The impact of local communities’ involvement and relationship quality on sustainable rural tourism in rural area, Sarawak. The moderating impact of self-efficacy

Fong Sook Fun\textsuperscript{a,}\textsuperscript{*}, Lo May Chiun\textsuperscript{b}, Peter Songan\textsuperscript{c}, Vikneswaran Nair\textsuperscript{d}

\textsuperscript{a}Institute of Social Informatics and Technological Innovations (ISITI), Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

\textsuperscript{b}Faculty of Economics and Business, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

\textsuperscript{c}Department of Human Resource Development, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

\textsuperscript{d}School of Hospitality, Tourism and Culinary Arts, Taylor’s University, No.1, Jalan Taylor’s, 47500 Subang Jaya, Selangor, Malaysia

Abstract

Tourism is recognized as a major growth engine for socio-economic development and poverty alleviation especially in rural destinations. Nonetheless, tourism has negative impact on these rural destinations. As a result, local communities’ attitudes and perceptions toward tourism development are one of the important indicators for sustainable tourism development (Choi & Sirakaya, 2006). Besides, people’s belief about their ability to influence the events is important in order to influence the outcomes (Bandura, 1994). Thus, this study attempts to examine the relationship between local communities’ involvement, relationship quality and sustainable rural tourism with self-efficacy as a moderator in the context of tourism industry in Sarawak. The findings of this study will demonstrate a preliminary conceptual framework on local communities’ involvement, relationship quality and sustainable rural tourism and how self-efficacy moderate the relationship between local communities’ involvement, relationship quality and sustainable rural tourism in Sarawak.

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* Corresponding author. Tel.: +6-012-228-1673

E-mail address: elsiefong25@gmail.com

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