

**UNIVERSITI TEKNOLOGI MARA**

**COMMUNITY'S PERCEPTIONS  
TOWARDS TOURISM  
DEVELOPMENT  
IN MELAKA**

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## **ABSTRACT**

The research is aim to identify the relationship between perceptions of community (temporary versus permanent) towards tourism development at Kampung Morten, Melaka. The objectives of the study are, firstly to examine the community's perceptions of tourism impacts in Kampung Morten. Secondly, to determine the relationship between each variable involved with perceived impacts (economic, environmental, and social). Thirdly is to determine the relationship between perceived impacts with community's support for tourism development. The data set in this study are collected from local community at Kampung Morten, Melaka through questionnaires. 89 respondents in that area had become the sample in this study by answering the questionnaires that census distributed. The survey is undertaken throughout May 2015. The results revealed that and research objective where the community were agreed and have positive perceptions of tourism impact Kampung Morten. Second objective, there is relationship between each variable involved with perceived impacts. Third objective, there is relationship between perceived impacts with community's support for tourism development.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

There is an increasing of universal traveller entry for fifth sequential year after economic crisis plunged in 2009 and thus impart worldwide financial recuperation persistently (UNWTO, 2015). Tourism contributes to flexible financial action and monetary recuperation by increasing the income through export and generates more employment as cited in Taleb Rifai, UNWTO Secretary-General (UNWTO, 2015).

From the above explanation, Sharifzadeh (2014) argue that tourism is a greatest sector nowadays that has a potential to support the economy of the community (as cited in Long et al, 1990; Allen et al, 1993; Mc Gehee and Andereck, 2004). In the past decade, the predominant of revenue generate for Malaysia is contributed by tourism sector (Lim Poh Ling, 2011).

Moreover, tourism sector is seen as the second biggest sector in Malaysia that plays a predominant part to decrease the level of indigence (May-Chiun Lo, 2014). In order to reduce the poverty and increase awareness on tourism development, UNWTO are striving for maximize the tourism's contribution (UNWTO, 2015).

Malaysia set a target to be among main 10 nations positions and thus create a good reputation of tourism sector internationally in 2015 (Tenth Malaysia Plan 2011-2015, 2010). Besides that, Malaysia intends to generate more employment and increase the income higher than previous year through tourism sector (Tenth Malaysia Plan 2011-2015, 2010). Malaysia is ranked at sixteenth of international traveller entry which is the increasing of traveller entry starting from 2006 to 2009 (Tenth Malaysia Plan 2011-2015, 2010). Therefore, Malaysia intends increasing the number of traveller entry, entice more