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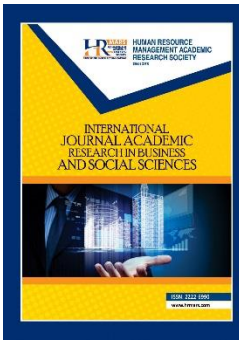
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The Influence of Community Participation Factors on Environmental Behavior in Island Tourism

Muhammad Azizan[1], Azila Azmi[2], Nor Asmalina Mohd Anuar[3]

[1]Business Department, Faculty of Management Science & Muamalat, Universiti Islam Antarabangsa Sultan Abdul Halim Mu'adzam Shah (UniSHAMS)

[2]Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Permatang Pauh, Pulau Pinang, Malaysia

[3]Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Puncak Alam, Kuala Selangor, Malaysia

Abstract

Sustainable island tourism relies on values in which social behavior often involves social exchanges where people are motivated to attain some valued reward that forfeits value (cost) on how community and environmental behavior coevolve. This is a conceptual paper to study the effects of community participation factors on environmental behavior in island tourism. The paper goes on to analyze three factors that play a role in community participation behavior (CPB). The study uses generation factors as proxies to capture and addresses factors that influence people in everyday lives at place-based studies. These relationships are yet to underpin by Social Exchange Theory (SET) and the confidence in the predictive power of such community participation at island tourism remains low. The generalizability of SET theory, therefore, requires major advances in incorporating more realistic relationships, underpinned by appropriate social exchange and social-science data and theories. The latter is a critical input since community participation – especially social exchange arising from it – influences the behavior and consequences of behaviors. This paper reviews the social exchange that links community participation factors to influence community environmental behavior at island tourism. This study will discuss in relation to the theory of social exchange as the underpinning theory. The theory also discusses adopted community environmental behavior and the activation of the individual norms in community and tourist. The findings of the paper include the types of factors that play a role in community behavior (altruism, consciousness, and civic virtue behavior) and what factor appears to be the most influential. This conceptual paper is significant because it will explore a number of factors that affect the community's behavior towards environmental conservation at island tourism.

Keywords: Island tourism; community participation; social exchange; social behavior; environmental behavior

Introduction

The degree of participation in sustainable environmental development is a major determinant of success or failure in island tourism environmental conservation (itEC). The term 'stewardship' tends to be too anthropocentric and further creates a misleading impression regarding the human relationship with the environment (Sir John Houghton, 1999). However, 'conservation' plays a role as an umbrella term that defines anything we do to protect the planet and conserve its natural resources that lead to having an improved quality of life in every living thing. The factors which make community participation successful still remain unknown, especially community participation in island tourism is quite challenging when the local community (millennial generation) migrate to the mainland for a job purpose. The concept of sustainable environmental development has come into much attention among researcher, the policymakers, and the island tourism stakeholders. Many researchers have studied tourism in an island context and some of these studies relate to specific islands (Malta - Briguglio & Briguglio, 2002; Seychelles - Shah, 2002; Polynesia - Salvat & Pailhe, 2002; Boracay Island, Philippines - Trousdale, 1999; Canary Islands - Gil, 2003; Hawaiian Islands - Sheldon et al., 2005) and others address island tourism in a general, conceptual manner (McElroy, 2002 & Croes, 2005).

The understanding of community perceptions and attitudes toward tourism development has grown tremendously, but there is limited understanding of residents' behaviors in relation to tourism impacts (McGehee & Andereck, 2004). Sheldon (2005) further advised that all islands tourism must address issues on economic impact, environmental consequences and those relating to the social, cultural and political fabric of the island which is affected by the density of tourism on the island. High tourist and resident densities in islands are also the sources of many sustainability problems (Bruguglio & Bruguglio, 2002). According to Lai and Nepal (2006), a growing area of interest complements the resident attitude research by examining ways in which tourism development affects community behavior (i.e. environmental conservation – collective action). Many studies suggested roles for community-based collective action (community participation). Further recurrent finding on collective action empowers' a group of residents to address problems from local perspectives (D'Silva & Pai, 2003; Mitchell & Reid, 2001). From the psychology aspect of sustainable behavior, it might help the community to empower sustainability in island tourism. The community-based social is an approach to fostering sustainable behavior with its roots in social marketing and social psychology (McKenzie-Mohr & Smith, 1999).

Target in collective action is often directed on eliminating an external threat or reducing negative impacts on a community's way of life (Hwang et al., 2012). Pretty and Ward (2001) claimed, when community-based action is effective at negotiation, the community usually left stronger and more capable in addressing future development threats and opportunities. Furthermore, collective action could enhance the sustainability of tourism development because of processes that empower a community to negotiate a fit between tourism and the community's sense of itself (McMillan & Chavis, 1986). Sustainable behavior is most likely when there are few barriers to sustainable action.

Besides personal and psychological behavior, barriers also can be physical issues, real-world issues, cultural or social. To ensure balance in environmental sustainability, the levels of current, future social and ecological, also the trends of sustainable development should propose a number of actions for different social participation and exchange. The Social Exchange Theory (SET) on generation factors has been used in social psychological and sociological perspective which explains the social change and stability as a process of negotiating exchanges between parties such as the tourism stakeholders.

Few studies have shown responsibility for sustainability within tourism, mainly focusing on the attitude-behavior gap of tourists (Juvan & Dolnicar, 2014; Fernandez & Sanchez, 2016) rather than attitude-behavior of community participation in island tourism, where stakeholders aim to embark the holistic sustainability (Kallio, 2018). Above all, human relationships are formed by the use of a subjective cost-benefit analysis and also the comparison of alternatives. In effect, the community participation in environmental behavior manifests a new community attention to environmental participation at island tourism; based on community attention on island conservation which can lead community to his interest in the issues (and other good) social life as involving a series of sequential transactions between two or more parties followed by the desire to act/adopt the promoted SET that would then be translated into positive actions (e.g. environmental cares). Wilson (1997) had argued in his study, SET offers a valuable insight into peoples' decision-making behavior. SET furthermore, poses that all human relations are formed by the use of a subjective cost-benefit analysis and the comparable alternatives. For example, when a person perceives the costs of relationship as outweighing perceived benefits later they will choose to leave the relationship.

For social exchange theorists, as when the costs and benefits are equal in a relationship, then the relationship is defined as equitable. This is due to the notion of equity as a core part of the SET. The SET was tied to the rational choice theory and structuralism also features many of their main assumptions. This study explores the participation behavior in the community on island tourism and significant factors affecting these behavioral intentions. Hence, it is worthwhile to explore the environmental behaviors and behavioral intention of future sustainable island tourism community and significant factors affecting their environmental behaviors and behavioral intentions.

Literature Review and Hypotheses

Island tourism possessing the characteristic of natural ecology and historic artifacts has become one of the emerging tourism types (Cheng et al., 2013). According to Lee et al (2017), island-based tourism provides a variety of nature-based attractions and activities to increase economic growth. Given the popularity of visitor choice towards island tourism in Malaysia due to exponential growth in the past 10 years, it is very important to understand residents' attitudes toward environmental conservation in community participation on island tourism. There are few conceptual frameworks and theories of resident attitudes toward tourism development in clarifying the relationships between attitudes and resident support for tourism development were proposed in tourism literature (Teye et al., 2002). Theorists have provided theoretical frameworks such as Irridex model (Doxey, 1975), destination life cycle (Butler, 1980), social exchange theory (SET) (Ap, 1990, 1992; Perdue et al., 1990), and the intrinsic-extrinsic framework (Faulkner & Tideswell, 1997), that

identifying factors on resident attitudes toward tourism development. Doxey (1975) through the Irridex model delineated resident attitudes changes from a state of euphoria to apathy, annoyance, and perhaps antagonism as the number of tourists increased with tourism development. Further, Butler (1980) considering tourism destination as a product that may undergo an evolutionary cycle and proposed a destination life cycle concept, which namely the tourist area life cycle (TALC). The life cycle models suggest that resident attitudes will change over time according to the tourism development stage, which implying resident perceptions of various types of economic, sociocultural, and environmental impacts are associated with tourism development stage.

According to the literature, several factors influence local support in the host community. This study is based on a Social Exchange Theory (SET) that grew out of the intersection of economics, psychology, and sociology. Hence it is also referred to as a socio-psychological theory. Homans (1958), Blau (1964), and Emerson (1972) claimed that SET evolved from the work of sociologists. The exchange theory is a general theory concerned with understanding the exchange of material on nonmaterial resources between individuals or group in an interaction. The relationship in which a person or group acts in a certain way toward others in order to receive a reward is called an exchange relationship (Homan, 1958 & Blau, 1964). Homans was the initiator of the theory, he then expressed that the theory was developed to understand the social behavior of humans in the economic undertaking. Research on itEC fit with SET practices that all human relations are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. For example, when the individual (community participation) perceives the costs of a relationship (island development) as outweighing the perceived benefit, then the theory predicts that the person will choose to leave the relationship (environmental conservation). In social exchange theorist, when the costs and benefits are equal in a relationship, then that relationship was defined as equitable. The notion of equity is a core part of SET.

Homans (1958) believes that social behavior was an exchange of goods, material goods but also the non-material ones such as approval or prestige. Blau (1964) in his book expressed that individuals will into and maintain a relationship as long as can satisfy self-interest and at the same time ensuring the benefits outweigh costs. Normally, an individual will seek into maximizing profits (positive reinforcements, rewards) and minimizing losses (negative reinforcements, costs) in social interaction. In terms of relationship continuity, individuals will try to maintain the exchange which proven to be rewarding in the past, to break off which proved to be more costly rather than rewarding and establishing new relations that have a good chance of being more rewarding than costly. Furthermore, Searle (1990) suggested a concept that emerges to explain SET which comprised five central elements:

1. *Predicted behavior upon the notion of rationality* – The more a behavior results in a reward, the more individuals will behave as such.
2. *Reciprocation based relationship* – Each individual in the relationship will provide benefits to others as long as the exchange is equitable. An exchange between two individuals and more must be seen as fair by both as for the relationship to continue, or at least for strongly continue.

3. *Justice principle based on social exchange* – In each exchange, there should be a norm of fairness in governing behavior. The exchange must be viewed as fair when compared to the wider network context. This notion of contributive justice will go beyond the equity between the two principals' contribution (involves each person comparing their reward to others who have dealt with and what they received as for the same or similar contribution.
4. *Seeking to maximize individuals gains and minimizing costs in exchanging relation* – It is important to understand the notion of costs which not relate exclusively to financial issues; rather incurred costs through time and energy invested in the relationship.
5. *Mutual benefit sensing rather than coercion in individual relationship participation* – Thus, coercion should be minimized.

Searle further believes that the SET concept can be used to understand the variance in participation (organized activities) that may due to social-psychological factors. In accordance with that, Homans (1958) summarizes the SET system in three propositions: success, stimulus and deprivation-station proposition.

1. Success proposition – When one finds they are rewarded for their actions, they tend to repeat the action.
2. Stimulus proposition – The more often a particular stimulus has resulted in rewards in the past, the more likely that person will respond to it.
3. Deprivation-satiation proposition – The more often in the recent past a person received a particular reward, the less valuable of any further unit of the reward becomes.

In community participation, people will develop patterns of exchange to cope with power differentials and to deal with the costs that associated with exercising power (Richard & Lynn, 2007). The patterns describe behavioral rules or norms that indicate how people trade resources in an attempt to maximize rewards and minimize costs. Three different matrices were described by social psychologist, Thibaut and Kelly (1959) in order to illustrate the patterns in developing people. Richard and Lynn (2007) form an effective and dispositional behavior matrix:

1. The behavioral choices and outcomes that determined by a combination of external factor (environment) and internal factors (specific skills each interactant possesses) – Richard and Lynn (2007)
2. The effective matrix "represents the expansion of alternative behaviors and/or outcomes that ultimately determines behavioral choices in social exchange" – Micheal (1981)
3. The dispositional matrix representing the way two people believe that rewards are ought to be exchanged between them – Richard and Lynn (2007)

Three forms were developed from the matrices by Cropanzano and Mitchell (2005) which are Reciprocity, Generalized Exchange, and Productive Exchange. In a direct exchange, reciprocation is confined to two actors [1] one social actor provides value to another one [2] the other reciprocates. There are three different types of reciprocity:

1. Reciprocity as a transactional pattern of interdependent exchanges;
2. Reciprocity as a folk belief; and
3. Reciprocity as a moral norm.

Collins (2010), mention that the generalized exchange involves indirect reciprocity between three or more individuals. Different opinion by Stern et al. (1999) that theory of Value Beliefs Norms (VBN) explore the conservation that determined by norms. In VBN model individual's values can be altruistic, egocentric or biocentric and finally, values are said to trigger a chain of the belief that made up of the individual's (Azizan & Wahid, 2012). The SET is basically focusing on people in developing attitudes towards other people and things in the context of anticipated personal benefits and costs to be derived from contact with them. The central idea of SET is that the exchange of social and material resources is fundamental to human interaction (Ingoldsby & Smith, 1995).

SET theoretical perspective states that people are reward-seeking and punishment avoiding creatures who attempt to maximize the individual well-being in all situations. The SET social relationships in community participation are considered as "markets" for island tourism which individuals act out of self-interest with the goal of maximizing profits (Sabatelli & Sheehan, 1993). Dolisca et al. (2006) suggested model on peoples' participation and the exchange factor model by Mark (1990) were adopted in this study on community participation at island tourism. The level of community participation in island tourism will be measured by a composite score that derived from [1] Social participation; [2] Economic participation; and [3] Environmental participation. In the quest to provide answers to the questions and consequently attain research objectives, the following hypotheses shall be put forward:

Hypothesis 1: *There is a significant and positive association between communities' altruism behaviors and situational awareness level at island tourism environmental conservation*.

Hypothesis 2: *There is a significant and positive association between communities' altruism behaviors and reduced keystone vulnerabilities of island tourism on environmental conservation*.

Hypothesis 3: *There is a significant and positive association between communities' altruism behaviors and adaptive capacity of island tourism on environmental conservation*.

Hypothesis 4: *There is a significant and positive association between communities' conscientious behaviors and situation awareness at island tourism environmental conservation*.

Hypothesis 5: *There is a significant and positive association between communities' conscientious behaviors and reduced keystone vulnerabilities of island tourism on environmental conservation*.

Hypothesis 6: *There is a significant and positive association between communities' conscientious behaviors and adaptive capacity of island tourism on environmental conservation*.

Hypothesis 7: *There is a significant and positive association between communities' civic virtue and situational awareness of island tourism on environmental conservation*.

Hypothesis 8: *There is a significant and positive association between communities' civic virtue and reduced keystone vulnerabilities at island tourism environmental conservation*.

Hypothesis 9: *There is a significant and positive association between communities' civic virtue and adaptive capacity of island tourism on environmental conservation*.

Hypothesis 10: *Pro-Environmental Behavior mediates the association between community participation behavior and island tourism environmental conservation*.

To fulfill the research purpose, the proposed model and hypotheses were developed:

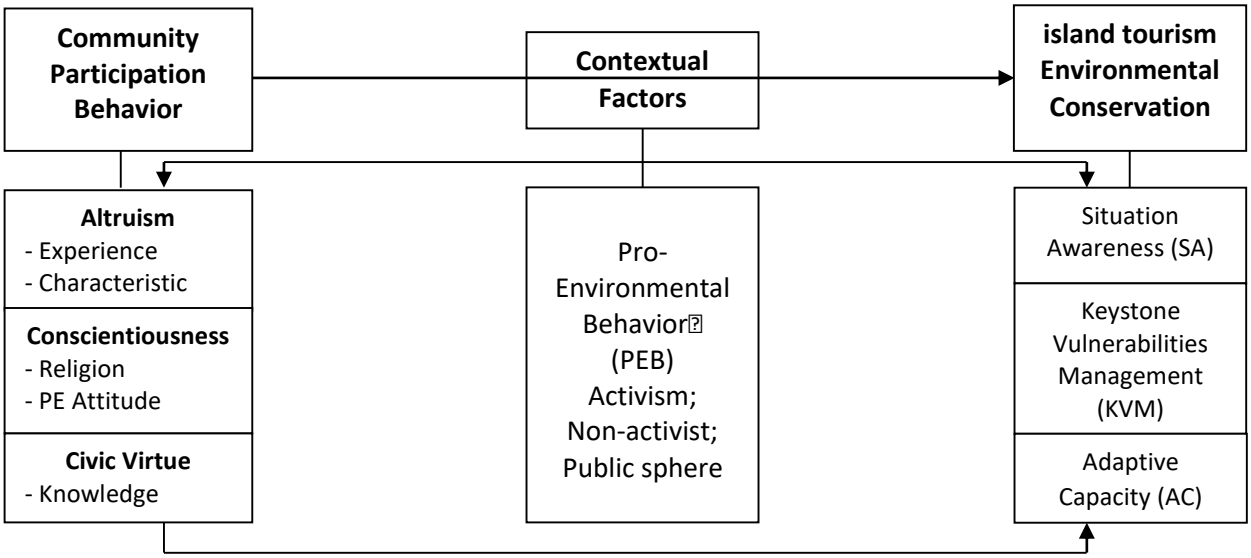

Figure 1: Conceptual frameworks of Community Participant Behavior and island tourism Environmental Conservation.

Social exchange theory (SET) provides a concept that suits the process of identifying the underlying community participation and exchange mechanisms for the motives of individuals in a group. The pro-environmental behavior (PEB) as a chain of contextual factors towards environmental conservation will further influence individual norms in community participation at island tourism (Figure 1). Subsequently, PEB were identified in SET concept which includes activism, non-activist, public sphere behaviors, and behavior in community participation (Altruism, Consciousness, Civic Virtue) by Stern et al. (1999) and Stern (2000). SET identified as drivers of individual's PEB, the Community Participant Behavior (CPB) on Altruism, Consciousness, and Civic virtue will trigger the PEB and environmental conservation at island tourism. Proposing CPB as measuring factors for the

community personal's environmental psychology variables will lead to behavior like PEB and island tourism environmental conservation.

Community Participation Behavior to Contextual Factors

Island tourism is particularly sensitive to environmental quality. The degradation on the environmental quality of a destination (e.g. air and water pollution, environmental noise, vegetation loss, and wildlife displacement) definitely reduce the attractiveness, competitiveness and will negatively affect further development of tourism (Zhang et al., 2014). Hence, the necessity of promoting improved human-environment interactions through environmental conservation is ever pressing. This is applies to terrestrial, marine, aquatic and aerial environments in both rural and urban environment (Millennium Ecosystem Assessment, 2005; Allsopp et al., 2009; Rockstrom et al., 2009; Chapin et al., 2010; Diaz et al., 2015; Davy et al., 2017). This will lead to increased attention and investment in island tourism towards the conservation and environmental management policies programs globally (Bennett et al., 2018). The community participation behavior (CPB) is defined as the actions taken by personal, groups or networks of actors, with various motivations and levels of capacity to protect and care for or responsibly use the environment in per suiting of environmental and/or island tourism community social outcomes in diverse social-ecological contexts.

The growing trend towards incorporating public participation in environmental conservation, commencing late 1960s and continue erupting until 1980s. A clear definition of community participation, community exchange factors, and comprehensive analytical framework will strengthen the ability to understand factors that lead to success or failure of environmental conservation at island tourism. Apart from that, community participation also sees how it is effectively supported by the community and thus enabling efforts in society. Barr and Gilg (2005) continue to note that humans have reciprocal relationships with their behavior (e.g. environmental practice) such as experience, characteristic, religion, pro-environmental attitude, and knowledge. Then, the contextual factors are characteristics of ecology/environment (PEB) that related to the effectiveness of collaboration. Furthermore, Azizan and Wahid (2012) claim the freedom of choice on whether to protect the environment or not have resulted in the suffering of the environment particularly with the absence of pro-environmental values which supposed to contribute in personal and current environmental attitudes.

Homans (1958) has pushed the factor as the oldest application in social behavior "social behavior as exchange". In his early writing, he examining social behavior as an exchange, Homans (1961) drew upon behaviorism to explain human behavior as compared to the behavior of pigeons receiving rewards of corn for pecking a target (costs incurred by humans). Then Homans also draw attention to his background research and theory related to small groups, particularly issues affecting social influence, equilibrium, cohesiveness, and conformity. Chiu et al. (2014), Lee and Jan (2015) and Lee et al. (2015) also talks about the experience factors that contribute to the prediction of community-based environmental conservation behavior. There are personal value factors in CPB that affect the community's pro-environmental behavior and the creation of a social exchange theoretical framework that helps explain the environmental conservation at island tourism.

Personal value factors in the island's tourism community can be an experience and characteristic of altruism, religious awareness and pro-environmental attitudes and community civic virtue knowledge. Bernath and Roschewitz (2008) assert that religion is one of the powerful predictors of environmental conservation behavior on socio-demographic factors besides age, gender, socioeconomic status, education, and ethnicity. On the other hand, the awareness of environmental effects can also include pro-social and self-interest motives. Moreover, Carrus et al. (2013) acknowledged that there is a set of affective bonds or the associations between individuals, groups, communities and their daily living environment. The associations will ultimately influence the behaviors and examined practical linkages between the environmental attachment and environmental conservation behaviors. Tourism stakeholders on island tourism also have an affinity to the tourist sites. The local community who holds the strongest bond with island tourism as their livelihood and well-being are closely related to the natural resources at the island.

Prioritizing the participation of local communities in environmental conservation initiatives is part of the belief that access to the local environment without the need to offer an alternative is morally irresponsible. This is because humans understand the importance and needs of man and nature to coexist and harmoniously interact with one another (Azizan & Wahid, 2012). However, noble values are practiced in community participation behavior (CPB) personal value. In a healthy and sustainable society, for instance, there has been a considerable working indicator to monitor the changes in environments (Hancock, 1993). CPB personal value in communities is to care for their own living environments (Catford, 1991; IUCN, UNEP, and WWF, 1991). In order to find suitable roles as indicators that will work best for island environmental conservation, prior experience with healthy community participation indicator would suggest no specific answers-set available (Hayes and Manson, 1990). CPB personal value indicators play a critical role in teaching (and develop) individuals the set of good attention and interest in community participation, exchange factors, desire in environmental behaviors and action in environmental conservation.

For the CPB value in altruism, human defines themselves as interrelated with other people (inclusion in the social community: e.g. gain experience and develop characteristic). Consciousness in CPB value as a human being aware of and responsive to one's surroundings (inclusion in the natural community of life: e.g. role of religion in life and the practice of pro-environmental attitude in daily life). Hence, civic virtue in CPB values plays important roles in the cultivation of habits for the success of the community (exclusion from the social and natural community: e.g. knowledge that builds life-principle). CPB personal value is caring for the environment that represents many good values from community participation and ethical conducts of personnel from the foundation of personal pro-environmental norms through a sense of obligation. People in the community as an ecological participant in ecological restoration and environmental consequences are referred to the participation and exchange factors about the relationship between human beings and the environment. The influence of CPB's personal value on communities PEB and itEC can be explained using the AIDA concepts (attention-interest-desire-action).

Community's *attention* on participation and exchange factor are based on gained life-experience and developed personal characteristic. The role of religion and practice of pro-

environmental attitude in daily life are based on knowledge which can lead community's to their *interest* on the PEB values at island tourism, followed by the *desire* to act/adopt the promoted SET that would be translated into positive actions (e.g. PEB, itEC). The awareness and the attention on itEC come along with participation and exchange factors also practice of CPB personal value and behaviors are all guided. This discussion indicates a link between CPB personal value and community's participation in pro-environmental practices and the behaviors towards island tourism environmental conservation.

As such, the proposed CPB personal value is used as an antecedent to the community's participation (PEB) and environmental conservation. Furthermore, CPB personal value also intended to help the community in upholding caring for the environment and natural resources values so that they will act responsibly by protecting, preserving and conserving the island tourism environmental conservation. Awareness and attention on environmental conservation come along with community participation and exchange factors also the practice of previous experience, good characteristic, strong religious belief, continuous pro-environmental attitude and knowledge on environmental issues. The environmental conservation practitioners among community members will further self-motivate (interested) and influencing others through CPB personal value and practices.

The CPB and itEC propose CPB values as the antecedent to pro-environmental behavior (PEB) as well as environmental conservation at island tourism. The environmental conservation was environmentally responsible behavior that involves the healthy and interactive relationship between human beings and their island tourism environment. Island tourism environmental conservation integrates the elements of science, ethics, and praxis; recognizes a further dynamic in conserving island tourism. This includes maintaining a biosphere system to work well; working hard to restore the degraded system to previous levels of performance; compensates for the altered systems and the system behavior in order to restore sustainability.

Methodology

Sampling and Data Collection

This study targeted local community (millennial) at Langkawi Island and Tuba, including those in tourism stakeholder across two islands. In this study, the community participation behavior was considered as a factor. Conceptually, the community at island tourism, convenience sampling will be employed. The authors will rely on tourism stakeholder (business owner), who will distribute the questionnaires to their staff. The sample size was based on Jackson's N:q rule, which suggests a minimum sample size in terms of the ratio of cases (N) to the number of model parameters (q) that require statistical estimates.

Measurement

The survey questionnaire will be divided into two sections. Respondents will be asked set of questions to measure the participation (21 questions) that interpreted as indicators of their participation in island tourism. The exchange factors will also be measured by a composite score that derived from a set of 21 questions. Participation measurement using 5-point Likert scales from 1

(minimal) to 5 (extensive). The items for exchange factors are 5-point Likert scales from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis

This study used SPSS 20 for descriptive analysis of the collected data. LISREL 8.8 will be employed for confirmatory factor analysis and structural equation modeling (SEM). The SEM examining proposed hypotheses.

Having pinpointed on guiding philosophical assumptions, this research design will involve cross-sectional study as a series of rational decision-making and defined as a master plan specifying the methods and procedures for collecting data and analyzing research data (Zikmund, 1994). A cross-sectional survey is used to generate a body of data in connection with two or more variables and to examined and identify patterns of associations (Bryman and Bell, 2003). Measurement of study variables in the operational framework was an integral part of the research and also the important aspect of research design. The measurement task will involve operationalization and instrumentalization of variables.

This study will be measuring community participation behavior (CPB) in a causal relationship with island tourism environmental conservation (itEC) as well as the mediating forces in contextual factors (pro-environmental behavior - PEB). Furthermore, the adoption Krejcie and Morgan (1970) table will determine the sample size in sampling technique. The participation in island tourism will be measured by a composite score that derives from three factors solution based on the model adopted from Dolisca et al. (2006). Attributes are focusing on community participation in social activities of island tourism. The variables on community participation and exchange factors are focusing on environmental activities that are related to conservation of soil, water resources and developing a tourism conservation activities at the island which labeled as environmental participation.

The objective of itEC is to mobilize SET on the purpose of explaining environmental conservation behavior as an individual's environmental behavior in community participation (e.g. Altruism, Consciousness, Civic virtue). The understanding will remain incomplete until it fully grapples with issues that arise from community participation culture, including how components of the individual, i.e. Experience, Characteristic, Religion, Pro-environmental attitude, and Knowledge that relate to community livelihood on island tourism. Furthermore, the practice of culture-sharing group means "*a group of people who share beliefs, behaviors and language*" together. The culture ethnography will furthermore look into individual and group behavior in environmental conservation that will depend on community's participation behavior also the contextual factors.

Conclusion

The results will indicate that the community participation behavior of island tourism range from medium to high. Community participation behavior (altruism, conscientiousness, civic virtue) expected to have a significant positive effect on environmental conservation (situation awareness, keystone vulnerabilities management, adaptive capacity) at island tourism, and the effect will decrease when a pro-environmental behavior (PEB) as mediators. Further expected the result will

indicate that communities with more significant participation behavior tend to have increase environmental conservation sensitivity at island tourism. In other words, having more environmental participation means more concern and empathy towards environmental conservation. That is, those with more environmental participation activities for island tourism are more willing to protect the environment and adopt environmentally responsible behavior. The communities with more experience and good characteristics are likely to have greater environmental responsibility.

As a final conclusion, this study sought to give voice on the use of CPB personal value as the antecedent to community's participation, exchange factors and pro-environmental behavior (PEB) and environmental conservation as another related behavior which triggered from SET. CPB and itEC operational framework will be based on Organ (1988), Podsakoff et al. (2000), McManus (2007) and Social Exchange Theory was the underlying theory in CPB at itEC. CPB suggests the importance of the role of one's experience, characteristic, religion, pro-environmental attitude and knowledge on community environmental psychology participation and related behavior. This will further result in avoiding the community from practicing environmentally harmful behaviors. In result, the environment can be sustained without compromising the lives of future generation representing the island tourism community and continuous retain the tourism activities at island tourism.

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Corresponding Author

Muhammad Azizan, Business Department, Universiti Islam Antarabangsa Sultan Abdul Halim Mu'adzam Shah, Kedah 09300, Malaysia.
E-mail: muhammad@unishams.edu.my.

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