

# UNDERSTANDING SASAK

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# 1 UNDERSTANDING SASAK TRIBE PERSONALITY AND THEIR SUPPORT FOR TOURISM DEVELOPMENT AT SADE CULTURAL VILLAGE, LOMBOK

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## ABSTRACT

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Tourism activities at Sade cultural village has contributed to some negative consequences. The uniqueness of Lombok village began to experience significant quality degradation in social, cultural, economic, and environmental aspects due to unplanned and uncontrolled tourism activities. The local community still lives poor because they only rely on tourism despite owning a large amount of fields and rice fields that can be profitable if they were managed properly. It was unpleasant when there is also lack of efforts to develop and preserve cultural heritage such as local wisdom in Sade's arrangement, community participation in the development and preservation of cultural heritage in Sade village. Sasak tribe responses towards support to tourism development is essential so that their concerns are heard, thus reduce their resentment towards the gradual encroachment of modern development into their area. The study employs Emotional Solidarity Theory and Personality Traits Theory to investigate the impact on their perceptions of tourism which explain support for tourism development. The study would utilize structured face-to-face interview aimed at several Sasak respondents who actively participate in tourism activities. Results are expected to reveal the level of sympathetic understanding, emotional closeness and welcoming nature that influence their attitudes towards tourism development while the effect of males and females with differing emotional solidarity dimensions. Findings are also predictable to expose the effect of welcoming nature, emotional closeness and their sympathetic understanding on their different personalities of agreeableness, extraversion, openness to experience, conscientiousness, and neuroticism in handling tourists.

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Keywords: Sasak tribe, personality traits, tourism development, Sade village, Lombok

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## 1.0 INTRODUCTION

Lombok is one of the two main islands in Nusa Tenggara Barat (NTB) or West Nusa Tenggara Province sandwiched by Bali and Sumbawa Island with extraordinary natural and cultural beauty. Geographically, Lombok is dominated by Mount Rinjani at the north-central part with height reaches 3,726 meters above sea level, makes it the third-highest volcano in Indonesia. The native population of Lombok or the Sasak people are mostly Moslem who substantially practice Islamic teaching and local culture. In Lombok there are about 3,676 large mosques and 5,184 small mosques (Syamsi, 2020) hence makes it popular with the tagline "island of a thousand mosques". The natural beauty of panorama, culture, and customs turns Lombok as one of the well-known destinations among foreign countries. It has become one of the tourism destinations in Indonesia that is mostly admired, equal to Bali (Firdausi et al., 2017). The identity of the local people such as the practice of traditions of ancestral heritage can be found on the island (Jefry Maulidi, 2019).

Based on the regional character, NTB Province demonstrates several economic potentials i.e. agriculture and animal husbandry, mining, and tourism. In the case of Lombok tourism industry, the government is striving to increase the role of tourism to generate income and regional economic growth. NTB is also one of the five provinces designated as leading destinations besides North Sulawesi, South Sulawesi, West Sumatra, and East Nusa Tenggara (Yanuar, 2019). Indicators in Leading Tourism Destinations are based on attractiveness, facilities (tourism and public facilities), accessibility, market potential, community support, the strategic position of tourism in regional development, and the Regional Tourism Development Master Plan (RIPPDA).

In 2014, based on Minister of Culture and Tourism Regulation, the Mandalika region in Central Lombok Regency has been established as a Special Economic Zone (KEK) for tourism covering an area of 1,035.67 Ha (Estriani, 2019), thus designated as a tourism- economic zone that is expected to be a world-class tourist destination. This is certainly a form of support from the central government in supporting the beauty and cultural richness of Lombok which have a positive impact on local community economic growth. Furthermore, in terms of transportation and infrastructure, the government has commenced international flight routes

by Air Asia airlines that produce positive effect on the development of tourism business in Lombok. Lombok flight routes with three cities namely Kuala Lumpur, Singapore and Perth have proven to increase the number of tourists. The number of tourist arrivals from Perth in 2019 increased to 425% compared to 2018. The comparison of the number of tourists in 2018 (January-September) was 2,633 people and in 2019 is 13,814 people (Chafid, 2019). This data shows that the addition of international flight routes has a positive impact on tourism in Lombok.

The local government is currently trying to develop the concept of integrated tourism to fulfil the tourist's needs for transportation, accommodation, food and drink, attractions/tourist destinations, and souvenirs. These needs will certainly thrive other needs as well and creating an economic multiplier impact. For example, the demands of accommodation or hotels will require food and drinks to be served to hotel guests, the hotel staff needs to be competent, furniture to complement the interior of the hotel, etc. If all of these needs are met by production or business in NTB Province, it will bring up economic potential including; Increase regional own-source revenue (PAD); Encourage increase demand for agricultural/livestock products; Encourage the increase in the output of Small and Medium Industries (IKM) and also increasing workforce needs (BI, 2019)

## 2.0 BACKGROUND OF STUDY

Lombok tourism not only limited on natural tourism but also on cultural and regional tourism destination (Malihahsetiadi, 2018). Sade Village is a tourist attraction that realizes the benchmark of the cultured village in order to implement vision and mission that have been designed by parties involved in the making of the tourist attraction (Yenti et al., 2018). Sade is a village located in Rembitan Village, Pujut, Central Lombok regency. In 2019, the NTB government established Sade as one of the tourist villages of 99 villages appointed in the Governor's Decree and became the focus of development in the next 5 years. Unfortunately, the uniqueness of Lombok village began to experience significant quality degradation in social, cultural, economic, and environmental aspects; due to unplanned and uncontrolled tourism activities (Karjaya et al., n.d.). The local community still lives poor because they only rely on tourism

despite owning a large number of fields and rice fields that can be profitable if they were managed properly (Sari & Nugroho, 2018). There is also lack of efforts to develop and preserve cultural heritage such as local wisdom in Sade's arrangement, community participation in the development and preservation of cultural heritage in Sade village (Muaini et al., 2021).

Tourist attractions in Sade village were first established by the 3rd Indonesian president, BJ Habibi in 1990. Soon after that, tourism in the settlement began to flourish since local people and even people from other regions started promoting their weaving crafts, *capuk* (batik headband), and Sasak's traditional clothing (Yenti et al, 2018). Sade community in Mandalika area also receives special attention by the NTB Government when their village was declared as a cultural village under Regional Regulation of the Province of NTB No.7 of 2013 (Database, 2016). The development of the Sade Village as a tourist destination was assumed to provide a direct impact on improving the local economy and the surrounding area (Irfan & Suryani, 2017). Sade became a West Nusa Tenggara icon because it has a unique way to maintain its authenticity and keep up to its custom. The uniqueness of the locals can be seen from four aspects namely, cultural, religious, social and economic aspects. This cannot be denied, because tourism offers very economically beneficial for the people of Sade village.

Currently, Sade is inhabited by 150 families with a population of approximately 700 people and most of the residents has a blood relationship between cousins. In general, Sasak tribe works as farmers, craftsmen, weaving sellers, as well as local guides (Mardatillah, 2015). Another interesting daily activity is the habit of the community of mopping the floor of the house every evening using cow dung/buffalo which is still wet without using a hand cover. This tradition is believed to be able to reject disaster.

### **3.0 RESIDENT-TOURIST RELATIONSHIP**

In 1975, Doxey had proposed an Irritation Index or known as the Doxey Iridex model to examine the growing possibility of negative impacts in tourism destinations (Mazni Aznan & Siti Suriawati, 2015). This model

was used to measure the evolution of the relationship between tourists and the locals and it suggests that at a certain period, the number of tourists will eventually stop growing and may decrease because the locals become more intimidated by tourists (Mazni Aznan & Siti Suriawati, 2015). Within that, there were several recent studies that used Doxey Irredex model to measure residents' attitude (Vargas-Sánchez et al., 2014) and host perceptions (Diedrich & Garcia-Buades, 2009; Sharpley, 2014).

In addition, there were several theories have been published in which it can be used to determine the relationship between community residents and destination tourists (Moghavvemi, Woosnam, et al., 2017). According to Ward and Berno (2011), social exchange theory is arguably to be the most utilized framework. It includes other theories such as an integrative theory of cross-cultural adaptation (Lee & Woosnam, 2010), social representations theory (Moscardo, 2011), and the contact-hypothesis theory (Tomljenovic, 2010). However, the resident-tourist relationship's theory is the most recent theory that was used as it initially developed by Woosnam and Norman (2009) and tested by Woosnam (2011). In the presence of Durkheim's theory, it postulates that possessing similar beliefs, engaging in similar behaviours, and interacting are all necessary to experience emotional solidarity with others and he claimed a feeling of solidarity occurs when individuals possess similar beliefs, engage in similar activities, and interact with each other (Moghavvemi et al., 2017). By applying Durkheim's theory in the context of tourism, it can be said that as residents share beliefs and behaviors and interact with tourists, emotional solidarity will be forged with such tourists (Woosnam and Norman (2009). Even though the emotional solidarity has been considered a precursor to residents' attitudes of both positive and negative forms of tourism impacts (Woosnam, 2012) as well as residents' attitudes about tourism development (Hasani et al., 2016), the construct has not been considered an antecedent of residents' level of support for tourism development.

### 3.1 Conceptual Framework

The theoretical underpinning that the researchers will utilize is *Emotional Solidarity Theory* and *Personality Traits Theory*.

### 3.1.1 Emotional Solidarity Theory

According to Woosnam (2011), Emile Durkheim was the first one who proposed the Emotional Solidarity Theory and was conducted among Aboriginals in Australia in 19<sup>th</sup> century. It was his idea to find the most fundamental religious attributes by observing and keeping detailed accounts of life among the most primitive form of religion of which he was aware. He also claimed that every religion has followers in which they shared same beliefs with one another and engaged in similar practices which served to strengthen the solidarity of its followers. In addition, he also claimed that a sense of solidarity between individuals was based on anyone who possessed similar beliefs, engaging in common behaviours, and interacting with one another. In the context of tourism, this theoretical framework can explain the degree of closeness between residents and tourists as the residents can share beliefs, behaviours and interact with tourists. Thus, an emotional solidarity can be forged within such tourists. According to Woosnam and Norman (2009) and Woosnam (2011), welcoming nature, emotional closeness and sympathetic understanding are the factors of Emotional Solidarity Scale (ESS).

The host community who welcomed tourists will most likely to have personal attentiveness in the industry and tend to appreciate the benefits obtained from tourism development (Woosnam, 2012). Generally, host community are proud of themselves especially in terms of culture and the contribution to their local economy. According to Hasani et al., (2016) and Woosnam (2012), welcoming nature has been shown as the vigorous factor of emotional solidarity that could predict host community support in tourism development. In terms of personality traits, host community who has a high level on the openness to experience trait would most likely express a high score of welcoming nature of tourists because Kuo, Cheng, Chiu, and Cho (2015) have mentioned that openness to experience refers to an individual acceptance in adapting and learning to change. Hence, the host community would want to be exposed to new ideas and show attentiveness in learning about tourists. However, neurotic individuals tend to have a higher degree of hesitation especially in making tourism decisions and express regret as they may not interact with the tourists (Huang, Gursoy, and Xu, 2014). It is expected that the neurotic community is normally anxious, sensitive to

risk, and distressed when interacting with new tourists and they may avoid from associating with tourists (Tanford, Raab, & Kim, 2013).

Often in tourism destinations, residents and tourists are having some emotional closeness of one another (Moghavvemi et al., 2017). For emotional closeness, Woosnam (2012) identified that residents realized that they will receive the benefits of tourism and showed a higher level of support to the industry if they had created friendships or bonds with the tourists. For example, a relationship which can be developed through interaction and sharing beliefs and behaviours with one another (Woosnam et al., 2009; Woosnam & Aleshinloye, 2018). A greater frequency of positive interactions would help in fostering such closeness among residents and tourists (Woosnam & Aleshinloye, 2015). Nonetheless, according to Wang and Xie (2015), the residents' emotional closeness level with tourists depends on their self-perception as well as tourists' travel behaviours. According to Ying & Norman (2014), in terms of personality, if the residents get along well with others, they exhibit a high level of agreeableness trait and intentionally seek to be emotionally closer to tourists.

As Woosnam, Norman, and Ying (2009) had stated, sympathetic understanding is where both host community and tourist see the world resulting from putting themselves in each other shoes. Canton and Santos (2008) declare that this is to lessen the effect of seeing others as strangers, though some host community felt empathetic toward tourist. This is because once host community having relationship or interaction with tourists, they will be capable to understand that many tourists will need to get to know the community's culture and conserve ways of life of the community (Besculides, Lee, and McCormick, 2002). This has been supported by Draper, Woosnam, and Norman (2011) that a deeper understanding on the impact of tourism can be achieved by studying the empathy of the host community. Host community tend to be thoughtful, warm, supportive, courteous, accommodating, keep away from any dispute resulting from possessing high level of agreeableness (Ying & Norman, 2014). Tan, Der Foo, and Kwek (2004) state that, when a person who are exceptionally agreeable, would have a positive view of other people with whoever people that they interact with.



For Liu & Du (2013), effective community agreeableness can be identified when the community engage in the conversation with other members. Also, it is said to be presented as host community feel a psychological attachment toward other community members, a sense of belonging in their community, comfortable with exchanging ideas with other community members, and participating in community activities (Kang, Lee, Lee, & Choi, 2007). Nunkoo and Ramkissoon (2011) stated that tourists able to experience many benefits in finding out host community commitment toward the destination and to observe how their contribution could <sup>1</sup> considered as part of the revitalization effort. In fact, host community's participation such as trust, localized cooperation, and networking can enhance the success of tourism development (Schroeder, Zimm<sup>2</sup>mann, & Formiga, 2016). Liu, Tzeng, and Lee (2012) further highlight that many government authorities depend on the commitment of host community to attain sustainable tourism development and obtain the benefits from the openness to tourism experience.

### 3.1.2 Personality Traits Theory

According to Westerhoff (2008), in 1970s, there were two research teams who discovered that most human personality traits can be described using five dimensions which are openness, agreeableness, neuroticism, conscientiousness and extroversion. These five dimensions also known as "Big Five Personality Traits". Many researchers have been conducting research about behaviours and personalities of individuals. Personality is the overall characteristic and traits that make an individual and what make them different from each of person. Values and beliefs of an individual play an important role of one's decision-making since it is made up from personality traits that were developed by education, innate nurturing and socialisation (Murugesan & Jayavelu, 2017).

The personality refers to the unique and relatively stable pattern of behaving and thinking across different situations. Each individual has a unique pattern and way of thinking in different type of situations. Personality defines how individuals adapting to different situations in their life by having distinct pattern of thought, behaviours, and emotions that distinctively characterize themselves different from others. While<sup>1</sup> there are many personality dimensions within the personality traits, but the Big

Five consisting of extraversion, conscientiousness, neuroticism, openness to experience and agreeableness has been observed as the most stand out dimension compared to others and being used broadly within the tourism study (Ying and Norman, 2014).

One of the traits, i.e extraversion is individuals who are likely different in involvement in social, energy level and assertiveness compared to other people (Soto, 2018). Individuals who are highly extraverted are likely to enjoy socializing with other people, are being able to express themselves to others and usually experiencing positive psychological emotions which include enthusiasm and excitement regarding the activity they did. While in contrast, individual who is introverted are usually to be emotionally and socially reserved (Soto, 2018). Kuo, Cheng, Chiu and Cho (2015) argue that industry that has been selling service as their product are relying on people skills, which mean individuals who possess high extraversion most likely to be productive. On the contrary, negative emotion of an individual will cause emotional instability (Myers, Sen, Alexandrov, 2010). A person that exhibits high level of neuroticism will be more depressed, anxious and unstable (Yoo and Gretzel, 2011). Huang, Gursoy, Xu (2014) mention that neurotic person is increasingly worried with the negative outcomes when buying tourism product as they are creating more product-related data and information. According to Ying & Norman (2014), in terms of personality, if the residents get along well with others and have a prosocial orientation, they exhibit a high level of the agreeableness trait and intentionally seek to be more emotionally close to tourists.

Significantly, Kuo, Cheng, Chiu and Cho (2015) express agreeableness as individual who is cooperative, trusting, kind, warm and amicable. Myers, Sen, Alexandrov (2010) support that when an individual possess high degree of agreeableness, they are trying to explore some information so that they will achieve good performance. In fact, the agreeableness attribute is closely related to the tourism industry as it ensures great connection between their customer (Kuo, Cheng, Chiu and Cho, 2015). In addition, a person who have high level of agreeableness is likely to positively influence accomplishment of a salesperson in the tourism sector. Furthermore, whenever a tourist possesses high level of agreeableness, they will tend to seek out information before going for their trip. Opposed to this, residents may not feel obligated to be close

with tourists when an individual is more conscientious, they may not be willing to take the risk of forging friendships with new tourists (Lee & Tseng, 2015).

While considering tourist data and information towards search behaviour, they tend to reduce negative emotion throughout the planning process. The quality of conscientiousness is an essential personality characteristic that is important for individuals in the tourism industry (Tracey, Sturman and Tews, 2007). According to American Psychological Association (2007), conscientiousness is one's tendency to be hardworking, organized and responsible. It is the process of an individual to follow rules and norms (Roberts, Jackson, Fayard, Edmonds, & Meints, 2009). Hence, someone who possesses high level of conscientiousness deems to be responsible, reliable, organized and very detailed (Fayombo, 2010; Rose, Ramalu, Uli, and Kumar, 2010). However, residents may not feel obligated to be close with tourists when an individual is more conscientious, i.e they may not be willing to take the risk of making friendships with tourists (Lee & Tseng, 2015).

As Woosnam, Norman, and Ying (2009) stated, sympathetic understanding is established when both host community and tourist understand each other, having the empathy skills (Draper, Woosnam and Norman, 2011), and have a positive view of other people (Tan, Der Foo, & Kwek, 2004). This is because once the host community interacts with the tourists, they will be able to understand that many tourists would want to know the community's culture and ways of life (Besculides, Lee, and McCormick, 2002). On this note, Tan and Tang (2013), assert that openness to experience refers to individuals' receptivity to learning, novelty and change in which these individuals are going to be intuitive that they are relying on such perceptions and personal experiences to formulate thoughts and intentions. In addition, a person who is more open to experiences would be more willing to share their experiences and ideas with others via social media following their visit (Tan & Tang, 2013). Nevertheless, this shows a proactive behavioural pattern in capturing travel experiences (Black, Organ, and Morton, 2010). Ong and Musa (2012) claimed that the openness to experience trait can directly influence attitudes concerning tourism phenomena.

### 3.1.3 Attitudes

The level of community attachment among the residents can forecast attitudes about tourism development because residents who are strongly committed to their community are more involved and exposed to tourism impacts (Besculides, Lee, & McCormick, 2002).<sup>2</sup> Such personality traits of agreeableness and openness to experience (Myers et al., 2010; Rose et al., 2010) portray the willingness of an individual to embrace differences and appreciate new experiences. Myers, Sen, Alexandrov (2010) support that when an individual possesses a high degree of agreeableness, they are trying to find out information so that they will achieve good performance. The agreeable attribute is closely related to the tourism industry as it ensures a great connection between their customers (Kuo, Cheng, Chiu & Cho, 2015). It is important to consider the residents' attitudes in efforts to foster more sustainable tourism planning and development (Hung, Sirakaya-Turk, and Ingram, 2011). Thus, there is a significant linked of positive and negative attitudes of the residents towards the level of support for tourism development in many studies (Lepp, 2007; Latkova & Vogt, 2012).

<sup>2</sup> According to Nunkoo and Ramkissoon (2011), it was stated that tourist destinations were able to experience many benefits should the most community commit themselves toward destination development. Their participation such as trust, cooperation, and networking can enhance the success of tourism development (Schroeder, Zimmermann, & Formiga, 2016; Liu, Tzeng, & Lee, 2012). In another spectrum, Soto (2018) highlights extravert or outgoing individuals vary in their involvement in social, energy level and assertiveness compared to other people. They tend to be likely to enjoy socializing with other people, being able to express themselves and usually experiencing positive enthusiasm and excitement in their activities. Besides, someone who possesses a high level of conscientiousness is said to be responsible, reliable, organized and very detailed (Rose, Ramalu, Uli and Kumar, 2010). While in contrast, an introverted individual is emotionally and socially reserved (Soto, 2018). Kuo, Cheng, Chiu and Cho (2015) indicate that individuals with high extraversion would most likely to be productive. As opposed to neurotic individuals who are more emotionally unstable, i.e. feel depressed and anxious, Yoo and Gretzel (2011); Huang, Gursoy, & Xu

(2014) mention that neurotic person worried too much with the negative outcomes when buying the tourism product.

Rivera, Croes and Lee (2016) state that tourism may affect human capital through social arrangements in which affects the distribution of costs and benefits and social ranking. Regarding the cost benefits of tourism development, residents often know the benefits are usually from job creation, better incomes, existing facilities and infrastructure improvement and chances to meet new and interesting people. All those came together with costs such as crowding, increased costs, higher taxes, etc (Moghavvemi, et al., 2017). Therefore, it is important to consider the residents' attitudes to adopt more sustainable tourism planning and development (Hung, Sirakaya-Turk, and Ingram, 2021). By encouraging positive attitudes toward tourism developments, it leads to pro-tourism behaviours (Lepp, 2007).

Kwon and Vogt (2010) revealed that there is a positive relationship between residents' attitudes to place marketing and tourism product development. However, it is claimed that even though many researchers investigated the antecedents of residents' support for tourism development, ambiguity surrounds the relationship between residents' overall attitudes and support (Prayag et al., 2013). According to Moghavvemi et al., (2017), there are two problems that exist which are the measurement issue and the interchangeable use of the terms attitude and support which hampers understanding of the nature of this relationship. In this study, 'tourism development' is the object and 'support for tourism development' is the resultant behaviour (Moghavvemi et al., 2017). Many researchers have been conducting out research about the behaviors and personalities of individuals. Values and beliefs of an individual play an important role in one's decision-making (Murugesan & Jayavelu, 2017). In 1975, Doxey proposed an Irritation Index or known as the Doxey Irridex model to examine the growing possibility of negative impacts in tourism destinations (Mazni Aznan & Siti Suriawati, 2015).

This model measured the relationship between tourists and the locals and it suggests that the number of tourists will eventually stop growing and may decrease because the locals become intimidated by tourists (Mazni Aznan & Siti Suriawati, 2015). Several studies utilized the Doxey

Irredex model to measure residents' attitudes (Vargas-Sánchez et al., 2014) and host perceptions (Sharpley, 2014). Besides, other work that investigates the relationship between community residents and tourist destination was reported by Moghavvemi et al. (2017). Ward and Berno (2011), utilized social exchange theory to understand the interaction between host and guest relationships. Other researchers applied the integrative theory of cross-cultural adaptation (Lee & Woosnam, 2010), social representations theory (Moscardo, 2011), and the contact-hypothesis theory (Tomljenovic, 2010). Woosnam and Norman (2010) have conducted several studies on the resident-tourist relationship by employing Durkheim's theory. They suggest that possessing similar beliefs, engaging in similar behaviors, and interacting are all necessary to experience emotional solidarity with others.

By applying Durkheim's theory in the context of tourism, it is presumed that when residents share beliefs and behaviors and interact with tourists that they relate their emotional closeness, sympathetic understanding, and openness to experience that finally form the emotional (Woosnam and Norman, 2010). Even though the emotional solidarity has been considered a vanguard to residents' attitudes of both positive and negative forms of tourism impacts (Woosnam, 2012), the construct has not been considered residents' level of support for tourism development.

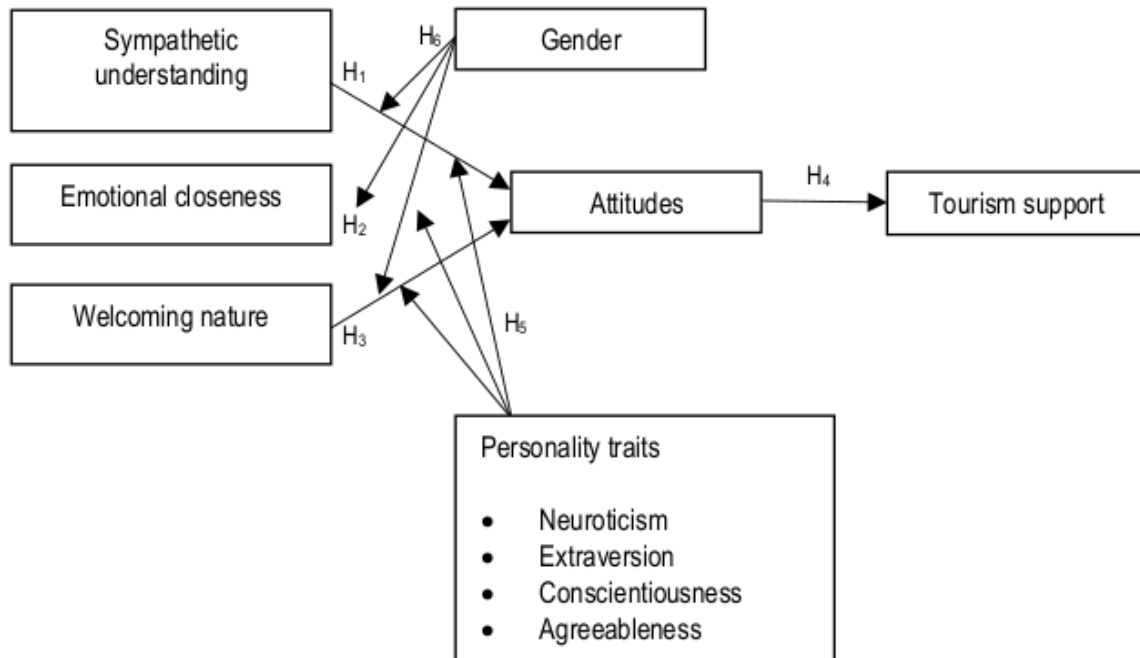


Figure 1: Study framework  
Modified from Moghavvemi et al. (2017)

Such complexities of emotional solidarity and personality traits variables are intertwined with each other which might lead to different kinds of attitudes of people that affect the level of support towards tourism. Kwon and Vogt (2010) revealed that there is a positive relationship between residents' attitudes and tourism product development. However, even though many researchers investigated residents' support for tourism development, much ambiguity surrounds such a relationship (Prayag et al., 2013). According to Moghavvemi et al., (2017), the detail of what kind of attitude that support tourism development is still not clear. Even there are also different opinions between genders. According to Nunkoo et al., (2010), previous studies found that gender can affect host community attitudes toward tourism development. Nunkoo and Gursoy (2012) assert that males and females have a different perception of overall tourism impacts, tourism quality effect, and support for tourism development. Nunkoo et al. (2010) stated that female was more worried about the negative effect brought by the tourism development because the female is more liable to care about families and society in general, as tourism

has the potential to destroy each of these. However, male exhibits a positive attitude concerning tourism activity as they experienced many economic advantages from it. Nunkoo and Gursoy (2012) found something similar whereby they also concluded that females perceive more negative impacts than men. Thus, the following hypotheses are proposed:

H1. There is a significant effect between Sasak level of sympathetic understanding and their attitudes toward tourism support.

H2. There is a significant effect between Sasak community level of emotional closeness with tourists and their attitudes toward tourism support.

H3. There is a significant effect between Sasak level of welcoming nature with tourists and their attitudes toward tourism support.

H4. There is a significant effect between Sasak residents' attitudes toward tourism development and their support for tourism.

H5. There is a significant relationship between Sasak tribe personality with the effect sympathetic understanding, emotional closeness and welcoming nature each have on the relationship between attitudes about tourism and support for tourism development.

H6a. There is a significantly different between the effect of sympathetic understanding on attitudes toward tourism support among males and females.

H6b. There is a significantly different between the effect of emotional closeness on attitudes toward tourism development among males and females.

H6c. There is a significantly different between the effect of welcoming nature on attitudes toward tourism development among males and females.

#### 4.0 SURVEY INSTRUMENT & METHODOLOGY

A questionnaire for this study will be developed based upon previous instruments developed by Moghavvemi et al. (2017). The questionnaire consists of three sections, i.e. section A, B and C. Section A covers ten demographic questions in which the respondents will be asked about gender, age, length of residency in Sade village, involvement in tourism, education level, annual household income, marital status, occupation



and tribe. Total household income and educational level will be operationalized as categorical variables. Income categories ranged from "no response given" to "IDR14,000,000.00 or more." The educational level also will be operationalized as a categorical variable. The educational level categories range from "no formal qualification" to "university (graduate school/professional degree)". Section B comprises six set questions on attitudes toward tourism development such as welcoming nature, emotional closeness, sympathetic understanding, community commitment, attitude towards tourism and support. Respondents will be requested to give a score to each of the six attributes using a 5-point Likert scale which range from strongly disagree (1) to strongly agree (5). All attributes will be used to identify their attitude towards tourism development as well as to the tourists. <sup>1</sup> Section C involves five set of questions on personality traits such as extraversion, agreeableness, conscientiousness, neuroticism and openness to experience. The respondents will be requested to give a score to each of the five attributes using a 5-point Likert scale which ranged from strongly disagree (1) to strongly agree (5). The purpose of these questions is to identify whether the tourists and tourism development affect their personality traits or not. A Cronbach's Alpha value will be recorded in assessing the reliability of the instrument of the study.

Sasak tribe is easily identified around Sade village. There are around 700 inhabitants in the cultural village and 150 households. The respondents will be told to score their answers by a recall and/or flashback technique on what they had experienced from tourism involvement. Respondents younger than 18 will be excluded. It is expected respondents might find some difficulties filling up the questionnaire as they cannot read or understand English. For that reason, the researchers will need to ask question by reading for them one by one and help them to complete the questionnaire. The distribution of questionnaire forms will be carried out during the daytime between 8am to 6pm. A simple random technique will be used in distributing the questionnaire to the Sasak tribe. The respondents will be selected from those who encountered with tourists. Respondents will be approached at the Sade cultural village and informed about the purpose of the survey before they are given the questionnaire. Data will be analysed based on descriptive, Pearson correlation and multiple linear regression to investigate the relationship between variables.

## 5.0 CONCLUSION

Sasak tribe who will be likely to demonstrate a high welcoming nature attitude would feel that the tourists would benefit them so much. The aborigine community probably gain a better economic income because they participate in tourism activities. It is learnt that their high welcoming nature and hospitality towards are their strength to entice visitors. During the researchers visit to the cultural village, majority of them enjoyed interacting with tourists that they have demonstrated a high emotional closeness attitude. They are likely to maintain good attitude, as well as affection to others and killed the stereotype among people who afraid to engage with aborigines. They are motivated about the potential fortune and wealth that the tourism industry going to contribute in their local community. Perhaps, tourism has strengthened their bonding with each other. The busy activities at the cultural village appeared that the tribe support tourism development as they are happy and proud to see how the tourists had so much interest with their community and culture. For theoretical contribution on the Big five personality traits dimension, Sasak ethnic are inclined to display positive outcomes for extraversion, agreeableness, conscientiousness, neuroticism and openness results. Sasak aborigines are very committed and hardworking in their job. There are motivated of the positive economic income received since high wages increase their energy and enthusiasm. However, their agreeableness to help people around them are yet to be investigated. Furthermore, it is doubtful that the indigenous community likely to keep on doing their job until the task is finished. In assessing their level of neuroticism (emotionally unstable), the tribe needs to undergo further examination to understand whether they could handle their negative emotions to find some inner peace.

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