

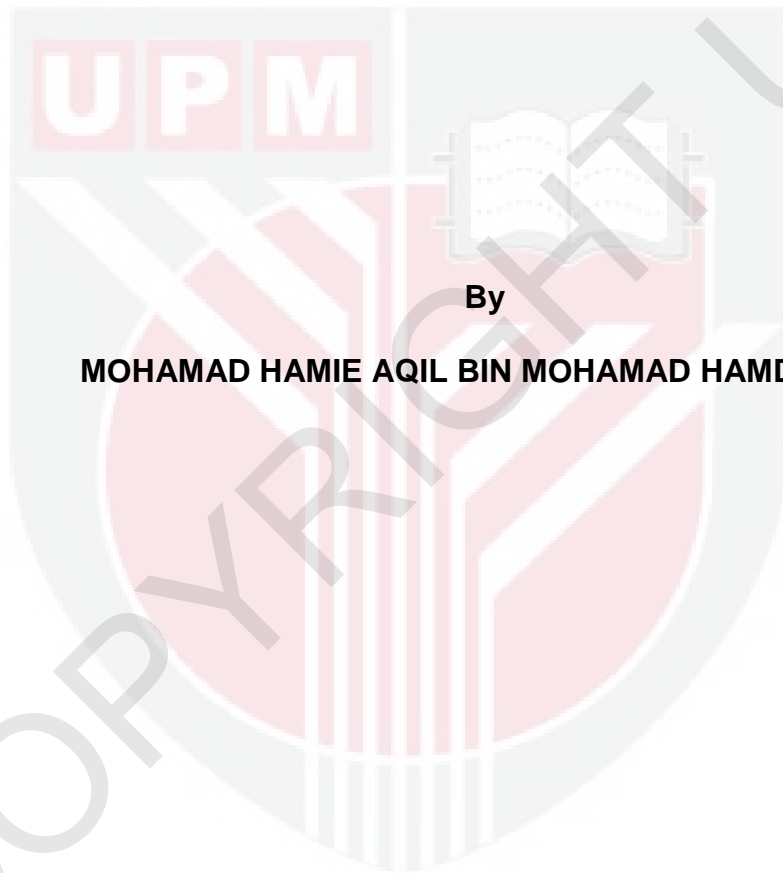


***LOCAL COMMUNITES PERCEPTION ON IMPACT OF MOVIE
ANIMATION PARK STUDIOS AS TOURISM DEVELOPMENT AT BANDAR
MERU RAYA IPOH***

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FH 2019 102

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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
Faculty of Forestry
University Putra Malaysia**

2019

DEDICATION

For my beloved family :
Mohd Hamdan Bin Ahmad
Siti Fatimah Binti Daud
My siblings, my brothers and my sisters
And to all my fellow friends

Thank you for all your cooperation



ABSTRACT

This study was conducted at Bandar Meru Raya Ipoh. The purpose of this study to determine local community's perception on impact of tourism development at Bandar Meru Raya Ipoh. Specifically, it determines the social, economic and environment impacts of the development of the movie animation park studios, which is a new tourism attraction in Ipoh. The study found that local community's perception were more positively inclined, especially for the economy and social factors while the perception towards the environment impact was balanced at 50% positive and negative impacts. In addition, the results of this study may be used by the government of the states Perak, local communities and residents to develop more tourism activities in Ipoh Perak while reducing the tourism impacts on the area and the local communities can contribute more on the tourism development at the area.



ABSTRAK

Kajian ini dijalankan di Bandar Meru Raya Ipoh. Tujuan kajian ini untuk menentukan tanggapan masyarakat setempat mengenai kesan pembangunan pelancongan di Bandar Meru Raya Ipoh. Khususnya, ia menentukan kesan sosial, ekonomi dan persekitaran pembangunan studio taman animasi filem, yang merupakan tarikan pelancongan baru di Ipoh. Kajian mendapati persepsi masyarakat setempat lebih cergas, terutamanya untuk faktor ekonomi dan sosial manakala persepsi terhadap impak alam sekitar seimbang pada 50% kesan positif dan negatif. Di samping itu, hasil kajian ini boleh digunakan oleh kerajaan negeri Perak, masyarakat setempat dan penduduk untuk membangunkan lebih banyak aktiviti pelancongan di Ipoh Perak sambil mengurangkan kesan pelancongan di kawasan tersebut dan masyarakat setempat dapat menyumbang lebih banyak kepada pembangunan pelancongan di kawasan itu.

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APPROVAL SHEET

I certify that this research project report entitled “**Local Communities Perception Towards Impacts at Bandar Meru Raya Ipoh Around Movie Animation Park Studios**” by Mohd Hamie Aqil Bin Mohd Hamdan 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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Date: June 2019

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LIST OF ABBREVIATION

UPM	University Putra Malaysia
MAPS	Movie Animation Park Studios
IP	Intellectual Property (IP)
PCB	Perak Corporation Berhad



CHAPTER 1

INTRODUCTION

1.1 Overview of Recreation

Hurd and Anderson (2010) states that recreational defined by an activity that people participate during their free time and enjoy it so that people can recognized as having socially redeeming value. It means that people will voluntarily doing recreational activity in their free time just for satisfaction and pleasure. This means that recreational activities that are considered socially acceptable can change over time. Sports, music, games, travel, reading, arts and crafts and dance are examples of recreational activities. They also states that the specific activity performed is less important than the outcome of the activity. Recreation has the connotation that it is morally acceptable not only to the individual but also to society as a whole, and we are therefore planning these activities in this context. While recreation can take many forms, it must contribute to society in a way that is acceptable to society. Recreation contributes to vibrant and engaged individuals and communities, fostering personal, social, economic and environmental well-being. It touches on many aspects of our lives nourishing people and building strong families and communities (Recreation and Parks Association of the Yukon, 2010). People also see recreation as a social instrument because of its contribution to society. That is, professionals have long used recreation programs and services to produce socially desirable outcomes, such as the wise use of free time, physical fitness, and positive youth development.

Recently, theme park tourism has been seen as the driving force especially in economic growth in Malaysia as the theme park is one of the tourism products in Malaysia that generate the income to the country and influence the growth of tourism economy. The theme park in Malaysia itself has been the picked as the prior destination among the residents and tourist as it is one of famous attraction site for the purpose of leisure, recreational, entertainment and enjoyable activities besides providing tourist experience at the destination (Jamal, Aminudin & Rahman, 2017) . A theme park or an amusement park is a place with attractions that made up of rides and attractions, such as roller coasters, water rides, and other transport rides. Amusement parks usually contain a selection of different types of rides, along with shops, restaurants and other entertainment outlets for the guest. Theme park as an aggregation of themed attractions, including architecture, landscape, rides, shows, food services, costumed personnel, and retail shops (Heo, 2009). Ho and Ap (2009) state that a theme park is a destination in its own right, which combines entertainment, food and beverage and shops, and an environment that is different from that found outside its gates. A theme park is a destination in its own right, which combines entertainment, food and beverage and shops, and an environment that is different from that found outside the area.

Nowadays, theme park fast become one of the favourite places for the public to visit in their free time especially with their family just to enjoy the ride and attractions there. The growth of theme park industry in Malaysia clearly can be seen as statistics show by Ganesan (2014) states that the surge in the number

of theme parks is believed to be driven by the industry's multi-billion ringgit potential. A tabulation of 10 popular theme park operators in Malaysia puts the revenue of the players at close to RM800 million in 2013. This compares to data from the Department of Statistics Malaysia, which reveals that in 2009, a total of 14 theme parks had collectively generated RM250.3 million. The Malaysian government, gave licenses intellectual property and uses it to develop the tourism industry, particularly theme parks (International Association of Amusement Parks and Attractions , 2015) as Malaysia is fast becoming the theme park capital of Southeast Asia, with 16 theme parks and water parks throughout the country, and at least 10 more reported being launched in upcoming years (Cable News Network , 2015) .

Movie Animation Park Studios Park (MAPS) Ipoh is one of the theme park in Malaysia Poised as Asia's First Animation Theme Park that built at the cost of RM520 million in Ipoh, Perak. The theme park has its soft opening on 26 June 2017. Animation Theme Park Sdn Bhd is the developer, owner and operator of Movie Animation Park Studios (MAPS), a joint-venture between Perak Corporation Berhad Development Sdn Bhd and RSG MAPS Sdn Bhd . PCB Development is a wholly-owned subsidiary of the listed company Perak Corporation Berhad and is responsible for developing the Bandar Meru Raya City in Ipoh, Perak. RSG Maps Sdn Bhd is a private Malaysian property development company specializing in developing theme parks, themed attractions and integrated developments.

Movie Animation Park Studios Aspiration is acting as catalyst to transform Ipoh City into tourist hub and cross selling Perak other tourism products. Next Movie Animation Park Studios vision is to become one of the world Class Theme Park providing an unique product, attractions and dynamic interactive entertainment, providing our guests with fun, friendly and caring Movie Animation Park Studios (Syafiq, personal communication 2018). Furthermore, Movie Animation Park Studios have almost over 40 rides and attractions in 6 thematic zones with different Intellectual Property (IP) just to increase the level of branding and marketing at the theme parks.

Rapid tourism development such as the development of the theme parks will affected the surrounding of the area whether it is in positive or negative ways. Recreation and tourism development has become noteworthy for its potential role in diversifying local and regional economies and also lifestyle of the communities. Local residents' reactions towards tourism development and the factors that may influence their reactions is essential in achieving a host community's support for tourism development (Yoon, Gursoy & Chen,1999). Brunt and Courtney (1999) also states that It is very important that both the benefits and cost of tourism to local host communities must be carefully considered and for many rural areas , recreation and tourism development can be undertaken by marketing and building on existing resources that do not require a large capital investment .Theme parks and attractions will continue growing globally. There seem to be many internal and external reasons that may lead to success and failure of theme parks and attractions. It is evident

that theme parks and attractions contribute greatly to sustainability of destinations in many areas including investments in infrastructure, job creation, tax revenues, tourism revenues, donations, and community support (Milman, Okumus & Dickson, 2010). However, they also state that it is also evident that failure of a theme park may result in a major decline or failure of a destination.

1.2 Problem Statement

Movie Animation Park Studios Ipoh is well known as one of the strong tourism products and one of the most popular attraction for the tourist whether it is from local or foreign tourist. As nowadays theme park is fast becoming a trend for visiting in their free time especially with the family. Besides, there are many activities that can be done at the theme park such as riding their rides, visiting their attractions and many more. The tourism development in any nearest residence area could affect the local community in many factors. Mansour and Mahin (2013) state that local community plays big role to maintain tourist arrival in tourist development area in providing hospitality such as accommodation, local food and culture of community surrounding. Many local communities recognize that tourism can inspire change in social, cultural, economic and environmental dimensions, where tourism interests have had a close bond with the local people (Richards & Hall, 2000).

Discussions made by Kawamura and Hara (2010) that development of theme parks and attractions does not always lead to success or it is a smooth process. In most cases, development of new theme parks and attractions may create unexpected problems and challenges for both park owners and destinations. Henderson (2010) also raises the issue of potential negative economic, social-cultural and ecological impacts of theme parks and attractions on destinations. These may include but not limited to high-entrance fees for local residents, frictions between visitors and residents, pollution, habitat destruction, waste disposal problems, air and noise pollution, and rising levels of energy and water consumption.

In 2008 over 186 million people visited the top 25 worldwide parks (Rubin, 2009). Given these impressive figures, one can clearly see that safety and security is a major issue for theme parks and attractions. The statistics clearly shows massive numbers of visitor attendance to the theme park industries. With the Movie Animation Park Studios aspiration to be one of the most famous tourism worldwide it can be expect that the places will be crowded with the tourist from all over the world. However, Milman (2008) states that theme parks generate billions of dollars in revenue, have a substantial effect on local economies and therefore, are considered a significant driver of the hospitality industry. He also said theme parks will continue to have an impact on society and their roles in destination development and sustainability will continue to grow and affect a variety of demographic and socio-economic sections of the communities in which they operate.

Tourism has several of sociocultural impacts. This means that social constitution; the cultures and traditions can be influenced, altered, or even totally substituted due to tourism. These sociocultural impacts are hospitality, culture (art, religions, and historical remains), education and custom and traditions (Essays UK, 2018). It also stated that tourism and culture have a strong relationship. For example, it increases the characteristics of local activities such as festivals, art and folklore and supports the preservation of cultural and historic sites. Each of these aspects can create chaos in people's vacations. People congregate in attractive places. People gather in attractive location places.

Furthermore, Kreag (2001) states tourism often develops around specific locations and concentrations, creating growth and avoiding spread. As people congregate, congestion and crowding produces stress, annoyance, anger, and other negative attitudes. Thousands of visitor may impede local businesses, prevent residents from accomplishing normal activities, and compete for space. He also says that traditional services may be forced out or relocated due to competition with tourist interests. Supply shortages may occur, temporarily, seasonally, or chronically. Water, power, fuel, and other shortages may be experienced with increased pressure on the infrastructure. Therefore this research is going to study the impacts of Movie Animation Parks Studios on local community at Bandar Meru Raya Ipoh in aspects of economy, social and environment. This study also wants to study the opinion of the local community toward the rapid development of tourism product. Perak as a country is very

famous in the tourism with the heritage building and culture. So Movie Animation Park Studios will gives different type of tourism product for the tourist that want to visit Perak. Even though the impact of theme park operations can bring both benefits and problems to the local society and its cultural patterns. Raluca and Gina (2008) states that a theme park in an area generates contact between residents and visitors and this can be problematic in areas where the traditional cultural pattern of the residents differs extremely from that of the visitors of a park. Also, when there is a substantial socioeconomic difference between the visitors and the residents this may cause a problem. They also said that several types of problem such as overcrowding of facilities and transportation, over commercialization, misunderstandings and conflicts between residents and visitors because of differences in languages, customs, and value systems, and violation of local dress and behaviour codes. Furthermore, every theme parks usually have their own peak attendance number especially in festive season, school holiday and big event that held there. So, this will create a such a problem to the the local community surrounding Movie Animation Parks as their places will be consume by the tourist that visit the theme parks. The carrying capacity for the guest to visit Movie Animation Park Studios in one time is only 7000 guest so its mean it have limited parking spot for the guest. That is why when the statistics show for 15 June 2018 the highest number of attendance guest at Movie Animation Park Studios reached until 35000 above their carrying capacity. This will affected the local community activities as the area will be packed by the tourist .

Movie Animation Park Studios as tourism area also has resulted in traffic congestion, noise and pollution that created by overcrowded guest . Transport services are indispensable for the development of the tourism sector and of all the activity associated with tourism, transport is the one that creates most pollution (Yingitanlar, 2016). As a tourist area, Bandar Meru Raya Ipoh will need to develop in order to satisfy the demand of the tourist. So the increasing of transportation services in the area will increase drastically as the Aman Jaya Terminal also located just only 2 minute from the theme parks. This study could help to identify the effects of the theme parks as tourism products to the local community at Bandar Meru Raya. Besides we also can determine the relationship between the sustainability of the theme park and the role for the local community to ensure it is successful theme parks. Local communities' attitudes and perceptions towards tourism development are one of the important indicators for sustainable tourism development (Choi & Sirakaya, 2006)

1.3 Objectives of Study

General Objectives

The general study of this research is to determine local communities' perception on impact of movie animation park studios as tourism development at Bandar Meru Raya Ipoh.

Specific Objectives

- a) To determine the positive impacts of tourism development toward local communities at Bandar Meru Raya Ipoh in terms of environmental and social impacts of Movie Animation Parks Studio.
- b) To determine the negative impacts of tourism development toward local communities at Bandar Meru Raya Ipoh in terms of environmental and social impacts of Movie Animation Parks Studio.
- c) To investigate the relationship between social demographic background with the tourism impacts on local community.

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