

Research Paper



LOCAL COMMUNITY ATTITUDE TOWARDS TOURISM IMPACTS IN YEMEN-A STUDY ON IBB PROVINCE

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ABSTRACT

Tourism is the tool of economic growth because tourism strategies supports economic growth, tourism can bring many economic and social benefits, particularly in developing countries, but it requires awareness from the local community to accept any change for development. This study aims to evaluate community awareness towards tourism impacts in Ibb province. For achieving the research objectives the data were collected through a questionnaire distributed among the local community in Ibb province 100 questionnaires were distributed. The findings of this study shows that the attitude of local community in Ibb province towards tourism development is positive, most of the answers were positive which means they are aware tourism benefits that means the local community understands the value of tourism as developing factor. There are minority who are having negative attitude towards tourism because of the low knowledge about tourism and its importance to develop any area.

KEY WORDS: Community; Attitude; Tourism; Impacts; Development; Yemen

INTRODUCTION

Every day, more than three million tourists cross international borders. Almost 1.2 billion people travel abroad every year. Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives.

Tourism is travelling of people from one place to another place outside their usual environment for different purposes like leisure, business, pleasure and satisfaction of self-desires for a given period of time. Tourism industry is growing fast and it has become a competitive industry that necessitates the ability to constantly adapt to customer changing needs and requirements to ensure clients safety, satisfaction and enjoyment to the maximum.

Tourism is a big industry which is become a very important source for the total income of any country, Yemen is one of the developing countries which started recently focusing in tourism industry as it is having lots of tourism sources, natural cultural. Local community have become the main responsibility in the development of tourism, as residents attitude directly affect the development of the tourism industry. The positive behaviour of locals does not help in promoting tourism only, but contribute to the promotion of the word among the international tourists.

The focus of this study will be on the province of Ibb, which is one of the richest provinces in Yemen naturally, historically and culturally. Ibb is known as "Fertile province" almost the whole area of the province outside urban centres' is calculated despite the steep terrain. The province of Ibb is built on the mountain of Jabel Ba'adan overlooking the lush green countryside of the rain-blessed province of the same name. The first historical document referring to the city of Ibb dates from the 10th century AD.

REVIEW OF LITERATURE

Nurhazani, S.& Azlan, Z. A. Community attitude towards tourism impacts: developing a standard instrument in the Malaysian context. Retrieved from <http://worldconferences.net/>

This study aimed to develop a standard instrument in measuring the community attitude towards tourism impacts in Malaysia named as MACTIAS (Malaysian Community Tourism Impacts Attitudinal Scale), the stages are beginning with the identification of 68 items represented tourism impacts, followed by 50 items tested for validity and verification by the panel experts. The next procedure involved a test of scale purification on the remaining 49 items. Finally, the last step of the procedure derived with 36 items and six new tourism impact domains presented in the instrument. The domains were named accordingly to the Malaysian

community perceptions on the impacts such as; Amenity Service, Economic & Socio-Cultural Impact, Negative Socio-Cultural Impact, Financial & Socio-Economic Impact, Historical & Cultural Impact, Socio-Cultural & Community Impact and Service Impact. The findings eventually indicate new attitudinal instrument development in a different cultural context of tourism destination research which in this case referred to Malaysia.

Lisa, M. A & Hsing, I. W. (2012, April) An empirical assessment of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i, Journal of Sustainability and Green Business, Vol. 1 .

The objective of this research is to understand how residents' attitudes on government management and the environmental impacts of tourism affect their community satisfaction and perceptions of sustainable tourism development. These factors were tested by developing and administering a resident attitude survey to a sample of Hawai'ian residents. The main result was Residents' perceptions of the connectedness between O'ahu's tourism development and environmental impacts, along with residents' prioritization of environmental impacts for their community satisfaction can lead to collaborative policy making between these agencies. Also, the allocation of government funds can be more effective if the relationship between community satisfaction and environmental impacts is better defined.

Lim, P. L. & Et al. (2011, January). An Evaluation on the Attitudes of Residents in Georgetown towards the Impacts of Tourism Development. International Journal of Business and Social Science, Vol. 2, No. 1.

The main objective of this paper is to evaluate the perceptions of local residents in Georgetown towards the impacts of tourism development in Penang. Descriptive research was used to describe the characteristics of the variable used in research and seek to answer the questions to who, what, when, where, and how. The researcher distributed of 300 questionnaires. The result was there is a very high support for future development. All eight attributes or items are relevant to support the Georgetown residents attitudes on supporting tourism development because they feels the need to have new tourism facilities, the government should do more to promote tourism, agreed that it is one of the most important industries, and play major economic role for Georgetown, Penang. Other than that, most of the respondents also believe that it will help community to grow in the right direction, makes them happy and proud to see tourists coming to Georgetown, support tourism, but yet they feels that tourism significantly hold great promise for Georgetown future.

Fariborz Aref & et al. (2009). Community Perceptions toward Economic and Environmental Impacts of Tourism on Local Communities, Asian Social Science, Vol. 5, No. 7.

This paper investigates the community perceptions toward economic and environmental impacts of tourism in Shiraz, Iran. Special focus is on the differences in perceptions between the Old and New Districts of Shiraz. The study demonstrates that there are broadly similar views among the community leaders and community residents from both districts of Shiraz. The data for this study was collected from two independent sampling frames. The result was fact; a high percentage of the answers obtained highlighted positive aspects environmental and economic impacts of tourism toward local communities. According to the survey, the strongest and favourable

perceptions toward tourism impacts are found to be linked with environmental aspects and while economic matters are found to be the least favourable in terms of the perceived impacts on tourism. T-test analysis of the study indicates that there is no significant difference between community leaders' perceptions in both districts of Shiraz City. Results drew from discussion with the target group show that the community residents have positive perceptions toward economic and environmental impacts of tourism with only minor differences with each other.

Fariborz, A. & Ma'rof, R. (2009). Community Leaders' Perceptions toward Tourism Impacts and Level of Community Capacity Building in Tourism Development, Journal of Sustainable Development, Vol. 2, No. 3.

The main objective of this study was to determine the relationship between community leaders' perception towards tourism impacts and their effort for community capacity building in tourism development. The study was carried out in 175 local communities in Shiraz. Results found that the correlation between perception of economic impacts and level of community capacity building is positively significant, whereas the correlation between environmental impacts of tourism and the level of community capacity building is negatively significant. So, it is that the higher the perception of the communities leaders towards the economic impacts, the higher their tendency that to put their effort in building their community capacity in relation to tourism development.

Giacomo, D. C. & Tindara, A. (2013, November). Island cruise tourism development: a resident's perspective in the context of Italy. Current Issues in Tourism, Vol. 19, 2016- Issue 13.

The aim of this study was to investigate residents' perceptions and attitudes towards cruise tourism development within the city of Messina, port of call in Sicily. This study was carried out using a quota random sample of 1500 responses, which is representative of the population of Messina at 1% level. Findings show that residents express an overall positive attitude towards cruise tourism development even if it is not the most preferred when compared to other types of tourism (cultural tourism, sport tourism, and sun and sea tourism).

RESEARCH GAP

There is no studies have studied the attitude of local residents towards tourism impacts in the province of Ibb, therefore this study is providing more information on attitude and perception of local community, the result of this study will be a source of information on the local community mindset towards tourism impacts and how the industry affected their life.

PROBLEM STATEMENT

Ibb province the capital city of tourism, it has many natural, cultural and historical resources; nevertheless tourism is still at a very low level, which does not reach the level of tourism industry. To start any tourism activity in developing country like Yemen which has restricted culture we need to understand the community attitude towards tourism impacts. The main objective of this paper is to understand the community attitude towards tourism impacts.

OBJECTIVES OF THE STUDY

- 1- To evaluate the awareness of local community towards tourism impacts.
- 2- To determine the community attitude impact towards tourism development.

SCOPE OF THE STUDY

The present study is to evaluate the awareness of local community towards tourism impacts in Ibb province.

LIMITATIONS

1. The study cannot be generalized.
2. Limited sources for questionnaire and secondary data.

METHODOLOGY

The study is descriptive in nature; data required for the research has been collected from both primary and secondary sources. Primary data has been collected from the respondents; local community.

POPULATION AND SAMPLE

The population in this research is the local community of Ibb province 2017 the capital of tourism in Yemen in the different categories gender, age, education and monthly income. Random sampling of 100 respondents was chosen because this method is appropriate. In addition, a large sample test requires significant costs that one person can't afford.

DATA COLLECTION

The questionnaire was distributed to 100 respondents 69 were received back, the research is descriptive and analytical the instrument is close ended questionnaire. This research is describing the characteristics of the variables used in this research and analysing the attitude of local community towards sustainable tourism development. Likert scale is selected in the response so that the respondents can answer in terms of their attitude towards tourism impacts where 1 is strongly disagree- 5 strongly agree.

The first part of the questionnaire was designed to obtain personal data like gender, age, educational level and monthly income. The second part of the questionnaire is two parts:

A: this part aims to know the local community attitude towards tourism positive impacts; socio-cultural, economical and environmental.

B: this part aims to know the local community attitude towards tourism negative impacts; socio-cultural, economical and environmental.

SUSTAINABLE TOURISM DEVELOPMENT

Sustainable tourism aims to make the tourism industry within sustainable development with a positive impact in the service of local development without harming the environment, society and economy. It is an activity that preserves that environment achieves economic and social integration, and enhances the architecture environment. Tourism development is one of the objectives of comprehensive economic and social development because of its ability to improve balance of pay.

It also provides job opportunities and creates income generating opportunities as well as contributing to improve the social and cultural lifestyle. The increasing interest in tourism has led to its growing role in development, as the tourism sector is a pioneer in creating connections with other branches and economic and cultural activities.

Tourism impacts

Economic impacts

Tourism is the tool of economic growth because tourism strategies supports economic growth, local community accept tourism activity as it works to increase employment opportunities and eliminate unemployment, which contribute to increasing the income of the individual and society in general.

Socio-cultural impacts

Tourism has economic benefits for the community, and it also has social and cultural benefits. Some of the local community consider tourism to be source of cultural diversity as well as to spread the culture of society, others may have negative attitudes towards tourism as they believe that tourism works to introduce destructive beliefs to the society, and increase the crime rate within the society and it work to obliterate the culture of the local community.

Environmental impacts

The community attitudes towards environmental impacts of tourism vary according to the level of knowledge they have about the environmental, and the impact that can affect it negatively. Some of the local community believe that tourism negatively affects the environment and works to drain and destroy it and some they believe that it does not affect neither negative nor positive. There are some who believe that tourism affect the destruction of the environment, if it is used negatively and can contribute to its protection if it is used positively.

ANALYSIS

The study had 69 respondents' table (1) presents the general profile of the sample population, the majority of respondents were male (71.0%) where female was (29.0%).

The majority of the respondents belong to the age 15-30 years group (65.2%), and (31.9%) belong to the group of age 31-45, and only (2.9%) 46 and above.

In qualification part most of the respondents reported having a secondary school qualification (40.6%), where (11.6%) holding diploma, (26.1%) holding degree and (18.8%) masters and (2.9%) Ph.D.

Results shows that respondents earn between 5000-15000YR monthly are (30.4%), 16000-25000 were (13.0%), between; 26000-35000 monthly income were (10.1%), and (46.4%) of the respondents income was 36000 and above.

Table (1) Socio-demographic characteristics

Gender		Frequency	Percentage
	Male		45
Female		22	29.0
Total		2	100.0
Age	15-30	45	65.2
	31-45	22	31.9
	46 and above	2	2.9
	Total	69	100.0
Education	12th pass	28	40.6
	Diploma	8	11.6
	Degree	18	26.1
	Masters	13	18.8
	PhD	2	2.9
	Total	69	100.0
Monthly income	5000-15000	21	30.4
	15000-25000	9	13.0
	25000-35000	7	10.1
	35000 above	32	46.4
	Total	69	100.0

As it was mentioned above, the main objective of the study is to evaluate the awareness of local community towards tourism impact. The result shows the answers regarding tourism impacts socio-cultural, economical, and environmental. The researcher assumed that each variant in the questionnaire was given a ratio this value is divided by the total (1,2,3,4,5), respectively for each alternative based on the researcher opinion using a measure to determine the degree of awareness of the respondents as shown in the following table, the table also shows the degree of awareness based on the ratio of the arithmetic average; if the mean average from (3-5) to (5) awareness level is high, if the average (2.5) to (3.4) awareness level is average.

If the mean average is less than or equal to (2.4) the awareness level is low. In the table 2 the mean of all questions given for socio-culture positive impacts is (M=4, SD=.874) and above; which means the local community awareness is high in this part. In the positive economic impacts the mean is between (M=3.99, SD=.849) to (M=4.12, SD=.978) in all questions given which means the level of awareness of the local community towards tourism economical impact is high.

Environmental positive impacts the mean is between (M=4.28, SD=.802) to (M=4.43, SD=.696) which means the level of awareness of the local community towards environmental impact is high. But in the negative impact the response was opposite in socio-cultural impacts the mean of the total answers were between (M=2.26, SD=.869) to (M=3.28, SD=.998).

In the point:

- Tourism causes of increasing the number of crimes within the community where the mean was (M=2.26, SD=.869).
- Tourism increases the demand for basic services by tourists where mean was (M=2.30, SD=.928). Here we see the mean is less than (M=2.5) which means the level of awareness here is low.

In the economical negative impacts the mean is between (M=2.45, SD=.850) to (M=2.75, SD=.961).

Tourism increases price of goods and products. The mean is (M=2.4).

Tourism cause of increasing the cost of living cost, the mean is (M=2.48, SD=.949). In other three points the mean is less than the average which means the level of awareness is in the average level.

Environmental negative impacts the mean is between (M=2.70, SD=1.033) to (M=3.36, SD=1.071) which is coming less than average which means the level of awareness towards environmental negative impacts is average level.

In general we can take the result of total of total responses as it is in table (3) the level of awareness among the local community towards tourism positive impacts; is high because the mean is 4 and above. In the negative impacts the level of awareness is average because the mean is between 2.5- 2.9.

The standard deviation in table (2) reflects that there are relatively small differences between local community responses in term of tourism negative impacts.

Table (2) Means scores for the questionnaire items and Standard deviation

	N	Mean	Std. Deviation
x1	69	4.00	.874
x2	69	4.13	.938
x3	69	4.13	.938
x4	69	4.06	.820
x5	69	4.06	.820
x6	69	4.12	.850
x7	69	4.04	.830
d1	69	4.12	.978
d2	69	4.09	.935
d3	69	3.99	.849
d4	69	4.07	.880
d5	69	4.09	.870
h1	69	4.28	.802
h2	69	4.41	.734
h3	69	4.41	.880
h4	69	4.46	.698
h5	69	4.43	.696
k1	69	3.28	.998
k2	69	2.65	.997
k3	69	2.26	.869
k4	69	2.30	.928
k5	69	2.64	.939
m1	69	2.45	.850
m2	69	2.48	.949
m3	69	2.61	.861
m4	69	2.75	.961
a1	69	2.72	.998
a2	69	3.36	1.071
a3	69	2.72	1.136
a4	69	2.70	1.033
a5	69	3.25	1.143
Valid N (listwise)	69		

Table (3) Descriptive Statistics

	N	Mean	Std. Deviation
Xxxx	69	4.0766	.84323
Dddd	69	4.0696	.88306
Hhh	69	4.3971	.73843
Kkkk	69	2.6261	.90288
Mmmm	69	2.5725	.87458
Aaaa	69	2.9507	1.03492
Valid N (listwise)	69		Std. Deviation

FINDINGS

In conclusion we can say that the level of local community awareness of tourism positive impacts is high which means that they know the importance of tourism and how it can help in socio-culture, economic, and environment. As per the result we find also there is no significant difference in the sample responses.

In term of negative impacts the level of local community awareness is average as it is in the table (2) and (3) that maybe because the local community expecting these negative impacts from tourism activities, which made them think it's going to affect badly.

The main findings in this study shows that the local community attitude towards tourism impacts in Ibb province is positive which means they are aware of tourism benefits, local community attitude is a major challenge can face any development in tourism and sustainability. But as the result shows most of the answers are positive, which represents

that local community willingness to develop tourism activity and sustainability and get benefited in economic, socio-culture and environment.

The results reflect that the community ready to accept a positive change and development which make their life better and at the same time to sustain it for future.

There are minority who have negative response it may be because of their knowledge about tourism and its benefit, it might be because of strict culture, or it might be because of bad experience in tourism activity in their areas. The negative attitude towards tourism impacts can be because of the rules which make the local people not to participate in planning or in decision making for any kind of tourism development or any activity to develop tourism.

From all the above the researcher recommends that the government has to:

- Conducting educational seminars on the importance of tourism and its economic and social benefits.
- To raise awareness in schools about the benefits of tourism and its economic and cultural positive impacts.
- Arrange trips to school and university students as of education about the importance of tourism and its benefits and how to deal with negative impacts.
- Introduce computer technology and the internet to education and make it available to everyone.
- Encourage self-learning and interaction between the students the community.
- Conducting cultural events for the local community in the republic and religious festivals to spread awareness about tourism activities by starting the activities within the community.

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