

**UNIVERSITI TEKNOLOGI MARA**

**THE STUDY OF RESIDENTS'  
ATTITUDE TOWARDS SOCIO-  
CULTURAL BENEFITS IN PENARIK,  
TERENGGANU**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
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## AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

This study investigates the host-guest relationship development between locals and tourists in relation with the socio-cultural benefits. It proposes that great communication skill is the major determinant in the successfulness of tourism development towards the community. There are not many studies been conducted in rural areas such as Kampung Penarik, Terengganu. In particular, this research concentrates on the residents' attitude in tourism and the socio cultural benefits between locals and tourists both domestically and internationally in Kampung Penarik, Terengganu. To assist in the study, a research framework developed by J.E Brougham and R. W. Butler (1981) was modified and used to conceptualize the residents' attitudes in tourism and socio-cultural benefits and to inform the data collection procedure. A self-administered questionnaire survey collected 80 respondents, who are the local community. The results of descriptive analysis revealed the importance of English language exposure among the locals towards the socio-cultural benefits. The findings of the study also highlighted the collaboration of the government (MOTAC, Tourism Malaysia), private sectors (travel agencies and other tourism-related agencies) and even the local universities together with the local communities will bring a great positive impact in the tourism development of Kampung Penarik, Terengganu.

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