

**BEACH TOURISM AND ITS IMPACT TO THE COMMUNITY AT PANTAI BUKIT KELUANG, BESUT,
TERENGGANU**

By

INTAN NORSYAZWANI MURNI BINTI SUKRI

**DEPARTMENT OF TOWN AND REGIONAL PLANNING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITI TEKNOLOGI MARA, PERAK BRANCH
SERI ISKANDAR CAMPUS**

ACKNOWLEDGEMENT

Firstly, I wish to thank God and my supervisor Madam Noor Syarafina Binti Sallehudin for getting me easier to complete this research project.

For Madam Syarafina Binti Sallehudin, thank you for spending your time, knowledgeable efforts, guidance, being my inspiration, and also grateful to have you as an amazing supervisor to complete this project.

Finally, thank you to Besut District Council to help to get the information and take action about the Pantai Bukit Keluang. Overall, hope the Pantai Bukit Keluang will be attracted by the tourists and be the first destination when they are on holiday.

ABSTRACT

The research project discusses beach tourism and its impact on the community at Pantai Bukit Keluang, Besut, Terengganu. As we know, tourism is important that can bring positive and negative impacts to the city and also the community. The data that needed are community involvement and also positive and negative impacts of beach tourism on the community. Pantai Bukit Keluang is one of the famous destinations for tourism because it has beautiful scenery, can do a lot of activities there, and many more. To get the data, this research project using a qualitative mixed-method (observation) and quantitative (questionnaire) that involved 30 of the respondents. Age, the analysis shows that most of the respondents are from students from 16-25 years old and don't work and also not get involved in the beach tourism sector. In the context of the Likert scale, it is showing that respondents are strongly agreed and not greatly agree in terms of positive and negative impacts of beach tourism towards the community because of several factors that they have to face. Therefore, Local Authorities need to take action to make sure the place is comfortable and in a good condition to used for tourists or the community.

TABLE OF CONTENTS

CHAPTER 1 BACKGROUND STUDY

1.1	Introduction	9
1.2	Issues and Problems	9
1.3	Goal	10
1.4	Objectives	10
1.5	Scope of Study	10
1.6	Study Area	11
1.7	Summary	15

CHAPTER 2 LITERATURE STUDY

2.0	Introduction	16
2.1	Definition Of Tourism	16
	2.1.1 Importance Of Tourism	16
	2.1.2 Definition Of Beach Tourism	17
2.2	Tourism Impacts	17
	2.2.1 Economic Impacts	18
	2.2.2 Socio-Cultural Impacts	19
	2.2.3 Environmental Impacts	20
2.3	Definition Of Local Community	21
	2.3.1 Characteristics Of Local Community	21
2.4	Community Involvement In Tourism	22
	2.4.1 Community Involvement In Economy	22
	2.4.2 Community Involvement In Socio-Cultural	22
	2.4.3 Community Involvement In Environmental	23
	2.4.4 Benefits Of The Tourism To The Community	23
2.5	Summary	24

CHAPTER 3 DATA COLLECTION AND ANALYSIS

3.1	Introduction	25
3.2	Data Collection Method	25
3.3	Data Analysis	27
3.3.1	Age	27
3.3.2	Type Of Gender	28
3.3.3	Marital Status	29
3.3.4	Working	30
3.3.5	Type Of Work	31
3.3.6	Provide Jobs to The Community	32
3.3.7	Benefits to The Community	33
3.3.8	Learn About The Other Cultures	34
3.3.9	Enhances The Image of Pantai Bukit Keluang	35
3.3.10	Create A Cultural Exchange Between the Community and Visitors	36
3.3.11	Helps to Promote and Raise Awareness	37
3.3.12	Increase Infrastructure and Utilities Costs	38
3.3.13	Immoral Behavior	39
3.3.14	Lifestyle Changes	40
3.3.15	Cultural Changes To The Community	41
3.3.16	Increase The Pollution	42
3.4	Findings	43
3.4.1	Respondent Profile	43
3.4.2	Positive Impacts of Beach Tourism	43
3.4.3	Negative Impacts of Beach Tourism	44
3.5	Summary	46