LOCAL COMMUNITY PARTICIPATION TOWARDS ECO-TOURISM AT GUNUNG SENYUM, PAHANG

By

NUR AIN BINTI MISPARDI
(2011414736)
NUR RAIHAN BINTI ISMAIL
(2011631394)
ALFIAN BIN MOHD NOOR AFFINDEE
(2011478956)

A research project submitted in partial fulfilment of the requirements for the B.Sc. (Hons) in Tourism Management

FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

Independent Study (HTM 650)
JULY 2013
ABSTRACT

This study discusses the involvement and participation of local communities in tourism development at Gunung Senyum, Pahang. To explore this research topic, the study examines two key concepts which are community participation in the tourism development decision-making process and community participation in the sharing of tourism benefits. Based on the findings obtained, this research concludes that local people wish to play a role in the tourism development decision-making process. In general, local people want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation with the local community. They also want to be involved in the sharing of tourism benefits. Tourism development is contributing positively to communities and has improved better quality of goods and services, entrepreneurial training, household income and also general quality of life from one aspect to another.
ACKNOWLEDGEMENT

Bismillahirrahmanirrohim, Alhamdulillah all praise be to ALLAH SWT, the Lord of the world makes us possible to complete this study. The researchers would like to take this opportunity to express our gratitude and appreciation to the following individuals whose show guidance, spirit and contribution in preparing this study.

First of all, we would like to thank our beloved parents and families. Without them we are nothing and their constant demonstrations of love and continuous moral support throughout the study.

We also want to express our deep sincere and appreciation to our advisor, Miss Mashita binti Abdul Jabar for her guidance, encouragement and advice through the whole process of completing this study. Her patient and attentions really impressed us since her willingness to sacrifice her time spent in order to ensure this study is completed.

Apart from that, we would like to thanks the local community in Felda Jengka 25, Pahang, Head of Villages, Homestay Coordinator Felda Jengka 25; Encik Mohd Saiful bin Salwey, Ranger Unit of Hutan Lipur Gunung Senyum; Encik Mohd Khaidzir bin Ibrahim, Vice President of Perbadanan Kemajuan Bukit Fraser (Tourism Pahang); Encik Ishak, and Vice President of Pahang Forestry Department; Encik Rosilan bin Said for giving us a lot of information that helped us during this study. They also have transformed us to knowledgeable and informative person. We have gained so many experiences and felt that our presence appreciated.

Last but not least, we would like to warmly thank to our lecturers and friends for always being helpful and motivate us all over this study. They always give undivided support with being cooperative when needed. Their encouragement is the additional spirit for us to complete this study.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td>i</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>ii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>iii</td>
</tr>
</tbody>
</table>

## CHAPTER 1

### INTRODUCTION

1.1 Background of Study

1.2 Problem Statement

1.3 Significance of Study

1.4 Scope of study

1.5 Research Objectives

1.6 Research Questions

1.7 Study Limitations

1.7.1 Time constraints

1.7.2 Financial constraints

1.7.3 Distance constraints

1.7.4 Lack of co-operation

1.7.5 Unpredictable weather

## CHAPTER 2

### LITERATURE REVIEW

2.1 Eco-tourism

2.2 Local community participation

2.3 Decision-Making

2.4 Tourism benefits-sharing

2.4.1 Generates income

2.4.2 Employment opportunities

2.4.3 Empowerment
CHAPTER 1
INTRODUCTION

1.1 Background of The Study

The tourism industry is becoming one of the largest and fastest growing economic sectors of 21st century (WTO, 2000). Tourism represents a "massive and complex interaction of people, who demand a wide range of services and facilities, and inputs" (Price et al, 1997, p.251). As in Malaysia, tourism industry started from early 1970s and has become the second highest foreign exchange earner for the country after the manufacturing sector (NTP 2004-2010 Main Report, 2004.p.9). The sector is predicted to grow at the rate of 6.9% per year and contribute almost RM30 billion to the nation’s economy (Bernama News, 19 Mac, 2004). In the early growth of the industry, tourism was more focussed at beach resort as a destination for relaxations and today our tourism industry in going towards sustainable tourism.

The definition of sustainable tourism is sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in area (community, environment) such manner and such as scale that is remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that is prohibits the successful development and well-being of other activities and processes.

Sustainable tourism strives to meet the needs of the host communities, the tourists and the investors while ensuring environment protection. A great deal of recent research on tourism has focused on small-scales sustainable tourism approaches like ecotourism, rural tourism and alternative tourism (Kent, 2005). There are many type of tourism that been applied or used in