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**THE PERCEPTION OF LOCAL COMMUNITY TOWARDS
RURAL TOURISM DEVELOPMENT: CASE STUDY IN
MULU, SARAWAK**

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ABSTRACT

Tourism sector in Malaysia is the third important factors that contribute in the economy. The study is to examine the impacts of rural tourism development on local community in Mulu, Sarawak. 354 questionnaires are being distributed randomly among the local communities in Mulu that age 18 years old and above and 328 questionnaires were been fill in by the local community in Mulu. The purpose of the study is to test the hypothesis and the quantitative method will be used in this study where the data collection method is through questionnaires. The local people see that the rural tourism development can affect the economic, social and environment. Pearson Correlation, One-Way ANOVA and Multiple Regression test are used in this study.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focus on the background of study which is a study on the perception of local community towards rural tourism development: case study in Mulu, Sarawak. This chapter consisting ten section which are 1.1 introduction, 1.2 background of study, 1.3 problem statement, 1.4 research question, 1.5 research objective, 1.6 research hypothesis, 1.7 scope of study, 1.8 significance of study, 1.9 definition of term and 1.10 chapter summary.

1.2 Background of Study

Tourism is an unpredictable industry that includes the scope of organizations, associations and government organizations. Tourism industry does involve client in their businesses. According to Rathore (2012), tourism sector is the second largest sector in improving the country's economy. In World Travel and Tourism Council (WTTC) does mention that, in 1995, tourism industry raises the global gross national product with increment of 12%. The important role of this industry cannot be denied of the country's economic development. Each of the country round the world has using this industry in improving the revenues of the country. To fasten the growth of this industry in the country, the government has introduced the rural tourism sector. This is important to broaden the roles of the tourism industry to improve the revenues of the country. In India, there are 7 million villages are involving in the rural tourism activities as they see this sector bring a lot of benefits to them. The rural tourism industry does solve the problem of poverty in India. This is because rural tourism open job employment, increase rural economic development and bring others development in remote areas.

Tourism sector is importance for the economic growth of the countries. Every country had applied rural tourism in their region. This is because it brings positive impacts toward the nation. The Asian countries are very famous in implementing the rural tourism due to the geographical factor. One of the countries that applied rural tourism is South Korea. The government of South Korea do support the rural development in the country. Agri-tourism does benefit this country as the demand of the agriculture in this country is keeping on increasing from year to year. Therefore, the Ministry of Agriculture, Food and Rural Affairs