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**THE IMPACT OF TOURISM DEVELOPMENT TOWARDS QUALITY OF LIFE
AMONG LOCAL COMMUNITY AT PULAU SURI KELANTAN**

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ABSTRACT

This study is about the impact of tourism development in Pulau Suri, Kelantan towards quality of life among local community. The development of tourism products is one of the agendas made by government policies to promote places and destinations. In the West, most places have been developed as tourist attraction destinations. In Kelantan, Pulau Suri is one of the unique places for the development of economic tourism. This study will do a quantitative research by distributing a questioner to local community. The results shows that, there is no impact on the tourism development among the local community of Pulau Suri.

Keywords: Tourism, Quality of life, Community



ABSTRAK

Kajian ini adalah mengenai kesan pembangunan pelancongan di Pulau Suri, Kelantan terhadap kualiti hidup dalam kalangan masyarakat setempat. Pembangunan produk pelancongan merupakan salah satu agenda yang dibuat oleh dasar kerajaan untuk mempromosikan tempat dan destinasi. Di Barat, kebanyakan tempat telah dibangunkan sebagai destinasi tarikan pelancong. Di Kelantan, Pulau Suri merupakan salah satu tempat unik untuk pembangunan pelancongan ekonomi. Kajian ini akan melakukan kajian kuantitatif dengan mengedarkan penyual kepada masyarakat setempat. Hasil kajian menunjukkan, tiada kesan terhadap pembangunan pelancongan di kalangan masyarakat tempatan Pulau Suri.

Kata Kunci: Pelancongan, Kualiti hidup, Komuniti.

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CHAPTER 1

1.0 INTRODUCTION

This chapter discussed about background of study, problem statement, research question, research objectives, and the significant of the study, practical contribution, academic contribution, and scope of study.

1.1 BACKGROUND OF STUDY

Tourism has become an activity that is familiar to generate and improve the private economy and also to benefit the national economy, it allows local communities to create opportunities for tourists to learn about their culture and promote their own history and stories (López-Guzmán et al., 2011). Local communities must provide services to tourists based on the initiative and management of their natural and cultural resources. By doing so, tourists will have easier access from one location to another. Based on these factors, the importance of local communities in tourism development and future tourism growth is widely recognized (Butler and Pearce, 2003; Mason, 2003; Telfer and Sharpley, 2007). A new way for foreigners to travel to an area that allows them to immerse themselves in the local culture and incorporate it into their travel. Therefore, their objective when traveling is not only to discover new locations, but also local culture, ethics and historical sites where they can have an authentic and meaningful experience based on their own perception.

Involvement and inclusion of local residents in the local community has been identified as one of the tourism-generating factors (Hardy et al. 2002). Local community engagement is regarded as an essential element for the development of rural communities. Woodley (1993) argued that local community participation can increase job prospects for local individuals by creating cash and other advantages from localised tourism. Tosun (2006) adds that tourists are attracted by the maintenance of natural resources and the improvement of infrastructure in each tourist destination (Liu and Var, 1986 Mehta and Kellert, 1998 Archer et al. Lindberg, 2001).

Participation at the local level is necessary to establish tourism planning and ensure community economic growth (Murphy, 1985), which leads to local economic development through impacting local business, industry, and employment prospects (Roseland and Connelly, 2005). The concept of sustainable development has been implemented to improve the quality of life of the community in order to stimulate community engagement. This notion emphasises social quality and environmental responsibility and is dependent on them. Therefore, development gives locals with a variety of income and skill opportunities, improves their quality of life, and, most significantly, provides environmental protection for their area (Roseland and Connelly, 2005).

Tourism will make locals feel unappreciated if they are not properly empowered and involved in the development of local tourism. As a result, it will be less probable that they will earn tourism money (Lea, 1988). Possibly, the potential of local people and local knowledge raises the likelihood that community involvement can play a central role in tourism development. The engagement of the local community is essential in the tourism business because it may ensure that tourists have a memorable experience and can visit a variety of attractive locations, thereby generating revenue for the community. Due to their familiarity with the area, locals provide decision-makers with vital supporting data. Therefore, tourism development must utilise the population's potential to entice locals to join the tourism business. By doing so, chances to access markets and establish enterprises in the community can be created, so creating employment possibilities and reducing rural poverty

1.2 PROBLEM STATEMENT

The stated issues that Pulau Suri has are explained in this section. The floating markets in Pantai Suri, which are close to the water, could be impacted by increasing sea levels, tsunamis, flash floods, and monsoon floods. The Covid-19 Coronavirus outbreak has an impact on daily life in communities all around the world. Markets that serve as important public gathering areas and offer fresh food have been significantly harmed by this disease (van Eck, van Melik, & Schapendonk, 2020). The open-air layout of the marketplaces in this study, which permits more social distance and adherence to other standard operating procedures (SOPs), may make them safer than grocery shops.

In addition, infrastructure is also a problem faced by sellers or buyers in Pulau Suri. This is because the study that we have collected on roads for the transport of goods is missing. Roads are very important to deliver goods or bring tourists who are unable to walk to make it easier for tourists to move here and there like the elderly. Therefore, the party in charge must take this matter seriously so that more tourists come to this Pulau Suri.

Moreover, freshwater is essential for human survival as well as that of wildlife. Access to safe drinking water is crucial for good health. Nevertheless, pollution has undermined reliable water sources despite an annual rise in the world's water demand (UN-Water, 2018). Pulau Suri has difficulty with the availability of clean water. Having said that, we discovered during our investigation that the water was slow and murky. Another issue with this is that when visitors use the restroom, the water is slow and murky. As a result, it is imperative that this issue is properly resolved because tourists and vendors alike depend heavily on the use of water.

1.3 RESEARCH QUESTIONS

This study aims to see the impact of tourism development in Pulau Suri, Kelantan on the local community. The following question have been created to meet the goals of this study:

1. What is the relationship between economic impacts of tourism development towards quality of life among local community in Pulau Suri, Kelantan?
2. What is the relationship between social cultural impacts of tourism development towards quality of life local community in Pulau Suri, Kelantan?
3. What is the relationship between environmental impacts of tourism development towards quality of life among the local community in Pulau Suri, Kelantan?

1.4 RESEARCH OBJECTIVES

This study aims to see the impact of tourism development in Pulau Suri, Kelantan on the local community. The following objectives have been created to meet the goals of this study:

1. To identify relationship between economy impact of tourism development towards quality of life among local community in Pulau Suri, Kelantan.
2. To identify relationship between social culture impact of tourism development towards quality of life among local community in Pulau Suri, Kelantan.
3. To identify relationship between environmental impact of tourism development towards quality of life among local community in Pulau Suri, Kelantan.

1.5 SIGNIFICANT OF STUDY

The statement that describes why our research must be done is the subject of the significance study. It is crucial to explain to the reader why the research is significant. The purpose of our investigation is to clarify the justification for conducting our research or study (Morris, 1964). In brief, the significance or advantages of this study. The floating market is the focal point of Pulau Suri Kelantan's primary tourism industry. Therefore, the floating market on Pulau Suri is the subject of this study. This study aims to determine how tourism affects the local community's quality of life.

1.5.1 PRACTICAL CONTRIBUTION

Based on the significance of study, there are two important aspects which are practical and academic. Firstly, based on the research that are conducted, there are benefits from practical aspects that may be obtained when this research is conducted. For an example, this research will help travel agencies, tourism Malaysia, or others that involved in order to more promoting the tourism industry in Pulau Suri, Kelantan. Numerous jobs are produced the tourism sector's rapid growth. Given the significance of tourism to the economy, it is necessary to look at the relationship between tourist education and employment (Saner et. al, 2017). This is also will lead to the increasing of tourism places in Kelantan and improving the quality of life among local community. This research will help the tourism in Pulau Suri become famous and recognized to the public.

1.5.2 ACADEMIC CONTRIBUTION

Besides, this research also beneficial to the academic aspects. For information, there are not much research that was held on tourism industry in Pulau Suri. So, there will be less of article, journal, and paper about Pulau Suri. When our group conducted this study, it will help more research paper, article, and new model of the study. So that, it will help more students and others on conducting any research about Pulau Suri. According to Herrera & Escobar (2021) using students' learning experiences and results to develop deep learning is an effective strategy. So that, it will help them to do a research using new model, and journal article. Exchanges between students, teachers, hosts and other parties stand out as a crucial component of the educational process.

1.6 SCOPE OF STUDY

The floating market is the focal point of Pulau Suri Kelantan's primary tourism industry. Therefore, the floating market on Pulau Suri is the subject of this study. This study aims to determine how tourism affects the local community's quality of life.

1.7 SUMMARY

This chapter has examined the study's context, the problem statement, the goals and research questions, the study's significance, and the definition of terminology.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter covered the topics of economic impact, social impact, environmental impact, quality of life, local community, relationship between economic impact and quality of life, relationship between economic impact and quality of life, and relationship between relationship between economic impact and quality of life.

2.1 ECONOMIC IMPACT

Tourism has had a great impact on the private economy and is also good for the economic growth of the country which is needed to develop a place and a country. In order to meet the demand of tourists, the government in a country has provided funds to upgrade places that can become tourist attractions. In a journal entitled "Sustaining Quality in Tourism Destinations: An Economic Model with an Application," Keane (1996) gave the view that the capacity of a tourist destination to maintain a high level of quality allows it to remain a focus. His research shows that preserving and maintaining quality is a dynamic strategy for determining the future competitive landscape. Some researchers have local research which has done research on tourism facilities in Kelantan.

According to Chadee and Mattsson (1996), in an article titled "An Empirical Assessment of Customer Satisfaction in Tourism," he showed that the level of quality factors compared to other criteria in Chades and Mattsson (1996) researched how different service attributes affect the overall study tourist satisfaction. According to a study by LeBlane, G. (1992) titled "Factors Affecting Customer Evaluation of Services Quality in Travel Agencies: An Investigation of Customer Perception," tourists are satisfied with factors such as courtesy, service, etc., as well as convenience. Which is complete and easy to use. According to Sufahani, et al. (2013) in paper titled "*An Analysis of International Tourist Behavior Toward Tourism Sector in Kelantan*," the state of Kelantan has many interesting locations that can be exploited for tourism. This includes the beauty of Kelantan beaches such as Cahaya Bulan Beach and

Suri Island as well as the cultural and artistic importance of Kelantan such as Dikir Barat, Gasing, Wau bulan and others.

Refer to Remali Yusoff and colleagues In his study titled "Lessons Learned from a Planning of Pulau Suri Waterfront City Center (2012)," he emphasised the importance of comprehensive infrastructure facilities is important to attract people for travel to places and have a good infrastructure such as a good road network, transportation system facilities, service facilities, and a well-organized municipal system, in order to reach a tourist area. According to the study "Coastal Tourism Attraction Factors: A Case Study of Irama Beach, Bachok, Kelantan" by Remali Yusoff et al. (2017), tourist service amenities such as hotels, restaurants, and recreational facilities are essential to attracting tourists to the East Coast region. Keane (1996) noted in that sustaining quality in tourism destinations enables a place's reputation to remain in the spotlight. His research demonstrates that preserving and defending quality is a dynamic strategy for determining the future competitive landscape.

2.2 SOCIAL IMPACT

A social effect is defined as any improvement that addresses or eliminates injustice and inequality in a community. Different sectors, including businesses, governments, and non-profit groups, can contribute to positive change on both a local and a global level. Researchers face challenges because of this concept's many diverse behaviours for a variety of target audiences (McCabe & Qiao, 2020). Social tourism programs and stakeholder networks differ from country to country, and there are many models of social tourism implementation even within one country (Minnaert, 2020; Minnaert et al., 2011). Although the majority of previous research on social tourism has focused on demand-side benefits for tourists (see McCabe & Qiao, 2020), few have evaluated the extent to which these outcomes meet the objectives of funding programs. The justification for publicly supported social tourism is the activity's contribution to desired outcomes, such as well-being and inclusion (Minnaert et al., 2006). Can increase value creation during social holidays. Increasing holiday group homogeneity will simultaneously increase the creation of customer networks and peer support (see McCabe & Qiao, 2020).

To promote tourism effectively, one must comprehend the motivational aspects that drive individual travel decisions, such as attitudes formed and how different reference groups affect travel behaviour (eg, Moutinho, 1987). Therefore, there are few research on the motivation and conduct of tourists in the academic literature. Focus of research has been on visitor motivation (Crompton, 1979; Dann, 1981; Fodness, 1994; Uysal & Hagan, 1993). Several behavioural theories are also employed to examine how tourist motivation influences the establishment of traveller attitudes and how these attitudes influence passenger behaviour while selecting a tourist destination (Lam & Hsu, 2004, 2006; March & Woodside, 2005).

Diverse experts have demonstrated both positive and bad societal repercussions on destination city tourism development (Butler, 1974; Kim, 2013; Lee, 2013; Yang et al., 2013). As a result of favourable social benefits and convenience of transportation, intercultural communication and quality of life have improved (Kim et al, 2013). Nillahut (2010) highlights beneficial outcomes such as an improvement in quality of life, positive changes in practise values, a culture that promotes harmony and more tolerance for social differences, and an increase in tourist facilities. Although these facilities are intended for tourists, they also give services to locals by enhancing the vitality of the town through various activities. Tourism fosters mutual understanding and facilitates the sharing of indigenous cultures between tourists and locals.

According to Brunt and Courtney (1999), tourists' impact on the standard of living in local communities is what constitutes tourism's social effects. Sherwood (2007), who created a gauge of the social effects of tourism based on quality of life, supports this strategy. the idea of a quality of life that establishes the condition of human existence. Campbell, Converse, and Rodgers (1976) defined quality of life as the degree of contentment and standard of living. Tourism creates jobs that provide income for local communities. Tourism benefits the local economy through job creation and income generation, consequently enhancing the standard of living of local citizens. Moreover, tourism offers several infrastructure options, such as outdoor leisure facilities, parks, and motorways. Tovar and Lockwood (2008) concur that the expansion of recreational and entertainment facilities in Australia is a result of tourism.

Employment in most nations, the tourist business employs a significant section of the population as tour guides, who are recruited by the hospitality sector, transportation sector, and national parks to facilitate tourism activities (Green 2005, p. 13). The economic benefits of tourism in terms of employment for a country's population have an effect on the level of life of

the populace. Provisional Infrastructure Sharing As long as infrastructure is not constructed solely for the benefit of tourists, the development of tourism infrastructure, such as airports and recreational facilities, can also benefit locals (Allen et al. 1993). If this tourism infrastructure is not developed expeditiously, it will alter the social and cultural lives of the locals and their way of life.

2.3 ENVIRONMENTAL IMPACT

In this context, the term "EIA" is used broadly to refer to the comprehensive process that emerged from the National Environmental Policy Act of 1970. Before decisions are made to take certain actions, it is understood to mean evaluating proposed actions (ranging from policies to projects) for their probable effects on all environmental aspects, from social to biophysical, as well as developing suitable responses to the issues identified in that assessment (Shepherd, 2019).

Development, rainfall, and runoff quantity and intensity, as well as the protection provided by land use to the soil from the direct effects of surface runoff and the effects of raindrops, all have an impact on erosion on Suri Island. According to inherent soil characteristics and soil characteristics impacted by land use, slope length, steepness, shape, and soil susceptibility to erosion characterize the topography of a landscape (Lee, 2020). In Malaysia, greater erosive rainfall and more variable precipitation might cause soil erosion. The erosivity of rain, or its ability to cause erosion, is determined by its physical properties (Mikhailova et al. 2019).

Previous research (Gong et al., 2019; Santos, 2020; Mikayilov et al., 2019; Wang, 2019) showed that tourism development contributed to a number of environmental issues, such as vegetation degradation, water pollution in coastal areas, and erosion of coastal landscapes. Additionally, by building and maintaining boating and recreational infrastructure, the tourist sector has an impact on water quality (Sagerman et al., 2020). As a result of tourism-related activities, uncontrolled garbage disposal also contributes to environmental issues (Asadzadeh and Mousavi, 2017; Chen et al., 2017; Ferronato and Torretta 2019). In fact, poor management of sewage treatment systems has also resulted in the release of significant amounts of nitrogen and phosphorus, which has a negative impact on the existence of coral reefs in the oceans

(Burke et al., 2002). In addition, earlier research (Wang et al., 2018; Yan et al., 2019; Zajchowski et al., 2018; Zhou et al., 2018) discovered that air pollution issues are also caused by tourism activities.

The immediate area becoming hot is another consequence as well. This is due to Pulau Suri extensive tree-cutting for construction, which raises the temperature in the area. Urban Heat Island (UHI) is a phenomenon that has caused numerous health and environmental issues at various scales, mostly as a result of the rapid urban expansion and population growth that occurred in tropical regions (Roth, 2018; Tan, Lim, MatJafri, & Abdullah, 2019).

2.4 QUALITY OF LIFE

The World Organization (WHO) defines quality of life as a sense of place in one's life with one's goals, expectations, norms, concerns, and the culture and value systems in which we live. a broad and convoluted concept affected by a person's physical and mental well-being, level of independence, social connections, and interactions with key elements of the environment.

In the tourism literature, quality of life is divided into two groups. The first group concerns the relationship between tourist activity and tourists' life values, and the second concerns the development of the quality of life in the areas Residents. Tourism contributes significantly to the social life of residents and provides opportunities for social interaction, personal development, and personal identity.

Tourism-related activities can affect the quality of life (QOL) of the community through social, economic, cultural, and environmental impacts. (Moscardo, 2009; Cecil, Fu, Wang & Avgoustis, 2010; Khizindar, 2012; Kim, 130 Journal of Pacific Studies, Volume 39, Number 1, 2019 Uysal, & Sirgy, 2013; Nunkoo, Smith, & Ramkisson, 2013; Sharpley & phone, 2014). The municipality engages in tourism on the assumption that increasing tourist income will improve the quality of life in the municipality (Andereck & Jurowski, 2006). Kim (2002) conducted one of the first studies on the relationship between the impact of tourism and quality of life. His research showed that residents' perceptions of the impact of tourism influenced both their subjective and objective well-being.

As noted, much of this study quantified the impact of tourism using quantifiable measures of public welfare (Campbell, Converse & Rodgers, 1976). Many stakeholders are concerned about the alleged effects of tourism on society. One of the most significant stakeholder groups is the neighbourhood residents. More research is required to fully comprehend how tourism affects the general wellbeing of residents (i.e., perceived quality of life). By combining a variety of elements (38) from numerous published sources related to aspects of the community that have been shown to affect community quality of life, Anderseck and Nyaupane (2011) recently developed a measure of the perceived impacts of tourism on community quality of life. Keep calm, feel safe, clean air and water, and city services like police and firefighters are some examples of how locals see these things.

Direct evaluation of the effect of tourism on quality of life should reveal a strong correlation between this effect and accepted measures of community members' subjective well-being (such as life satisfaction, happiness, subjective well-being, psychological well-being of existence, and perceived quality of life), which can support the growth of the tourism industry in a particular area. The quality of life in the commune is indirectly impacted by tourism.

2.5 LOCAL COMMUNITY

Local community is defined as a social gathering of persons who share a space and environment. Being a resilient and well-organized human population that incorporates a close-knit environment, they typically have a variety of connections such as they are related, friends or simply acquaintances, they trade goods and services among them, frequent the same place and shared references.

Based on research that has been done by Nejati et.al (2014), the majority of locals believe that tourism's favorable economic, social, and cultural advantages outweigh its negative impacts. Furthermore, the survey discovered that inhabitants valued local participation in tourism development. Based on the previous research, the suggestion that can be made is that the manager of a place or the local government is expected to be able to improve the perception of the local community in a more positive direction, namely by increasing the community's experience, increasing the community's knowledge through counselling and training and paying attention to the interests of local community. Community involvement should be

increased considering that the local community is one of the main keys in the development of a place in the field of tourism.

The local community may become more actively involved in the tourism industry and in the growth of a location as a result of tourism. As a result, this study explores how local community involvement affects the growth of sustainable tourism. Previous scholars have argued that local communities are individuals who are familiar with tourists and with their local cultural activities (e.g. Thongma, Leelapattana, & Hung. 2011; Hjalager, 2010). As a result, their participation and support are crucial to the success and growth of a tourism activity.

However, many tourism authorities and stakeholders disregard this crucial reality and are opposed to the notion of including local communities in the development of rural tourism (Tosun, 2006; Liu, 2006). Additionally, paternalism, racism, clientelism, a lack of knowledge, and a lack of funding are obstacles to community engagement in rural tourism, which results in a lack of participation from local populations (Dogra & Gupta, 2012; Tosun, 2000). Consequently, it is crucial to enlist the participation and support of local people when it comes to the growth of tourism.

2.6 RELATIONSHIP BETWEEN ECONOMY IMPACT, SOCIAL CULTURE IMPACT, ENVIRONMENTAL IMPACT TOWARDS QUALITY OF LIFE

The researcher discovers that there is a relationship between the independent and dependent variables in this investigation. The local community's quality of life in Pulau Suri is the dependent variable, while the independent variables are the economy's impact, social culture's impact, and environmental impact.

2.6.1 RELATIONSHIP BETWEEN ECONOMY IMPACT AND QUALITY OF LIFE

The primary goal of the study is to identify the connection between the economy impacts and urban quality of life among local community in Pulau Suri. Gaining insight into how the local population views the relationship between the effects of economy and the urban quality of life is crucial from a strategic standpoint. According to (İştin, 2021) it can be claimed that the good effects of economy can result in a greater standard of living for locals. Instead, the negative impact of economy will results in a poorer standard of living. It is because the

good and positive impact of the economy in tourism enhance people's mental and physical well-being.

The economy impact also contributes to the people's social life by enabling social interaction, personal development, and the formation of the individual identities. Therefore, it is proven that the impacts of economy and the quality of life of the local community in Pulau Suri are closely related and its economy impact will improve their quality of life.

Besides, floating market has been a source of dependence for rural regions like Pulau Suri. According to (Hassan et al., 2022) particularly in the internet age, technical breakthroughs, machine intelligence, and construction informatization, rural tourism has the ability to revitalise the local economy and create a fresh direction for ongoing development plans. In this way, policymakers can encourage tourism initiatives that increase the number of visitors to rural areas, improve the infrastructure of tourist attractions, and gradually alter how inhabitants exclusively rely on tourism for a living while also boosting the local economy. This will help local community in improving their quality of life by focusing on economy in Pulau Suri.

2.6.2 RELATIONSHIP BETWEEN SOCIAL CULTURE IMPACT AND QUALITY OF LIFE

A group of people's collective deposit of information, experience, beliefs, attitudes, religion, roles, and belongings over many generations as a result of individual and communal endeavours is referred to as their culture. Additionally, it refers to the knowledge systems that a sizable number of people share. In other terms, culture is a group of peoples' way of life.

The quality of life among local community in Pulau Suri is greatly influenced by the social culture. According to (Galdini, 2007) the social and cultural implications of tourism need to be carefully considered because they have the potential to benefit or harm local communities. Tourist influxes change the community's values and have an impact on behaviour and family life. Individuals and the community at large may adopt tourist habits. Interactions between locals and visitors can have an impact on creative expression by presenting fresh chances which is beneficial or by strangling individuality with fresh constraints (negative). An increase in tourism may influence a community to change its moral behaviour. Thus, the social culture are influence the quality of live among local community and tourist.

2.6.3 RELATIONSHIP BETWEEN ENVIRONMENTAL IMPACT AND QUALITY OF LIFE

Environment can be summed up as all the components, both living and non-living, and their effects on human life. Another important aspect in this study are the environmental aspects. The Pulau Suri environment are surrounded by the beauty of nature that might improving tourism at that place. The high-value natural resources and stunning scenery draw visitors and new inhabitants who are looking for a spiritual and emotional connection to nature(Galdini, 2007). Selected natural areas are conserved, protected, and prevented from further ecological decline because these people respect nature. Historic structures and monuments are frequently able to be preserved and restored because of tourist revenue. The environment of Pulau Suri might increase tourism industry in that place. This is also influencing the quality of life among local communities in Pulau Suri.

CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

This chapter clarifies the study's design as well as other components including the population, sample size, and sampling technique. The usage of the questionnaire and how the quantitative technique can be applied to this study are also explained.

3.1 RESEARCH DESIGN

Data collection, analysis, interpretation, and reporting are all parts of the research design process. p. 58 of Creswell and Plano Clark's 2007 book. It seeks to link relevant and practicable empirical research with conceptual blunders in research. In other words, the study design establishes the methods for data collection, analysis, and response to the research question (Grey, 2014).

Seeking immediate conclusions or closure, it also takes into account the reality of tourism (and research) as a sensibility, a means of engaging with and producing the world, and as a particular way of living and knowing. Critical tourism study is both methodological and analytical, focusing on topics such as power, identity, performance, and embodiment, as well as gender, race, and other associated inequalities. The implementation of qualitative research necessitates questioning and redefining the research criteria and standards employed in tourism research, as the qualitative approach does not conform to positivist science's perspective of truth, objectivity, and validity. Jamal and Hollingshead (2001) suggest that transparency and reflexivity are crucial when it comes to inqualitative research in an effort to construct a new criterion for evaluating the quality of qualitative research. Therefore, the growth and improvement of qualitative research has enabled tourist research to become a rigorous positivist or commercial science. It is not only a new method for conducting research, but also a new standard for expressing and comprehending it. This has also resulted in a new understanding of the performative capability of tourist research methodologies, as well as their processes of creation.

For this study, quantitative research design was applied because it has certain advantages. Quantitative allows researchers to collect data from a representative sample and produce conclusions that can be applied more generally to a larger population. This allows for broader generalization and decision-making. The quantitative approach enables the use of sophisticated statistical analysis to test hypotheses, identify patterns, and reveal relationships between variables. This provides additional strength in answering research questions and gaining a deeper understanding of the phenomenon under study. Lastly, in research with a large number of samples, the quantitative approach enables efficient data collection. The use of questionnaires, online surveys, or automatic measurement instruments can speed up the process of data collection and analysis.

3.2 POPULATION AND SAMPLE

Pulau Suri or better known as Kampung Pulau Suri is a traditional fishing village in Tumpat, Kelantan. This village is located in a cluster of islands at the mouth of the Kelantan river. Almost 70 houses on Pulau Suri are inhabited by about 435 people who are mostly fishermen. Population is a group of separate individuals, either a nation or a group of people with similar characteristics. A population is a group of people from which a statistical sample is taken for an investigation. Consequently, any collection of individuals grouped together by shared characteristics is a population (Gordon Scott, 2021). For the sake of the population, the study is conducted to find out that the research population shares the same characteristics. Usually, all individuals or items in a given population share the same quality or property. Target Population and Reachable Population are two types of population. According to an article from Explorable.com (2019), the target population is the total set of individuals or things to which the researcher wishes to generalize the findings. Typically, the target group has certain characteristics and is sometimes referred to as the theoretical population. The group to whom researchers can apply their results is referred to as the reachable population, according to an article on Explorable.com (2019). The research population is another name for this segment of the target population. The available population is the source of the sample for researchers.

The state of Kelantan has a wealth of natural beauty and high potential that can be turned into a large tourist destination, according to the results of Sufahani, S.F., et al. (2013) in their paper titled "An Analysis of International Tourist Behavior Toward Tourism Sector in

Kelantan." This includes the allure of Kelantan's islands and beaches, including Kuala Koh National Park, Suri Island, and Cahaya Bulan Beach. The diverse cultures and artistic creations of Kelantan include Dikir Barat, Keretok, Rebana Ubi, Gasing, Wau Bulan, and many more.

Observations and conclusions drawn from sample data are relevant to the entire population (Gordon Scott, 2021). The primary role of sample size is to permit researchers to conduct research on members of the population so that the results of their study can be applied to the entire population. It resembles a give-and-take procedure. The population "provides" a sample, and inferences are subsequently "drawn" from the sample's results (Explorable.com, 2009). For this research the population will be local community in Pulau Suri. However, the total population of local community is undefined.

3.2.1 SAMPLE SIZE

The minimum sample size when the population is unknown does not appear to have a set formula or technique. However, when the population is vast, some researchers believe that 100 individuals should make up the bare minimum sample size. Sample size may also depend on factors such as margin of error, confidence level, and desired statistical power. In general, a larger sample size will provide more accurate results and increase the statistical power of the study. However, the sample size should also be feasible and practical in terms of cost, time and resources.

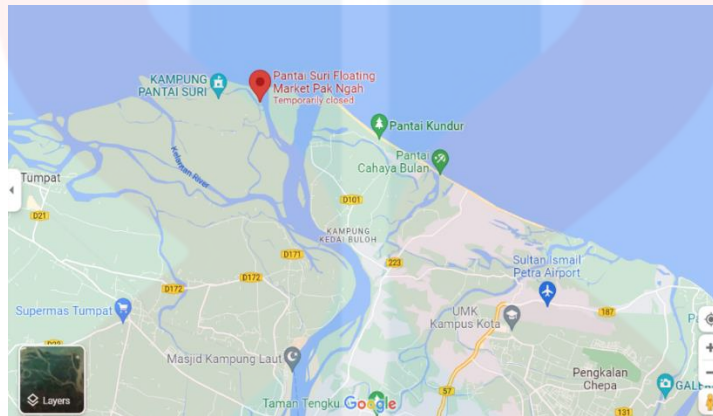
3.3 SAMPLE METHOD

Sampling is the process of choosing a portion of the target population for a research project. The participation of the full population of interest is typically not feasible for research projects, hence data collecting relies on smaller groups. Instead than attempting to contact every member of the community, sampling from the population is frequently more realistic and enables data to be obtained more rapidly and inexpensively. Understanding how the data entered the database, however, is crucial to analysing and deriving conclusions from the data because the sample will be used to draw conclusions about the population (Dana P. Turner MSPH, 2020).

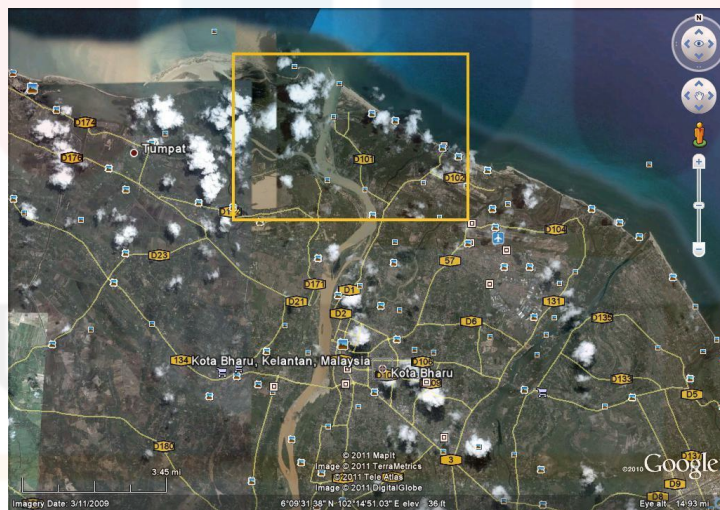
The researchers pick selected parts of the population as the sample subjects during the sampling process. Probability sampling and non-probability sampling are the two types of sampling methods available. A non-probability sampling procedure is one in which a sample is collected in such a way that no member of the population has a known chance of being

selected. In other words, the degree of sample selection bias is unknown. Therefore, the researcher used convenience sampling to conduct this study which is probably the most common sampling technique to cover a large number of surveys quickly and cost effectively. The sample is selected because it is accessible to the researcher which means It requires selecting any available sample of respondents that is suitable for the researcher.

Figure 1: The position of the Pulau Suri in map



Sources : Google Maps



Sources: Google

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3.4 RESEARCH INSTRUMENTS

In order to get all the information required to conduct this research, the researcher used the survey approach with spread the questioner to the local community. Additionally, because it is standardized, this method of investigation is typically less expensive and simpler to administer than alternative ones. Researchers used this method to obtain data and information because it is an effective way to do so and because this study included a high number of respondents (Paduka, 2017).

A research instrument is a device that has been scientifically and methodically created and is used to gather, measure, and analyze information on the research interests and alignment (s). When conducting a study, researchers typically have to choose between a quantitative, qualitative, or mixed-method approach. Surveys, tests, questionnaires, achievement/aptitude tests, interviews, scales (measuring and weighing tapes), archival documents and government sources, oral histories, focus group discussions and experiments, observation forms, tally sheets, and others are examples of the different types of instruments that can be used. Each instrument has advantages and disadvantages. The most popular tool for gathering research data from study participants is the questionnaire (Abuya, 2016).

A questionnaire and an interviewing guide were used by the researcher as data-gathering tools. A questionnaire is a behavioural/psychological measuring tool created to gather qualitative data from participants in a population that can subsequently be converted into quantitative or numerical data for analysis (Amin, 2019). The respondents were asked to complete a series of questionnaires intended for students. They were created in order to specifically address the study's objectives. Researchers have found that using questionnaires is an effective way to collect a lot of data from a variety of participants at a low cost (Amin, 2018). The use of questionnaires was beneficial since it reduced the researcher's workload and increased the objectivity and independence of respondents' answers.

Research instruments, as defined by Amin (2020), is the conceptual framework that guides the measurement of variables, data collecting, and analysis in both quantitative and qualitative research. It aids the researcher in addressing issues like what the study is about. Where will the study take place? What kind of information is needed? Research designs come in a wide variety of forms. The survey method is the research approach used in this study. Amin

(2018) asserts that information is gathered from sample participants in survey research through their answers to questions. Mark(2017, p. 521) used a similar definition of survey research design as "the collection of data from a specified population to explain the variables or issues under study. In a survey research design, a group of people or things is examined by collecting and analysing data from just a few people or things that are thought to be representative of the entire group. The design also specifies the data collection and processing procedures. It makes use of various instruments for gathering data, such as tests and surveys (Nworgu, 2019).

3.5 DATA COLLECTION

In order to answer research collection, test hypotheses, and evaluate results, data collecting is a procedure that involves gathering and methodically quantifying information on variables of interest. 160 respondents in total were surveyed for the goal of gathering data for this study and convenience sampling was used to determine respondents. The data collection process had been done from 19 May 2023 till 21 May 2023, the researcher had spread the questioner to the local community for answers the question. Data collecting is used in many different types of study, including the natural and social sciences, humanities, business, and others. Although the approaches change depending on the restrictions, the requirement for precise and accurate data collection remains the same (Kapur, 2018). Any data collection effort should aim to gather high-quality data that can be used to create comprehensive data analyses and build convincing arguments in support of the questions being posed.

The integrity of the research depends on the gathering of reliable data, regardless of the study's topic or chosen quantitative or qualitative data definition approaches. The use of appropriate data gathering methods (current, modified, or newly designed), as well as well outlined instructions for their efficient use, reduces the chance of errors (Pritha Bhandari, 2020). One of the most crucial stages of any research project is data collection. Data collecting is a difficult procedure that needs careful planning, hard work, perseverance, and other qualities to be completed properly (Bloomberg &Volpe, 2018). Data collection is the procedure of gathering, processing, and assessing research data using well-established, verified procedures that include both primary and secondary data (Syed Muhammad Sajjad Kabir, 2017).

Academics have produced a vast amount of literature on internet-based data collection (Fielding et al., 2019; Kanzaki et al., 2019; Pang et al., 2018; Shields, 2017), but an updated

manual is required given the quickly changing technology environment. In this article, we outline options and resources for researchers who find themselves in need of making the switch from qualitative face-to-face data gathering to a "socially remote" approach for their projects. We analyse the most recent videoconferencing services available to academics and offer advice on which ones could best suit a project's goals, despite the fact that technology is always changing. However, total 160 questionnaires were able to be used for analysis.

3.6 DATA ANALYSIS

Data analysis is one of the important parts of a study. This is because, this data analysis involves several processes namely checking, cleaning, modifying, and modelling the data with the aim of finding useful information. It can also draw conclusion and support the making of conclusion more accurately and authentically.

In this study, the data was analysed with the use of statistical software that called SPSS (Statistical Packages for the Social Scientist 29). The use of this software aims to facilitate the process of data analysis. First of all, the data that can be analysed from the study that has been made is related to the age of the respondents are aged between 20 and below, 20 – 30, 31 – 40, 41 – 50, and 51 – 60. The respondent that involves in this study are about 160 people of local community in Pulau Suri. The second data that was analysed was the gender of the respondent which represented male and female gender. The data shows female respondent are more than male that represented in this study. Most of the respondent are small seller who selling at the floating market in Pulau Suri.

3.7 SUMMARY

This chapter has described the research design utilized to carry out this study, as well as the population, sample size, sampling method, data collecting procedure, research instrument, and data analysis.

CHAPTER 4

RESULT AND DISCUSSION

4.0 INTRODUCTION

This chapter covered reliability analysis, respondent demographics, descriptive analysis, and Pearson's coefficient analysis. The findings of the study were acquired from 161 respondents. After collecting the data for this study, IBM SPSS Statistics version 24 was utilised to analyse it.

4.1 RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the questionnaires. The data was tested using the Cronbach's Alpha analysis to ensure the reliability and interior reliability of the information. The table below showed the Rules of thumb of Cronbach's Alpha coefficient size according to Heir et al(2007).

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

Table 4.1 illustrate the overall consistency (pilot test) for the dependant and independent variable. The pilot test has been done to 30 respondent before it was distributed to 160 total of respondents through questionnaires (offline survey) method.

Table 4.2: Result of reliability Coefficient Alpha for the independent variables and Dependant Variables

Variable	Number of Item	Cronbach's Alpha coefficient	Strength of Association
Economic Impact	5	0.821	Very Good
Social Impact	5	0.702	Good
Environmental Impact	5	0.587	Poor
Quality of life	5	0.783	Good
Overall Variables	20	0.705	Good

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependant variable in this study. From the table above, we can conclude all were above the value 0.5 and overall variables were 0.705. Therefore, the result shown is reliable and it can be accepted in this study.

Next, in measuring the economic impact of tourism development in Pulau Suri, Kelantan, there were five questions and the Cronbach's Alpha result for the economic impact was 0.821 which means very good. Therefore, the coefficient obtained for this sections in measuring the tourism development in Pulau Suri towards quality of life in local community were reliable in this study.

Besides, there were also five questions were used in measuring the social impact that influence by the tourism development in Pulau Suri, Kelantan. The result of the Cronbach's Alpha coefficient that showed in this section is 0.702 which indicated as good. Thus, the coefficient obtained for the questions in Social impact were also reliable.

Next, in measuring the environmental impact in tourism development in Pulau Suri, Kelantan, also used five questions in this section. The Cronbach's Alpha for this section was 0.587 which means poor. Therefore, the coefficient obtained for the questions in this section were reliable.

Lastly, in measuring the quality of life that influenced by the tourism development, there were five questions added. The Cronbach's Alpha result for this section was 0.783 which indicated well for this section. Therefore, the coefficient obtained for the questions in quality of life were also reliable in this study.

Since, the Cronbach's Alpha charge for overall variables had resulted 0.705 which means as good, that was showed that the questionnaires are reliable and accepted to proceed with the study. All the reliability scale has proven that the respondent understood the questions provided well and this means the questionnaires has been accepted for this study.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

This study's basic analysis comprised a frequency analysis. The data from Section A of the questionnaire contained questions about respondents' gender, age, race, status, and occupation. The demographic characteristics of respondents were given in the form of a table and a pie chart.

4.2.1 Gender

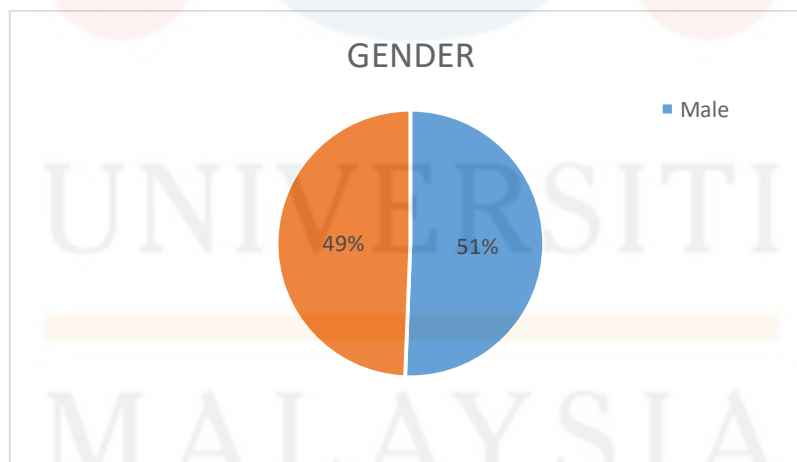


Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 81 respondents while the number of female was 79 respondents. Out of 160 respondents, 51% of total respondents were male and the remaining 49% were female respondents who were involved in this study.

4.2.2 Age

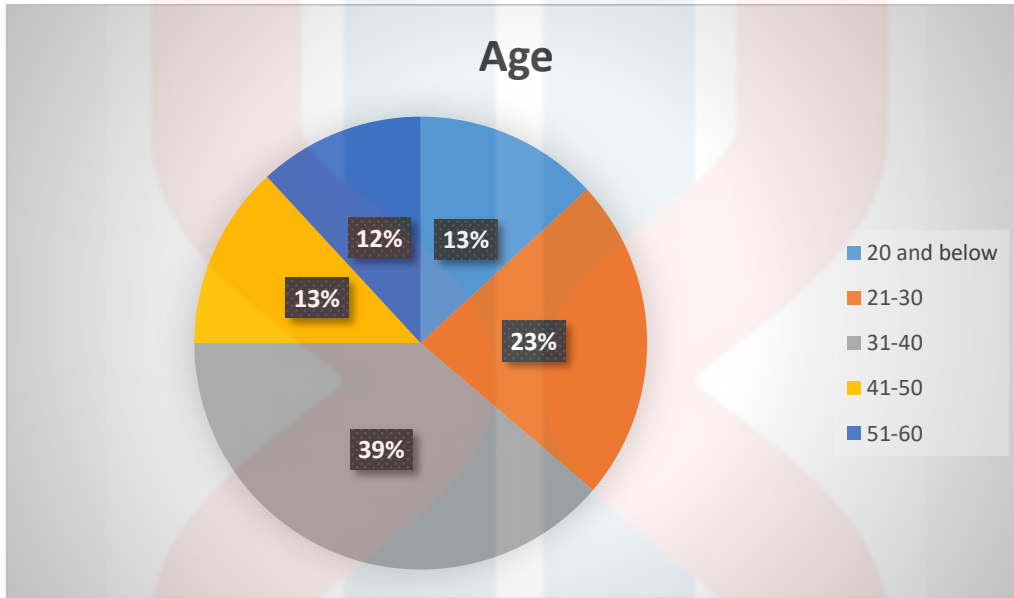


Figure 4.2: Percentage of Respondents by Age

Table 4.3 and Figure 4.2 showed the total respondents by age. There were 160 respondents who consist age from 20 and below (21 respondents), 21-30 (37 respondents), 31-40 (62 respondents), and 41-50 (21 respondents), and 51-60 (19 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 31-40 (38%) and followed by age 21-30 which was (23%), age 20-below and 41-50 was share the same percentage (13%), and the lowest percentage respondents was 51-60 (12%).

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4.2.3 Race

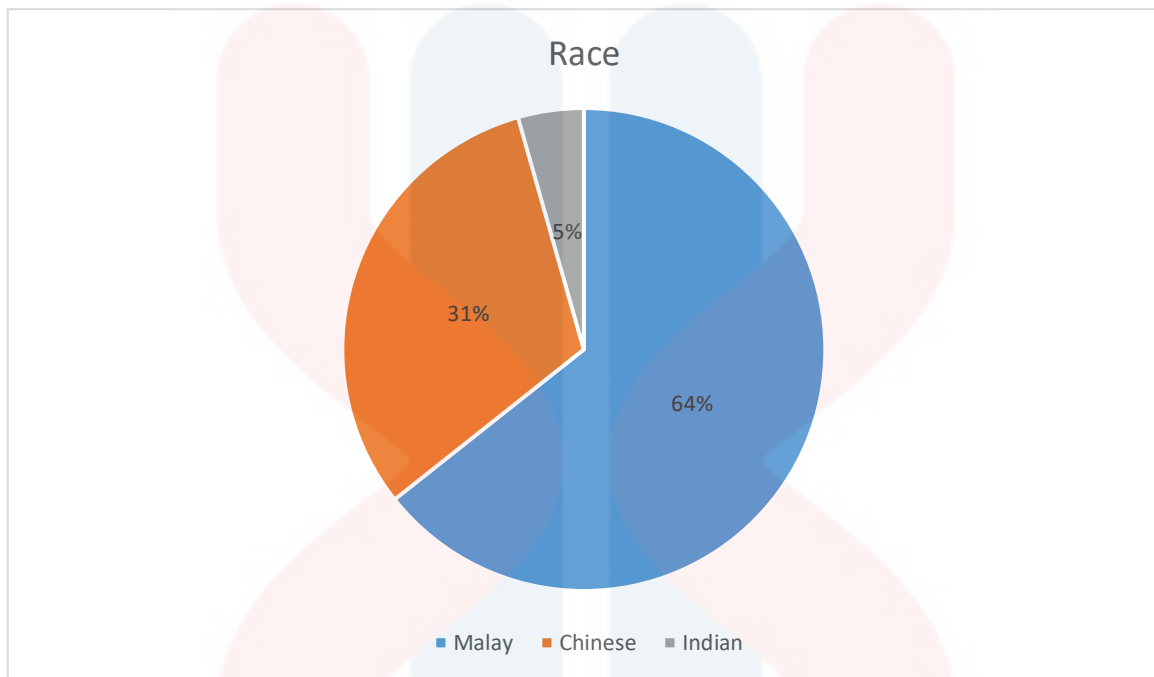


Figure 4.3: Percentage of respondents by race

Table 4.3 and figure 4.3 showed the total of respondents by race. There were 160 respondents who consist of Malay (103 respondents), Chinese (50 of respondents), and Indian shows (7 of respondents) that had answered our questionnaires. Figure 4.3 showed the highest percentage of respondents was Malay (64.4%) and followed by Chinese which is (31.3%) and the lowest percentage respondents was the Indian (4.4%).

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4.2.4 Marital Status

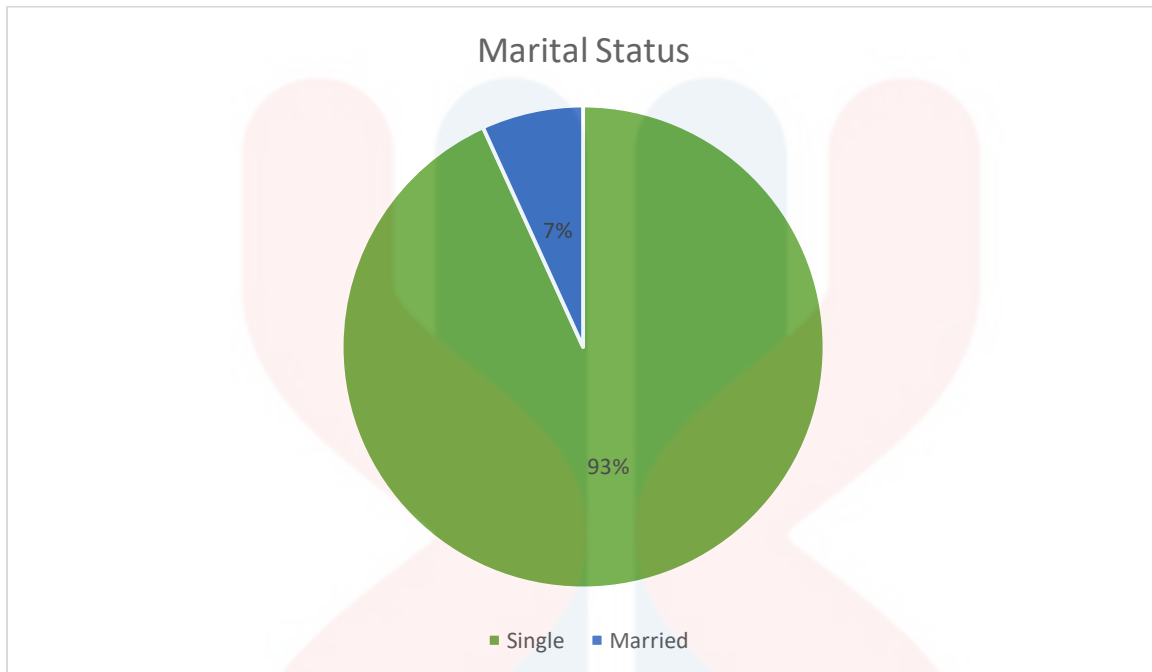


Figure 4.4: Percentage of respondents by status

Table 4.4 and figure 4.4 showed the total respondents for marital status. The total number of respondents for single was 70 respondents while the number of married was 90 respondents. Out of 160 respondents, 91.9% of total respondents were single, and remaining of 8.1% were married who involved in this study.

4.2.5 Occupation

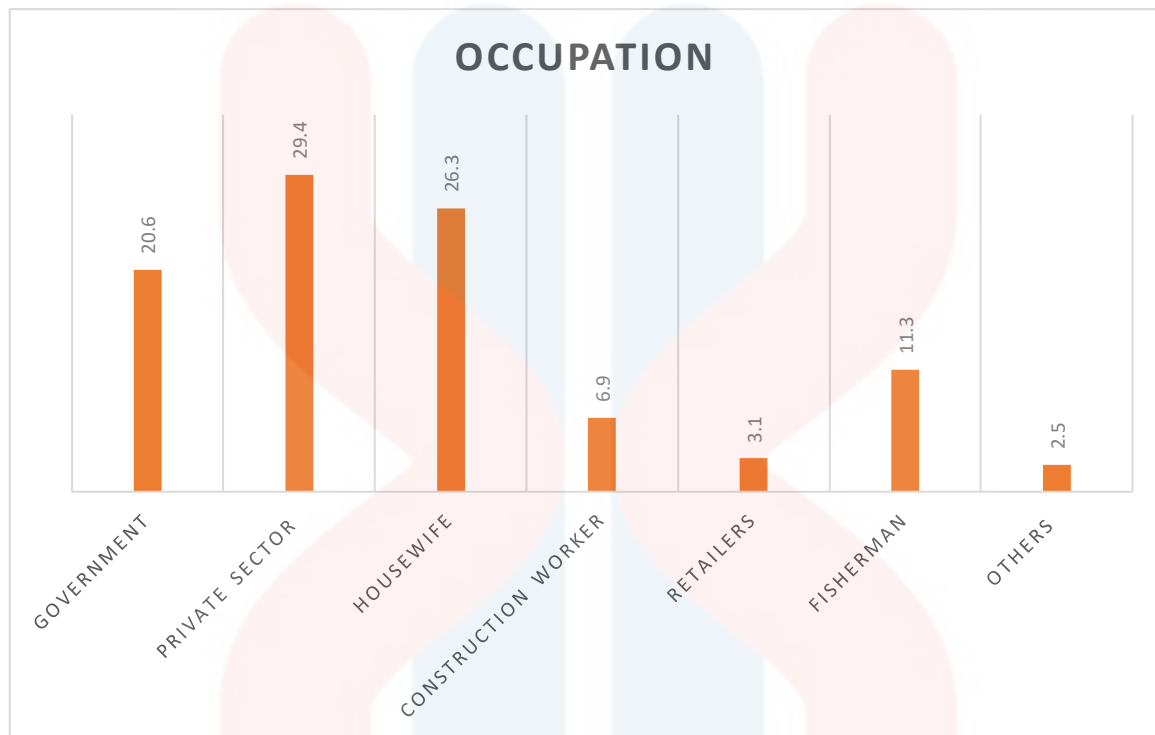


Figure 4.4: Percentage of respondents by occupation

Table 4.5 and figure 4.5 showed the total respondents from different occupation. Majority of the respondents were from private sector with the percentage of 29.4% (47 respondents) and followed by the housewife 26.3% (42 respondents). The next is from government with percentage 20.6% (33 respondents), fourth is fisherman 11.3% (18 respondents), then construction workers 6.9% (11 respondents), retailers with percentage 3.1% (5 respondents), and for the least was others occupation which is 2.5% (4 respondents).

4.3 DESCRIPTIVE ANALYSIS

The central trend of a distribution to approximate the middle of a distribution of data for independent variable and dependent variable, we have use mean and standard deviation. The mean is where the number of value aggregated and the number of value is split then. The standard deviation is between the value set and the average sample. This research analyzed the

mean and the standard deviation of section b and c of the feedback the people on Pulau Suri for the impact of economy toward local community independent variable and dependent variable which is economy, social and environment. Based on the analysis result the research compare the mean between the independent variable and dependent variable for any feedback of people in Pulau Suri. The respond by respondent are scale by using the scale which is are represent 'strongly agree' 'disagree' 'neutral' 'agree' and 'strongly agree'.

4.3.1 Independent variable and Dependent variable

Variables	N	Mean	Standard Deviation
Economic Impact	160	4.3423	40253
Social Impact	160	4.5507	47829
Environmental Impact	160	4.6141	75236
Quality of life(DV)	160	4.6113	35791

4.3.2 ECONOMIC IMPACT

No	Item Description	N	Mean	Standard Deviation
1	Tourism activities had increase the economic income in Pulau Suri	160	4.15	0.616
2	Tourism development in Pulau Suri helps in supporting local products.	160	4.26	0.482
3	Tourism development in Pulau Suri had create many job opportunities towards local community	160	4.37	0.486
4	The tourism development in Pulau Suri had encourage the entrepreneurial activities in local community	160	4.47	0.525
5	The development of tourism has promoted economic benefits in Pulau Suri.	160	4.59	0.530

Tourism activities had increase the economic in Pulau Suri for the first and second questions, of which 160 respondents who have been recorded have the same minimum and maximum values of 3 and 5. For each mean is, for the first question as much as 4.15 and for the second question is as much as 4.26 and for the standard deviation for both, the first question is .616 and the second question is .482. Third question, it is slightly different for the maximum

and minimum amount of 4 for the minimum and 5 for the maximum. For the mean amount, it is 4.37 and the standard deviation is .486 while for questions 4 and 5, a minimum of 4 people and a maximum of 5 people have been recorded for 160 respondents and the fourth question collected as much as 4.47 for the mean and standard deviation as much as .525 while question 5 accumulated mean as much as 4.59 and standard deviation as much as .530

4.4.3 Social Impact

No	Item Description	N	Mean	Standard Deviation
1	The development of tourism in Pulau Suri made it easier for the people there to get along with outsiders	160	4.56	0.698
2	The development on Pulau Suri also helped increase the mastery of foreign languages among the local community	160	4.54	0.768
3	The presence of tourists on Pulau Suri can improve the communication skills of local residents with foreign tourists	160	4.54	0.633
4	The development of tourism in Pulau Suri can reduce the unemployment rate among the population	160	4.52	0.644
5	The development of tourism in Pulau Suri can help local people to maintain and practice their cultural	160	4.61	0.572

4.3.4 Environmental Impact

No	Item Description	N	Mean	Standard Deviation
1	Tourism development at Pulau Suri impacted homestay accommodations	160	4.59	0.553
2	Tourism development provides a good function to help the development of the surrounding population.	160	4.44	0.522
3	Tourism development at Pulau Suri improves local infrastructure and communication facilities	160	4.49	0.593
4	Tourism development at Pulau Suri improves the environment	160	4.88	3.234
5	Tourism development activities had create people's awareness to take care of the environment	160	4.57	0.509

Table showed the mean and standard deviation analysis on the independent variable which was environmental impact. The highest mean value was item 4 which was 4.88, where respondents agreed that Tourism development at Pulau Suri improves the environment. The lowest mean value was item 2 which was 4.44, where the respondent slightly agreed that Tourism development provides a good function to help the development of the surrounding population. For the data set from 160 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean. However there is one which item for that show the highest which is 3.

4.3.5 Quality of life

No	Item Description	N	Mean	Standard Deviation
1	The development of tourism in Pulau Suri has improved the quality of life of the local community	160	4.57	0.545
2	The local community has been greatly exposed to today's advanced technology	160	4.58	0.508
3	The local community has gained a lot of experience in tourism activities	160	4.60	0.491
4	The development of tourism in Pulau Suri has improved the standard of living among local community in Pulau Suri	160	4.69	0.465
5	The community can promote sales revenue to tourists to boost their economy if development is upgraded on Pulau Suri	160	4.57	0.497

Tourism in Pulau suri has improve the quality of life of the local community 160 respondents were recorded of which the minimum and maximum were 3 for the minimum and 5 for the maximum and showed a mean of 4.57 and a deviation of 545. While for the second question it is like the first question where the minimum and maximum are 3 and 5. the mean that has been recorded is 4.58 and the deviation is 508. for the third question it is slightly different which shows 160 respondents who have been recorded as many as 4 people and a maximum of 5 people who have been recorded and a mean attendance of 4.60 and a deviation of .491. For the fourth and fifth questions, each has recorded the same drink and maximum which is 4 and 5. For their mean, question 4 obtained as much as 4.69 and **solan 5** obtained as much as 4.57. As for the standard deviation, it is in question 4 as much as .465 and question 5 as much as .497.

4.4 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (economic impact, social impact and environmental impact) and the dependent variable (Quality of life). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 12: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

4.4.1 Hypothesis 1: Economic impact

H1: There is no relationship between economic impact and Quality of life in local community of Pulau Suri in Kelantan.

Table 4: Correlation coefficient for economic impact and Quality of life in local community of Pulau Suri in Kelantan.

		Quality of life	Economic impact
Quality of life	Pearson correlation	1	0.051
	Sig. (2-tailed)		0.000
	N	160	160
Economic impact	Pearson correlation	0.051	1
	Sig. (2-tailed)	0.523	
	N	160	160

Table 4. Demonstrated Pearson correlation coefficient, significant value and the number of cases which was 160. The p-value was 0.523 which is greater than 0.05 that indicate there is no significant relationship between economic impact toward quality of life in local community of Pulau Suri.

4.4.2 Hypothesis 2: Social impact

H2: There is no relationship between social impact and Quality of life in local community of Pulau Suri in Kelantan.

Table 4: Correlation coefficient for social impact and Quality of life in local community of Pulau Suri in Kelantan.

		Quality of life	Social impact
Quality of life	Pearson correlation	1	0.104
	Sig. (2-tailed)		0.000
	N	160	160
Social impact	Pearson correlation	0.104	1
	Sig. (2-tailed)	0.193	
	N	160	160

Table 4. illustrated Pearson correlation coefficient, significant value and the number of cases which was 160. The p-value was 0.193, which is greater than 0.05. The correlation coefficient of 0.104. 05 that indicate there is no significant between social impact and Quality of life in local community of Pulau Suri in Kelantan.

4.4.3 Hypothesis 3: Environmental impact

H3: There is a relationship between environmental impact and Quality of life in local community of Pulau Suri in Kelantan.

Table 4.16: Correlation coefficient for environmental impact and Quality of life in local community of Pulau Suri in Kelantan.

		Quality of Life	Social impact
Youth's Intention	Pearson correlation	1	0.190**
	Sig. (2-tailed)		0.000
	N	160	160
Environmental Education	Pearson correlation	0.190**	1
	Sig. (2-tailed)	0.016	
	N	160	160

Table 4.16 illustrated Pearson correlation coefficient, significant value and the number of cases which was 160. The p-value was 0.016, which is less than 0.05. The correlation coefficient of 0.190 that indicate there is weak significant between environmental impact and Quality of life in local community of Pulau Suri in Kelantan.

4.5 FRAMEWORK ANALYSIS

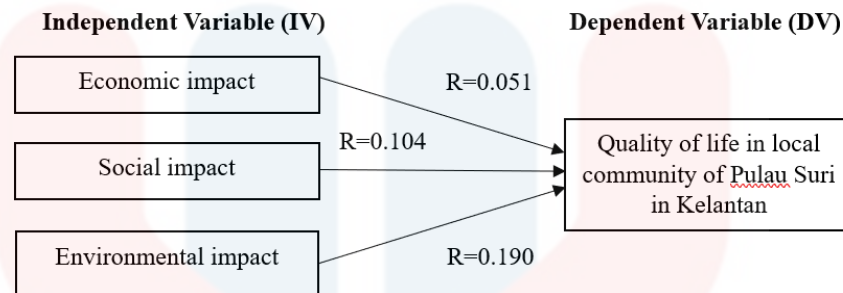


Figure 4: Correlation between economic impact, social impact, and environmental impact

The figure 4.6 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (economic impact, social impact and environmental impact) had the significant relationship to the dependent variable (Quality of life). The highest Pearson correlation value (R) is between economic impact and quality of life in local community of Pulau Suri which is 0.90. Meanwhile the lowest Pearson correlation value (R) is between the economic impact and quality of life which is 0.051. The Pearson correlation (R) for Social impact with quality of life is 0.104.

4.6 SUMMARY

As the end, all the relationship among the variable, the study found that the one hypothesis in this study are accepted and two hypothesis was rejected. All the independent variables show different correlation coefficient with the dependent value which are 0.051 for economic impact, 0.104 for social impact and 0.190 for environmental impact. It result shows there were no significant between the economic impact, social impact and dependent variable. The result also show that had a significant between environmental impact with the quality of life. It also answer the research questions whether is there any relationship between environmental impact and quality of life and no Relationship between Social impact and quality of life and between environmental impact and quality of life. To conclude, there is a significant relationship between environmental impact with the Quality of life in local community of Pulau Suri in Kelantan.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter discusses about the result shown in chapter 4. This chapter also explains about the recapitulation of the social, economy impact, environmental impact in Pulau Suri. At the end of this chapter the researchers will conclude about this study.

5.2 RECAPITULATION OF THE FINDINGS

The discussion of recapitulation from the findings that researchers done in the previous chapter (Chapter 4), which based on research objective, research questions and hypothesis for this study.

This study conducted to establish the influencing factors of quality of life in local community in Pulau Suri Kelantan. This study is focused more on how the relationship between the economic impact, social impact, and environmental impact can affect the quality of life of the local community in Pulau Suri for the development of the tourism sector there. Based on the relationship, the researchers can know how all the variables can be related to the local community life. The results shown in the Chapter 4 is based on the questionnaire, which was designed by the researchers to the respondent. The questionnaire consisted of a total number of 20 questions in all sections. Section A is focused on the demographic information of the respondents, which are the name, email, year of study and course. Section B, C and D focused on the independent variables (IV) which are the economic impact, social impact and environmental impact. Section E focused on the dependent variable (DV) Quality of life in local community of Pulau Suri in Kelantan. . The questionnaire is focused on the quantitative nature of descriptive science and contains multiple options where the respondents are able to fill in accordingly.

In this research, the target population is the local community of Pulau Suri Kelantan. The researchers selected the convenience sampling method for this research. The sample size of the respondents is 160 from the population of local community. The data were collected

with the researcher distributing the questionnaire to the local community a total of 160 respondents filled out the questionnaire. The total of 160 data from the respondents proceed with the Statistical Package of the Social Sciences (SPSS). This analysis of data included the frequency analysis, descriptive analysis and Pearson's Correlation Coefficient analysis.

5.3 LIMITATIONS

The limitation of the study is the methodology that affects or influences the interpretation of the findings of this study. The researchers had a rewarding experience completing this full study. However, there are some constraints that cannot be ignored in order for the research process to run well.

The researcher's difficulty in swiftly locating respondents is a significant barrier to generalizing these findings. Some villages choose not to respond to their questionnaires. As a result, the researcher repeatedly asked the villagers to complete and respond to new questionnaires.

In addition, the findings contain errors in the information that the respondents submitted. Some of the respondents did not fully commit to performing this study, even if they did not complete the entire questionnaire supplied by the researchers. As a result, it was challenging for researchers to compile their findings.

Finally, this study has several limitations. In this study, third-year Wellness students at Universiti Malaysia Kelantan with three independent variables of economic impact, social impact, and environmental impact, and one dependent variable which is quality of life is the main subject in the study conducted by the researcher.

5.4 RECOMMENDATIONS

Tourism is crucial for women's economic empowerment and contributes to infrastructural development, which in turn benefits other sectors of the economy. There is also enormous potential to green and sustainable the sector, so contributing to environmental conservation. Pulau Suri, which possesses a diverse range of tourism resources, should be promoted as a new tourist destination. However, concerted cooperative efforts are essential to

revitalise the sector and overcome the post-COVID-19 consequences caused by an almost two-year lockdown.

Our marketing methods, as well as how and where we advertise, are critical to capturing the attention of potential tourists. By focusing our marketing campaigns on the fascinating aspects of our location, we will quickly capture the interest of international travellers. We will notice that each marketing campaign highlights well-known tours, events, and sites from the country in question. They've managed to collect everything that excites tourists and market it through their ads.

Finding the ideal outlets to promote your marketing strategy is also critical to ensuring that you reach the right audience. For example, if you want to reach a largely younger clientele, online marketing is the way to go. However, collaborating with local travel agencies or promoting through print media channels may be a better fit if you're selling to an older audience.

5.5 SUMMARY

This purpose of study the impact of tourism development in Pulau Suri Kelantan towards quality of life in local community. In addition, this work may be used as a reference by other academics who conduct research on the impact of tourism development towards quality of life. The results obtained in chapter 4 using statistical packages for social sciences are reviewed in more detail, and inferences are reached as a result of the findings. As a result, it can be concluded that the accessibility, the people of Suri Island prefer to do their own work such as doing business and being a fisherman because of the economic return that is more than the knowledge about tourism in Suri Island. The result is that it is hoped that all the information gathered during the study can help the parties involved in taking steps to help the residents of Pulau Suri who want to upgrade their lives to boost the economy of the local population.

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