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THE RELATIONSHIP BETWEEN STRATEGIES IN SUSTAINING LOCAL TOURISM DEVELOPMENTS AND ENVIROMENTAL PERFORMANCE

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ABSTRACT

Tourism is defined as visiting a particular place of interest without the intention of settling there long-term or earning a life there. When properly managed, tourism not only has a unique growth potential but can also be a valuable tool for assuring long-term development and assisting local communities. When tourism was more common in the past, policymakers, local governments, tourists, and host communities were all more aware of the detrimental consequences of tourism on the environment. As a result, developing a sustainable tourist industry is very crucial in the contemporary world. This study explained the effects of tourism on communities and the possibility of a relationship between tourism and sustainable development, with an emphasis on the key components of ecotourism in sustainable tourism, notably rural and agrotourism. International cooperation in the tourism sector is lacking, nevertheless, particularly when it comes to exchanges regarding sustainable tourism development. Such exchanges could assist national and local governments in improving their sociocultural and environmental performance in relation to the tourism sector. Finally, the research suggests that local communities should continue to be in charge of how tourism develops in their areas, that tourism-related activities should be developed with their own resources, and that community involvement in full will be crucial to guaranteeing the sustainability of tourism over the long run.

1.0 INTRODUCTION

All throughout the world, local economies have acknowledged the important role that tourism plays in creating jobs and promoting economic expansion. A distinct set of difficulties, nevertheless, arises in the development of sustainable tourism that helps regional economies, protects cultural assets, and reduces its negative effects on the environment. The purpose of this study is to investigate these issues and possible solutions, with an emphasis on the Batang Kali, Selangor, community.

This study's main goal is to look into the roles and responsibilities of different parties involved in maintaining the growth of local tourism. Local government representatives, travel agencies, locals, and tourists all fall under this category. The study will look at how these responsibilities interact and support Batang Kali's tourism industry as a whole.

Additionally, the study will pinpoint the difficulties that organisations encounter in creating and sustaining sustainable tourism practices. These difficulties could include anything from lack of knowledge and resources to sociocultural problems and environmental concerns. The study seeks to present a thorough picture of the current status of local tourist development in Batang Kali by comprehending these challenges.

Finally, this study will include recommendations and future solutions for maintaining the growth of local tourism. These recommendations, which are based on case studies, professional opinions, and community input, will be customised to Batang Kali's unique situation and offer doable tactics that may be used to improve the tourism industry's sustainability.

To sum up, this study aims to advance knowledge about Batang Kali, Selangor's sustainable tourist development and offer a model for other localities dealing with related issues. The results will help the work of community members, tourism operators, and politicians to promote a healthy and sustainable tourism sector.

2.0 LITERATURE REVIEW

2.1 Tourism Development

Tourism is a major driver of national economies, generating income, taxes, jobs, hard currency, and support for regional development. It is a significant industry for the global economy (de Sausmarez, 2007). Tourism has contributed significantly to habitat fragmentation, negative social and cultural repercussions, and environmental deterioration, despite its positive effects on the economy and ecological. These unfavourable side effects have increased concern for the preservation and upkeep of natural resources, human welfare, and the long-term economic viability of communities (Choi & Sirakaya,2006). Sustainable development has come to be recognised as a workable solution to address the needs of locals and visitors alike for high-quality experiences while also optimising living standards for the environment.

The tourism industry has a duty to preserve the environment because it depends on natural resources. It seems unlikely that tourism development that consistently ignores 10 environmental factors will be sustainable in the long run (Pigram, 1990). The preservation of the natural environment and the upkeep of the landscape are among the benefits to the environment. To protect natural resources, control land usage, and reduce harm, new laws and environmental regulations have been put into place in this regard (Sanagustin Fons, 2011).

The adverse effect of tourism is its tendency to cause pollution. Disposing of waste is a major problem in areas with a lot of tourists and interesting natural features. Poor disposal can cause major damage to the local ecology, waterways, roadsides, and scenic areas. The construction of hotels, entertainment centres, and other facilities frequently exacerbates sewage contamination. Wastewater contamination of the nearby lakes and oceans has harmed the native wildlife and plants (Dayananda, 2016). Furthermore, there are more negative effects of overcrowding during tourist season than positive ones, such as soil erosion, loss of natural resources, waste accumulation, air pollution, destruction of socio-cultural habitats, biodiversity loss, and decline in both land and marine virginity (Kostić et al. 2016; Shaheen et al. 2019; Andlib and Salcedo-Castro 2021).

There has been a rise in tourism and environmental degradation in many parts of the world. According to Azam et al. (2018) and Guzel and Okumus (2020), the ASEAN nations that have been designated as havens from air pollution, climate change, and global warming are also coping with pollution and economic tourism. In order to increase environmental sustainability and reduce air pollution, more than fifty-eight popular tourist spots in China are calling for quick legislative changes (Zhang et al. 2020). Similar to this, due to the negative ecological repercussions of tourism expansion, Singapore, a well-liked travel destination, is forced to make a decision between environmental sustainability and tourism growth (Khoi et al. 2021) ..Previous studies have demonstrated that the arrival of tourists, their energy consumption, their carbon dioxide (CO2) emissions, and their air pollution are all factors contributing to climate change, as is the case with international travel and the tourism-led growth boom (Aslan et al. 2021). In comparison to other nations, South Asian nations like Pakistan and Sri Lanka are expected to experience an increase in tourism and environmental contamination (Chishti et al. 2020; Tiwari et al. 2021).

2.2 Environmental Performance

Tourism, while beneficial for employment, tax revenue, and regional growth, presents significant environmental challenges due to its heavy reliance on natural resources. The industry's activities, such as waste disposal and overcrowding, have led to pollution, habitat fragmentation, and environmental degradation. These negative impacts raise concerns about the conservation of natural resources, human well-being, and the economic sustainability of communities in the long run. To address these issues, sustainable development has emerged as a viable solution that not only enhances local living standards and protects the environment but also enhances the overall travel experience for tourists. Governments have implemented new laws and regulations to mitigate the environmental impact of tourism. However, the destruction caused by tourists remains a common problem, particularly in ASEAN countries, China, Singapore, Pakistan, and Sri Lanka, where balancing tourism growth with environmental preservation is challenging. The future success of the tourism industry hinges on adopting a balanced approach that combines strict environmental protection measures with sustainable development practices.

3.0 METHODOLOGY

The researcher uses qualitative methods to explore and encourage the growth of sustainable tourism since it is necessary to interview respondents in the local communities in order to collect the data for the study's analysis. The proposed method would make use of the participant observations from the respondents, who are Batang Kali, Selangor, company owners. The purpose of this study is to understand the challenges that local tourism organisations face, to explore potential future directions for sustaining local tourism in the community, and to explore the roles that play in maintaining the growth of local tourism in the community. This chapter covers the research design, research sampling, interview procedure, and interview methodology.

3.1 Research Design

This study employed a qualitative research design. Prior research indicates that the qualitative method facilitates in-depth topic examination without introducing biases into the research setting (Patton, 2002; Taylor & Bogdan, 1998). The different viewpoints on hiring individuals with disabilities in Malaysia needed to be investigated, so a guided semi structured interview was employed as a data gathering method. As long as the researcher has a list of questions or themes they wish to cover, like an interview guide, the interviewee is free to answer questions in whatever way they desire during a semi-structured interview, according to Edwards and Holland (2013). According to Bachiochi and Weiner (2002), semi structured interviews yield a higher quality and quantity of data than questionnaire surveys typically do, enable research participants to elaborate on their emotions in greater detail, and provide insights that the researchers had not anticipated. Because they allow participants to discuss complex interactions, disclose participant perspectives, and aid in understanding the research problem without imposing 15 preconceived notions on the study, semi-structured interviews are an invaluable tool for data collection (Fontana & Frey, 2005; Grbich, 1999). Research participants were asked about their opinions on hiring individuals with disabilities.

3.2 Research Sampling

Participants in this study include entrepreneurs who manage local tourism businesses such 82 Rening, Hill Lock, and Dusun Bonda (Glamping), which draw tourists to the area. The entrepreneur business owners in the Batang Kali area made up the sample of interviews. There are economic and practical reasons for this. The maximum by diversity sampling method was used for this study, and it is advised when conducting in-depth, semi-structured, or unstructured interviews (Minichiello, Aroni, Timewell & Alexander, 1995; Patton, 2002). A snowball sampling process is used to improve this sampling strategy. Interviewees were asked to select others they felt could be interested in participating in this study, as well as people who might be different from them (Patton, 2002). A non-probability (non-random) sampling technique called snowball sampling, sometimes referred to as chain-referral, is employed when the traits that samples are expected to contain are uncommon and challenging to locate.

Snowball sampling has a number of benefits, including the capacity to reach underrepresented groups, low costs, quick turnaround times, and minimal preparation required to begin the main data collection procedure. The first participant in the study offers several referrals. After then, each referral is investigated further in order to obtain primary data from an adequate number of samples. In this study, the sample frame needed to include enough participants to reach the "saturation point," which is the point at which it would be obvious that adding more participants would just result in people reporting what others had already said. (Hesse-Biber & Leavy, 2006; Lofland & Lofland, 1984; Richards, 2005; Robson, 2002; Strauss & Corbin, 1998).

3.3 Method of Conducting Qualitative Research

3.3.1 Research Participants

Two groups from Batang Kali, Selangor, the owners of 82 Rening, will make up the majority of the research subjects. These participants will be the proprietors of Batang Kali's homestays (16) and other tourism-related enterprises. Their thoughts on sustainable tourism growth and the difficulties they experience will be helpful in understanding the current situation of tourism in the region. To get a complete picture of Batang Kali, Selangor's tourism sector, the researcher plans to cover a wide variety of enterprises. Village chiefs or other community leaders who have expertise and sway over local development will then be invited to participate. Their comprehension of the community, its requirements, and its potential for the growth of sustainable tourism will offer an essential viewpoint. In the future, their participation will be crucial for putting sustainable practices and policies into effect.

Participants will be chosen by purposeful sampling, which focuses on individuals with significant involvement in Batang Kali's sustainable development and tourist sectors. The selected subjects' willingness to participate and provide insightful commentary for the study will be confirmed by the researcher. The data collected from these participants will be used to evaluate the existing state of tourism in Batang Kali, identify potential places for sustainable development, and develop strategies to promote sustainable tourism in the area. Throughout the study, the participants' confidentiality and privacy will always be respected.

By employing the viewpoints of those who are directly involved and impacted, this methodology will facilitate a comprehensive comprehension of the regional tourism sector and its prospects for sustainable growth. Furthermore, it will guarantee that the initiatives are supported by significant players and are implemented locally.

3.3.2 Data Analysis Approach

Thematic analysis is a popular qualitative research technique for identifying, analysing, and summarising patterns (themes) in data. This method involves gathering and categorising data in a methodical manner in order to identify recurring themes and underlying meanings. Thematic analysis often involves a few key steps. Researchers initially immerse themselves in the data by reading it repeatedly in order to better comprehend the material. Subsequently, they generate preliminary codes by highlighting significant terms or phrases related to the objectives of the research. Then, those codes have been arranged into potential themes according to whether or not they represent similar concepts or ideas.

Researchers review and refine the first themes to ensure they appropriately represent the data. After been defined and given names, themes provide the structure for further research and analysis. Using this iterative process, researchers can identify overarching themes that satisfy the research questions or objectives and capture the essence of the data. Writing up the results is the penultimate stage, during which the researchers go into great detail about each subject and support it with quotes or samples of data.
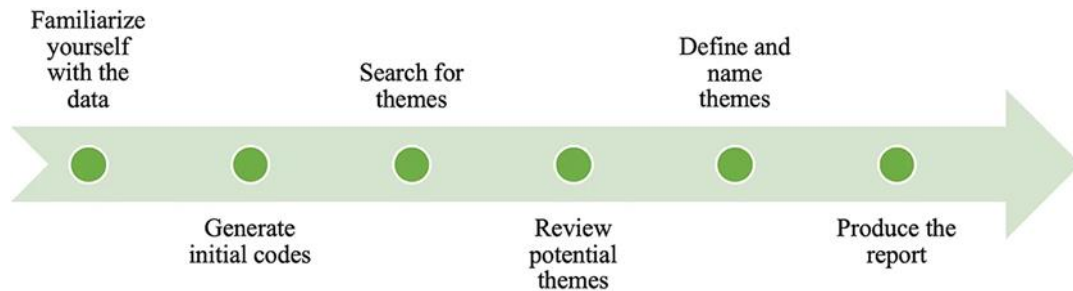

Figure 1.0   Process of Thematic Analysis for this study

Thematic Analysis Procedure

1. Transcribe the Text: To begin, enter the textual material or interview recordings into a text format. To make analysis easier, this entails writing down uttered words.

2. Familiarisation with Data: Go over and become acquainted with both the raw and transcribed data. Make notes, underline important ideas, and mark any first ideas or patterns that the researcher finds particularly noteworthy

3. Generate Initial Codes: To start coding the data, highlight text passages that are pertinent to the main topics or study questions. To classify these parts, use labels or codes that provide context.

4. Look for Themes: After going over the coded portions, begin grouping them into possible themes or patterns. Seek for themes, ideas, or ideas that keep coming up in the data.

5. Review and Define Themes: Using the coded segments as a guide, clarify and define the study themes, making sure that each theme accurately represents a unique feature of the data. Verify the themes' coherence and significance.

6. Data Interpretation: To interpret the themes, consider how they relate to the goals of the research and what new information they offer. Think about each theme's larger ramifications in relation to the research project.

7. Write Up the Findings: Provide the themes that were found, bolstered by quotes or data samples, to document the investigation. Give a thorough explanation of each theme and talk about how it relates to the research questions.

3.3.3 Trustworthiness and Rigor

The dependability and correctness of qualitative interviews are critical to preserving the credibility and rigour of the study findings. One essential element of trustworthiness is credibility, or the degree to which the research findings accurately represent the perspectives and experiences of the participants. To make qualitative interviews seem more credible, researchers can employ techniques like member checking, in which participants are given the opportunity to review and comment on the interview transcripts to assure accuracy. Including other researchers in discussions about the

interview process and data interpretations through peer debriefing can also help to minimise bias and increase the validity of the findings.

Reliability is still another crucial element of qualitative research, as it depends on how well the study's conclusions endure over time. To increase dependability in qualitative interviews, researchers may maintain detailed records of the data gathering and analysis processes, including note-taking of decisions made during data collection and topic development. Maintaining an audit trail can help facilitate the study process and demonstrate that the results were reached in an open and honest manner. Researchers can improve the overall validity and reliability of their study findings by adhering to these trustworthy standards and strictly using quality control measures during the qualitative interview process.

3.3.4 Ethical Considerations

Ethical considerations are particularly crucial in qualitative research because they protect participant rights and confidentiality. Prior to beginning data collection, researchers must get participants' informed consent and adequately communicate the study's objectives, risks, and participant rights in order to prioritise ethical behaviour in qualitative research. Participants attest that they have voluntarily chosen to participate in the study and are fully aware of it by providing their informed permission. In addition, it is critical that researchers respect participants' rights by allowing them to withdraw from the study whenever they choose without facing repercussions.

Confidentiality is another crucial element of moral behaviour in qualitative research. It is crucial that researchers put procedures in place to protect participant anonymity and the confidentiality of their identities and personal information. This may entail limiting sensitive material access to authorised research team members only, safely storing data to prevent unauthorised access, and using identities or codes that obscure participant identities in transcripts and reports. By adhering to ethical standards and valuing participant rights and anonymity highly, researchers can build trust with participants, maintain the integrity of their work, and responsibly and respectfully advance knowledge.

3.3.5 The Interview Process

Early in March 2024, we began the interview process, and two applicants from Batang Kali, a popular tourist destination in Selangor, responded. Even though the number of respondents to our study was small, the materials we collected are adequate in that they provide precise information and meet the criterion for trustworthiness, providing solid support for the research conclusions. For the interview, we spoke with the first respondent over the phone, then we conducted face-to-face interviews with them in an informal setting in a restaurant for the second interview. Before the interview process began, each interviewee was given a briefing regarding the research and the procedures throughout the question and answer (Q&A) period. Inquiries and additional research are utilised to gain a deeper understanding of the perspectives offered by the individuals being interviewed. Respondents are assured that the information they provide will be used only for the purpose of the study and will remain private and confidential. Every interview session with a respondent last over an hour. To facilitate the researchers' collection of data for the study, all interview subjects complied and granted permission for the interview to be recorded on audio and video.

4.0 FINDINGS AND DISCUSSION

4.1 Introduction

The aim of this study is to examine the roles that communities play in maintaining local tourism development, comprehend the obstacles that organizations encounter in this regard, and explore potential solutions and recommendations for future implementation in Batang Kali, Selangor.

A study technique called qualitative data analysis entails gathering and examining non-numerical data from sources like observations, interviews, and documents. It seeks to obtain a comprehensive grasp of people's or groups' experiences,

viewpoints, and behaviours. Every response to the interview questions varied based on the respondents' personal perspectives regarding local tourism growth and sustainability.

Qualitative data collection techniques, including observations of tourism activities, interviews with the chief village and homestay owner, and document analysis, will be employed in this study. These techniques will offer rich and comprehensive details regarding the responsibilities, difficulties, and recommendations for resolving the problems associated with maintaining local tourism growth in the neighbourhood.

We can find important viewpoints and insights that quantitative methods might miss by employing qualitative data analysis. This will support our efforts to build future strategies for the expansion and success of local tourism and provide us a thorough grasp of the elements determining its sustainability.

The overall goal of this research is to advance our knowledge and comprehension of sustainable tourism development at the local level and offer some useful suggestions that communities and organisations participating in the tourism sector can put into practice.

To guarantee a thorough grasp of the tactics for maintaining regional tourist development, the qualitative data for this study was gathered from a range of sources.

1. Interviews: A variety of stakeholders, including visitors and homestay owners in Batang Kali, Selangor's 82 Rening Chief village, were interviewed both in-person and virtually. In-depth understanding of the viewpoints, attitudes, and experiences of those actively engaged in local tourism was made possible by these interviews.
2. 2. Focus Groups: Chief Village and homestay operators participated in focus group talks. Through more involved idea exchange and information collection about historical and present COVID-19 outbreak difficulties as well as point of view experiences, these talks gave important insights into these groups' collective viewpoints.
3. 3. Observations: Local companies and other tourist destinations were the subject of observations as well. This offered firsthand knowledge of how the community's tourism industry functions as well as inhabitants' and visitors' behaviours.

Purposive sampling was used in terms of sample methodologies. Using this method, people are chosen based on their potential to provide insightful contributions to the research. Stakeholders directly connected to the local tourism industry were chosen in this instance for focus groups and interviews.

Many tools were employed in the process of gathering the data. To ensure that no material was missed, digital recorders were employed to capture the interviews, including focus groups, microphones, voice recorders, and cellphones for video recording. To capture important details and observations, note-taking was also used in focus groups, interviews, and observation sessions. Video conferencing capabilities were used for online interviews, enabling the sessions to be recorded. We also employed voice recording as a backup in case something untoward occurred during the online interview sessions as extra precaution.

4.2 Data Collection

To guarantee a thorough grasp of the tactics for maintaining regional tourist development, the qualitative data for this study was gathered from a range of sources.

1. Interviews: A variety of stakeholders, including tourists and homestay operators in Batang Kali, Selangor's Rening hamlet, were interviewed both in-person and virtually. The experiences, attitudes, and viewpoints of those actively engaged in local tourism were extensively explored in these interviews.

2. Focus Groups: Chief Village and homestay operators participated in focus group talks. Through more involved idea sharing and information collection about historical and present COVID-19 outbreak difficulties as well as point-of-view experiences, these talks gave important insights into the opinions of these groups as a whole.

3. Observations: Local companies and other tourist destinations were the subject of observations as well. This offered firsthand knowledge of how local tourism operates and how both visitors and residents behave.

Purposive sampling was used in terms of sample methodologies. Using this method, people are chosen who have the most potential to add insightful comments to the study. Stakeholders who are directly associated with the local tourism industry were chosen for focus groups and interviews in this instance.

Many tools were employed in the process of gathering the data. To make sure that no information was lost, digital recorders were employed to capture the interviews, including focus groups, microphones, voice recorders, and smartphones for video recording. To capture important details and observations, note-taking was also used in focus groups, interviews, and observation sessions. Video conferencing software was utilised for the online interviews, and it was also possible to record the meetings.We also employed voice recording as a backup in case something untoward occurred during the online interview sessions as extra precaution.

The role of the researcher's data collection. Prior to the interview, a group of researchers collaborate to develop a set of sample questions for participants. While Najjah Safea is in charge of recording a voice and video record for respondent data collection, Nik Anas Aiman and Nuha Nazhirah are responsible for conducting the interviews with the respondent. On the other hand, Nik Anas is in charge of the video voice recording for respondent two, and Nuha and Najjah are in charge of interrogating respondent 2. To ensure that all the data can be properly captured, voice recordings are used as a backup for both interviews during the data gathering process.

In addition to this, focus groups and interviews were conducted using a semi-structured interview guide. This guide offered freedom to explore other issues as they emerged throughout the talks, while clearly outlining the important questions and themes that needed to be covered.

4.3 Data Organization

First, arranging a time for the interview sessions with both responders and obtaining the contact details of the chief village of Batang Kali, Selangor, and the owner of homestay 82 Rening. To get information from the responders, we had to set up the recording equipment, which included a microphone, note-taking, video recording, and voice recording. A structured or semi-structured interview guide is used to conduct the interviews, and it contains a list of pre-planned questions about maintaining regional tourism development.

The proprietor of homestay 82 Rening is the first response in our interview, which we do over the phone while recording. We began by introducing our team and the respondents, and we then conducted an interview with them in which we asked them questions about the owner's challenges in light of the Covid-19 outbreaks and how they would affect his business, as well as their thoughts and recommendations for how to continue local tourism development in Batang Kali, Selangor.

We had a face-to-face interview the following day. We went to Batang Kali, Selangor, for our scheduled interview with the village chief. In order to obtain more precise information from the respondent and for our records, we set up the microphone and record audio for this interview session We began by introducing our team and the respondents. Next, we began the interview by distributing a questionnaire about the sustainability of local tourism development, the difficulties the community faces as a result of development nearby, and the respondent's ideas and opinions regarding how the community and government authorities can collaborate to sustain local tourism development in Batang Kali, Selangor.

Following the collection of all the data needed for the research from those two respondents, we manually organise the information from the recording sessions into the transcribed data on Microsoft Words. Next, we use Microsoft Excel to perform data analysis and transfer the information into each code, category, theme, and additional notes.

Next, using the classified data analysis from the transferred data, we integrated it into the architecture of the Thematic Framework.

1. Interviewing Stakeholders in Local tourist: Interviews are performed with local tourist stakeholders throughout the data gathering phase. In order to accurately capture the participants' comments, these interviews are usually audio recorded. A structured or semistructured interview guide with a list of preset questions about maintaining regional tourism growth is used to conduct the interviews.
2. Transcription: Following the interviews, written material is created from the audio recordings. Listening to the recordings and writing down the spoken words is the transcription process. The researcher may choose to accomplish this manually or have it done by a reputable transcription service. The data is presented in an understandable manner for analysis thanks to the transcriptions.
3. 3. Taking Notes: In order to document nonverbal cues, observations, or any other pertinent material that might not have been recorded in the audio recording, the researcher may choose to take additional notes throughout the transcription process. These notes support the data analysis stage by offering context and further information.
4. Data Transfer to Microsoft Word: The data is moved into Microsoft Word for additional analysis after the transcriptions and notes are complete. Every interview is arranged into a distinct document that clearly displays the participant's name or other distinctive identity. This makes it simple to refer to and retrieve particular data when doing analysis. Following that, we import data into Microsoft Excel for Data Analysis, where we must categorise it according to each of the following: Category, Code, Theme, and Extra Notes. After that, we implemented it into Thematic Framework based on the Data Analysis that we had done

4.4 Data Coding

4.4.1 The Coding Process

The coding process is a basic step in qualitative data analysis that is vital to understanding the complexity of the data. By carefully categorising and labelling each segment of the qualitative data, the researchers may quickly organise and evaluate the data that they have collected. Coding is a useful technique for data organisation, identifying recurring themes, and deriving meaningful conclusions that add to our understanding of the study's subject (Saldaña, 2009).

To find the links and underlying meanings in the dataset, researchers might use themes and codes included in qualitative data as a guide. These thematic components provide a framework for examining the data, assisting the researchers in finding connections, patterns, and trends that might not be readily apparent at first glance. The researchers can condense the copious and varied data into manageable parts by using coding, which makes it possible to examine and investigate the dataset in greater detail (Creating a Coding Frame, 2024).

Beyond its structural significance, the coding process is an essential tool for transforming raw data into meaningful insights. Coding can help researchers gain a comprehensive understanding of the research problem by highlighting key themes, patterns, and classifications. The interpretation of the data is guided by the building elements that organise the analysis, themes, and codes, which facilitate the provision of insightful conclusions (Creating a Coding Frame, 2024).

The success of qualitative data analysis as a whole is largely dependent on the coding process, which entails multiple crucial processes. Usually, researchers start by getting acquainted with the data. Next, they assign descriptive codes to different data segments in an initial coding process. Further phases include axial, open, and selective coding assist in honing and combining codes into more comprehensive groups and topics. To guarantee accuracy and consistency, researchers check and confirm the codes and themes frequently during the coding process.

Open coding is the initial stage of the coding process. Using open coding, the researcher is discovering original ideas and themes for categorization. The first level of data is organised by first defining broad subject categories for data assemblage. Putting data and phenomena into conceptual form is the first step. Annotations and "concepts" can be added when single words or brief word sequences are categorised as meaning units (Flick, 2009, p. 307). In open coding, this process was referred to as the concept-indicator model. To sum up, the concept-indicator strategy used continuous indicator comparison and focused on comparing textual data that appeared frequently. In conjunction with this approach, themes were consistently coded as indicators of concepts, consistently comparing the outcomes to previously coded indicators (Saldaña, 2009). For example, in order to identify themes that connected to other topics, researchers would repeatedly browse through interview transcriptions, field notes, and associated data sources while gathering data (Mba, 2022).

Axial coding is the term for the second phase of coding. While open coding focuses on identifying emerging themes, axial coding goes one step further by further refining, aligning, and classifying the topics. After open coding is completed and axial coding is put into place, distinct theme categories can be created using the data that has been filtered, refined, and categorised. Axial coding creates connections between open codes to form core codes. The most widely accepted open codes that overlap or are closely associated with each other become the main core codes. To achieve this organising objective, academics must constantly assess, cross-reference, and improve topic categorization (Mba, 2022).

Selective coding is the last phase of coding. It assists the researcher in selecting and combining structured data categories from axial coding to produce words that are relevant and cohesive. Selective coding "continues the axial coding at a higher level of abstraction" via actions that lead to an elaboration or formulation of the case story (Flick, 2009, p. 310). To enable the story or case to emerge from the data categories, it is necessary to permit additional data refinement, select the key thematic category, and then carefully link the principal theme to other categories that have been well coded. "It is important to conceptualise the yield from the selective coding as a 'case' or 'story,' as it offers researchers versatile and multi format options for organising and showcasing study findings" (Strauss, 1998, page 158). Using this data framing strategy, the researcher can continuously seek for topic specialisation and, eventually, theory development. Through the use of selective coding, the researcher can identify sets of scenarios for which particular responses will elicit responses that indicate particular circumstances will receive distinct and differentiated reactions. Gradients of causal relationship or forecastability may surface from the process of theme refinement. The researcher can move on to theory development and, finally, meaning construction after finishing the selective coding process (Mba, 2022).

4.4.1   Code and Definitions

- Challenges for Community: The concept of sustainable development aligns with the challenge of advancing without jeopardising the environment or cultural aspects. This presents challenges for the community. The community needs to figure out how to expand tourism ethically and sustainably over the long run.
- • Affected Heritage: Definition: Since tourism has the capacity to alter or exploit cultural traditions for financial gain, the challenge is to respectfully present them without compromising their authenticity.
- • Responsibilities: Definition: Actions taken to improve the social, economic, and environmental well-being of a community. By generating jobs, the enterprise is actively contributing to the village's growth.
- Pollution: Definition: The main factor contributing to environmental degradation is pollution. When pollution occurs at a tourist destination, its natural beauty and appeal are compromised.
- Improvement: Defining: Priority in tourist development is given to the benefits and involvement of the local community. In order to encourage economic development, it lays a lot of focus on supporting small businesses, employing locals, and ensuring that money from tourism stays in the region.
- Attraction: Nature-based tourism refers to all forms of travel that base their primary attraction on the surrounding natural environment. It involves activities like hiking, camping, seeing wildlife, and simply taking in the beauty of the environment.

- Accommodation: Carrying capacity is the maximum number of tourists that a place can accommodate without endangering the environment or lowering the quality of the visitor experience. It suggests a commitment to environmentally conscious travel that prioritises preservation of the environment and avoiding development.
- Government intervention: Is defined as working together to achieve a common goal between the public and private sectors. In the tourism sector, public-private partnerships, or PPPs, may entail the public sector funding infrastructure projects while the private sector constructs lodging facilities or other attractions.
- Crisis: Definition: Uncontrolled development has contaminated rivers, jeopardising an essential element of the natural environment that attracts tourists and diminishing their overall trip experience.
- • Disaster: Definition: There is a crisis in the perception of safety and security at a place among potential tourists. Due to the association with the occurrence and the fear of a repeat of the same incident, the place's reputation among tourists may suffer.

4.4.2   Coding Framework and Theories/Concepts

An organized approach to qualitative data analysis is provided by a thematic coding system, which facilitates the identification and categorization of patterns and themes in data sets. Thematic codes can be used methodically by researchers to look for significant topics and relationships in qualitative data segments. This contributes to a deeper comprehension of the research problem. For the first respondent, the researcher was able to supply nearly 70 codes, while for the second, just 23 codes. Every respondent's data should be thoroughly investigated in order to get a range of themes and ideas that demonstrate a diversity of broad viewpoints. These intricate coding methods enable researchers to thoroughly examine the nuances of the data and extract a multitude of varied information that strengthens analytical nuance.

The Triple Bottom Line (TBL) theory, which emphasises the interdependence of environmental, social, and economic factors in sustainable development, serves as the foundation for this investigation.
By using the TBL framework in conjunction with qualitative data analysis, researchers can evaluate the sustainability implications of tourist policies in relation to these three aspects. By categorising data according to the environmental, social, and economic pillars, researchers can evaluate how tourism activities effect sustainability goals, link to the principles of sustainable development, and provide a holistic view on research themes.

4.4.3   Theme Development

Several important themes have arisen from the study of data pertaining to the sustainability of local tourist development; these topics highlight the diverse range of approaches and programmes designed to support community sustainability. The Triple Bottom Line is a three-dimensional (social, environmental, and economic) notion that aligns with our study. TBL is also referred to as the three Ps: profit, planet, and people.

Social (People)

These themes stress the value of civic engagement and social responsibility in order to preserve Batang Kali's tourism development. In order to attract tourists and ensure the tourism sector's long-term survival, a cooperative effort to protect the environment is necessary. The researchers may accomplish this by empowering and educating the people.

"In order to maintain cleanliness. When people in this town wish to go on a vacation to the river, for example, they occasionally just throw trash everywhere. That may be the root cause of several illnesses, including rat urine disease." The statement highlights how important it is to raise awareness of environmental issues while advocating proper garbage disposal procedures.

The social theme highlights how crucial it is to maintain a clean environment to prevent the spread of disease and protect the welfare of the community. It emphasises the need for proper waste management practices and community awareness-building in order to address the health risks associated with poor sanitation.

•Environment (Planet)

Protecting the original natural setting that draws tourists is the main focus of environmental topics.
By doing this, the neighborhood's welfare is maintained and the tourism industry's long-term existence is ensured.

Quote "It was cold in the morning, and it used to be peaceful, but now it's gone." Why? After trees were chopped down, homes were built there. There are settlements and forests, and if there is a forest, we find it incredibly remarkable because this used to be a chilly place."

The environmental topic focuses on how human activity impacts the environment, particularly how the loss of green spaces and biodiversity is caused by deforestation for urban expansion. It highlights how important it is to safeguard natural habitats and ecosystems in order to maintain ecological balance and the standard of living of the local population.

Economic (Profit)

The economic subject of Batang Kali tourist development can be used to establish a more equitable and sustainable economic model by concentrating on it within the TBL framework. This promotes economic growth, creates jobs, helps local businesses, and helps local communities by making sure that social and environmental well-being come first.

"We have a large local workforce. That is significant to me since, in the past, young guys in my hamlet would frequently go to seek for job in the towns of Bukit Beruntung, Kuala Lumpur, Rawang, or Genting Highland."
The economic topic of local employment and economic growth emphasises the necessity of creating job opportunities inside the community to minimise migration and unemployment rates. It highlights how tourism-related occupations strengthen the local economy, providing a means of subsistence for residents and promoting the socioeconomic growth of the area.

4.5 Data Frequencies

The word cloud is one type of visualisation that is used in research to analyse textual data. It is often referred to as a text cloud or tag cloud. Words are shown to emphasise how frequently or how important they are. Words that occur more frequently are displayed larger, sometimes bolder, or in a different colour than keywords that occur less frequently. This produces an aesthetically arresting graphic that can assist academics in rapidly understanding the primary ideas and topics found in a text corpus.

Gathering data is the first step. To collect raw material for qualitative research on ways to sustain local tourism development, it is important to sift textual data from diverse sources. Interviewing residents and specialists in the tourism sector is one technique to obtain important information. This interview provides insightful perspectives, experiences, and ideas on sustainable tourism approaches and the challenges encountered in the local context. Accurate recording of the interviews throughout the process is crucial to preserving the richness of the material. It is possible to record respondent facts, opinions, and precise information by taking thorough notes or by using audio recordings. Through the identification of important themes and trends from the conversations, these interviews served as a foundation for comprehending the subtleties of the local tourism industry. By carefully gathering and compiling textual information from interviews, researchers can investigate the factors that affect sustainable tourism practices in more detail and provide important insights into the tourism development and administration field.

Preparing the data for analysis is the second phase in this process. Any extraneous data that would have distorted the real image had to be eliminated by the researchers. This includes punctuation that is necessary for grammar, including commas, periods, and question marks, but has no bearing on word frequency. Similarly, our study is unaffected by formatting symbols like line breaks and carriage returns. The researcher first concentrated on removing unnecessary elements that would distort the textual data's actual meaning in order to prepare it for analysis. Punctuation, such as commas, periods, and question marks, is important for grammatical structure but has minimal bearing on word meaning or frequency in word frequency analysis. As a result, it is eliminated throughout the cleaning procedure. By removing these punctuation marks, the text data becomes more concentrated and organised, which facilitates the identification of key phrases and subjects in the content by word cloud producers. Researchers can ensure that the interpretation is based on the most relevant information by decoding and optimising textual data, leading to more insightful and meaningful findings.

In the third step, the provided text data is uploaded and transformed into a dynamic word cloud.
By contributing cleaned text data to the online generator, researchers can look at multiple visualisations of the most frequently occurring terms in their dataset. Customisation features allow researchers to individually alter the word cloud's look, allowing them to adapt the design to the overall topic of their study project or their preferred style. Because of the adaptability of these technologies, researchers can experiment with various visual elements, increasing the impact and clarity of word cloud displays.

The final phase involves taking into account a number of significant variables while attempting to identify narratives within word clouds generated from cleaned text data. Word clouds show a clear relationship between word size and frequency in the data set; larger words are found more often. These key phrases provide significant insights into the most prevalent concepts in the text by frequently highlighting significant themes or issues associated with the research question. Furthermore, a word cloud's word order may offer additional levels of analysis. The primary theme might be the words closest to the cloud's centre. or notion that encapsulates the primary idea of the study issue. By concentrating on these crucial terms, scholars can acquire a more profound comprehension of the fundamental concepts that propel the steady expansion of domestic tourism in Batang Kali. It is crucial that the researcher looks at the connections and relationships that exist between the essential phrases in the word cloud in addition to the words alone. Gaining insight into the ways in which these concepts interact and contribute to the broader idea of sustainable local tourism development in Batang Kali provides a thorough perspective that improves word cloud analysis and uncovers narratives concealed within the data.

4.6 Framework Integration

In order to give the analysis a theoretical basis and direction, theoretical frameworks were integrated into the process of evaluating strategies for maintaining regional tourism development. These frameworks made it easy to explore well-known theories and concepts linked to the tactics in sustaining local tourism development. These procedures had to be taken in order to incorporate theoretical frameworks:

First, choosing a theoretical framework. In order to create sustainable tourism, our research team identified and selected relevant theoretical frameworks that are widely used. These frameworks provide a conceptual understanding of the various facets and components of sustainable local tourism.

The application of theoretical ideas comes next. The selected theoretical frameworks were used in the analytic process to help identify and analyse data from the transcript.
Our researcher used the theoretical concepts and precepts from these frameworks to investigate strategies for sustaining regional tourism growth.

Determine the code from the transcript to begin the coding and categorization process. To organise the data using the theoretical concepts from the frameworks, a coding system and set of categories were developed. Our researcher identified significant themes and patterns and properly categorised the data based on the theoretical concepts. The data was analysed and categorised methodically with the help of the coding process. For instance, theoretical framework concepts like

financial benefits, environmental preservation, and community involvement would have an impact on the coding process. The researcher would identify and group portions of data related to these concepts, allowing for a detailed analysis of the methods connected to each aspect of the strategies in maintaining regional tourism development.

Finally, the interpretation of the results. The theoretical frameworks were used as a lens through which to understand the facts. Using the concepts and ideas from the frameworks, the researcher evaluated and interpreted the data to identify underlying patterns, relationships, and insights. By applying the theoretical concepts to the data, the researcher can interpret the results within the framework of accepted theories and models of methods for sustaining the growth of tourism. This provided a theoretical framework for conclusions and recommendations in addition to aiding in the understanding of the significance and ramifications of the methods employed in the data. For instance, we researchers would interpret the data in terms of social sustainability if they demonstrated that community-based tourism activities were highly valued. This interpretation would help to make sense of the potential benefits and challenges of such projects and offer direction for further work.

It is important to keep in mind that the specific theoretical frameworks used may vary depending on the objectives and study setting. One paradigm that is commonly used in tactics to support local tourist development is the Triple Bottom Line concept.

The Triple Bottom Line (TBL) concept takes into account the environmental, social, and economic facets of sustainability. Using this framework, the researcher coded and examined data pertaining to each dimension during the investigation. Data segments pertaining to activities aimed at mitigating deforestation (environmental), fostering community responsibility (social), or improving local economic advantages (economic) were tagged and analysed using the TBL framework. This made it possible to fully comprehend the tactics for maintaining the growth of local tourism in all three dimensions.

These examples show how data were coded and analysed within their individual contexts, using theoretical notions from established frameworks to inform the analysis. These theoretical ideas were applied in the analysis, which led to the discovery of patterns, connections, and insights that improved our comprehension of the tactics for maintaining regional tourism development.
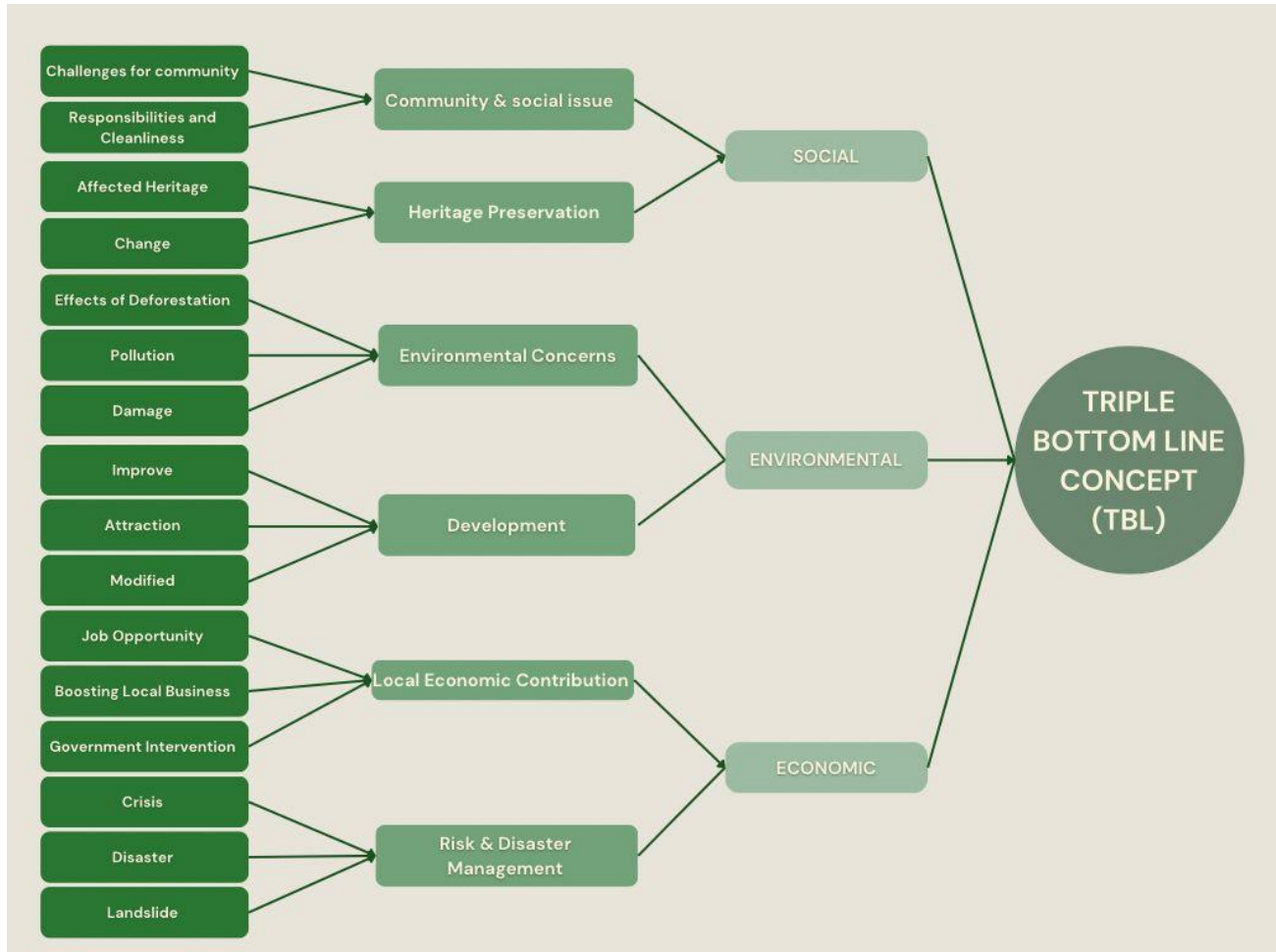
Figure 3 shows Thematic Framework

4.7 Data Interpretation

In research, a theme is an important idea or topic that appears in the data being analysed. In qualitative research methods such as focus groups and interviews, where participants' open-ended responses need to be categorised into broader concepts, themes are frequently used. They serve as the basis for interpreting and assessing the information gathered. A researcher must become familiar with the data in order to find themes. They must then identify any noteworthy patterns or trends and label them as such. We refer to this procedure as thematic analysis. Research topics and themes are not the same thing. While a topic is the focus of the study, a theme is a revelation about the topic provided by the data.

Themes such as community involvement, social and cultural preservation, economic effect, and environmental conservation are examples of how to sustain local tourism development.

The research aims to "explore the roles in sustaining the local tourism development in the community, to understand the challenges that organisation has to face in sustaining local tourism development in the community, and to investigate future suggestion in sustaining local tourism development in the community." The themes include environmental, economic, social, and pattern.

To ensure that tourism-related activities safeguard the environment rather than put it in jeopardy, it is crucial to consider the environmental theme. Among the challenges include managing waste, reducing pollution, deforestation, contamination, and the impact of tourism on the region's biodiversity. In the future, it may be suggested to promote ecotourism that emphasises the importance of nature, incorporate eco-friendly practices into all tourism-related activities, and educate tourists on the value of environmental preservation.

In order to ensure that tourism stimulates the local economy, the economic theme is crucial. This could be done through producing income, helping local small companies, hiring people, or enlisting the help of the government to promote development. It may be challenging to control the economic volatility caused by seasonal tourists, ensure that financial advantages are dispersed equitably, and react to shifts in the global economy. Future suggestions can focus on diversifying the local economy, encouraging the usage of area products and services, and developing plans for economic resilience.

In order to improve social cohesion and community involvement in tourist development, the social theme relates to the promotion and preservation of regional culture and social norms through tourism. Potential difficulties include resolving cultural disputes, examining how tourism influences local social institutions, and ensuring that tourism enhances the local economy. Future recommendations ought to concentrate on fostering community-based tourism, raising community involvement in tourist planning and management, and fostering cultural sensitivity among travellers.

4.8 Trustworthiness and Validity

The validity and trustworthiness of the results in plans promoting regional tourism development can be ensured by a number of methods. Among these strategies are member checking and triangulation.

Obtaining feedback from study participants or stakeholders to verify the accuracy and interpretation of the findings is known as member checking. This can be accomplished by presenting the study's findings to participants and then soliciting their opinions or affirmation. Involving participants in the research process helps to ensure that the results are trustworthy and that the viewpoints of the participants are fairly reflected.

Triangulation is an additional strategy that can be used to increase the validity and dependability of the findings. Triangulation is the process of using multiple data sources or research methods to examine a single phenomenon. This can entail obtaining information using a variety of methods, including surveys, interviews, and observations, or it can entail looking at information from different perspectives or sources.
By using a range of sources and approaches, researchers can cross-reference and compare their findings, improving the validity and reliability of their findings.

While reflecting on potential biases and how they affected the analysis, it is critical to account for any biases that might have affected the study methodology or the interpretation of the results. Bias can surface at several stages of the research process, such as data collection, analysis, and interpretation. Common biases include researcher bias, participant bias, and environmental or cultural biases. It is essential for researchers to identify and address these biases in order to preserve the accuracy and dependability of the findings.

In general, in the context of regional tourism development, the validity and reliability of the results can be increased by employing strategies like member verification and triangulation. Furthermore, it is crucial to be aware of potential biases and how they could affect the analysis in order to ensure the accuracy and reliability of the study findings.

5.0 CONCLUSION

To sum up, it's important to stress the value of using theoretical frameworks—like the Triple Bottom Line concept—to the analysis and interpretation of data pertaining to the growth of sustainable tourism. Through an examination of sustainability's environmental, social, and economic dimensions, scholars can discern trends, connections, and revelations that provide guidance for tactics aimed at preserving the expansion of local tourism.

The research also emphasises the difficulties that organisations encounter when putting sustainable tourism practices into practice and provides suggestions that are specifically suited to Batang Kali, Selangor. The study aims to expand knowledge on sustainable tourist development and provide practical strategies for supporting a healthy and sustainable tourism sector through a detailed examination of data and thematic coding.

Localities can strive towards developing a tourist economy that benefits both inhabitants and visitors while protecting natural resources for future generations by encouraging community engagement, boosting economic growth, and placing a high priority on environmental conservation. The significance of authentically portraying participant viewpoints and experiences is emphasised by the emphasis on trustworthiness and rigour in qualitative research, which helps to assure the validity of study findings.

All things considered, this report is a great tool for anybody involved in the tourist sector, such as locals, travel agents, and legislators, who want to improve eco-friendly tourism and encourage responsible growth in their areas.

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