RESIDENTS' PERCEPTION ON FACTORS IMPEDING SUSTAINABLE TOURISM IN SIDS.

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ABSTRACT

This paper attempts at analyzing the perception of residents with regards to sustainable tourism in a Small Island Developing State (SIDS), Mauritius. It is becoming very important for small island developing economies to take care of sustainable tourism as their economy depends heavily on its contribution. The tourism sector is considered to be one of the pillars to be contributing significantly to the Gross Domestic Product (GDP) Mauritius. Therefore, analyzing the sustainability of the sector remains a fundamental part of this study. This paper elaborates on the relationships of overdependence on the economic benefit of the tourism and hospitality sector towards sustainable tourism. The paper also discusses the overuse of natural resources, socio-cultural hindrances, community participation and development, visitors' satisfaction, long terms planning that occur with the expansion of the sector and how it is affecting sustainable tourism. Lack of expertise in SIDS have also been negatively related to sustainable tourism (Tosun, 2000) and this study as well explored the relationship between these 2 variables. It has to be taken into consideration that SIDS do lack resources and their economic dependence on this sector should not hinder the socio-cultural and environmental aspect. An Exploratory Factor Analysis (EFA) was conducted with the collected data so as to further assess the present factors affecting Mauritius from achieving sustainable tourism from residents' perspective. Factors like socio-cultural impact and level of expertise have been earmarked to have sub-dimensions when conducting the EFA which helped to further understand the impact of socio-cultural and level of expertise on sustainable tourism. A descriptive statistics was also conducted to better analyze and assess residents' perception on factors affecting sustainable tourism in a SIDS. The study has as theoretical support the stakeholder theory so as to further understand and explicate the relationships among the variables. The stakeholder theory will also help to assess both the direct and indirect stakeholders which will be affected

both positively and negatively by the outcomes. Few limitations have also been discussed and it has to be acknowledged that this study is only at its exploratory phase.

Keywords: Sustainable Tourism, Sids, Stakeholder Theory, Stakeholders' Perception

INTRODUCTION

The tourism and hospitality sector is considered to be among the largest industries which contribute towards boosting the economy and improving social lives of citizens since the past several decades. Mauritius now attracts around 1,000,000 tourists from several parts of the globe making the hospitality sector among the top economic pillar (CSO, 2017). Around 109 hotels are operating in Mauritius, powered by superior infrastructure, sea and air connectivity has magnificently placed the island as a celebrated up-market destination on the international platform and the hospitality sector has now around 23,523 employees (CSO, 2017). Tourism can be described as a multifaceted activity which includes travel, consumption, accommodation, sightseeing, entertainment and general services (Inskeep, 1991; Pearce 1989). Therefore, it can be postulated that mostly all types of resources are being utilized in the host countries.

It has to be acknowledged that the Mauritian economy depends heavily on the proper functioning of this particular sector. However, on a closer look, it can be put forward that the tourism and hospitality sector promotes unequal distribution of the profits and power (Bianchi, 2011), the overuse of the natural resources (air, water and land), erosion of social-cultural values (Lansing and De Vries, 2007) and also the capitalist nature of doing business (Bramwell, 2011). Therefore, it has become very important for the concept of sustainable tourism to be well understood and applied in the local context as Mauritius depends heavily on its natural resources, socio-cultural heritage and also the profitability of the sector (Lansing and De Vries, 2007). Most of the studies carried out on analyzing issues of sustainable tourism were conducted in developed economies (Bianchi, 2004; Choi and Sirakaya, 2005). Very little attention was drawn towards understanding factors impeding sustainable tourism in SIDS (Andriotis and Vaughan, 2003; Scheyvens & Momsen, 2008), like Mauritius from stakeholders' perspective. Therefore, this study has made use of the stakeholder theory which will help to better comprehend the subject matter remains significant to this research. Understanding the impact that the tourism and hospitality sector has on stakeholders is of fundamental importance. Stakeholders play a significant role in the success of any business. Thus, this study believes that SIDS are those economies that require much attention from both scholars and practitioners side and these economies are fragile in terms of resources and expertise and the over-powering nature of the capitalists can somehow lead to those SIDS to compromise by over-using their natural resources, causing harm to the environment and also erosion of socio-cultural matters.

The main aim of this study is to assess the Mauritian residents' perceptions with regards to factors affecting sustainable tourism.

This paper has as research questions the following:

Research Questions:

Q1. What are the factors affecting sustainable tourism in SIDS?
Q2. To what extent do the identified variables affect sustainable tourism?

LITERATURE REVIEW

Sustainable Tourism

Sustainable tourism can be said to be the latest buzzword in the tourism and hospitality field and generating a lot of research interest since the late 1980's (Liu, 2003). Researchers, scholars and practitioners are contributing heavily in order to achieve sustainable tourism. Nash and Butler (1990), Wheeller (1991), Mowforth and Munt (1998) and Pforr (2001) are of opinion that due to the complexity of the various definitions of sustainable tourism and its several aspects to tourism development gave rise to controversies in terms of interpretation and use of these key definitions.

Crick (1989), Hall (1991) and Urry (1990) believed that sustainability was mostly concerned with environmental issues; however now it has embraced the economic and socio-cultural issues as well. Liu (2003) and Cernat and Gourdon (2012) also postulated that for sustainable tourism to be fruitful, it has to encompass the triple bottom line, that is contributing equally to the economy of the host country, society and to the environment. Nevertheless, several authors have earmarked multiple issues that SIDS are facing in achieving sustainable tourism (Twining-Ward and Butler, 2002; Britton, 1982, 1987; Wilkinson, 1987; Poon, 1993; UNEP, 1999; Seetanah, 2011).

Factors like overdependence on economic benefit, capitalism, overuse of natural resources, socio-cultural concerns, and increase in crime rates and lack of expertise have been highlighted as causing harm to sustainable development by the past studies. More so, the stakeholder theory has been recognized and embraced by various researchers when the concept of sustainable tourism is being discussed so as to better comprehend the subject matter (Ayuso, 2006; Timur and Getz, 2008; Currie, Seaton and Wesley, 2009; Domínguez-Gómez and González-Gómez, 2017).

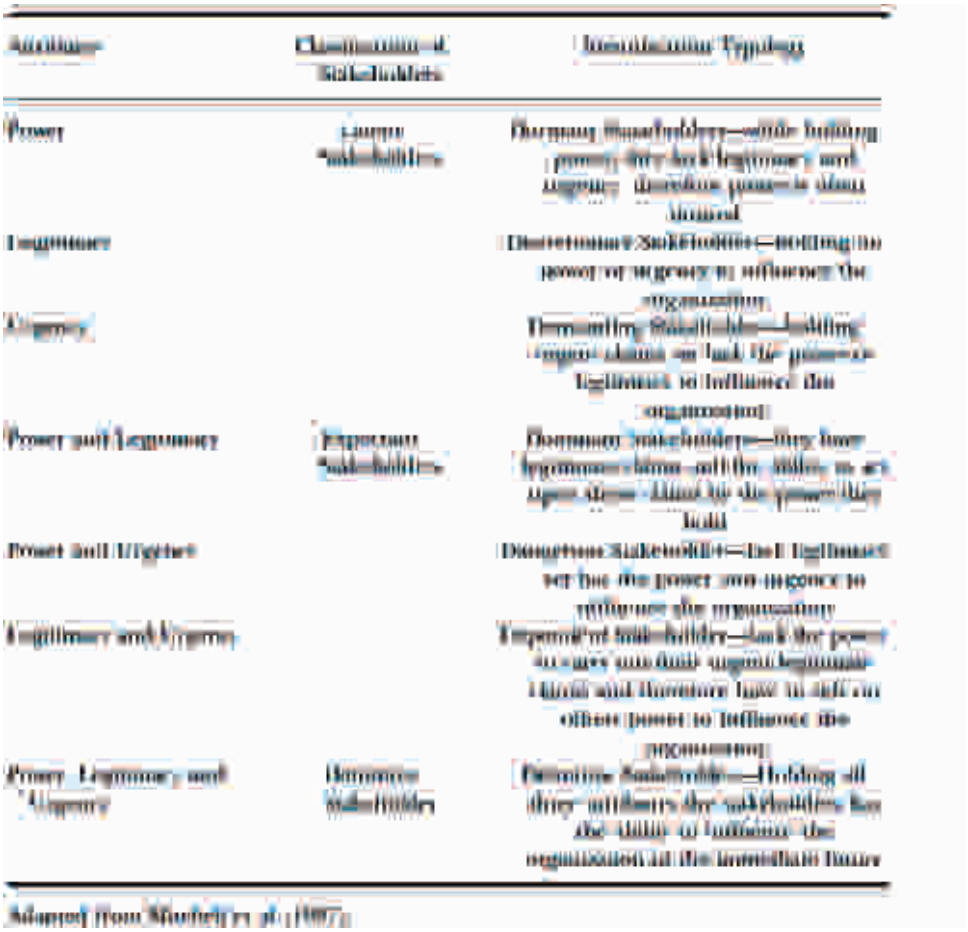
Stakeholder theory

Freeman (1983, p 46) defined a stakeholder as *"any group or individual who can affect*

or is affected by" the development of the tourism sector in a particular area. Mitchell *et al*. (1997) believed that the management has the right to prioritize stakeholders' position vis a vis their organizations, nevertheless the societal and environmental groups must be treated similarly.

Clarkson (1995) believed there are two categories of stakeholders, namely primary and secondary stakeholders. Clarkson (1995) specified that primary stakeholders are of significant importance for the businesses for its long term functioning whereas secondary stakeholders are not significant to the business yet they have an impact or are being influenced by the businesses. Nevertheless, Sautter and Leisen (1999) believed that there should not be any disparity among stakeholders from the organizations' part. Waligo, Clarke and Hawkins (2013) believed strongly in stakeholder involvement for sustainable tourism to be successful.

Table 1: Stakeholder Typology



Mitchell *et al*. (1997) categorized stakeholder under power, legitimacy and urgency. The classification of the stakeholders has also been underlined in Table 1 which will help in better analyzing and assessing several stakeholders' perception on the subject matter. The factors affecting SIDS to achieve sustainable tourism will be discussed below.

Over Dependence On Economic Benefit And Sustainable Tourism

It has to be acknowledged that the tourism and hospitality sector has contributed and is contributing significantly to the increase of GDP in Mauritius (Lansing and De Vries, 2007). This sector is creating employment for the locals, providing revenues in terms of taxes to the government, encouraging small shops, restaurants and other relating activities to the sector (Choi and Sirakaya, 2005; Seetanah, 2011). Nevertheless, the tourism and hospitality sector also contributed in having negative influences, for instance a high dependency on foreign capital and inflation (Giannoni and Maupertus, 2007). Hotels being a significant part of the tourism sector has been criticized for its 'leakages'. Durbarry (2001) argued that leakage in Mauritius is relatively smaller as the operations and partnership of hotels are with the local people of Mauritius. However, Prayag et al. (2010) and Lansing and De Vries (2007) believed that most of the profits from the hospitality sector are being sent back to the foreign investors instead of contributing to the society and environment of small island developing economics.

Despite the substantial economic contribution of the sector, questions have been raised with regards to unequal distribution of wealth (Scheyvens, 2002, 2007; Bianchi, 2011), heavy dependency on the sector (Brohman, 1996), exploitation of the work force in terms of the working conditions, ecological degradation (Mbaiwa & Darkoh, 2009) and socio-cultural issues (Barke & Towner, 2004). Nevertheless, the government is expected to intervene in cases of any environmental and socio-cultural matters that can damage the welfare of the country (Gibbs, 1996; Gibbs & Jonas, 2000; Harvey, 1996). From a theoretical point of view, if actors in the tourism and hospitality industry would have analyzed the impact of their actions vis a vis several stakeholders, various economic dilemmas would not have occurred.

Overuse of Natural Resources and Sustainable Tourism

Small Island developing economies like Mauritius is scarce in terms of resources (Lansing and De Vries, 2007; Prayag et al., 2010). According to Wilkinson (1989), some environmental damage caused due to the nature of the tourism and hospitality sector. However, the over use of land can lead to land degradation and beach erosion (Neto, 2003). The factors like destruction of coral reefs, beach erosion

and sand erosion and pollution of coastal waters have also been highlighted. Researchers like Alexander and Kennedy (2002) amongst others are of opinion that due to the expanding nature of the tourism and hospitality sector, countries are experiencing a considerable growth in hotel construction; thus giving rise to an increase in consumption (Erdogan and Baris, 2007; Tortella and Tirado, 2011). In terms of electric energy consumption, Hsiao *et al*. (2002) cited in Hsiao *et al*. (2014) believed that the energy consumption for hotels results to be greater than 70%. Mauritius is targeting to increase the arrival of tourist' considerably. From January to October 2017, 1,064,749 tourists have already visited Mauritius (CSO, 2017). This figure is very encouraging as it is related to the boost the Mauritian economy. Nevertheless, this rise also symbolizes the overuse of our scarce resources, especially fresh water (Briassoulis, 2002). In Mauritius, the locals are always facing water supply issues; however water constraints in the hotels are never heard or experienced. Briguglio and Briguglio (1996) and Wilkinson (1989) also elaborated on the rise in production of waste, the need for more speedboats on the lagoons, overuse of water for amenities of the hotels and also the need for more air-conditioning facilities. Golf courses is another marketing tool that hoteliers are using to attract more and more tourists to Mauritius. According to Marwick (2000), SIDS are increasingly feeling the pressure to diversify in golf courses due to be competitive in the market. Mauritius has now around 19 golf courses which symbolizes the extensive use of lands.

Various stakeholders have emerged when environmental issues are being discussed. The government ministries like the Ministry of Energy and Public utilities, Ministry of Tourism, Ministry of Environment, sustainable development, Ministry of Ocean economy, marine resources, Fisheries and shipping and several institutions under the respective ministries are potential stakeholders who have legitimate claim towards inappropriate activities of various actors in the tourism and hospitality industry. Businesses in the tourism and hospitality industry are also now exposed to several environmental groups.

Socio-Cultural Discrepancies and Sustainable Tourism

The literature is rich with studies conducted on the impact of the tourism and hospitality sector of the socio-cultural aspects on the host country. Positive socio-cultural impacts have been Andereck et al. (2005) also believe that the tourists are able to get acquainted to the cultures of the host country. On the other side of the coin, researchers also brought forward various negative socio-cultural impacts of tourism on the host country. Andereck et al. (2005, 2007) underlined factors like crime rates, alcohol related behavioural issues of tourists, illegal use of drugs

amongst others to be contributing negative socio-cultural issues. Diedrich and Garcia-Buades (2008) also supported that these factors caused harm to the society and the cultural aspect of the country and Park and Stokowski (2009) also supported this view. Gambling, alcohol consumption and prostitution are also considered to be part of entertainment activities for tourists (Sharma et al., 2008; Park and Stokowski, 2009; Lee and Back, 2006) which result in social issues to the locals.

Studies like Jud (1975) and Fujii and Mak (1980) have reported a positive relationship between crime rates and tourism. Despite of our sun, sea and sand, Mauritius has witnessed several crimes related to tourists. Tourists being vulnerable targets in the host countries are always exposed to ill matters.

Due to the exchange relationships, a lot of sociocultural changes occur when the local citizens interact with the tourists (Sharpley 1994). According to Prayag et al. (2010), islands are very rich in terms of socio-cultures and historical backgrounds. However, on a closer look we will observe that there is a gradual change in the lifestyles, consumption pattern of Mauritians. There is the strong presence of multinational companies setting up ("*McDonalisational, Coca –Colaisation and Hollywoodisation*" (Liu 2003, p458)) and also giving rise to a more westernized culture. It has to be acknowledged that the westinatisation of the Mauritian culture is a sign of globalization and prosperity; however, on a closer look there is a loss of its cultural identity (Dyer *et al*., 2007).

From a theoretical point of view, it can be put forward that socio-cultural issues are very sensitive issues to be treated in a country. Identifying stakeholders who will be affecting by these concerns and managing those stakeholders become very important to be able to sustain in the business. An increase in crime rates in fact affect the definitive stakeholders.

Lack of Expertise and Sustainable Tourism

When issues of SIDS are elaborated, several authors mentioned the lack of expertise to address sustainable tourism from a SIDS perspective (Turnball, 2003; Ramjeawon and Beedassy, 2004).

In the same line, Kokkranikal, McLellan and Baum (2003) argued that lack of experience in tourism development and expertise from SIDS have a negative impact on sustainable tourism. Due to this fact, Lockhart (1997) stipulated that SIDS are now trying to shift from the traditional 'sun, sea and sand' aspects to a more niche market approach targeting special activities for visitors and business travel as

well. However, for the case of Mauritius, the majority of tourists visit the island because of the sun, sea and sand. It has to be recognized that Mauritius has its limitations in terms of geographic location and environmental matters and due to lack of expertise it is becoming difficult for Mauritius to market itself as a business centre or other activities. According to Timothy (1999), the different direct and indirect stakeholders have very little grasp of the dynamics of the industry. Timothy (1999) also highlighted a lack of understanding and expertise on the government's as well somehow contributes to the mal functioning of the sector. Jenkins (1980) also argued that developing countries are often faced with a lack of training for planning purposes in the tourism field. Tosun (2000) as well argued the lack of proper expertise and workforce to be hindering sustainable tourism. Lack of expertise in the field also symbolizes a lack of the local community integration towards the sector (Timothy, 1999).

METHODOLOGY

Measures

The SUS-TAS scale devised by Choi and Sirakaya (2005) was used to assess the economic and environmental factors. The SUS-TAS scale has been utilized in various studies like (eg. Prayag et al., 2010; Yu, Chancellor and Cole, 2011; Rathnayake and Darshi, 2012; Ribeiro, Pinto and Silva, 2014).

The SUS-TAS scale of 44 items measuring various factors like economic, social, environmental, planning, community based tourism, visitors' satisfaction, community engagement. For the purpose of this research, 7 items evaluating economic benefits, 9 items assessing environmental sustainability, 7 items evaluating long term planning, 5 items assessing community centered economy, 4 items evaluating visitors' satisfaction and 4 items assessing community participation were retained. The socio-cultural factor was assessed by the 15 items proposed by Dyer et al. (2007). For the last factor, that is, lack of expertise, a focus group was conducted with several stakeholders like government officials, hotels representatives, officials from the private sector and few coastal residents.

A scale was developed after the focus group bearing in mind the statements obtained from the focus group. Statements that were repeated among the stakeholders were taken. 5 items were retained for evaluating the level of expertise. The Likert scale was used, that is, '1' indicating Strongly Disagree, '2'indicating Disagree, '3' indicating Neutral, '4' indicating Agree and '5' indicating 'Strongly Agree'. The target population of this study was the residents of Mauritius. The designed questionnaire was sent for a pilot test (N=40) so as to ensure reliability and

validity of the same. The study followed the general rule of thumb for the reliability test proposed by Lord and Novick (1968) where the score should be greater than 0.6.

All scales were found to be reliable. Few amendments were brought to the questionnaire. Studies have claimed that the tourism and hospitality sector are making great usage of the online survey (Lu and Stepchenkova, 2015) as it is perceived to be a convenient and less costly medium to reach the target audience (Kaye and Johnson, 1999). Using a convenience sampling, the researcher made use of social Medias and emails to send the survey to a maximum of respondents. An encouraging response rate (*N=178*) was received which helped in the ease of the SPSS coding.

An Exploratory Factor Analysis (EFA) was carried out, a deletion of several items which had a low item-to-item correlation, that is, lower than 0.30 (Churchill, 1979) was conducted. The EFA was conducted so as to ensure uni-dimensionality of the proposed constructs. Factor analysis in simple terms help to determine linear relationships among variables and better help in analyzing inter-dependent relationships. EFA with a principal component method and varimax rotation was carried out for each variable.

The Kaiser-Meyer-Olkin (KMO) and the Bartlett's test of sphericity helped to further assess the factor analysis. For the purpose of this study, a computed KMO value > 0.50 is suggestive of factorability as indicated by Kaiser (1981). The Bartlett's test of sphericity must be taken into consideration for the appropriateness of the factor analysis and Nejati and Nejati (2013) recommended a value of $P<0.05$. Hair et al. (1998) recommended the average variance value for the factor loadings to be >0.05. We also made use of the varimax rotation and only factors with eigenvalues > 1.0 were retained (Fabrigar *et al*., 1999).

A descriptive statistics was as well conducted where the mean score for each indicators was presented, followed by the composite score, skewness and kurtosis scores in order to ensure the normal distribution of the data. It is important to highlight that this study is only an exploratory study and the descriptive statistics gave the researcher an indication of the responses of the residents.

ANALYSIS AND DISCUSSION

The below model is proposed and analyzed through EFA and descriptive statistics.

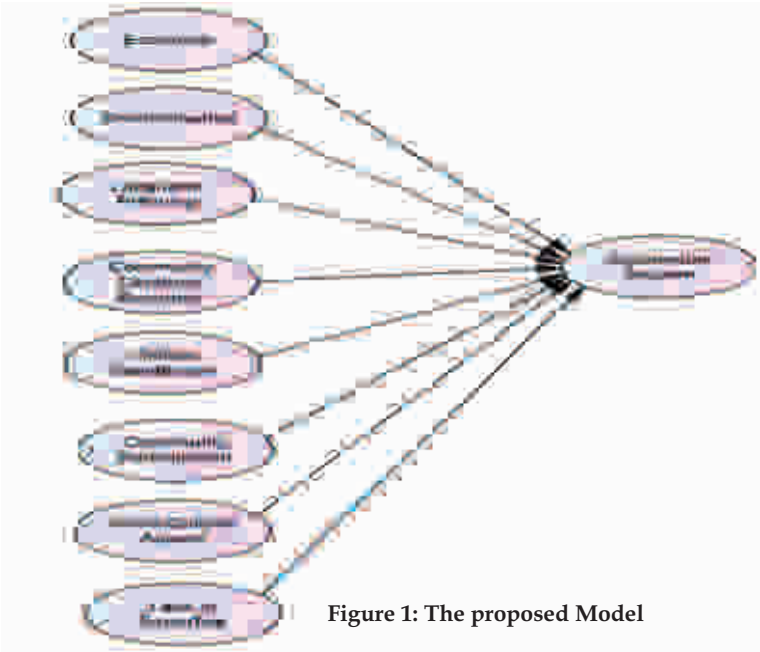


Figure 1: The proposed Model

EFA and reliability analysis for Economic Impact

The below Table 2 represents the EFA results for economic impact of sustainable tourism. Seven items were used to measure the economic impact of sustainable tourism. All items had an item-to-item correlation value of above .30, therefore no items were deleted from the scale. The KMO obtained was 0.910 and the Bartlett's test of sphericity (p = .00) indicated the researcher can proceed with a factor analysis. 61.097% was recorded in terms of variance explained for this factor. A Cronbach's alpha score of 0.850 which fulfills the prescribed guideline by Lord and Novick (1968). Thus, the proposed scale was reliable.

All of the items converged towards measuring the economic impact of sustainable tourism. The items help to assess the extent to which the economic factor is considered to be of significant importance to sustainable tourism and the residents as well acknowledged its due contribution. Therefore, it can be argued that the economic dimension of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Rathnayake and Darshi, 2012; Ribeiro, Pinto and Silva, 2014).

Table 2: Factor Analysis Result from the Pretest of the Seven Items Measuring Economic Contributor (N=178)

Scale items/Factors	**Factor 1**
I believe tourism is good for communities' economies	0.840
Tourism benefits other industries in communities	0.821
Tourism creates new markets for our local products	0.801
I like tourism because it brings new income to communities	0.791
Tourism diversifies the local economy	0.781
I believe tourism is a strong economic contributor to community	0.757
Tourism generates substantial tax revenues for the local government	0.669
Reliability coefficient (Cronbach's alpha)	0.850
Eigenvalue	4.277
Variance explained	61.097
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.910
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. **Only those items that loaded only on one factor with eigenvalues greater than 1 are shown**	

EFA and reliability analysis for Environmental Impact

EFA revealed a unidimensional structure. The proposed nine items to measure the environmental impact on sustainable tourism with factor loadings from 0.743 to 0.888. All items had an item-to-item correlation value of above .30, therefore no items were deleted from the scale. The KMO obtained was 0.929 and the Bartlett's test of sphericity ($p = .00$) indicated the researcher can proceed with a factor analysis. 67.238% was recorded in terms of variance explained for this factor.

A Cronbach's alpha score of 0.941; that is greater than 0.6 and the proposed scale was reliable. Again, all the items converged towards measuring the environmental impact of tourism. Tourism is reported to cause harm to the environment by making overuse of the natural resources.

Therefore, sustainable tourism should take care of that. As a result, it can be argued that the environmental dimension of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Ribeiro, Pinto and Silva, 2014).

Table 3: Factor Analysis Result from the Pretest of the Nine Items Measuring Environmental Impact (N=178)

Scale items/Factors	**Factor 1**
I think tourism developers should strengthen efforts for environmental conservation	0.888
Tourism must be developed in harmony with the natural and cultural environment	0.884
Regulatory environmental standards are needed to reduce the negative impacts of tourism development	0.830
Community environment must be protected now and for the future	0.829
The diversity of nature must be valued and protected	0.821
Proper tourism development requires that wildlife and natural habitats be protected at all times	0.814
Tourism must protect the community environment	0.782
I believe tourism must improve the environment for future generations	0.779
Tourism development must promote positive environmental ethics among all parties with a stake in tourism	0.743
Reliability coefficient (Cronbach's alpha)	0.941
Eigenvalue	6.051
Variance explained	67.238
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.929
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown	

EFA and reliability analysis for Socio Cultural Impact

Fifthteen items were used to test the socio cultural impact on sustainable tourism. EFA earmarked the existence of three factors with eigen values more than 1, a variance explained of 56.926%. The first factor was termed "Positive Socio-Cultural Impact", the second factor was "Moderate Negative Socio-Cultural Impact" and the third factor was "Serious Negative Social Impact". The measurement scales were reliable with Cronbach's alpha values of 0.884, 0.839 and 0.720 respectively. The first factor was named as "Positive socio-cultural impact" because we have to acknowledge that tourism does bring positive impacts on the local lives of people and all the items loaded under the first factor demonstrated that tourism helps to develop public facilities, boost the local economy, revive the local culture, help to preserve the cultural heritage, improve on security measures as well as job creation. Therefore, the first factor has been named as such because of positive items that loaded under its dimension. The second factor named as "Moderate negative socio-cultural impact" as the items loaded under this dimension measured the negative impacts of tourism as tourism tends to increase the local prices of goods and services, prevent access to locals to the beaches and also westernizing the local culture. These items provide ground for the second factor to be named as such because the last dimension of the socio-cultural impact provides more serious negative impact of tourism on the socio-cultural factor. The third dimension has been named as "Serious Negative Social Impact" as the items measured sensitive aspects, like tourism tends to increase crime rates, prostitutions and sex permissiveness in the local areas.

Table 4: Factor Analysis Result from the Pretest of the Fifthteen Items Measuring Socio Cultural Impact (N=178)

Scale items/Factors	Positive Socio-Cultural Impact	Moderate Negative Socio-Cultural Impact	Serious Negative Social Impact
Tourism promotes development and better maintenance of public facilities	0.856		
Tourism is good because the money spent by tourists stimulates the local economy and is good for the local businesses	0.790		
Tourism has rejuvenated the local culture	0.786		
Tourism activities have improved personal income of the local people	0.767		
Tourism is conserving your cultural heritage which could have died	0.767		
Tourism has improved security in the area	0.735		
Tourism provides jobs for local residents	0.637		
Tourism developments have forced local people to be relocated from their traditional settlements		0.841	
Tourism leads to increases in the local prices of some goods and services including land		0.807	
Tourism denies local people access to beaches		0.780	
Tourism has led to loss of objectivity of local traditions		0.623	
Tourism has changed the way of life of people by following the western culture in their dress, behavior, food		0.587	
Tourism has stimulated migration of people to the area in search for jobs and related tourism opportunities		0.572	
Tourism has increased crime in the area			0.648
Tourism has increased prostitution and sex permissiveness in the area			0.699
Reliability coefficient (Cronbach's alpha)	0.884	0.839	0.720
Eigenvalue	4.926	3.445	7.462
Variance explained	32.837	22.970	1.119
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.818		
The Bartlett's test of sphericity (significance level)	.00		
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown			

EFA and reliability analysis for Long Term Planning

EFA revealed a unidimensional structure. The proposed seven items to measure the impact of long term planning on sustainable tourism and factor loadings from 0.712 to 0.829. All items had an item-to-item correlation value of above .30, therefore no items were deleted from the scale. The KMO obtained was 0.929 and the Bartlett's test of sphericity (p = .00). 68.652% was recorded in terms of variance explained for this factor. A Cronbach's alpha score of 0.887; that is greater than 0.6 and the proposed scale was reliable. Therefore, it can be argued that the long term planning dimension of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Rathnayake and Darshi, 2012).

Table 5: Factor Analysis Result from the Pretest of the Seven Items Measuring Long Term Planning (N=178)

Scale items/Factors	**Factor 1**
I believe tourism development needs well-coordinated planning	0.829
When planning for tourism, we cannot be shortsighted	0.759
I believe that successful management of tourism requires advanced planning	0.899
I believe we need to take a long-term view when planning for tourism development	0.909
Tourism development plans should be continuously improved	0.846
Tourism industry must plan for the future	0.828
I think residents must be encouraged to assume leadership roles in tourism planning committees	0.712
Reliability coefficient (Cronbach's alpha)	0.887
Eigenvalue	4.806
Variance explained	68.652
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.929
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown	

EFA and reliability analysis for Community Centered Economy

The EFA again revealed a unidimensional structure. The proposed five items to measure the impact of community centered economy on sustainable tourism and factor loadings from 0.750 to 0.866. All items had an item-to-item correlation value of above .30, therefore no items were deleted from the scale. The KMO obtained was 0.858 and the Bartlett's test of sphericity (p = .00) directed the researcher can proceed with a factor analysis. 65.682% was recorded in terms of variance explained for this factor.

A Cronbach's alpha score of 0.875; that is greater than 0.6 and the proposed scale was reliable. Therefore, it can be argued that the community centered economy of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Ribeiro, Pinto and Silva, 2014).

Table 6: Factor Analysis Result from the Pretest of the Five Items Measuring Community Centered Economy (N=178)

Scale items/Factors	**Factor 1**
I think tourism businesses should hire at least one-half of their employees from within community	0.750
Communities' residents should receive a fair share of benefits from tourism	0.778
The tourism industry should obtain at least one-half of their goods and services from within the community	0.866
Tourism industry must contribute to community improvement funds	0.833
Communities' residents should be given more opportunities to invest in tourism development	0.820
Reliability coefficient (Cronbach's alpha)	0.875
Eigenvalue	3.284
Variance explained	65.682
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.858
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown	

EFA and reliability analysis for Visitor's Satisfaction

The EFA again revealed a unidimensional structure. The proposed four items to measure the visitor's satisfaction on sustainable tourism and factor loadings from 0.767 to 0.854. All items had an item-to-item correlation value of above .30, therefore no items were deleted from the scale. The KMO obtained was 0.842 and the Bartlett's test of sphericity (p = .00) directed the researcher can proceed with a factor analysis. 69.560% was recorded in terms of variance explained for this factor. A Cronbach's alpha score of 0.842; that is greater than 0.6 and the proposed scale was reliable. Again, it can be argued that the visitor's satisfaction dimension of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Ribeiro, Pinto and Silva, 2014).

Table 7: Factor Analysis Result from the Pretest of the Four Items Measuring Visitor's Satisfaction (N=178)

Scale items/Factors	**Factor 1**
Tourism businesses must monitor visitor satisfaction	0.854
Tourism industry must ensure good quality tourism experiences for visitors	0.887
It is the responsibility of tourism businesses to meet visitor needs	0.824
Community attractiveness is a core element of ecological 'appeal' for visitors	0.767
Reliability coefficient (Cronbach's alpha)	0.842
Eigenvalue	2.782
Variance explained	69.560
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.761
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown	

EFA and reliability analysis for Community Participation

Four items were initially proposed to measure community participation. One item has been deleted from the measurement scale because it had values below .30 item-to-item correlation. The proposed three items were used to measure community participation and factor loadings from 0.861 to 0.323. All items having an item-to-item correlation value of above .30 were retained. The KMO obtained was 0.516 and the Bartlett's test of sphericity (p = .00) indicated the researcher can proceed with a factor analysis. 53.580% was recorded in terms of variance explained for this factor. A Cronbach's alpha score of 0.871; that is greater than 0.6 and the proposed scale was reliable. Again, it can be argued that the community participation dimension of the proposed scale of Choi and Sirakaya (2005), that is, the SUS-TAS scale, is reliable and uni-dimensional which has been supported by other studies (Rathnayake and Darshi, 2012; Ribeiro, Pinto and Silva, 2014).

Table 8: Factor Analysis Result from the Pretest of the Three Items Measuring Community Participation (N=178)

Scale items/Factors	**Factor 1**
Tourism decisions must be made by all in communities regardless of a person's background	0.861
Full participation in tourism decision making, by everyone in the community is a mist for successful tourism development	0.873
Sometimes, it is acceptable to exclude a community's residents from tourism development decisions	0.323
Reliability coefficient (Cronbach's alpha)	0.871
Eigenvalue	1.607
Variance explained	53.580
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.516
The Bartlett's test of sphericity (significance level)	.00
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown	

EFA and reliability analysis for Community Participation

Five items were used to test the level of expertise of small island developing economy with regards to sustainable tourism. EFA earmarked the existence of two factors with eigen values more than 1, a variance explained of 72.551%. The first factor was termed "Belief in local Planners" and contained three items having factor loadings ranging from 0.805 to 0.901. The dimension has been named as such because all the items assesses the trust on the expertise that residents have on the local planners. The second factor was "Government Intervention Needed" relating to the intervention of government to further promote expertise in sustainable tourism and had two items retained with factor loadings ranging from 0.853 to 0.832. The measurement scales were reliable with Cronbach's alpha values of 0.811 and 0.603 respectively.

Table 9: Factor Analysis Result from the Pretest of the Five Items Measuring Level of Expertise (N=178)

Scale items/Factors	Belief in Local Planners	Government Intervention Needed
I believe local planners try to work in favor of sustainable tourism	0.901	
I believe local planners have adequate expertise to promote sustainable tourism	0.841	
I believe the hotels hire responsible and knowledgeable people in order to promote sustainable tourism	0.805	
The government is not doing ample effort to encourage and create knowledge and expertise on sustainable tourism		0.853
Small Island developing economies lack expertise in sustainable tourism		0.832
Reliability coefficient (Cronbach's alpha)	0.811	0.603
Eigenvalue	2.300	1.327
Variance explained	45.997	26.544
The Kaiser-Meyer-Olkin measure of sampling adequacy	0.597	
The Bartlett's test of sphericity (significance level)	.00	
Note: Only factor loadings >.50 are shown. Only those items that loaded only on one factor with eigenvalues greater than 1 are shown		

Descriptive Statistics

This section will elaborate on the results of the descriptive statistics. The mean, standard deviation, skewness and kurtosis values will be presented.

Table 10: Descriptive analysis of economic impact on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Economic contributor	**4.2239**	**.66606**	**-1.552**	**4.001**
I believe tourism is a strong economic contributor to community	4.4663	.76023	-1.562	2.744
Tourism benefits other industries in communities	4.2472	.82037	-1.108	1.587
I believe tourism is good for communities' economies	4.1966	.87048	-1.226	1.884
Tourism diversifies the local economy	4.1517	.87302	-1.073	1.457
Tourism creates new markets for our local products	4.2921	.89824	-1.511	2.402
I like tourism because it brings new income to communities	4.2360	.83730	-1.111	1.464
Tourism generates substantial tax revenues for the local government	3.9775	.92030	-.703	.345
Valid N (listwise)				

From Table 10, it can be depicted that residents are more inclined to agree on the economic benefits of tourism in Mauritius. They believed that tourism brings a lot in terms of benefiting other industries, new markets to local products and generate new income and tax revenues to the local government.

Table 11: Descriptive analysis of environmental impact on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Environmental Impact	**4.5512**	**.65093**	**-2.305**	**6.509**
The diversity of nature must be valued and protected	4.6798	.70007	-2.562	7.088
Tourism must protect the community environment	4.6067	.69896	-1.994	4.541
Proper tourism development requires that wildlife and natural habitats be protected at all times	4.6067	.78284	-2.039	3.699
Community environment must be protected now and for the future	4.6629	.67971	-2.411	6.732
Tourism development must promote positive environmental ethics among all parties with a stake in tourism.	4.4831	.78276	-1.588	2.459
Tourism must be developed in harmony with the natural and cultural environment	4.5843	.79984	-2.590	7.851
I think tourism developers should strengthen efforts for environmental conservation	4.5225	.85175	-2.290	5.776
I believe tourism must improve the environment for future generations	4.4382	.95023	-1.938	3.554
Regulatory environmental standards are needed to reduce the negative impacts of tourism development	4.3764	.90129	-1.661	2.933
Valid N (listwise)				

From Table 11, it can be noted that residents are of opinion that environment should be protected. Residents tend to believe that tourism somehow is causing harm to the environment and more regulations need to be implemented.

Table 12: Descriptive analysis of socio cultural impact on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Positive Socio-Cultural Impact	**3.7552**	**.77315**	**-.518**	**.405**
Tourism promotes development and better maintenance of public facilities	3.8034	1.01991	-.566	-.235
Tourism is good because the money spent by tourists stimulates the local economy and is good for the local businesses	4.0955	.89372	-.958	.805
Tourism has rejuvenated the local culture	3.4888	1.02090	-.227	-.345
Tourism activities have improved personal income of the local people	3.8090	1.00143	-.564	.001
Tourism is conserving your cultural heritage which could have died	3.4663	1.08481	-.208	-.598
Tourism has improved security in the area	3.3596	1.07616	-.071	-.628
Tourism provides jobs for local residents	4.2640	.94058	-1.252	1.214
Valid N (listwise)				
Moderate Negative Socio-Cultural Impact	**3.7079**	**.77479**	**-.404**	**.239**
Tourism developments have forced local people to be relocated from their traditional settlements	3.4270	1.10354	-.348	-.394

Tourism leads to increases in the local prices of some goods and services including land	3.9719	.98250	-.919	.693
Tourism denies local people access to beaches	3.6798	1.18070	-.625	-.487
Tourism has led to loss of objectivity of local traditions	3.4775	1.05875	-.301	-.345
Tourism has changed the way of life of people by following the western culture in their dress, behavior, food	3.9831	.95358	-.836	.399
Tourism has stimulated migration of people to the area in search for jobs and related tourism opportunities	3.7079	.94722	- .675	.594
Valid N (listwise)				
Serious Negative Socio-Cultural Impact	**3.0000**	**.98147**	**.073**	**-.232**
Tourism has increased crime in the area	2.8764	1.05037	.191	-.251
Tourism has increased prostitution and sex permissiveness in the area	3.1236	1.16755	.015	-.700
Valid N (listwise)				

From Table 12, it can be noted that residents have mixed opinions on the socio cultural aspects. Residents tend to agree that tourism tend to create employment, generate income for the locals, better infrastructures are being provided and also have revived the cultural heritage of the country. Nevertheless, they tend to be neutral with regards to increase crime rates, prostitution and sex permissiveness. Residents also tend to agree on the negative socio-cultural aspects like forcing locals to be relocated, increase in prices of goods and land, no access to beaches for the locals, westernizing the culture and erosion of the local culture.

Table 13: Descriptive analysis of long term planning on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Long term planning	**4.3002**	**.71776**	**-1.550**	**3.599**
I believe tourism development needs well-coordinated planning	4.2865	.90942	-1.421	2.195
When planning for tourism, we cannot be shortsighted	4.2697	.89271	-1.041	.623
I believe that successful management of tourism requires advanced planning	4.3258	.89285	-1.510	2.588
I believe we need to take a long-term view when planning for tourism development	4.3371	.88226	-1.366	1.879
Tourism development plans should be continuously improved	4.3315	.87477	-1.470	2.376
Tourism industry must plan for the future	4.4213	.78618	-1.606	3.330
I think residents must be encouraged to assume leadership roles in tourism planning committees	4.1292	.83709	-.833	.837
Valid N (listwise)				

From Table 13, it can be noted that residents tend to agree that much needs to be done in terms of planning tourism development and it should be done in a sustainable manner that is, taking care of the future.

Table 14: Descriptive analysis of community centered economy on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Community Centered Economy	**4.1056**	**.73375**	**-.686**	**.661**
I think tourism businesses should hire at least one-half of their employees from within community	4.1236	.88707	-.884	.597
Communities' residents should receive a fair share of benefits from tourism	4.1404	.91284	-1.049	1.056
The tourism industry should obtain at least one-half of their goods and services from within the community	4.0225	.98552	-.833	.170
Tourism industry must contribute to community improvement funds	4.1742	.83565	-.984	1.220
Communities' residents should be given more opportunities to invest in tourism development	4.0674	.90570	-.965	.978
Valid N (listwise)				

From Table 14, it can be noted that residents agree on community centered economy, that is, tourism should be contributing to the community. It can be concluded that residents believe that more opportunities and integration should be provided to the communities so as they could benefit from tourism development.

Table 15: Descriptive analysis of ensuring visitors' satisfaction on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Visitors Satisfaction	**4.2331**	**.69988**	**-1.030**	**1.824**
Tourism businesses must monitor visitor satisfaction	4.2640	.79044	-1.132	1.968
Tourism industry must ensure good quality tourism experiences for visitors	4.3371	.82262	-1.313	2.010
It is the responsibility of tourism businesses to meet visitor needs	4.1854	.90473	-.978	.602
Community attractiveness is a core element of ecological 'appeal' for visitors	4.1461	.84440	-.853	.791
Valid N (listwise)				

Visitors' satisfaction remains a key aspect for sustainable tourism. As long as the visitors are satisfied, the tourism business will boost. Residents agree on the continuous promotion of visitors' satisfaction.

Table 16: Descriptive analysis of maximizing community participation on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Community Participation	**3.7079**	**.73359**	**-.268**	**.398**
Tourism decisions must be made by all in communities regardless of a person's background	4.0506	.96417	-.905	.595
Full participation in tourism decision making, by everyone in the community is a mist for successful tourism development	4.0000	.93277	-.634	-.102
Sometimes, it is acceptable to exclude a community's residents from tourism development decisions	3.0730	1.22601	-.159	-.823

Residents agree on the integration of communities in the decision making processes of tourism. Tourism decision impacts directly on communities, therefore their participation is of fundamental importance.

Table 17: Descriptive analysis of level of expertise in small island developing states on sustainable tourism

	Mean	Std. Deviation	Skewness	Kurtosis
Elief in Local planner	**3.5356**	**.89094**	**-.322**	**-.052**
I believe local planners have adequate expertise to promote sustainable tourism	3.4551	1.08960	-.533	-.191
I believe local planners try to work in favor of sustainable tourism	3.5000	1.00423	-.322	-.373
I believe the hotels hire responsible and knowledgeable people in order to promote sustainable tourism	3.6517	1.04261	-.471	-.137
Valid N (listwise)				
Government Intervention	**3.5337**	**.90759**	**-.187**	**-.152**
Small Island developing economies lack expertise in sustainable tourism	3.4382	1.10933	-.382	-.232
The government is not doing ample effort to encourage and create knowledge and expertise on sustainable tourism	3.6292	1.03479	-.382	-.277
Valid N (listwise)				

From the above table, it can be concluded that residents tend to agree and believe on the competence of the local planners. However, they believe that SIDS do lack expertise in terms of promoting sustainable tourism and also lack of effort from the government side.

Limitations of the Study

This study has several limitations. Firstly, it is a cross sectional study, that is, conducted at a specific time period. Future studies can make use of longitudinal method to further assess the residents' perceptions. Future studies can include more factors in order to better assess sustainable development. Future studies can also make use of additional theories to better explicate the situation of sustainable tourism in SIDS. More so, this research is only an exploratory research, that is, the sample size is quite small. Future studies can further this research by collecting data from a larger sample size and more advanced multivariate analysis like structural equation modelling can be conducted.

CONCLUSION

This study is likely to help in understanding the view point of residents towards factors affecting countries like Mauritius to achieve sustainable tourism. These perceptions will help hoteliers and the government as well to better devise strategies which will help in the achievement of sustainable tourism. The factors elaborated which are hindering SIDS like Mauritius to attain sustainable tourism should be taken consideration. Moreover, this study has as support the stakeholder theory which will help in giving more predictive power. The stakeholder theory will help to analyze and assess the phenomenon from various categories of stakeholder thus providing a better apercu. The results obtained from the EFA and

descriptive statistics are indicating that residents tend to agree that tourism is of economic importance to the island. However, harm should not be caused in terms of environment, socio-cultural matters and more community participation should be initiated so as to encourage residents in decision making processes. Finally, the residents are of opinion that more expertise is needed for this sector and more government intervention as well.

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