

UNIVERSITI TEKNOLOGI MARA

**WEB – BASED GIS IN AGRITOURISM AND
ECOTOURISM IN PERAK, MALAYSIA**

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ABSTRACT

The tourism industry is one of the important economy sector in Malaysia as it helps to increase foreign exchange and employment opportunities. As Perak state is the second most visited state by domestic visitors because of the variety of attraction located there. Agritourism and ecotourism sector in Perak state is not widely marketed in comparison to other tourist attractions in this state, also given the fact that this sector is primarily concentrated in rural areas. By promoting both sectors of tourism via the use of web-based Geographic Information Systems, it is helpful in assisting tourists planning trips to these practically sector areas with information. Thus, the aim of this project is to develop web-based map applications for agritourism and ecotourism in Perak state by using web-based GIS applications. The method used in this research is the combination of various kinds of spatial data and nonspatial data in a dynamic and integrated platform. As a result, the web-based map may be used to access information about agritourism and ecotourism in Perak state, which will enable tourists in organising their vacation

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Tourism is defined by the World Tourism Organization (NSCB, 2004), as the act of traveling for the purpose of recreation and the provision of services for this act. Tourism is the world's most important and largest industry nowadays. This sector is playing a great role for economic development in Malaysia as it helps to increase foreign exchange and employment opportunities. According to data released by Department of Statistic Malaysia (DOSM), Selangor was the most visited state by domestic visitors in 2020 which accounted for 19.7 million visitors, followed by Perak (13.2 million), W.P. Kuala Lumpur (12.4 million), Sabah (10.3 million) and Kedah (10.1 million). Perak is the second biggest state in Peninsular Malaysia, and it is blessed with vast biodiversity and a distinctive landscape. As a reason, this state is well-known for its culture and heritage tourism, as well as its adventure tourism industry, among both local and foreign tourists. This state is well-known for its natural beauty, and it is home to a diverse ecosystem ranging from mountain ranges to flora and fauna; as a result, Perak has a variety of agritourism and ecotourism attractions that have the potential to become a global tourist destination.

A COVID-19 pandemic outbreak swept the world in 2019, having a huge impact on the tourism sector globally, including Malaysia. To adequately handle the infection, the Malaysian government issued the Movement Control Order (MCO) stages. Because of the mobility prohibitions imposed during the MCO, Malaysia's tourist sector has shrunk even further. As a result of this circumstance, the government devised a tourism recovery plan to provide a balance between the economy and livelihood. One of the tourist recovery plans stated that supporting sustainable tourism growth by re-strategizing efforts to protect and maintain the environment, such as assessing carrying capacity on islands or vulnerable areas, was one of the goals. (Idris, 2021). Agritourism and ecotourism are important sectors for encouraging sustainable travel since they are closely linked to environmental protection and local people. Tourists that visit to natural areas in a sustainable way either directly or indirectly contribute to the protection and preservation of these