



UNIVERSITI PUTRA MALAYSIA

***PERCEPTION OF LOCAL COMMUNITIES TOWARDS THE
POTENTIAL OF BIRD WATCHING ACTIVITY AS ECOTOURISM
PRODUCT IN ROMPIN***

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**PERCEPTION OF LOCAL COMMUNITIES TOWARDS THE POTENTIAL
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BY

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**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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ABSTRACT

An ecotourism product must involve the element of local community as part of the product. Large biodiversity in MENCHALI Forest Reserve Rompin create a big potential for bird watching activity to be done as an ecotourism product. The main objective of this study is to evaluate the perception of local communities towards the potential of bird watching activity in Rompin as ecotourism product. Non-parametric test and ANOVA were used to identify the difference between local community's socio-demographic variables towards bird watching activity. Five factors were found to be significant at 95% confidence level which affected the perception towards bird watching activity mainly age, ethnic, level of education, monthly income and housing area. Positive perception was shown by the local communities for all aspect but slightly difference in mean for each aspect that have significant value. Hence, it can be concluded that perception towards bird watching activities is affected by the age, ethnic, level of education, monthly income and housing area. These findings may be providing knowledge for ADUN, City Council and local community to develop bird watching activity in Rompin.

ABSTRAK

Sesebuah produk ekopelancongan perlu melibatkan penduduk setempat sebagai salah satu komponen di dalamnya. Kepelbagaian biodiversiti yang tinggi di Hutan Simpan Menchali telah mewujudkan potensi yang amat tinggi untuk pelaksanaan aktiviti memburung di Rompin. Objektif utama kajian ini adalah untuk menilai persepsi masyarakat terhadap potensi aktiviti memburung di Rompin sebagai sebuah produk ekopelancongan. Ujian bukan parametrik dan ANOVA telah digunakan dalam kajian ini untuk mengenalpasti perbezaan antara pemboleh ubah sosio-demografik penduduk setempat dengan aktiviti memburung. Lima faktor telah dikenalpasti mempunyai signifikansi pada tahap keyakinan 95% yang mempengaruhi persepsi terhadap aktiviti memburung iaitu umur, etnik, tahap pendidikan, pendapatan bulanan dan kawasan perumahan. Persepsi yang positif telah ditunjukkan oleh penduduk setempat walaupun terdapat sedikit perbezaan pada purata setiap aspek. Oleh itu, dapat disimpulkan bahawa persepsi terhadap aktiviti memburung adalah dipengaruhi oleh umur, etnik, tahap pendidikan, pendapatan bulanan, dan kawasan perumahan. Hasil kajian ini mungkin boleh digunapakai oleh ADUN, Majlis Perbandaran dan penduduk setempat untuk membangunkan aktiviti memburung di Rompin.

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APPROVAL SHEET

I certify that this research project report entitled "Perception of Local Communities towards the Potential of Bird Watching Activity as Ecotourism Product in Rompin" has been examined and approved as partial fulfilment 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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PUBLICATION OF THE PROJECT

UNDERTAKING



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CHAPTER 1

INTRODUCTION

1.1 General background

Malaysia is one the top suitable country for bird migratory because of its west coast speciality that is protected from strong wind and wave erosion. Its tropical climate also becomes one the factors for bird to stop over in Malaysia (Jasmi, 2003). These nature activities give Malaysia advantage to become a haven for bird watcher and make this activity become available throughout the year.

Bird is one of the valuable assets that must be conserved and it is non-renewable resource. By protecting it, activity relating to bird watching activity can contribute to human by creating economic opportunity for leisure, recreation and education (Yacob 2009). Also, this is highly important for younger generation to conserve it for the next generation. One the best ways to conserve the birds is by creating bird sanctuary. It can give benefit in term of ecological, economic and aesthetics effect. Besides that bird sanctuary is important to maintain the population of birds (Yacob 2009).

The value of bird as natural resource can be transform into economic value in ecotourism concept. The concept of ecotourism become more acceptable because of its connection between sustainable development initiatives, protected area conservation efforts, and regional and community development strategies, particularly in developing countries (Ceballos-Lascurain, 1993). Most of ecotourism product in Malaysia are

same as other industries, are led by private sector. Private company are encouraged to develop and promote their ecotourism destination as long as they follow the guidelines prepare by the relevant authorities. The private sector mostly focus on developing eco-product, organising tours and marketing and providing training for their member through business partner (Daud 2002).

Many type of activities can be develop into strong ecotourism product. Bird watching is one of the strongest ecotourism products. Local communities need to realise how ecotourism can help their daily life by improving their income and at the same time conserve the nature. Bird watching can help to improve their income and well-being, educate local about biodiversity and the important to preserve them (Sekercioglu, 2002). However, to develop this product, local communities need to be train by government or local authorities to improve their knowledge and develop their perception into positive shape.

Bird watching activity mostly done average, wealthy, committed and well educated eco tourist. This large group will form a perfect eco tourist for nature conservation. Bird watching gives positive effect in providing awareness to tourist and local communities on the important to conserve the nature (Sekercioglu, 2002).

Most of the birdwatcher will go to places that are no other tourist attraction (Kerlinger & Brett 1995). This will help local communities in rural area by

providing them job opportunities. In general, birdwatchers are educated and affluent. One third of birdwatchers have college degree and high education background (Cordell & Herbert 2002).



1.2 Problem Statement

Menchali Forest Reserve has a potential for bird watching activities as it is rich with nature resources. Reserve forest is a primary forest that consists of large biodiversity. There are many species of flora and fauna that can be found there and this include birds. This factor can turn bird watching activities into a strong ecotourism product. For the time being, there is no bird watching activity has been done in Menchali Forest Reserve compare to Taman Negara.

Besides that, there is less research carried out in Menchali Forest Reserve. These cause researchers feel difficult to find details about flora and fauna of this area. This study can help visitors, local communities, and researcher to gain information in future.

To develop an ecotourism product, it must include the local communities in it. Local communities must know and understand this activity in order to turn it into local product. Perception of local communities towards bird watching activity in Menchali Forest Reserve is limited and thus this study is timely to be undertaken (Mazlan, 2015).

1.3 Objectives

General objective

The general study of this study is to evaluate the perception of local communities towards the potential of bird watching activity in Muadzam Shah and Laban Condong as ecotourism product.

Specific Objectives

- a) To determine the perception of local communities towards the potential of bird watching activity.
- b) To identify the perception of local communities from different area towards bird watching activity as an ecotourism attraction.

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