



**LOCAL COMMUNITY'S INTENTION TO PARTICIPATE IN
ECOTOURISM DEVELOPMENT:
A CASE OF LOCAL COMMUNITY IN BAKUN, SARAWAK**

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UNIVERSITI TEKNOLOGI MARA

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**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE
DEGREE BACHELOR OF BUSINESS ASMINISTRATION WITH HONOURS**

(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

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ORIGINAL LITERATURE WORK DECLARATION

Name of Student : Farah Fadhilah Binti Rosdi
Registration Matric No : 2015116851
Name of Degree : Business Administration
Title of Research Project : Local Community's Intention to Participate in Ecotourism
Development: A Case of Local Community in Bakun, Sarawak.
Field of Study : International Business

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Faculty of Business Management,
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The Head of Program
Faculty of Business Management,
Universiti Teknologi MARA,
94300 Kota Samarahan,
Sarawak.

JANUARY 2018

Dear Sir/Madam,

SUBMISSION OF FINAL YEAR PROJECT PAPER (IBM672)

Attached is the project title ‘ Local Community’s Intention to Participate in Ecotourism Development: A Case of Local Community in Bakun, Sarawak’ to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

FARAH FADHILAH BINTI ROSDI

2015116851

Bachelor of Business Administration (Hons) International Business

ABSTRACT

The purpose of this research is to investigate the relationship between potential economic benefits, potential social benefits and potential environmental benefits towards local community's intention to participate in ecotourism development. Also, this research aims to identify which of the independent variables provide more influence or impact towards the local community's intention to participate in ecotourism development. A sample of 120 were collected and analyzed. The findings revealed that there is a significant relationship between potential economic benefits, potential social benefits, and potential environmental benefits with local community's intention to participate in ecotourism respectively. It is also concluded that potential environmental benefits has the biggest influence on the local community's intention to participate in ecotourism development. In addition, recommendation are also suggested and discussed.

Keywords: Ecotourism, Community Participation, Bakun