



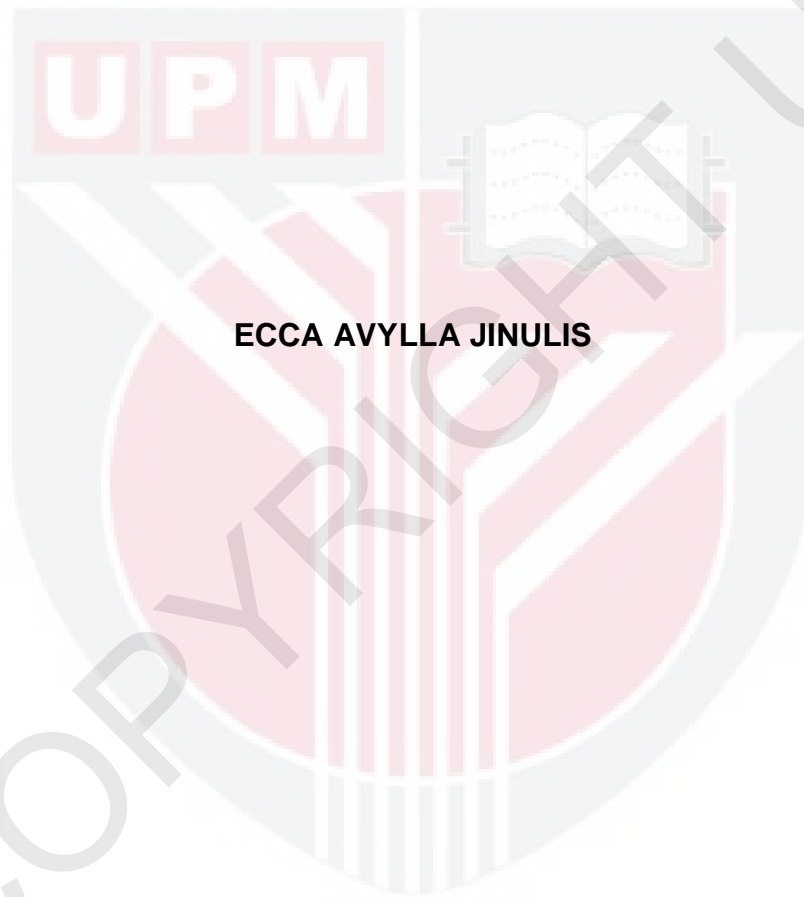
UNIVERSITI PUTRA MALAYSIA

***KUNDASANG LOCAL COMMUNITY'S PERCEPTIONS
TOWARDS INTERNATIONAL TOURISTS***

ECCA AVYLLA JINULIS

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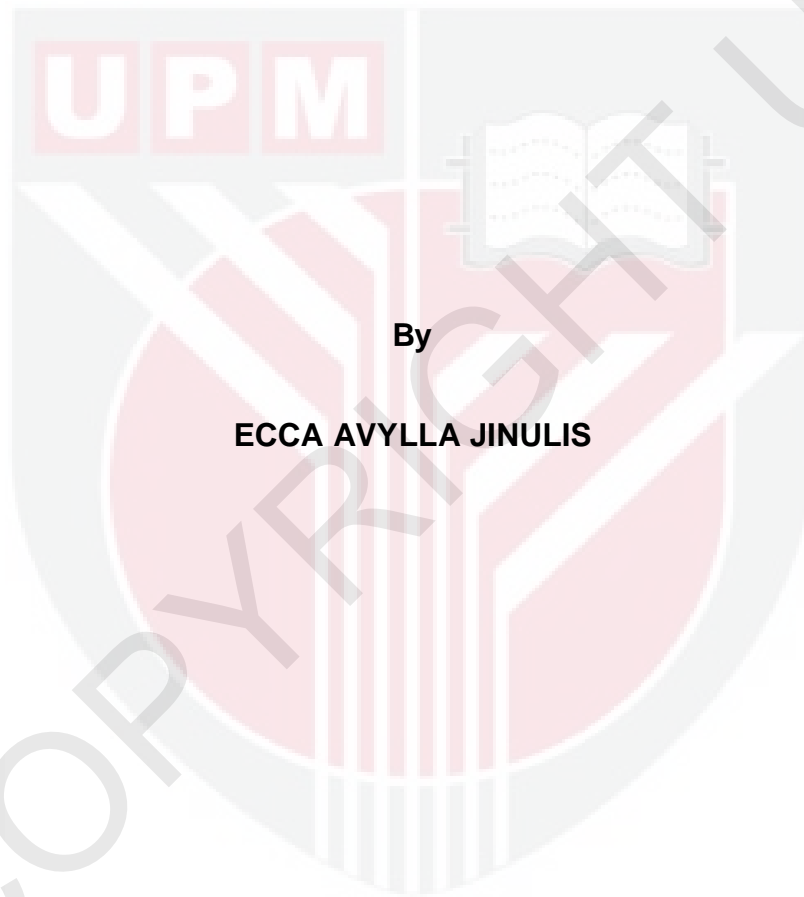
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**Faculty of Forestry
Universiti Putra Malaysia**

2016

**KUNDASANG LOCAL COMMUNITY'S PERCEPTIONS
TOWARDS INTERNATIONAL TOURISTS**



By

ECCA AVYLLA JINULIS

**A Project Report Submitted In Partial Fulfillment of the Requirements For The
Degree of Bachelor of Park and Recreation Science in the Faculty of Forestry,
Universiti Putra Malaysia**

2016

DEDICATION

I dedicated this work to

Mum

Dad

Ryan

Eleona

Els

Gaia

Venzee

Gold-Whiskered Barbet

Thank you for always being there for me.

ABSTRACT

Kundasang town is one of the popular tourism destinations in Sabah and has received an increase of international tourists since 2010 until now. The increasing of tourists to Sabah could possibly generate benefits and also problems to the communities around Kundasang. The objectives of this study were to identify the socio-demographic profile of Kundasang local community and to determine the perceptions of local community towards international tourists. A total of 150 set of questionnaire was distributed at Kundasang town. The result shows that there were significant different answers between age group, occupation and monthly salary. Respondent who aged between 18-24 and 45-55 years old were agreed that tourism is not giving any trouble to local community. Moreover, skilled labor does not agree that tourists' has intimidated them because they always see tourist during their daily work and they were happy that tourism has changed their life. Respondent with salary under RM1, 000 per month were agreed that they have difficulties in communicating with tourists while respondent with salary RM3, 000 – RM4, 000 per month agreed that tourists is a very friendly and polite guest that they want to see more of them coming to Kundasang.

ABSTRAK

Pekan Kundasang merupakan salah satu destinasi terkenal di Sabah dan telah mengalami peningkatan pelancong asing sejak tahun 2010 sehingga kini. Peningkatan pelancong ke Sabah mungkin boleh menjana manfaat dan juga masalah kepada masyarakat Kundasang. Objektif kajian ini ialah mengenal pasti profil sosio demografi penduduk Kundasang, untuk menentukan persepsi penduduk tempatan terhadap pelancong antarabangsa. 150 set soal selidik telah diagihkan di pekan Kundasang. Keputusan menunjukkan yang terdapat perbezaan jawapan yang ketara antara kumpulan umur, pekerjaan dan gaji bulanan. Responden yang berumur di antara 18-24 dan 45-55 tahun telah bersetuju bahawa pelancong tidak memberi sebarang masalah kepada penduduk tempatan. Selain itu, tenaga kerja mahir tidak bersetuju bahawa pelancong telah memberi ancaman kepada mereka kerana mereka sentiasa melihat pelancong sewaktu bekerja dan mereka gembira bahawa pelancongan telah mengubah hidup mereka. Responden dengan gaji di bawah RM1,000 sebulan telah bersetuju bahawa mereka mempunyai kesukaran untuk berkomunikasi dengan pelancong manakala responden dengan gaji RM3,000-RM4,000 sebulan bersetuju bahawa pelancong adalah tetamu yang sangat mesra dan sopan sehingga mereka ingin melihat lebih banyak lagi pelancong datang ke Kundasang.

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Last but not least, to the fellow classmates, for sharing their knowledge and idea in helping the researchers in the construction of the project.

Thank you, God Bless.

APPROVAL SHEET

I certify that this research project report entitled **“Kundasang Local Community’s Perceptions towards International Tourists”** by Eccca Avylla Jinulis has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 General background

Tourism has always been interpreted as the temporary movement of people to a destination outside their residence and doing certain activities in tourism destinations which can meet their needs (Matheison and Wall, 1982; Bukart and Medlik, 1987; Bhatiah, 2001). Other than that, tourism is also considered as a major industrial and experiencing rapid growth in the world (Scheyvens & Momsen, 2008). Every day, the tourism sector has been taken seriously by most countries in the world because it has its own potential to compete with other sectors.

In Malaysia, the tourism sector is the second largest sector after manufacturing sector (Che Leh and Omar, 2013; Ministry of Tourism Malaysia, 2010). According to the United Nations World Tourism Organization (UNWTO) (2013), world tourism grew by four per cent in 2012, a record number of tourist arrivals by 1,035 billion and total revenues of US \$ 1.075 billion. It is considered good for tourism sector growing beneficial to a country's economy. In Malaysia, there were 27.44 million tourists entered the country with a total expenditure of RM72 billion in year 2014 (Ministry of Tourism, 2015). Table 1 and table 2 show this development from year 2011 to 2014.

Table 1: Tourist's arrival and receipt to Malaysia (2010-2014)

Year	Arrival (million)	Receipt (RM bil)
2011	24.71	58.32
2012	25.03	60.56
2013	25.72	65.44
2014	27.44	72.00

Source: Ministry of Tourism, 2015

The numbers of tourists to a destination are associated with the role of the state in promoting the country's tourism sector to the outside world through initiatives (Husin and Veelan, 2014). For example is Visit Malaysia 2013/2014, the government has allocated RM358 million under expenditure development which is 42% increased allocation with 26.8 million target of tourist (*Tinjauan Bajet*, 2014). With business introduced in the development of the tourism sector by the government, the budget Malaysia showed that the tourism sector will contribute RM66.7 billion to Gross National Income in 2020 (Che Leh and Omar, 2013).

Sabah, one of the thirteen Malaysian states is located in east Malaysia that is rich with popular destination resources. It has the world class tourism product such as the Sipadan Island, one of the top dive sites in the world and the home of the Malaysia's first World Heritage Site, which is the Mount Kinabalu (Bagul and Bahar, 2009). Around Mount Kinabalu, there are also other various tourism development and activities such as Kundasang War Memorial, Desa Cattle Farm, Poring Hot Springs, Sabah Tea Plantation, Nunuk Ragang Monument and homestay tourism as in the Sabah Tourism website has stated.

1.2 Problem Statement

Apart from all the tourists spot in the country, Kundasang was chosen for this study. Since 2010 until now, Sabah has received an increase of international tourist's arrival from various country for example New Zealand, Italy, USA, Taiwan and so on (Sabah Tourism, 2015). With the increase of international tourist arrivals to Sabah, this could possibly generate benefits as well as create problems to the communities around Kundasang.

Tourism relies heavily upon an active participation from local residents. Vargas-Sanchez (2011) said that the support from locals is important for an area to be developed, becoming a successful operation and sustainable in the industry for a long term. If residents attitude are favorable towards the tourism impact, then they will probably support additional local tourism development and they will be more hospitable to tourists. In this content, it is important to remember that local community must be involved and played an active role, participating in the planning and management of local tourism policy in order to obtain its agreement and support (Simpson and Breherton 2009).

Tourism involves engagement between local community and tourists. According to Thongma et al. (2011), the involvement of local communities is important to the success of rural tourism development because these communities build more personable relationships with visiting tourists and impress the tourists with local activities. Therefore, having an enjoyable experience during their visit, the tourist will be satisfied and more likely to

revisit the same destination in the future (Lo, Songan, Mohamad and Yeo, 2013). Since tourism relies on the consideration of the local residents, their support is extremely important for a place to be developed, successful, and sustainable in a long term (Vargas-Sanchez, 2011).

For example of the incident that happen in Sabah where tourists from UK get naked at the top of Mount Kinabalu recently and causes the local people become angry and it is even worse because few days after that, earthquake occurs on the mountain and killed 18 people. There is no proof that the incident causes the earthquake but since some locals in Sabah was still practicing old customs and traditions, it does affect the locals mentally. Tourists might not realize that their own behavior and attitude is affecting the local community's perception towards international tourists. Tania, Ahmad and Akmal (2014) said that the attitudes of locals towards tourism development surrounding Kinabalu Park are between euphoria and apathy but their study does not represent any obvious results on the perceptions of locals towards international tourists that keep coming to visit Kundasang.

1.3 Research objectives

This study aims to assess the perceptions of local communities towards tourist's behavior and attitudes. By conducting this research, the researcher hoped to capture the local's current perceptions towards international tourists based on pre conceived expectations. The specific objectives are:

1. To identify the socio-demographic profile of Kundasang local community.
2. To determine the perceptions of local community from various socio-demographic profile towards international tourists.

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