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IMPACTS OF ECOTOURISM DEVELOPMENT TOWARD QUALITY OF LIFE AMONG LOCAL COMMUNITIES IN DABONG, KELANTAN.

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ABSTRACT

It is important to highlight ecotourism to the local community in Dabong. The level of knowledge of the local community in Dabong regarding ecotourism is low. This is because many do not know the meaning of ecotourism and this is very important to avoid environmental pollution. This study was conducted to try and evaluate the data obtained from the local community in Dabong to ensure whether this ecotourism has a positive impact whether politically, economically and socially in their lives. This study uses a quantitative method which is a questionnaire with 151 people from the local community who know about the surrounding area and have settled in Dabong with a projected number of years there.. The information for this study was compiled after a detailed question and answer session.

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ABSTRAK

Adalah penting untuk menyerlahkan ecotourism kepada masyarakat setempat di Dabong. Tahap pengetahuan masyarakat setempat di Dabong terhadap ecotourism adalah kurang. Hal ini kerana ramai yang tidak mengetahui maksud ecotourism tersebut dan hal ini sangat penting bagi mengelakkan pencemaran alam sekitar terjadi. Kajian ini dilakukan adalah ingin mencuba dan menilai data yang diperoleh daripada masyarkat setempat di Dabong bagi memastikan sama ada ecotourism ini memberi kesan positif samada politik, ekonomi dan sosial dalam kehidupan mereka. Kajian ini menggunakan kaedah kuantitatif iaitu soal selidik dengan 151 orang masyarakat setempat yang mengetahui tentang kawasan sekitar dan telah menetap di Dabong dengan unjuran tahun yang agak lama disana. Maklumat untuk kajian ini disusun selepas sesi soal dan dijawab dilakukan secara terperinci.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discusses the background of the study, the problem statement, followed by the research objective, the research question, the significance of the study, the definition of terms, and a summary.

1.1 BACKGROUND OF STUDY

Tourism is defined as the act of visiting or traveling to a destination that is at least fifty miles (83 kilometres) away from one's place of residence, typically for recreational or leisure purposes, and for a duration of less than one year. The World Tourism Organization, a United Nations affiliated body, describes tourism as encompassing various services and activities catering to tourists. Tourism has gained widespread popularity as a leisure pursuit across the globe. (Er Ah Choy, 2013) There are variety of tourism, such as ecotourism, cultural tourism, heritage tourism, natural tourism and so on. For this study we will focus on ecotourism. Ecotourism is understood to be a technique for protecting a region's biodiversity and natural resources while taking poverty reduction and rural development into account. This area of tourism engages the neighbourhood communities in tourism-related activities and bases its operations on the region's natural and cultural resources. According to research conducted by Jeffrey in the Kelantanese, sustainable ecotourism development increases residents' income and job prospects while also having a favourable effect on the environment and raising the cost of commodities. Once more, ecotourism enables the

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blending of individuals from various cultures, nationalities, lifestyles, and financial backgrounds.

Additionally, ecotourism development ensures the wellbeing of the local communities by maximizing the benefits for locals, providing opportunities in tourism planning, allowing locals to participate in decision-making, and promoting employment opportunities, improved livelihoods, a more diverse local economy, support for homestay accommodations, the provision of business opportunities, and improved family life. Environmental effects of certain activities, such as off-road driving, recreational boating, and hiking and camping, as well as effects on particular ecosystems, such as marine, arctic, and mountainous habitats.

In order to better understand how ecotourism programmes impact the lives of people who live in and near tourist-friendly places, this research looks at several approaches. Ecotourism programmes may only be deemed "successful" from the perspective of development if local people have some influence over them and partake in the benefits of ecotourism-related activities. An empowerment paradigm is provided as a useful instrument to help in the investigation of the social, economic, psychological, and political effects of ecotourism on local inhabitants.

With a focus on exploring the advantages, effects, and difficulties of ecotourism development in the area, the study looks at the socioeconomic impact of ecotourism attractions in Dabong. The required data was gathered via questionnaire surveys and interviews aided by participatory rural assessment approaches. The study's conclusions show that the ecotourism sector in the region generates advantages including better transportation networks, economic possibilities, increased family income, and job development.

Despite these advantages, the study also showed that there are a number of problems, including a lack of trained labor, a lack of government interest, a lack of private sector involvement, poor ecotourism site management, insufficient security, a lack of conventional supermarkets, and subpar lodging facilities. Based on these findings, the study recommends that all tourism industry stakeholders take an active role in the region's ecotourism development at all stages and that tourism be included as

a required subject or course in high schools, colleges, and universities to raise local awareness and boost the labor force.

The study approach in Dabong, Kelantan, comprises the creation of an algorithm to assess local activities as well as a collection of scientific and useful ecotourism locations. The selection of the best ecotourism locations, the collection of best practises, and the development of a handicap system in the environmental programme are all made possible by expert review, which is based on external and internal criteria.

Ecotourism, another kind of alternative travel, is occasionally mistaken with natural and cultural tourism. As a method for preserving biodiversity that strengthens and benefits local communities, CBET is swiftly gaining appeal. Community-Based Ecotourism (CBET) is a kind of locally developed natural resource management that is based on the principles and practises of conservation. However, via Community Capacity Building (CCB) programmes, it is challenging to produce sustainable CBET development. Small communities vary in their capacity depending on the culture. There must be substantial community participation to the point that residents are motivated to participate and support the expansion of the initiative.

The study's conclusions demonstrated that the area had more recognized ecotourism best practices, contemporary tourism infrastructure, and an organized approach to ecotourism development. A selected strategy was used to analyze the level of ecotourism development in Dabong and to create new strategies for promoting the most prosperous ecotourism activities. Finally, this study was conducted to investigate the relationship between the impacts of ecotourism development on the quality of life among local communities in Dabong, Kelantan.

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1.2 PROBLEM STATEMENT

The negative consequences of tourism expansion, such as unlawful activity, crime, a lack of goods and services, crowding, and congestion, however, disappointed the local populations. Furthermore, ecotourism promotes changes in religious views and causes environmental issues for nearby people.

Ensuring that local populations receive benefits from tourism operations is essential to the growth of ecotourism. The local populations are eager to benefit from the growth of ecotourism in terms of both their social and economic well-being. Previous studies on Malaysia have emphasized a number of economic advantages that ecotourism can bring to local communities, including job opportunities, lodging opportunities, improved quality of life, and opportunities for local businesses.

Recreation and ecotourism have a lot of promise in protected areas. It is remarkable that so little research has been done on the assessment of these regions' potential for ecotourism. Recreation and ecotourism have often been introduced into protected areas without undergoing prior assessment, neglecting the opportunity to recognize the biological significance and vulnerability of the area. This study has found that the creation of campsites that require extensive vegetation clearance results in the extinction of woody species and a decrease in the diversity of species in protected areas.

As a result, it is advised to conduct an early assessment of the potential of natural places based on ecological knowledge and should generally address the biological variety that is frequently lost fast via the removal of vegetation during campground construction. As far as they are judged acceptable for relaxation and

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ecotourism, protected areas need to be ecologically preserved, therefore the removal of vegetation during campground development should take this into account.

To identify potential new or invasive species that might have been introduced due to human activities and could potentially disrupt the ecosystem's structure and function, it is important to regularly monitor the woody species composition in the recreational area.

1.3 RESEARCH QUESTIONS

The following research questions provide a more detailed view of the elements that are the main focus for this study :

- What is the relationship between social cultural toward quality of life among local communities in Dabong, Kelantan?

- What is the relationship between environment impacts toward quality of life among local communities in Dabong, Kelantan?

- What is the relationship between economic impacts toward quality of life among local communities in Dabong, Kelantan?

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1.3 RESEARCH OBJECTIVES

The following objectives are defined for the purpose of formulating this research in accordance with the problem statement:

- To identify the relationship between social cultural impacts toward quality of life among local communities in Dabong, Kelantan.

- To identify the relationship between environment impacts toward quality of life among local communities in Dabong, Kelantan.

- To identify the relationship between economic impacts toward quality of life among local communities in Dabong, Kelantan.

1.5 SCOPE OF THE STUDY

The primary objective of this study was to ascertain the effect of memorable tourist experiences on behavioral intention using Kelantan's eco-tourism as a case study. Four essential factors, also known as the independent variables, were used in this research: involvement, novelty, meaningfulness, and refreshment.

The ecological tourist destinations in Dabong, Kelantan, are the geographical area covered by this study. Furthermore, the local community in Dabong, Kelantan, Malaysia is the demographic that we have chosen to study for this project.

Ecotourism can boosting and promising the tourism segmentation right now. It ir because many countries in the world build up their economies sector by using the ecotourism sector (Bhuiyen et al, 2011). According to Ah-Choy (2010), the concepts of

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the ecotourism is a conversation of cultural and natural heritage. The provision and empowerment of the financial for the local people, minimal the environmental impact, cultural and environmental education respect for the tourists.

This study also seeks to explore the perceptions and expectations of the local population regarding ecotourism in Dabong. According to Fallon and Kriwoken (2003), ecotourism is considered a viable solution for preserving the cultural and ecological resources of a tourism area. It not only provides opportunities for local economic development but also promotes environmental awareness among travelers. Ecotourism is characterized by its focus on nature-based activities, adventure, alternative tourism experiences, and sustainability practices. The Ecotourism Society (1992), is defined as 'responsible travel to nature areas that conserves the environment and improves the well-being for the local communities.

1.6 SIGNIFICANCE OF STUDY

This study gave a true picture of the impact of ecotourism development among the local community in Dabong, Kelantan. Local communities benefited from ecotourism development activities, and it also attracted tourists from all over the world who sought to experience a protected natural environment. Moreover, the potential of ecotourism served as motivation for designating natural areas for conservation and protection in the future. For instance, in Gunung Stong, a new ecotourism area was being developed to conserve its flora and fauna, including the endangered Rafflesia Flower, thereby avoiding its extinction and providing further benefits to local residents by positioning their area on par with other famous mountains like Mount Kinabalu and Mount Ledang.

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Additionally, this study examined the knowledge of local residents and tourists regarding potential quality issues in Dabong, benefiting both the tourism industry and the country's natural environment.

1.6.1 LOCAL COMMUNITY ECONOMIC.

This study gives some benefits to the local residents in Dabong so that their economy or daily activities can continue. This is because ecotourism will raise the name of Dabong as an interesting destination in Malaysia and can attract the attention of tourists to come to Dabong and enjoy the beauty of Dabong and buy souvenirs or food and drinks sold by local residents.

1.6.2 ENVIRONMENTAL RESEARCH

This study can help environmental researchers to make more in-depth studies so that knowledge and response to Mount Stong can be through ecotourism. It can also provide new information to other researchers so that the information they want to spread is authentic to the advantages of Mount Stong.

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1.6.3 RESEARCH INSTITUTE

The impact of ecotourism development can also benefit schools and universities, especially students. Students have extensive knowledge about how the development of ecotourism in Dabong, Kelantan can bring a positive impact to them even in the world of tourism. Through this research they also get extensive exposure in terms of acquiring new information and it allows them to meet their needs and wants in conducting their own research.

1.7 DEFINITION OF TERM

1.7.1 SOCIAL CULTURAL

According to Hisyam and Ciek Julyati (2021) social and cultural terms are a combination of social and cultural terms. social in the sense of society, culture, or culture in the sense of all the works, tastes, and creations of society.

1.7.2 ENVIRONMENT

According to Singh (2006) environment can be defined as the set of conditions that surround an organism or the complex of socio-cultural conditions that affect an individual.

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1.7.3 ECONOMIC

According to Hanley Et al (2019) economics is not just about the monetary inflows and outflows from markets; it also takes into account the "priceless" or extra-market services that the environment provides for us.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, we examine how we might more clearly understand how ecotourism activities impact the locals of Dabong, a location with a significant ecotourism economy. From the perspective of development, ecotourism programmes should be judged "successful" if local residents have some influence over them and receive an equitable part of the rewards.

The analysis of the social, economic, psychological, and political impacts of ecotourism on the local community is made easier with the use of an empowering framework. (All rights reserved. 1999 Elsevier Science Ltd.).

This chapter's opening section gives a quick overview of the impact and how the local Dabong community dealt with it as a result of individual, societal, and environmental issues. Including the connection between other ecotourism-related aspects and the theoretical foundation of this subject is the final step.

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2.2 CRITICAL REVIEW OF DEPENDENT VARIABLE (DV) - IMPACTS OF ECOTOURISM DEVELOPMENT TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITIES.

Critical study of dependent variable refers to the great impact of ecotourism on the local community in Dabong on this matter. This is because this ecotourism is the best way to ensure tourism in Malaysia remains stable and can increase the country's income by promoting Dabong as a natural place for travellers and foreign tourists to invest in Dabung. This can be considered an advantage for local residents because they can also carry out economic activities by working and earning their own income through business. Therefore several methods have been studied so that the backup of the study can be done accurately and full of various sources.

2.2.1 PURPOSE

The study's primary goal is to investigate how ecotourism affects the local Dabong community's development of sustainable tourism, with destination image serving as a mediating variable. This is due to the fact that the local Dabong community would be more informed and able to make informed judgements as they work to market Dabong as a destination with unusual flora and wildlife. For instance, Rafflesia flowers and unique insects are both considered endangered species that may instruct visitors about the value of conducting research to save these species from becoming extinct.

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2.2.2 RESEARCH METHODOLOGY

Additionally, the study technique was designed to make sure that all main data for the investigation of Dabong residents was gathered utilising purposeful sampling. To verify that the information gathered is reliable and authentic, data analysis and data visualisation techniques such as employing Google forms, question-and-answer sessions, and statistics are employed.

2.2.3 STUDY RESULTS

Additionally, the results The study's findings showed that community involvement, development, and well-being, as well as knowledge of ecotourism, are crucial to creating a local community in Dabong that is developed. Ecotourism also directly contributes to the local community's political and economic empowerment, and it can also encourage respect for other cultures and human rights, which can have an impact on how the local community in Dabong develops.

2.3 CRITICAL REVIEW OF INDEPENDENT VARIABLE (IV) – RELATIONSHIP BETWEEN SOCIAL CULTURAL IMPACTS TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITIES

In order to preserve the integrity of the social structure of the local community, Jaini et al. (2019) claim that criteria for maintaining local culture and tradition are also

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incorporated. Locals receive benefits from ecotourism in the form of job possibilities that can boost local welfare. From a social perspective, the growth of ecotourism has a favorable effect, i.e., improves and advances infrastructure amenities, infrastructure, and facilitates improved connection amongst community members. The benefits of ecotourism development can raise community standards of living and spur the growth of small and medium-sized businesses (SME) (James Et al, 2021). These effects may result in modifications to belief systems and behavioral patterns, endangering indigenous identity. However, by promoting pride in cultural traditions and preventing urban redevelopment by generating local jobs, effects on tourism can be favorable and seen. The way that value systems, individual behavior, family relationships, and communal lifestyles are affected, as well as how levels of security, moral behavior, artistic expression, traditional rites, and community organizations are affected, is how tourism has a social and cultural impact (Tangit et al., 2014).

2.4 CRITICAL REVIEW OF INDEPENDENT VARIABLE (IV) - RELATIONSHIP BETWEEN COMMUNITY IMPACTS TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITIES

Malaysia is a tropical nation known for having a wide variety of animal species and environments. Due to habitats including Lowland Dipterocarp, Hill Dipterocarp, Upper Dipterocarp, Lower Montane, Upper Montane, Peat Swamp, and Mangrove Forests, Malaysia is one of twelve countries having extensive tracts of rich natural tropical rainforest with complex ecosystems (Kamaruzaman & Dahlan, 2008). In addition to preserving biodiversity and natural resources, protected areas often benefit local communities or populations by generating revenue from tourists. This is a

component of the strategy used to win over the neighborhood's support for conservation (Tewodros & Afework, 2014). According to Azizan et al. (2011), is a well-known natural tourist destination in Kelantan and one of the busiest tourist destinations in Malaysia because of its geographic position and physical features.

Most nature tourism locations are often located in rural or wilderness regions, yet modest, but necessary, amenities must be given in order to preserve the natural value and attract additional people. According to the findings of the study, the perception of the tourist industry's influence from economic, social, cultural, and environmental perspectives can have an impact on the local community's quality of life. There is a link between the four elements and life satisfaction (Ridho et al. 2016). From an economic standpoint, it appears to be capable of improving the standard of living of rural populations through creating work possibilities. In terms of the social component, the tourism industry's view can increase the community's capacity to converse in foreign languages with tourists.

In terms of culture, the tourist business contributes to the strengthening of the community's culture and has the potential to preserve the local community's identity. Finally, from an environmental standpoint, it has pushed the local community to maintain the village's or tourist destination's image. As a result, greater efforts are being made to promote environmental conservation in order to preserve the quality of the environment. Overall, the beneficial influence of tourist growth can improve the local community's quality of life.

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2.5 CRITICAL REVIEW OF INDEPENDENT VARIABLE (IV) - RELATIONSHIP BETWEEN ECONOMIC IMPACTS TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITIES

Tourism development helps to the improvement of local communities by delivering larger economic advantages. The evaluation of the tourism sectors in many countries, including Malaysia, often revolves around economic factors, primarily in terms of international tourist arrivals and expenditures. In 2013, the global foreign visitor arrivals reached 1.087 billion, marking a 5.0% growth compared to the previous year's figure of 1.03 billion (UNWTO, 2012). Specifically for Malaysia, there was an upward trend in tourist arrivals from 23.65 million in 2009 to 25.72 million in 2013, resulting in an increase in tourism revenue from RM 53.4 billion in 2009 to RM 65.44 billion in 2013. According to F. Brown (1998), the combined consequences of infrastructure improvements and tourist inflow indicate that tourism has both positive and bad effects on the economy, culture, and environment.

According to statistics from Malaysia's Department of Statistics, tourism growth has contributed to a rise in visitor arrivals, income, and employment. In total, employment in the tourist business increased by 4.7% in 2012, compared to 7.8% in 2011 (MTSA, 2005-2012). In 2011, the overall number of tourists was 24.7 million, and the total GDP was 590,353. Economic consequences may be measured by higher foreign exchange revenues, more job possibilities, better social circumstances, and more market stability than conventional commodities exports (M.J. Walpole and H.J. Goodwin, 2000). According to J. Saarinen (2006), the engagement of the local community in tourist development aims to provide a high degree of control over tourism operations while also receiving a major portion of economic advantages in the form of direct revenue, jobs, enhanced infrastructure, and housing. Local communities

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gain economically, physically, and socially from tourist activities carried out by this business. This will indirectly improve the level of living. Furthermore, according to P. Brunt & P. Courtney (1999) and D. Gursoy & D.G. Rutherford (2004), residents are likely to envision tourism as a force that generates cash for local communities and governments, as well as new enterprises and investment possibilities. The context of community engagement may be determined by their actions on the development of programmed in the surrounding region.

The local community has benefited economically from the development of tourism (P. Mason, 2003). Although the effects of tourism differ by area, D. Kreag (2001) claims that the most immediate and evident benefit of tourist expansion is the provision of jobs and the opportunity for people in local communities to improve their standard of living. According to him, further impacts of tourism include those on the economy, ecology, society, culture, services, taxes, congestion, and community responses. Each impact may have advantageous or detrimental effects depending on the community environment. The majority of individuals benefit financially from tourism resources, which raises their standard of living. Additionally, tourism benefits local communities by bringing in money, opening up new business and investment opportunities, and improving living circumstances. According to P. Brunt & P. Courtney (1999), local residents could embrace some of the advantages brought about by tourism, such as job opportunities, more money, and employment.

2.6 CONCEPTUAL FRAMEWORK

The conceptual framework demonstrates the relationship between the independent and dependent variables used in the investigation. Three independent

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variables (IVs) were used in this study, including visitor satisfaction, place attachment, and destination attractiveness. The dependent variable is the destination loyalty DV.

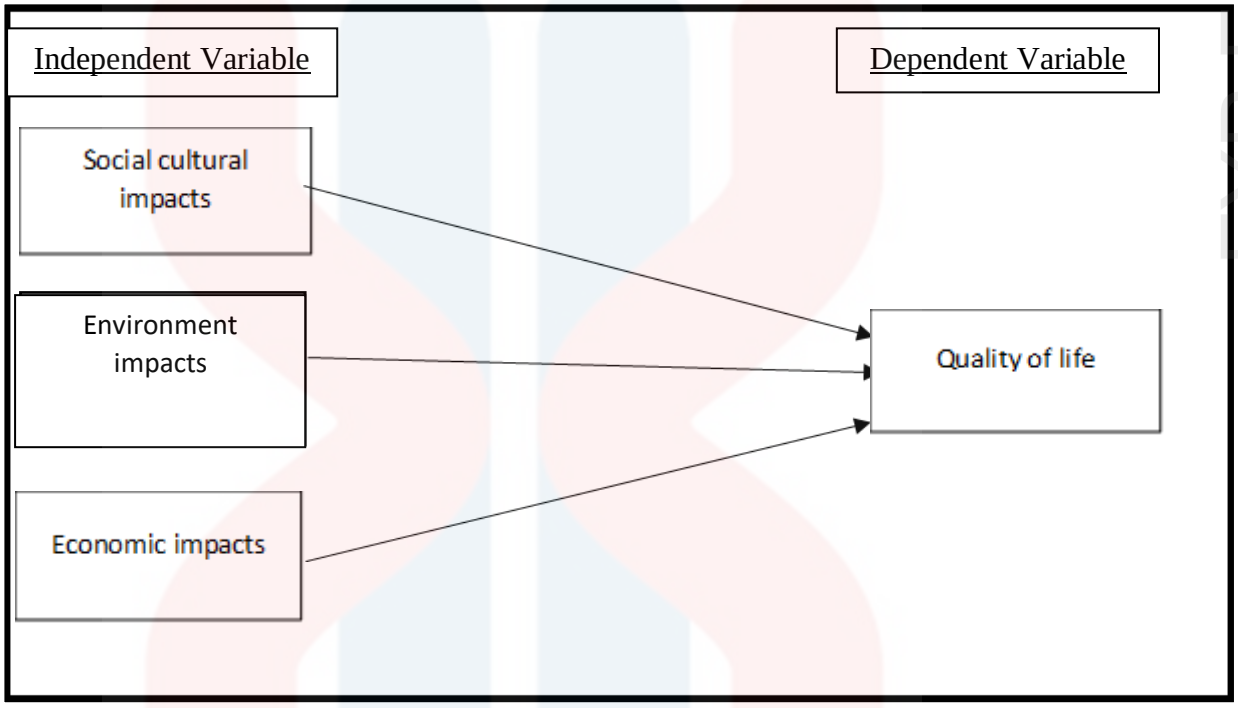

Figure 2.1: Conceptual Framework

2.7 HYPOTHESIS

The literature review below shows independent variables such as the social, cultural, community and economic impact of the quality of ecotourism development services among the local community in Dabong, Kelantan. Therefore, this study was designed to examine the level factors between these variables.

H1: There is relationship between social cultural toward quality of life among local communities in Dabong, Kelantan.

H2: There is relationship between environment impacts toward quality of life among local communities in Dabong, Kelantan.

H3: There is relationship between economic impacts toward quality of life among. local communities in Dabong, Kelantan.

2.8 SUMMARY

This study aims to assess the relationship between social and cultural factors and overall quality of life in local communities in Dabong, Kelantan. Additionally, it examines how societal factors impact people's quality of life. The study examines the link between the standard of living in local communities and its effects on the economy. In Dabong, Kelantan, Malaysia, it is essential to manage and address the negative effects of tourism on the local community in a right and effective manner in order to encourage sustainable tourist growth among the local population.

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CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

The research design as well as other elements like the population, sample saiz, and sampling procedure are made clear in this chapter. Additionally, it explains how the questionnaire is being used and how it might be used quantitatively in this study.

3.1 RESEARCH DESIGN

According to Akhtar (2016), the research design could be considered as the framework for research. It served as the "glue" that bound all components of a research project together, or in simpler terms, it was the blueprint for the planned study effort. The research design was largely based on a chosen methodology. Once the research topic and problem were selected and established, objectives were properly specified, ideas were adequately defined, and the hypothesis was appropriately framed, the research design was created. The objective of the research design was to provide a suitable framework for the study. The selection of the research approach was a significant factor in the research design, as it determined the method for collecting pertinent data for the study (Sileyew and Kassu, 2019).Three different forms of methods existed, namely mixed methods, qualitative design, and quantitative design. Qualitative, quantitative, and mixed methodologies were the three most common types of research approaches (Creswell, 2014).

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According to Sadan (2014), mixed methods research is a design that includes acquiring, analysing, and integrating both quantitative and qualitative research (and data) in a single study or collection of studies in order to better understand a research topic. Quantitative research is the process of manipulating and representing observations numerically in order to describe and explain the processes those observations reflect (Sukamolson, S. 2007). The quantitative research approach was used in this study because it produces precise, measurable data that can be applied to a broad population. It is used in a wide range of scientific and social disciplines, including as physics, biology, psychology, sociology, and geology. Therefore, the researcher is interested in determining how ecotourism affects the standard of living in the Dabong, Kelantan, community.

3.2 STUDY SETTING IN DABONG

Dabong is famous for its natural beauty where tourists are free to do various activities here. Therefore, in this section I would like to explain the distance, transport and main tourist spots in Dabong to know the quality of life of the people in Dabong.

According to data from the Dabong District Council, the area of Dabong is around 1978 square kilometers which is 764 square miles which covers the entire Dabong District, Kuala Balah District and Olak Jeram District.

According to research, most tourists only know that Dabong is home to Fish Cave and Mount Stong. Dabong is a tiny town in the Kuala Krai province. According to a Harian News report (2022), After Dabong gained popularity and became one of the main attractions for both domestic and foreign tourists in Kelantan, the opinion of the

local population has changed over the past few years. Therefore, the state government has made a number of efforts and changes to support and develop infrastructure and a high standard of life for the local people in the area. Additionally, this may offer local residents employment options so they may maintain their way of life.

The journey from Kota Bharu to Dabong is for 2 hours and 12 minutes which takes a distance of around 154 kilometres by car. However, if you think that taking a car is tiring, the best alternative is to take the train only, which is from the Wakaf Bharu train station which is the closest station to Kota Bharu to Dabong. Here are the train travel times to Dabong.

3.2.3 TOURIST ATTRACTION

There are various interesting places in Dabong that you can visit if you come here. If you are looking for a vacation spot in Kelantan that is far from the city, you can come here. Although Dabong is in a remote place, this place is still an attraction for domestic and international tourists who come here.

Among the places that are the main focus of tourists is Jelawang Waterfall. This waterfall is located on Mount Stong. After a strenuous hike, taking in the stunning waterfall scenery will surely satisfy you. The Jelawang waterfall, at 303 metres, is also the tallest waterfall. It's interesting to note that the waterfall flows through granite rocks. Additionally, a variety of activities are available here, including rock climbing, river swimming, camping, and the flying fox. This is also related to Mount Stong's unique characteristics. Visitors will enjoy the ascent to Mount Stong. Still there are some elephants, tigers, deer, and tapirs. Additionally, there are several plant species and

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more than 130 bird species, which are sure to pique the curiosity of travellers who enjoy the outdoors.

In addition, the Gua Ikan is also a tourist attraction. This is due to the limestone that makes up this cave being more than 150 million years old. The simplest path is through Gua Ikan entrance because it is level and just has a little river running alongside it. It's pretty amazing that there are bats hanging from the cave wall in this one. Visitors may find fish-shaped formations inside the cave, which is consistent with the name given to it. Visitors may explore several caverns, including Gua Pagar, Gua Keris, and Gua Gelap, in addition to the Gua Ikan at Dabong. This will definitely attract tourists to experience valuable experiences and this will definitely benefit the local community in Dabong to carry out their economic activities in tourism services.

3.2.4 POPULATION

The term "population" referred to the overall population of the region surrounding Dabong or to intriguing questions that scholars wished to investigate in relation to how ecotourism affected the local population. Population referred to the total number of survey participants who were chosen for data collection through a question-and-answer session. While the sample represented a subset of the population, the focus of the research was on the population as a whole. While certain authors highlighted the capacity of ecotourism to enhance the welfare of local communities and the environment (Hoenegaard, 1994), others advised against unquestioningly embracing ecotourism as a universally beneficial practice. (Boo, 1990; Ziffer, 1989; Cater & Lowman, 1994).

This study focus on local community where the target population is 151 local residents to be used as a sample for statistics to be built. based on sources from the Department of Statistics Malaysia, the population in Dabong is around 4,430 people.

3.3 SAMPLE SIZE

According to Boris F. Blumberg et al., (2011) stated that the sample size is the total population that has been summarized into a small sample. Facilitate tourism infrastructure and ensure easy accessibility for a wide range of individuals to directly engage with natural areas (e.g., well-developed transportation networks). The number of respondents selected to be a small population according to the rules (Sekaran and Bougie, 2009). Both questionnaires from local residents and requests from tourists were sampled for this research. The minimum sample size for this research is 151 respondent who are the local community and this study is conducted entirely qualitatively, which is by asking, listening, and recording so that the information obtained is accurate and unlimited.

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Table 3.1: Table to Determine Population Sample Size

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Source : Krejcie and Morgan (1970)

3.3 SAMPLING METHOD

Sampling is a strategy for choosing certain individuals or a small portion of the population in order to draw conclusions about the population as a whole and estimate

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its characteristics. Researchers frequently utilise various sampling techniques in market research so they do not have to study the full community in order to gather useful information. (2023, Den Fleetwood)

Therefore, in this investigation, a non-probabilistic technique was used. The ability of the researcher or statistician to create a sample served as the basis for a sampling technique that involved the collection of inputs rather than a predetermined selection procedure. In most cases, a survey conducted with a non-probability sample produced skewed results that might not accurately reflect the intended target group. However, non-probability sampling was found to be more useful than other forms of sampling in certain situations, such as the early phase of a study or when there were budget constraints to complete the research.

Convenience sampling was selected in our study under non-probability method. This method depends on ease of access to the subject such as surveying residents around Dabong, Kelantan.

3.4 RESEARCH INSTRUMENT

In this study, we used the survey approach using online questions via Google Form to collect data in order to obtain all of the necessary information to finish this research. Moreover, due to its standardized nature, this type of research is generally more cost-effective and manageable compared to alternative methods. Because this study included a high number of respondents, researchers used this strategy to collect

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data and information because it is an efficient way of gathering data and information.

The questionnaires are categorized into three distinct sections. Section A of the questionnaire asks questions about the respondent's demographics, including their gender, age, race, level of income, social standing, and level of education. Questions on the independent variable are included in Section B. Section C, on the other hand, contains inquiries regarding the dependent variable. While sections B and C of the questions employ the Likert Scale, part A of the questionnaires uses nominal and interval scales.

Since the responses are essentially quantitative and abstract to the computation of some scientific inquiry, the 5-Likert Scale is used in this study. The responses on the five-point Likert scale are therefore 1 (Strongly Disagree), 2 (Disagree), 4 (Agree), and 5 (Strongly Agree). In actuality, this approach is simpler to collect results and feedback because it just uses the process of distributing questions for responders to answer.

3.5 DATA COLLECTION

Residents of Dabong included those who had responded. Door-to-door surveys or surveys conducted by community leaders in Dabong were used. Secondary data was also gathered from books, journals, and the internet. Secondary data was used to collect information about the description and provide justification for judgments.

The goal of quantitative research is to advance knowledge and improve social world understanding. Quantitative research is used by social scientists, such as communication scholars, to study phenomena or events that have an influence on people.

It is possible to collect data from both primary and secondary sources. The process of collecting information directly from individuals such as customers, users, non-users, or other research participants, specifically for the specific topic under

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investigation, is referred to as primary data research. On the other hand, "secondary data research" involves utilizing published materials that have been previously gathered for the purpose of the current study. The primary data collected from the questionnaire was answered by 152 respondents who were among those living in Dabong, Kelantan. The survey was prepared online using Google Forms. Secondary data was also gathered from books, journals, and the internet. The aim of collecting secondary data was to gather information about the description to help make decisions clearer.

3.6 DATA ANALYSIS

To learn more about the traits and trends of the data, descriptive analysis was used. The demographic profile of the respondents was described using descriptive statistics, such as percentages, frequencies, means, and average means. To investigate the link between the independent and dependent variables, inferential analysis was used. By examining the correlation coefficient's size, the Pearson Correlation statistical approach was used to determine how strongly the independent and dependent variables were correlated (Piaw, 2006).

3.7 SUMMARY

This chapter has provided descriptions of the demographic, sampling technique, sample size, data collection process, research instrument, and data analysis used in this study.

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CHAPTER 4

RESULT AND DISCUSSIONS

4.1 INTRODUCTION

This chapter encompassed several crucial aspects, such as conducting reliability analysis, examining respondent demographics, performing descriptive analysis, and conducting Pearson's correlation coefficient analysis. The study drew its conclusions from data obtained from a sample of 151 participants, which were then analyzed using IBM SPSS Statistics version 27.

4.2 RESULT OF RELIABILITY TEST

4.2.1 RELIABILITY ANALYSIS

To assess the reliability of the surveys, the researchers conducted reliability analysis. They utilized Cronbach's Alpha analysis to evaluate the accuracy and internal consistency of the collected data. The guidelines presented by Hair et al. (2007) were followed to interpret the Cronbach's Alpha coefficient. The table accompanying the analysis provides a reference for understanding the significance of the coefficient.

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)

The overall consistency (pilot test) for the dependent and independent variables is shown in Table 4.1. Before being sent to 151 respondents through online survey, the pilot test was conducted with 30 respondents.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Item	Cronbach's Alpha coefficient	Strength of Association
Quality of Life	4	0.862	Very Good
Social Culture	5	0.890	Very Good
Environment	5	0.886	Very Good
Economic	5	0.872	Very Good
Overall Variables	19	0.961	Excellent

Table 4.2 displayed the Cronbach's Alpha Coefficient values for both the independent and dependent variables in this study. Based on the table, it can be concluded that all variables had coefficients above the threshold of 0.8, indicating high internal coherence. Furthermore, the overall Cronbach's Alpha coefficient for all variables combined was 0.961, further confirming the reliability of the results. These findings provide strong evidence that the data obtained in this study is reliable and can be confidently accepted for further analysis and interpretation.

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Furthermore, to assess the quality of life in Dabong, Kelantan, five questions were administered, and the Cronbach's Alpha coefficient for this section was calculated to be 0.862, indicating a very good level of reliability. This implies that the coefficients obtained from these questions, which measure the tourism consumer behavior among local tourists in Malaysia, can be considered reliable and dependable for the purpose of the study.

In Dabong, Kelantan, the social and cultural influences on the quality of life among local communities were evaluated using five questions. Table 4.2 indicated that the Cronbach's Alpha score for this section was observed 0.890, which is deemed to be outstanding. Hence, the coefficients obtained for the social and cultural effects variable were deemed accurate.

Similarly, there were five questions utilized to assess the impacts of the environment on the quality of life among local communities in Dabong, Kelantan. The Cronbach's Alpha coefficient for this section was determined to be 0.886, indicating a high level of reliability. This suggests that the set of questions used in this section consistently measure the intended construct and produce reliable results. Consequently, the coefficients obtained for the environment impacts variable were considered accurate.

Finally, a set of five questions was utilized to assess the economic effects on the quality of life among the local population in Dabong, Kelantan. The Cronbach's Alpha score for this section was 0.872, indicating a high level of reliability. The coefficients derived from the questions related to the economic impacts variable were therefore deemed to be accurate.

The high Cronbach's Alpha values for these variables, signifying excellent survey reliability, demonstrate the study's robustness. In summary, the results of the reliability analysis provide evidence that the respondents comprehended the questions presented to them, confirming the appropriateness and suitability of the questionnaires used in this study.

4.3 RESPONDENT DEMOGRAPHIC

Section A of the questionnaire collected data on respondents' demographic characteristics, including their gender, age, marital status, and occupation. The demographic profile of the respondents was displayed in a tabulated format.

4.3.1 GENDER

1. Gender / Jantina

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female / Perempuan	69	45.7	45.7	45.7
	Male / Lelaki	82	54.3	54.3	100.0
	Total	151	100.0	100.0	

According to table 4.3.1's results on gender, there are 82 responders who are men, or 54.3 percent of the total. While there are 45.7 responses who are female, or 45.7 percent of the total.

4.3.2 AGE

2. Age / Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 25 years	92	60.9	60.9	60.9
	26 - 35 years	29	19.2	19.2	80.1
	36 - 45 years	13	8.6	8.6	88.7
	46 - 55 years	15	9.9	9.9	98.7
	55 years above	2	1.3	1.3	100.0
	Total	151	100.0	100.0	

According to the results for respondents' ages, 60.9 percent, or 92 respondents, are between the ages of 15 and 25. There were 1.3 percent fewer respondents in the 55 and older age group than there were overall. While the ages of 26 to 35, 36 to 45, and 46 to 55 have 29, 13, and 15 respondents, respectively, with percentages of 19.2%, 8.6%, and 9.9%.

4.3.3 STATUS

3. Marital Status / Status Perkahwinan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married / Berkahwin	39	25.8	25.8	25.8
	Single / Bujang	112	74.2	74.2	100.0
	Total	151	100.0	100.0	

According to respondents' responses, single received the most, with 112 respondents and a proportion of 74.2%. The responses who are married are fewest. There are 39 respondents that are married, or 25.8%.

4.3.4 OCCUPATION

4. Occupation / Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government / Kakitangan Kerajaan	15	9.9	9.9	9.9
	NGO / Kakitangan Swasta	15	9.9	9.9	19.9
	Retired / Pesara	5	3.3	3.3	23.2
	Self-employed / Bekerja Sendiri	19	12.6	12.6	35.8
	Student / Pelajar	93	61.6	61.6	97.4
	Unemployed / Tidak Bekerja	4	2.6	2.6	100.0
	Total	151	100.0	100.0	

Based on the table, student was largest was largest number of respondent which is 93 respondent with percentage is 61.6 %. Followed by self-employed was second largest in data with number of respondent is 19 equivalent to 12.6 %. Third largest is Government and NGO with number of respondent is 15 and percentage is 9.9%. Fourth largest in data is retired with 5 respondent and 3.3 %. Unemployed was least in data with number of respondent is 4 equivalent to 2.6%.

4.4 DESCRIPTIVE ANALYSIS

In this study, an analysis of the mean and standard deviation was performed for sections B, C, D, and E of the questionnaire. This analysis aimed to examine the central tendency and variability of the responses in each of these sections.

4.4.1 Independent Variable and Dependent Variable

Descriptive Analysis

Variables	N	Mean	Standard Deviation
Quality of life	151	17.62	2.432
Social cultural impact	151	16.92	2.849
Environmental impact	151	17.34	2.891
Economic impact	151	16.98	3.035

Table 4.4.1 provided the descriptive statistics for the dependent variable (Quality of Life) and the independent variables (Tourism Impact), including the sample size, mean, and standard deviation. The dependent variable, Quality of Life, was found to have a mean value of 17.62. However, among the independent variables, Environmental Impact had the greatest mean value (17.34), followed by Economic

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Impact (16.98), Social Cultural Impact (16.92), and Health Impact (16.92). These results show the relative significance of each independent variable in respect to the dependent variable by illuminating the average values of the variables under inquiry.

4.4.2 QUALITY OF LIFE

Descriptive Statistics of Quality of Life

No	Item Description	N	Mean	Standard Deviation
1	Ecotourism activities had maintains fresh air for life.	151	3.28	0.882
2	Ecotourism preserves the improvement of the population.	151	3.40	0.674
3	Ecotourism helps stabilize the quality of life in Dabong.	151	3.43	0.658
4	Ecotourism activities had	151	3.52	0.682

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	improves the relationship between locals and outsider.			

Table 4.4.2 presented the analysis of the mean and standard deviation for the dependent variable, Tourism Impact. Notably, item number 4 had the highest mean value of 3.52, indicating a general agreement among the respondents regarding the positive impact of ecotourism activities on enhancing the relationship between locals and outsiders. This finding implies that the respondents recognized ecotourism as a valuable factor in fostering improved connections and interactions between the local community and visitors. Conversely, item number 1 had the lowest mean value of 3.28, suggesting that respondents slightly agreed that ecotourism activities had a significant impact in maintaining fresh air for life. The dataset, which included responses from 151 participants, showed that the values were more dispersed, with the standard deviation often exceeding 1.

4.4.3 SOCIAL CULTURAL IMPACTS

Descriptive Statistics of Social Cultural impact

No	Item Description	N	Mean	Standard Deviation
1	Ecotourism activities had given a respectful of cultural traditions.	151	3.42	0.658

2	Ecotourism activities had given a respectful of religious traditions.	151	3.31	0.723
3	Ecotourism activities can help local communities to continue to grow	151	3.48	0.710
4	Ecotourism activities had ensured community participation in tourism development	151	3.40	0.645
5	Ecotourism activities give Dabong uniqueness compared to other tourist spots	151	3.30	0.683

For the independent variable, Social Cultural Impact, which was shown in Table 4.4.3 above, the mean and standard deviation analysis was performed. The response indicated that ecotourism initiatives can aid local communities in maintaining their growth, and this item's mean value of 3.48 is the greatest. Item number 5 had the lowest mean value (3.30), and the responder just slightly agreed that Dabong is unique

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among other tourist destinations because of its ecotourism operations. The data set from 151 respondents showed that the values were more spread, with the standard deviation most frequently exceeding 1.

4.4.4 ENVIRONMENTAL IMPACT

Descriptive Statistics of Environmental Impact

No	Item Description	N	Mean	Standard Deviation
1	Ecotourism activities give impacts on development of homestay accommodations	151	3.50	0.711
2	Ecotourism provides a good function to help the development of the surrounding population.	151	3.42	0.687
3	. Ecotourism activities had improves local infrastructure and communication facilities.	151	3.46	0.661

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4	Ecotourism activities had improves the environment.	151	3.49	0.692
5	Ecotourism activities had create people's awareness to take care of the environment.	151	3.48	0.738

The analysis of the independent variable "Environmental Impact" was conducted, and the results are presented in Table 4.4.4. The respondents generally agreed that ecotourism activities had an impact on the growth of homestay lodgings, with item number one receiving the highest mean value of 3.50. However, for item number two, which assessed the agreement on ecotourism's usefulness in assisting the growth of the local community, the respondents only slightly agreed, as indicated by the lowest mean value of 3.42. The dataset consisting of responses from 151 participants showed that the values were spread out, with the standard deviation frequently exceeding 1.

4.4.5 ECONOMIC IMPACTS

Descriptive Statistics of Economic Impact

No	Item Description	N	Mean	Standard Deviation

1	Ecotourism activities had create job opportunities for the local communities.	151	3.46	0.789
2	. Ecotourism activities had increase the prices of goods.	151	3.17	0.823
3	Ecotourism activities have improved existing tourism products in Dabong.	151	3.40	0.684
4	Ecotourism activities give a new picture to the local community to accept the development of ecotourism.	151	3.50	0.701
5	Ecotourism activities had develop the standard of living in Dabong.	151	3.46	0.746

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For the independent variable, Economic Impact, which was shown in Table 4.4.5 above, the mean and standard deviation analysis was performed. The item with the highest mean value, number 4, has a score of 3.50, and the responder therein agreed that ecotourism activities present a fresh perspective to the local community, encouraging it to support the growth of ecotourism. The responder just slightly agreed that ecotourism activities have raised product costs in item number 2, which had the lowest mean value of 3.17.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis played a vital role in evaluating the linear relationship between the independent variables (social-cultural impact, environmental impact, and economic impact) and the dependent variable (quality of life). The primary objective of this analysis was to identify any correlations between these variables. In instances where significant relationships were found, researchers needed to evaluate the strength of the association to determine its level of acceptability.

Table 4.13 : 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)

Hypothesis 1: SOCIAL CULTURE IMPACT

H1: There is a relationship between social cultural impact towards quality of life among local community in Dabong, Kelantan.

Table 4.14: Correlation coefficient for social cultural impact towards quality of life among local community in Dabong, Kelantan.

		Quality of Life	Social Cultural Impact
Quality of Life	Pearson correlation	1	0.788**
	Sig. (2-tailed)		0.000
	N	151	151
Social Cultural Impact	Pearson correlation	0.788**	1
	Sig. (2-tailed)	0.000	
	N	151	151

Table 4.14 displayed the 151 case sample size, the related p-value, and the Pearson correlation coefficient. The resulting p-value, which was 0.000, was statistically significant because it was below the threshold of 0.01. The relatively favourable link between social and cultural variables and quality of life was shown by the correlation value of 0.788. As a result, in Dabong, Kelantan, there is a considerable correlation between social and cultural effects and residents' quality of life.

Hypothesis 2: ENVIRONMENTAL IMPACT

H2: There is a relationship between environmental impact towards quality of life among local community in Dabong, Kelantan.

Table 4.15: Correlation coefficient for environmental impact towards quality of life among local community in Dabong, Kelantan.

		Quality of Life	Environmental Impact
Quality of Life	Pearson correlation	1	0.781**
	Sig. (2-tailed)		0.000
	N	151	151
Environmental Impact	Pearson correlation	0.781**	1
	Sig. (2-tailed)	0.000	
	N	151	151

Table 4.15 displayed the 151 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. The somewhat favourable association between environmental effect and quality of life was indicated by the correlation value of 0.781. As a result, there is a link between environmental effect and community quality of life in Dabong, Kelantan.

Hypothesis 3: ECONOMIC IMPACT

H3: There is a relationship between economic impact towards quality of life among local community in Dabong, Kelantan.

Table 4.16: Correlation coefficient for economic impact towards quality of life among local community in Dabong, Kelantan.

		Quality of Life	Economic Impact
Quality of Life	Pearson correlation	1	0.774**
	Sig. (2-tailed)		0.000
	N	151	151
Economic Impact	Pearson correlation	0.774**	1
	Sig. (2-tailed)	0.000	
	N	151	151

Table 4.16 showed the 151-case sample size, associated p-value, and Pearson correlation coefficient. The computed p-value was 0.000 and indicated statistical significance because it was less than the specified significance limit of 0.01. The relationship between economic effect and quality of life was somewhat good, as demonstrated by the correlation value of 0.774. These findings confirm that there is a connection between the local community's quality of life in Dabong, Kelantan, and economic effect.

4.6 FRAMEWORK ANALYSIS

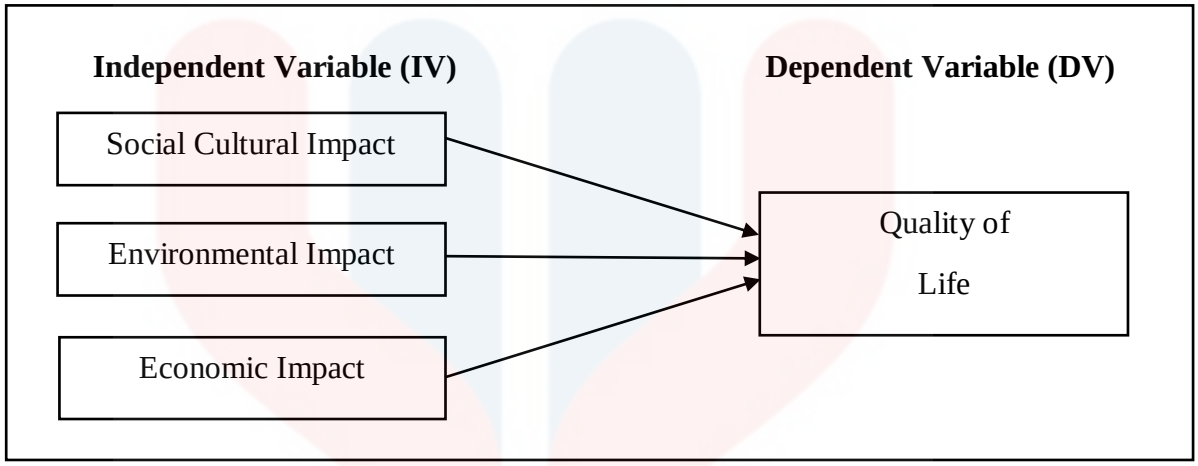

Figure 4.6: Correlation between social cultural impact, environmental impact and economic impact

Figure 4.6 presented the framework displaying the significant independent variables and the dependent variable, along with their corresponding data values. The quality of life in the local community was found to have significant correlations with three independent variables: social and cultural impact, environmental impact, and economic impact. Among these variables, the strongest Pearson correlation value of 0.788 was observed between social and cultural impact and the quality of life in the local community. On the other hand, the association between the quality of life and economic impact had the lowest Pearson correlation value of 0.774. These findings suggest that in Dabong, Kelantan, the quality of life among the local population is significantly influenced by three key independent variables: social and cultural impact, environmental impact, and economic impact.

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4.6 SUMMARY

In summary, the study confirmed the validity of all three proposed hypotheses. The independent variables demonstrated diverse correlation coefficients with the dependent variable. The social-cultural impacts variable showed a correlation coefficient of 0.788, the environmental impacts variable had a correlation coefficient of 0.781, and the economic impacts variable had a correlation coefficient of 0.744. These coefficients indicate a moderate positive association between all the independent variables and the dependent variable, as indicated by the findings. Moreover, the study effectively addresses the research question regarding the relationship between economic, environmental, and social-cultural influences on the quality of life. To conclude, there exists a significant correlation between social-cultural influences, environmental influences, and economic influences on the quality of life in Dabong, Kelantan.

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CHAPTER 5

5.1 INTRODUCTION

This chapter provides a summary of the study, presents conclusions, and discusses the relationships between ecotourism and the characteristics of the local population in Dabong within the social and environmental contexts. Additionally, the limitations of the study and suggestions for future research are addressed in this chapter, considering the field study and the question-and-answer session.

5.2 RECAPITULATION OF THE FINDINGS

From the finding in chapter four, it shows that most respondents from social culture impact, always emphasize the care of their culture to avoid being influenced by negative outside culture. Besides that, for the question for environment impacts they will ensure that the condition of the flora and fauna in Dabong is well taken care of. Next for the question of the economic impact, they agreed to ensure economic stability in Dabong and subsequently be able to improve the economy of every Dabong resident. The last question is the quality of life in Dabong can continue to care for the environment and peaceful residents in Dabong. A question-and-answer test was conducted for one hundred and fifty respondents who used the online survey method which is Google form. Through this study it has been shown that Cronbach the Alpha coefficient displays a range from higher and it shows that the results is excellent where independent variable one with the question is the impact of social culture on ecotourism activities in Dabong, Kelantan shows the highest value. Meanwhile, for independent variable two with the main question of the environmental impact of ecotourism in Dabong Kelantan shows the second highest Cronbach the alpha value, followed by

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Independent Variable three with the main question being Economic impact of ecotourism in Dabong, Kelantan. Finally, followed by quality of life with the lowest Cronbach Alpha value. All variables have satisfied the minimum reliability requirement, as evidenced by the fact that the Cronbach's alpha coefficients for all variables are higher.

The independent variables were analysed based on their mean values in the descriptive analysis. The Independent Variable One had a mean value, which was followed by the Dependent Variable, which had the highest mean value. The mean score for Independent Variable 2 was third highest, while the mean for Independent Variable 3 was lowest. This led to the conclusion that the local populace in Dabong was aware of and supportive of the ecotourism application. A correlation analysis was carried out by academics to evaluate this work. A overview of the analysis of how ecotourism has been applied to the local population in Dabong, Kelantan, was presented in Table 5.2.

Descriptive Statistics

	Mean	Std. Deviation	N
DV	17.6291	2.43205	151
IV1	16.9272	2.84979	151
IV2	17.3444	2.89147	151
IV3	16.9868	3.03532	151

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Correlations

		DV	IV1	IV2	IV3
DV	Pearson Correlation	1	.788**	.781**	.774**
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	887.232	818.921	824.285	857.258
	Covariance	5.915	5.459	5.495	5.715
	N	151	151	151	151
IV1	Pearson Correlation	.788**	1	.814**	.855**
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	818.921	1218.199	1005.788	1108.854
	Covariance	5.459	8.121	6.705	7.392
	N	151	151	151	151
IV2	Pearson Correlation	.781**	.814**	1	.803**
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	824.285	1005.788	1254.093	1057.689
	Covariance	5.495	6.705	8.361	7.051
	N	151	151	151	151
IV3	Pearson Correlation	.774**	.855**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	857.258	1108.854	1057.689	1381.974
	Covariance	5.715	7.392	7.051	9.213
	N	151	151	151	151

**. Correlation is significant at the 0.01 level (2-tailed).

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5.3 LIMITATION

An invaluable and crucial technique for finishing the research has been encountered throughout. However, there are some restrictions that cannot be ignored. The research proceeded as planned. The current study has a number of limitations that must be noted. The time frame of many months to complete the whole data gathering is the first restriction on this investigation. The researchers have made an effort to obtain responses in a short amount of time.

In addition, the congested situation, especially at the train station, made it difficult for us to get tourists to complete the questionnaire. This is because tourists will rush to find their tour guide.

In addition, respondents' reluctance to cooperate in answering online questionnaire. This becomes difficult because the Dabong area does not have a network. It's hard to. The researcher made sure that the tourists answered the given questionnaire. The researcher had to repeatedly send and appeal to them to fill out this survey to obtain participation from respondents.

5.4 RECOMMENDATION

More study on immigration is suggested by this study. It is clear that the findings are consistent because this study solely looked at local tourists to Malaysia. The findings may vary if this survey were to include foreign tourists to Malaysia. As a result, rather than concentrating just on local visitors, the study's implementation should ask other tourists to respond to the questionnaire. Additionally, just four characteristics that affect consumer behaviors among Malaysian visitors who are locals are the subject of the current study.

However, it's probable that this study will fail to take into account other key factors that have a big influence on how Malaysian citizens who visit that country behave as tourists. As a consequence, researchers may advise more factors in the future,

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such economic factors, to include recent study findings in their inquiries. Additionally, this survey only includes one hundred fifty samples, which might be considered a tiny market. The millions of domestic and international visitors to Malaysia can be organized using an appropriate and larger sample size. Therefore, to improve the precision and dependability of the study, future researchers should raise their sample sizes. Finally, employ an interview strategy or provide some open-ended questions for respondents rather than having them complete an online scale questionnaire. Researchers may quickly follow up on incomplete replies, remove ambiguity, and obtain a high response rate using method interviews. As a result, this approach can reduce misunderstandings and produce more useful study results.

5.5 CONCLUSION

In summary, this research was done to determine how the growth of ecotourism affected the standard of living in the Dabong, Klelantan community. In order to collect data for the study indicated in Chapter 3, the researcher employed a Google Form with 150 respondents distributed among respondents who travel and Dabong inhabitants. All data and information are also gathered by the researcher utilizing quantitative techniques. The researcher also used Google Forms as a platform to reach respondents across Malaysia. This is so that responders can more easily complete all of the surveys by using this Google form, which also helps the researcher save time and money.

Several analytic methods, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis, were used to assess the outcomes of a questionnaire survey. The results from the preceding chapter and all of the questionnaire data were next examined using a system called Statistical Package for the Social Sciences (SPSS). The researchers make use of this programme since all the outcomes are easy to comprehend. A conclusion and a decision-making procedure based on data analysis are presented last. The validity of each of the study's hypotheses

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has been determined. Additionally, the study offers limits and suggestions, which are thought to be helpful for future research. Therefore, it is hoped that the subsequent researcher would find value for all the information provided throughout this examination.

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