



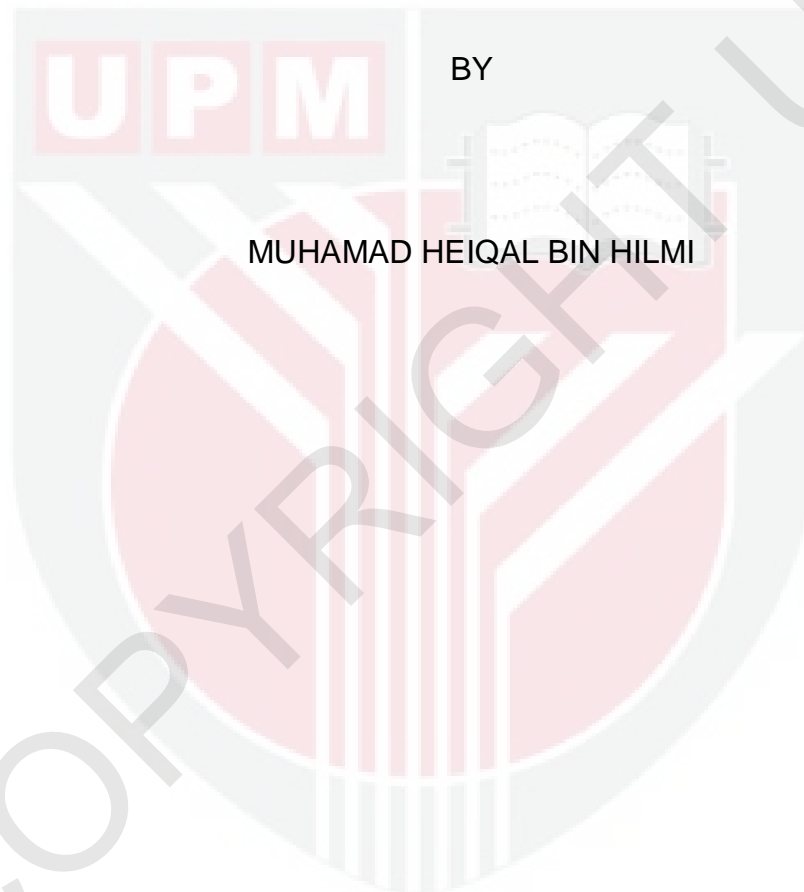
UNIVERSITI PUTRA MALAYSIA

***LOCAL COMMUNITY ACCEPTANCE OF FOREIGN TOURISTS AT
KUALA
TAHAN NATIONAL PARK, PAHANG***

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FH 2016 18

LOCAL COMMUNITY ACCEPTANCE OF FOREIGN TOURISTS AT KUALA
TAHAN NATIONAL PARK, PAHANG



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**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

SPECIAL DEDICATION TO:

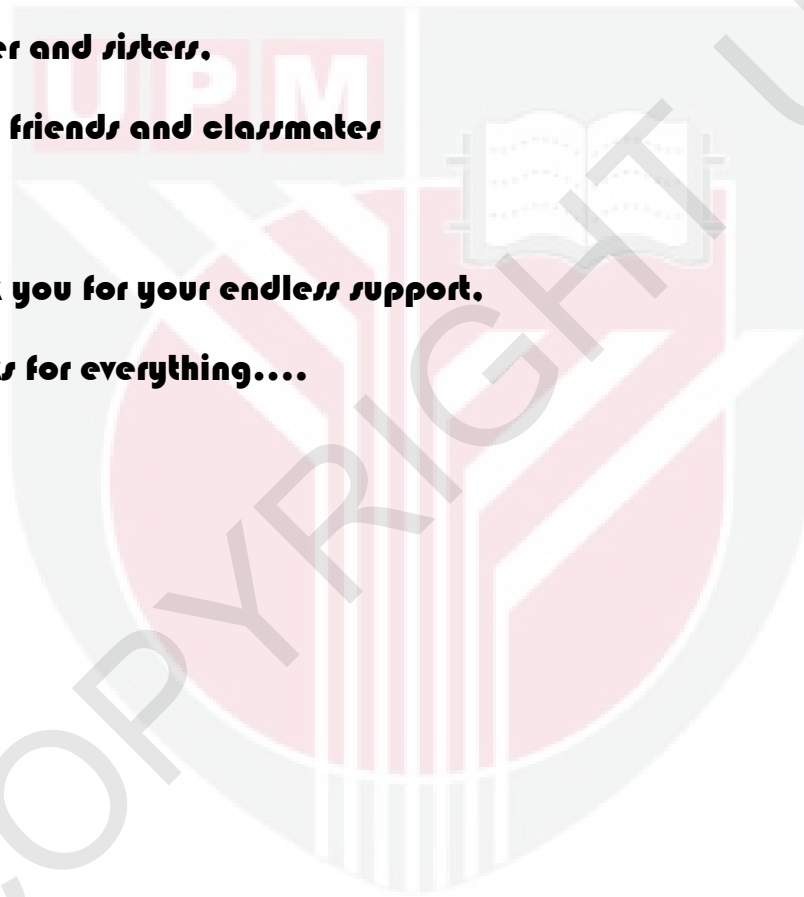
My beloved father and Mother.

Brother and sisters.

To my friends and classmates

Thank you for your endless support.

Thanks for everything....



ABSTRACT

Tourism industry has become the source of income for the local community at Kampung Kuala Tahan for many years. Due to the fast growth of tourism activities, it may bring changes to the local community in Kuala Tahan in the form of socio-cultural and economic. In order to understand these changes better, a study has been conducted on their perception and on how they responding to the tourists arrival at their locality. The main objective for the study was to determine the local's perception on the socio-culture impact of foreign tourist, to determine the local's perception on the economic impact of foreign tourists at Kuala Tahan and to determine the acceptance level of local community towards foreign tourists at Kuala Tahan. A total of 150 questionnaire have been distributed to the local community at Kg Kuala Tahan by using the convenience sampling for 1 week and the data has been collected. Result of the study demonstrate an encouraging mean for both socio-culture and economic perception of local community. By determine the acceptance level of community towards foreign tourists, the mean value of socio-culture and economic has indicate high acceptance of foreign tourist's arrival in Kampung Kuala Tahan. Although participation of tourists in tourism activity in Kuala Tahan is increasing every year, locals are able to adapt with arrival of tourists as they are the source of income for most of the community at Kampung Kuala Tahan. Thus, the information that has been obtained from this study may be used as valuable reference to improve the management at Kuala Tahan in the future.

ABSTRAK

Industri pelancongan telah menjadi sumber pendapatan utama kepada penduduk setempat di Kg Kuala Tahan selama bertahun-tahun. Oleh kerana pertumbuhan pesat kepada aktiviti pelancongan, ia boleh membawa perubahan kepada penduduk setempat di Kuala Tahan dari perspektif sosio-budaya dan ekonomi. Bagi memahami perubahan ini dengan lebih lanjut, kajian mengenai persepsi penduduk setempat telah dijalankan untuk mengetahui bagaimana penerimaan mereka kepada ketibaan pelancong asing di kawasan penempatan mereka. Objektif utama kajian ini adalah untuk menentukan persepsi penduduk setempat mengenai kesan sosio-budaya terhadap pelancong asing, untuk menentukan persepsi penduduk setempat mengenai kesan ekonomi kepada pelancong asing di Kuala Tahan dan untuk menentukan tahap penerimaan penduduk setempat terhadap pelancong asing di Kuala Tahan. 150 soal selidik telah diedarkan kepada penduduk setempat di Kg Kuala Tahan menggunakan persampelan mudah selama 1 minggu dan data telah dikumpulkan. Hasil kajian telah menunjukkan purata min yang menggalakkan terhadap persepsi sosio-budaya dan ekonomi masyarakat setempat. Dalam menentukan tahap penerimaan masyarakat terhadap pelancong asing, nilai purata min bagi sosio-budaya dan ekonomi telah menunjukkan tahap penerimaan yang tinggi kepada kedatangan pelancong asing di Kampung Kuala Tahan. Walaupun penglibatan pelancong dalam aktiviti pelancongan di Kuala Tahan semakin meningkat setiap tahun, penduduk tempatan dapat menyesuaikan diri dengan kedatangan pelancong kerana mereka adalah sumber pendapatan bagi kebanyakan masyarakat di Kampung Kuala Tahan. Oleh itu, maklumat yang telah diperolehi daripada kajian ini boleh digunakan sebagai rujukan yang berharga untuk meningkatkan pengurusan di Kuala Tahan pada masa hadapan.

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APPROVAL SHEET

I certify that this research project report entitled Local Community Acceptance of Foreign Tourists at Kuala Tahan National Park by Muhamad Heiqal Bin Hilmi has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

Abbreviations

EPU	Economic Planning Unit
Kg	Kampung
KTNP	Kuala Tahan National Park
SPSS	Statistical Package for Social Science
PERHILITAN	Jabatan Perlindungan Hidupan Liar dan Taman Negara

CHAPTER ONE

INTRODUCTION

1.1 Definition of Tourism

Nowadays, tourism has become one of the major contributors to the economic value for worldwide. It has generated income for most of the developing countries to satisfy the needs of tourists. According to Mathieson and Walls (1982), tourism is a temporary movement of people during their free time to satisfy their wants and needs in their stay at destinations, and the facilities to cater to their necessities. Meanwhile, Milman and Pizam, (1984) stated that during the stay at their preferred destination, communication between tourists and local residents may result in changing of the host community's quality of life, value systems, labor division, family relationships, attitudes, behavioral patterns, ceremonies and creative expressions.

The larger the cultural and economic differences between tourists and local residents, the more obvious and more significant the changes between tourist-resident encounters occur in these three main contexts (Mathieson and Wall, 1982) where the tourist is buying some good or at the same time from the host/residents, the exchange of ideas and information can happen. Besides that, tourism is also largely related to natural resources themselves (Hall, William & Lew, 2004). It also requires feedback of an economic, social, cultural and environmental nature (Lickorish & Jenkins, 2007).

Tourism has emerged as a fast growth industry in many national economies and consequently an increasing proportion of the world's population is dependent upon the continuing viability of this activity, though the statement of tourism industry itself is subjective. Lickorish & Jenkins (2007) mentioned that the problem in describing tourism as an 'industry' is that it does not have usual formal production function, nor it has physical output to be measured, unlike agriculture or beverages. This is because major attractions for tourist to go to middle east country maybe the facilities or restaurant itself, but for Asian country, it is the culture and tradition that contribute to tourism attraction.

The interrelation between different industries and sectors such as accommodation, transportation, and food and beverages (F&B) among others, providing elements that may improve quality of life such as employment opportunities, tax revenues, economic diversity, festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities (Andereck, Valentine, Knoph and Vogt, 2005).

Tourism as an activity, involves the movement of the tourists from their point of origin to their selected destination. They also can travel outside of their national boundary or international boundary, depending on the type of tourism they are looking for. In the process, tourists come across different organizations or individuals that provide them various tourism services and products (Azura, Joy and Salimbangon, 2007).

With the growth of tourism at new destinations and the increased intensity of tourist activity at many established destinations throughout the world, more and more local community are experiencing the impacts of this growth (Faulkner and Tideswell, 1997). While many of this impacts have a positive effect on the resident populations, tourism can also have negative impacts on quality of life. These can be in the form of crowding, traffic and parking problems, increased crime, and increased cost of living, friction between tourists and residents, and changes in residents' way of life (Andereck, Valentine, Knoph and Vogt, 2005).

1.1.1 Types of Tourism

Tourism has emerged a growth industry in many national economies and consequently an increasing proportion of the world's population is dependent upon the continuing viability of this activity. Because of this, there are several types of activities can be related to tourism that is Mass Tourism, Health Tourism and Alternative Tourism.

Mass Tourism is a phenomenon where a large number of people participate in a tourism. The basic elements of mass tourism consists of participation of large numbers of people, mainly collective organization of travelling, collective accommodation and conscious integration of the holidaymaker in a travelling group (Fink, 1970). To support the statement, Burkart and Medlik (1981) stated that mass tourism refers to the participation of large numbers of people in tourism, a general characteristic of develop countries in the twentieth century.

In these sense the term is used in contrast to the limited participation of people in some specialist forms of tourist activity, such as yachting, or in contrast to the situation in developing countries or in countries with extreme inequalities of income and wealth or, indeed, to the limited extent of tourist activity everywhere until a few decades ago. Mass tourism is essentially a quantitative notion, based on the proportion of the population participating in tourism or on the volume of tourist activity.

Health Tourism (originally known as medical tourism) can be defined as the deliberate attempt on the part of tourist facility or destination to attract tourists by promoting health-care service and facilities in addition to regular tourist amenities (Goodrich 1993). For some reason, Malaysia including Singapore and Thailand was the first major countries that promoted Health Tourism in Asia followed by India and Philippines and more recently by South Korea and Taiwan (Leng, 2010).

Tourist arrival on certain places not only because of medical treatment, but it also strongly relate with spiritual believe. This can be prove by the ancient Romans and English visited bath in England to bathe in the warm spring and mineral waters and drink some of the water for its supposed health benefits (Hembry 1990). To strong support the statement, Goodrich (1993) stated that people also dipping and bathing in Nile, in the Ganges, in the Yangtze and in the River Jordan to be cleansed and physically and spiritually. Therefore, health tourism may

become one of the main tourism activity as people nowadays travel a lot to get a health-care services and special medical treatment for diseases.

Alternative Tourism can be categorized into nature tourism, community tourism, health tourism and ecotourism. It is a process which promotes a just form of travel between members of different communities to participate in different field of activity according to their interests. It seeks to achieve mutual understanding, solidarity and equality amongst participant (Holden 1984 and Smith & Eadington 1992). Deroi (1981) define alternative tourism by accommodation type, “the client receives accommodation directly in or at the home of the host with, eventually, or other services and facilities offered there”. Kadt (1992) state that tourism which does not damage the culture of the host community is often called alternative; more than that, Alternative Tourism may actively try to encourage a respect for the cultural realities encountered by the tourists through education and organized “encounters”.

From this Alternative Tourism also, activity that has been proposed to the site can be carried out without having to disturb the culture and tradition of certain tourism site. Because of this, Alternative tourism also can be referred with many name such as Soft Tourism, Sustainable Tourism and Green Tourism.

1.2 Ecotourism Industry

Ecotourism is one of the branch or so-called niche in the tourism industry. It is a tourism that will benefit tourist because they can learn something from their ecotourism activity. In order for ecotourism industry to success, it is crucial to have four important element that is local community, profit, education and conservation. Ecotourism also has evolved in to some type of specialty travel, incorporating a diverse (and often bewildering) array of activities and tourism types, from birdwatching, scientific study, photography, diving, bushwalking, to regeneration of damaged ecosystem (Wearing & Neil, 2009).

Ecotourism which one of the tourism attraction is a niche product which gained tremendous worldwide popularity as a response to growing needs for more responsible tourism activities. The term was stated by Ceballos-Lascurain who defined it as “ travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestation (both past and present) found in the areas” (Ceballos-Lascurain, 1987).

In further to strengthen the concept, Hearne and Salinas (2002) defined it as ‘purposeful travel to natural areas to understand the culture and natural history of the environment while producing economic opportunities that make the conservation of natural resources beneficial to local people’. This also state by (Blamey 1997; Weaver & Lawton 2002) to relate the importance of local

participation, along with the conservation of cultural and natural resources and educational programs as the three principle dimensions of ecotourism model with the end goal of ensuring the sustainability of tourism industry in protected area. Therefore, this ecotourism principles underlined the essential roles of local community in ensuring the sustainability of ecotourism industry.

1.3 Tourism Activities in Kuala Tahan

Taman Negara is the oldest National park in Malaysia. It was designated as the King George V National Park and later changed to its current name as Taman Negara with the approval of the Park Enactment in 1960. Interestingly enough, it was known as Gunung Tahan Wildlife Reserve before any of these names were coined (Abdol, 1993).

Taman Negara is a unique national heritage and holds a great expense of special characteristics. Covering 4,343 square km of virgin jungle that are believed to have been preserved for millions of years, it becomes one of the main attractions for tourism in Malaysia.

Tourism and its related industries are the second contributes to Kuala Tahan economic, after the manufacturing sector. "Tourism" is understood to include all recreation and visitors accommodation activities, which rely primarily on market exogenous to their immediate locally. Emphasis is placed on the activities and source of the market, namely the origin of tourist.

1.4 Problem Statement and Justification

Kuala Tahan is a river village before tourism activities developed in this area. Most of the local residents involve in work like fishing, boating, agriculture and selling forest product. Majority of the people there depending on the agriculture and river industry to afford the life of their family. The tourist activities development by Wildlife Department with Ministry of Tourism in Kuala Tahan has created new opportunities to the local community and brings more chances for them involve in tourism industry.

Table 1: Tourists numbers to Kuala Tahan National Park since 2009 to 2014

Years	Domestic visitors	International visitors	Total
2009	38,303	38,303	38,303
2010	35,614	35,614	35,614
2011	38,932	38,932	38,932
2012	41,975	41,975	41,975
2013	36,755	36,755	36,755
2014	37,191	37,191	37,191

Source: PERHILITAN, 2014

The fast growth of tourism activities may bring change to the local community in Kuala Tahan from perspective of socio-cultural and economic factors. Tourism activities in Kuala Tahan might bring positive or negative in terms of employment for local community, increase the income, and provide comfortable living. However, it may also bring negative impacts such as the increase of criminal, vandalism and cost of living that may affect the local community. Therefore, this

study was designed to examine the socio-cultural impacts and economic impacts from tourism activities as perceived by the local community at Kuala Tahan, especially the local's acceptance towards the presence of foreign tourists in their locality

A study on local perception may provide insight on how they responding to the tourists arrival on their locality. Such result are important to know whether the local community acceptance towards the tourists can bring either positive or negative perception so that it can be used for planning development in the near future. The result may also useful for the management of the park to avoid possibility of conflict between local residents and visitors and solve the problem in the future. Besides, the fast growth of tourism activities may be bring changes to the local residents in Kg Kuala Tahan from perspective of economic factors.

1.5 Research Objective

The objectives of the study are as follows:

- i. To determine the local's perception on the social impact of foreign tourists at Kuala Tahan National Park
- ii. To determine the local's perception on the economic impact of foreign tourists at Kuala Tahan National Park
- iii. To determine the level of acceptance of local community towards foreign tourists at Kuala Tahan National Park

1.6 The Definition and Measurement of Terms:

- i. Socio-cultural Impacts – refer to ways in which tourism contributes to changes in value system, individual behavior, family relationship, collective lifestyle, safety level, moral conduct, creative expressions, traditional ceremonies, and community organizations (Fox, 1977). The measurement of Social-cultural impact based on 8 statement on 5 point likert-scale.
- ii. Local Residents – This term refers to the residents of tourism destinations who have contact with tourists (Fridgen, 1991). Therefore, those who reside permanently at Kuala Tahan area (i.e. villages in the park and peripheral area), regardless of their length of residency are considered as local residents. Those who are visiting the area for leisure or other reasons are excluded from this study. For the purposes of this study, the people that live in Kampung Kuala Tahan can be considered as local community.
- iii. Ecotourism – known as niche product which gained tremendous worldwide popularity as a response to growing needs for more responsible tourism activities. The term was stated by Ceballos-Lascurain who defined it as “ travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestation (both past and present) found in the areas” (Ceballos-Lascurain 1987). All tourism activities at Kuala

Tahan National Park are considered as ecotourism-related at least for the purposes of this study.

- iv. Economic Impacts – Refer to the visitors spending, sales to the visitors, resident's income and type of resident's jobs. The measurement of economic impacts based on the 8 statements by using 5 point likert-scale.
- v. Perception – The process by which we become aware of changes or to achieve understanding through five senses of sight, hearing, smell, touch and taste. Perception consists of sequences, stretching from the event in the physical world external to the perceiver, through the translation of these into the perceiver experience and behavioural reactions to these events (Hafizal, 2003). The measurement of perception is based on the community experience and knowledge in the question regarding the social-culture and economic impact in part A of the questionnaire.
- vi. Acceptance – Refer to the acceptance of local community in welcoming tourists as a means of preservations and at the same time expose their local cultures (Ismail, Jaafar, & Mohamad, 2015). The measurement of level acceptance is determined by reversing and re-code the negative statement of this questionnaire to positive statement to identify the acceptance of local community either it is high or low acceptance.

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