



UNIVERSITI PUTRA MALAYSIA

***ACTOR-NETWORK THEORY APPROACH IN ALIGNING DIVERGENCES
IN POLICIES GOVERNING RURAL TOURISM IN SEMPORNA, SABAH,
MALAYSIA***

SIOW MAY LING

IPTPH 2014 6



**ACTOR-NETWORK THEORY APPROACH IN ALIGNING DIVERGENCES
IN POLICIES GOVERNING RURAL TOURISM IN SEMPORNA, SABAH,
MALAYSIA**

By

SIOW MAY LING

**Thesis Submitted to the School of Graduate Studies,
Universiti Putra Malaysia, in Fulfilment of the Requirements of the
Degree of Doctor of Philosophy**

July 2014

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Strength does not come from physical capacity.
It comes from an indomitable will

Mahatma Ghandi.



*In loving memory of Choo Hwei Yen & for your contribution
to humanity.
1981-2013*

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

**ACTOR-NETWORK THEORY APPROACH IN ALIGNING DIVERGENCES
IN POLICIES GOVERNING RURAL TOURISM IN SEMPORNA, SABAH,
MALAYSIA**

By

SIOW MAY LING

July 2014

Chair: Associate Professor Sridar Ramachandran, PhD
Faculty: Institute of Tropical Forestry and Forest Product

The purpose of this thesis is to formulate a framework for rural tourism policies in Semporna, Sabah, Malaysia. This study is carried out in response to current anthropogenic issues occurring at the study site. The objectives of the study is (i) to identify emerging themes of policies governing rural tourism, (ii) to determine elements influencing effective policy governance in rural tourism and (iii) to identify responsible tourism indicators for rural tourism policies in Semporna, Sabah.

The study adopts a full qualitative approach through the lens of a constructivist, employing Actor Network Theory. This highlights the holistic approach of the human and non-human continuum. The study elicits data from three sources namely, policy-makers, end-user of the policy and policy text corpus. The study involves the collection of primary data through the Delphi Policy technique for policy makers, in-depth interviews for end-users of the policy and text analysis for policy text corpus. All findings is analysed using the thematic analysis approach and triangulated.

The significant contributions that have emerged from this study in addressing responsible rural tourism policies in Semporna Sabah includes; (i) methodological contributions; modified policy Delphi technique, (ii) theoretical contributions that is the dynamic framework of responsible rural tourism, (iii) decision making contributions that is the analytical network policy process and (iv) transferable qualitative indicators. This indicates that the main aspects of rural tourism policies comprising of economic, social and environment factors must not be assumed in isolation and evolves around human and non-human continuum.

The thesis provides insightful qualitative analysis on the divergence governing rural tourism policies in Semporna, Sabah. The findings will be very useful for future formulation of rural tourism policies especially in the context of marine tourism involving heterogeneous actors. This thesis can act as a point source for future tourism

policy research as it has been the biggest challenge and limitation to date in retrieving the extant policy documents.

The significance of the findings could enable policy makers to set agendas, formulate, adopt, implement and evaluate policies based on the guidelines of the framework. In addition, the emergent indicators would be useful in assessing the health of tourism policies in other rural tourism destinations.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
Sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**TEORI JARINGAN AKTOR UNTUK MENYERAGAMKAN PENCAPAHAN
DALAM PENGAMALAN TATAURUS DASAR PELANCONGAN DESA
BERTANGGUNGJAWAB DI SEMPORNA, SABAH, MALAYSIA.**

Oleh

SIOW MAY LING

Julai 2014

Pengerusi: Associate Professor Sridar Ramachandran, PhD
Fakulti: Institute Perhutanan Tropika dan Produk Hutan

Tujuan penyelidikan ini adalah untuk membentuk suatu kerangka dasar pelancongan desa di Semporna, Sabah, Malaysia. Kajian ini dilaksanakan berdasarkan isu-isu antropogenik yang timbul di kawasan kajian tersebut. Matlamat kajian ini adalah untuk (i) mengenalpasti tema-tema berbangkit dalam pengamalan taurus dasar pelancongan desa, (ii) menentukan unsur-unsur yang mempengaruhi pengamalan taurus dasar pelancongan desa yang berkesan dan (iii) mengenal pasti petunjuk pelancongan bertanggungjawab untuk dasar pelancongan desa di Semporna, Sabah.

Kajian ini berlandaskan pendekatan kualitatif yang berasaskan perspektif konstruktivis dan menggunakan Teori Jaringan Aktor. Justeru, pendekatan menyeluruh ini memberi penekanan kepada perihal spektrum manusia dan bukan manusia yang diterapkan dalam jaringan aktor. Kajian ini memperlihatkan maklumat dari tiga sumber utama, iaitu penggubal dasar, pengguna akhir dasar serta korpus teks dasar. Hasil penemuan dicapai menggunakan pendekatan analisis tema dan seterusnya melalui proses triangulasi untuk memantapkan kesahihan penemuan tersebut.

Sumbangan ketara yang muncul daripada kajian ini dalam mengetengahkan dasar pelancongan desa kebertanggungjawaban di Semporna, Sabah adalah terdiri daripada i) sumbangan dari segi kaedah iaitu pendekatan Delphi Dasar terubahsuai, (ii) sumbangan teoretikal iaitu kerangka dinamik pelancongan desa kebertanggungjawaban, (iii) sumbangan terhadap pembuatan keputusan iaitu rangkaian analitikal proses dasar dan (iv) petunjuk kualitatif yang dapat dipindahkan. Ini menggambarkan bahawa aspek utama dasar pelancongan desa yang merangkumi bidang ekonomi, sosial dan alam sekitar tidak boleh dinilai secara berasingan dan ianya wujud dalam spektrum manusia dan bukan manusia.

Tesis ini mempamerkan analisis kualitatif mendalam terhadap pencapaian dalam pengamalan taurus dasar pelancongan desa di Semporna, Sabah. Hasil penemuan ini akan dapat membantu dalam penggubalan dasar pelancongan desa terutamanya dalam

konteks pelancongan marin yang melibatkan pelbagai aktor. Tesis ini boleh digunakan sebagai punca sumber maklumat untuk kajian dasar pelancongan di masa hadapan memandangkan cabaran utama kajian ini adalah dalam mendapatkan kembali dokumen dasar yang masih wujud.

Sumbangan hasil penemuan ini akan membolehkan penggubal dasar untuk menentukan agenda, terima pakai dasar, melaksanakan dasar dan menilai dasar berasaskan garis panduan kerangka tersebut. Selain dari itu, petunjuk yang muncul daripada kajian ini boleh digunakan untuk menilai keberkesanan dasar pelancongan di destinasi pelancongan desa yang lain.



ACKNOWLEDGEMENTS

I wish I could leave this page blank. Not because I have no one to thank, but because no words can describe my utmost gratitude to the people who have helped me.

First, to my supervisor; Associate Professor Dr Sridar Ramachandran. Thank you for embarking with me on this adventure. I remember the day that I approached you with my wild idea. Today, that wild idea is a reality. This piece of work is especially dedicated to your excellent guidance and patience throughout the course of this study. Your roles of guide, motivator and faith in me throughout have been extremely helpful. When I was lost, you uttered these words to me. “You have to get lost in order to find yourself.” I will always remember those words of wisdom.

To my co-supervisors; Professor Dr Ahmad Shuib and Dr Syamsul Herman Mohammad Afandi; your advice and concerns along the way has been a very crucial part of my work. The three of you have been my mentors – you have not only showed me the house of wisdom, but also lead me towards the threshold of my mind. I am indebt, and will never be able to thank you all enough.

In gratitude, I want to thank my research team; this journey has been less lonely with people like you. The significant barriers and challenges that we face have only brought us closer as friends.

Special gratitude to my respondents all over Malaysia, Sabah Parks and especially to the outstanding people of Semporna – you are nothing short of *inspirational*. Thank you for your tireless participation in this study. I am optimistic that the implications of this work will reach you in one way or another.

I would like to thank to my sponsors, the Ministry of Education Malaysia and Universiti Putra Malaysia for financially supporting me.

To the staff of INTROP and IKDPM, thank you for the assistance provided throughout the duration of my study in UPM.

To the best people in the world; Shehan, Sudesh, Trishna, Cindy, Elaine and Sherry. Thank you for being there during the good and the bad times.

Finally, thank you mom and dad for your endless love and support. You have been my pillars of strength throughout this journey and beyond, without that, I would not have pulled through. May Hwa; my youngest sister, for your on-going patience and who secretly ensures that I am kept motivated and happy.

Thank you.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Sridar Ramachandran, PhD

Associate Professor
Faculty of Forestry
Universiti Putra Malaysia
(Chairman)

Ahmad Shuib, PhD

Professor
Institute of Agriculture and Food Policy Studies
Universiti Putra Malaysia
(Member)

Syamsul Herman B. Mohammad Afandi, PhD

Senior Lecturer
Faculty of Forestry
Universiti Putra Malaysia
(Member)

BUJANG BIN KIM HUAT, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

DECLARATION

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: Siow May Ling, GS30234

Declaration by Members of Supervisory Committee

This is to confirm that:

- The research conducted and the writing of this thesis was under our supervision;
- Supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman of Supervisory Committee:

Sridar Ramachandran, PhD

Signature: _____

Name of Member of Supervisory Committee:

Ahmad Shuib, PhD

Signature: _____

Name of Member of Supervisory Committee:

Syamsul Herman B. Mohammad Afandi, PhD

TABLE OF CONTENTS

	Page
ABSTRACT	iii
ABSTRAK	v
ACKNOWLEDGEMENTS	vii
APPROVAL	viii
DECLARATION	x
LIST OF TABLES	xvii
LIST OF FIGURES	xix
LIST OF ABBREVIATIONS	xx

CHAPTER

I. INTRODUCTION	1
Definition of Key Constructs	1
Rural Setting	1
Tourism	3
Rural Tourism	3
Public Policies	4
Rural Tourism Policies	4
Study Site: Sabah, Semporna	5
Sabah	5
Semporna	5
Problem Statement	8
Nature of the Problems	8
Rural Tourism in Malaysia	9
Tourism in Sabah	9
Tourism in Semporna	10
Factors contributing to the problem	16
The Malaysian Governmental Structure:	16
The Sabah Government:	17
The Federal-State Relationship:	17
Policies in Malaysia:	18
Impact of the Problem	20
Promising Approaches	22
Actor Network Theory (ANT)	23
Summary of Problem Statement	24
Objectives of the Study	24
Significance of study	25
Organisation of Chapters	26

II.	LITERATURE REVIEW	27
	Introduction	27
	Philosophy	27
	Ontology	28
	Epistemology	28
	Methodology	29
	Positivism	29
	Post- Positivism	30
	Critical Theory	30
	Constructivism	32
	A question of epistemology - a priori or a posteriori	33
	The Rationale: The nature of the study	33
	A Constructivists' Journey to Understand Policy, Evolution and Philosophy	34
	Evolution of Policies	35
	Plato	35
	Ibn Khaldun	36
	Confucianism	37
	Modern Day Philosophers and their political views	38
	John Dewey	38
	Harold Lasswell	38
	Joining the dots, the old and the new	39
	Theories	41
	Stakeholder Theory	42
	Social exchange theory	42
	Theory of Stewardship	43
	Actor Network Theory	44
	Responsible Rural Tourism Policy: Towards a Conceptual Framework	45
	Definition of Sustainable Tourism	45
	Definition of Ecotourism	45
	Definition of Responsible Tourism & Relationship to Rural Tourism	45
	Definition of Tourism Policy	45
	Definition of Rural Tourism Policy	46
	The Tourism Policy Cycle	47
	Explanation on the policy cycle	48
	Policy Formulation	48
	Policy Adoption	48
	Policy Implementation	49
	Policy Evaluation	49
	Attributes of the Responsible Rural Tourism Policy	51
	Cultural Resource	53
	Risk	53
	Human Resource	53
	Socio Economic	54
	Economic Impact	54
	Environmental Evaluation	54
	Natural Resources	55
	Infrastructure	56
	Conservation of Natural Environment	56
	Tourism Policy Indicators	57

Review and Analysis of Methodologies in Policy Studies	58
ANT as a means to merge different methodologies	59
Definition of Actors	59
Definition of Actants	59
Further synthesis of the ANT as a methodology	64
The Triple Helix as the conceptual framework of Responsible Rural Tourism Policy	65
III. METHODOLOGY	68
Introduction	68
Design Principle	68
Justifying Qualitative Research	68
Data elicitation	69
Stage 1: Data elicitation of human actants	70
Policy Delphi	71
Selection of Panel	72
Bibliographic Profile of Respondents	74
Design of the Survey Instrument	74
In-depth Interview	76
Stage 2: Data elicitation for Non-Human Actants	79
Policy-text corpus data mining	79
Saturation of data	80
Handling of data	80
Researcher as research instrument	81
Ethical Considerations	81
Trustworthiness and Transferability	81
Trustworthiness	81
Transferability	82
Data analysis	82
Knowledge interest	83
IV. FINDINGS AND DISCUSSION: POLICY-MAKER	84
Introduction	84
Policy Makers	84
Round 1	85
Findings of Round 1	85
Pulling the ideas together: Analysis of Situation 1-9	106
The structure for Delphi Round 2	113
The general design	113
Round 2: Narration and interpretation of respondents	117
Cultural Resource	120
Safety and Security	125
Human Resource	129
Socio Economy	134
Environmental Valuation	137
Natural Resource	141
Natural Resource	145
Natural Environment	153
Emerging Theme 1	157

	Emerging Theme 2	165
	Summary of Delphi Round 2	168
	Summary	177
V.	FINDINGS AND DISCUSSION: END USERS	178
	Introduction	178
	The In-Depth Interviews	178
	Narration and interpretation of respondents	181
	Cultural Resources:	181
	Safety and Security	185
	Human Resource	188
	Socio Economy	190
	Environmental Valuation	194
	Natural Resource	195
	Infrastructure	197
	Natural Environment	199
	Emerging Theme 1	202
	Emerging Theme 2	203
	Emerging Theme 3	205
	Summary	205
VI.	FINDINGS AND DISCUSSION: POLICY TEXT CORPUS	206
	Introduction	206
	Identified Policy Text Corpus	206
	Brief description on the Policies used, strength and weaknesses.	207
	Matching of Policy to the situations in Semporna	212
	Cultural Resource	212
	Safety and Security	213
	Human Resource	214
	Socio Economy	215
	Environmental Valuation	216
	Natural Resource	218
	Infrastructure	220
	Natural Environment	221
	Emerging Theme 1	223
	Emerging Theme 2	224
	Emerging Theme 3	225
	Summary Findings of Policy Text Corpus	226
	Policy Making Process	226
	Stakeholder Involvement	226
	Institutional fragmentation	227
VII.	FINDINGS AND DISCUSSION: TRIANGULATION OF FINDINGS	228
	Introduction	228
	Triangulation of Situation 1 to 12	228
	S1: Cultural Resources	229
	S2: Risk	230
	S3: Human Resource	231

E4: Socio Economy	232
E5: Economic Impact	233
E6: Environmental Valuation	235
En7: Natural Resource	236
En8: Infrastructure	237
En9: Conservation of Natural Environment	238
Emerging Theme 1: Governance	239
Emerging Theme 2: Education	241
Emerging Theme 3: Faith	242
Emerging indicators	244
Indicators in line with Actor Network Theory	249
Summary of Findings	252
VIII. SUMMARY, GENERAL CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH	254
Introduction	254
Philosophical underpinning	254
Theoretical underpinning	255
Actants identified	255
Thematic Elicitation	256
Research Contributions	256
Summary of Main Findings	257
Methodological Contributions	261
Theoretical Contributions	261
The Evolution of the Framework	261
Responsible Rural Tourism Framework	261
The Policy-Cycle	263
Transferable Qualitative Indicators	264
Limitations of the research	265
REFERENCES	270
APPENDICES	303
BIODATA OF STUDENT	314
LIST OF PUBLICATIONS	315

LIST OF TABLES

Table	Page
1. Population of Semporna,	11
2. Problem Statement and Objectives	25
3. Review on Tourism Policy Cycle	50
4. Review - Presentation of Authors	50
5. Common Attributes to Tourism Policy	52
6. A Taxonomy Review on Non-Quantitative Methods Measuring Tourism Policies	58
7. A Taxonomy Review on Quantitative Methods Measuring Tourism Policy	58
8. Definitions of Human-Actants	59
9. Definition of Non-Human Actants	60
10. Literature Review Of Tools With Reference To Actants	61
11. Research Process of Rodger, Moore & Newsome (2009)	63
12. Research process of Paget, Dimanche & Mounet (2010)	63
13. Research Process of John Tribe (2010)	64
14. Research process of Gharzinoorya and Hajishirzia (2012)	64
15. Panels For Policy Delphi	73
16. Policy Delphi Process	74
17. The Process For Thematic Analysis	83
18. Summary of Delphi Round 1	86
19. Summary of Findings in Delphi Round 1 and Action for Delphi Round 2	107
20. Description Format Delphi round 2	114
21. Example a	118
22. Example b	119
23. Example c	120
24. Situation 1.a	122
25. Situation 1.b	123
26. Situation 1.c	124
27. Situation 2.a	127
28. Situation 2.b	127
29. Situation 2.c	129
30. Situation 3.a	131
31. Situation 3.b	131
32. Situation 3.c	133
33. Situation 4.a	135
34. Situation 4.b	135
35. Situation 4.c	137
36. Situation 5.a	139
37. Situation 5.b	139
38. Situation 5.c	141
39. Situation 6.a	143
40. Situation 6.b	143
41. Situation 6.c	145
42. Situation 7.a	147
43. Situation 7.b	147
44. Situation 7.c	149
45. Situation 8.a	151

46. Situation 8.b	151
47. Situation 8.c	153
48. Situation 9.a	155
49. Situation 9.b	155
50. Situation 9.c	157
51. Situation 10.a	159
52. Situation 10.b	159
53. Situation 10.c	161
54. Situation 11.a	162
55. Situation 11.b	163
56. Situation 11.c	164
57. Situation 12.a	166
58. Situation 12.b	166
59. Situation 12.c	168
60. Summary of Modified Policy Delphi findings	170
61. Pseudonyms of Respondents for End-Users	179
62. Brief Descriptions of Policies Under Study	211
63. Summary of Themes, Gaps and Indicators	244
64. Responsible Rural Tourism Indicators	249
65. Emerging Themes for Responsible Rural Tourism Policies	257
66. Elements Influencing Effective Policy Governance in Semporna Sabah	258

LIST OF FIGURES

Figure	Page
1 Orientation of Chapter 1	2
2 Map of Semporna.	7
3 Orientation of Chapters 1 to 8	26
4 Orientation of Chapter 2	27
5 Constructivists' Worldview	34
6 Philosophy Policy Evolutions	41
7 The Policy Cycle	47
8 Conceptual Framework Triple Helix - Cross Section	66
9 Conceptual Framework - Triple Helix of Policies in Rural Tourism	67
10 Research Process	68
11 Operational Framework	70
12 Data elicitation for human actants	71
13 Data elicitation and analysis for policy-text corpus	79
14 Orientation of Chapter 4: Policy-makers	84
15 Introduction cover page Round 2 Delphi	115
16 Sample page 1 Round 2 Delphi	115
17 Sample page 2 Round 2 Delphi	116
18 Sample page 3 Round 2 Delphi	116
19 Orientation of chapter 5	178
20 Orientation of chapter 6	206
21 Orientation of chapter 7	228
22 Triangulation sample	229
23 Triangulation of S1: Socio Cultural	230
24 Triangulation of S2: Risk	231
25 Triangulation of S3: Human Resource	232
26 Triangulation of E4: Socio Economy	233
27 Triangulation of E5: Economic Impact	234
28 Triangulation of E6: Environmental Valuation	236
29 Triangulation of En7: Natural Resources	237
30 Triangulation for En8: Infrastructure	238
31 Triangulation En9: Conservation of the Natural Environment	239
32 Triangulation of Et 10: Governance	241
33 Triangulation of Et11: Education	242
34 Triangulation of Et 12: Faith	243
35 Research Process	255
36 Evolution of Responsible Rural Tourism Framework	262
37 Analytical network policy process	264

LIST OF ABBREVIATIONS

ANT	Actor Network Theory
ETP	Economic Transfer Programme
EPP	Entry Point Projects
GDP	Gross Domestic Product
GNI	Gross National Income
GTP	Government Transformation Programme
MKN	Majlis Keselamatan Negara
MOCAT	The Ministry of Arts, Culture and Tourism
MPDT	Modified Policy Delphi Technique
MSC	The Marine Conservation Society
MTPB	Malaysia Tourism Promotion Board
NGO	non-governmental agencies
NEP	New Economic Policy
SEDIA	The Sabah Economic Development and Investment Authority
SIDP	The Semporna Island Darwin Project
SIP	Semporna Island Project
TDCM	Tourist Development Corporation Malaysia
TM	Tourism Malaysia
TSMP	Tun Sakaran Marine Park
UNDP	United Nations Development Plan
UNHCR	United Nations High Commissioner for Refugees
UNWTO	The United Nations World Tourism Organisation
WWF	World Wide Fund for Nature
VMY	Visit Malaysia Year

CHAPTER I

INTRODUCTION

Rural tourism contributes significantly to the rural economy and to the wider tourism industry. The study of rural tourism policies is always the most significant aspect of effective and sustainable growth strategies in rural tourism. The importance of rural tourism policies and planning is considered one of the top 10 most important tourism issues in recent years (Haven-Tang & Jones, 2012). It is crucial to identify the importance of good governance and effective rural tourism policy that ensures the sustainability and improvement of the industry. The first chapter explains the main concepts of the study, followed by an identification of the key issues and the focus. Figure 1 illustrates the flow of Chapter 1, whereby the chapter begins by identifying the: (i) definition of key constructs; (ii) description of the study site; (iii) problem statements (iv) significance of the study; and (v) research objectives.

Definition of Key Constructs

The sub-topic of Key Constructs explains the main concepts used in the study that introduces certain definitions, terminologies, as well as creating a pathway towards unifying all concepts and ideas.

Rural Setting

The definition of a rural setting may differ. The European Union's definition is a place that has less than 1500 people (Hall, Kirkpatrick & Mitchell, 2005). The United States Census Bureau defines rural as having a population of fewer than 2500 people. Rural setting can also be measured by the sparseness of population, isolation from the state's largest cities and homogeneity of population (Morehouse, MacBeath & Leask, 1984).

In Malaysia, the Statistics Department of Malaysia and the Federal Department of Town and Country Planning Peninsular Malaysia, defines rural settings as a population of less than 10,000 people that include farming and natural features within the same proximity as its residents regardless of whether they live in clusters, are scattered, or are parallel to one another (Ministry of Rural and Regional Development, 2010).

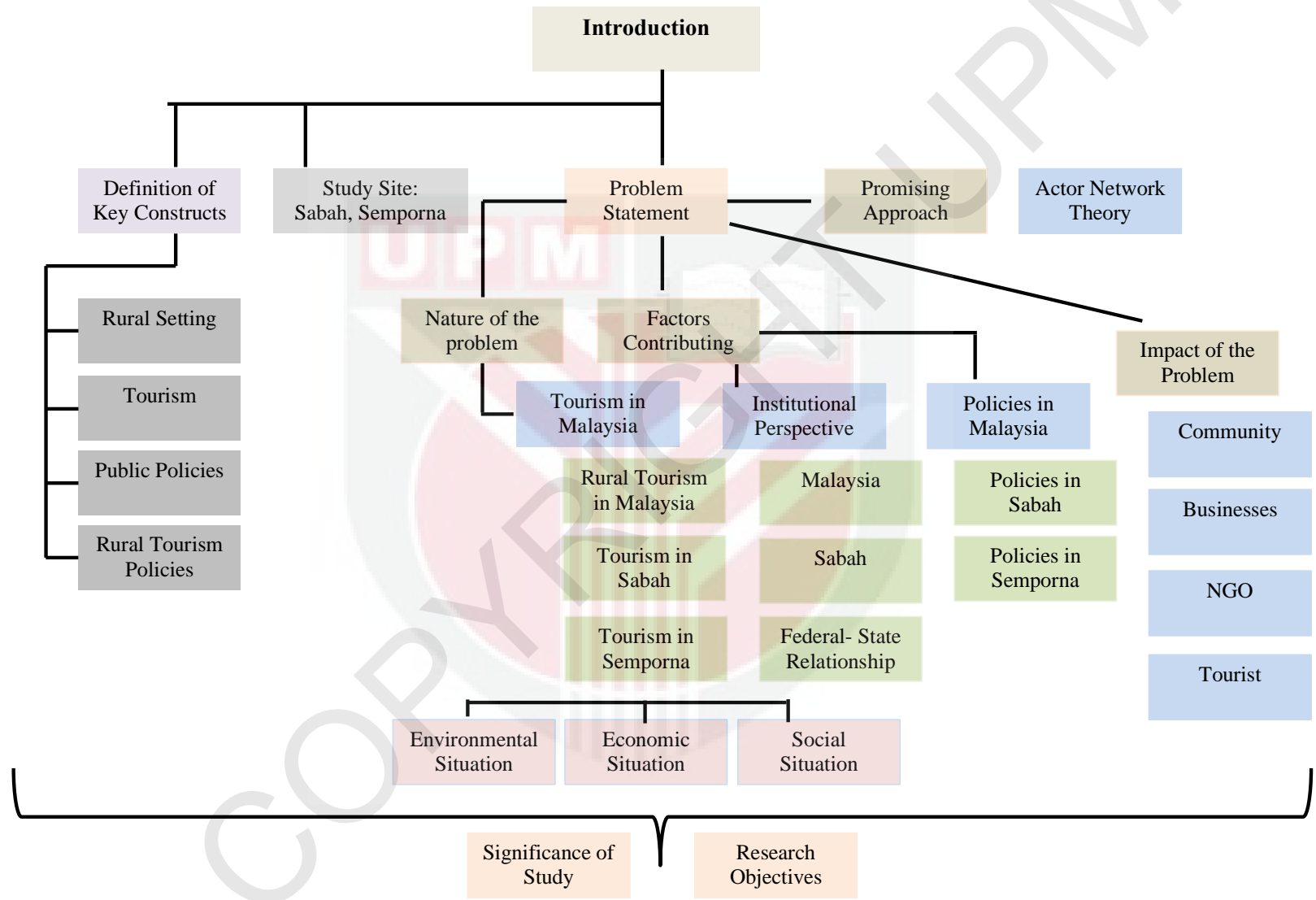


Figure 1 Orientation of Chapter 1

Tourism

In the past half century, the tourism industry has emerged as one of the world's most powerful, yet controversial, socio-economic forces (Telfer & Sharpley, 2008). It is defined as a unique product of tangible and intangible aspects that encompass everything that a tourists experiences (Poon & Low, 2005). Tourism is a fast growing industry, but more importantly, it is a valuable sector that contributes significantly to a nation's overall economy. The United Nations World Tourism Organisation (UNWTO) highlights that the latest UNWTO World Tourism Barometer states that tourism reached a new record in 2012 with an estimated US\$ 1075 billion spent worldwide. South-East Asia is the best performing sub-region in Asia and the Pacific with a +9 percent growth (World Tourism Organisation, 2013). Tourism is consistently a major and integral component of lifestyle (Poon & Low, 2005) which generates significant amount of foreign exchange earnings that contribute to the economic growth of countries (Poon & Low, 2005; Tadasse & Nsiah, 2008). Globally, this industry is known to affect economies and communities, creating employment opportunities that contribute to a nations' economic and social development (Baum & Szivas, 2008).

Rural Tourism

Rural tourism can be described by the many types of tourism activities conducted within a rural setting. Activities such as farm tourism, agro-tourism, alternative tourism, and soft tourism may be defined differently from one country to another (Page & Getz, 1997). The Rural Tourism Master Plan for Malaysia (2000) defines rural tourism as:

Tourism that provides opportunities to visitors to visit rural villages and rural attractions, and to experience the culture and heritage of Malaysia, thereby providing socio-economic benefits for local communities. Day-visits are included in the definition.

Rural tourism can also be defined in many ways. A vacation or a holiday for instance, describes a vacationer who occupies a large portion of his time engaged in recreational activities on a farm, ranch or country home and its environs (Fleischer & Pizam, 1997).

Rural tourism is deemed to be one of the most prominent areas of tourism that accounts for 10-25 percent of all forms of tourism (Park & Yoon, 2009). This form of tourism has been recognised as an effective catalyst of rural socio-economic regeneration (Panyik, Costa & Rátz, 2011). Since the early 20th century, rural tourism activities provide a platform for the development of countries worldwide. As a result of declining economic activity, restructuring of agricultural sectors, dwindling rural industrialisation and out-migration of educated youth (Briedenhann, 2004), many scholars highlight the importance of rural tourism as a catalyst for economic generation and human development (Briedenhann, 2004; Fleischer & Pizam, 1997; Su, 2011). Others scholars have suggest that the development of tourism in these rural areas may be a result of the lack of viable alternatives or the self-fulfilment of

political rhetoric (Fleischer & Felsenstein, 2000). This is a key contributing factor in the development of rural areas which are economically and socially undermined (Su, 2011).

Public Policies

Public policy is defined as “an intentional course of action followed by a government institution or official for resolving an issue of public concern” (Cochran, Meyer, Carr & Cayer, 2009). It applies to a great variety of people and interests compared to private decisions (Birkland, 2001). Policy is rarely a single action, but more often seen as a series of actions that are coordinated to achieve a public goal. Public policy is rooted in law and the authority and coercion associated with law (Cochran et al., 2009).

East Asia and Southeast Asia has experienced dramatic changes in public policy over the past two decades (Asher, Newman & Snyder, 2002). Malaysia is a country that is ethnically heterogeneous and is recognised as a veritable model of public policy within the region (Asher et al., 2002). Authors who address the Malaysian political system also highlight the vulnerability of it (Adhikari, Derashid & Zhang, 2006; Hezri, 2004). The Malaysian political system is elaborated in more detail in the latter part of this chapter.

Rural Tourism Policies

Rural tourism policies fall under the umbrella of public policies. Rural tourism policies are a set of regulations, rules and guidelines, directives, and developmental or promotional objectives and strategies that provide a framework within the collective and individual interest (Haahti, 2001). Sharpley (2002) postulates that rural tourism policies serve as a mechanism to attract more diverse high-spending markets, mitigate problems of seasonality, encourage independent and non-organised tourism, spread the socio-economic and cultural benefits of tourism, and promote the alleged demand for more environmentally appropriate forms of tourism. The development of rural tourism is seen as complex and contemporary because it involves balancing economic, environmental and social requirements (Dragulanescu & Drutu, 2012). It is imperative to understand that the success and sustainability of rural tourism depends on the role of the government and its agencies in formulating policies, shaping practices and delivering services (Baum & Szivas, 2008).

Rural tourism policies have both direct and indirect impact on various agencies in Malaysia. In the latter part of this chapter, multiple facets of rural tourism policies in Malaysia are illustrated and various strength, limitations and challenges faced by the industry are highlighted.

Study Site: Sabah, Semporna

Semporna the east Malaysian state of Sabah is the study site of the thesis.

Sabah

Sabah is the second largest Malaysian state situated on the island of Borneo, with an area spanning 72,500sq kilometres. It is fondly referred to as “The Land Below the Wind” as it sits below the typhoon belt of East Asia (Welman, 2011). The state is positioned between a coastline surrounded by the South China, Sulu, and Celebes Seas. It is also the third largest island in the world (Official Website of Sabah State Government, 2013). The four main cities of Sabah are Kota Kinabalu, Sandakan, Tawau and Kudat, all located along the state’s shorelines. Factoring in islands and lagoons, its shorelines span 4328 kilometres (Jakobsen, Hartstein, Frachisse & Golingi, 2007). Situated within the Coral Triangle, it is rich in marine biodiversity (Poh & Fanning, 2012) with its rugged landscape consisting of extensive rainforest and towering mountain peaks (Dony, Ahmad & Khen Tiong, 2004). Being a diverse, multicultural country with several main ethnic groups, the state of Sabah comprises of 31 different indigenous peoples, including Kadazans, Muruts, Kedayans and Sulus (Dony et al., 2004).

Tourism in Sabah is an important catalyst of economic generation and has been since the state formed the Sabah Tourism Board in 1976 as the entity responsible for looking into continued expansion to cater to the needs of the international market (Sabah Tourism Board Official Website, 2013). As a result, Sabah evolved into an attractive tourist destination for investors (Kim & Chan, 2011; Kleinen & Osseweijer, 2010). Sabah received 2.75 million tourists in 2012, which is a 54 percent growth from 2003 (Sabah Tourism Board Official Website, 2013).

Semporna

The study site of Semporna in Figure 2 is the principle town of the district, situated within the Tawau division. It is located on the south-eastern coast of Sabah. The district is 1,145 square kilometres (Royo-Vela, 2009) and is one of the main tourist attractions for both locals and foreigners (Borneo Post, 2012). Semporna is a busy town with commercial centres encompassing both formal and informal markets, shops, supermarkets, travel agents, shops and restaurants (Kleinen & Osseweijer, 2010).

Most of Semporna’s potential for tourism lies within the natural resources of the district. Preliminary findings with key stakeholders indicate that there are gaps in the successful implementation and governance of rural tourism policies in Semporna. The United Nations Environmental Programme and World Tourism Organisation (2006) highlight this as a crucial aspect to be addressed. Programme indicates that the proper use of rural tourism policies is of unprecedented importance for safeguarding the sustainability of the industry. In order to ensure the holistic approach of the policies, policy gaps pertaining to environment (Ali, 2010), economics (Daldeniz &

Hampton, 2012) and communities (Ali, 2010; Kleinen & Osseweijer, 2010) must be addressed.

It is also important to understand that the various groups directly or indirectly involved with tourism are aplenty. Tourism is a fragmented group of diverse players from different organizations with ownership represented by local, national, and transnational agencies and governments (Baum & Szivas, 2008). More often, addressing and synergising these groups' opinions would be a challenge. Baum & Szivas (2008) highlight the importance of interest groups, stating that this group should include representation from tourism businesses, local and national government agencies, labour market agencies, community groups, and trade unions.



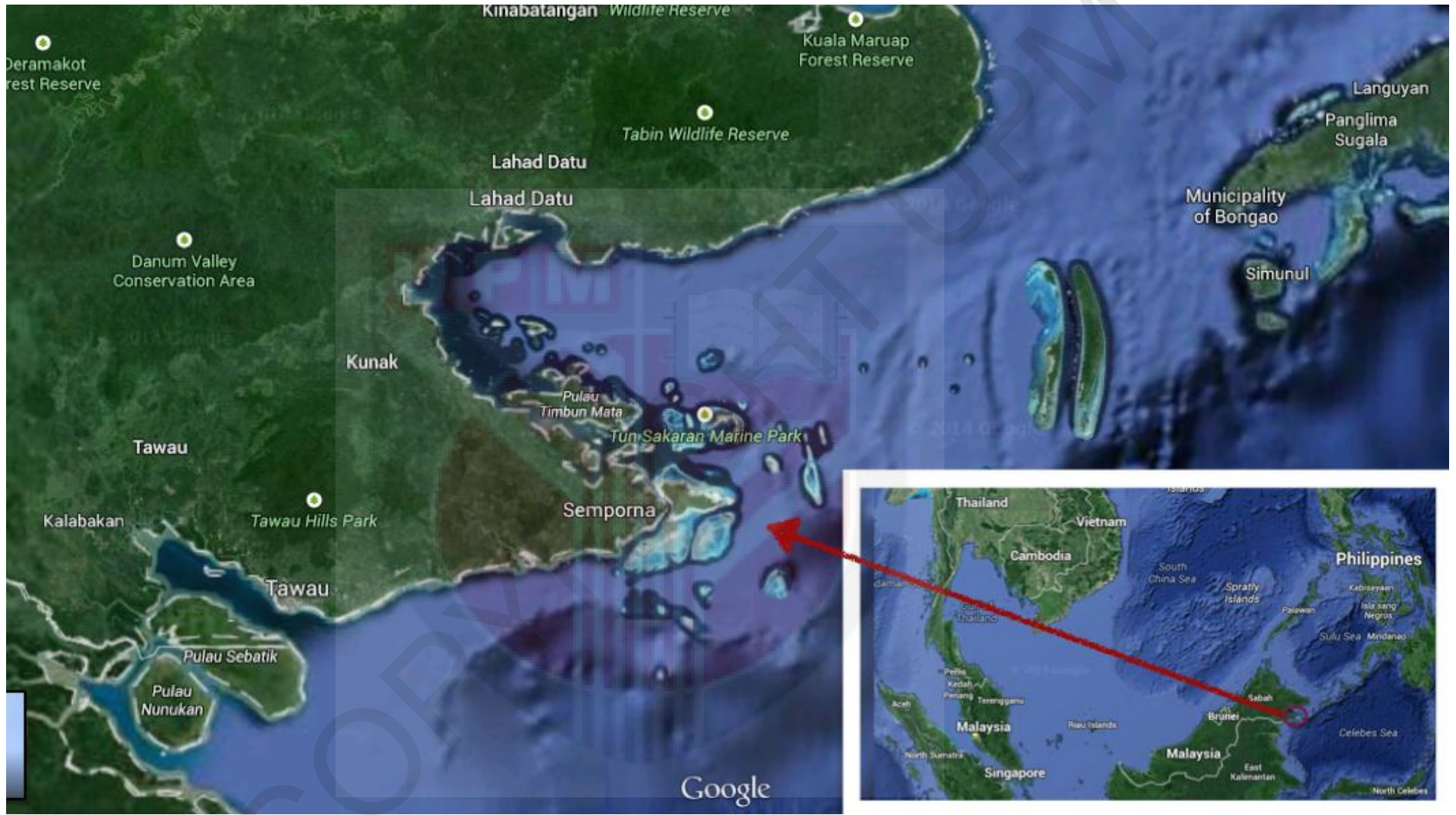


Figure 2 Map of Semporna.
Source: Google map (2014)

Problem Statement

A four-step approach proposed by Coley & Schienberg (2008) is employed as a process to address the problem statements underlying rural tourism policies in Semporna, Sabah. These steps include identification of: (1) the nature of the problem; (2) factors contributing to the problem or condition; (3) the impact of the problem; and (4) a promising approach. These four steps lead to the clarification of the problem statement. In the case of Semporna, Sabah it crystallises the problem statement and need for the study.

Nature of the Problems

A funnel approach is used to highlight the Federal-Sabah-Semporna relationship and their related issues. However, to ensure a holistic coexistence of scenarios between Federal-Sabah-Semporna, previously mentioned statements are revisited within the chapter.

Tourism in Malaysia

Tourists are attracted to Malaysia due to its rich natural and cultural heritage and the array of diverse attractions from its different states (Ghaderi, Mat Som & Henderson, 2012). The tourism industry is an important sector for the Malaysian economy (Poon & Low, 2005) and is identified as the third largest foreign exchange earner thus far (Aruna, 2013).

In earlier years Malaysia's economy is traditionally dominated by the primary commodities and soon evolved into the manufacturing sector in the 1970s (Hanim, Salleh, Othman & Ramachandran, 2007; Lean & Tang, 2010; Tang, 2012). However, starting from the year 2000, the contribution of its service sector exceeds 50 percent of the nation's GDP, out of which, tourism contributes the largest portion (Tang, 2012). Malaysia is relatively a young nation (Jensen & Kara, 2011) and only recently embarked on the process of promoting and establishing tourism (Hamzah, 2004). Hamzah (2004) further postulates that the tourism agenda in Malaysia is initiated through the Tourist Development Corporation Malaysia (TDCM) in 1972. The Ministry of Arts, Culture and Tourism (MOCAT) is subsequently established in 1987. At this point, tourism in Malaysia is not a priority. A specific Ministry of Tourism is established in 2004, responsible solely for matters related to the developments of tourism in Malaysia (Hamzah, 2004).

Today, the Federal Government proposes the agenda of developing tourism as a major part of the economic sector. According to Siow, Abidin, Nair, Ramachandran & Shuib (2011), Malaysia is targeting to achieve high-income-nation status by 2020 with plans to achieve this by reaching 36 million tourist arrivals and RM168 billion in tourist receipts. In 2012 alone, the nation recorded 25.03 million tourist arrivals and RM60.6 billion in tourist receipts (Official Website of Tourism Malaysia, 2013).

The Malaysian Government establishes the year 2014 as Visit Malaysia Year (VMY) (Official Website of Tourism Malaysia, 2013). The Malaysian 2013 budget mentions that VMY is expected to receive 28 million tourists. To successfully implement VMY programmes, RM1.2 billion is allocated for operating and development expenditure that includes promotion and advertising. The budget outlines the government's support of more investments in high-end hotels to comply with the international standards and to cater for the luxury and high-spending category (Prime Minister's Office, Malaysia, 2013). It is clear that the government is putting tourism on a pedestal and is seen as one of the most important income contributors for the nation.

Rural Tourism in Malaysia

Malaysia always places rural development at the forefront of its development plan. In the Seventh Malaysian Plan, the government highlights the importance of community participation in tourism. The Ninth Malaysian Plan also highlights creation of opportunities for farmers to expand and diversify agricultural products such as agro tourism (Kunasekaran, Ramachandran & Shuib, 2011). Other government initiatives include promoting rural development through the New Economic Policy (NEP), from 1971 to 1990. Its main concern is to address the regional economic inequalities and poverty faced by Malays in Peninsular Malaysia. 15 percent of foreign tourists who entered Malaysia in 2010 wanted to stay in rural areas (Zainal, Radzi, Hashim, Chik & Abu, 2012). This clearly shows the demand of the industry in Malaysia. Another significant step in the government's efforts in the development of rural tourism is the commissioning of The Rural Tourism Master Plan in 2000. The master plan had the agenda to create a strategic vision of the plan and develop a new brand of tourism experience for visitors, particularly long stay and high spending visitors.

Marzuki, Hussin, Mohamed, Othman & Mat Som (2011) highlights that developing rural tourism is crucial. In the year 2000, 10 percent of the nation's tourism revenue came from rural tourism. As with other sectors, this policy intensifies the rural tourism sector through development of rural areas in Malaysia (Awang & Aziz, 2011). The main objective of these agendas is to promote economic growth and employment in the rural areas through this industry (Hjulmand, Nielsen, Vesterl kke, Busk & Erichsen, 2003).

The government acknowledges the use of rural tourism to narrow the income disparity gap, alleviate property, reduce urban-rural migration and preserve the cultural and natural heritage of the rural community (Borneo Post, 2012).

Tourism in Sabah

Teh & Cabanban (2007) postulate that Sabah is a premier destination for nature, adventure activities and cultural pursuits as well as being famous for its ecotourism. Tourism in Sabah is one of the three priorities highlighted under Sabah's *Halatuju Pembangunan dan Kemajuan* (State Development Agenda). Sabah's plan for its tourism industry is clearly stated in their annual budget proceedings. Their plans highlight the importance of various management programmes such as environmental and wildlife protection (Aman, 2009). Sabah has evolved into an attractive tourist destination for investors and accommodation sectors (Kim & Chan, 2011). Sabah State Government projects approximately 2.75 million tourists or more to arrive in 2012 (Sabah Tourism Board, 2012). Nature tourism is the main focus of the Sabah

State Government's tourism policy (Hjulmand et al., 2003). Today, tourism is becoming more significant as the industry grows 420 percent each year and shows strong potential in the years to come (Jakobsen et al., 2007). Teh & Cabanban (2007) suggests that the state of Sabah has two major attractions, Mount Kinabalu, the highest peak in Southeast Asia, and Pulau Sipadan, one of the world's top SCUBA diving locations.

The state of Sabah recognises that its tourism sector depends heavily on the natural biodiversity of the state and that it plays a crucial role in its social, economy and environmental development. To ensure the sustainability of this industry the government of Sabah works together with non-profit organisations such as WWF (World Wide Fund for Nature), UNDP (United Nations Development Plan) and Danish Co-operation (Kim, 2011).

Sabah's start as a "value for money destination" has developed into a nature centric tourism destination. This is encapsulated in Sabah's declaration of 'Sabah Naturally', their catchphrase during Visit Sabah Year 2000 (Bagul, 2005). Since then rural tourism and sustainable development are the main focus areas in the tourism policy of the Sabah State Government (Bagul, 2005; Hjulmand et al., 2003; Romzi et al., 2011). Tourism in Sabah is becoming more significant as the industry shows strong potential in years to come (Jakobsen et al., 2007). This can be a source of income to alleviate poverty (Briedenhann, 2004; Fleischer & Pizam, 1997; Su, 2011).

Tourism in Semporna

Tourism in Semporna started to flourish in the 1980s (Ali, 2010), where Malaysia's largest concentration of coral reefs exist and where Malaysia's largest dive industry calls home (Choo, Kassem & Sumampouw, 2012). The Sabah Economic Development and Investment Authority (SEDIA, 2013) targets an increase of tourism visitor receipts in Semporna to Gross National Income (GNI) of RM565 million, creating 2,269 jobs. Semporna's coastal town may be used by tourists as a gateway to its 49 beautiful islands (Kleinen & Osseweijer, 2010) including, Sipadan, Mabul, Bohey Dulang and Sibuan (Hutton, 2001).

The crown jewel of Semporna's tourism lies in Pulau Sipadan. It is regarded as a world class dive site and is most frequented by the high-end, professional foreign market segment (Daldeniz & Hampton, 2012). Pulau Sipadan is an island approximately 30 kilometres south of Semporna, host to a cornucopia of marine life such as turtles, moray eels, tropical fish and a diversity of hard and soft corals (Ledesma, Lewis & Savage, 2003). Often compared to the Great Barrier Reef in Australia, from January to October 2011, Pulau Sipadan received an estimated 30,959 foreign tourists and 4,523 local visitors (Borneo Post, 2012). Tour operators tap this international tourist market, which corresponds to the need of these attractions by targeting Europe, Japan and Taiwan (Hitchcock, King & Parnwell, 2008). Catering for the high-end niche sector of tourism (Daldeniz & Hampton, 2012). rural tourism is putting Semporna on the map due to its location within the Coral Triangle (Praveena, Siraj & Aris, 2012).

This high-end niche sector of tourism starts to change around 2009 when Semporna is seen as a tourism destination, catering generally for the younger and less experienced international dive market. Often categorised as backpackers, this segment attracts low budget tourists (Daldeniz & Hampton, 2012). The operators

who manage businesses in Semporna are predominantly not of Semporna origin. These operators leveraged tourism opportunities that Semporna had to offer (Daldeniz & Hampton, 2012). The operators are not concerned over the long-term future of the island, but instead interested in short-term quick cash turnover (Musa, 2003).

The nature of the problem scholars highlights that economic, social and environmental aspects must be taken into consideration while addressing tourism policies (Blancas, Lozano-Oyola, González, Guerrero & Caballero, 2011).

Social situation of Semporna

According to the Department of Statistics Malaysia, Semporna has a population of 178,061 (Table 1). The figures underline that at least 22.5% are non-citizens of Malaysia. The livelihood in Semporna varies, with some residing in large well equipped houses complete with modern furnishings and a proper sewage system. A large number, however still live on houses with stilts, built along the seashore where they rely on the sea to clear away raw sewage and rubbish (Kleinen & Osseweijer, 2010). The lack of basic facilities in these areas are conducive for the spread of cholera, malaria, tuberculosis and typhoid (Kleinen & Osseweijer, 2010).

Table 1 Population of Semporna,
Source: Department of Statistics Malaysia (2010)

Population	Malaysian Citizens		Non-Malaysian Citizens	Total
	Bumiputra	Non-Bumiputra		
Semporna	92,996	2,365	40,168	178,061

When Sabah gained independence in 1963, the government had issues with the status of illegal migrants. This is due to the close proximity of Indonesia and Philippines where a large population of migrants would enter Semporna illegally (Kleinen & Osseweijer, 2010). This increased rapidly from the mid-1970s to the 1980s due to political unrest, particularly in southern Philippines (Ali, 2010). There also exists reports of pirates surrounding the waters of Semporna, engaging in violent conflict with illicit activities such as smuggling, and piracy from the 1990s to early 2000s (Kleinen & Osseweijer, 2010).

As with other parts of Sabah, Semporna faces a problem with illegal human migration and complex socio-economic factors. The census conducted in 2010 shows that 24,000 people are immigrants living in squatter homes where there are 18 major squatter colonies within the district rating zone and more than 100 smaller colonies scattered outside the area (“Semporna a dangerous district –DO, 2013). In most cases, these illegal immigrants are of Pilipino descent and are called Bajau Laut, Sea Bajau or Pala’u. They reside in Semporna due to the political unrest in the Philippines. The Bajau Laut are categorized as ‘stateless people’ rather than illegal immigrants or political refugees, without official citizenship and status (Ali, 2010). This community has lived in Sabah from a period before the formation of Malaysia over 50 years ago. They do not consider themselves illegal. The State Government however, denies their citizenship as they do not possess valid documentation (Yunus, 2013).

Their actual status in Sabah is still questioned, with history and economic development being key contributing factors to the general issue of illegal immigrants (Ali, 2010). As a result, there are many people unaccounted for residing in the district of Semporna (Yunus, 2013). The District Officer of Semporna, Abdul Mohamed Ibnu Abdul Kadir Baba, in his reports to the Royal Commission of Inquiry indicates that Semporna is a dangerous place with an alarmingly large number of immigrants due to its proximity to the Southern Philippines (“Semporna a dangerous district – DO, 2013). The District Officer’s statement comes as a result of the intrusion of Sulu gunmen into Lahad Datu and Semporna in 2013, killing civilians, police and army personnel.

In 2008, efforts made by the Sabah and Federal Government to provide temporary citizenship or ‘green cards’ to the Sea Bajau people. The programme is unfortunately not successful because the programme is only focused on illegal immigrants and political refugees on the mainland and islands – a more exhaustive programme is required (Ali, 2010). The main cause of the drawback is the lack of knowledge of the Bajau Laut people due to their nomadic lifestyle and illiteracy (Ali, 2010), with little or no awareness to obtain legal documentation (Yunus, 2013).

In terms of education, the people of Semporna have access to primary and secondary education. In Semporna alone, there are 38 primary schools and 9 secondary schools (Ministry of Education Malaysia, 2008). With respect to higher education, Semporna has three colleges; Community College (Official Portal Department of Community College Education, 2013); Kolej Rizda (Kolek Rizda, 2013); and Kolej Politech Mara (Kolej Politek Mara, 2013). While this may seem like a reasonable opportunity for the communities to obtain basic levels of education, schools in Malaysia only accept children with valid documentation. This would include documents from their guardian/parents indicating they are permanent residents or citizens of Malaysia or possess valid working visas (Ministry of Education, 2011). The difficulty lies in justifying such basic education for stateless people without this mandatory identification criterion.

The lack of educational opportunities for children without valid documentation can cause a ripple effect. In Semporna alone, school-going children aged 5-19 years contribute to 40 percent of the total population of Semporna (Department of Statistics Malaysia, 2012). The Department of Labour, Sabah (2012), in 2011 witnessed 343 new registrations for work placements, 3,127 vacancies and only 86 successful allocations. Several factors could be responsible for such discrepancy in vacancies and successful allocations. One would be the lack of education opportunities, causing a drop in employment. Another reason could be the lack of documentation of migrants. Illegal migrants who are eventually employed would be employed illegally with minimal wages.

With regards to the social development of Sabah, once again the Halatuju hypothesise a more holistic development, incorporating present and future needs. Also, the government’s policy encompasses the process of developing multiple dimensions of economic, social, political, cultural and human resource. It is to balance the economic dimension of growth, reducing negative impacts and bringing

about equality between rural and urban developments (The Official Website of the Chief Minister of Sabah, 2011).

In the context of tourism and its impact on the local communities, Daldeniza & Hampton (2012) suggest that while tourism may bring significant impact to the community, there are possibilities that it brings negative impacts on host communities. This is prominent in Sabah where local communities have little to no control over the ways that the industry develops and cannot match the financial resources available to external investors. This is seen as an economic leakage, whereby normally such investments in the area would be dominated by large transnational companies which have potential economic growth (Daldeniz & Hampton, 2012).

Local context is a critical element for Semporna's success in the tourism industry, which would include ethical, ideological, social and aesthetic values. This is needed as it clarifies 'what people live for and what is worth working for (Romzi et al., 2011).

Economic situation of Semporna

The total population of Semporna is 113,164. It mainly consists of 67% Bajau, 8.5% other Bumiputra groups and 1.8% Malay. Other ethnic groups such as Kadazan Dusun, Murut, Chinese and Indians make up the rest of the population (Department of Statistics Malaysia 2012). The GDP of its people originates from fishing, seaweed farming, small local businesses, services predominantly operated by women, and cultivating tapioca, bananas and other fruit. Seaweed farming is a crucial part of Sabah's socio-economic development as private and local companies are venturing into seaweed and cultivation on a larger scale in Semporna (Ahemad Sade & Ariff, 2006; Kleinen & Osseweijer, 2010).

The government initiated various projects in Semporna in order to boost the economy of the area. This includes transforming the seaweed farming industry into a high-yielding commercial-scale business where the collaborative project between the Economic Transfer Programme (ETP) and the Department of Fisheries Sabah projects a GNI of RM1,410.6 million and 12,700 job opportunities by the year 2020 (Economic Transformation Program, 2013). The other project recently announced in the Malaysian 2013 budget is the implementation of a lobster rearing project that would produce 18,000 metric tonnes of lobster yearly. This project, in collaboration with a multinational company is projected to create 20,000 jobs and to benefit 6,000 entrepreneurs and increase the local monthly income up to RM4000 (Prime Minister's Office Malaysia, 2013).

Coral reefs are considered the foundation of Semporna's economy for both the local community and the tourism industry. Semporna's coral reefs provide a basis of income from products originating from the reef which includes seafood, reef trade and consumption in local restaurants to a popular world recognised diving destination (Ho & Kassem, 2009). In 2010, nearly 2000 people in Semporna work as full-time fishermen collecting around 12,000 metric tons of various fish species (Kleinen & Osseweijer, 2010). Both local and migrants settle along the coastal areas of Sabah and depend on fishing as their main source of income (Jakobsen et al., 2007; Poh & Fanning, 2012; Teh, Teh & Sumaila, 2011). The livelihoods of these individuals are threatened by the change in their environment, as some coral conditions in Semporna

are rated as poor (Praveena, Siraj & Aris, 2012). The main culprit to this would be the drastic depletion of fish stock due to overfishing and devastation of coral reefs due to fish bombing and poisoning (Corpuz, 2008).

Environmental situation of Semporna

Semporna has the largest percentage of coral coverage in Malaysia, where it supports industries such as fisheries and tourism. WWF-Malaysia Sulu-Sulawesi Marine Ecoregion programme manager Romecca Jumin highlights on the increase in the nation's dependency on fisheries and other coral reef resources. The reefs of the area are under threat due to over and descriptive fishing, land-based pollution and unsustainable tourism development (Goh & Lai 2013). Other scholars mention that the main causes of reef habitat loss in Semporna is the use of improper fishing methods such as dynamite, cyanide fishing, and illegal trawling as well as coastal development leading to coral mortality from high turbidity (Jakobsen et al., 2007).

Personal observation and reports also indicate that in the town of Semporna, large quantities of rubbish and raw sewage are thrown into the sea (Kleinen & Osseweijer, 2010). This is one of the major problems that the area of Semporna faces (B. Antiu, personal communication, November 22, 2012). A local newspaper mentions that the Sabah minister of Tourism, Culture and Environment, Masidi Manjun, refers to the town of Semporna as a "Rubbish Town." He adds that this issue is highlighted by tourists with the rubbish potentially originating from nearby islands (Vanar, 2010). However, efforts by the government to protect the environment are rampant. This would include the gazettement of two marine parks within Semporna District, namely TSMP and Sipadan Island Marine Park (Sabah Tourism Board, 2013)

The government is making strides to protect the environment. This would include the gazettement of two marine parks within the Semporna District, namely TSMP and Sipadan Island Marine Park (Sabah Tourism Board, 2013). Wood, Wood, George, Dipper and Lane (1997) indicate that it is necessary to control damaging or destructive human activities of Sipadan Island. They noted obvious deterioration of the quality of reefs. In 1998 the Malaysian Ministry of Environment and Tourism introduced restrictions of 120 tourists per day to Pulau Sipadan. This effort is introduced through policies to reduce the impact of divers on the island and also to minimise the use of fresh groundwater (Weaver, 2001). The kidnapping of 21 tourists and operators by the Abu Syaaf terrorist group in 2000 however, forced the Malaysian government under to impose restrictions (Hassan, 2010) on the inflow of tourist coming into Sipadan island the Majlis Keselamatan Negara (National Security Council). In 2004, the Malaysian government ordered all dive resorts to ban night dives and limit 120 divers per day (Cripps, 2013). This is achieved through the exclusive use of 12 dive operators with permits issued by MKN. This permit costs RM40 (RM1 = approximately 0.32 USD) and the operation of the islands is managed daily by Sabah Parks (B. Antiu, personal communication, June 19, 2013).

Another major effort includes initiation of the Semporna Priority Conservation Area. This objective of the project, active since the 1980s, is to address several coral reef surveys and assist in the establishment of the TSMP (Praveena et al., 2012). The Department of Marine Parks Malaysia and Fisheries Sabah collaborate with Sabah Parks to monitor TSMP (Praveena et al., 2012). TSMP is approximately 45 minutes away from the coastal town of Semporna. The park is gazetted in July 2004. It is the

largest Marine Park in Sabah covering an area of 340 square kilometres of sea and coral reefs, with 10 square kilometres of land or 35,000 hectares in total (Sabah Parks, 2010). The gazettement includes the island of Bodgaya, Boheydulang, Tetagan, Selakan, Sebangkat, Maiga, Sibuan and Mantabuan.

TSMP is seen as an effort to mitigate further anthropogenic effects that could occur within Semporna. However, it can also be viewed as a form of conservation for the purpose of tourism generation. While this is a major step in environmental efforts, there could potentially be a social backlash from the local communities with regards to economic forms of livelihood. Fishing and alternative forms of income generation such as fish farming are banned in the conservation zone (Daldeniz & Hampton, 2012). The local community are forced to resort to alternative methods of income generation. It is crucial to educate the locals in understanding the positive ripple effects of a marine park which increase the ability for marine life to reproduce resulting in more fish to unprotected areas (Government of South Australia, 2013).

Several enactments and legislations are in place to conserve Semporna's biological diversity, including coral reefs and the islands surrounding this area (e.g. TSMP). Legal guidance includes the Parks Enactment 1984, the Forest Enactment 1968, and the Fauna Conservation Ordinance 1963 (Praveena et al., 2012). These enactments govern the regulations of anyone entering these protected areas and the consequence of individually violating them.

In TSMP, communities with approximately 1,500 people live within the ecology that includes 544 types of coral reef fish, 255 hard corals and 70 soft corals. The Semporna Island Darwin Project (SIDP) works with the local communities to initiate awareness on the importance of coral reef conservation. The Marine Conservation Society, together with Sabah Parks is involved in educating the local community on how to use local resources in a sustainable manner. One of the initiatives of this project is to introduce seaweed cultivation and clam ranching as an alternative source of income (Semporna Island Darwin Project, 2011), which are both healthier methods of gaining income without harming the biodiversity.

The TSMP's ecosystem is still under threat. As mentioned previously, the social situation in Semporna is complex, where the district is home to both legal and non-legal residents. TSMP is estimated to be home to approximately 1,100 to 1,500 people within the park (A. Boni, personal communication, September 26, 2012). The way of life of these people are not dissimilar to the rest of the people in Semporna where fish bombing is practiced and they have poor waste management habits. SIDP still acknowledges that fish bombing activities remain rampant within the waters of TSMP. They are determined to create awareness campaigns to inform the locals on the negative effects of the activity. They use this approach because they acknowledge that a complete 24-hour surveillance of a 100-kilometre reef is virtually impossible without adequate resources available (Semporna Island Project, 2013).

Fish bombing is not only widespread within TSMP but around the waters of Semporna. Governmental efforts to make Semporna a "fish bomb free area" are underway and it is acknowledged that more stringent enforcement. Such fish bombing poses a threat to marine life, danger to people involved, and has long-term

detrimental effects to the tourism industry (Borneo Post, 2010). WWF and Sabah Parks also proactively educate the local communities through environmental education programmes in schools (Goh & Lai 2013).

Efforts should be made immediately to safeguard the sustainability of these resources. Such efforts should be derived from existing policies that impact across the three main areas of concern; the economy; social factors; and the environment.

Factors contributing to the problem

It is essential for coherent goals and integrated policies to be included in tourism policy objectives as they involve multiple government agencies (Quinn, 2013). Three main factors that can contribute towards the success or the downfall of rural tourism policies are considered. First, address issues from an institution's perspective, highlighting the efforts of multiple agencies whose jurisdictions might overlap. Second, the policy maker's perspective should address the possible decisions made during the policy cycle and the behaviour of policy-makers. Third, address concerns from the receivers' view point of the policy.

The Malaysian Governmental Structure:

Malaysia's governmental structure encompasses a three-tier government structure comprising of the Federal Government, 13 State Governments and 144 Local Governments. The Federal Government, under the Federal Constitution has authority over the country's economic development, health, education, security, defence and immigration. The State Government has power over land matters, for the exception of Sarawak and Sabah where the State Government has additional powers over immigration and labour matters (The Malaysian Bar, 2011). The Federal Government has 25 ministries with a total of 1,532 agencies across all ministries and states (My Government, 2013). According to the Malaysian Business Law Handbook (2012), the Malaysian government established various agencies to ensure that the objectives of the government are met. The government administrative structure consists of three levels: ministries; departments; and statutory bodies. At the ministry level, the functions of the main agencies are to formulate, control and implement policies. At the department level however, their role is solely policy implementation.

A study on the successful policy implementation of Malaysia's system of government illustrates that there is lack of coordination due to their different agendas, conflicts of interest, lack of dedication for policy enforcement, different interpretation of policies, and multi-agency policy enforcement (Lee, 2010). Scholars highlight that the inter-organisational relationship of policy implementers is complex. This complexity is a result of horizontal and vertical organisation structures causing a less-than cordial relationship between federal, state and local level governments. The lack of synergy in the administration of policies is taking its toll on the efficiency and effectiveness of the policy system in Malaysia (Ariffin & Zahari, 2013).

Marzuki (2010) points out that at least six ministries are directly involved in the tourism development of Malaysia: Ministry of Tourism; Ministry of Science; Health and Environment; Ministry of Primary Industry; Ministry of Transport; Ministry of Agriculture; and Ministry of Housing and Local Development. Hamzah (2004)

highlights that due to the complexity of the tourism industry, where it crosses different components and sectors, many tourism activities are carried out by the Ministry of Tourism and Culture (as of 2013), the Malaysia Tourism Promotion Board (MTPB), or Tourism Malaysia (TM). TM is tasked with the marketing and promotional duties of tourism. Other government agencies related to rural development and tourism that are directly involved include: the Department of Agriculture, responsible for Agro tourism; the Department of Forestry and Department of Wildlife and National Parks, both responsible for ecotourism; Department of Fisheries, accountable for coastal tourism; Department of Aborigines' Affairs in charge of indigenous tourism; and the Department of Museums and Antiquities responsible for heritage and cultural tourism.

The Sabah Government:

The Sabah state has special rights under the federal system because of their different historical and political backgrounds and also because there is a large population of Sabahans that are non-Malay or non-Muslim and indigenous (Langford & Brownsey, 1988). The 20-point agreement signed between Sabah and the Federal Government is formulated as part of the de-colonisation process (Beng & Lee, 2010). Sabah agreed to be part of the federation of Malaysia in 1963 when the state is granted special provisions and safeguards related to land laws, local governments, finances, official languages and official religions (Hassall & Saunders, 2007). The 20-point agreement also included the rights of education whereby the system should be maintained and remains under state control (Luping, 1985).

The Yang Di-Pertua Negeri leads the governmental system in Sabah and the State Legislative Assembly is the organisation responsible for the process of implementing state laws known as enactments (Sabah State Government, 2013). The Chief Minister of Sabah under the Chief Minister's Department has 10 ministries, and 122 agencies (My Government, 2013).

In Sabah, the Ministry of Tourism, Culture and Environment (Ministry of Tourism, Culture and Environment Sabah, 2013) is responsible for advising on policies and providing guidelines for Sabah's sustainable tourism development in line with national policies, including marketing and promotional efforts. The Ministry's agencies include the Sabah Parks Trustee Board that is responsible for the state parks' management, human resource development and enforcement of the Park's enactment. Sabah Tourism Board is the agency that is responsible for marketing and promotions.

The Federal-State Relationship:

There are many jurisdictions that are under the control of the State Government. As such, Sabah is empowered to enact laws and formulate its own policies. McMorro & Talip (2001) noted that conflicts may arise between federal and Sabah-state departments due to different national and state policies. Therefore, the complexity of the governmental system, and the evidence of economic, social and environmental policy gaps highlight the need for adoption of the convergence effect technique between the two governments.

Taking these two scenarios into consideration, two main concerns arise. This includes inter-government fragmentation that occurs between the Federal Government and the

State Government and also intra-government fragmentation that occurs between agencies of Federal and/or State Government.

Policies in Malaysia:

Governments may take two kinds of approaches in policymaking, active or passive involvement. According to Zainal et al. (2012), passive involvement means the government introduces actions that may not directly influence tourism, but may have indirect implications. The active approach is when the government undertakes deliberate actions to favour tourism. In this sub-topic a variety of policies in Malaysia that have active and passive implications are addressed.

When Malaysia gained independence from Britain in 1957, there is a distinct disparity in development within the different regions of Peninsular Malaysia. The Malaysia Plans are a massive comprehensive document that presents a significant roadmap for Malaysia's development (Rudner, 1994). To date there are 10 Malaysia plans from 1966-2015. The NEP was embedded within the Malaysian Plans with two major objectives in mind. The direction of these Plans is to eradicate poverty and to reconstruct the society in order to eliminate the identification of race within the economic function. The objective of the Malaysia Plans is to transition the country from an agriculturally based nation to a service based nation.

The potentials of tourism are recognised in the Second Malaysian Plan, where the government highlights the importance of policy planning and the development of the nation to cater for the domestic and international markets (Second Malaysia Plan, 1971-1975). However, it is not until the Fifth Malaysian Plan (1986-1990) where the government recognises the importance of the tourism industry with chapter dedicated to tourism. Another milestone includes the formation of a specific ministry for tourism called the Ministry of Culture, Arts and Tourism (Tourism Malaysia, 2013). In the Ninth Malaysia Plan the government highlights the importance of eco-tourism and acknowledges the importance of sustaining natural resources against damage, degradation and contamination. The Plan highlights a budget of RM1.13 billion towards cleaning, preserving, managing and reforestation efforts (Ninth Malaysia Plan, 2006-2010).

Other national plans also identify tourism as the key economic driver of the nation. For instance, the Economic Planning Unit identifies in their New Economic Model that tourism can be used as a driver to move Malaysia towards becoming a high-income nation (New Economic Model for Malaysia, 2009). The ETP on the other hand, is a comprehensive effort by the government to transform Malaysia to a high-income nation by the year 2020. Tourism alongside agriculture, business services and financial services are some of the themes that spearhead the 12 National Key Economic Areas by ETP (Economic Transfer Programme, 2011).

In the area of rural development, the Malaysian government recognises the need to reduce instances of diaspora by ensuring that the rural communities remain in these areas and make a healthy and sustainable living (Government Transformation Programme, 2011). The rural development initiative under the Government Transformation Programme (GTP) is under the tutelage of the Ministry of Rural and Regional Development Malaysia. It highlights that key infrastructure and economy enhancements are the key areas of GTP 1.0 and GTP 2.0, respectively.

The National Tourism Policy issued by the Ministry of Tourism Malaysia (2011) has the agenda to drive tourism as a primary sector, a sustainable and viable form of economic generation for the nation. For rural tourism, the policy highlights the importance of community empowerment through rural tourism activities (Zainal et al., 2012).

The Rural Tourism Master plan is commissioned in 2000. The government's effort to ensure the growth of rural tourism is witnessed in the agenda of this plan. This marketing plan creates a strategic vision of the Master Plan to create a new brand of tourism experience for visitors, particularly long stay and high spending visitors.

The National Ecotourism Plan that is drafted by MOCAT and WWF in 1996, acts as a backbone for rural tourism policies in Malaysia (Chin, 2010; Marzuki et al., 2011). Of the estimated 20 sites in Peninsular Malaysia, Sabah and Sarawak are taken into consideration for the high patronage of both local and foreign tourists (Marzuki et al., 2011). The aim of this plan is to assist both the Federal and State level Governments in the development of Malaysia's ecotourism potential, with effective tools for conserving the natural and cultural heritage of the country while providing socio-economic benefits to the local communities (Chin, 2010; Marzuki et al., 2011).

Chapter 3 of the National Ecotourism Plan clearly states the guidelines for marine parks and islands. In this chapter, guidelines such as impact of tourists, permitted activities, site planning and management, and operator qualifications are clearly mentioned. However, the National Ecotourism Plan only states the guidelines from the tourist and tour operator's perspective. There are no details for the role of the local communities (National Ecotourism Plan Malaysia, 1996).

The issues pertaining to the National Ecotourism Plan include the applicability of it for Sabah. Conservation issues specific to Semporna may be overlooked because the National Ecotourism Plan addresses the general ecotourism conservation for the entire nation. However, the greater concern related to the National Ecotourism Plan is its relevancy after 16 years without review. Therefore, it is imperative that the National Ecotourism Plan be revisited to ensure its relevancy.

Policies in Sabah

SEDIA has developed a Sabah Development Blueprint for 2008 to 2025. SEDIA places tourism as one of the six key outcomes for the state. The plan targets the tourism sector in Sabah is to yield tourist spending of RM2.88 billion in 2006 up to RM48.6 billion by 2025. The Plan also highlights its strategy to increase rural community tourism receipts from RM1.5 million in 2006 to RM48 million by 2025, where the state positions itself to be a premier eco-adventure tourism destination. SEDIA believes that tourism in Sabah has great potential to receive a high tourist yield and prospective for further growth (Sabah Economic Development and Investment Authority, 2007).

Another important policy to highlight is the Sabah Tourism Master Plan 2011-2025. The government of Sabah has drawn out a strategic development plan for tourism to catapult the industry to the next level by adding value and ensuring long-term sustainable growth (New Sabah Times, 2010). This Plan is a successor to the

Tourism Master Plan 1981 and Sabah Tourism Development Guidelines 1995. State Government agencies such as the Forestry Department, Wildlife Department and Sabah parks are given the responsibility of conserving and managing Sabah's natural resources (Bagul, 2005). The Sabah Tourism Master Plan 2011-2025 however, has yet to be passed by the government of Sabah. For now the state's tourism industry is heading forward without proper documentation.

Policies in Semporna

SEDIA (2013) has highlighted four projects related to tourism development in Semporna, conducted through the Entry Point Projects (EPP) where EPP 1 is the Semporna Resort. The key outcomes of EPP 1 are to emphasise upgrading and enhancing the quality of tourism through better infrastructure and to provide job opportunities for locals. EPP 2 is called the Mount Corner Tourism Hub focusing on a new satellite town facilitating accommodation of larger groups of tourists, creating business and job opportunities, and increasing tourist spending. EPP 3 is the Sipadan Mangrove Resort centred on increasing tourist spending and job opportunities. Lastly EPP 4 Alorie Lepa-Lepa is a resort located on Mabul Island that targets to double tourist arrivals by 2020 and create more job opportunities in the process. Preliminary investigations indicate that most of the policies incorporating both active and passive actions to favour tourism do not have indicators to ensure their success. The Rural Tourism Master Plan, the National Ecotourism Plan and the Sabah Tourism Master Plan are examples of such policies.

Impact of the Problem

In the context of policies from Federal to State and Local level, two areas of concern that require further investigation; the exhaustiveness of the identified policy; and the availability of other 'confidential policies' that are under the scrutiny of their respective agencies. To identify what impacts the rural tourism policies have on the receivers of the policy, it is important to derive the impact from the receivers of the policies themselves. Initial investigations in Semporna suggest that there are 4 major receivers or end-user groups involved in tourism. These include: (i) community; (ii) businesses; (iii) non-profit organisations; and (iv) tourists.

Community

The Assistant District Officer of Semporna highlights that there is an issue with responsible waste management in Semporna (N. Hj Minduru, personal communication, November 10 2012). He further mentions that this is a complicated situation as the locals dispose of the rubbish into the sea, which in turn impacts and the tourism industry with divers finding the rubbish on the seabed. This is confirmed through the preliminary findings of the Persatuan Pengusaha Pelancongan Semporna (Association for Semporna's Tourism Operation) which suggests that the increased rubbish is due to the lack of disposal facilities in Semporna town and issues with the zoning system of the district where the islands do not fall under the jurisdiction of the District Office (K.W. Pee, personal communication, November 11, 2012).

A community factor is the issue of illegal residents living in Semporna. Their statelessness causes a ripple effect in the tourism industry as they are people unable to receive education. This causes them to be less sensitive towards their surroundings

as they live on a hand-to-mouth basis. A statement by the Head of Marine in Sabah Parks mentioned that a number of Sea Gypsies live within TSMP and resort to fish bombing activities (F. Abdul Razak, personal communication, November 22, 2012). This community can still contribute to the tourism industry, where according to a discovery programme called Human Planet Explorer, Sea Gypsies are extraordinary divers that can reach a depth of 20 meters and remain underwater for several minutes with just one breath of air (BBC, 2013).

Further investigations are required to study the policies that are causing the gaps by the community. It is crucial to include them in this study as they play a prominent role in the success of effective tourism policies.

Business

An interview with the Association for Semporna's Tourism Operation highlights that the locals are not benefiting much from the tourism industry in Semporna. Accordingly, the Chairman of the Association mentions that 80 percent of the industry is dominated by investors outside Semporna. When further probed, it is revealed that minimal participation attributed to lack of interest by the locals resulted from absence of knowledge within the industry. Other reasons would include the differences in lifestyle such as in fishing and seaweed farming, where the tourism industry brings different traditions and practices to local communities that are potentially against societal norms and culture (R. Abd. Hamid, Personal Communication, November 11, 2012). He further highlights that out of the 12 permits issued by MKN, only 2 local operators may be granted a permit from Semporna. The Association's plight to ensure that permits are for everyone is very strongly proposed.

The former Assistant District Officer in charge of the administration of the district mentions that there are no policies in Semporna compels the locals to participate in tourism businesses (N. Nusuri, personal communication, February 1, 2013). The absence of such a policy in the tourism industry is considered an oversight as it could lead to the potential monopolisation of the industry by businesses outside of Semporna.

Further investigations are required to understand how the local communities can be fully integrated into the tourism industry in Semporna. It is important to avoid economic opportunities from leaving Semporna. It also gives the local community the opportunity to thrive in the tourism industry. This is deemed an important element to investigate as rural tourism in a particular location requires auxiliary income and alleviation of poverty in order to improve.

Non-Profit Organisations

Non-governmental or non-profit organisations such as The Marine Conservation Society (MSC), WWF-Malaysia, and Nature Link are the non-profit bodies that are involved in the SIDP. The project objective is to produce a plan for conservation of biodiversity and sustainable use of the Semporna islands and reefs. This Plan includes proposals for proper use of resources, maximising opportunities for sustainable use and guidelines for recreation and tourism. Non-profit organisations are an important group of stakeholders that act as the 'watch-dog' for policies.

Tourist

Preliminary findings for both international and national tourists highlight the same issue regarding the cleanliness of Semporna. Concerns are voiced towards the environmental impact on corals when rubbish and raw sewage is disposed of into the sea. The Local Government needs to be more proactive towards the cleanliness of the area. Basic services such as a tourism information centre and entertainment are limited within the vicinity.

In February 2013, the altercation between Malaysia's national security and Sulu gunmen from the Philippines to reclaim Sabah raised questions regarding Sabah's and in particular, Semporna's security systems (Vanar, 2013). The incident claimed the lives of six policemen (Chen, 2013) and created global concern on travel advisory for the area. For instance, The Government of New Zealand highlighted Semporna as high-risk area due to the uncertain security situation and risk of kidnapping. They advised against all non-essential travel to these areas (Ministry of Foreign Affairs and Trade, New Zealand, 2013). The Department of Foreign Affairs and Trade Australia (2013) provided a travel advisory that the coastal region of Eastern Sabah, including nearby islands and dive sites, should be reconsidered:

As of late August 2013, Australians are urged to carefully consider the risks of travelling around coastal areas of eastern Sabah, due to the continued threat of kidnappings and violence linked to insurgency and terrorism. Australians should exercise extreme caution if travelling to the area of Semporna, including Kapalai, Ligitan, Mataking, Mabul and Sipidan islands and also to resorts in the general region surrounding Sandakan.

Further investigations should be conducted to understand the tourist's perspective on cleanliness and security. It is unclear if Semporna as a tourism destination falls short of its potential due to the two aforementioned issues. To ensure the sustainability of the industry, it is important to understand if policies can play a role in enabling a cleaner and safer tourist destination.

The examples provided indicate significant issues. Investigations of the problem indicate that: (i) there are many agencies involved in rural tourism that might have overlapping or unclear responsibilities; (ii) the complexity of federal-state relationship could result in divergence of policy implications; (iii) there are multiple passive and active rural tourism policies in Malaysia at the Federal, State and Local levels, (iv) relevancy of the existing tourism policies is questionable; (v) and there are multiple actors involved in the rural tourism industry.

The receivers of the policy are duty bound to ensure that the policies are followed through. Therefore it is crucial that the policies are firmly established with the necessary mechanisms to measure their success. These mechanisms, called indicators, are considered crucial and must be made known to the end users in order to ensure the effectiveness of the policies.

Promising Approaches

The approach of this study must take into account the various actors that are involved in tourism policies. This is important as the practical approach to policy implementation involves the relationship between the government's intention for the

policies and the negotiation with actors and those involved with the policies (Krutwaysho & Bramwell, 2010).

When reviewing the sector to comprehend the characteristics of participants and the roles they are willing to play, it appears that policy-makers consist of both official and unofficial actors (Airey & Chong, 2010). Tourism in Semporna, Sabah involves five main actors as the tool or mechanism for effective rural tourism policies; the government, who are the implementers of the policies; communities; businesses; non-governmental agencies (NGOs); and tourists, who are the receivers of the policy and the policy-text. Taking into consideration the three main categories of policy-makers, policy-receivers and policy-text, there is a need to link the human and non-human categories to ensure that any gaps are addressed holistically. The human and non-human categories should also be addressed from social, economic and environment perspectives. Due to the complexity of the various stakeholders involved and their respective views, it is crucial to create a theory that enables connectivity between actors both human and non-human.

Actor Network Theory (ANT)

Actor-Network Theory or ANT is a patterned network of heterogeneous relations, or an effect produced by such a network. This related and process-oriented sociology assumes agents, organisations and devices are 'interactive effects'. ANT is therefore the effect of interaction between materials and strategies of organisations (Law, 1992). The fundamental importance of ANT is that it is not materialist-oriented. It does not intend to divide humans and non-humans with the intention to understand there is a simultaneous presence of different 'agencies'. These agencies can be humans, machines or even text, treated in a heterogeneous actor-network (Plesner, 2009). In ANT, the actors are assembled from various actors that include humans and non-humans, mechanical and technical objects, or human knowledge (Winięcki, 2009).

ANT is worth considering as a framework for the study of tourism. This theory guides scholars on how and what to study in tourism (Vanderduim, 2007). ANT establishes important insights for tourism research (in this case, research in rural tourism policies) as it provides a possibility to bypass dualism and also to take into consideration the significance of materials in the concepts and practices of tourism. ANT therefore provides the ability to deal with relational materiality of the social world where it provides an avenue for researchers to identify how tourism happens through hybrid network practices of different actors while providing the opportunity to grasp multiple relational orderings (Jóhannesson, 2005). In short, tourism is held together by active sets of relations in which the human and the non-human continuously exchange properties, bringing some form of structural order to the big picture (Vanderduim, 2007). What actor-network theorists now seek to investigate are the means by which associations come into existence and how the roles and functions of subjects and objects, actors and intermediaries, humans and non-humans are attributed and stabilised (Murdoch, 1997).

For rural tourism in Malaysia, the characteristics of its actors are reflected in its tourist operators, local officials, federal and state officials, tourists and civil society. Rural tourism is therefore a complex system of actions with specific operating guidelines, composed of a multitude of actors. Multiple objects and non-human

elements are involved in the composition, along with actors (Murdoch, 1997). Old tourism policies are giving way to stronger cooperation and collaboration between parties (Jamal & Getz, 1995). Therefore in order for policies to work, the relationship between these elements must be bridged, creating a heterogeneous environment crucial for the effectiveness of policies.

In order to achieve this, the researcher needs to adopt an inductive, comprehensive approach, involving the experiences of actors the sense that they give to their actions and how they view the viability of the system they operate (Jolivet & Heiskanen, 2010). This procedure is implemented through the constructivist worldview elaborated in more detail in the latter part of this thesis.

Comparing both the theories, it is evident that ANT can be used to address the possible gaps in Semporna's rural tourism. This is possible as ANT takes into account all stakeholders, human and non-human into a heterogeneous element of study.

Summary of Problem Statement

Table 2 summarises the problem statement and the intended objectives to address the identified problems for this research. The problem statements and objectives are crafted in line with a constructivist worldview: that adheres to the notion of multiple realities; the realities are from multiple, intangible mental constructions and a postiriori. The construction of table 2 is also in line with the qualitative research approach, focusing on theory building and discovering the phenomena under investigation which is critically discussed in Chapter 2. The objectives do not specifically answer a problem statement, but instead are designed to address holistic coverage of the problems under investigation. The desired outcome is the general objective of the study.

Objectives of the Study

Main Objective:

To establish a holistic framework for Responsible Rural Tourism policies in Semporna, Sabah.

Specific Objectives:

1. To identify the emerging themes of policies governing rural tourism in Semporna.
2. To determine the elements influencing effective policy governance in rural tourism in Semporna.
3. To identify responsible rural tourism indicators for tourism policy in Semporna.

Table 2 Problem Statement and Objectives

Problem Statement	Objectives	Desired outcome
Government structure of overlapping agencies, unclear responsibilities and federal-state relationship.	To identify the emerging themes of policies governing rural tourism in Semporna. To determine the elements influencing effective policy governance in rural tourism in Semporna. To identify responsible rural tourism indicators for tourism policy in Semporna	To establish a holistic framework for Responsible Rural Tourism Policies in Semporna Sabah
Multiple passive and active rural tourism policies and the relevancy and effectiveness of existing policies		
Environmental problem: Anthropogenic activities causing degradation to the environment such as fish bombing and irresponsible sewerage and rubbish disposal		
Social problem: Large non-citizen population, prone to diseases as no proper sewerage and rubbish disposal systems are in place		
Economy problem: economy leakages as high percentage of businesses that originate from outside Semporna, the dependency of the local community's livelihood is on coral reefs as it is the foundation of the economy for seafood, trade and tourism		

Significance of study

It is important to address the gaps that exist in rural tourism policies in Semporna, Sabah. This study contributes a collection of ideas and feedback from different actors, reference to existing policies to establish a holistic framework that are used to formulate rural tourism policies. Such frameworks are necessary for responsible usage of rural tourism resources to ensure sustainability, and to contribute towards economic regeneration in rural destinations. This study addresses these gaps and provides valuable information on the formulation of policy frameworks. It is also timely to address the issue in in light of Malaysia's target to achieve its 36 million tourist arrivals and RM168 billion in tourist receipts by 2020.

Organisation of Chapters

Figure 3 illustrates the organisation of the entire research from Chapter 1 to Chapter 8. Discussions and findings are segregated into four different components to best present the analysis and findings.

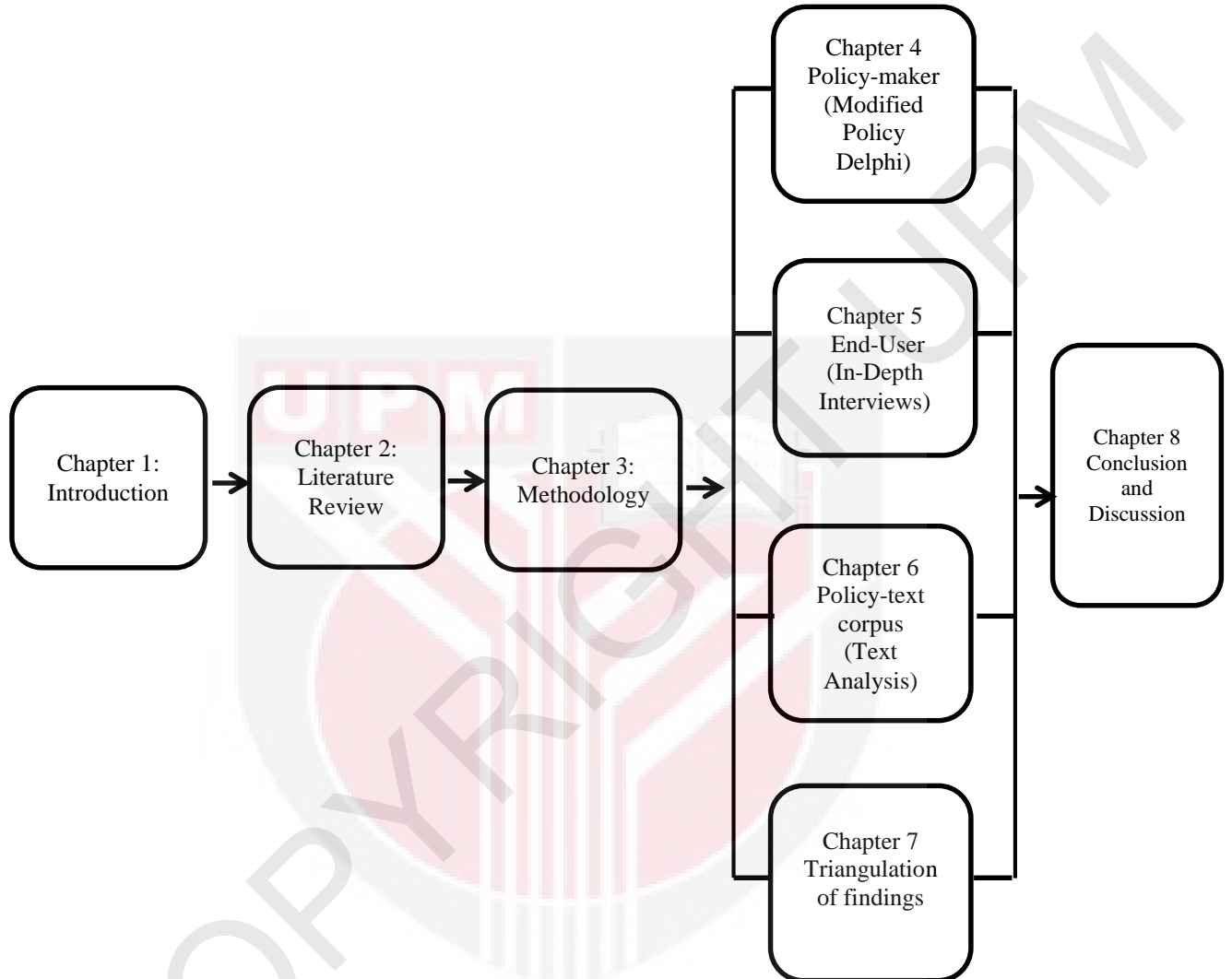


Figure 3 Orientation of Chapters 1 to 8

REFERENCES:

- Adhikari, A., Derashid, C., & Zhang, H. (2006). Public policy, political connections, and effective tax rates: longitudinal evidence from Malaysia. *Journal of Accounting and Public Policy*, 25(5), 574-595. doi:10.1016/j.jaccpubpol.2006.07.001
- Adler, M., & Ziglio, E. (1996). *Gazing Into the Oracle: The Delphi Method and Its Application to Social Policy and Public Health*. London, England: Jessica Kingsley Pub.
- Aggarwal, C.C. & Zhai, C., (2012). An introduction to text mining. In Aggarwal, C.C. & Zhai, C.C. *Mining Text Data*. (pp.1-10). London, United Kingdom: Springer.
- Ahemad Sade, I. A., & Ariff, M. R. M. (2006). The seaweed industry in Sabah, East Malaysia. *Jati*, 11(1), 97-107.
- Airey, D., & Chong, K. (2010). National policy-makers for tourism in China. *Annals of Tourism Research*, 37(2), 295-314. doi: 10.1016/j.annals.2009.09.004
- Al Haija, A. A. (2011). Jordan: Tourism and conflict with local communities. *Habitat International*, 35(1), 93-100. doi: 10.1016/j.habitatint.2010.04.002
- Alford, P. (2004). *Critical Theory – An alternative solution to IT planning implementations problems in tourism*. Paper presented at the International Conference of International & Communication Technologies in Tourism, Cairo, Egypt. Retrieved from <http://eprints.bournemouth.ac.uk/>
- Alaeddinoglu, F., & Can, A. S. (2011). Identification and classification of nature-based tourism resources: Western Lake Van basin, Turkey. *Procedia - Social and Behavioral Sciences*, 19(1), 198-207. doi: 10.1016/j.sbspro.2011.05.124
- Alfadl, A. A., Hassali, M. A., & Ibrahim, M. I. M. (2012). Counterfeit drug demand: Perceptions of policy makers and community pharmacists in Sudan. *Research in Social and Administrative Pharmacy*, 9(3), 302- 310. doi: <http://dx.doi.org/10.1016/j.sapharm.2012.05.002>
- Ali, I. (2010). Since birth till death, what is their status: A case study of the sea bajau in Pulau Mabul, Semporna. *Journal of Arts Science & Commerce*, 1, 156-166.
- Almond, G. A. (1987). Harold Dwight Lasswell : A Biographical memoir Retrieved from <http://www.nasonline.org/publications/biographical-memoirs/memoir-pdfs/lasswell-harold.pdf>
- Alvesson, M., & Sköldbberg, K. (2009). *Reflexive methodology: new vistas for qualitative research* (2 ed.). Sweden: Sage.
- Aman, M. H. (2009). The 2009 budget speech (pp. 1-34). Retrieved from The official website of the Sabah State Government: <http://www.sabah.gov.my/>
- Anderson, J. E. (2010). *Public Policymaking: An Introduction*. (7th ed). Boston USA: Cengage Learning.
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(4), 665-690. doi: 10.1016/0160-7383(92)90060-3

- Ariffin, R.N.A., & Zahari, R. (2013). The Challenges of Implementing Urban Transport Policy in the Klang Valley, Malaysia, *Procedia Environmental Sciences*, 17(1). doi: <http://dx.doi.org/10.1016/j.proenv.2013.02.061>.
- Aruna, P. (2013, August 15). Giving the tourism sector a boost. *The Star Online*. Retrieved from The Star Online database.
- Asher, M.G., Newman, D., & Snyder, T.P., (2002). *Public policy in Asia: Implications for business and government*. Westport, USA: Greenwood.
- Ataberk, E., & Baykal, F. (2011). Utilization of natural and cultural resources of Dikili (Izmir) for tourism. *Procedia - Social and Behavioral Sciences*, 19(1), 173-180. doi: 10.1016/j.sbspro.2011.05.121
- Augustyn, M. (1998). National Strategies for Rural Tourism Development and Sustainability: The Polish Experience. *Journal of Sustainable Tourism*, 6(3), 191-209. doi: 10.1080/09669589808667311
- Australian Government. (2007). *Australian public service commission: Tackling wicked problems: A public policy perspective*. Retrieved from <http://www.apsc.gov.au/>
- Avcikurt, C. (2003). Auditing managerial training needs of Turkish small and medium-sized hotel enterprises. *Managerial Auditing Journal*, 18(5), 399 - 404.
- Awang, K. W., & Aziz, Y. A. (2011). Tourism Policy Development. *Journal of Tourism, Hospitality & Culinary Arts*, 6, 53-62.
- Bache, I. (2012). Measuring quality of life for public policy: an idea whose time has come? Agenda-setting dynamics in the European Union. *Journal of European Public Policy*, 1(18). doi: 10.1080/13501763.2012.699658
- Bagul, A. H. B. P. (2005). *Community-based ecotourism development and local community participatio*. Paper presented at the 3rd Global summit on peace through tourism - education forum : One Earth One Family: Travel & Tourism - Serving a Higher Purpose, Pattaya Thailand.
- Baji, P., Pavlova, M., Gulácsi, L., & Groot, W. (2011). User fees for public health care services in Hungary: Expectations, experience, and acceptability from the perspectives of different stakeholders. *Health Policy*, 102(2), 255-262. doi: <http://dx.doi.org/10.1016/j.healthpol.2011.03.001>
- Ballantyne, R., Packer, J., & Falk, J. (2011). Visitors' learning for environmental sustainability: Testing short- and long-term impacts of wildlife tourism experiences using structural equation modelling. *Tourism Management*, 32(6), 1243-1252. doi: 10.1016/j.tourman.2010.11.003
- Bañares-Alcántara, R. (2010). Perspectives on the potential roles of engineers in the formulation, implementation and enforcement of policies. *Computers & Chemical Engineering*, 34(3), 267-276. doi: 10.1016/j.compchemeng.2009.10.010
- Barr, A., Fafchamps, M., & Owens, T. (2005). The governance of non-governmental organizations in Uganda. *World Development*, 33(4), 657-679. doi: <http://dx.doi.org/10.1016/j.worlddev.2004.09.010>

- Bauer, M. W., & Gaskell, G. (2000). *Qualitative Researching with text, image and sound: A practice handbook*: Sage Publication.
- Baum, T. (1994). The development and implementation of national tourism policies. *Tourism Management*, 15(3), 185-192. doi: 10.1016/0261-5177(94)90103-1
- Baum, T. (1994). National tourism policies: implementing the human resource dimension. *Tourism Management*, 15(4), 259-266. doi: 10.1016/0261-5177(94)90042-6
- Baum, T. (2007). Human resources in tourism: Still waiting for change. *Tourism Management*, 28(6), 1383-1399. doi: 10.1016/j.tourman.2007.04.005
- Baum, T., & Szivas, E. (2008). HRD in tourism: A role for government? *Tourism Management*, 29(4), 783-794. doi: 10.1016/j.tourman.2007.09.002
- Bell, D. A. (2006). *Beyond liberal democracy: political thinking for an East Asian context*. New Jersey: USA. Princeton University Press. Retrieved from www.googlebooks.com
- Bell, W. (1993). H.D. Lasswell and the futures field: Facts, predictions, values and the policy sciences. *Futures*, 25(7), 806-813. doi: 10.1016/0016-3287(93)90027-q
- Belle, N., & Bramwell, B. (2005). Climate Change and Small Island Tourism: Policy Maker and Industry Perspectives in Barbados. *Journal of Travel Research*, 2005(44), 32-41. doi: 10.1177/0047287505276589
- Bentley, T., Page, S., Meyer, D., Chalmers, D., & Laird, I. (2001). How safe is adventure tourism in New Zealand? An exploratory analysis. *Applied Ergonomics*, 32(4), 327-338. doi: http://dx.doi.org/10.1016/S0003-6870(01)00011-4
- Berger, S. (2008). K. William Kapp's theory of social costs and environmental policy: Towards political ecological economics. *Ecological Economics*, 67(2), 244-252. doi: 10.1016/j.ecolecon.2008.05.012
- Berger, A.S., (2012). *Media and Society: A critical perspective* (3rd ed.). Plymouth, United Kingdom: Rowman & Littlefield Publishers.
- Berry, H. L., Rodgers, B., & Dear, K. B. G. (2007). Preliminary development and validation of an Australian community participation questionnaire: Types of participation and associations with distress in a coastal community. *Social Science & Medicine*, 64(8), 1719-1737. doi: http://dx.doi.org/10.1016/j.socscimed.2006.12.009
- Besler, S., & Sezerel, H. (2011). Core Competences in Non- Governmental Organizations: A Case Study. *Procedia - Social and Behavioral Sciences*, 24(1), 1257-1273. doi: http://dx.doi.org/10.1016/j.sbspro.2011.09.106
- Bikam, P., & Mulaudzi, D. J. (2006). Solar energy trial in Folevohodwe South Africa: Lessons for policy and decision-makers. *Renewable Energy*, 31(10), 1561-1571. doi: http://dx.doi.org/10.1016/j.renene.2005.07.015
- Birkland, T. A. (2001). *An Introduction To The Policy Process: Theories, Concepts, And Models Of Public Policy Making*. New York, USA: M.E. Sharpe.
- Bisman, J. (2010). Postpositivism and Accounting Research : A (Personal) Primer on Critical Realism. *Australasian Accounting Business and Finance Journal*, 4(4), 3-25. doi: :http://ro.uow.edu.au/aabfj/vol4/iss4/2

- Bjerkholt, O. (1998). Interaction between model builders and policy makers in the Norwegian tradition. *Economic Modelling*, 15(3), 317-339. doi: [http://dx.doi.org/10.1016/S0264-9993\(98\)00015-7](http://dx.doi.org/10.1016/S0264-9993(98)00015-7)
- Blackburn, S. (2005). The Oxford Dictionary of Philosophy Edition (2nd Ed.) Retrieved from <http://www.oxfordreference.com/>
- Blancas, F. J., Lozano-Oyola, M., González, M., Guerrero, F. M., & Caballero, R. (2011). How to use sustainability indicators for tourism planning: the case of rural tourism in Andalusia (Spain). *The Science of the total environment*, 412-413, 28-45. doi: 10.1016/j.scitotenv.2011.09.066
- Bocancea, S. (2009). Plato: philosophy as politics. *Meta: Research in Hermeneutics, Phenomenology, and Practical Philosophy*, 1(1), 155-180. Retrieved from <http://jml2012.indexcopernicus.com/>
- Boisvert, R. D. (1985). John Dewey's reconstruction of philosophy. *Educational Studies: A Journal of the American Educational Studies Association*, 16(4), 343-353. doi: http://dx.doi.org/10.1207/s15326993es1604_1
- Boulakia, J. D. C. (1971). Ibn Khaldûn: A Fourteenth-Century Economist. *Journal of Political Economy*, 79(5), 1105-1118.
- Bowen, G. A. (2008). Naturalistic inquiry and the saturation concept: a research note. *Qualitative Research*, 8(1), 137-152. doi: 10.1177/1468794107085301
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. doi: 10.1191/1478088706qp063oa
- Brent Ritchie, J. R. (1985). The nominal group technique: An approach to consensus policy formulation in tourism. *Tourism Management*, 6(2), 82-94. doi: [http://dx.doi.org/10.1016/0261-5177\(85\)90017-2](http://dx.doi.org/10.1016/0261-5177(85)90017-2)
- Brewer, G. D. (1973). A pre-view of policy sciences: Harold D. Lasswell, Elsevier, New York; 1971, 173 *Technological Forecasting and Social Change*, 4(4), 423-424. doi: 10.1016/0040-1625(73)90080-2
- Briedenhann, J. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism Management*, 25(1), 71-79. doi: 10.1016/S0261-5177(03)00063-3
- Burchell, J., & Cook, J. (2008). Stakeholder dialogue and organisational learning: changing relationships between companies and NGOs. *Business Ethics: A European Review*, 17(1), 35-46. doi: 10.1111/j.1467-8608.2008.00518.x
- Burns, K. (2006). *Eastern Philosophy : The greatest thinkers and sages from ancient to modern times*. New York: Enchanted Lion Books.
- Byrd, E. T., Bosley, H. E., & Dronberger, M. G. (2009). Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina. *Tourism Management*, 30(5), 693-703. doi: 10.1016/j.tourman.2008.10.021
- Calman, K. (2009). Beyond the 'nanny state': Stewardship and public health. *Public health*, 123(1), e6-e10. doi: 10.1016/j.puhe.2008.10.025

- Caramani, D. (2008). *Comparative Politics*: Oxford, UK: Oxford University Press
- Cassidy, K., & Guilding, C. (2010). Defining an emerging tourism industry sub-sector: Who are the strata titled tourism accommodation stakeholders? *International Journal of Hospitality Management*, 29(3), 421-431. doi: 10.1016/j.ijhm.2009.10.028
- Castellani, V., & Sala, S. (2010). Sustainable performance index for tourism policy development. *Tourism Management*, 31(6), 871-880. doi: 10.1016/j.tourman.2009.10.001
- Central. (2009). A short introduction to qualitative analysis, pattern recognition, and design principles: Three methods we employed during the synthesis phase in the design process. Retrieved from http://fof.centralstory.com/fof/wp/wp-content/files_flutter/1250550075quantvsqual.pdf
- Chalmers, D., (2008). Teaching and learning quality indicators in Australian Universities. Organisation for Economic Co-operation and Development. France
- Chan, A. P. C., Yung, E. H. K., Lam, P. T. I., Tam, C. M., & Cheung, S. O. (2001). Application of Delphi method in selection of procurement systems for construction projects. *Construction Management and Economics*, 19(7), 699-718. doi: 10.1080/01446190110066128
- Chang, R. C. Y., Kivela, J., & Mak, A. H. N. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989-1011. doi: <http://dx.doi.org/10.1016/j.annals.2010.03.007>
- Chanthes, S. (2012). Increasing Faculty Research Productivity via a Triple-Helix Modeled University Outreach Project: Empirical Evidence from Thailand. *Procedia - Social and Behavioral Sciences*, 52(1), 253-258. doi: <http://dx.doi.org/10.1016/j.sbspro.2012.09.462>
- Chapra, M. U. (2000). Is it necessary to have Islamic economics? *Journal of Socio-Economics*, 29, 21-37. doi: [http://dx.doi.org/10.1016/S1053-5357\(00\)00051-2](http://dx.doi.org/10.1016/S1053-5357(00)00051-2)
- Chapra, M. U. (2008). Ibn Khaldun's theory of development: Does it help explain the low performance of the present-day Muslim world? *Journal of Socio-Economics*, 37(2), 836-863. doi: 10.1016/j.socec.2006.12.051
- Charnley, S., & Engelbert, B. (2005). Evaluating public participation in environmental decision-making: EPA's superfund community involvement program. *Journal of Environmental Management*, 77(3), 165-182. doi: <http://dx.doi.org/10.1016/j.jenvman.2005.04.002>
- Chen, A.J., Han, Y., & Tan, X. (2011). Analysis of Tourism and Landscape Engineering on Real Estate Impact Based on Correlation. *Systems Engineering Procedia*, 1(1), 286-293. doi: <http://dx.doi.org/10.1016/j.sepro.2011.08.044>
- Chen, M.H., Kim, W. G., & Liao, C.N. (2009). The impact of government weekend policy changes and foreign institutional holdings on weekly effect of tourism stock performance. *Journal of Hospitality and Tourism Research*, 33(2), 139-160. doi: 10.1177/1096348008329866
- Chen, A. (2013, March 4). 19 Cops rescued, six others die in Simunul. *The Borneo insider*. Retrieved from <http://borneoinsider.com/>

- Cheng, S., Hu, J., Fox, D., & Zhang, Y. (2012). Tea tourism development in Xinyang, China: Stakeholders' view. *Tourism Management Perspectives*, 2(3), 28-34. doi: 10.1016/j.tmp.2011.12.001
- Chin, L. Y. (2010). *Malaysia's Experience and Best Practices in Sustainable Ecotourism Malaysia Experience and Best Practices in*. Paper presented at the APEC Ecotourism Conference, Japan.
- Choo, P.L., Kassem, K., & Sumampouw, M. (2012). Bridging the gap between regional plans and local action: The case of the Malaysian Coral Triangle Initiative and Semporna, Sabah. *The 12th International Coral Reef Symposium*, Cairns, Australia: Regional-scale design and local scale actions for marine.
- Choi, H.C., Sirakaya, E., Sustainability indicators for managing community tourism, *Tourism Management*, 27(6), 1274-1289. <http://dx.doi.org/10.1016/j.tourman.2005.05.018>.
- Church, A., Ball, R., Bull, C., & Tyler, D. (2000). Public policy engagement with British tourism: The national, local and the European Union. *Tourism Geographies*, 2(3), 312-336. doi: 10.1080/14616680050082544
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3), 371-386. doi: 10.1016/0160-7383(88)90028-x
- Cohen, K.B., & Hunter, L. (2008). Getting started in text mining. *PLOS Computational Biology*. 4(1), 1-3. doi:10.1371/journal.pcbi.0040020
- Coley, S., & Scheinberg, C. (2008). *Proposal Writing: effective grantmanship*: Sage Publication.
- Collins, J., Hanlon, A., More, S. J., Wall, P. G., & Duggan, V. (2009). Policy Delphi with vignette methodology as a tool to evaluate the perception of equine welfare. *The Veterinary Journal*, 181(1), 63-69. doi: <http://dx.doi.org/10.1016/j.tvjl.2009.03.012>
- Corbin, J., & Strauss, A. (2008). *Basics of qualitative research* (3 ed.). California, USA: Sage Publications.
- Corpuz, R. C. (2008). Assessment of Current Livelihood Options: Semporna Islands. March to April 2008. Retrieved from Symbiosis consulting website: <http://www.symbiosis-consulting.com/docs/SPPCA%20Executive%20Summary.pdf>
- Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative and Mix Method Approaches* (3rd ed.). California: SAGE Publications.
- Cripps, K. (2013, July 14). Gallery: Why you've never seen a dive site like Sipadan. *CNN Travel*. Retrieved from <http://travel.cnn.com/>
- Cross, V. (1999). The Same But Different A Delphi study of clinicians' and academics' perceptions of physiotherapy undergraduates. *Physiotherapy*, 85(1), 28-39. doi: [http://dx.doi.org/10.1016/S0031-9406\(05\)66061-0](http://dx.doi.org/10.1016/S0031-9406(05)66061-0)
- Cui, X., & Ryan, C. (2011). Perceptions of place, modernity and the impacts of tourism – Differences among rural and urban residents of Ankang, China: A likelihood ratio

- analysis. *Tourism Management*, 32(3), 604-615. doi: <http://dx.doi.org/10.1016/j.tourman.2010.05.012>
- Cunha, A., & Swinbank, A. (2009). Exploring the Determinants of CAP Reform: A Delphi Survey of Key Decision-Makers. *Journal of Common Market Studies*, 47(2), 235-261. doi: 10.1111/j.1468-5965.2009.00803.x
- Cutchin, M. P. (2008). John Dewey's metaphysical ground-map and its implications for geographical inquiry. *Geoforum*, 39(4), 1555-1569. doi: 10.1016/j.geoforum.2007.01.014
- d'Angella, F., & Go, F. M. (2009). Tale of two cities' collaborative tourism marketing: Towards a theory of destination stakeholder assessment. *Tourism Management*, 30(3), 429-440. doi: 10.1016/j.tourman.2008.07.012
- D'Ostie-Racine, L., Dagenais, C., & Ridde, V. (2013). An evaluability assessment of a West Africa based Non-Governmental Organization's (NGO) progressive evaluation strategy. *Evaluation and Program Planning*, 36(1), 71-79. doi: <http://dx.doi.org/10.1016/j.evalprogplan.2012.07.002>
- Dasar agromakanan negara. (2011). Kementerian pertanian dan industry asas tani Malaysia. Putrajaya, Malaysia: Percetakan Watan Sdn. Bhd.
- Daldeniz, B., & Hampton, M. P. (2012). Dive Tourism and Local Communities: Active Participation or Subject to Impacts? Case Studies from Malaysia. *International Journal of Tourism Research*, 5(5) doi: 10.1002/jtr.1897
- Dalton, T. C. (1997). Dewey's hegelianism reconsidered: Reclaiming the lost soul of psychology. *New Ideas in Psychology*, 15(1), 1-15. doi: 10.1016/s0732-118x(97)00002-0
- Daiz, P., (2013). *Tourism as a tool for development* (4th ed.). Southampton, United Kingdom: WIT Press.
- Deleuze, G., & Guattari, F. (1994). *What Is Philosophy?* (3rd ed.). New York. USA: Verso.
- Denzin, N. K., & Lincoln, Y. S. (2011). *The SAGE Handbook of Qualitative Research*: California, USA: SAGE Publications.
- Department of foreign affairs and trade Australian (2013). *Advancing the interests of Australia and Australians internationally*. Retrieved from <http://www.dfat.gov.au/>
- Department of Statistics Official Website. (2012). Annual national accounts, gross domestic product (GDP): 2005-2012. Retrieved from <http://www.statistics.gov.my>
- Department of Statistics Official Website. (2010). *Total population by ethnic group, administrative district and state*. Retrieved from <http://www.statistics.gov.my>
- Deskins, J., & Seevers, M. T. (2011). Are State Expenditures to Promote Tourism Effective? *Journal of Travel Research*, 50(2), 154-170. doi: 10.1177/0047287510362785
- Din, K. H. (1982). Tourism in Malaysia competing needs in a plural society. *Annals of Tourism Research*, 9(3), 453-480. doi: 10.1016/0160-7383(82)90023-8
- Din, K. H. (1989). Islam and tourism: Patterns, issues, and options. *Annals of Tourism Research*, 16(4), 542-563. doi: 10.1016/0160-7383(89)90008-x

- Donaldson, T., & Preston, L. E. (1995). The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications. *The Academy of Management Review*, 20(1), 65-91.
- Dony, J. F., Ahmad, J., & Khen Tiong, Y. (2004). Epidemiology of tuberculosis and leprosy, Sabah, Malaysia. *Tuberculosis*, 84, 8-18. doi: 10.1016/j.tube.2003.08.002
- Dragulanescu, I.V., Drutu, M. (2012). Rural tourism for local economic development. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 2(1), 196-203.
- Dredge, D. (2006). Policy networks and the local organisation of tourism. *Tourism Management*, 27(1), 269–280. doi: 10.1016/j.tourman.2004.10.003
- Dredge, D., & Jenkins, J. M. (2007). *Tourism Planning and Policy*: Australia: John Wiley & Sons Australia, Limited.
- Dwyer, J. (2011). UK Land Use Futures: Policy influence and challenges for the coming decades. *Land Use Policy*, 28(1), 674-683. doi: 10.1016/j.landusepol.2010.12.002
- Dwyer, J. & Forsyth, P. (2010). *Tourism economics and policy*. Ontario, Canada: Channel View Publications.
- Dwyer, L., Forsyth, P., & Spurr, R. (2004). Evaluating tourism's economic effects: new and old approaches. *Tourism Management*, 25(3), 307-317. doi: 10.1016/s0261-5177(03)00131-6
- Easton, D. (1950). Harold Lasswell; Policy Scientist for a Democratic Society. *The Journal of Politics*, 12(3), 450-477.
- Economic Planning Unit Malaysia (2012). The official website of economic planning unit: Prime Minister's Department of Malaysia. Retrieved: <http://www.epu.gov.my/>
- Economic Transformation Programme (2013). *ETP Economic Transformation Programme*. Retrieved from <http://etp.pemandu.gov.my/>
- Eddleston, K. a., & Kellermanns, F. W. (2007). Destructive and productive family relationships: A stewardship theory perspective. *Journal of Business Venturing*, 22(1), 545-565. doi: 10.1016/j.jbusvent.2006.06.004
- Edgell, D. L., Allen, M. D., Smith, G., & Swanson, J. (2008). *Tourism policy and planning: yesterday, today and tomorrow* (2nd ed). New York, USA: Routledge
- Efstathiou, N., Ameen, J., & Coll, A.-M. (2007). Healthcare providers' priorities for cancer care: A Delphi study in Greece. *European Journal of Oncology Nursing*, 11(2), 141-150. doi: <http://dx.doi.org/10.1016/j.ejon.2006.06.005>
- Eight Malaysia Plan (2001-2005). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Elliot, J., Heesterbeek, S., Lukensmeyer, C.J., & Slocum, N. (2005). Participatory methods toolkit : a practitioner's manual. 210. Retrieved from http://www.kbs-frb.be/uploadedFiles/KBS-FRB/Files/EN/PUB_1540_Participatoty_toolkit_New_edition.pdf

- Enright, M. J., & Newton, J. (2004). Tourism destination competitiveness: a quantitative approach. *Tourism Management*, 25(6), 777-788. doi: <http://dx.doi.org/10.1016/j.tourman.2004.06.008>
- Eulau, H. (1958). H. D. Lasswell's Developmental Analysis. *The Western Political Quarterly*, 11(2), 229-242.
- Everett, S., & Aitchison, C. (2008). The Role of Food Tourism in Sustaining Regional Identity: A Case Study of Cornwall, South West England. *Journal of Sustainable Tourism*, 16(2), 150-167. doi: 10.2167/jost696.0
- Fallace, T. (2012). Race, culture, and pluralism: The evolution of Dewey's vision for a democratic curriculum. *Journal of Curriculum Studies*, 44(1), 13-35. doi: <http://dx.doi.org/10.1080/00220272.2011.641588>
- Farr, H., & Rogers, A. (1994). Tourism and the environment on the Isles of Scilly: conflict and complementarity. *Landscape and Urban Planning*, 29(1), 1-17. doi: 10.1016/0169-2046(94)00160-x
- Fengyan, W. (2004). Confucian thinking in traditional moral education: key ideas and fundamental features. *Journal of Moral Education*, 33(4), 429-447. doi: 10.1080/0305724042000327984
- Fennell, D. A. (2001). A Content Analysis of Ecotourism Definitions. *Current Issues in Tourism*, 4(5), 403-421. doi: 10.1080/13683500108667896
- Fennell, D. A. (2008). Ecotourism and the Myth of Indigenous Stewardship. *Journal of Sustainable Tourism*, 16(2), 129-149. doi: 10.2167/jost736.0
- Ferguson, K. (2004). I ♥ My Dog. *Political Theory*, 32(3), 373-395. doi: 10.1177/0090591703260692
- Fieldman, R., & Sanger, J. (2007). *The text mining handbook: advanced approaches in analysing unstructured data*. Cambridge, USA: Cambridge University Press
- Fifth Malaysia Plan (1986-1990). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- First Malaysia Plan (1966-1970). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Fleischer, A., Felsenstein, D. (2000). Support for small-scale rural tourism: does it make a difference? *Annals of Tourism Research*, 27(4): 1007-1024.
- Fleischer, A., & Pizam, A. (1997). Rural tourism in Israel. *Tourism Management*, 18(6), 367-372.
- Foreigners choose Sipadan as favourite diving spot. (2012). *The Borneo Post*. Retrieved from <http://www.theborneopost.com/2012/01/09/foreigners-choose-sipadan-as-favourite-diving-spot/>
- Fott, D. (1991). John Dewey and the philosophical foundations of democracy. *The Social Science Journal*, 28(1), 29-44. doi: 10.1016/0362-3319(91)90042-3

- Fourth Malaysia Plan (1981-1985). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Marshfield, MA: Pitman Publishing inc.
- Frey, N., & George, R. (2010). Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism Management*, 31(1), 621-628. doi:10.1016/j.tourman.2009.06.017
- Fukuyama, F. (1995). Confucianism and democracy. *Journal of Democracy*, 6(2), 20-33. Retrieved from 10.1353/jod.1995.0029
- Gabor, M. R., & Contiu, L. C. (2012). Measuring the Impact of Promotion Campaigns Intended to Educate Tourism Services Consumers from Romania Using Kelly's Theory. *Procedia - Social and Behavioral Sciences*, 46(1), 5558-5562. doi: <http://dx.doi.org/10.1016/j.sbspro.2012.06.475>
- García-Melón, M., Gómez-Navarro, T., & Acuña-Dutra, S. (2012). A combined ANP-delphi approach to evaluate sustainable tourism. *Environmental Impact Assessment Review*, 34(1), 41-50. doi: <http://dx.doi.org/10.1016/j.eiar.2011.12.001>
- Garis panduan pendaftaran homestay Malaysia. (n.d). Ministry of tourism and culture Malaysia. Retrieved from: <http://www.motac.gov.my/>
- Garrod, B., Wornell, R., & Youell, R. (2006). Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of Rural Studies*, 22(1). doi: 10.1016/j.jrurstud.2005.08.001
- Geist, M. R. (2010). Using the Delphi method to engage stakeholders: A comparison of two studies. *Evaluation and Program Planning*, 33(2), 147-154. doi: <http://dx.doi.org/10.1016/j.evalprogplan.2009.06.006>
- Gent, A. M., & Zuckerman, J. (2003). A review of the infection control policies for bloodborne viruses as applied to non-governmental organisations (NGOs). *Travel Medicine and Infectious Disease*, 1(1), 29-33. doi: [http://dx.doi.org/10.1016/S1477-8939\(02\)00007-8](http://dx.doi.org/10.1016/S1477-8939(02)00007-8)
- Ghaderi, Z., Mat Som, A. P., & Henderson, J. C. (2012). Tourism crises and island destinations: Experiences in Penang, Malaysia. *Tourism Management Perspectives*, 23(0), 79-84. doi: 10.1016/j.tmp.2012.03.006
- Ghazinoory, S., & Hajishirzi, R. (2012). Using Actor-Network Theory to identify the role of IT in cognitive science in Iran. *Procedia - Social and Behavioral Sciences*, 32(1), 153-162. doi: 10.1016/j.sbspro.2012.01.025
- Glassman, M., & Kang, M. J. (2010). Pragmatism, connectionism and the internet: A mind's perfect storm. *Computers in Human Behavior*, 26(6), 1412-1418. doi: 10.1016/j.chb.2010.04.019
- Goh, B.P.L., & Lai, C. H., (2013). Establishing the thermal threshold of the tropical mussel *Perna viridis* in the face of global warming, *Marine Pollution Bulletin*, 82(1). doi: <http://dx.doi.org/10.1016/j.marpolbul.2013.10.041>.

- Google Maps. (2014). [Semporna, Sabah, Malaysia]. Retrieved from https://www.google.com.my/maps/preview?q=semporna&ie=UTF-8&ei=Y93FU7m4FcSiugT1joHgBw&ved=0CAYQ_AUoAQ
- Government Transformation Program. (2011). *GTP Annual report 2011*. Retrieved from <http://www.pemandu.gov.my/gtp/annualreport2011/>
- Government of South Australia (2013). *Home*. Retrieved from <http://www.sa.gov.au/>
- Green, H., Hunter, C., & Moore, B. (1990). Application of the Delphi technique in tourism. *Annals of Tourism Research*, 17(2), 270-279. doi: [http://dx.doi.org/10.1016/0160-7383\(90\)90087-8](http://dx.doi.org/10.1016/0160-7383(90)90087-8)
- Green, H., Hunter, C., & Moore, B. (1990). Application of the Delphi technique in tourism. *Annals of Tourism Research*, 17(2), 270-279. doi: [http://dx.doi.org/10.1016/0160-7383\(90\)90087-8](http://dx.doi.org/10.1016/0160-7383(90)90087-8)
- Greenhalgh, T., & Stones, R., (2010). Theorising big IT programmes in healthcare: Strong structuration theory meets actor-network theory, *Social Science & Medicine*, 70(9), 1285-1294. <http://dx.doi.org/10.1016/j.socscimed.2009.12.034>.
- Greenwood, J., Williams, A. M., & Shaw, G. (1990). Policy implementation and tourism in the UK: Implications from recent tourism research in Cornwall. *Tourism Management*, 11(1), 53-62. doi: 10.1016/0261-5177(90)90008-w
- Grødeland, Å. B. (2006). Public perceptions of non-governmental organisations in Serbia, Bosnia & Herzegovina, and Macedonia. *Communist and Post-Communist Studies*, 39(2), 221-246. doi: <http://dx.doi.org/10.1016/j.postcomstud.2006.03.002>
- Guba, E. G., & Lincoln, Y. S. (1994). *Handbook of qualitative research*. London: Sage.
- Guion, L. A., Diehl, D. C., & McDonald, D. (2011). Conducting an In-depth Interview. Retrieved from <http://edis.ifas.ufl.edu/pdf/files/FY/FY39300.pdf>
- Haahti, A. (2001). Tourism: principles, practices, philosophies. *International Journal of Tourism Research*, 3(6), 516-517. doi: 10.1002/jtr.294
- Hajkowicz, S., & Collins, K. (2009). Measuring the benefits of environmental stewardship in rural landscapes. *Landscape and Urban Planning*, 93(2), 93-102. doi: 10.1016/j.landurbplan.2009.06.008
- Hall, C. M., & Jenkins, J.M. (1995). *Tourism and Public Policy*. London, UK: Routledge
- Hall, D., Kirkpatrick, I., & Mitchell, M. (2005). *Rural tourism and sustainable business*. Clevedon: Channel View
- Hamzah, A. (2004). *Policy and planning of the tourism industry in Malaysia*. Paper presented at the Policy and Planning of Tourism Product Development in Asian Countries, Bangkok.
- Hanseth, O., Monteiro, E. (1997). Inscribing behaviour in information infrastructure standards. *Accounting, management and information technologies*, 7(4), 183-211. doi: [http://dx.doi.org/10.1016/S0959-8022\(97\)00008-8](http://dx.doi.org/10.1016/S0959-8022(97)00008-8)

- Hang, L. (2011). Traditional Confucianism and its Contemporary Relevance. *Asian Philosophy*, 21(4), 437-445. doi: 10.1080/09552367.2011.635896
- Hanim, N., Salleh, M., Othman, R., & Ramachandran, S. (2007). Malaysia's tourism demand from selected countries : The ARDL Approach to Cointegration. *International Journal of Economics and Management*, 1(3), 345-363.
- Hassan, M. H., (2010, June 7). Keajaiban berterusan di Pulau Sipadan. *Utusan Malaysia Online*. Retrieved from <http://www.utusan.com.my/>
- Hassall, G., & Saunders, C. (2007). *Asia-Pacific Constitutional Systems*. Cambridge, UK: Cambridge University Press
- Hasson, F., Keeney, S., & McKenna, H. (2000). Research guidelines for the Delphi survey technique. *Journal of Advanced Nursing*, 32(4), 1008-1015. doi: 10.1046/j.1365-2648.2000.t01-1-01567.x
- Haven-Tang, C., & Jones, E. (2012). Local leadership for rural tourism development: A case study of Adventa, Monmouthshire, UK. *Tourism Management Perspective*, 4(1), 28-35, <http://dx.doi.org/10.1016/j.tmp.2012.04.006>.
- Heidegger, M. (1956). *What Is Philosophy?* Maryland, USA: Rowman & Littlefield Publishers.
- Heinze, E. (2007). Epinomia: Plato and the first legal theory. *Ratio Juris*, 20(1), 97-135. doi: 10.1111/j.1467-9337.2007.00350.x
- Henderson, J. C. (2003). Managing Tourism and Islam in Peninsular Malaysia. *Tourism Management*, 24(4), 447-456. doi: 10.1016/s0261-5177(02)00106-1
- Hitchcock, M., King, V. T., & Parnwell, M. (2008). *Tourism in Southeast Asia: challenges and new directions*. Copenhagen: NIAS Press.
- Hjulmand, L. G., Nielsen, U., Vesterlørkke, P., Busk, R. J., & Erichsen, E. (2003). Tourism as a Development Strategy in Rural Areas Adjacent to the Crocker Range. ASEAN Review of Biodiversity and Environmental Conservation (ARBEC), (March), 1-9. Retrieved from <http://www.arbec.com.my/pdf/art8janmar03.pdf>.
- Ho, N., & Kassem, K. (2009). Reef status of semporna priority conservation area (November ed.): WWF Malaysia.
- Hoffmann, C., Stoykova, B. A., Nixon, J., Glanville, J. M., Misso, K., & Drummond, M. F. (2002). Do Health-Care Decision Makers Find Economic Evaluations Useful? The Findings of Focus Group Research in UK Health Authorities. *Value in Health*, 5(2), 71-78. doi: <http://dx.doi.org/10.1046/j.1524-4733.2002.52109.x>
- Holden, A. (2009). The environment - tourism nexus: Influence of Market Ethics. *Annals of Tourism Research*, 36(3), 373-389. doi: 10.1016/j.annals.2008.10.009
- Hong, S.K., Kim, S.I., & Kim, J.H. (2003). Implications of potential green tourism development. *Annals of Tourism Research*, 30(2), 323-341. doi: [http://dx.doi.org/10.1016/S0160-7383\(02\)00060-9](http://dx.doi.org/10.1016/S0160-7383(02)00060-9)

- Hook, S. (1970). Philosophy and Public Policy. *The Journal of Philosophy*, 67(14), 461-470. Retrieved from <http://philpapers.org/>
- Hsu, C.C., & Sandford, B. A. (2007). The Delphi technique: making sense of consensus. *Practical assessment, research & evaluation.*, 12(10), 1-8. Retrieved from <http://pareonline.net/pdf/v12n10.pdf>
- Hu, S. (1997). Confucianism and western democracy. *Journal of Contemporary China*, 6(15), 347-363. doi: 10.1080/10670569708724282
- Hughes, G. (1995). The cultural construction of sustainable tourism. *Tourism Management*, 16(1), 49-59. doi: 10.1016/0261-5177(94)00007-w
- Husain, H., Bais, B., Hussain, A., & Samad, S. A. (2012). How to Construct Open Ended Questions. *Procedia - Social and Behavioral Sciences*, 60(1), 456-462. doi: <http://dx.doi.org/10.1016/j.sbspro.2012.09.406>
- Hutton, W. (2001). *Periplus adventure guides: East Malaysia and Brunei* (2nd ed.): Tuttle Pub.
- Inayatullah, S. (1998). Macrohistory and futures studies. *Futures*, 30(5), 381-394. doi: 10.1016/s0016-3287(98)00043-3
- Irene, P., Paolo, V., Donatella, V., Alberto, M. J., Mauro, F., & Giovanni, Z. (2010). Mapping the environmental risk of a tourist harbor in order to foster environmental security: Objective vs. subjective assessments. *Marine Pollution Bulletin*, 60(7), 1051-1058. doi: <http://dx.doi.org/10.1016/j.marpolbul.2010.01.021>
- Jackson, L. A. (2006). Ameliorating the negative impacts of tourism: a Caribbean perspective. *International Journal of Contemporary Hospitality Management*, 18(7), 574 - 582. doi: <http://dx.doi.org/10.1108/09596110610703002>
- Jakobsen, F., Hartstein, N., Frachisse, J., & Golingi, T. (2007). Sabah shoreline management plan (Borneo, Malaysia): Ecosystems and pollution. *Ocean & Coastal Management*, 50, 84-102. doi: 10.1016/j.ocecoaman.2006.03.013
- Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204. doi: 10.1016/0160-7383(94)00067-3
- Janse, G. (2008). Communication between forest scientists and forest policy-makers in Europe — A survey on both sides of the science & policy interface. *Forest Policy and Economics*, 10(3), 183-194. doi: <http://dx.doi.org/10.1016/j.forpol.2007.10.001>
- Janta, H., Lugosi, P., Brown, L., & Ladkin, A. (2012). Migrant networks, language learning and tourism employment. *Tourism Management*, 33(2), 431-439. doi: 10.1016/j.tourman.2011.05.004
- Jayawardena, C., White, A., & Carmichael, B. A. (2008). Binational tourism in Niagara: insights, challenges and the future. *International Journal of Contemporary Hospitality Management*, 20(3), 347 - 359. doi: 10.1108/09596110810866073
- Jennings, G., Lee, Y. S., Ayling, A., Lunny, B., Cater, C., & Ollenburg, C. (2009). Quality Tourism Experiences: Reviews, Reflections, Research Agendas. *Journal of Hospitality Marketing & Management*, 18(2-3), 294-310. doi: 10.1080/19368620802594169

- Jensen, C., & Kara, N. (2011). Trade Policy Review – Malaysia 2010. *The World Economy*, 34(12), 2063-2080. doi: 10.1111/j.1467-9701.2011.01409.x
- Jóhannesson, G. T. r. (2005). Tourism translations : Actor–Network Theory and tourism research. *Tourist Studies*, 5, 133-150. doi: 10.1177/1468797605066924
- Jolivet, E., & Heiskanen, E. (2010). Blowing against the wind—An exploratory application of actor network theory to the analysis of local controversies and participation processes in wind energy. *Energy Policy*, 38, 6746-6754. doi: 10.1016/j.enpol.2010.06.044
- Kalu, K. A. (2004). *Agenda Setting and Public Policy in Africa*: Colorado, USA: Ashgate.
- Kastenholz, E., Carneiro, M. J., Peixeira Marques, C., & Lima, J. (2012). Understanding and managing the rural tourism experience — The case of a historical village in Portugal. *Tourism Management Perspectives*, 4(1), 207-214. doi: 10.1016/j.tmp.2012.08.009
- Kauppila, P., & Karjalainen, T. P. (2012). A process model to assess the regional economic impacts of fishing tourism: A case study in northern Finland. *Fisheries Research*, 127–128(Sep), 88-97. doi: 10.1016/j.fishres.2012.05.004
- Kaynak, E., & Kara, A. (2012). Assessing tourism market potential in a dynamic emerging economy: Theoretical and empirical insights from Cambodia. *Asia Pacific Journal of Marketing and Logistics*, 24(2), 199 - 221. doi: <http://dx.doi.org/10.1108/13555851211218020>
- Keeney, S., Hasson, F., & McKenna, H. P. (2001). A critical review of the Delphi technique as a research methodology for nursing. *International Journal of Nursing Studies*, 38(2), 195-200. doi: [http://dx.doi.org/10.1016/S0020-7489\(00\)00044-4](http://dx.doi.org/10.1016/S0020-7489(00)00044-4)
- Kember, D., & Goh, L. (1993). Problems with implementing goals in higher education: A Hong Kong case study. *International Journal Education Development*, 13(2), 113-124. Doi:10.1086/670266
- Keogh, B. (1990). Public participation in community tourism planning. *Annals of Tourism Research*, 17(3), 449-465. doi: 10.1016/0160-7383(90)90009-g
- Khadaroo, J., & Seetanah, B. (2007). Transport infrastructure and tourism development. *Annals of Tourism Research*, 34(4), 1021-1032. doi: 10.1016/j.annals.2007.05.010
- Khadaroo, J., & Seetanah, B. (2008). The role of transport infrastructure in international tourism development: A gravity model approach. *Tourism Management*, 29(5), 831-840. doi: 10.1016/j.tourman.2007.09.005
- Kim, H., Borges, M. C., & Chon, J. (2006). Impacts of environmental values on tourism motivation: The case of FICA, Brazil. *Tourism Management*, 27(5), 957-967. doi: 10.1016/j.tourman.2005.09.007
- Kim, K., Uysal, M., & Sirgy, M. J. (2012). How does tourism in a community impact the quality of life of community residents? *Tourism Management*. 36(June). 527-540. doi: <http://dx.doi.org/10.1016/j.tourman.2012.09.005>
- Kim, J., & Chan, L. (2011). Volunteer tourism in Sabah and study sites *Developing and promoting sustainable volunteer tourism sites in Sabah, Malaysia*: London, UK: Routledge.

- Kim, Y., Kim, W., & Yang, T. (2012). The effect of the triple helix system and habitat on regional entrepreneurship: Empirical evidence from the U.S. *Research Policy*, 41(1), 154-166. doi: <http://dx.doi.org/10.1016/j.respol.2011.08.003>
- Kleinen, J., & Osseweijer, M. (2010). *Pirates, Ports, and Coasts in Asia: Historical and Contemporary Perspectives*: Institute of Southeast Asian Studies.
- Klenk, N. L., & Hickey, G. M. (2011). A virtual and anonymous, deliberative and analytic participation process for planning and evaluation: The Concept Mapping Policy Delphi. *International Journal of Forecasting*, 27(1), 152-165. doi: <http://dx.doi.org/10.1016/j.ijforecast.2010.05.002>
- Kluvers, R., & Tippett, J. (2011). An exploration of stewardship theory in a Not-for-Profit organisation. *Accounting Forum*, 35(4), 275-284. doi: 10.1016/j.accfor.2011.04.002
- Knoepfel, P., Larrue, C., Varone, F., & Hill, M. (2011). *Public Policy Analysis*. Bristol, UK: The Policy Press.
- Ko, T.G., Development of a tourism sustainability assessment procedure: a conceptual approach, *Tourism Management*, 26(3), 431-445. doi: <http://dx.doi.org/10.1016/j.tourman.2003.12.003>.
- Kolej Rizda (2013). *Home*. Retrieved from <http://www.jpkk.edu.my/>
- Kolej Poly-Tech Mara (2013). *Welcome to KPTM Sempora*. Retrieved from <http://sp.kptm.edu.my/>
- Kramer, R. A., Dickinson, K. L., Anderson, R. M., Fowler, V. G., Miranda, M. L., Mutero, C. M., Wiener, J. B. (2009). Using decision analysis to improve malaria control policy making. *Health Policy*, 92(2-3), 133-140. doi: 10.1016/j.healthpol.2009.02.011
- Kreutzwiser, R., de Loë, R., Imgrund, K., Conboy, M. J., Simpson, H., & Plummer, R. (2011). Understanding stewardship behaviour: Factors facilitating and constraining private water well stewardship. *Journal of environmental management*, 92(4), 1104-1114. doi: 10.1016/j.jenvman.2010.11.017
- Krutwaysho, O., & Bramwell, B. (2010). Tourism policy implementation and society. *Annals of Tourism Research*, 37(3), 670-691. doi: 10.1016/j.annals.2009.12.004
- Kunasekaran, P., Ramachandran, S., & Shuib, A. (2011). Development of farmers' perception scale on agro tourism in Cameron Highlands, Malaysia. *World Applied Science Journal*, 12, 10-18.
- Kuo, N.W., Hsiao, T.Y., & Yu, Y.H. (2005). A Delphi-matrix approach to SEA and its application within the tourism sector in Taiwan. *Environmental Impact Assessment Review*, 25(3), 259-280. doi: <http://dx.doi.org/10.1016/j.eiar.2004.09.007>
- Kuper, H., Solomon, A. W., Buchan, J. C., Zondervan, M., Mabey, D., & Foster, A. (2005). Participatory evaluations of trachoma control programmes in eight countries. *Tropical Medicine & International Health*, 10(8), 764-772. doi: 10.1111/j.1365-3156.2005.01451.x
- Kvale, S. (1996). *InterViews: An Introduction to qualitative research interviewing*: SAGE Publications.

- Ladesma, C., Lewis, M., & Savage, P. (2003). *The rough guide to Malaysia, Singapore & Brunei*. New York, USA: Rough Guides Ltd.
- Labour Department Sabah. (2012). *Labour Department*. Retrived from <http://www.psupsabah.gov.my/>
- Lai, K., Li, Y., & Feng, X. (2006). Gap between tourism planning and implementation: A case of China. *Tourism Management*, 27(6), 1171-1180. doi: 10.1016/j.tourman.2005.11.009
- Lam, K.C. J. (2003). Confucian Business Ethics and the Economy. *Journal of Business Ethics*, 43(1), 153-162. doi: 10.1023/a:1022935820655
- Lamb, A. N. (1988). Tourism development and planning in Australia—the need for a national strategy. *International Journal of Hospitality Management*, 7(4), 353-361. doi: 10.1016/0278-4319(88)90046-1
- Langford, J.W., & Brownsey, K.L. (1990). *Economic Policy-making in the Asia-Pacific Region*. Nova Scotia, Canada: The institute for research on public policy.
- Lasswell, H. D. (1971). *A pre-view of policy sciences*: American Elsevier Pub. Co.
- Law, J. (1986). *Power, action, and belief: a new sociology of knowledge?* : Routledge & Kegan Paul.
- Law, J. (1992). Notes on the theory of the actor-network: Ordering, strategy, and heterogeneity. *Systems Practice*. 5(4), 379-393. doi: 10.1007/BF01059830
- Lean, H. H., & Tang, C. F. (2010). Is the tourism-led growth hypothesis stable for Malaysia? A note. *International Journal of Tourism Research*, 12(4), 375-378. doi: 10.1002/jtr.759
- Ledesma, C. d., Lewis, M., & Savage, P. (2003). *A rough guide to Malaysia, Singapore & Brunei*: Rough Guides.
- Lee, C.K. (1997). Valuation of nature-based tourism resources using dichotomous choice contingent valuation method. *Tourism Management*, 18(8), 587-591. doi: 10.1016/s0261-5177(97)00076-9
- Lee, C.K., Lee, J.H., Mjelde, J. W., Scott, D., & Kim, T.K. (2009). Assessing the economic value of a public birdwatching interpretative service using a contingent valuation method. *International Journal of Tourism Research*, 11(6), 583-593. doi: 10.1002/jtr.730
- Lee, O.A., (2010). Coastal resort development in Malaysia: A review of policy use in the pre-construction and post-construction phase, *Ocean & Coastal Management*, 53 (8). doi: <http://dx.doi.org/10.1016/j.ocecoaman.2010.06.010>.
- Lee, T. J., Riley, M., & Hampton, M. P. (2010). Conflict and progress: Tourism development in Korea. *Annals of Tourism Research*, 37(2), 355-376. doi: 10.1016/j.annals.2009.10.001
- Lemos, C. C., Fischer, T. B., & Souza, M. P. (2012). Strategic environmental assessment in tourism planning — Extent of application and quality of documentation. *Environmental Impact Assessment Review*, 35(1), 1-10. doi: 10.1016/j.eiar.2011.11.007
- Lewis, T.G., (2006). *Critical infrastructure protection in homeland security: Defending a networked nation*. New Jersey, USA; John Wiley and Sons, Inc.

- Leslie, D. (2012). *Responsible tourism: Concepts, theory and practice*. Cambridge, UK: CAB International.
- Leydesdorff, L. (2000). The triple helix: an evolutionary model of innovations. *Research Policy*, 29(2), 243-255. doi: [http://dx.doi.org/10.1016/S0048-7333\(99\)00063-3](http://dx.doi.org/10.1016/S0048-7333(99)00063-3)
- Leydesdorff, L., & Meyer, M. (2006). Triple Helix indicators of knowledge-based innovation systems: Introduction to the special issue. *Research Policy*, 35(10), 1441-1449. doi: <http://dx.doi.org/10.1016/j.respol.2006.09.016>
- Liburd, J. J. (2012). Tourism Research 2.0. *Annals of Tourism*, 39(2), 883-907. doi: <http://dx.doi.org/10.1016/j.annals.2011.10.006>
- Lincoln, Y., & Guba, E. (1985). *Naturalistic Inquiry*. California: SAGE Publications.
- Lindberg, K., & Veisten, K. (2012). Local and non-local preferences for nature tourism facility development. *Tourism Management Perspectives*, 4(1), 215-222. doi: 10.1016/j.tmp.2012.08.004
- Linstone, H. A., & Turoff, M. (1975). *The Delphi method: techniques and applications*: USA: Addison-Wesley Pub. Co., Advanced Book Program.
- Littlejohn, D. (2007). Theoretical Perspectives in Pedagogical Practice: Applying Post-positivism and Activity Theory in Today's Technologically Mediated Design Education. Retrieved from <http://pdf.aminer.org/>
- Liu, A. (2006). Tourism in rural areas: Kedah, Malaysia. *Tourism Management*, 27(5), 878-889. doi: 10.1016/j.tourman.2005.05.007
- Liu, A., & Wall, G. (2006). Planning tourism employment: a developing country perspective. *Tourism Management*, 27(1), 159-170. doi: 10.1016/j.tourman.2004.08.004
- Liu, C.H., Tzeng, G.H., & Lee, M.H. (2012). Improving tourism policy implementation – The use of hybrid MCDM models. *Tourism Management*, 33(2), 413-426. doi: 10.1016/j.tourman.2011.05.002
- Liu, J. C. (1988). Hawaii tourism to the year 2000: A Delphi forecast. *Tourism Management*, 9(4), 279-290. doi: [http://dx.doi.org/10.1016/0261-5177\(88\)90002-7](http://dx.doi.org/10.1016/0261-5177(88)90002-7)
- Liu, J. C., Sheldon, P. J., & Var, T. (1987). Resident perception of the environmental impacts of tourism. *Annals of Tourism Research*, 14(1), 17-37. doi: 10.1016/0160-7383(87)90045-4
- Lobo, H. A. S., Trajano, E., Marinho, M. d. A., Bichuette, M. E., Scaleante, J. A. B., Scaleante, O. A. F., Laterza, F. V. Projection of tourist scenarios onto fragility maps: Framework for determination of provisional tourist carrying capacity in a Brazilian show cave. *Tourism Management*. 35(1), 234-243 .doi: 10.1016/j.tourman.2012.07.008
- Long, T., & Johnson, M. (2000). Rigour, reliability and validity in qualitative research. *Clinical Effectiveness in Nursing*, 4(1), 30-37. doi: <http://dx.doi.org/10.1054/cein.2000.0106>

- Logar, I. (2010). Sustainable tourism management in Crikvenica, Croatia: An assessment of policy instruments. *Tourism Management*, 31(1), 125-135. doi: <http://dx.doi.org/10.1016/j.tourman.2009.02.005>
- Lozano-Oyola, M., Blancas, F.J., Gonzalez, M., Caballero, R., (2013). Sustainable tourism indicators as planning tools in cultural destinations. *Ecological Indicators*, 18(1), 659-675. doi:10.1016/j.ecolind.2012.01.014
- Luping, H.J. (1985). *The Kadazans and Sabah Politics*. (PhD thesis, Victoria University of Wellington, New Zealand).
- MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence from Canada. *Annals of Tourism Research*, 30(2), 307-322. doi: 10.1016/s0160-7383(02)00061-0
- Madrigal, R. (1993). A tale of tourism in two cities. *Annals of Tourism Research*, 20(2), 336-353. doi: 10.1016/0160-7383(93)90059-c
- Mahmoudi, B., Haghsetan, A., & Meleki, R. (2011). Investigation of Obstacles and Strategies of Rural Tourism Development Using SWOT Matrix. *Journal of Sustainable Development*, 4(2), 136-142. doi: 10.5539/jsd.v4n2p136
- Malaysia Business Law Handbook. (2012). *Strategic information and basic laws (Volume 1)*. Washington DC, USA: International Publication
- Malaysia Tourism Policy Study Policy Document. (1990). *Ministry of culture and arts and tourism Malaysia*.
- Malloy, D. C., & Fennell, D. A. (1998). Codes of ethics and tourism: An exploratory content analysis. *Tourism Management*, 19(5), 453-461. doi: [http://dx.doi.org/10.1016/S0261-5177\(98\)00042-9](http://dx.doi.org/10.1016/S0261-5177(98)00042-9)
- Mantzoukas, S., (2008). Facilitating research students in formulating qualitative research questions. *Nurse Education Today*. 28(3), 371-377. doi: <http://dx.doi.org/10.1016/j.nedt.2007.06.012>.
- March, R., & Wilkinson, I. (2009). Conceptual tools for evaluating tourism partnerships. *Tourism Management*, 30(3), 455-462. doi: <http://dx.doi.org/10.1016/j.tourman.2008.09.001>
- Marcouiller, D. W., Kim, K.-K., & Deller, S. C. (2004). Natural amenities, tourism and income distribution. *Annals of Tourism Research*, 31(4), 1031-1050. doi: 10.1016/j.annals.2004.04.003
- MareCet. (2012). *Home*. Retrieved from <http://marecet.org/>
- Marhuenda, F., Martínez, I., & Navas, A. (2004). Conflicting vocational identities and careers in the sector of tourism. *Career Development International*, 9(3), 222 - 244. doi: 10.1108/13620430410535832
- Martin, E., & Williams, P. (2003). Directions in British Columbia wine tourism policy. *International Journal of Contemporary Hospitality Management*, 15(6), 317 - 323. doi: <http://dx.doi.org/10.1108/09596110310488159>

- Marzuki, A. (2010). Tourism development in Malaysia. A review on federal policies. *Theoretical and empirical researches in urban management*, 8(17), 85-97.
- Marzuki, A., Hussin, A. A., Mohamed, B., Othman, A. G., & Som, A. P. M. (2011). Assessment of nature-based tourism in south Kelantan, Malaysia. *An international multidisciplinary journal of tourism*, 6(1), 281-295.
- Mason, J. (2005). *Qualitative Researching* (2nd ed.). California: SAGE Publications.
- Matravers, D., Pike, J., Warburton, N. (2001). *Reading Political Philosophy: Machiavelli to Mill*. Kentucky, USA: Taylor & Francis.
- May, W. T. (1992). Philosopher as Researcher and/or Begging the Question(s). *Studies in Art Education*, 33(4), 226-243.
- Mayer, M., Müller, M., Woltering, M., Arnegger, J., & Job, H. (2010). The economic impact of tourism in six German national parks. *Landscape and Urban Planning*, 97(2), 73-82. doi: 10.1016/j.landurbplan.2010.04.013
- Mayer, L., Cayer, J., Clarke, C., Cochran, E. (2009). *American Public Policy: An introduction (9th Edition)* Boston. USA: Wadsworth.
- Mazanec, J. A. (2002). Tourists' acceptance of Euro pricing: conjoint measurement with random coefficients. *Tourism Management*, 23(3), 245-253. doi: [http://dx.doi.org/10.1016/S0261-5177\(01\)00086-3](http://dx.doi.org/10.1016/S0261-5177(01)00086-3)
- Mbaiwa, J. E. (2003). The socio-economic and environmental impacts of tourism development on the Okavango Delta, north-western Botswana. *Journal of Arid Environments*, 54(2), 447-467. doi: 10.1006/jare.2002.1101
- Mbaiwa, J. E. (2005). Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana. *Tourism Management*, 26(2), 157-172. doi: 10.1016/j.tourman.2003.11.005
- Mbaiwa, J. E., & Stronza, A. L. (2011). Changes in resident attitudes towards tourism development and conservation in the Okavango Delta, Botswana. *Journal of Environmental Management*, 92(8), 1950-1959. doi: 10.1016/j.jenvman.2011.03.009
- McCool, S.F., Moisey, R.N., Nickerson, N.P., (2001). What should tourism sustain? The disconnect with industry perceptions of useful indicators. *Hospitality, Leisure, Sports and Tourism*. 40(2), 124-131. doi: 10.1177/004728750104000202
- McMorrow, J., & Talip, M.A. (2001) Decline of forest area in Sabah, Malaysia: relationship to state policies, land code and land capability. *Global Environmental Change*. 11(3). doi: [http://dx.doi.org/10.1016/S0959-3780\(00\)00059-5](http://dx.doi.org/10.1016/S0959-3780(00)00059-5)
- Meng, X., Siriwardana, M., & Pham, T. (2013). A CGE assessment of Singapore's tourism policies. *Tourism Management*, 34(1), 25-36. doi: 10.1016/j.tourman.2012.03.006
- Merriam, S. (2002). Assessing and Evaluating Qualitative Research. *Qualitative research in practice: Examples for discussion and analysis*. San Francisco, USA: John Wiley & Sons, Inc.

- Middleton, V. (1998). *Sustainable tourism- A marketing perspective*, Oxford: Butterworth-Heinemann
- Miller, G. (2001). The development of indicators for sustainable tourism: results of Delphi survey of tourism researchers. *Tourism Management*, 22(4), 351-362. Doi [http://dx.doi.org/10.1016/S0261-5177\(00\)00067-4](http://dx.doi.org/10.1016/S0261-5177(00)00067-4)
- Ministry of Education Malaysia (2008) *School list by state 2008*. Retrieved from <http://emisportal.moe.gov.my/>
- Ministry of Education Malaysia (2013). *Ministry of Education Malaysia's Official Website*. Retrieved from <http://www.moe.gov.my/>
- Ministry of Tourism, Culture and Environment Sabah. (2013). *Official website of Ministry of Tourism, Culture and Environment Sabah*. Retrieved from <http://kepkas.sabah.gov.my/>
- Ministry of Rural and Regional Development Malaysia (2010). *Official portal of kementerian kemajuan luar bandar dan wilayah*. Retrieved from : <http://www.rurallink.gov.my/home>.
- Minkenbergh, M. (2001). The radical right in public office: Agenda- setting and policy effects. *West European Politics*, 24(4), 1-21. doi: 10.1080/01402380108425462
- Minnaert, L., Maitland, R., & Miller, G. (2009). Tourism and social policy: The Value of Social Tourism. *Annals of Tourism Research*, 36(2), 316-334. doi: <http://dx.doi.org/10.1016/j.annals.2009.01.002>
- Mir, R., & Watson, A. (2000). Strategic Management and the Philosophy of Science: The Case for a Constructivist Methodology. *Strategic Management Journal*, 21(9), 941-953.
- Mitchell, J. T. (2006). Conflicting threat perceptions at a rural agricultural fair. *Tourism Management*, 27(6), 1298-1307. doi: 10.1016/j.tourman.2005.06.004
- Morehouse, T., McBeath, G. A., and Leask, L. (1984) *Alaska's urban and rural governments*. Lanham, MD: University Press of America
- More, S. J., McKenzie, K., O'Flaherty, J., Doherty, M. L., Cromie, A. R., & Magan, M. J. (2010). Setting priorities for non-regulatory animal health in Ireland: Results from an expert Policy Delphi study and a farmer priority identification survey. *Preventive Veterinary Medicine*, 95(3-4), 198-207. doi: <http://dx.doi.org/10.1016/j.prevetmed.2010.04.011>
- Morris, J., Mills, J., & Crawford, I. M. (2000). Promoting farmer uptake of agri-environment schemes: the Countryside Stewardship Arable Options Scheme. *Land Use Policy*, 17(3), 241-254. doi: 10.1016/S0264-8377(00)00021-1
- Morse, J., & Richards, L. (2002). *Readme first for a user's guide to qualitative methods*. London, United Kingdom: SAGE Publications.
- Muller-Merbach, H. (2007). Kant's two paths of knowledge creation: A priori vs a posteriori. *Knowledge Management Research & Practice* 5, 64-65. doi: 10.1057/palgrave.kmrp.8500123

- Murdoch, J. (1997). Towards a geography of heterogeneous associations. *Progress in Human Geography*, 21(3), 321-337. doi: 10.1191/030913297668007261
- Murphy, L., Meijer, F., & Visscher, H. (2012). A qualitative evaluation of policy instruments used to improve energy performance of existing private dwellings in the Netherlands. *Energy Policy*, 45(1), 459-468. doi: 10.1016/j.enpol.2012.02.056
- Musa, G. (2003). Sipadan: An Over-exploited Scuba-Diving paradise? An analysis of tourism impact, diver satisfaction and management priorities. In B. Garrod & J. C. Wilson (Eds.), *Marine Ecotourism: Issues and Experiences*: Channel View Publications. Retrieved from http://books.google.com.my/books?id=U0Xb38qb1eAC&dq=sipadan+120+people+only&lr=&source=gbs_navlinks_s.
- My Government. (2013). *The Government of Malaysia's official portal*. Retrieved from <https://www.malaysia.gov.my/en>
- Naka, K., Hammett, A. L., & Stuart, W. B. (2000). Constraints and opportunities to forest policy implementation in Albania. *Forest Policy and Economics*, 1(2), 153-163. doi: 10.1016/s1389-9341(00)00012-5
- National Ecotourism Plan Malaysia: *Ecotourism Guide For Malaysia (vol 1-6)*. (1996). Kuala Lumpur: Malaysia.
- National Policy on the Environment. (2002). Ministry of Science, Technology and the Environment Malaysia. Retrieved from <http://www.nre.gov.my/>
- Nickson, D. (2012). *Human resource management for the hospitality and tourism industries*: Elsevier
- Ninth Malaysia Plan (2006-2010). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- New Economic Model for Malaysia. (2009). *New Economic Model for Malaysia (Part 1)*, Kuala Lumpur, Malaysia: Percetakan Nasional Malaysia Berhad.
- New Zealand Ministry of Foreign Affairs and Trade (2013). Retrieved from <http://www.mfat.govt.nz/>
- Nunkoo, R., & Gursoy, D. (2012). Residents' support for tourism: An Identity Perspective. *Annals of Tourism Research*, 39(1), 243-268. doi: 10.1016/j.annals.2011.05.006
- Nussbaum, Martha C. (1998). Public Philosophy and International Feminism. *Ethics*, 108(4), 762-796.
- OECD (2009), *Governing regional development policy: the use of performance index*.
- O'Reilly, A. M. (1986). Tourism carrying capacity: Concept and issues. *Tourism Management*, 7(4), 254-258. doi: 10.1016/0261-5177(86)90035-x
- O'Loughlin, R., & Kelly, A. (2004). Equity in resource allocation in the Irish health service: A policy Delphi study. *Health Policy*, 67(3), 271-280. doi: <http://dx.doi.org/10.1016/j.healthpol.2003.07.001>
- Official Secret Act, The Commissioner of Law Revision, Malaysia (1972).

- Official Portal Department of Community College Malaysia (2013). *List of community college*. Retrieved from <http://www.jpkk.edu.my/>
- The Official Website Chief Minister of Sabah. (2011). *The official website – Chief Minister of Sabah*. Retrieved from <http://www.sabah.gov.my/>
- Okoli, C., & Pawlowski, S. D. (2004). The Delphi method as a research tool: an example, design considerations and applications. *Information & Management*, 42(1), 15-29. doi: <http://dx.doi.org/10.1016/j.im.2003.11.002>.
- Johnson, B., & Onwuegbuzie, A.J. (2004). Mixed Methods Research: A Research Paradigm Whose Time Has Come. *Educational Research*, 33(7), 14-26. doi: 10.3102/0013189X033007014
- Osborne, C. (2006). Socrates in the platonic dialogues. *Philosophical Investigations*, 29(1), 1-21. doi: 10.1111/j.1467-9205.2006.00272.x
- Page J., Getz D., (1997), *The business of Rural tourism*. London, United Kingdom: Thomson Business Express.
- Paget, E., Dimanche, F. d. r., & Mounet, J.-P. (2010). A tourism Innovation case: An actor-network approach. *Annals of Tourism Research*, 37(3), 828–847. doi: 10.1016/j.annals.2010.02.004
- Pansiri, J. (2009). Evolution of a doctoral thesis research topic and methodology: A personal experience. *Tourism Management*, 30(1), 83-89. doi: doi:10.1016/j.tourman.2008.04.001
- Panyik, E., Costa, C., & Rátz, T. (2011). Implementing integrated rural tourism: An event-based approach. *Tourism Management*, 32(6), 1352-1363. doi: 10.1016/j.tourman.2011.01.009
- Park, D., Lee, K.W., Choi, H.S., Yoon, S., (2012). Factors influencing social capital in rural tourism communities in South Korea. *Tourism Management*, 33(6). 1511-1520. doi:10.1016/j.tourman.2012.02.005.
- Park, D., & Yoon, Y. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*, 30(1), 99-108. doi: 10.1016/j.tourman.2008.03.011
- Park, J., Ellis, G. D., Kim, S. S., & Prideaux, B. (2010). An investigation of perceptions of social equity and price acceptability judgments for campers in the U.S. national forest. *Tourism Management*, 31(2), 202-212. doi: <http://dx.doi.org/10.1016/j.tourman.2009.02.012>
- Park, M., & Stokowski, P. (2010). Casino gaming and crime: Comparisons among gaming counties and other tourism places. *Journal of Travel Research*, 50(3), 289–302. doi: 10.1177/0047287510363616
- Park, M., & Stokowski, P. A. (2009). Social disruption theory and crime in rural communities: Comparisons across three levels of tourism growth. *Tourism Management*, 30(6), 905-915. doi: 10.1016/j.tourman.2008.11.015
- Patomaki, H., & Wight, C. (2000). After Postpositivism? The Promises of Critical Realism. *International Studies Quarterly*, 44(2), 213-237. doi: 10.1111/0020-8833.00156

- Pechlaner, H., & Tschurtschenthaler, P. (2003). Tourism Policy, Tourism Organisations and Change Management in Alpine Regions and Destinations: A European Perspective. *Current Issues in Tourism*, 6(6), 508-539. doi: 10.1080/13683500308667967
- Peiró, R., Alvarez-Dardet, C., Plasencia, A., Borrell, C., Colomer, C., Moya, C., Zafra, E. (2002). Rapid appraisal methodology for 'health for all' policy formulation analysis. *Health Policy*, 62(3), 309-328. doi: 10.1016/s0168-8510(02)00053-2
- Perera, N., & Sutrisna, M. (2010). The Use of Analytic Hierarchy Process (AHP) in the Analysis of Delay Claims in Construction Projects in the UAE. *The Built & Human Environment Review*, 3(1), 29-48.
- Perkins, H.A. (2007). Ecologies of actor-networks and (non)social labor within the urban political economies of nature, *Geoforum*, 38(6). doi: <http://dx.doi.org/10.1016/j.geoforum.2007.01.007>.
- Petty, N. J., Thomson, O. P., & Stew, G. (2012). Ready for a paradigm shift? Part 2: Introducing qualitative research methodologies and methods. *Manual Therapy*, 7(5). doi: <http://dx.doi.org/10.1016/j.math.2012.03.004>
- Phillips, M. R., & Jones, A. L. (2006). Erosion and tourism infrastructure in the coastal zone: Problems, consequences and management. *Tourism Management*, 27(3), 517-524. doi: 10.1016/j.tourman.2005.10.019
- Pina, I. P. A., & Delfa, M. T. D. (2005). Rural tourism demand by type of accommodation. *Tourism Management*, 26(6), 951-959. doi: <http://dx.doi.org/10.1016/j.tourman.2004.06.013>
- Plato. (360 B.C.). *The Republic* (B. Jowett, Trans.).
- Plato. (1993). *Republic*. Great Britain: Oxford World's classics.
- Plesner, U. (2009). An actor-network perspective on changing work practices: Communication technologies as actants in newswork. *Journalism*, 10(1), 604-626. doi: 10.1177/1464884909106535
- Poh, T.M., & Fanning, L. M. (2012). Tackling illegal, unregulated, and unreported trade towards Humphead wrasse (*Cheilinus undulatus*) recovery in Sabah, Malaysia. *Marine Policy*, 36, 696-702. doi: 10.1016/j.marpol.2011.10.011
- Poon, W.C., & Low, K. L.T. (2005). Are travellers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management*, 17(3), 217 - 227. doi: <http://dx.doi.org/10.1108/09596110510591909>
- Praveena, S. M., Siraj, S. S., & Aris, A. Z. (2012). Coral reefs studies and threats in Malaysia: a mini review. *Reviews in Environmental Science and BioTechnology*, 11(1), 27-39. doi: 10.1007/s11157-011-9261-8
- Prime Minister's Office of Malaysia (2013). Official website of Prime Minister's office of Malaysia. Retrieved from <https://www.pmo.gov.my/>
- Priskin, J. (2001). Assessment of natural resources for nature-based tourism:: the case of the Central Coast Region of Western Australia. *Tourism Management*, 22(6), 637-648. doi: 10.1016/s0261-5177(01)00039-5

- Public Service Department of Malaysia. (2013). *Home*. Retrieved from <http://www.jpa.gov.my/?lang=en>
- Quinn, B. (2013) Arts festivals, tourism, cities, urban policy. In Stevenson, D. and Matthews, A. (Eds) (2013) *Culture and the City: Creativity, Tourism, Leisure* (pp. 69-84). Oxon: Routledge
- Ramadhan, S. (2009). Budgetary accounting and reporting practices in Bahraini governmental units: An empirical study. *International Business Review*, 18(2), 168-183. doi: <http://dx.doi.org/10.1016/j.ibusrev.2009.01.001>
- Rametsteiner, E., & Weiss, G. (2006). Assessing policies from a systems perspective — Experiences with applied innovation systems analysis and implications for policy evaluation. *Forest Policy and Economics*, 8(5), 564-576. doi: 10.1016/j.forpol.2005.07.005
- Ramsey, D., & Everitt, J. (2008). If you dig it, they will come!: Archaeology heritage sites and tourism development in Belize, Central America. *Tourism Management*, 29(5), 909-916. doi: 10.1016/j.tourman.2007.11.002
- Ranga, M. and Etzkowitz, H. (2013), ‘Triple Helix Systems: An Analytical Framework for Innovation Policy and Practice in the Knowledge Society’, *Industry and Higher Education*, 27(4), 1-48. Retrieved from <http://triplehelix.stanford.edu/>
- Recreation and Tourism. (2001): Semporna Island Park Management Plan.
- Regan, D. E. (1978). Rationality in policy making: Two concepts not one. *Long Range Planning*, 11(5), 83-88. doi: 10.1016/0024-6301(78)90034-1
- Reid, M., & Schwab, W. (2006). Barriers to sustainable development, Jordan's sustainable tourism strategy. *Journal of Asian and African Studies*, 41(5). doi: 10.1177/002190960606067408
- Ren, C., Pritchard, A., & Morgan, N. (2010). Constructing tourism research: A critical inquiry. *Annals of Tourism Research*, 37(4), 885–904. doi: 10.1016/j.annals.2009.11.006
- Richards, L. (2005). *Handling Qualitative Data*. Great Britain, UK: SAGE Publications.
- Richardson, J., Kagawa, F., & Nichols, A. (2009). Health, energy vulnerability and climate change: A retrospective thematic analysis of primary care trust policies and practices. *Public Health*, 123(12), 765-770. doi: <http://dx.doi.org/10.1016/j.puhe.2009.10.006>
- Rittichaiuwat, B. N., & Chakraborty, G. (2012). Perceptions of importance and what safety is enough. *Journal of Business Research*, 65(1), 42-50. doi: <http://dx.doi.org/10.1016/j.jbusres.2011.07.013>
- Robjant, D. (2012). The earthy realism of Plato's metaphysics, or: what shall we do with Iris Murdoch? *Philosophical Investigations*, 35(1). doi: 10.1111/j.1467-9205.2011.01455.x
- Rodger, K., Moore, S. A., & Newsome, D. (2009). Wildlife tourism, science and actor network theory. *Annals of Tourism Research*, 36(4), 645–666.

- Romzi, A., Tarmizi, A. R. A., Mansur, T., Lynn, A. B. A., Anto, M. T. B., & Nordin, M. (2011). Loyalty (The National Principles): Strengthening eco-tourism industry in Sabah, Malaysia. *Journal of Sustainable Development*, 4(2), 184-188.
- Royo-Vela, M. (2009). Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement. *Tourism Management*, 30, 419-428.
- Rudner, M. (1994). *Malaysian Development: A retrospective*. Ontario, Canada: Oxford University Press Canada.
- Ruiz-Molina, M.-E., Gil-Saura, I., & Moliner-Velazquez, B. (2009). Good environmental practices for hospitality and tourism: The role of information and communication technologies. *Management of Environmental Quality: An International Journal*, 21(4), 464 - 476. doi: <http://dx.doi.org/10.1108/14777831011049106>
- Ryan, C. (2000). Tourist experiences, phenomenographic analysis, post-positivism and neural network software. *International Journal of Tourism Research*, 2(2), 119-131. doi: 10.1002/(SICI)1522-1970(200003/04)2:2<119::AID-JTR193>3.0.CO;2-G
- Rural Tourism Master Plan. (2001). *The main report, volume 1*. UNDP
- Rural Tourism Master Plan. (2001). *Market research, volume 2*. UNDP
- Saarinen, J. (2007). Contradictions of Rural Tourism Initiatives in Rural Development Contexts: Finnish Rural Tourism Strategy Case Study. *Current Issues in Tourism*, 10(1), 96-105. doi: 10.2167/cit287.0
- Official Website of the Sabah State Government (2013). *Official Website of the Sabah State Government*. Retrieved from <http://www.sabah.gov.my/>
- Sabah expects 2.75 million tourist arrivals. (2012). *The Borneo Post*. Retrieved from <http://www.sabahtourism.com/sabah-malaysian-borneo/en/news/8620-sabah-expects-275-million-tourist-arrivals-masidi/>
- Sabah Environment Education Policy. (2009). Ministry of Tourism, Culture and Environment Sabah. Retrieved from http://www.bb.ec.sabah.gov.my/EE_Policy_0808.pdf
- Sabah Parks, Tun Sakaran Marine Park (2010). *Sabah Parks Board of Trustee*. Retrieved from <http://www.sabahparks.org.my>
- Sabah Tourism Board Official Website. (2013). *Welcome to Sabah, Malaysia Borneo official website*. Retrieved from <http://www.sabahtourism.com/>
- Sabah Tourism Master Plan 2011-2025. (2010, July 13). Sabah Tourism Master Plan 2011-2025 by IDS. *New Sabah Times*. Retrieved from <http://www.newsabaitimes.com.my/nstweb/fullstory/40447>
- Sabah Tourism Master Plan 2011–2025 by IDS. (2010). *New Sabah Times*.
- Salkever, S. (2007). Whose Prayer? The Best Regime of Book 7 and the Lessons of Aristotle's "Politics". *Political Theory*, 35(1), 29-46.

- Sandbrook, C. G. (2010). Putting leakage in its place: The significance of retained tourism revenue in the local context in Rural Uganda. *Journal of International Development*, 22(1), 124-136. doi: 10.1002/jid.1507
- Sanjek, R. (1990). *Fieldnotes: the makings of anthropology*. New York: Cornell University Press.
- Sarriot, E. G., Winch, P. J., Ryan, L. J., Edison, J., Bowie, J., Swedberg, E., & Welch, R. (2004). Qualitative research to make practical sense of sustainability in primary health care projects implemented by non-governmental organizations. *The International Journal of Health Planning and Management*, 19(1), 3-22. doi: 10.1002/hpm.743
- Sautter, E. T., & Leisen, B. (1999). Managing stakeholders a Tourism Planning Model. *Annals of Tourism Research*, 26(2), 312-328. doi: 10.1016/s0160-7383(98)00097-8
- Saveriades, A. (2000). Establishing the social tourism carrying capacity for the tourist resorts of the east coast of the Republic of Cyprus. *Tourism Management*, 21(2), 147-156. doi: 10.1016/s0261-5177(99)00044-8
- Saxena, G., & Ilbery, B. (2010). Developing integrated rural tourism: Actor practices in the English/Welsh border. *Journal of Rural Studies*, 26(1), 260-271. doi: 10.1016/j.jrurstud.2009.12.001
- Schinke, R. J., Bonhomme, J., McGannon, K. R., & Cummings, J. (2012). The internal adaptation processes of professional boxers during the Showtime Super Six Boxing Classic: A qualitative thematic analysis. *Psychology of Sport and Exercise*, 13(6), 830-839. doi: <http://dx.doi.org/10.1016/j.psychsport.2012.06.006>
- Schopper, D., Ammon, C., Ronchi, A., & Rougemont, A. (2000). When providers and community leaders define health priorities: the results of a Delphi survey in the canton of Geneva. *Social Science & Medicine*, 51(3), 335-342. doi: [http://dx.doi.org/10.1016/S0277-9536\(99\)00457-8](http://dx.doi.org/10.1016/S0277-9536(99)00457-8)
- Schubert, S. F., Brida, J. G., & Risso, W. A. (2011). The impacts of international tourism demand on economic growth of small economies dependent on tourism. *Tourism Management*, 32(2), 377-385. doi: 10.1016/j.tourman.2010.03.007
- Schuckert, M., Peters, M., & Fessler, B. (2008). An empirical assessment of owner-manager motives in the B&B and vacation home sector. *Tourism Review*, 63(4), 27 - 39. doi: 10.1108/16605370810912191
- Sharts-Hopko, N. C. (2002). Assessing rigor in qualitative research. *The Journal of the Association of Nurses in AIDS Care: JANAC*, 13(4), 84-6. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/12149888>
- Second Malaysia Plan (1971-1975). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Second Sabah Agriculture Policy. (1999-2010). Retrieved from <http://www.fishdept.sabah.gov.my/>
- Semporna a 'dangerous district' –DO. (2013, July 13). Borneo Post. Retrieved from <http://www.theborneopost.com/2013/07/17/semporna-a-dangerous-district-do/>

- Semporna Priority Conservation Area. (2008). *WWF Malaysia*. Retrieved from <http://www.wwf.org.my/>
- Semporna Islands Project (2013). *Home*. Retrieved from <http://www.sempornaislandsproject.com/>
- Seo, J. H., Park, S. Y., & Yu, L. (2009). The analysis of the relationships of Korean outbound tourism demand: Jeju Island and three international destinations. *Tourism Management*, 30(4), 530-543. doi: <http://dx.doi.org/10.1016/j.tourman.2008.10.013>
- Seuring, S., & Müller, M. (2008). Core issues in sustainable supply chain management – a Delphi study. *Business Strategy and the Environment*, 17(8), 455-466. doi: 10.1002/bse.607
- Seventh Malaysia Plan (1990-1995). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Shafer, E. L., & Choi, Y. (2006). Forging nature-based tourism policy issues: A case study in Pennsylvania. *Tourism Management*, 27(4), 615-628. doi: <http://dx.doi.org/10.1016/j.tourman.2005.02.010>
- Shaowen, C., Jing, H., Dorothy, F., & Yuting, Z. (2012). Tea tourism development in Xinyang, China: Stakeholders' view. *Tourism Management Perspectives*, 2(3), 28-34. doi: 10.1016/j.tmp.2011.12.001
- Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: the case of Cyprus. *Tourism Management*, 23(3), 233-244. doi: 10.1016/s0261-5177(01)00078-4
- Sharpley, R., & Sharpley, J. (1997). *Rural tourism : An introduction*. London; Boston: International Thomson Business Press.
- Shue, H. (2010). Targeting civilian infrastructure with smart bombs: The new permissiveness. *Philosophy & Public Policy Quarterly*, 30(3/4), 2-27. doi: journals.gmu.edu/index.php/PPPQ/article/download/88/66
- Silverman, A. (2012). Plato's Middle Period Metaphysics and Epistemology, *The Stanford Encyclopedia of Philosophy*. Retrieved from <http://plato.stanford.edu/>
- Silverman, D. (2005). *Doing Qualitative Research* (Second Edi ed.). London, UK: SAGE Publications.
- Simón, F. J. G., Narangajavana, Y., & Marqués, D. P. (2004). Carrying capacity in the tourism industry: a case study of Hengistbury Head. *Tourism Management*, 25(2), 275-283. doi: 10.1016/s0261-5177(03)00089-x
- Sinclair, D. (2003). Developing indigenous tourism: challenges for the Guianas. *International Journal of Contemporary Hospitality Management*, 15(3), 140-146. doi: 10.1108/09596110310470158
- Siow, H. L., Lee, S.E. , & Choo, M.J. (2012). Human resource development of Sabah: A study of upgrading and strenghtening of Sabah job centre. Einbech, Germany: AHA-BUCH Lambert

- Siow, M. L., Abidin, Z. Z., Nair, V., Ramachandran, S., & Shuib, A. (2011). Developing criteria and indicators for responsible rural tourism in Taman Negara National Park (TNNP), Malaysia. *Malaysian Forester*, 74(2), 143-155.
- Sixth Malaysia Plan (1990-1995). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Skulmoski, G. J., Hartman, F. T., & Krahn, J. (2007). The Delphi method for graduate research. *Journal of information technology education*, 6(1), 1-21. Retrieved from <http://www.jite.org/documents/Vol6/JITEv6p001-021Skulmoski212.pdf>
- Smith III, J. P., & Girod, M. (2003). John Dewey & psychologizing the subject-matter: big ideas, ambitious teaching, and teacher education. *Teaching and Teacher Education*, 19(3), 295-307. doi: 10.1016/s0742-051x(03)00016-7
- Sobral, F., Peci, A., & Souza, G. (2007). An analysis of the dynamics of the tourism industry in Brazil: challenges and recommendations. *International Journal of Contemporary Hospitality Management*, 19(6), 507 - 512. doi: <http://dx.doi.org/10.1108/09596110710775165>
- Sönmez, S. F., & Graefe, A. R. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), 112-144. doi: 10.1016/s0160-7383(97)00072-8
- Soshiroda, A. (2005). Inbound tourism policies in Japan from 1859 to 2003. *Annals of Tourism Research*, 32(4), 1100-1120. doi: 10.1016/j.annals.2005.04.002
- Spenceley, A. (2007). Responsible tourism practices by South African tour operators. South Africa: International Centre for Responsible Tourism.
- Steen, J. (2010). Actor-network theory and the dilemma of the resource concept in strategic management. *Scandinavian Journal of Management*, 26(3), 324-331. doi: 10.1016/j.scaman.2010.05.003
- Steinberger, P. J. (1989). Ruling: Guardians and Philosopher-Kings. *The American Political Science Review*, 83(4), 1207-1225.
- Stevenson, N., Airey, D., & Miller, G. (2008). Tourism policy making: The Policymakers' Perspectives. *Annals of Tourism Research*, 35(3), 732-750. doi: 10.1016/j.annals.2008.05.002
- Su, B. (2011). Rural tourism in China. *Tourism Management*, 32(6), 1438-1441. doi: 10.1016/j.tourman.2010.12.005
- Suárez, M. (2012). Science, philosophy and the a priori. *Studies In History and Philosophy of Science Part A*, 43(1), 1-6. doi: 10.1016/j.shpsa.2011.10.001
- Sunitiyoso, Y., Wicaksono, A., Utomo, D. S., Putro, U. S., & Mangkusubroto, K. (2012). Developing Strategic Initiatives through Triple Helix Interactions: Systems Modelling for Policy Development. *Procedia - Social and Behavioral Sciences*, 52(1), 140-149. doi: <http://dx.doi.org/10.1016/j.sbspro.2012.09.450>
- Susič, T. P., Švab, I., & Kolšek, M. (2006). Community actions against alcohol drinking in Slovenia – a Delphi study. *Drug and Alcohol Dependence*, 83(3), 255-261. doi: <http://dx.doi.org/10.1016/j.drugalcdep.2005.11.021>

- Swarbrooke, J. (1994). *Sustainable tourism management*. Oxon, UK: CABI International.
- Swanson, D., Barg, S., Tyler, S., Venema, H., Tomar, S., Bhadwal, S., . . . Drexhage, J. (2010). Seven tools for creating adaptive policies. *Technological Forecasting and Social Change*, 77(6), 924-939. doi: 10.1016/j.techfore.2010.04.005
- Tabenkin, H., & Gross, R. (2000). The role of the primary care physician in the Israeli health care system as a 'gatekeeper' — the viewpoint of health care policy makers. *Health Policy*, 52(2), 73-85. doi: [http://dx.doi.org/10.1016/S0168-8510\(00\)00070-1](http://dx.doi.org/10.1016/S0168-8510(00)00070-1)
- Tadasse, B. F. B., & Nsiah, C. (2008). Impact of tourism on economic growth and development in Africa. *Tourism Economics*, 14(4), 807-818. doi: <http://www.ingentaconnect.com/content/ip/tec/2008/00000014/00000004/art00009>.
- Tan, S.H. (2003). *Confucian Democracy: A Deweyan Reconstruction*. New York, USA: State University of New Yorke Press. Retrieved from www.googlebooks.com
- Tan, W., Chai, Y., Wang, W., & Liu, Y. (2012). General modeling and simulation for enterprise operational decision-making problem: A policy-combination perspective. *Simulation Modelling Practice and Theory*, 21(1), 1-20. doi: 10.1016/j.simpat.2011.09.008
- Tang, C. F. (2012). Temporal Granger Causality and the Dynamics Relationship Between Real Tourism Receipts, Real Income and Real Exchange Rates in Malaysia. *International Journal of Tourism Research*, 15(3), 272-284, doi: 10.1002/jtr.1869
- Tashakkori, A., & Teddlie, C. (2003). *Handbook of Mixed Methods in Social & Behavioral Research*: California, USA: Sage Publications.
- Teh, L., & Cabanban, A. S. (2007). Planning for sustainable tourism in southern Pulau Banggi: an assessment of biophysical conditions and their implications for future tourism development. *Journal of environmental management*, 85, 999-1008. doi: 10.1016/j.jenvman.2006.11.005
- Teh, L. S. L., Teh, L. C. L., & Sumaila, U. R. (2011). Quantifying the overlooked socio-economic contribution of small-scale fisheries in Sabah, Malaysia. *Fisheries Research*, 110, 450-458. doi: 10.1016/j.fishres.2011.06.001
- Telfer, D. J., & Sharpley, R. (2008). *Tourism and development in the developing world Routledge perspectives on development*: Taylor & Francis.
- Tenth Malaysia Plan (2011-2015). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Teo, T. (2010). Ontology and scientific explanation: Pluralism as an a priori condition of psychology. *New Ideas in Psychology*, 28(2), 235-243. doi: 10.1016/j.newideapsych.2009.09.017
- The Official Website of Tourism Malaysia (2013). The official website of tourism Malaysia: Visit Malaysia 2014. Retrieved from <http://www.tourism.gov.my/en/my>.
- The Malaysian Bar. (2011). *My Constitution: Sabah, Sarawak and special interests*. Retrieved from <http://www.malaysianbar.org.my/>

- The Semporna Island Darwin project. (2011). *Community action for sustainable use and conservation of coral reefs: Annual Report 2007*. Retrieved from http://darwin.defra.gov.uk/documents/14007/879/14-007_AR2_edited.pdf
- The Sabah Economic Development and Investment Authority (2013), *The Sabah economic development and investment authority: Your solution provider and partner in SDC*. Retrieved from <http://www.sedia.com.my/>
- Thibaut, J. W., & Kelley, H. H. (1959). *The social psychology of groups*: New York, USA: Wiley.
- Third Malaysia Plan (1976-1980). *The economic planning unit Prime Minister's Department*. Retrieved from <http://www.epu.gov.my>
- Thrane, C. (2008). Earnings differentiation in the tourism industry: Gender, human capital and socio-demographic effects. *Tourism Management*, 29(3), 514-524. doi: 10.1016/j.tourman.2007.05.017
- Timmermans, A., & Scholten, P. (2006). The political flow of wisdom: science institutions as policy venues in The Netherlands. *Journal of European Public Policy*, 13(7), 1104-1118. doi: 10.1080/13501760600924209
- Timur, S., & Getz, D. (2008). A network perspective on managing stakeholders for sustainable urban tourism. *International Journal of Contemporary Hospitality Management*, 20(4), 445 - 461. doi: 10.1108/09596110810873543
- Tjader, Y. C., Shang, J. S., & Vargas, L. G. (2010). Offshore outsourcing decision making: A policy-maker's perspective. *European Journal of Operational Research*, 207(1), 434-444. doi: 10.1016/j.ejor.2010.03.042
- Tomson, G., Paphassarang, C., Jönsson, K., Houamboun, K., Akkhavong, K., & Wahlström, R. (2005). Decision-makers and the usefulness of research evidence in policy implementation—a case study from Lao PDR. *Social Science & Medicine*, 61(6), 1291-1299. doi: <http://dx.doi.org/10.1016/j.socscimed.2005.01.014>
- Topp, L., Barker, B., & Degenhardt, L. (2004). The external validity of results derived from ecstasy users recruited using purposive sampling strategies. *Drug and Alcohol Dependence*, 73(1), 33-40. doi: 10.1016/j.drugalcdep.2003.09.001
- Torres-Delgado, A., & López Palomeque, F. (2012). The growth and spread of the concept of sustainable tourism: The contribution of institutional initiatives to tourism policy. *Tourism Management Perspectives*, 4(1), 1-10. doi: 10.1016/j.tmp.2012.05.001
- Tribe, J. (2010). Tribes, territories and networks in the tourism academy. *Annals of Tourism Research*, 37(1), 7-33. doi: 10.1016/j.annals.2009.05.001
- Tribe, J., & Airey, D. (2007). A Review of Tourism Research in Tribe, J., & Airey, D. (2007) (Eds.) *Devopments in tourism research (pp 3-17)*: Amsterdam, The Netherlands: Elsevier Ltd.
- Tuominen, A., & Himanen, V. (2007). Assessing the interaction between transport policy targets and policy implementation—A Finnish case study. *Transport Policy*, 14(5), 388-398. doi: 10.1016/j.tranpol.2007.04.002

- Turnbull, N. (2006). How Should We Theorise Public Policy? Problem Solving and Problematicity. *Policy and Society*, 25(2), 3-22. doi: 10.1016/s1449-4035(06)70072-8
- Universal Declaration of Human Rights. (n.a.). *United nations human rights*. Retrieved from http://www.ohchr.org/EN/UDHR/Documents/UDHR_Translations/eng.pdf
- van Daalen, C. E., Dresen, L., & Janssen, M. A. (2002). The roles of computer models in the environmental policy life cycle. *Environmental Science & Policy*, 5(3), 221-231. doi: 10.1016/s1462-9011(02)00040-0
- van Zolingen, S. J., & Klaassen, C. A. (2003). Selection processes in a Delphi study about key qualifications in Senior Secondary Vocational Education. *Technological Forecasting and Social Change*, 70(4), 317-340. doi: [http://dx.doi.org/10.1016/S0040-1625\(02\)00202-0](http://dx.doi.org/10.1016/S0040-1625(02)00202-0)
- Vanar, M. (2010). Semporna leaders: 'Dirtiest town' label not justified *The Star (M)*. Retrieved from <http://www.thestar.com.my/>
- Vanderduim, R. (2007). Tourismscapes an actor-network perspective. *Annals of Tourism Research*, 34, 961-976. doi: 10.1016/j.annals.2007.05.008
- Vanar, M. (2013, August 2). Security forces on high alert in Sabah. *The Star*. Retrieved from <http://www.thestar.com.my/>
- Viale, R., & Etzkowitz, H. (2010). *The Capitalization of Knowledge: A Triple Helix of University-Industry-Government*. Massachusetts, USA: Edward Elgar Pub, Inc.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370. doi: 10.1016/s0160-7383(98)00103-0
- Ward, C., & Berno, T. (2011). Beyond social exchange theory. *Annals of Tourism Research*, 38(1), 1556-1569. doi: 10.1016/j.annals.2011.02.005
- Waters, R. D. (2011). Redefining stewardship: Examining how Fortune 100 organizations use stewardship with virtual stakeholders. *Public Relations Review*, 37(1), 129-136. doi: 10.1016/j.pubrev.2011.02.002
- Wearing, S., McDonald, M., & Ponting, J. (2009). Building a Decommodified Research Paradigm in Tourism : The Contribution of NGOs. *Journal of Sustainable Tourism*, 13(5), 37-41.
- Weaver, D. B. (2001). *The encyclopedia of tourism*. New York: Biddles Ltd.
- Welman, F., (2011). *Borneo trilogy volume 1: Sabah, land below the wind*. www.bangkokbooks.com
- White, H. V. (1959). Ibn Khaldun in World Philosophy of History. *Comparative Studies in Society and History*, 2(1), 110-125. doi:10.1017/S0010417500000578
- Whitford, M. M., & Ruhanen, L. M. (2010). Australian indigenous tourism policy: practical and sustainable policies? *Journal of Sustainable Tourism*, 18(4), 475-496. doi: 10.1177/0971355712469185

- Williams, P. W., Stewart, K., & Larsen, D. (2012). Toward an Agenda of High-Priority Tourism Research. *Journal of Travel Research*, 53(1), 3–11. doi: 10.1177/0047287511427824
- Williamson, T. (2008). The good society and the good soul: Plato's Republic on leadership. *The Leadership Quarterly*, 19(4), 397-408. doi: 10.1016/j.leaqua.2008.05.006
- Williamson, T. (2008). *The Philosophy of Philosophy*: John Wiley & Sons.
- Winiiecki, D.J., (2009). The call centres and its many players. *Organization*, 16(5): 705-731. doi: 10.1177/1350508409338883
- Wood, E.M., Wood, C.R., George, J.D., Dipper, F.A., & Lane, D.J.W., 1997. *Pulau Sipadan: Monitoring Manual*. (WWF Project MYS 319/95). Kuala Lumpur, Malaysia.
- Wood, P., & Jayawardena, C. (2003). Cuba: hero of the Caribbean? A profile of its tourism education strategy. *International Journal of Contemporary Hospitality Management*, 15(3), 151-155. doi: http://dx.doi.org/10.1108/09596110310470176
- World Tourism Organisation UNWTO (2013). *World Tourism Organisation: committed to tourism travel and the world millenium goals*. Retrieved from : <http://www2.unwto.org/>
- Xiao, H. (2006). The discourse of power: Deng Xiaoping and tourism development in China. *Tourism Management*, 27(5), 803-814. doi: 10.1016/j.tourman.2005.05.014
- Xu, J., Zhang, H., & Wu, J. (2009). China's policies on foreign-investment travel agencies upon its entry to the WTO. What can foreign investors do? *International Journal of Contemporary Hospitality Management*, 22(3), 360-381. doi: 10.1108/09596111011035954
- Yang, L., & Wall, G. (2009). Ethnic tourism: A framework and an application. *Tourism Management*, 30(4), 559-570. doi: 10.1016/j.tourman.2008.09.008
- Yasin, M., Alavi, J., Koubida, S., & Small, M. H. (2011). An assessment of the competitiveness of the Moroccan tourism industry: Benchmarking implications. *Benchmarking: An International Journal*, 8(16), 6 - 22. doi: http://dx.doi.org/10.1108/14635771111109797
- Yong, Y. W., Keng, K. A., & Len, T. L. (1987). A Delphi forecast for the Singapore tourism industry: future scenario and marketing implications. *International marketing review*, 6(3), 35-46. doi: 10.1108/EUM0000000001513 (
- Yunus, A. (2013, September 18). Government urged to solve the Bajau Laut identity issue, says analyst. *Astro Awani*. Retrieved from <http://english.astroawani.com>.
- Yürüdü, E., & Dicle, M. (2011). Settlements - natural environment relationships and tourism potential in Çamiçi (Tokat - Turkey). *Procedia - Social and Behavioral Sciences*, 19(1), 208-215. doi: 10.1016/j.sbspro.2011.05.125
- Zainal, A., Radzi, S.M., Hashim, R., Chik, C.T., & Abu, R. (2012). *Current issues in hospitality and tourism: Research and innovation*. London, UK: Taylor & Francis Group.
- Zhang, G., Pine, R., & Zhang, H. Q. (2000). China's international tourism development: present and future. *International Journal of Contemporary Hospitality Management*, 12(5), 282 - 290. doi: 10.1108/09596110010339634

Zhong, L., Deng, J., Song, Z., & Ding, P. (2011). Research on environmental impacts of tourism in China: Progress and prospect. *Journal of Environmental Management*, 92(11), 2972-2983. doi: 10.1016/j.jenvman.2011.07.011

Zikmund, W. G., Carr, J. C., & Griffin, M. (2012). *Business Research Methods* (9th ed.): Ohio, USA: Cengage South-Western.



© COPYRIGHT UPM