

RESEARCH ARTICLE



Perceived Impact of Music Tourism and Support for Music Tourism among Local Communities: The Moderating Effect of Psychological Egoism

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**Abstract**

Music tourism, a growing segment of the tourism industry, has significant socio-economic benefits but also poses environmental challenges. This study investigates the relationship between the perceived impact of music tourism and local community support in Kuala Lumpur, Malaysia, with a particular focus on the moderating effect of psychological egoism. Using Partial Least Square Structural Equation Modeling (PLS-SEM) and survey data from 134 local residents, we found that positive perceived impacts of tourism correlate with higher community support. However, psychological egoism influences this relationship, as individuals with higher egoism levels still support music tourism despite recognizing its negative impacts. These findings highlight the need for targeted educational campaigns to promote environmental sustainability and community well-being. Local governments and event organizers should focus on enhancing the positive impacts and mitigating the negative ones to foster sustainable tourism practices that align with conservation goals and contribute to UNESCO Sustainable Development Goal 8.

Keywords: Music tourism, perceived impact of music tourism, psychological egoism, local community support, Malaysia

1. Introduction

The tourism sector is one of the fastest-growing sectors globally, contributing significantly to the gross domestic product (GDP) of many countries [1-14]. Among various tourism subsets, music tourism, which involves traveling to experience live music events, is gaining attention, particularly in regions like Southeast Asia and Malaysia. Despite its economic benefits, music tourism poses environmental and social challenges, often understudied in this geographic context. In 2023, more than 100 concerts in Kuala Lumpur are expected to draw over 1 million attendees, both local and international [15-16].

While music tourism can enhance local economies by creating jobs, improving quality of life, and fostering a positive destination image, it also brings negative environmental impacts. Large-scale music events can lead to traffic congestion, pollution, vandalism, and strain on local ecosystems [17-18]. Therefore, understanding local community perceptions of these impacts is crucial for sustainable tourism management [19]. This study aims to analyze the relationship between perceived impacts of music tourism and community support, emphasizing the need for environmentally sustainable practices.

Furthermore, we hypothesize that psychological egoism—a tendency to act in one's self-interest—significantly influences community support for music tourism, despite awareness of environmental drawbacks [20]. Scholars contended that music festival communities play a crucial role in addressing environmental sustainability [21-24]. Communities may prioritize economic gain from increased tourism over potential harm to local ecosystems. This study also tests the moderating effect of psychological egoism on the relationship between perceived impacts and support for music tourism, addressing a gap in literature regarding the environmental sustainability of music tourism.

By aligning the study within the framework of sustainable tourism and environmental conservation, we aim to contribute actionable insights that support the goal of maintaining

harmony within local environments amidst growing tourism activities [3, 17]. This aligns with the broader objectives of environmentally responsible tourism development and the principles.

2. Literature Review

2.1. Perceived impact of music tourism and support for music tourism

Support for music tourism can be referred to as an individual's willingness to promote the growth, sustainability, and positive outcomes of the music tourism industry in a particular destination [9]. According to social exchange theory, people seek to maximize their rewards and minimize their costs in social relationships. In the context of this study, local communities that perceived greater positive impact than negative impact would provide more support to music tourism activities [3]. Conversely, if the local community perceives a greater negative impact than a positive impact on their daily lives, it will limit their support for hosting music activities such as music festivals or concerts within their region.

2.2. The moderating effect of psychological egoism

We contended that when an individual has a high desire for his own self-interest, they are more inclined to support music tourism events if they perceive greater benefits from such activities. Whereas those communities with a low level of psychological egoism may have a higher concern for the collective well-being of the community over personal gain [25]. In this case, if they perceived a greater negative impact than a positive impact that resulted from music tourism activities, this would further deter them from supporting music tourism activities in their local region.

2.3. Figures and Illustrations

Below is a list of hypotheses and a proposed research framework as shown in Figure 1.

H1: The perceived impact of music tourism has a positive influence on support for music tourism among local communities.

H2: Psychological egoism significantly moderates the relationship between the perceived impact of music tourism and its positive influence on support for music tourism among local communities.

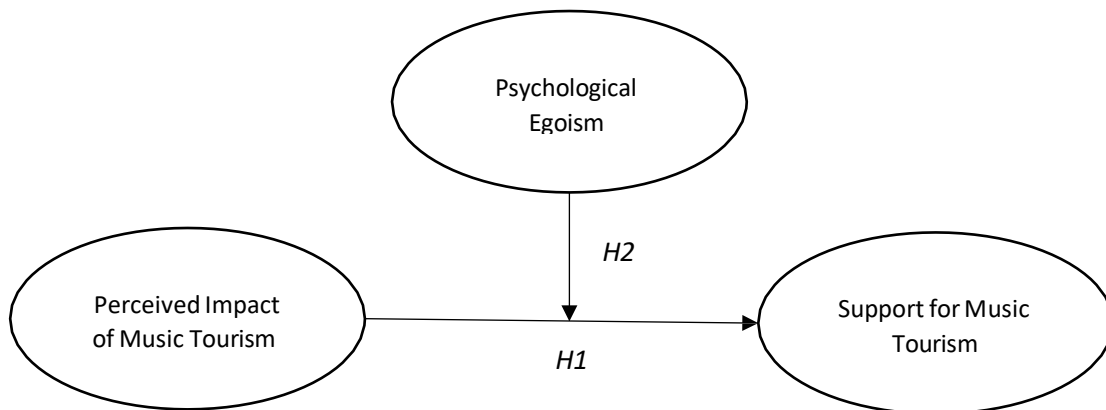


Figure 1. Proposed research framework

3. Methodology

This study employs a cross-sectional quantitative design, utilizing partial least squares (PLS) structural equation modeling (SEM) for data analysis. Primary data were collected through a self-administered questionnaire. Target respondents were local community members residing within walking distance of music venues such as Axiata Arena Bukit Jalil in Kuala Lumpur, selected using a purposive sampling technique. The selection criteria included: (1) being local residents, and (2) having lived near the music event venue for at least 2 years.

Using G Power software, the recommended minimum sample size was calculated to be 77 respondents. To facilitate data collection, several research assistants distributed and collected surveys. Ethical clearance was granted by the institution's research ethics committee on August 22, 2023 (Reference No: U/SERC/210/2023). Fieldwork was carried out from September 15, 2023, to October 26, 2023. The questionnaire measured various constructs based on validated items from previous studies [25-30], guaranteeing construct validity and reliability. Data analysis was conducted using both Statistical Package for the Social Sciences (SPSS) and SmartPLS software. Out of 200 distributed questionnaires, 134 usable responses were obtained, yielding a response rate of 67%. The majority of respondents were female (n=87, 65%), within the 31-40 age group (n=65, 49%), and involved in tourism-related businesses (n=79, 59%).

4. Data Analysis

The proposed research model was tested and confirmed using Partial Least Square Structural Equation Modeling (PLS-SEM) in the Smart PLS software version 4. Both the PLS algorithm and bootstrapping techniques were employed. Before conducting model testing, we conducted the Harman Single Factor test to identify the potential presence of common method bias in the dataset. This is followed by examining the measurement model to confirm the reliability, convergent validity, and discriminant validity of each construct. Lastly, we tested the structural model by looking at path coefficients, t-statistics, and the significance value of each proposed hypothesis.

The measurement items were adapted from past studies. These adapted items used to measure the construct were tested for reliability and validity. At first, we test the convergent validity of the proposed model by examining the factor loadings, average variance extracted (AVE), and composite reliability. Table 1 reveals that all three criteria of test were met the threshold score recommended by Hair and his colleagues [26]. Thus, we conclude that the convergent validity is ascertained. Next, we also examine the discriminant validity of the measurement model. Based on the Heterotrait-Monotrait (HTMT) criterion test, we found that none of the HTMT score exceeded the cut-off value of 0.85 (Table 2). Thereby, the discriminant validity is well achieved.

Table 1. Convergent Validity Result

Constructs	Items	Loadings	AVE	CR
Economic Impact	Ecl1	0.867	0.771	0.926
	Ecl2	0.877		
	Ecl4	0.911		
	Ecl5	0.891		
	Ecl6	0.844		
Environmental Impact	Enl1	0.916	0.850	0.957
	Enl2	0.927		
	Enl3	0.934		
	Enl4	0.934		
	EN5	0.898		
Social Impact	Sol1	0.895	0.788	0.933
	Sol2	0.914		
	Sol3	0.870		
	Sol4	0.894		
	Sol5	0.865		
Cultural Impact	Cul1	0.881	0.756	0.937
	Cul2	0.900		
	Cul3	0.893		
	Cul4	0.871		
	Cul5	0.887		
	Cul6	0.780		
Perceived Impact of Music Tourism	Ecl	0.911	0.728	0.914

Constructs	Items	Loadings	AVE	CR
	EnI	0.841	0.747	0.898
	Sol	0.883		
	Cul	0.771		
Psychological Egoism	PE1	0.870	0.747	0.898
	PE2	0.796		
	PE3	0.922		
Support for Tourism	ST1	0.887	0.829	0.959
	ST2	0.913		
	ST3	0.926		
	ST4	0.929		
	ST5	0.928		
	ST6	0.880		

Table 2. Heterotrait-Monotrait Criterion

No.	Construct	1	2	3	4	5	6
1	Economic Impact						
2	Environment Impact	0.704					
3	Social Impact	0.834	0.740				
4	Cultural Impact	0.722	0.496	0.553			
5	Psychological Egoism	0.172	0.077	0.092	0.141		
6	Support for Music Tourism	0.732	0.840	0.755	0.539	0.087	

5. Results and Discussion

A bootstrapping with a 5000 resample was performed. We found that perceived impact of tourism is positively related to support for music tourism ($\beta=0.656$, $t=8.467$, $p<0.001$). Therefore, hypothesis is supported by the data. As speculated, the psychological egoism is significantly moderates the relationship between perceived impact of music tourism and support for music tourism ($\beta=0.313$, $t=2.462$, $p<0.05$). Thereby, the hypothesis 2 is also supported by the data (see Figure 2).

Based on the preliminary study, it has been observed that the perceived impact of tourism is positively related to general support for tourism. Our study's finding is consistent with past empirical studies [3, 17, 27]. If local residents perceive a greater positive impact of tourism than negative impact, it is likely to increase their support for music tourism events. Conversely, if the negative impact of tourism outweighs the positive impact, local communities may withhold support for music-related tourism activities [9]. Local governments and tourism authorities can actively promote music tourism by highlighting its positive impacts [3]. They can use these findings to design marketing campaigns that emphasize the benefits of music tourism for the local economy and community. Apart from this, local governments or authorities should host forums and workshops to discuss the positive impacts of music tourism. This could enhance awareness of the positive impact of music tourism. At the same time, a special task force can be formed to ensure these musical and tourism activities do not harm the environment [3]. This is an effective initiative that has been implemented in Western countries such as the United Kingdom, Germany, and the United States.

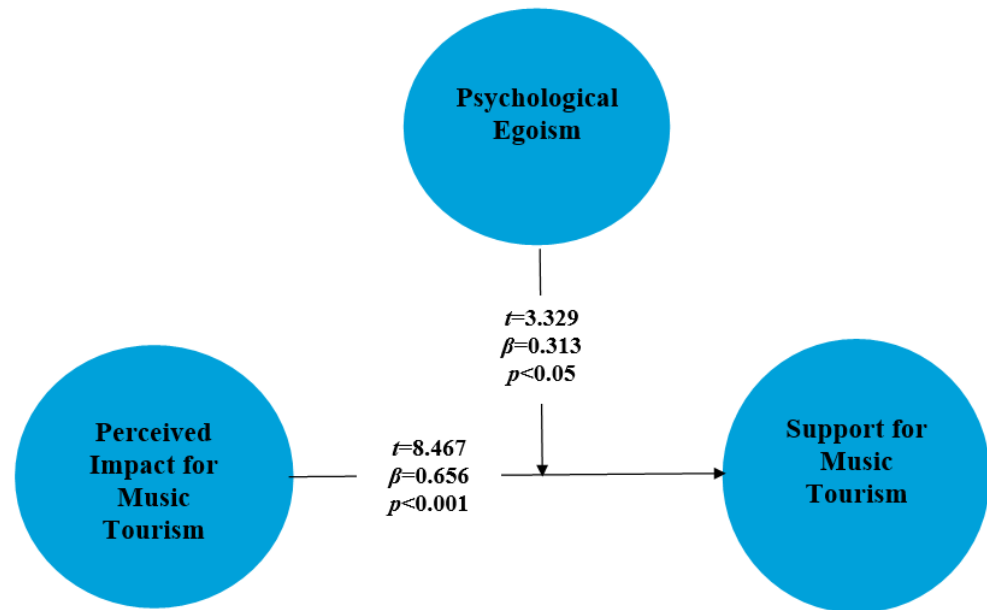


Figure 2. Structural Model

Furthermore, Feinberg [25] found that local communities with a strong inclination towards psychological egoism are more likely to support music-related activities, even when the negative impact of these activities outweighs the positive impact. Unlikely to those with a low level of psychological egoism, the magnitude effect of relationship between perceived impact of music tourism and support for music tourism will be stronger. Thereby, we conclude that psychological egoism significantly moderates the relationship between perceived impact of music tourism and support for music tourism. Music organizers and local governments should implement educational campaigns targeting local communities. These campaigns aim to effectively address the specific values and motivations of individuals with varying levels of psychological egoism. For example, messaging that emphasizes the communal benefits of music tourism may strongly resonate with individuals who have lower levels of psychological egoism. This study's finding further implied that the need for educational campaigns focused on promoting environmental awareness in conjunction with music tourism activities. Implementing such campaigns is crucial to ensure that local communities not only prioritize immediate egoistic motivations and well-being but also actively contribute to the preservation of the local environment by supporting sustainable practices. These educational initiatives could provide local communities a clear picture on how individuals' support for music tourism related to the long-term well-being of the local ecosystem and sustainable environment. Last but not least, local governments could highlight community improvements by organizing large-scale music events. They should demonstrate how music tourism can lead to improved local infrastructure, such as enhanced transportation systems, better public spaces, and upgraded facilities. By doing this, local communities will be motivated to actively support and engage with the music tourism industry [17].

6. Conclusions

This study is aimed at demonstrating the moderating effect of psychological egoism on the relationship between the perceived impact of music tourism and support for music tourism activities among local communities. Through this study, we able to provide valuable insight to stakeholders such as the music event's organizer, the Ministry of Tourism, Arts and Culture, and the local government on how to gain the support and involvement of local

communities for music tourism activities in the local region. For instance, it is recommended to organize a series of educational campaigns within local communities to raise awareness about the significance of environmental sustainability. The aim is to ensure that local communities do not allow their personal egoistic motives to negatively influence the local environment. Through these educational initiatives, individuals can better understand the importance of aligning their actions with sustainable practices, thereby fostering a more conscientious and environmentally responsible community. Apart from this, this study's findings are able to expand the body of knowledge for music tourism as well as contribute to sustainable tourism that is related to UNESCO Sustainable Development Goal (SDG) 8.

Author Contributions

YOC: Conceptualization, Writing – review & editing; **TYK:** Data Curation; **BBHC:** Data Curation; **SCK:** Literature Review; **MPL:** Methodology & Formal Analysis, and **TTVY:** Writing – original draft.

Conflicts of interest

There are no conflicts to declare

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