological decline. Lands that could be

developed can generate income by accommodating the recreational activities of visitors. Tourist income often makes it possible to preserve and restore historic buildings and monuments. Improvements in the area's appearance through cleanup or repairs and the addition of public art such as murals, water fountains, and monuments (part of making a community ready for tourism) benefit visitors and residents alike. Tourism is generally considered a "clean" industry, one that is

based on hotels, restaurants, shops and attractions, instead of factories. Tourism can also degrade an environment. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardized through improper uses or overuse. Providing tourist services can alter the landscape's appearance. For instance, visual pollution may occur from billboard proliferation. As tourism develops, demand for land increases, especially for prime locations like beachfronts, special views, and mountains. Without forethought, natural landscape and open space can be lost. The destruction or loss of flora and fauna can happen when desirable plants and animals are collected for sale or the land is trampled. Tourists or the businesses that cater to them often remove plants, animals, rocks, fossils, coral, and cultural or historical artifacts from an area. Uncontrolled visitation or overuse by visitors can degrade landscapes, historic sites, and monuments. Where water is scarce, tourists can overwhelm the available supply. Travelers can also inadvertently introduce nonindigenous species, as can increases in the trade of animals and plants. A constant stream of visitors and domestic pets may disrupt wildlife by disturbing their breeding cycles and altering natural behaviors.

Tourism Social and Cultural Impact

The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Influxes of tourists bring diverse values to the community and influence behaviors and family life. Individuals and the collective community might try to please tourists or adopt tourist behaviors. Interactions between residents and tourists can impact creative expression by providing new opportunities (positive) or by stifling individuality with new

restrictions (negative). Increased tourism can push a community to adopt a different moral conduct such as improved understanding between sexes (positive) or increased illicit drug use (negative). Safety and health facilities and staffing tend to increase at the same time safety problems such as crime and accidents increase. Traditional ceremonies may be renewed and revived by tourist interest or lost in alternative activities. Community organizations can be invigorated by facing the opportunities of tourism or overwhelmed by its associated problems. Calamities such as natural disasters, energy shortages, terrorism, political upheaval, disease outbreak, a chemical spill, or even widespread negative publicity could shut down tourism abruptly but sometimes can attract curious visitors.

Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services. Tourism offer resident opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits. This interest by tourists in local culture and history provides.

2.3 Location and covering area:

Koh Yor is an Island located in middle of southern Songkhla Lake. The status is sub district in Muang district Songkhla province.

Koh Yor area are including land and water 17.95 Square kilometer or about 11,229 Rai , the land area have only 15 square kilometer or about 9,375 Rai. Most of the area used in agriculture which is fruit farming about 3,800 Rai or 33.89% of

land area. Including the area for grow rubber tree about 3,200 Rai or 28.52% of the land area. And for others agriculture about 2,275 Rai or 16.62%, for the cemetery 77 Rai or 0.69% of land area.

Geography

Koh Yor feature is an Island by physical type surrounding with water in the middle of Songkhla lake. Landscape is mountain hill and plain by the following detail:



Figure 1: Map of Koh Yor
Source: Nostra Map

Mountain and hill

Almost of Koh Yor area are hill and mountain high 10-151 metre, feature are Rock Mountain and laterite hill setting along in north-south line. The Top Northern is Kao Bor or Kao Kae and hill that locate near kao Bor school call "Hua Kao Dang". At present, Settlement by Private housing from Kao Bor bound up to southern call "Kao Kud" is a long large mountain to the south bound up with Kao Suan Mai, Kao Krang or Kao Nai Ban. In bottom of southern is Kao Hua Rang, Kao Koh Kang. Furthermore, there still have Small Mountain and hill call Kao Bor Nok, Kao Bor Hin, Kao Pae Han (In Wat Tai Yor), this mountain and hill are covering with forest of villager and some

are building housing of people outside an island.

Plain

As a result of almost area are mountain and hill, so there is less in low plain. Almost plain is located between mountain and low plain found in southern and eastern of the island (Moo 6) Ban Nai Ban, Ban Kok prew, Ban Tai Yor, Ban Pa Node, Ban Suan Durian, Ban Nok. Furthermore, there still have high plain. The slope is 45 degree. Found in western and northern of the island. This area is used for resident and rice farming, fruit farming, vegetable farming, rubble tree farming.

Bay

By surrounding with water, Making Koh Yor has a curved or concaved, Due to effect by the creating of nature. One of its advantages is evading wave and wind. In the past it used for harbour or port. The Important bays, such as Ow Saai, Ow Suan Mai, Ow Hua Rang, Ow Suan Durian, Ow Ban Nok, Ow Muang, Ow Jak. Etc.,

Water source

Koh Yor have natural water very least because of the location is high ground surrounding with the sea. Almost water source is making by people digging for a water well for consuming such as Bor Nam (in front of the shine), Bor Nam Wat Tai Yor, Bor Nam Wat Kao Bor, Bor Pla, Bor Ngua. Etc., Moreover, Koh Yor has subterranean water much more in monsoon period. After that, a spring flow down from mountain into a stream. Local people call "Tror" of "Tang Tror" can be found around Koh Yor such as Ban Ow Saai, Ban Suan Nai, and Ban Na Tin Etc.

Weather

Climate in Koh Yor have no different from others area in southern region. It's under influence of the south-west monsoon wind and the north-east monsoon wind. Define as 2 season, Firstly, summer start from February to May. However, it's not too warm as a result of the wind from the sea blow into an Island to reduce warm weather. Secondly, Rain season is divided in two periods, the south-west monsoon period start from May to October. It's not cause much raining. The north-east monsoon start from October to January is causing much raining than the first period.

Economics: Occupation of Koh Yor people

Mostly, Koh Yor's occupations are combination between agriculture and fishery and industry. In household, the important agriculture is fruit farming and rubber tree farming; the fishery is catching shrimp and fish in Songkhla Lake, Plah Ga- Pong Kao: Sea-bass(*Lates calcarifer*) farming in hinged floating. For the famous household industry is weaver (weaving fabric). Nevertheless, Koh Yor's occupations in present are earnest in merchandising especially by people that have resident along highway (Songkhla – Nakon Sri Tammarat) are trying to investment by open a restaurant, coffee shop, and grocery especially in Moo 2.

3. Methodology

This study was used descriptive statistics. The aim was to measure local resident's perception toward tourism impacts, area of the study located on Koh Yor Island, Songkhla province. The population was Koh Yor residents'. To collect data, this population was sampled using non-probability sampling technique.

The sampling size of this study was 367, based on Yamane's(1973) simplified formula. The instrument of this study was questionnaire composing on literature review and based on the objectives, including 5-point Likert scale in tourism impact part and open ended question. The data was collected during the months of March 2010. This research also used both quantitative and qualitative study.

4. Results

Demographic Characteristics of Respondents

This research focuses on a host population that has direct influence on tourism. Therefore, it is necessary to know the characteristics of respondents in order to classify the groups of respondents as the follows:

Gender : The majority of respondents were female: 247 persons in total representing 67.3% of the total population and 120 male representing 32.7%. **Age:** The findings showed that 123 and 122 informants were 46-55 years old (33.5%),and 36-45years (33.2%),were the majority group of respondents . The last group was a minority 15-25 years old (6.5%). **Educational Level:** The results of the survey showed that 164 respondents (44.7%) had a primary school education. **Occupation:** 82 respondents (22.3%) were housewife and house husband, 75 informants (20.4%) were employees.252 respondents (68.7%) did not have a supplementary occupational, 43 (11.7%) Weaving fabric, 19 (5.2%) fruit merchant , 14 (3.8 %) Restaurant, 13 (3.5 %) Souvenir shop , 10 (2.7 %) Fishery , 8 (2.2 %) Home stay, 5 (1.4 %). **Monthly household income:** The results showed that 188 respondents (51.2%) had income between 5,001-10,000 baht . 137 respondents or 37.3 % had a monthly income lower than 5,000 baht. **Period of**

stay: The result illustrated that majority of respondents are local residents. 246 respondents are native people, representing 67.0% of all respondents. The second number was respondents who live there more than 20 years or 58 respondents (15.8%). Moreover, respondents who live

in the area 1-5 years and 11-15 years were the third that was 22 respondents, representing 6.0%. **Participation in tourism :** Local residents had not participated in tourism 295 (80.4 %) ,72 respondents (19.6%) had participated in tourism. as shown in table 1

Table 1

Demographic Characteristic	Frequency	Percentage
gender		
Female	247	67.3
male	120	32.7
Age		
15-25 years	24	6.5
26-35 years	53	14.4
36-45 years	122	33.2
46-55 years	123	33.5
56-65 years	45	12.3
Educational Level		
Uneducated	3	0.8
Primary school	164	44.7
High school	83	22.6
Bachelor degree	77	21.0
Graduate degree	6	1.6
Diploma	34	9.3
Occupation		
Agriculture	25	6.8
Fishery	50	13.6
Handicrafts	20	5.4
Business owner	33	9.0
Unemployed / retired	20	5.4
Housewife / House husband	82	22.3
Government officer	35	9.5
Employee	75	20.4
Student	25	6.8
Supplementary jobs		
Local speaker	5	1.4
Home stay	8	2.2
Restaurant	14	3.8
Fishery	10	2.7
Weaving fabric	43	11.7
Boating	3	0.8
Souvenir shop	13	3.5
Fruit merchant	19	5.2
none	252	68.7
Household income		
lower than 5,000 baht	137	37.3
5,001-10,000 baht	188	51.2
10,001-15,000 baht	23	6.3

15,001-20,000 baht	9	2.5
20,001-25,000 baht	9	2.5
more than 25,000 baht	1	0.3
Period of stay	246	67.0
were born here	22	6.0
1 - 5 years	6	1.6
6 - 10 years	22	6.0
11 – 15 years	13	3.5
16 – 20 years	58	15.8
> 20 years		
Participation in tourism		
Yes	72	19.6
no	295	80.4

Current situation of tourism activities in Kor Yor

Most 306 (83.4 %) visitors to Koh Yor stayed within Songkhla. The second largest number 296 visitors (80.7 %) came

from other provinces . The third number 141 visitors (38.4 %) came from Malaysia , 62 visitors (16.9%) came from Singapore. The lowest 18 visitors (4.9%) came from another countries as shown in table 2.

Table 2 visitors to Koh Yor

visitors to Koh Yor	Frequency	Percentage
Visitor from*		
within Songkhla	306	83.4
from other provinces	296	80.7
from Malaysia	141	38.4
from Singapore	62	16.9
another countries	18	4.9

Most visitors 272 (74.1 %) and 258 (70.3 %) come to Koh Yor to shop and eat seafood at restaurant. The second number was respondents 200 (54.5

%) come to Koh Yor to study at The Institute for Southern Thai- Studies. as shown in table 3.

Table 3 The activities of visitors in Kor Yor (Note*= more than 1)

Rank	Activity *	Frequency	Percentage
1	Shopping souvenir	272	74.1
2	Seafood restaurant	258	70.3
3	The Institute for Southern Thai- Studies	200	54.5
4	Home stay	133	36.2
5	Temple visit	131	35.7
6	Fruit's garden	114	31.1
7	Tram-car	90	24.5
8	Local fruit	86	23.4
9	Fishing	85	23.2
10	Lake sightseeing boat	65	17.7

Economic Impacts

The respondents strongly agree that tourism generated an income into the community (mean = 4.29), Local economic is getting better (mean = 4.11), agreement that tourism improve welfare of the community (mean = 3.85), and provide job opportunity (mean=3.82). While the respondents disagreement that tourism increase price of

goods and services, price of land and housing, and cost of living. Moreover, tourism

is not the cause of increasing the price of land and housing (mean =2.07), increasing the price of goods and service in the community (mean =2.39), and increase cost of living (mean = 1.82). as shown in table 4.

Table 4. Residents' perceptions of the economic impacts of tourism

Tourism Economic Impacts	Mean	%	S.D.	Assessment
1.To generate an income into the community	4.29	53.1	0.746	Strongly agree
2.To Improve welfare of the community	3.85	57.8	0.778	Agree
3.To provide job opportunity	3.82	56.4	0.806	Agree
4.To provide development and investment of infrastructures into the community	3.62	48.5	0.753	Agree
5.To improve transportation infrastructures	3.66	46.6	0.730	Agree
6.To provide new business opportunity	3.59	42.5	0.783	Agree
7.To increase price of goods and services	2.39	46.9	0.988	Disagree
8.To increase price of land and housing	2.07	50.1	0.957	Disagree
9.To increase cost of living	2.54	37.9	1.044	Disagree
10.Increases potential for imported labor	3.19	48.5	0.827	Neutral
11.Increase road maintenance and transportation systems costs	2.50	43.9	0.867	Neutral
12.Competition for land with other economic uses	2.54	39.2	0.907	Disagree
13.Changing jobs phenomena	3.60	46.0	0.855	Agree
14.Local economic is getting better	4.11	49.3	0.775	Strongly agree

Environment Impacts

The respondents agree that tourism preservation of historic buildings (mean = 4.08). Tourism causes protection of selected natural environments or prevention of further ecological decline (mean = 3.85), Improvement of the area's appearance(visual & aesthetic) (mean = 3.81) was considered at agree level.

For negative impacts, the respondents disagreed that tourism causes degradation of waste and pollution(air, water, solid waste, noise, and visual)

(mean = 2.75), Natural resource attractions can be harm through improper uses or overuse (mean = 2.71), and demand for land increase, especially for prime locations (mean = 2.08) was assessed at the neutral disagree level. as shown in table 5.

Table 5 Residents' perceptions of the environment impacts of tourism

Tourism Environment Impacts	Mean	%	S.D.	Assessment
1. Preservation of historic buildings	4.08	59.7	0.722	Agree
2. Protection of selected natural environments or prevention of further ecological decline.	3.85	52.6	0.831	Agree
3. Improvement of the area's appearance(visual & aesthetic)	3.81	59.9	0.680	Agree
4.visitors generate waste and pollution(air, water, solid waste, noise, and visual)	2.75	34.9	1.133	Disagree
5.Natural resource attractions can be harm through improper uses or overuse.	2.71	34.6	1.127	Disagree
6.Tourists services advertisement effect landscape's appearance.	3.12	34.6	1.024	Neutral agree
7. Demand for land increase, especially for prime locations.	2.08	40.9	0.974	Disagree

Social and cultural Impacts

For the social and cultural impacts the finding showed that heighten culture's pride in community was strongly agree level (mean = 4.21). Tourism promote cultural exchange (mean = 4.00), improve understanding of different community (mean = 3.80), and preserve cultural

identity of host population (mean = 3.91) were considered at agree level.

Unwanted lifestyle changes (mean = 2.83), and conflict between people due to profit of tourism were neutral agreement level (mean = 2.78). as shown in table 6.

Table 6 Residents' perceptions of the social and cultural impacts of tourism

Tourism Social and cultural Impacts	Mean	%	S.D.	Assessment
1. To heighten culture's pride in community.	4.21	59.1	0.622	Strongly Agree
2. To promote cultural exchange.	4.00	59.7	1.678	Agree
3. To improve understanding of different community.	3.80	56.7	0.6783	Agree
4 To preserve cultural identity of host population.	3.91	54.0	0.697	Agree
5. Unwanted lifestyle changes.	2.83	32.2	1.054	Neutral agree
6. Conflict between people due to profit of tourism	2.78	30.2	1.093	Neutral agree

Discussion and Conclusion

This research found there were both positive and negative impacts to economic, environmental, social and cultural impact. The study has found that local residents perceived the economic

impacts as the major issue that provided by generating income, improve welfare and jobs. Residents also perceived an environment impacts in term of preserve historical site, protected natural, improve the area appearance. In social and cultural impacts, residents show that they were

pride in culture, having cultural exchange and understand difference community. From the open ended questions, researcher found that residents' comment some tourism impacts, tourism contribute income to the community, some tourists litter waste on the road, the hill is invaded by real property, It was found that the area expansion for building places serving the tourism increased rapidly every year. There is the disagreement in community about the benefit to change in live and to conserve the culture.

The study found that residents' perception toward tourism is positively in term of economic, environmental, social and cultural . However, there are negative impacts in some aspect. It's noticeable that in the finding residents' perceived existence of negative impact such as phenomena of changing jobs, waste problem, hill invaded by real property, the conflict of people due to profit of tourism

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etc., it may explain or discussion as following: Mason(2008) state that "Whether impacts are perceived as positive or negative depends on the value position and judgement of the observer of the impacts."

Jobs, higher incomes, better opportunities for children are frequently stated reasons for wating more tourists. (Wall, 1997 cited as Mason 2008)

Mason(2008) also mention that residents may be prepared to put up with some negative impacts in return for what they regard as desirable positive impacts.

As the limitation of the study, many factors concerns and needed to evaluate the impacts of tourism but due to limit of time it's make this research may be lack some issue due to the complete evaluating process. Further study need to review and analyze deeper for complete assessment.

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