

**UNIVERSITI TEKNOLOGI MARA**

**RURAL TOURISM: SUPPORT FOR DESTINATION  
COMPETITIVENESS STRATEGIES FROM  
COMMUNITY'S PERSPECTIVE**

**ROZALINA BINTI ABDUL RAZAK**

Dissertation submitted in partial fulfillment of the requirements

for the degree of

Master in Tourism Management

Faculty of Hotel and Tourism Management

November 2010

### **Candidate's Declaration**

I declare that work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis to be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : Rozalina binti Abdul Razak  
Candidate's ID No : 2009862618  
Program : Master in Tourism Management  
Faculty : Faculty of Hotel and Tourism Management  
Thesis Title : Rural Tourism: Support for Destination Competitiveness  
Strategies from Communitys' Perspective

Signature of Candidate : .....

Date : 15 November 2010

I endorse the declaration by the candidate.

.....

Puan Siti Sabariah binti Haji Ismail

## **ABSTRACT**

### **Rural Tourism: Support for Destination Competitiveness Strategies from Communitys' Perspective**

Nowadays, tourism industry becomes one of the profitable industries, which contribute to the growth of the country economy. Due to that factor, Malaysia can be considered as providential country by having unique tourism attractions that can be transformed into tourism production, which some of them are from rural tourism industry. Therefore, it is important to fully utilized rural tourism resources in order to create rural tourism product that have competitive edge. However, there are many factors need to be considered when embark in rural tourism sector. The most important thing to be considered is the support from the local community itself. This is because without the support and commitment from local community, all the planning and strategies cannot be succeeded. Therefore, the research proposes is to look at the support of destination competitiveness strategies among rural community in Perlis. Considering the community as the central to this process, they should be involved and affected by rural tourism. In order to do that, the entire development plan should benefit the community. A simple random sampling had been used which involves 182 respondents from rural community in Perlis. By using self reported questionnaires, survey had been done from one house to another by the researcher. The outcome of the research supports the hypotheses made and the findings also answered the research questions outlined in the proposed research. It is a great hope that the proposed research can be undertaken in order to benefit policy makers, educators, and tourism authorities, on the planning and developing destination competitiveness strategies by considering community's perspective.

**Keywords** – Rural Tourism, Destination Competitiveness Strategies, Community Support

## ACKNOWLEDGEMENT

Alhamdulillah, thank to Allah for giving blessing, strength, perseverance and good health during the process of embarking this research. This research would not have been possible without the assistance and co-operation of many individuals and groups. As the matter to that, appreciation and gratitude goes to all those involved directly and indirectly, to enable proper investigation is completed.

First and foremost, a very special gratitude and ‘thank you’ should be extended to my supervisor, Puan Siti Sabariah binti Hj. Ismail, Ketua Bidang (Tourism). Her support, guidelines, and instruction were invaluable to be completion of my graduate studies at Universiti Teknologi MARA. Particularly, I would like to thank Prof. Madya Dr. Artinah Zainal, Post Graduates Coordinator (Research), for her continued support and encouragement during my research studies. I am also grateful to Prof. Madya Dr. Mohd Salehuddin Mohd Zahari, Ketua Bidang (Culinary Arts), for making his unlimited research knowledge available to me. I have gained unequalled inspiration, insight, and knowledge about research study throughout my discussion with him.

My sincere expression of gratitude is also goes to the following individuals:

Prof. Madya Abb. Azis Abd. Majid

Dr. Lim Lay Kian

Prof. Madya Dr. Rahmat Hashim

Dr. Khairil Wahidin Awang

Dr. Nor'ain Othman

Ass. Prof. Dr. Bany Ariffin

Dr.Salleh Mohd Radzi

Thankfulness also extended to all the Tourism authorities and local community in Perlis who have given their co-operation and support in completing the survey.

## TABLE OF CONTENT

	<b>PAGE NO.</b>
<b>TITLE PAGE</b>	<b>i</b>
<b>AUTHOR'S DECLARATIONS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENT</b>	<b>v</b>
<b>LIST OF TABLE</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>CHAPTER ONE – INTRODUCTION</b>	
1.1 Background of study	1
1.2 Problem Statement	5
1.3 Research Objectives	7
1.4 Research Questions	8
1.5 Theoretical Framework	9
1.6 Hypothesis	9
1.7 Significance of the study	10
1.7.1 The Theoretical Significance	10
1.7.2 The Practical Significance	11
<b>CHAPTER TWO – LITERATURE REVIEW</b>	
2.1 Introduction	13
2.2 Rural tourism	13
2.3 Tourism Planning and Development	16
2.4 Rural Tourism Development Impact	18
2.4.1 Economic Impact	22
2.4.2 Social Impact	24
2.4.3 Environmental Impact	27