IMPACT OF HERITAGE TOURISM ON LOCAL COMMUNITY IN SABAH, MALAYSIA

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ABSTRACT

Sabah, a Malaysian state, has become a popular destination which attracts visitors who are interested in art, architecture handicrafts, traditional attire, music and dance. However, due to new developments coupled with the lack of information and knowledge concerning the historical and architectural significance, precious cultural heritage sites are under threat. This study aims to determine the effect of heritage tourism on the local community in Sabah because this state is currently undergoing the phase of tourism development and heritage tourism. This study also examines the factors affecting heritage tourism in Sabah. It adopts the quantitative approach for collecting and analyzing the data. The sample of the study is comprised of 130 individuals living in Sabah who are selected through stratified random sampling technique. The obtained data are processed using SPSS software. The findings indicate a positive significant impact of heritage tourism on Sabah local community. The results of the study also reveal that economic and cultural aspects significantly affect heritage tourism. The results of the study also show that the heritage tourism in Sabah and the local community encounter challenges in promoting heritage tourism, namely, the maintenance and improvement of infrastructure. Therefore, this study recommends that the archaeological sites should be restored in the city so as to strengthen and prepare heritage and make it more attractive to the local and international tourists. Furthermore, the infrastructure of the city should be developed in order to be able to receive more tourists. The study also proposes that festivals and activities should be organized in the sites of Sabah as they contribute to boosting the number of visitors. This pioneering study on heritage tourism in Sabah provides implications which could be useful for decision makers in Sabah as well as interested researchers.

Keywords: Heritage tourism, local community, Sabah.

INTRODUCTION

Heritage tourism has been recently viewed as traveling to experience places, artifacts and activities, authentically reflecting the past stories and people of the area, and encapsulating their cultural, historic and natural resources (Carneiro, 2015). In this regard, the concept of heritage has undergone several changes and developments based on the current societal context of the transformation of power relations and emerging national trends. It is undoubted that historic resources are a matter of great pride to the members of the local community. Such resources are considered a source of advantage for the town or city desirous of growing or revitalizing its local economy. The development of heritage tourism is represented by the key attractions of heritage in the context of Great Britain (Deery, 2012) as is the case in most of the countries around the globe.

In the context of Sabah parks, the primary caretaker of the mountain, the park and its surroundings, mainly attempts to protect, conserve and preserve the natural Sabah parks areas, particularly those that have distinct features besides aesthetical values as natural heritage (Park, 2014). This ensures their preservation so that people may benefit, learn, and conduct scientific research and recreational activities for the present as well as the future generations. The primary stakeholders in the Kinabalu Park in Sabah are the Ministry of Tourism and Environment, the Wildlife Department, Environment Protection Department, Sabah Cultural Board and Sabah Tourism Board. Due to the importance of heritage tourism, much research should be conducted so as to enhance this significant type of tourism which in turn benefit the economy of any country.

However, the lack of a developed empirical approach to examine touristic/historic cities has led to the dearth of studies dedicated to investigate the impact of Sabah heritage on local community. According to Carter and Ferrari (2010), heritage exists in light of the legatee while its product is a reflection to the certain needs of actual potential users. In fact, heritage products are transformed into commodities on the basis of the user's demand or on some consumer groups after which heritage managers/producers have to meet different aspirations of visitors to the heritage location (Hernandez, 2016). It is pertinent for producers to keep in mind that various materials are combined to develop products, but at the same time, distinct products requested by different markets can be produced from the same raw materials through differing process interpretation (Jaafar, 2013). In this regard, it is argued that the main challenge in cultural tourism is to ensure that increased tourism does not destroy the qualities that attracted them. Because tourism is evolving and changing rapidly, it is constantly facing challenges (Engström, 2015).

Therefore, this study focuses on the ancient heritage sites in Sabah that calls for the heightened government and local community efforts to serve the visitors and contribute to the annual revenues. In this regard, Sabah government has a limited budget which is appropriate for all cities and it largely depends on the touristic places in the area located within an extensive historic milieu sharing economic activities, population, local residents and businesses (Arabatzis, 2009). In Sabah state, the majority of heritage products are found in historic cities that are steeped in history and resources, with the city providing different social, cultural and economic activities for the population to engage in. Moreover, tourists are generally attracted to cities owing to their specialized functions and the different services they offer. Heritage, in this case, calls for the examination of the impact of increased visitors on the local Sabah community (Barbosa, 2010). The cultural heritage values range from symbolic, historic, informational and aesthetic values to economic values. In Sabah city, there are two cultural heritages existing and they are tangible and intangible. More specifically, tangible cultural heritage is reflected in the form of buildings and artifacts whereas intangible cultural heritage takes the form of people's values, attitudes and lifestyle, relating to Sabah heritage and community (Carneiro, 2015).

More importantly, as a heritage site, Sabah is the first World Heritage Site that has become a popular tourist destination, with the number of visitors that visited Kinabalu Park (covering all sub-stations) for 2012 alone, numbered 715, 927 visitors, 40% of which visited the park headquarters. However, a year later (2013), a 27% decrease of the number of visitors to the park was documented to be 519, 913 visitors. The Malaysia heritage website (2018) indicated that the total number of tourists that came to Sabah increased by 17.5% in 2013, from a total of 2, 875, 761 visitors in 2012. Increased heritage tourists visiting Sabah were noticed but with a decrease in park visitors. This presses the need to examine the potential socio-cultural impacts on host communities,

when it comes to tourism developments in the context of Kinabalu park and its surroundings. This study aims to achieve the following research objectives:

    i.   To identify the local community's perspective on heritage tourism in Sabah.

    ii.   To investigate the factors affecting the heritage tourism in Sabah.

    iii.   To examine the socio-cultural impact of heritage tourism on Sabah local community.

LITERATURE REVIEW

Heritage tourism has been defined differently. According to Chon (2014), heritage tourism refers to traveling in order to experience the places and activities, authentically representing the past and present stories of people and this includes historic, cultural and natural attractions. Moreover, Akbar (2016) described heritage as the appearance of the ways that the community lived and it is passed on from one generation to the next, encapsulating customs, practices, places, objects and artistic expressions. Similarly, Dallen (2006) also pointed out that cultural heritage can be tangible or intangible. Deery (2012), on the other hand, categorized cultural heritage into three types, namely, built environments (such as buildings, townscapes and archaeological remains), natural environment such as (rural landscapes, coasts and shorelines) and agricultural heritage as well as artifacts. There are several objectives that heritage tourism aims to meet in the context of sustainable development; these include the following: conserving cultural resources, interpreting resources accurately, providing authentic experience to visitors and stimulating the earned cultural resources revenues (Di Foggia, 2012). In other words, cultural heritage tourism does not only identify, manage and protect the heritage values but also it is concerned with understanding the effect of tourism on the communities and areas so as to achieve economic and social advantages and provide financial resources in order to protect, market and promote the areas (Dugulan, 2010).

In the Malaysian case, the country has long promoted a tradition of tourism which attracts visitors who are interested in art, architecture handicrafts, traditional attire, music and dance, reflecting an enriching and colorful heritage and a melting pot of cultures (Kovathanakul, 2006). Malaysia is a combination of different groups comprising Malays, Chinese, Indian and indigenous groups of Orang Asli, Dayaks, Kadazan Dusun, Melanau, Murut, among others. Other mixed descents also join them like the Baba-Nyonyas and the Eurasians of Portuguese and European ancestry, with other Asian immigrants from different ethnicities. Falak (2016) pointed out that despite the cultures retention of their religions, customs and way of life, they have combined together to develop what has become the diverse heritage of Malaysia, as a result of which such heritage represents a distinct expression of history and its people's national identity. This contributes to the enrichment of the Malaysian lives, providing a meaningful base upon which, the future national development can stem from.

However, owing to new developments coupled with the lack of information and knowledge concerning the historical and architectural significance, precious cultural heritage sites are under threat (Ferrari, 2010). Considering the tourism growth, cultural heritage tourism has become a suitable alternative to tourism among international and local tourists (Hernandez, 2016), but in Sabah, the local community is faced with challenges (Jaafar, 2013). In tourism, heritage interpretation is an integral aspect of visitor experience and site conservation. It is crucial to extend interpretation to include experiential elements (Akbar, 2016) and there is a need to research

interpretation in its relationship with cultural heritage tourism to serve a narrower viewpoint from that of literature (Kamarul, 2012). The current interpretation of cultural heritage tourism has created some gaps in literature that concerns the present study; these include:

i.   The role that interpretation plays as an educational tool and visitor experience to achieve the conservation of cultural heritage (Kim, 2010);
ii. Provision of training and education for the development, delivery and assessment of interpretation (Di Foggia, 2012);
iii. Mitigating the gap between management knowledge and public experiences (Deery, 2012);
iv. Development of products to help in reaching suitable interpretations (Chon, 2014);
v.   Measurement of interpretation success of cultural heritage and promotion of a new cultural heritage aspect (e.g. agricultural and industrial heritage extending the tourist experiences via differ interpretation modes) and contestation and authenticity in heritage tourism (Dugulan, 2010).

In Malaysia, heritage tourism has managed to attract public interest, as evidenced by the great number of incoming tourists to the country on an annual basis (Kozak, 2009). This may be attributed to its cultural heritage resources that are ready to be explored, taking the form of multi-cultural and historical buildings, colorful lifestyles and friendly ambience (Krajnovictel, 2008). This is aligned with Igor's (2011) study which revealed that the Malaysian government was attempting to enhance the infrastructure in Sabah in order to attract more tourists. In the same line of study, Lane (2009) indicated that the Sabah local community is facing challenges in such infrastructure and public transportation improvements for the purpose of attracting tourists to the heritage tourism industry as the financial budget allocated to such improvements is lacking. Nevertheless, culture can be a powerful tool to use in increasing the income of annual tourism (Law, 2016) and in the context of Sabah, Lee (2009) pointed out all the heritage tourist attraction places. In addition, Sabah's local community is characterized by a multi-cultural history, historical buildings, enriching lifestyles, and friendly surroundings, particularly in Kota Kinabalo area (Lertcharnrit, 2008).

HERITAGE TOURISM

Heritage tourism, according to the UNESCO Convention on World Heritage (1972), is the combination of the material manifestations, living expressions and the traditions of the communities (Spencer, 2013). In Liu's (2013) study, cultural heritage was referred to as the past inheritance comprising of events, places and people, and the products that range from antiquities, artwork, monuments, sites and heritage buildings to historical urban areas, within which intrinsic values are embedded (Lo, 2017). More importantly, cultural heritage has a key role in promoting tourism destinations (Liu, 2013; Lo, 2013), with millions of tourists travelling across the world with the desire of experiencing and getting to know a different heritage from their own (Dallen, 2006).

Furthermore, heritage tourism is notably undergoing significant transportations when it comes to Sabah, and these are concerned with the market operations that underpin the current society that can be explained in the form of production and consumption processes (Mbaiwa, 2011). In this field, Fordism expounds on the mass generated, standardized tourism packages that
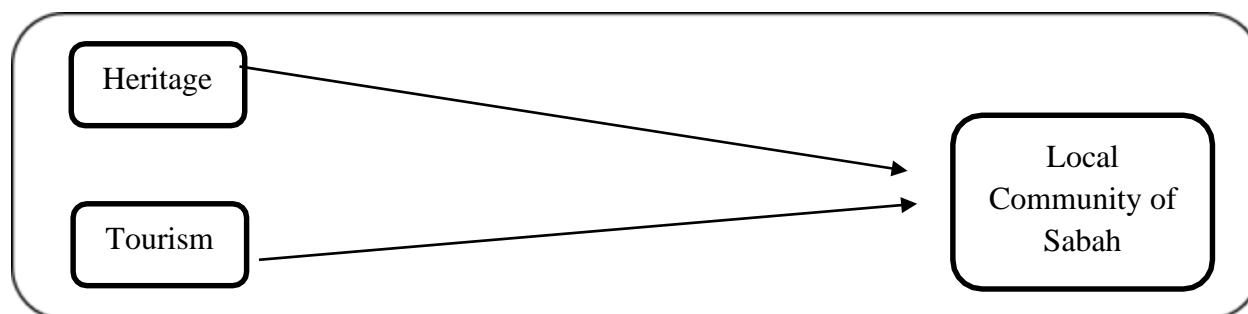
are developed to appeal to the mainstream market during the 1960s and 1970s, motivated towards offering sun, sea and a holiday (Maneenetr, 2014). Moving on to Post-Fordism, this era was characterized by the rapid technological innovations in the society with the aim of capturing the increasingly complex and diverse requirements of demand, with reference to the convergence process between heritage and tourism (Mbaiwa, 2011). It concerns the multiple human motives and the demand segmentation, displayed by the dynamic patterns of the operations at a specific time, indicating the divergence of the tourist from the sun and sea holiday package to the sophisticated vacation types that represented exclusivity and differentiation (Özdemir, 2011). Such convergence process can be related to the parallel between the two concepts, namely, heritage and tourism and based on the above, tourism and patrimonial activities are combined together using capitalistic operations which are what characterize the Post-Fordist paradigm and the distinct personal experiences of the daily norms of the heritage tourism framework in terms of its definition, motivation and authenticity which are clearly combined (Ramayah et al., 2013).

In relation to the above, the combination of the two concepts covers each model's stage bringing about a lateral relationship between them. Furthermore, when linking the paradigms of demand and supply in heritage tourism, the operations concerning the two are also combined (Ramseook-Munhurrun, 2016). The analysis involved shows the important role of authenticity from the beginning to the end of the process. Authenticity plays a role as a push and pull factor to integrate the product definition approach of heritage tourism to the motivation oriented heritage tourism. Additionally, authenticity operates as a current marketing tool that affects motivation and image of the heritage attraction in the whole process (Kovathanakul, 2006). On the basis of the transforming focus on heritage tourism manifestations from the product-focused to consumer-centered approaches, the authenticity concept is able to produce a procedure upon which product characteristics from the supply side incorporates the multiple market segments reflecting the motivation patterns of the tourists. Empirical findings show that tourism managers have to direct the attention to the market operations through the perceptions of the users (Krajnovictel, 2008).

CONCEPTUAL FRAMEWORK

This study developed a conceptual framework which could be useful for identifying the local community's perspective on heritage tourism in Sabah and examining the factors which affect the heritage tourism as well as the socio-cultural impact of heritage tourism on Sabah local community. This conceptual framework is illustrated in the following diagram:

Figure 1: The Conceptual Framework

RESEARCH METHODOLOGY

This study adopted a quantitative research design. A research design highlights the adopted strategies which can influence the chosen approach coherence and logic. As such, it justifies how the research problem should be addressed. The quantitative approach is effective in addressing questions regarding a well-defined phenomenon and it provides robust empirical justification compared to other approaches (Pallant, 2010). It measures the quality of primary data representing the variables' relationships, allowing data to reflect the variables' in an accurate way.

Quantitative analysis methods allow the presentation of results using figures and tables. Several scholars have defined the quantitative research approach, with most of them relating it to the research approach that deals with numbers and measurable variables relationships. The main justification for using quantitative research approach is the method's facilitation of obtaining/confirming the relationship between variables through the statistical numerical data which explains the current status of the investigated topic. Moreover, the quantitative research approach clarifies the relationships by measuring the variables to illustrate them and provide predictions of their effects on the local community of Sabah. Such approach also enables the use of data gathered on the basis of hypotheses and analysis underpinned by theory/theories.

The population of this study was comprised of both male and female employees and students in Sabah, the context of this study. In addition, the justification for choosing Sabah local community is to examine the effect of heritage tourism on this city and the factors which attract tourists. The sample of the study was obtained using stratified random sampling as the participants were homogenous, allowing the selection of subjects from a larger study population. A total of 150 local male and female employees and students were selected as the sample of the study; 75 each. The data of the study were collected through questionnaires. The main justification for employing questionnaire is its role in interpreting the phenomenon of increasing tourists' desires to visit the heritage area. Before conducting the study, the researchers carried out a pilot study in which 30 residents were selected from Sabah local community to complete the designed questionnaire for this study. The collected data was calculated and analyzed through SPSS software, version 25. The analysis of the data of the pilot study revealed that the reliability test of the pilot study was above 0.7 and the Cronbach's Alpha coefficient was 0.778 for heritage, 0.708 for tourism and 0.715 for Sabah local community.

Then, the questionnaire of the study was distributed to the whole sample of the study. The participants answered 130 questionnaires completely while the other 20 questionnaires were returned incomplete and thus they were not considered. Following data collection, the obtained data was edited and coded, with the first process involving the scrutiny of the research instruments for the identification and minimization of errors, incompleteness and misclassification and information gaps from the respondents. The collected data of 130 questionnaires were analyzed through SPSS, version 25. The justification for using SPSS is the program's capability of achieving tactical accuracy outcome. This software also helps to interpret the findings and conclusion of the study.

Furthermore, coding the collected data facilitates the data analysis. The analysis of data provided the descriptive statistics including the mean coefficient and standard deviation of the items and variables as well. Such descriptive statistics were employed to describe the basic features of the data in the present study. They provide simple summaries about the sample and the measures. In this study, the researcher also used reliability test to ensure the validity and reliability of the variables; the regression analysis test to examine the relationships between variables and to understand the effect of independent and dependent variables. Moreover, this study used the correlation analysis test to identify the correlation between variables. The findings are presented in the next section.

FINDINGS

This section presents the analysis of data of the study. In particular, it highlights the impact of heritage tourism on local community in Sabah as well as the factors affecting heritage tourism in Sabah. The next section provides information obtained from the questionnaire regarding the demographic information of the respondents.

PROFILE OF THE RESPONDENTS

This section provides the analysis of the data regarding demographic information of the participants.

The First Axis: General Information

The demographic data in a summarized form are presented in Table 1. With regard to the respondents' gender, it appears that the indicators of female are slightly lower than those of their male counterparts. In particular, male respondents constituted 52 (40%) of the total respondents, while the remaining 78 respondents (60%) were female respondents. In terms of the respondents' ages, the highest indicator is in the category of 41-50 years of age numbering 60 respondents (46.2%), followed by the category of 31-40 years old with 40 respondents (30.8%), over 50 years old with 9 respondents (6.9%) and lastly, 20-30 years old, with 21 respondents (16.2%). Moving on to the respondents' educational level, Table 1 shows that 75.4% of the respondents had bachelor degrees, 21.5% had master's degrees, diploma holders constituted 2.3%, while PhD holders constituted 0.8%. The table also shows that the highest frequency is registered for the bachelor

degree with 98, and the lowest frequency is reordered for PhD holders with 1. Master's degree recorded was 28, and diploma recorded was 3. As for their marital status, 48 respondents (36.9%) were single, 61 were married (46.9%), and 21 were widowed (16.2%). For work experience, 31 respondents (23.8%) had less than a year experience, 40 respondents (30.8%) had 1-5 years of experience and 59 respondents (45.4%) had 6-10 years of experience.

Table 1: Summary of Frequency of Demographic Profile

Category	Frequency	Percentage (%)
Gender		
Male	52	40
Female	78	60
Age		
20-30	21	16.2
31-40	40	30.8
41-50	60	46.2
Over 50	9	6.9
Education Level		
Diploma	3	2.3
Bachelor degree	98	75.4
Master	28	21.5
PHD	1	0.8
Marital Status		
Single	48	36.9
Married	61	46.9
Widow	21	16.2
Work experience		
Below 1 year	31	23.8
1-5	40	30.8
6.-10	59	45.4

DESCRIPTIVE ANALYSIS

The Second Axis: Heritage Variables

The results of the analysis of heritage variables are presented in Table 2. Based on the Likert Coefficient, the items should be accepted if the results range from 3 to5. The initial three items gained the same mean value at 4.23 and were, thus, in the first rank.

Table 2: Heritage Variable

Code	Items	Mean	Std. Deviation

H1	I am interested in the famous heritage sites in Sabah	4.23	0.718
H2	I wanted to participate in the activities related to culture and heritage at the destination	4.23	0.709
H3	I felt Sabah is a part of my own heritage.	4.23	0.635
H4	I wanted to learn the history and background of Sabah	4.12	0.696
H5	I wanted to enrich my knowledge about the current condition of Sabah	4.06	0.715
H6	The cultural heritage is well-conserved in Sabah	4.06	0.747
H7	The cultural heritage sites are attractive to me	3.94	0.768
H8	The heritage setting is authentic	3.74	0.866

The Third Axis: Tourism Variables

Table 3 below presents the tourism variables with all items deemed to be accepted. The Likert Coefficient shows that the accepted results should be from 3 to 5 and the first two items mean values were 4.35, and thus were considered in the first rank.

Table 3: Tourism Variable

Code	Statement	Mean	Std. Deviation
T 1	My choice to visit Sabah was a wise one.	4.35	0.644
T 5	I think I made the right decision to visit the destination	4.35	0.675
T 4	Tourism provides an incentive for restoration of heritage	4.23	0.682
T 6	Public facilities are kept at better standards	4.23	0.682
T 2	The transportation is convenient within Sabah	4.18	0.752
T 7	I wanted to relax and rest while traveling in a tour in Sabah	4.09	0.745
T 3	I wanted to entertain and make myself happy	3.98	0.787

The Fourth Axis: Local Community

The local community items are presented in Table 4 and all items are accepted. The Likert Coefficient shows that the accepted items should be between 3 and 5. The first item obtained 4.28 mean value while the second item obtained a mean value of 4.25.

Table 4: Local Community Variable

Code	Statement	Mean	Std. Deviation
LC 1	Meeting tourists is a valuable experience	4.28	0.665
LC 2	Heritage tourism has positive effects on our local life	4.25	0.621
LC3	Heritage tourism causes a better quality of life for local residents	4.19	0.738
LC4	Heritage tourism does not cause changes in our traditional culture	4.18	0.663
LC5	Heritage tourism provides job opportunities	4.15	0.702
LC6	Heritage tourism leads to more investment and spending	4.14	0.680

DISCUSSION OF THE RESULTS

Factors Affecting Heritage Tourism in Sabah

On the basis of the reviewed literature and the designed conceptual framework, the data of this study is analyzed. The analysis reveals that some factors have an impact on heritage tourism in Sabah. This result is aligned with Akbar's (2016) results that found restricting and restoration of archaeological sites to strengthen and develop heritage for the attraction and local and international tourists. In this regard, festivals and activities that were held in the sites, worked to boost the number of visitors. For the realization of the significance of determining the factors that contribute to the development of heritage tourism destination competitiveness, the present study examined the stand of local community towards tourism, heritage tourism and special events in Sabah and their effects on the competitiveness of tourism in Sabah. In relation to this, it is revealed that laws and legislations relating to tourism have an impact on heritage tourism and should be, thus, amended to suit tourists coming from different countries in order to facilitate legal procedures for the industry. Moreover, advertising and marketing archaeological sites for tourists can revive the tourism sector and attract more tourists to the site. This result is also consistent with other studies such as Sok (2010) and Reimer (2013) who found that heritage tourism is a major revenue source for many communities and states around the world, creating jobs, bringing revenues, and

stimulating the local economy. In this respect, several criteria and resources are required for successful heritage tourists, with the most essential component being the realization that cultural and heritage tourism as a competitive venture. Tourists can opt for several options with the primary attraction being the substantive nature of the venue and program and its connection to the historic events/periods, people and cultures.

Moreover, successful cultural and heritage tourism calls for effective coordination of all the travel and development aspects and prior to the site reaching its maximum potential, it is important for the community to develop its infrastructure, which ranges from water and sewer systems, roads, buses and train terminals and airports, to restaurants, hotels and shopping centers and other cultural and heritage sites. Heritage tourism is a long-term enterprise that needs accurate planning and extensive involvement of the major stakeholders. Communities that have made significant progress still need to conduct an assessment of its situation and the way growth can be expanded, in which case, the public and private officials have to be brought together, particularly those involved in tourism, like hotels, restaurants, transportation officials and private tourism agencies as well as those that are into economic development like public officials, bank officials and private developers. Other stakeholders also include those that are involved in developing and maintaining infrastructure like local and state officials, and those that are concerned with cultural and heritage tourism sites like the public, non-profit organizations and private organizations. These stakeholders have to be brought together to come up with a master plan with buy-in from every sector.

Heritage Tourism Impact on Local Sabah Community

Based on the results of the study, heritage is essentially what the community provides to visitors, making its sustainability and protection important. The major challenge faced by the cultural tourism initiatives is ensuring that increased tourism does not destroy the qualities that attracted them in the first place. There is constant evolution and changes taking place in tourism and the challenges are manifold. While deemed as a clean industry, with no chimneys and hazardous chemicals, heritage tourism still required maintenance of infrastructure (roads, airports, water supplies and public services like police and fire protection). The result is also consistent with that reported by Lo (2017), who found that increasing number of visitors create pressure and tension in the infrastructure and heritage sites, impacting both visitors and their expectations for high quality products/services. Being a service industry, tourism is largely dependent on the people's efficiency of providing services and while not a panacea, it is a type of attraction that contributes to the development of the economy.

The tourism index of South Asia is an indication to the Malaysian government of the importance of the tourism revenue and the decline of foreign visitors in 2018 in comparison to the prior years. However, it appears that even with the decline of the number of tourists, Sabah maintained the growth of tourism imports mostly owing to the increased tourist spending, particularly those from Arab countries. In fact, tourism revenues were approximated to be $21 billion the year before, an increase of around $1 billion from the year before. The government aims to raise this amount to $25 billion by 2020. The country's biggest challenge, according to Deputy Minister of Tourism, Mohammed Bakhtiar, is the emergence of other Southeast Asian tourist destinations like Vietnam, Indonesia and Myanmar that are attracting tourists from Malaysian

destinations. The lower number of tourists visiting Malaysia may be attributed, according to Bakhtiar, to the increase in the number of foreign tourists in the above mentioned countries; for instance, Vietnam reported a 19% growth in the number of foreign tourists in 2018 while Indonesia also reported a large growth in the area. Such indicators, according the Deputy Minister, should urge Malaysian tourism sector to review their methods of promoting old tourism, to adopt modern technology of social communications and to appropriate higher budget for tourism marketing.

Furthermore, the Vice President of Malaysia's Tourism Board and Heritage, Jim Kung, stated that heritage has changed the moods of the tourists. Besides, Singaporeans who used to travel to Malaysia using group tours were organized with the assistance of tourist offices and were more inclined towards traveling by family care of by booking to neighboring countries using cheap airlines. Tourism has also been affected by the global economic slowdown, the turbulence of political conditions in specific regions, and government travel warnings to specific regions, coupled with the spread of life-threatening pandemics. On the basis of the regression analysis results (refer to Table 7), there is a significant relationship between heritage tourism and local community of Sabah. The table indicates that the heritage variable axis achieved 0.000 (less than 0.005) and the tourism variable also achieved the same. The study hypothesis is, therefore, supported. The study result related to the impact of heritage tourism on the local community is aligned with the findings reported in literature including Falak (2016), who dedicated his study to the challenges faced by heritage tourism and their impact on Sabah local community. The following Table shows the findings obtained from the ANOVA test.

Table 5:   Analysis of ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.250	2	9.625	74.100	.000[b]
	Residual	16.497	127	.130		
	Total	35.747	129			

a. Dependent Variable: Community
b. Predictors: (Constant), Tourism, Heritage

The following Table also shows the analysis of standardized and unstandardized Coefficients[a].

Table 6: Coefficient Analysis

Coefficients

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.865	.278		3.109	.002
	HERITAGE	.596	.073	.572	8.217	.000
	TOURISM	.238	.065	.255	3.669	.000

a. Dependent Variable: Local Community

The following Table presents the progression analysis test of the three variables, namely, heritage, tourism and local community.

Table 7: Regression Analysis Test

Correlations		Heritage	Tourism	Community
Heritage	Pearson Correlation	1		
Sig. (2-tailed)				
	N	130		
Tourism	Pearson Correlation	.500**	1	
Sig. (2-tailed)		.000		
	N	130	130	
Community	Pearson Correlation	.700**	.541**	1
Sig. (2-tailed)		.000	.000	
	N	130	130	130

**. Correlation is significant at the 0.01 level (2-tailed)

CONCLUSION

This study investigated the impact of heritage tourism on the local community of Sabah. It also identified the factors affecting the heritage tourism in Sabah. The analysis of data revealed that the heritage tourism has economic, social and cultural impact on the local community of Sabah. It is also shown that a number of factors affect the heritage tourism in Sabah. These include the festival and activities held in the sites, the legal procedures, restoration of archaeological sites, the city infrastructure and so forth. The study findings, therefore, confirm the hypotheses set for the present study. The results are aligned with those reported in the reviewed literature as heritage tourism has a significant effect on the local community of Sabah. The findings of the study also indicated that the main challenge faced by the tourism management is the increasing number of travelers and the resulting pressure on the infrastructure of the heritage sites. Such challenge affects the visitors along with their expectations for high quality products and services from the sites. Tourism, being a service industry, largely depends on the efficiency of the people in different positions and while not a panacea, tourism attracts revenues for the development of the country's economy. Therefore, this study recommends that the archaeological sites should be restored in the city so as to strengthen and prepare heritage and make it more attractive to the local and international tourists. The infrastructure of the city should be also developed in order to be able to receive more tourists. The study also proposes that festivals and activities should be organized in the sites of Sabah as they contribute to boosting the number of visitors. This study has its limitations, primarily being that the focus was placed on the Sabah local community. Therefore, future studies should investigate the other touristic cities and sites in Malaysia. The study also has its own limitation in terms of the number of respondents and the adopted approach (the quantitative approach) and thus future research should enlarge the number of participants and use a mixed-method design so as to

enrich the obtained data and consequently the findings of the study.

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