



***IMPACT OF ECOTOURISM DEVELOPMENT ON QUALITY OF LIFE OF
LOCAL COMMUNITY AT TASIK KENYIR, MALAYSIA***

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IKDPM 2018 6



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By

SYAMIMI BT MOHD ADAM

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Master of Science**

August 2018

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DEDICATION

This thesis is dedicated to special person in my life who taught me to trust in Allah, believe in hardwork, give me the encouragement to believe in myself and support me all the way:

My late father, Mohd Adam bin Abd Wahab

My mother, Pn Hasnah binti Awang

I hope I have made both of you proud.

Thank you very much

Thanks Allah s.w.t. Alhamdulillah

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

IMPACT OF ECOTOURISM DEVELOPMENT ON QUALITY OF LIFE OF LOCAL COMMUNITY AT TASIK KENYIR, MALAYSIA

By

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August 2018

Chairman : Professor Ahmad bin Shuib, PhD
Institute : Agricultural and Food Policy Studies

Tasik Kenyir has huge potential to become a top ecotourism tourist destination in Malaysia as well as worldwide. The particular study at Tasik Kenyir was only focused on tourism operators that engage in ecotourism businesses and tourists perspectives of ecotourism development. The studies on the impact of ecotourism development on quality of life of the local community are still scarce although tourism is one of the important industries in Malaysia. Thus, this study aims to bridge the research gap of investigating impacts of ecotourism development towards quality of life of the local community at Tasik Kenyir. The general objective is to understand the impacts of ecotourism development towards quality of life of local community at Tasik Kenyir. The specific objective of the study is to identify the perception of impacts of ecotourism development at Tasik Kenyir. The study is also to measure the quality of life of local community at Tasik Kenyir. Then, the objective of study is to determine the influences of the perceived impact of ecotourism development towards quality of life of local community at Tasik Kenyir. Besides, the study is also to determine the socio demographic background of the local community at Tasik Kenyir. The local community refers to the villagers from the selected three villages are chosen in this study. A total of 260 local respondents were surveyed over a three-week period in the three selected villages at Tasik Kenyir, Malaysia. The census data were collected using face-to-face questionnaires. All the questions in the questionnaire were closed-ended questions and Likert scale was used. A descriptive analysis shows that in general the community agrees with the impacts of the ecotourism development in the area. Factor analysis test is to measure the quality of life of local community at Tasik Kenyir. Multiple regression procedures were conducted to determine the causal relationships. The result of the study has distributed accordingly in 11 factors. All the 11 factors were later regrouping into 7 factors only based on similar theme and then named as particular factors which included Good Health, Ecotourism Contribution, Preservation and Conservation,

Community Development, Accessibility, Substantial Opportunity and Destination Recognition. In addition, the result of the study also has found that income, distance to the ecotourism site, frequency of vacation, and perceptions on environmental impacts have influence on the quality of life of the local community. The findings of this study can assist tourism stakeholders such as state government of Terengganu, Tourism Terengganu and Central Terengganu Development Authority (KETENGAH) and the community in the implementation of tourism development strategies in the future by determining features that are important and need to be prioritized for improvement in quality of life of local community. The possible economic options for the local community and skill training programs can be identified that are related to the tourism industry to change their quality of life to become better.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

IMPAK PEMBANGUNAN EKOPELANCONGAN TERHADAP KUALITI HIDUP PENDUDUK TEMPATAN DI TASIK KENYIR, MALAYSIA

Oleh

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Tasik Kenyir mempunyai potensi yang besar untuk menjadi destinasi pelancongan yang utama di Malaysia dan seluruh dunia. Kajian tertentu di Tasik Kenyir hanya fokus kepada operator pelancongan yang terlibat dalam perniagaan pelancongan dan persepsi pelancong terhadap pembangunan ekopelancongan. Kajian mengenai impak ekopelancongan terhadap kualiti hidup penduduk tempatan masih lagi kurang walaupun pelancongan merupakan salah satu industri utama di Malaysia. Oleh itu, kajian ini bertujuan menghubungkan jurang penyelidikan impak perkembangan ekopelancongan terhadap kualiti hidup penduduk tempatan di Tasik Kenyir. Objektif umum adalah memahami impak perkembangan ekopelancongan terhadap kualiti hidup penduduk tempatan di Tasik Kenyir. Objektif terperinci kajian ini adalah untuk mengenalpasti persepsi impak perkembangan ekopelancongan di Tasik Kenyir. Kajian ini juga mengukur kualiti hidup penduduk tempatan di Tasik Kenyir. Selain itu, objektif kajian ini juga untuk menentukan pengaruh impak perkembangan ekopelancongan terhadap kualiti hidup penduduk tempatan di Tasik Kenyir. Kemudian, kajian ini juga mengenalpasti latar belakang sosiodemografi penduduk tempatan di Tasik Kenyir. Penduduk tempatan merujuk kepada penduduk-penduduk daripada tiga kampung terpilih yang dipilih dalam kajian ini. Jumlah responden tempatan adalah 260 orang yang ditemuramah sepanjang tiga minggu tempoh kajian di tiga buah kampung yang terpilih di Tasik Kenyir, Malaysia. Data census diperolehi menggunakan borang soal selidik secara berhadapan dengan responden. Semua soalan dalam borang soal selidik ada soalan tertutup dan skala Likert digunakan. Analisis Deskriptif menunjukkan secara umum penduduk tempatan bersetuju dengan impak perkembangan ekopelancongan di kawasan ini. Faktor Analisis digunakan untuk mengukur kualiti hidup penduduk tempatan di Tasik Kenyir. Prosedur Analisis Regresi Berganda dijalankan untuk menentukan hubungan kasual. Hasil kajian telah mendapati 11 faktor yang telah dikenalpasti. Kesemua 11 faktor digabungkan semula kepada 7 faktor sahaja berdasarkan tema

yang hampir sama dan kemudian dinamakan seperti Kesihatan yang Baik, Sumbangan Ekopelancongan, Pemeliharaan dan Pemuliharaan, Perkembangan Komuniti, Ketersampaian, Peluang yang Kukuh, dan Penghargaan Destinasi. Tambahan pula, hasil kajian mendapati pendapatan, jarak dari tapak ekopelancongan, kekerapan bercuti, dan persepsi impak persekitaran telah mempengaruhi kualiti hidup dalam kalangan penduduk tempatan. Hasil kajian boleh membantu pihak berkepentingan dalam pelancongan seperti kerajaan negeri Terengganu, Pelancongan Terengganu, Kemajuan Terengganu Tengah (KETENGAH) serta penduduk tempatan dalam pelaksanaan strategi pembangunan pelancongan pada masa hadapan dalam menentukan ciri yang penting dan perlu diberi keutamaan dalam memperbaiki kualiti hidup penduduk tempatan. Pilihan ekonomi yang bersesuaian terhadap penduduk tempatan serta program latihan kemahiran boleh dikenalpasti yang berkaitan dengan industri pelancongan untuk menjadi lebih baik.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
DV	Dummy Variable
ECER	East Coast Economic Region
EFA	Exploratory Factor Analysis
EPP	Entry Point Project
ETP	Economic Transformation Programme
KECV	Kenyir Elephant Conservation Village
KETENGAH	Central Terengganu Development Authority
KMO	Kaiser- Meyer-Olkin
MBBH	Mega Biodiversity Hub
NEP	National Ecotourim Plan
NKEA	National Key Economic Areas
QOL	Quality of Life
RM	Malaysian Ringgit
SET	Social Exchange Theory
TIES	The International Ecotourism Society
UNDP	United Nations Development Programme
WHO	World Health Organization
WTO	World Tourism Organization

CHAPTER 1

INTRODUCTION

1.1 General Background

The first part in this chapter discusses the overall overview of tourism and ecotourism in Malaysia especially in Tasik Kenyir, Terengganu which is the study site in this study. The overall overview seeks to identify the problems related to this study as the objectives of this study are based on the problem statement. Lastly, the significance of this study, operational definitions and organization of the thesis are also

1.2 An Overview of Tourism in Malaysia

According to Sharpley (2002), tourism has become the largest and fastest industry in the world today. Tourism sector has been acknowledged as one of important industries in the world (Schumacher, 2007). Tourism plays a crucial role in terms of sociocultural, environmental and economic aspects of many government agendas in world wide. According to the World Tourism Organization (2009), tourism has become one of the fastest growing industries in the world and contributes to developments in many countries in the world. According to Wall (2006), the government mentioned that tourism industry was important to protect the environment, cultural and tradition by minimizing the negative impact.

The government of each country in the world has given overall support in tourism because it can create economic benefits for the country. Tourism industry has become the second largest foreign exchange earning sector after manufacturing industry in 2016. The tourism industry is the second largest source of foreign exchange and as well as a significant contributor to the economy of the country (Rahman et al., 2015). Based on the main contributors in terms of tourist arrivals to Malaysia and income generating market in 2016 were from Singapore (6,596,452), followed by Indonesia (1,378,699), China (992,463), and Thailand (864,453). The others contributors in terms of tourist arrivals to Malaysia were from Brunei (637,369), India (359,853), South Korea (228,023), the Philippines (220,163), the United Kingdom (206,313) and Japan (198,693). Table 1.1 shows the tourist arrival and receipts from 2005 to 2016.

Table 1.1 : Tourist Arrivals and Receipts

Year	Arrivals (million)	Receipts (RM) (billion)
2016	26.76	82.1
2015	25.70	69.1
2014	27.44	72.0
2013	25.72	65.4
2012	25.03	60.6
2011	24.71	58.3
2010	24.58	56.5
2009	23.65	46.1
2008	22.05	49.6
2007	20.97	53.4
2006	17.55	36.3
2005	16.43	32.0

(Source: Tourism Malaysia, 2018)

Table 1.1 shows that tourist arrivals to Malaysia have continued to increase since 2005. A total 25.70 million tourist visited Malaysia in 2015 compared to 16.43 million tourists in 2005. According to Tourism Malaysia (2015), Malaysia received 13 million tourists in the first half year of 2016 compared to 12.5 million tourists in 2015. There has been a rapid increase in tourist arrivals on a year to year basis. By 2020, Malaysia has set a target of 36 million tourist arrivals (Tourism Malaysia, 2015).

1.3 An Overview of Local Community and Quality of Life

According to Scherl & Edwards (2007), local community refers to a group of people with a common identity and who may be involved in the aspects of livelihoods and shared norms and common interest. This definition illustrates that local community often have customary rights related to the area and its natural resources. At the same time, local community has a strong relationship with their area culturally, socially, economically and spiritually. In the tourism destination area, local community becomes a part of the tourism development for a better and holistic agenda (Aref, 2011; Tosun 2002). Olsder & Van der Donk (2006) describes local community as nature of their interactions and community characteristics in a certain geographical location.

Perception of quality of life has become a multidisciplinary concept that has been used in various ways by researchers in many different fields of study. According to Lever (2000), the perception of quality of life includes objective and subjective variables such as family relationships, work situations and income, housing, neighbourhood surroundings for satisfaction, recreational activities, and spirituality. Perception of quality of life refers to an individual's subjective feelings on the condition or status of life regarding the needs or wants given limited resources or

services available. In this study, perception of quality of life is a term used to indicate the overall perception of life quality as affected by personal factors such as income, economic security, housing, spiritual and social life, and community condition.

1.4 Ecotourism in Malaysia

Malaysia has great potential to become a famous ecotourism destination based on its natural attractions and exclusive topographical and environmental landscape. Malaysia is one of the 12 mega-biologically countries in the world, with many diversities of flora and fauna. The Malaysian Government is highly committed to develop its tourism sector which is reflected in its National Ecotourism Plan (NEP) by the Ministry of Culture, Arts and Tourism (MOCAT). The latest NEP (2016-2025) has been launched to identify main strategies, action plans, sites for potential ecotourism development and the guidelines (Ministry of Tourism, Arts and Culture Malaysia, 2017). Figure 1.1 shows the goal and objective of National Ecotourism Plan 2016 to 2015. Based on the Figure 1.1, the goal of National Ecotourism Plan is to revise and improve the findings of recent reviews of NEP towards developing potential ecotourism destinations, serve as an instrument and tool for conservation of ecotourism sites in the country. The objectives of National Ecotourism Plan are strengthen the recent reviews of the Ecotourism National Plan 1996, review the success and limitations in the implementation of the National Ecotourism Plan 1996 and recommend policies, strategies and action plans, to improve planning sustainable management conservation, financing, promotion, and operation of ecotourism sites.

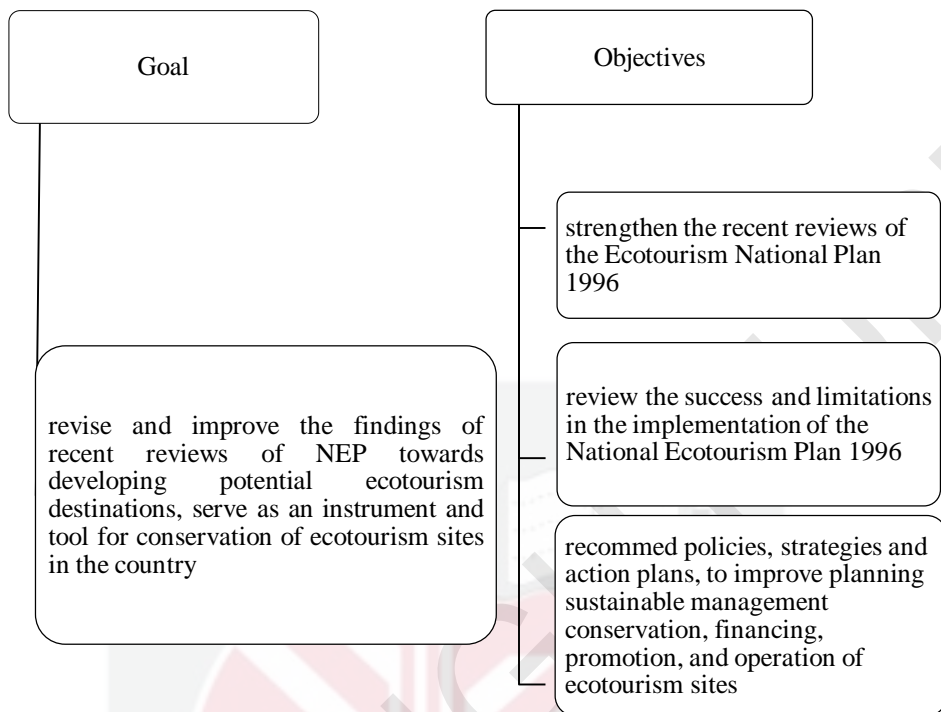


Figure 1.1 : Goal and Objectives of National Ecotourism Plan 2016-2025
(Source: Ministry of Tourism, Arts and Culture Malaysia, 2017)

Based on the Figure 1.1, Malaysian Government was also highly committed to develop the tourism sector which was reflected in the Economic Transformation Programme (ETP) and it was launched on September 25th, 2010. ETP's target was to elevate the country to a developed-nation status in order to achieve high-income status by 2020. The implementation of 12 National Key Economic Areas (NKEA's) will contribute to ETP's targets for 2020 being achieved. To ensure achieving a high income status by 2020, tourism has become one of the National Key Economic Areas. It shows that the government is committed to focus on the tourism industry because of its significant contribution to the economy of this country. Table 1.2 shows the ecotourism products in East Coast Region in Malaysia.

Table 1.2 : Ecotourism Products in East Coast Region

Region	State	Ecotourism Products	Attractions
East Coast Region	Kelantan	Island and Beaches	Bisikan Bayu Beach
		Nature and Adventure	Gunung Stong State Park
	Terengganu	Island and Beaches	Redang Island, Perhentian Island, Lang Tengah Island, Kapas Island
		Nature and Adventure	Kenyir Lake
	Pahang	Island and Beaches	Tioman Island
		Nature and Adventure	Genting Island, Taman Negara, Cameron Highlands, Fraser Hill

(Source: Set, 2013)

According to Table 1.2, there are two types of ecotourism products which are island and beaches and as well as nature and adventure. The commitment of the Malaysian Government to develop the tourism sector is also reflected in ECER Master Plan. The target of this plan is to expedite the growth of the East Coast Economic Region (ECER). The role of the ECER Master Plan is to lead the development of ECER until 2020. The ECER Master Plan was launched by the Malaysian government in 2008. Kelantan, Terengganu, Pahang and the district of Mersing in Johor are in the ECER Master Plan. It covers 66,000 sq. km or 51% of the total area of Peninsular Malaysia. Tourism sector has been selected to become one of five main key elements of economic cluster in the ECER plan. Terengganu is one of the states of East Coast Economic Region (ECER) of Malaysia. Terengganu has significant tourism resources to become a part of the ECER region in Malaysia.

The Terengganu Tengah Development Authority (KETENGAH) was launched on 12 April 1973. KETENGAH is an agency under Ministry of Rural and Regional Development in Malaysia. KETENGAH agency is responsible to carry out economic and social development in Malaysia. Dungun, Kemaman and Hulu Terengganu Districts are the states under the responsibility of KETENGAH. Tasik Kenyir development area in Hulu Terengganu is as a part of KETENGAH. The approach of the development area in Tasik Kenyir used the concept 5A+1C. This concept refers to attraction, accessibility, activity, accommodation, advertising and promotion, and conservation and preservation.

Tasik Kenyir is the main ecotourism destination area based on nature in Terengganu. Tasik Kenyir was also chosen as one of the locations of priority ecotourism sites recommended in the NEP 1996 (Ecotourism National Plan, 2016). Tourism sector and KETENGAH agency has co-operatively implemented the tourism development activities in Tasik Kenyir (ECER 2007). Other than that, Tourism Terengganu is a state government agency also involved to drive up tourism activities and all tourism-related functions in Terengganu including Tasik Kenyir.

1.4.1 Ecotourism Development at Tasik Kenyir, Malaysia

According to ECER Master Plan, Tasik Kenyir of Terengganu, Malaysia has been recognized as a recommended ecotourism site for its natural attractiveness, recreational facilities, and tourism activities. The main ecotourism contributions for Tasik Kenyir are nature based areas, environmental attractions, education, cultural and heritage attributes, preservation and conservation, ecological adventures and the participation and the involvement of the local community. Tasik Kenyir has become a great potential ecotourism destination area worldwide and its success depends on the sustainability of the area. This study consists of the perception on the impact of ecotourism development towards the perception of quality of life of the local community at Tasik Kenyir. The impact of ecotourism refers to the impact of economic, socio-cultural and environmental. According to Yusof et al., (2011), Tasik Kenyir is the largest man-made lake in South East Asia. The lake was constructed between 1978 and 1985.

Generally, the purpose of the lake is to provide for a dam to generate electricity and to prevent flooding annually. Tasik Kenyir is a home for numerous species of freshwater fishes and exotic wildlife (Mohd, 2005). There are many unique and beautiful attractions from many flora and fauna around Tasik Kenyir. Tasik Kenyir is an unique and great home for many species of flowers, valuable woods species, birds, insects, plants and trees, orchids, fungus and many fauna still untouched which need to be explored and studied. Tasik Kenyir enhances the experience level for local and international visitors who spend time here to enjoy the nature. There are many outdoor and recreational opportunities for visitors at Tasik Kenyir. Tourist arrivals at Tasik Kenyir increase on a year-to-year basis which is an indication that the place has really big potential to become a famous tourist destination. Table 1.2 shows the visitors arrivals to Tasik Kenyir from 2008 to 2017.

Table 1.3 : Visitor Arrivals to Tasik Kenyir from 2008 to 2017

Year	Total
2008	133,569
2009	189,388
2010	225,570
2011	275,241
2012	397,005
2013	467,678
2014	649,394
2015	706,223
2016	507,502
2017	808,336

(Source: Central Terengganu Development Authority, 2017)

The Table 1.3 shows that the increase in visitor arrivals to Tasik Kenyir on a year to year basis. Tourist arrivals to Tasik Kenyir have continued to increase since 2008. A total of 133,569 tourists visited Tasik Kenyir in 2008 compared to 706,223 tourists in 2015. The Tasik Kenyir received 507,502 tourists in 2016 compared to 808,336 tourists in 2017. The low number of visitor's arrivals in 2016 compared to 2017 because of there was no special or huge event was held to attract visitors for that year for example Festival Kenyir.

1.5 Problem Statement

The justification to conduct this study is by highlighting the gap in past literature review and the actual situation in the study area. To date, there has been limited research conducted at Tasik Kenyir in the field of social science especially quality of life of local community. Most of the study that had been conducted at Tasik Kenyir such as Adanan et al., (2017), Suratman et al., (2017), Hanif et al., (2009) and Wahizatul et al., (2016) were mainly focused on animal and plant species, assessment of concentrations of nutrient compounds in the lake, green economy and water quality at Tasik Kenyir.

The previous study social science on tourism aspects in Tasik Kenyir was done by Set (2015). Yusof and Rahman (2011) measured sustainability at Tasik Kenyir through the perception of tourists. However, the particular study was only focused on tourism operators that engage in ecotourism businesses and tourists perspectives of ecotourism development. The studies on the impact of ecotourism development on quality of life of the local community are still scarce although tourism is one of the important industries in Malaysia. Thus, this study aims to bridge the research gap of

investigating impacts of ecotourism development on quality of life of the local community at Tasik Kenyir.

The justification to conduct this study is to determine the quality of life of local community at Tasik Kenyir. Quality of life of local community can give impact of overall daily life experience especially in tourism destination area especially at Tasik Kenyir. Local community at Tasik Kenyir is a part of the major stakeholders especially in tourism planning with shared interests. The value of the resources to the communities is affected by the perceptions and attitudes of the communities which are subjected to various types of economic and psychological influences (Voon et al., 201; May-Ling et al, 2014). There are multidimensional impacts of ecotourism development based on local community perception that can influence their quality of life. Ecotourism development impacts are measured according to economic, environmental, social and cultural impacts. These impacts are seen as external factors to the perception of the local community that influence their quality of life.

Based on the previous study by Buiyan et al., (2016), the result indicated that the local people had positive communication, goodwill, and good interaction with tourists at Tasik Kenyir. Moreover, local community had a positive influence on tourism activities at Tasik Kenyir. Based on the personal communication with the head village of Kampung Basung, Tasik Kenyir, Encik Mamat said that after the tourism industry commenced in Tasik Kenyir, local people perceived the impact positively in terms of economic, environmental and socio-cultural impact that influences their quality of life. According to Encik Mamat, local community at Tasik Kenyir in general perceived the impact of environment after the tourism industry commenced. In terms of economic impact, there are many job opportunities at Tasik Kenyir since the duty free zone was launched. The arrival of visitors will continue to increase at Tasik Kenyir. Local people can grab this opportunity especially the young generation to get involved in the tourism industry in order to gain more knowledge and generate source of income. Local community especially at Tasik Kenyir are more likely to know their nature better compared to others, what will fit better and what will be suitable for the local situation in the process of planning and development in the tourism industry. For that reason, local community has been recognised as a crucial part in ecotourism development especially at Tasik Kenyir.

Quality on the life of local community should be the most important concern for community leaders at Tasik Kenyir especially Terengganu state government, Central Terengganu Development Authority (*KETENGAH*), Tourism Terengganu and so on. If the impact of ecotourism development shows the negative perception of quality of life, locals may be unwilling to support the ecotourism development process in their community. Ecotourism development can bring changes to local communities. Terengganu state government is also aware of the potential of Tasik Kenyir as an ecotourism spot by the duty-free project at Tasik Kenyir (Central Terengganu Development Authority, 2016). Specifically, the duty free zone at Tasik Kenyir

generates more benefits for the local community. Based on the personal communication with Central Terengganu Development Authority Officer, Encik Faiq said that the visitors will spend more time at Tasik Kenyir and at the same time, will contribute to economic impact especially for the local community. The success of the Kenyir duty free zone projects helps to attract tourists to Terengganu, thus improving the economy and influences their quality of life of the people especially the local community at Tasik Kenyir area.

Tasik Kenyir, Terengganu has been chosen as the study area because it has great potential to become a biodiversity and ecotourism spot in Malaysia. Tasik Kenyir has huge potential to become a top ecotourism tourist destination in Malaysia as well as worldwide. From that viewpoint, Tasik Kenyir has also been chosen as one of the locations of priority ecotourism sites recommended in the National Ecotourism Plan starting from 1996 until now (Ecotourism National Plan, 2016). Ecotourism is one of the pillars of the tourism industry. The successful of development of the ecotourism area especially at Tasik Kenyir must have strong commitment and support from local community that can influence their quality of life. Lastly, if the impacts of ecotourism development towards quality of life of local community results in more negative impact than positive impact, locals will not support ecotourism and welcome the tourists. It can be an unfavourable ending for the ecotourism destination especially Tasik Kenyir.

1.6 Research Question

Impacts of ecotourism development are important to monitor and understand as it may influence their perception of the quality of life. Local community plays an important role in ecotourism development. Local community becomes an important point of information and reference to ascertain what is happening in ecotourism area at Tasik Kenyir. The research questions of this study are:

1. What is the socio demographic background of the local community at Tasik Kenyir?
2. What is the perception of impacts of ecotourism development of the local community?
3. How to measure the quality of life of local community at Tasik Kenyir?
4. What are influences of impacts of ecotourism development towards quality of life of the local community at Tasik Kenyir?

1.7 Research Objective

The general objective is to holistically understand the impact of ecotourism development on quality of life of local community at Tasik Kenyir. Thus, the specific objectives of the research are:

- 1) To determine the socio demographic background of the local community at Tasik Kenyir
- 2) To identify the perception of impacts of ecotourism development at Tasik Kenyir
- 3) To measure the quality of life of local community at Tasik Kenyir
- 4) To identify the influences of the perceived impact of ecotourism development towards quality of life of local community at Tasik Kenyir

1.8 Significance of Study

This study will benefit many stakeholders, authorities or organizations which are involved in the ecotourism development process such as local community, policy makers, government sectors and organizations, private sectors, academician's researchers. The most important contribution would be in literature that contributes to the findings on quality of life of local community in ecotourism. More specifically, the demographic backgrounds that influence Tasik Kenyir's local community on the quality of life in ecotourism development that includes their perception and involvement, which will be highlighted in this study.

Empirical and solid data can help policy makers make informed decisions that can stand the test of time and changes in policy in the implementation of ecotourism development process in Tasik Kenyir. The results also enable economic and conservation planners to evaluate the sustainability of benefits received by the local community.

1.9 Operational Definition of Concepts

After understanding the existing concepts from previous studies, several relevant concepts are discussed in this study. The concepts include perceptions, ecotourism development impact, local community, and quality of life.

Impacts of Ecotourism Development: For the purpose of this study, impacts of ecotourism development refers to the impact of ecotourism that provides tangible and

intangible benefits to local community by highlighting the economic, social-cultural and environmental impact.

Local Community: Community generally refers to a group of people who live at the same geographical area and share common interests and cultures. For the purpose of this study, the local community refers to Tasik Kenyir villagers who live in the same area that share the same environment, cultures and resources.

Quality of Life: For the purpose of this study, quality of life refers to local community's perception of life satisfaction by highlighting everything that occurs around them in their daily lives' experiences and their surrounding environment. In this study, the indicator of the perception of quality of life includes material well-being, emotional well-being, community well-being and health well-being.

1.10 Organization of Thesis

This thesis is organized into five different chapters which are Chapter 1 (Introduction), Chapter 2 (Literature review), Chapter 3 (Research methodology), Chapter 4 (Data analysis) and Chapter 5 (Discussion and conclusion). The first chapter is the introduction of the study and the purpose of this research. The second chapter is the review of literature from past studies. There are a few terms and concepts are used in this study from the literature review in order to get a better level of understanding throughout this study. Chapter 3 describes the research methodology used in this study. It discusses the location of the study area, sources of data, survey instrument and method, data collection, fieldwork and as well as data analysis. Chapter 4 focuses on how the data was analysed and the result was obtained. Chapter 5 reported the discussion and overall summary of this study.

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