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**A Study on Level of Community
Involvement in Sustainable Tourism
Development in Bandar Hilir, Melaka**

By

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ABSTRACT

Community is one of the important elements in tourism especially in sustainable tourism development. Both community and tourism sector can get benefits from community involvement in sustainable tourism development. Thus, the development of sustainable tourism is hard to achieve without the support from the community residents because it is one of the important factor for ongoing community development. The main objectives of this study are to measure the level of community involvement and to examine the effectiveness of current practice in encouraging community involvement in sustainable tourism development in Bandar Hilir Melaka. Consequently, to achieve the purpose of the research, we distributed the questionnaire among local community around Bandar Hilir, Melaka. This investigation will give more understanding about the ways and the level of community involvement in sustainable tourism development especially for government sector, and any responsible person that related with sustainable tourism development in Bandar Hilir, Melaka. The result show that community slightly involve in sustainable tourism development based on the measuring level of community involvement and to examine the effectiveness of current practice in encouraging community involvement in sustainable tourism development in Bandar Hilir Melaka.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Tourism is one of the fastest growing sectors worldwide and is an important tool for regional economic and social development, especially in developing countries (Dieke 2000; Tosun and Jenkins, 1998). According to the UNWTO statistic, had recorded that, international tourist arrivals which is overnight visitors worldwide exceeded the 1 billion mark in 2012, with 1,035 million tourists crossing borders, up from 995 million in 2011 (UNWTO, 2013). Tourism is also expected to create an additional five million new jobs worldwide (World Travel and Tourism Council, 2012).

The tourism development in Malaysia is very encouraging. According to the World's Top Tourism Destination statistics by UNWTO, Malaysia completes the top ten ranking by tourist arrivals in 10th place with 25 million