



UNIVERSITI PUTRA MALAYSIA

***LOCAL COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT AT
SEDIM, KULIM, KEDAH***

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**LOCAL COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT AT
SEDIM, KULIM, KEDAH**

By

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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,
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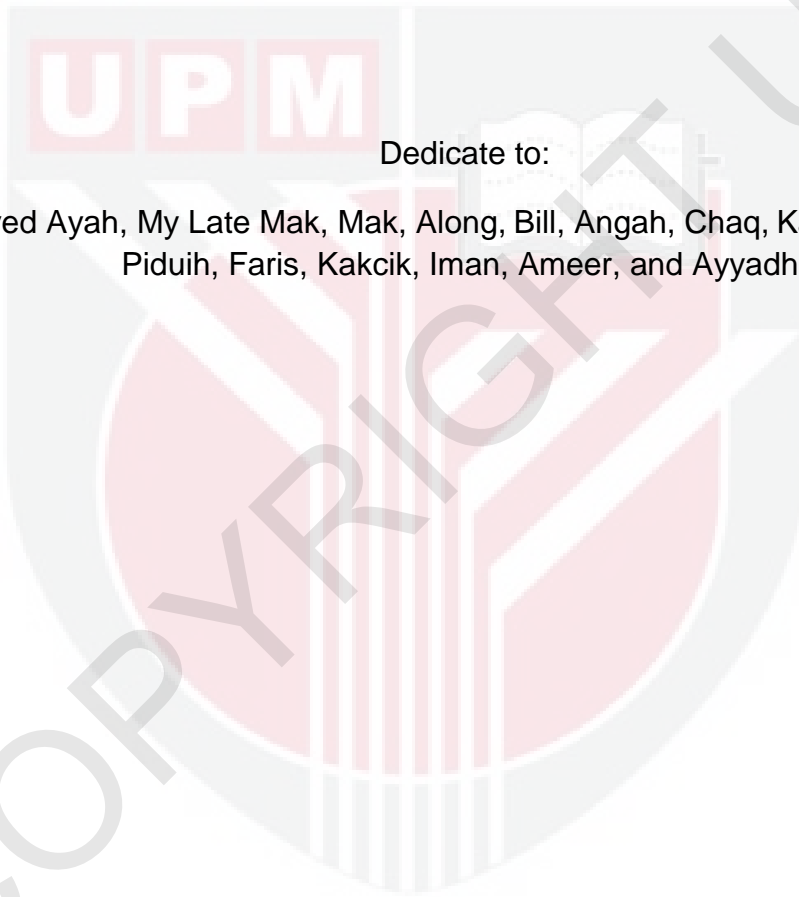
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PUBLICATION OF THE PROJECT UNDERTAKING

This is to certify that I have no problem to publish the project entitle “Local Community Participation in Tourism Development at Sedim, Kulim, Kedah” by the supervisor in a joint authorship. However, it has to be evaluated by the Faculty of Forestry, Universiti Putra Malaysia and published in the form approved by the Faculty.

St Rabiatul Adawiyah Binti Fauzi

Date: June 2016



Dedicate to:

Beloved Ayah, My Late Mak, Mak, Along, Bill, Angah, Chaq, Kaksiti, Bangah,
Piduih, Faris, Kakcik, Iman, Ameer, and Ayyadh.

ABSTRACT

Community involvement and participation in leisure and tourism has become increasingly popular in Malaysia. The objectives of this study are to identify the role of local community and to identify the benefit gain by the local community through the participation in tourism development at Sedim, Kulim, Kedah. This study presents the result of a quantitative method through survey which 200 respondents from the local community have been given the questionnaire. Method used was random sampling. The data collected was analyzed using SPSS (Statistical Package for the Social Sciences). Through the analysis done it has been proven that the local community wants to give opinion in the decision making process and also should be consulted but the final decision on the tourism development should be made by formal bodies. Besides, the local community also admits that the benefit gain by participating in tourism development has improved general quality of life and it provides employment opportunities for local people. In addition, local community sees the tourism development in a positive way. This finding can help the authority in making decision and make the local community participate in every aspect of tourism development at Sedim.

ABSTRAK

Penyertaan dan penglibatan penduduk tempatan dalam melakukan aktiviti senggang dan pelancongan menjadi semakin dikenali di Malaysia .Objektif kajian ini adalah untuk mengenalpasti peranan penduduk tempatan dan juga kelebihan yang diperolehi oleh penduduk tempatan menerusi penglibatan dalam pembangunan pelancongan di Sedim, Kulim, Kedah. Kajian ini membentangkan hasil dalam bentuk kuantitatif dimana seramai 200 orang responden dari kalangan penduduk tempatan telah diedarkan borang soal selidik. Kaedah yang telah digunakan adalah persampelan secara rawak. Data yang diperolehi dianalisa menggunakan program SPSS. Menerusi analisa yang telah dilakukan terbukti bahawa penduduk tempatan mahukan peranan sebagai pemberi pendapat dalam membuat sebarang keputusan mengenai pembangunan pelancongan tempatan dan juga mereka mahu dirujuk terlebih dahulu tetapi keputusan muktamad mengenai pembangunan pelancongan hendaklah dibuat oleh badan-badan rasmi. Selain itu juga, penduduk tempatan mengakui bahawa kelebihan yang diperolehi menerusi penglibatan dalam pembangunan pelancongan adalah dapat meningkatkan kualiti hidup mereka dan turut juga menyediakan peluang pekerjaan. Tambahan pula, penduduk tempatan melihat secara positif pembangunan pelancongan yang dijalankan. Hasil kajian ini dapat membantu pihak yang bertanggungjawab dalam pembangunan pelancongan di Sedim dalam membuat keputusan dan melibatkan penduduk tempatan dalam pelbagai aspek.

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APPROVAL SHEETS

I certify that this research project report entitled “**Local Community Participation In Tourism Development At Sedim, Kulim, Kedah**” by St Rabiatal Adawiyah Binti Fauzi 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

The tourism industry faced a rapid growth with holistic support from local communities who were involved directly and indirectly in this industry. Tourism is acknowledged as one of the major attributes for cultural and economic today and it offers opportunities to local communities. The growth of the tourism industry is crucial to the economic growth as well as the related field such as transportation, leisure services and hospitality (Telfer, 2002). On the other hand, tourism also becomes the symbol to support the communities especially in changing the economics atmosphere. This is because the ability of the tourism industry to generate income, currency exchanges as well as provides employment opportunity (Hanafiah et al., 2010). The rapid growth in the tourism industry will certainly transform the tourist destination spot, but with unplanned tourism development, it could lead to environmental degradation and socio-economic disparity amongst the local communities.

Local residents are the main stakeholders of tourism developments. Currently, the number of studies on local community attitudes towards future tourism development is increasing due to the nexus between community support and government future development. However, limited research embarked on the roles of personal benefit on resident's support towards future tourism development (Angelkova et al., 2011). Jafari (2001) suggested that tourism

development research should consider the roles of perceived benefit on tourism planning and development.

One of the ways to involve and attract community participation and ultimately their support in tourism development is through local job creation (Zhao and Ritchie, 2007). Since tourism offers better labor-intensive and small scale opportunities (Chok and Macbeth, 2007; Scheyvens, 2007) and since it happens in the community, arguably, it is thought to be one of the best placed potential sources of employment opportunities for local communities, inclusive of women and the informal sector (Scheyvens, 2007; Johannesen and Skonhoft, 2005; Blank, 1989). Community participation via employment opportunities as workers or as small business operators can be catalyst to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens, 2007). Tosun (2000) stressed that community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits. Thus, this research looks into the personal benefit that local community gain from tourism development and their role in tourism development.

1.2 Problem Statement

Sedim is one of the main attractions for tourists to come to Kedah as it is rich with natural resources. Among the attractive places to visit are Sedim Recreational Forest and Mount Bintang. There are many species of flora and fauna can be found while visiting this place. Different kind of outdoor recreation activities have been done by the local and international tourist as it was offered by the operator's in-charge. The highly demand activity at Sedim is white-water rafting. This factor has turn Sedim as one of the famous tourism place in Malaysia.

Because of the on-going arrival of local and international tourist to this place, the development of chalet, camping site and homestay are vigorously happening in order to attract more visitors to come. To make it as a successful tourism place, the participation of local community in the tourism development is very important. According to Sedim's villagers, most of the big tender for program under the tourism development done at Sedim will involve the outside trainer. Meanwhile the local trainers and guiders will become the supportive staff only. They are not playing the main important role in this development. In order to study the participation of local community in tourism development, the community's social-demographic profile, their appropriate role and the benefit gain by them throughout the tourism development must be identified first. The outcome will come out very different throughout the answer given by the respondents.

1.3 Objectives

1.3.1 General Objective

The general objective of this study is to identify the participation of local community in tourism development at Sedim, Kulim, Kedah.

1.3.2 Specific Objectives

- 1) To identify the role of local community in tourism development.
- 2) To identify the benefit gain by the local community through the tourism development.

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