

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in six main areas along with a summary: the concept of attitudes, the concept of real estate, Thai-Muslim people, Islamic culture and belief, social change and other relevant studies.

2.1 THE CONCEPT OF ATTITUDES

2.1.1 Definition of Attitude

The concept of attitude is a distinctive and indispensable concept. Philip G. Zimbardo and Ebbe B. Ebbesen (1977) defined attitudes as “the core of our likes or dislikes for certain people, groups, situations, objects, and intangible ideas”. He also adds that attitudes are internal private events whose existence we infer from our own introspection or from some form of behavioral evidence when they are expressed overtly in word or deed. In addition, a verbalized attitude is called an *opinion*.

Traindis (1971) also gave the definition of attitude as critical ideas:

“An attitude is an idea charged with emotion which predisposes a class of actions to a particular class of social situation” (Cited in Phong-Ampai, 2007, p.8)

From Ajzen and Fishbein (1980), “An attitude can be defined as the degree of positive or negative feeling that a person has towards a particular attitude object, such as a place, a thing or a person.” (Cited in Phong-Ampai, 2007)

2.1.2 Three Components of Attitude

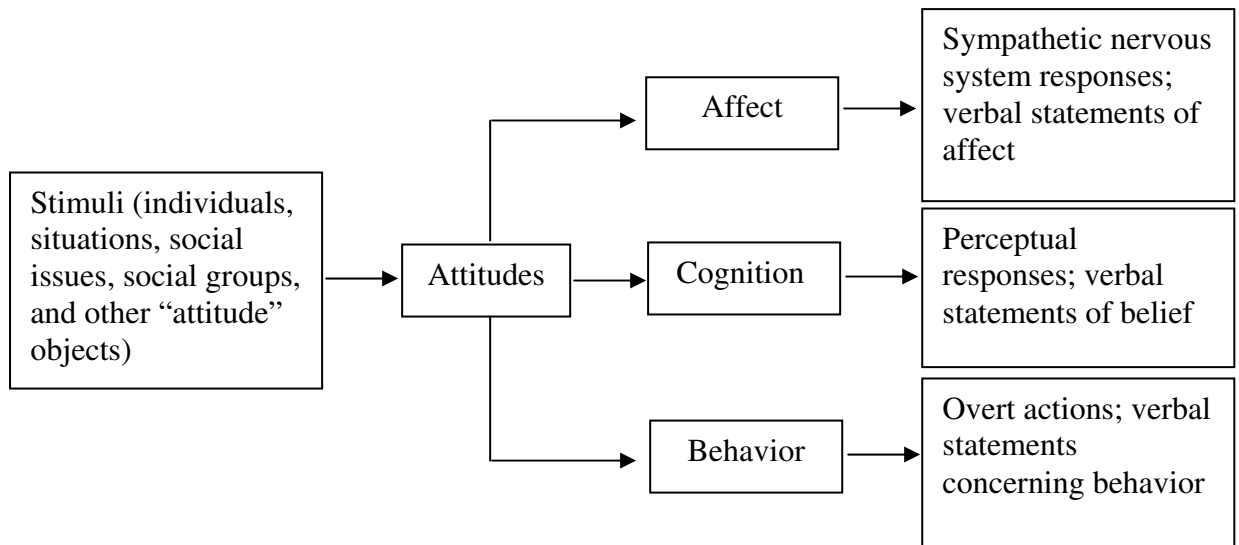
According to Philip G. Zimbardo (1977) in his book, *Influencing Attitudes and Changing Behavior*, attitudes are divided into three components:

(1) Affective Component “consists of a person’s evaluation of, liking of, or emotional response to some object or person.”

(2) Cognitive Component “is conceptualized as a person’s beliefs about, or factual knowledge of, the object or person.”

(3) Behavioral Component “involves the person’s overt behavior directed toward the object or person.”

Figure 1. A schematic conception of attitudes (after Rosenberg and Hovland 1960)



Resource: Zimbardo P.G., & Ebbesen E.B. (1977). *Influencing Attitudes and Changing Behavior*.

Furthermore, Zimbardo and Ebbesen(1977) has explained in his book that the affective component can be measured by physiological responses or verbal statements of like and dislike; while self-ratings of beliefs or the amount of knowledge about some topic can be used to measure the cognitive component. Lastly, the behavioral component can be measured by direct observation of how the person behaves in specific stimulus situations.

2.2 THE CONCEPT OF REAL ESTATE

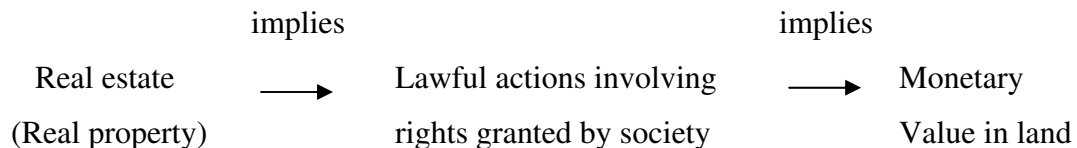
People bring a variety of perspectives to discuss real estate. To most, real estate conjures up ideas of the physical combination of land and buildings. Accordingly, people often define real estate as *land and all permanent attachments to land*. To others, real estate means either a type of investment or a type of business (Corgel, Ling, & Smith, 2001)

According to Peter F. Colwell and Joseph W. Trefzger (1994) (cited in Corgel, Ling, & Smith, 2001), the term *real* stems from the notion that (real) actions of people serve as alternative remedies to payments in money for rectifying injustices.

The term *estate* means a collection of rights. This is the same as saying that one has permission to do things or lacks the permission. Thus, **real estate** correctly

refers to collections of rights associated with real actions. Moreover, because **real property** refers to these same rights, the two terms – real estate and real property – are commonly used interchangeably in practice.

Value Perspective of Real Estate



Real estate provides the space humans need and costs money. It exists because humans put their money and effort into transforming vacant land into useful space. People improve land to induce demand and supply conditions in the asset market that affect real estate value. During each period, new contributions and investments add to the flow of investment in real estate, indicating the relative importance of human and space relationships in the economy.

Real Estate is classified into four categories (Corgel, Ling, & Smith, 2001):

1. Real estate held as a **personal residence**.
2. Real estate held for sale to others – **dealer property**.
3. Real estate held for use in a trade or business – **trade or business property**.
4. Real estate held as an investment for the production of income – **investment property**.

In this study, focus is on the three kinds of real estate businesses as follows: hotels and resorts, residential property, and business properties such as shopping plazas.

2.3 THE CONCEPT OF THAI-MUSLIM PEOPLE

Islam is generally recognized as a great religion of the world with a large number of adherents. One who professes Islam is known as a *Muslim*, which literally means “one who submits to the Will of the One God—Allah. (เสาวนีย์ จิตต์หมวด, 2535)

A Thai-Muslim is a person who was born in Thailand and possesses Thai nationality as well as a belief in Allah. However, Thai-Muslims in Bangtao are a hybrid of Thai-Talang locals and Malaysian Muslims. (ปัญญา ศรีนาค, 2546)

2.4 THE CONCEPT OF ISLAMIC CULTURE AND BELIEF

Islam is more than a religion; it is a culture and a complete way of life which governs the life of a Muslim from birth till death.

According to Sawvane Jitmoud (เสาวนีย์ จิตต์หมวด, 2535), theoretically the components of a culture are fourfold: a concept, an organization, usages and instrumental and symbolic objects. The fundamental concept of Islam is to believe in the Oneness of Allah and the Prophethood of Muhammad. These conceptual beliefs are the sources of Islamic culture. In other words, Islamic culture stems from Allah via the Holy Qur'an and Holy Prophet Muhammad via the Hadith, which constitute guidelines for humanity on how to lead one's life. Certainly that any culture adopted by man must conform to and be based on these two conceptual beliefs.

Unlike other cultures, Islamic culture is not a product of human imagination. Therefore, it does not vary with time, geography or human values. It is the duty of every Muslim to practice and spread Islamic culture in any society wherever (s)he may find her/himself in. (S)he cannot isolate Islam from her/his own life, but her/his life has to be conducted on the basis of Islam.

With the spread of Islam worldwide, those Muslims who live in a non-Muslim environment, as is the case with the Thai Muslims, are exposed to acculturation and cultural assimilation, whether intentionally by state policy or just in passing. For instance, Thai-Muslim women have given up wearing the Hiyap(ฮิญาบ), (Muslim scarf) and Thai-Muslim men consume alcohol. Some acculturation and cultural assimilation comes from marriage with a person in different religion, with behavioral changes from cultural assimilation becoming implicitly acceptable and carried down to the next generation.

2.5 THE CONCEPT OF SOCIAL CHANGE

Change is one of the central issues of our time. The Greek philosopher Heraclitus stated that “action in its repetition can never be the same. Everything involved in it has irrevocably changed in the intervening period” (Adam, 1990, cited in Vago, 2004, p. 4). Change often involves disruption, the reorganization of behavior patterns, and requires some alterations of values, attitudes, and lifestyles. To a great extent, the structure of a society dictates whether change will be opposed or advocated. When a society is highly integrated, change is difficult and costly.

According to Steven Vago (2004), although the rate of change varies from society to society, and within society among its various subgroups, it is possible to identify and analyze factors that inhibit or promote change in a variety of domains and levels. Change can be stimulated by four features.

1. Social Stimulants: All societies are constantly changing- some rapidly and some very slowly. The factors that stimulate change are the desire for prestige, contact with other people, friendship obligations, social class, authority, problems of “fit”, timing, the degree of participation in decision making, and competition. These will influence the rate of change and its acceptance.

2. Psychological Stimulants: Psychological factors consist of motivation to change, perceived needs, communication patterns, attitudes, and personal influence. These factors can lead to the acceptance of change.

3. Cultural Stimulants: The term culture refers to a set of knowledge, beliefs, attitudes, and rules for behavior that are shared by members of a society. Different cultures reveal different degrees of capability and readiness for accepting change. Both the context of culture and the degree of cultural integration play a role in the receptivity of the new, and encourage innovation.

4. Economic Stimulants: Economic gain is an important stimulant to change. If something is valued because of what it will do, change may be accepted quite readily. In addition, economic forces eventually tend to override many traditional values and practices. Economic stimulants covers perception of economic advantages, cost (change is always costly), and vested interests.

2.6 PREVIOUS SIMILAR STUDIES

The following previous studies related to the attitudes of local people towards tourism industries show that real estate investment is also a part of their growth.

Phong-Ampai Thongpob (2007), in her research, studied the attitudes of Samui residents towards tourism and foreign tourists in four areas: economy, environment, society and culture. In general, the Samui residents' attitudes were mostly positive perception and the residents expressed strong support for local tourism.

Regarding the economic aspect, Samui residents agreed that tourism provided jobs, expanded employment opportunities and increased local income. Moreover, tourism attracted international investment and raised the overall quality of life for Samui residents, real estate investment and cost of living.

As the environmental aspect, residents agreed that tourism and tourists caused some environmental impact such as water shortages, noise and air pollution. Tourism also caused public areas to become more crowded and deteriorated beautiful natural resources.

In terms of society, Samui residents agreed that tourism and tourists caused traffic jams and road accidents, increased crime rates, and contributed to the expansion in prostitution, but this was accepted. Besides, tourism growth encouraged people from other regions to relocate to Samui so that the community was over crowded.

Finally, for the cultural aspect, residents agreed that some of western culture such as consuming fast food and the western dress code influenced Samui teenagers' behavior. The reason was that the local residents found that their children or teenagers in the area imitated the western people's behaviors. Samui residents also agreed that tourism could affect traditional family values.

Corgel B., Ling C., and Smith C. (2001) state in *Real Estate Perspectives* that a private enterprise company, individuals, businesses, and institutions own much of a nation's property. Their objectives are to maximize the individual owner's wealth or rate of return, according to how land is used. Recognizing the impact that land uses may have on a neighborhood and community, local governments typically regulate how land may be used through zoning. A general plan for the community determines

acceptable land use. Property values are protected and enhanced when planning and zoning protect areas from inconsistent or undesirable land uses (such as a bar in the middle of a residential neighborhood). On the other hand, property values may be hurt when the comprehensive plan and zoning provide too much land for one purpose and not enough for another. By limiting and allowing high densities, planning and zoning can reduce crime, congestion, and sprawl. For instance, many cities in America have also instituted “community policing” programs in which officers are assigned to specific areas of a city in order to get to know the residents, consider their needs, and be aware of factors leading to unrest and crime. According to state regulations, property owners are subject to huge dollar amounts of potential liability if environmental hazards are found on their property. (Corgel, Ling, & Smith, 2001, pp. 224-244).

The World Tourism Organization (1994) conducted research on “National and Regional Tourism Planning: Methodologies and Case Studies” looking at the environmental impact management in the Tibet tourism plan. It revealed that the plan considered the impact of tourism on both the man-made and natural environment because the development of tourism could possibly cause damage to the natural environment. The plan also reviewed the possible social impact from tourism. However, it concluded that there would not a substantial negative impact because of the relatively modest level of tourism proposed and the strong Buddhist-based cultural values of Tibetans. It indicates that the Tibetan’s attitudes, values and ways of life would be influenced by tourists. Moreover, in tourist areas, some moderate problems will likely arise – non-traditional begging by children from tourists; petty theft; prostitution; and overly aggressive selling of items by vendors to tourists.

Another interesting case study by the World Tourism Organization (1994) was an environmental management of tourism in the Maldives. It revealed that Maldives have developed a very suitable form of tourism which is appropriate for their small-island environment and does not generate any serious environmental or socio-cultural impact. In addition, it creates substantial economic benefits as well as meets tourist expectation and satisfaction levels. Since Maldives’s society is Islamic, several policies and controls have been established which relate to socio-cultural and economic considerations. These emphasize that Islamic codes and customs are

carefully maintained. For example, nude bathing is prohibited and fines are imposed on both the bather and resort management if this regulation is infringed upon. Although, alcoholic beverages are served in resorts, Maldivian employees are not allowed to handle or serve these beverages. Additionally, Maldivian employees and Maldivian visitors are prohibited from entering bars and shops where liquor is sold.

According to the study on the positive and negative impacts of tourism, Brian Archer and Chris Cooper (1998) reveal that tourism, both international and domestic, results in assimilation of people from diverse social and cultural backgrounds, and also impact the economy of the destination area. Also, they state that wide cultural differences occur between different countries and sometimes between different regions within the same country. Sometimes, differences in cultural behavior between visitors and residents are so great that mutual understanding is replaced by antipathy. The problem is intensified because by definition, tourists are strangers in the destination. Their dress codes and patterns of behavior are different to the residents and often different from those that the tourist would display at home. Inhibitions are shed and results in the problems of prostitution, drugs, and gambling. Tourists may be victims of crimes done by the local community who may see these activities as a way to “redress the balance”.