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The Impact of The Rural Culture and Cultural Attractions on Poverty Alleviation: The Moderating Effect of Tourism Resources

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Abstract

This study aims to investigate the impact of rural culture and cultural attractions on poverty alleviation and the moderating effect of tourism resources on rural, culture, wildlife, nature and physical. Convenience sampling was applied in selecting 520 respondents. The Statistical Package for Social Science was used to analyse the descriptive statistic while Partial Least Square-Structural Equation Modelling (SEM) was used to analyse the hypotheses. The results show both rural culture and cultural attractions have a positive effect on poverty alleviation. Besides, tourism resources have a positive moderating effect on rural culture and poverty alleviation. Poverty reduction through tourism, communities right to use tourism resources and accommodate different cultural views are supported by Human Development Theory on the positive findings. However, tourism resources a negative result on cultural attractions and poverty alleviation. Therefore, this study suggests that preserving cultural attractions such as cultural buildings, landscapes, monuments, traditions, arts, crafts, food, and customs should be encouraged for socio-economic benefits.

Keywords: Rural Culture, Cultural Attractions, Tourism Development, Moderator, Tourism Resources, Malaysia

Introduction

Cultural tourism is defined as an interaction between tourists and locals in exchanging the different ways of life that has been practiced from generation to generation (Dong 2020). Cultural tourism is a product that contributes economic and non-economic benefits to people (Mitchell & Ashley, 2010). Moreover, cultural tourism fosters pride through the sharing of traditional and customary values and helps in preserving culture (Satarat, 2010). In Sarawak, the cultural values, heritage, and traditions of 28 ethnic groups provide an avenue to promote cultural tourism (Ministry of Tourism, Arts, and Culture Sarawak, 2016). The ethnic groups' traditional knowledge of the forest and medicinal plants, fishing activities, weaving techniques, cultural heritage, and festivals have also contributed to cultural tourism (Lo, Ramayah & Hui 2014).