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THE IMPACT OF ECOTOURISM DEVELOPMENT TOWARDS THE QUALITY OF LIFE AS PERCEIVED BY LOCAL COMMUNITIES AT NATIONAL FOREST PARK, MALAYSIA

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Bachelor of Entrepreneurship (Tourism Entrepreneurship)

A report submitted in partial fulfilment of the requirements for the degree of

Bachelor of Entrepreneurship (Tourism Entrepreneurship)

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

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ACKNOWLEDGEMENTS

In our performing research that we doing, we must get the help and guideline of some respected persons and us very thankful for that. The completion of this research gives us much pleasure. We would express our deep and sincere gratitude to our research supervisor, Puan Aikal Liyani Binti Mohd Rasdi for giving us a good guideline for our research project. Her vision, sincerity, knowledge, and motivation have helped inspire us to do this research very well. She had taught us the methodology to carry out the research and present the research works as clearly as possible. It was a great honor to work and study under her guidance. We are very feeling grateful to our parents for their support with prayers, caring, and sacrifices for educating and preparing us for the future. We would like to thanks all those who help directly and indirectly guided us in writing and some ideas for this research. They are many people, especially our teammates because we have made valuable comment suggestions on this study which gives us the inspiration to improve our research.

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Abbreviations		Page
TIES	The International Ecotourism Society	2
ASEAN	Association of Southeast Asian Nations	3
MOTAC	Ministry of Tourism and Culture Malaysia	5
SME	Small and Medium Enterprises	15
QOL	Quality of Life	20
SPSS	Package for Social Science	40

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ABSTRACT

This research presents the study on the impact of ecotourism in social, economic, and environmental towards the quality of life as perceived by local communities in National Forest Park, Malaysia. Ecotourism can be defined as responsible travel to natural areas that preserve the environment, maintain the well-being of the local community, and involve interpretation and education. Education is meant to include staff and guests. Ecotourism is about uniting conservation, communities, and sustainable travel. In this study, the researcher used a quantitative methodology to accomplish this research. Cluster sampling has been used and responses from 290 are collected. To analyze all the data, descriptive analysis, reliability testing, and Pearson Correlation are used. The results support all the variables. This research contributes to understanding the quality of life of local communities on the impact of ecotourism activities. This research and data can be used as reference materials for future research in the tourism industry.

Keywords: Ecotourism, local community, economic, environment, social, quality of life

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ABSTRAK

Penyelidikan ini menyajikan kajian mengenai kesan ekopelancongan dalam sosial, ekonomi dan persekitaran terhadap kualiti hidup seperti yang dirasakan oleh masyarakat setempat di Taman Hutan Nasional, Malaysia. Ekopelancongan dapat didefinisikan sebagai perjalanan yang bertanggungjawab ke kawasan semula jadi yang memelihara alam sekitar, menjaga kesejahteraan masyarakat setempat, dan melibatkan penafsiran dan pendidikan. Pendidikan dimaksudkan untuk merangkumi staf dan tetamu. Ekopelancongan adalah mengenai menyatukan pemuliharaan, komuniti, dan perjalanan lestari. Dalam kajian ini, pengkaji menggunakan metodologi kuantitatif untuk menyelesaikan penyelidikan ini. Persampelan kluster telah digunakan dan tindak balas dari 291 dikumpulkan. Untuk menganalisis semua data, analisis deskriptif, ujian kebolehpercayaan dan Pearson Correlation digunakan. Hasilnya menyokong semua pemboleh ubah. Penyelidikan ini menyumbang untuk memahami kualiti hidup masyarakat tempatan mengenai kesan aktiviti ekopelancongan. Penyelidikan dan data ini dapat digunakan sebagai bahan rujukan untuk penyelidikan masa depan dalam industri pelancongan.

Kata kunci: Ekopelancongan, komuniti tempatan, ekonomi, persekitaran, sosial, kualiti hidup

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

This chapter outlines have covered by background of study, problem statement, research objectives, research questions, significance of study, definition of terms and summary. The explanation about definition ecotourism, comparison between ecotourism and dark tourism also the statistics of tourists has been explained in background of study. There were several issues about perception local communities on impact ecotourism development which is researchers has expounded in the problem statement. Next, this study determines the objectives of the study as well as research questions to measure the issues in the problem statement. This chapter also clarified the aim and benefits of doing this research in the significance of study. Finally, summary of this chapter has provided at the end of this chapter.

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1.2 BACKGROUND OF STUDY

Ecotourism can be defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Ecotourism can be defined as an activity that maximizes the participation of local communities by utilizing a site's natural and environmental attractions. (Adam, 2019). The tourism industry in Malaysia is constantly growing because it serves as an important channel for the country's economic reinforcement. (Jaafar, 2015). This tourism industry is the second largest source of foreign exchange earnings and a significant job creator. (Rahman, 2017).

Ecotourism, a unique subset of the tourism industry is focused on the enhancement or maintenance of natural systems through tourism. Ecotourism means different things to different people. To some, it is the general term that encompasses nature-based, adventure, soft adventure, and cultural tourism. Ecotourism guarantees the sustainable use of environmental resources while generating economic opportunities for the local people (Kiper, 2013). Compare to rural tourism, there are rural areas that create employment and opportunities for business growth where other opportunities may be limited as well as maintaining and protecting existing jobs, microbusiness and those self-employed in rural areas. Rural tourism can be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure and rural tourism also refers to all tourism activities in rural areas (Tourism Notes, 2018).

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Malaysia is a country that has abundant natural resources for tourism activities and niche markets. Hence, the country has significant potential to become the market leader in ecotourism activities. The competition is getting intense as many governments all over the world are promoting ecotourism as their core tourism products such as Australia, Canada, Brazil, Japan, Maldives, Nepal, and New Zealand are better known for being one of the top ecotourism destinations for many years in the tourism market (Isa, 2015). For the past few decades, Malaysia has succeeded to position itself among the top 20 most visited destinations by international tourists. In 2019, Malaysia has received a total of 20.1 million international tourists from January to September 2019 and also generated revenue of RM 66.1 billion from the tourism sector (Berita Harian Online, 2020). Malaysia has already made itself known among tourists as one of the best tourist locations to visit in the world. Many things should need to improve in the tourism industry in Malaysia which is the ecotourism sector (Isa, 2015).

In 2020, Malaysia has recorded the arrival of foreign tourists of 4,233,425 in the first quarter from January to March 2020. This number shows a decrease from 2019 which is only 36.8%. Tourist spending has also recorded RM 12.5 billion where it decreased by 41.5% compared to 2019 amounting to RM 21.4 billion. Malaysia has also witnessed a decrease in the number of tourists from abroad. The domestic tourism sector has recorded negative developments for each market by region, namely the short-term market or ASEAN (-37.3%), medium-distance market (-41.4%) and long-distance market (-22.5%) (Ismail & Samat, 2020). (See table 1.1)

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Table 1.1: Tourist arrivals to Malaysia from the top 10 markets of 2019/2020

(Ismail & Samat, 2020)

NO	COUNTRY	2019	2020	PERCENTAGE (%)
1	Singapore	7,868,755	1,541,591	
2	Indonesia	2,792,776	701,142	
3	China	2,413,956	401,067	
4	Thailand	1,442,224	331,417	
5	India	539,167	153,727	- 36.80%
6	Brunei	929,789	135,412	
7	South Korea	508,080	118,571	
8	Japan	321,283	73,154	
9	Australia	323,393	72,047	
10	Filipina	317,294	64,257	

This map shows statistic of destination ecotourism in Malaysia. There have many places that provide ecotourism which is have a lot of nature-based, culture and adventure activities. This will give some view of statistic of ecotourism destination and researcher can use for the study. (See figure 1.2)

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Figures 1.1: Ecotourism Cluster (Ministry of Tourism and Culture Malaysia, 2017)

Undeniably, ecotourism is one of the tourism activities that are increasingly popular and popular with tourists nowadays. Ecotourism products are seen to have a very positive impact in terms of the development of the country's tourism industry and also produce benefits in the form of economy to the locals and the government. From a social point of view, ecotourism has a tourism element that focuses on and revives tourism based on the history, nature of an area and including its original culture. Last but not least, for environmental of ecotourism activities can be used to protect nature, wildlife, and various species in the forest while helping locals to become a civilized and educated society by recognizing the importance of conserving the resources available in the natural forest (Saiful Bahari, 2019).

1.3 PROBLEM STATEMENTS

A rise in the number of visitors to National Forest Parks will disrupt cultural freedom of expression among the people, affecting others. Many indigenous people are in addition to promoting misconceptions, largely regarded as tour guides. Continued contact between residents and visitors of National Forest Parks will also bring about a gradual change in culture. People are usually use cars or buses to visit exotic sites. These mediums cause massive pollution, which affects the local environment, particularly noise pollution, air pollution and land pollution. Water pollution is also recorded as a result of increase in number of visitors to national forest park (Hassan, 2017).

Ecotourism is rising each year which ensures that every year in the process of promoting sustainable tourism, more companies and organization are entering the ecotourism automobile. Nevertheless, each of these groups only make money from the conservation of their ecosystems. Some of them have refused to adhere to conservation policies, which have driven more visitors to spend money on programs of the organization instead of on views for tourists.

It is possible to interrupt the new ecosystem by touring them. It is important to avoid harming such an existence as much as possible. Shouldn't infuriate animals because they may compete with their regular lives or disrupt others' intentions on the same animal (Arnberger, 2008). Next, it’s important to ensure from interrupting any life in respect to the local people. It is important to let them begin to communicate with the ecosystem until tourists come. People must be aware that another human may like to visit the place and even future generations. In order to conserve and develop local culture, societies, trade and the protection

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of nature, research is necessary to be conducted before an organization involves in its services. It is important to give awareness of acceptable behavior to visitors Author links open overlay (Seyed Ahmad Moumen Ghazvinia, 2020). If background checks indicate that an institution puts priority gains on protecting and preserving the environment over long-term survival, it should be absolutely avoided.

1.4 RESEARCH OBJECTIVES

The general objectives of this study are to investigate the impact of ecotourism development as perceived by the local communities at National Forest Part. The specific research objectives are as follows:

1. To examine the economic impact of ecotourism development towards the quality of life as perceived by the local communities at National Forest Park in Malaysia
2. To examine the social impact of ecotourism development towards the quality of life as perceived by the local communities at National Forest Park in Malaysia.
3. To examine the environment impact of ecotourism development toward the quality of life as perceived by the local communities at National Forest Park in Malaysia.

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1.5 RESEARCH QUESTIONS

The general objectives of this study is to investigate the impact of ecotourism development as perceived by the local communities at National Forest Part. The specific research question are as follows:

1. Do economic factors affect the ecotourism development toward the quality of life as perceived by the local communities at National Forest Park in Malaysia?
2. Do social factors affect the ecotourism development toward the quality of life as perceived by the local communities at National Forest Park in Malaysia?
3. Do environment factors affect the ecotourism development toward the quality of life as perceived by the local communities at National Forest Park in Malaysia?

1.6 SIGNIFICANCE OF THE STUDY

The significance of the study is established a better understanding of the adoption of national parks and other protected areas in several impacts of ecotourism development. Firstly, this study can increase employment opportunities for the local community by getting workers from outside. Sustainable development in the ecotourism sector will lead to the existence of more accommodation, restaurants or food stalls, tour guide services, and more leading to the dumping of employment opportunities for the local community. Thus, the

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ecotourism sector is one of the sectors that need a lot of manpower such as homestay workers, tour guides, souvenir shop workers, and handicraft shop workers. On the other hand, this can improve the country's economic system more rapidly and will be able to reduce the unemployment rate in Malaysia.

Furthermore, this study can help improve infrastructure facilities to facilitate tourist visits to ecotourism areas as well as make it easier for the local community to do daily business. Transportation systems such as networks the road is a basis in connecting a variety of information and ideas that are useful for development purposes and through the system efficient transportation, the process of dissemination and dissemination of information will take place better (Lee Kuok Tiung & Siti Suriani Othman, 2013). Apart from that, the local community can be given awareness to expose them to the elements of reform and development more rapidly and efficiently. In this way, the attitude changes from the traditional pattern to more modern thought patterns are progressive and innovative to accept the aspect of modernization. This can indirectly increase economic development in rural areas.

Other than that, this study can give more information and knowledge to tourists and the local community through the importance of conservation and preservation of nature and contribute benefits to the local economy, as well as they, can feel the fun and enjoy the beauty of nature. Therefore, the ecotourism sector will provide an opportunity for tourists to visit undeveloped areas to evoke a spirit of appreciation, participation, and sensitivity, especially to the local community and tourists. Tourists and the local community will be exposed to how they need to appreciate the environment while enjoying its beauty at the same time.

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1.7 DEFINITION OF TERMS

Definition of term is to explain the meaning of the term which is a factor influencing the perception of local communities in the impact of ecotourism development in National Forest Park may be less clear or difficult with the use of terms that are commonly understood and clearly defined.

1.7.1 Ecotourism

Ecotourism is a responsible travel to nature areas that preserve the environment, promotes local people's well-being socially and economically, and generate awareness and understanding by interpreting and educating everyone involved. (Global Ecotourism Network, 2017)

1.7.2 Quality of life

The World Health Organization defines quality of life (QOL) as a 'individual,' that is, their position in life in relation to the culture and value system in which they live, as well as their goals, expectations, standards, and concerns. ("Quality of Life - an overview | ScienceDirect Topics," 2019)

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1.7.3 Economic

Economic is a social science in which the production, distribution and usage of product and service are involved. It explores how citizens, corporations, states and nations make decision about how to distribute resources. Based on assumption that humans behave with rational behavior, economics focuses on the action of humans, finding the most desirable degree of gain or utility. (Investopedia staff, 2020)

1.7.4 Social

Social has a broad meaning in formal and informal concepts. In the informal concept of everyday conversation, social leads to someone who prefers to prioritize the interests of others. In the formal concept, social means everything related to a many people such as the presence of people to an area and the locals interact with people who have just arrived in the area. (Danar, 2020)

1.7.5 Environment

Environment here means a natural environment where there are living and non-living habitats on earth. Forest areas are the main habitats and ecosystems of animals, the main source of water, climate change controllers and the country's economic resources. Environmental contributions are very much and important to human beings such as supplying oxygen, food, water, shelter and others. (Farid & Mamat, 2018)

1.8 CHAPTER SUMMARY

In conclusion, ecotourism has a lot to do with the development of the tourism industry in Malaysia. This is because ecotourism is growing rapidly compared to all forms of tourism in Malaysia where it has been proven that as many Malaysia was ranked 11th place as the most visited country by the international tourist which is 25.7 in 2013 (Isa, Hasbullah, & Nizam, 2015). With the resources that can further develop ecotourism without destroying natural habitat can make Malaysia rich in ecotourism and attract more foreign tourists in the future.

However, there are various perceptions from the locals that influence the development of ecotourism in the country. Therefore, this research aims to examine the quality of life as perceived by the local community from several factors in National Forest Park which is economic, social and environment.

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CHAPTER 2

LITERATURE REVIEW

2.1 OVERVIEW

This chapter review the impact of ecotourism development towards the quality of life as perceived by local communities by the literature review, hypothesis, conceptual framework and summary from this chapter.

2.2 ECOTOURISM DEVELOPMENT

The economic, socio-cultural, and environmental impacts of ecotourism development, which can contribute to changes in the livelihoods and welfare of the communities in the area (Shuib, 2012). It is also influencing the factors of ecotourism development in every country. The development of the tourism sector in the national economic development agenda has been actively pursued in several strategic places in the country. Ecotourism development which is an important component in the development of the tourism sector. Ecotourism is an ongoing tourism activity in conservation as well provide a tourist attraction that is conceptualized to the natural environment or artificial ecology (Er & Nurul, 2013).

In addition, ecotourism development provides opportunities for local communities in business personal and community development in the development space. Ecotourism development will get a positive impact on the socio-economic activities of the local community with mutual involvement in ecotourism development (Lascuráin, 2013). This can ensure long-term implementation in tourism operations that provide employment opportunities, eradicate poverty and improve social services to the local community. In addition, ecotourism development will have a positive impact on other aspects in community development including from the aspects of health, education, basic amenities, life satisfaction, emotions, culture and infrastructure image of the space (Uysal & Sirgy, 2015). This is because ecotourism development will create a flow of money into space tourism leading to the development aspect to the local community.

Ecotourism development in global is strongly encouraged because these elements of development have minimal impact to ecology as well as the principle of ecotourism development is to conserve ecosystem systems existing environment to attract tourists (Scheyvens, 1999). The existence of good planning in the ecotourism development will continue as well as improve the socio-economy of the local community and the national economy.

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2.2.1 ECONOMIC IMPACTS TOWARDS QUALITY OF LIFE AS PERCEIVED BY LOCAL COMMUNITIES

Ecotourism products are seen to have a very positive impact in terms of the development of the country's tourism industry and also produce benefits in the form of economy to the locals and the government (Saiful Bahari, 2019). This can be seen as an example of an ecotourism destination at Kuala Tahan National Parks, Pahang and Kuala Koh, National Parks, Kelantan where there is a diversity of economic resources and employment opportunities to the local community in the effort of self-development and community in the development space.

Besides, ecotourism development activities on the economy can significantly improve living standards. According to Awang (2006), quality of life is difficult to interpret. This is because quality of life is something subjective. Each individual has different needs. Therefore, the standard of living is according to the comfort towards quality of life as perceived by local communities.

Ecotourism helps the development of Small and Medium Enterprises (SMEs) in ecotourism development sites. Small and Medium Enterprises (SMEs) is an industrial sector that plays an important role in the development and economic development of the country (Zul, 2015). This has helped the local community to run their business with the development of ecotourism in the area. As we all know, tourists like to buy handicrafts to take home to their country. This also gives the opportunity to the locals to produce handicrafts such as flower pots, batik, mats, baskets and so on. The quality and uniqueness of the handicraft it can attract more tourists to the country and can increase the income of locals and can increase the country's economy towards the tourism sector.

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Given that previous ecotourism places were less popular at first its opening, then with the provision of good transport facilities and infrastructure is the main agenda in the development of ecotourism (Aznie, 2012). Provision of this facility is not only possible meet the demand of the community in the area can even meet the demand of tourists for improve the quality and potential of the area (Aznie, 2012). This can help the locals in generating income by making rentals such as cars, motorcycles, boats, and other transportation to tourists. It has been proven that ease of transportation plays an important role in developing the economy in the country. A tourist destination is unlikely to grow without the support of a good transportation infrastructure.

The Malaysian tourism industry has shown its potential in contributing towards economic development country in terms of income and labour consumption (Suhaila, 2006). The development of this tourism sector has increased employment opportunities to diploma and degree graduates who pursue formal education in the field tourism, whether professional or vocational education (Suhaila, 2006). Ecotourism development activities have an impact in providing suitable employment to the local communities and ensure that the younger generation will to continue have a job. This is because, with the ecotourism development activities, there are definitely many agencies and tourism centres that will be opened as well as provide suitable jobs to the locals and the younger generation according to the level of education.

Ecotourism has a tourism element that focuses on and revives tourism based on its history, environment and including its original culture (Saiful Bahari, 2019). In this study, cultural and environmental products are an economic resource to the local community. Ecotourism activities developed such as National Park Kuala Tahan, Pahang and National Park Kuala Koh, Kelantan have attracted domestic and foreign tourists to feel and enjoy the

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beauty of the environment and culture found in the national park. This has led to an increase in providing infrastructure facilities and local communication systems are becoming more sustainable. This shows that knowledge of the importance of the environment and culture should be emphasized in contributing to the economic well-being of the local communities.

2.2.2 SOCIAL-CULTURE IMPACT TOWARDS QUALITY OF LIFE AS PERCEIVED BY LOCAL COMMUNITIES

In terms of social impact, the existence of ecotourism in local communities can enable the retention and sharing of local culture of a local community to foreign tourists for a long time. In addition, ecotourism can reveal perspectives on the history of local communities, flora and fauna to tourists and encourage local communities to appreciate and receive benefits from cultural and natural assets (Saiful Bahari, 2019).

Social impact resulting from ecotourism activities in Malaysian national parks, it also has an impact on the quality of life on local communities where there is an increase in local infrastructure and communication facilities provided by the government such as roads, electricity and water supply, services telecommunications such as public telephones, transportation facilities and so on (Saiful Bahari, 2019). The development of ecotourism in social local communities can increase the mastery of the use of English among the local community (Saiful Bahari, 2019). With good communication between the two parties, it can make it easier for local communities to interact with foreign tourists easily and easily to give them directions. This also included those tourists from abroad can learn our national language in speech while here.

In the context of tourism industry, social-culture impact has many different aspects of life in particular region or area depending on the culture of a place. The interaction between tourists and the host community can be one of the factors to the impact in the ecotourism industry (UKessays, 2017). The effect will arise when the tourism industry brings about changes in systems or behaviour and threatens a place of ecotourism. Frequent changes in community structure, family relationships, collective traditional lifestyles, ceremonies and morals are also among the impacts in the tourism industry (Samson, 2015).

In the social-culture impact there are positive and negative effects. There are positive effects such as preserving the local culture and heritage, strengthening communities, provision of social services, commercialization of culture and art, revitalization of customs and art forms and the preservation of heritage (Stainton, 2020). There also have negative effects in social-culture which is social change, changing values, increased crime and gambling, changes in moral behaviour, changes in family structure and roles, problems with the tourist-host relationship and the destruction of heritage (Stainton, 2020).

2.2.3 ENVIRONMENTAL IMPACTS TOWARDS QUALITY OF LIFE AS PERCIEVED BY LOCAL COMMUNITIES

The environmental impact resulting from ecotourism activities has a significant impact on local communities in caring for nature and wildlife as well as various species in the national parks. In addition, it can help local communities in becoming a more civilized and educated society to be more aware of the importance of preserving the resources available in national parks, namely natural forests (Saiful Bahari, 2019).

Environment that attracts tourists, whether natural or constructed, and tourism development in a district related to the surrounding area. Term of environment refers to the physical conditions in which tourism occurs and this may occur in beach resorts, historic cities, mountainous areas, pictures villages, cultural places interests include national museums and monuments and that provide a boost for the journey (Mansour, 2013).

Besides that, factors influencing people perspectives could be also the environmental benefits from the ecotourism development. The local villagers were more likely to appreciate the environmental value of the national park in improving air quality and reducing pollutants. Local communities also understanding and awareness of environmental problems and support the protection of biodiversity (Hassan, 2015). National Parks Kuala Tahan, forest protection is a major concern for *Batek* local communities, where locals show their frustration over the destruction of the environment for logging activities and infrastructure development (Hassan, 2015). The local community living in the national park area will continue to be severely affected because the local community is highly dependent on the natural resources available there.

The tourism industry is one of the fastest growing industries in the world. And has the ability to help build communities and bring about positive environmental change. Tourism development can also put pressure on natural resources while increasing consumption in areas where resources are scarce (Lan, 2019). Tourism is one of the sources of profit generation to the national economy. Tourism also brings well-being to the region and provides employment to locals in the country. However, when tourism becomes unsustainable in nature, it can have a detrimental effect on the environment (Lan, 2019).

This tourism can help preserve the environment in the country. The most commonly observed positive effect of tourism is increased awareness of tourists. There are many tourism

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areas that can educate tourists on the environment of impact tourism (Stainton, 2020). The negative impact of tourism on the environment occurs when the level of visitor use is greater than the ability of the environment to deal with the impact of tourists. Uncontrolled conventional tourism will pose a potential threat to many natural areas around the world. This can put a lot of pressure on an area and cause impacts such as soil erosion, increased pollution, discharge to the sea, loss of natural habitat, increased pressure on endangered species and high susceptibility to forest fires. This often puts pressure on water resources, and this can force locals to compete using critical resources (Stainton, 2020).

2.3 ECOTOURISM TOWARDS QUALITY OF LIFE

The way communities perceive the effects of ecotourism development can have an impact on their quality of life. The overall success of ecotourism development would be realized only if the community believes that benefits are shared equitably among stakeholders and that relationships between hosts, visitors, and nature are harmonious. (Anyaoku & Martin, 2003). Ecotourism can help to preserve local culture by encouraging local communities to recognize and respect all distinct cultures and histories. (Eshun & Tonto, 2014). In this study, the dependent variable is perception on quality of life. This perception is measured through main domains which is material well-being.

According to Sirgy (2018), Material well-being is defined in terms of satisfaction with a range economic concerns such as government's handling of the economy, taxes, the cost of basic necessities, household income, pay and fringe benefits from one's job, financial security, standard of living, and agreement within the family regarding how money should be spent. In addition, the environmental conditions of the community need to be given

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priority and monitored so that the condition of the local community is better maintained. If all is well implemented, this can ensure the quality of life or well-being in a local area will be guaranteed.

Quality of life is measured for a variety of purposes mainly related to social, economic and political aspects (Hamzah, 2013). The study of the impact of ecotourism towards quality of life population is to identify acceptance population on ecotourism development in a destination. This is to ensure the industry and ecotourism activities can continue to grow. Researcher identified 3 impacts of ecotourism development on the quality of life as perceived by the local community in our research such as perception of economic, social and environment impacts.

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2.4 CONCEPTUAL FRAMEWOK

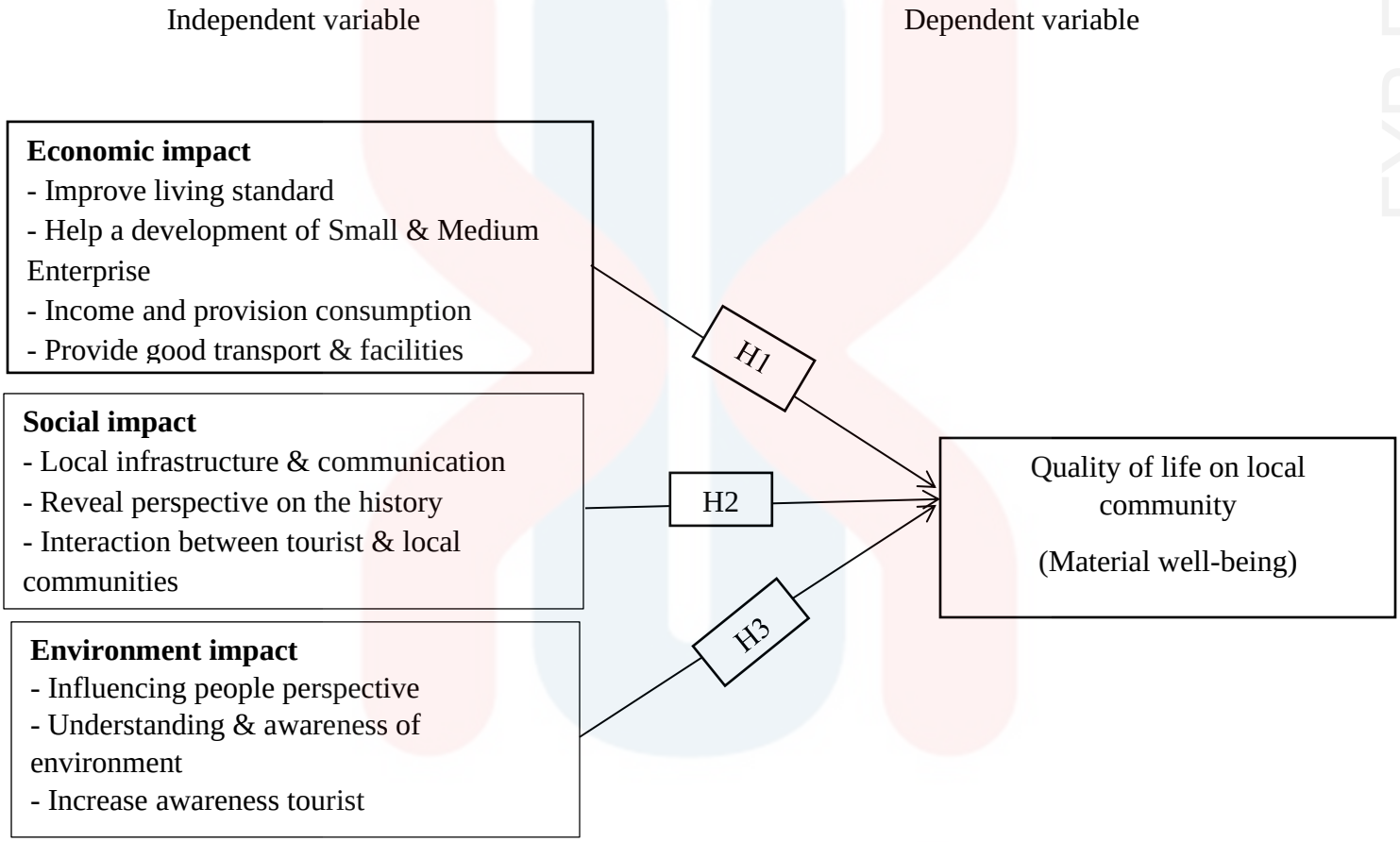

Figure 2.1 Conceptual Framework

Based on the literature review, the study model in figure 1.1 was formed in order to study the impact factors on the ecotourism development on quality of life as perceived by the local community in National Forest Park, Malaysia. There three independent variable (IV) has been determined in this study which is Economic impact which is Help a development of Small & Medium Enterprise (SME), Improve living standard, Income and provision

consumption, and Provide good transport & facilities. The Social Impact which is local infrastructure & communication, reveal perspective on the history, and Interaction between tourist & local communities. The environment impact which is influencing people perspective, understanding & awareness of environment, and increase awareness tourist. The dependent variable (DV) is quality of life on local community in material well-being. The material well-being is referring to the physical support of life to the attainments that make acquisition of physical attributes possible such as education, economic, income of local communities and goof health. This figure show relationship between economic impact, social impact and environment impact towards quality of life in material well-being as perceived by the local community in National Forest Park, Malaysia.

In this research the independent variable are the factors will influence the dependent variable which are impact of ecotourism development on the quality of life as perceived by the local communities in National Forest Park, Malaysia. The researcher will earn the best result of this study and the readers can know the direction of this study through this conceptual framework.

2.5 HYPOTHESIS

The following hypothesis has been formulated to answer the research question:

H_1: There are significant impact from economic factors towards the quality of life as perceived by local communities.

H_2: There are significant impact from social factors towards the quality of life as perceived by local communities.

H_3: There are significant impact from environment factors towards the quality of life as perceived by local communities.

There are few hypotheses from this study. First hypothesis is to identify significant impact of economic factors towards the quality of life as perceived by local communities. In this hypothesis the impact of economic factors is in terms of the development of the country's tourism industry and also produce benefits in the form of economy to the locals and the government, income and provision consumption, improve living standards, helps the development of Small and Medium Enterprises (SME) in ecotourism development sites and can provide a good facilities and infrastructure. Second hypothesis is to identify significant impact of social factors towards the quality of life as perceived by local communities. The impact of social factors that is sharing the local culture of a local community, increase in local infrastructure and communication, reveal perspective on history and interaction between tourist & local communities. The last hypothesis is to identify significant impact of environment factors towards the quality of life as perceived by local communities. The impact of social factors is can help local communities in becoming a more civilized and educated, influencing people perspective, understanding & awareness of environment, and increase awareness tourist.

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2.6 CHAPTER SUMMARY

As a summary, in this chapter is it explained about the impact of ecotourism development towards local community and global. The impact of ecotourism towards quality of life and independent variables which are perception of economic impact, perception of social impact and perception of environment impact towards the local communities at national forest park are also discussed in detail in this chapter. Furthermore, the location for this research which are the National Forest Park Kuala Tahan, Pahang and National Forest Park Kuala Koh, Kelantan also discussed. The information was gathered using the secondary data.

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CHAPTER 3

METHODOLOGY

3.1 OVERVIEW

In this chapter, research methodology is a rule to be complete in this study. This chapter include research design to explain the strategy of this study. This chapter emphases on target population, sample size and sampling method. A point-by-point clarification on data collection, research instrument and data analysis also will be talked about further in this section.

3.2 RESEARCH DESIGN

Research design is about to design or research strategies (Henn, Weinstein & Ford, 2006), which may contain the complete progression of research rather than intellectualizing problem writing research questions, and data collection that analysis, understanding and writing reports (Creswell, 2007). Research design can be broadly classified into quantitative and qualitative. Quantitative research is for cases where statistical conclusions to collect actionable insights are essential while qualitative research determines relationships between

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collected data and observations based on mathematical calculations (Research Design: Definition, Characteristics and Types Question Pro, 2018).

However, for this study quantitative research design was used to examine the relationship between variables by using numbers and statistics to explain and analyze its finding (Kumar, 2013). These studies often require a large sample size to have more statistical power for the dissemination of the invention. This study examines the impact of ecotourism development on the quality of life as perceived by local communities at a national forest park.

There are four main types of quantitative research design which are descriptive, correlational research, causal-comparative research, and experimental research. This study used descriptive research to collect data from the respondent. Descriptive research is used to concentrate numerical analysis in numerical data collected through a large-scale survey and using methods that are questionnaires (Creswell, 2007). The data obtained from this random sample were then analyzed and presented with descriptive statistics and significance tests. Test results the next statistic will conclude the characteristics of the population studied.

3.3 POPULATION

The total group of individuals from which the sample may be selected is the target population. The group of persons taking part in the investigation is a study. The individuals who participate are referred to as "participants" (McLeod, 2009). Generalizability refers to the extent to which we can apply the findings of our research to the target population we are interested in. Target population for this study was the local communities who lived in

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National Forest Park Malaysia. This study was focused on two villages from each National Forest Park Kuala Tahan, Pahang and National Forest Park Kuala Koh, Kelantan which are Kampung Teresek, Kampung Kuala Tahan Seberang, Kampung Pasir Linggi and Kampung Kuala Koh. This is because most the villagers were directly or indirectly impacted by ecotourism at National Forest Park.

The target population aged will be 18 and above because ecotourism development can give impact quality of life on this age. Target population prioritize in order to complete the study is those the impact ecotourism development in the National Forest Park on the quality of life as perceived by the local community in Malaysia.

The table below shows the population of local community in National Forest Park. The population are divided by four villages which is two in National Forest Park Kualan Tahan and National Forest Park Kuala Koh

Table 3.1 Population of local community in National Forest Park. (Pusat internet Kuala Tahan, 2017, Sinar Harian,2020)

Local community	**National Forest Park**	**Population**	**No. of houses**
Kampung Teresek	National Forest Park, Kuala Tahan	64	6
Kampung Kuala Tahan Seberang		305	56
Kampung Pasir Linggi	National Forest Park, Kuala Koh	500	150
Kampung Kuala Koh		304	74
TOTAL POPULATION		**1,173**	**286**

3.4 SAMPLE SIZE

Sample size is a subset of a population in target area. Sample size in any statistical setting, such as a scientific experiment or a public opinion survey, is a count of individual samples or observations. While a straightforward idea, sample size selection is a vital determination for a project (Zamboni, 2018). Using the sample size, the researcher can come out with the answers to the population interested by doing experiment to the sample.

The respondent from head of household on local community in the village nearest area National Forest Park Kuala Tahan, Pahang and National Forest Park Kuala Koh, Kelantan was used sample size in this research. Based on Krecjie and Morgan (1970) as shown in the table 3.1, the sample size was 286 as the total population 1173. If the head of the family is unavailable, the housewife or the oldest person aged 18 years and above in the house will be the respondent.

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Figure 3.1 Determine the sample size (Krejcie & Morgan 1970)

TABLE 1
Table for Determining Sample Size from a Given Population

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

Note.—*N* is population size.
S is sample size.

3.5 SAMPLING METHOD

In sampling method there have two types which is probability sampling and non-probability sampling (McCombes, 2019) and for this study researcher used probability sampling. Probability sampling involves random selection, allowing researcher to make strong statistical inferences about the whole group. There have four types of probability sampling there are simple random sample, systematic sample, stratified sample and cluster sample. As the main purpose for this objective study is to find the local community from ecotourism activity researcher have been used cluster sampling. Cluster sampling can be defined as a sampling method where the researcher creates multiple clusters of people from

a population where they are indicative of homogeneous characteristics and have an equal chance of being a part of the sample (QuestionPro, 2020). Cluster sampling was chosen because there are two places of local community villagers that researcher been collected data from respondents in National Forest Park Kuala Tahan and National Forest Park Kuala Koh.

This method used by this study to looking survey the impact of ecotourism development to the villages in national forest parks. In the area of the national forest park has a large population and researcher have made a study by identifying the specific population to be used as data collection by selecting two villages from Kuala Tahan and two villages from Kuala Koh near the national forest park which is Kampung Teresek, Kampung Kuala Tahan Seberang, Kampung Pasir Linggi and Kampung Kuala Koh. The entire population in the village area has a total of 1173 people.

Based on the population, a total of 286 respondent researchers have identified who will be involved for the study based on references from the Krejcie & Morgan table. Of the total respondents, it consists of all heads of loyal family members of the household who will be involved in answering the questionnaire provided by the researcher.

Researcher have divide the population 1,173 people of national forest park into the cluster of villages between national forest park with 586 population people in Kuala Tahan and 587 population people in Kuala Koh. After that, researcher have divide the total of respondents which is 286 local communities' household into the four villages which is 143 household from two villages in Kuala Tahan and 143 household from two villages in Kuala Koh. This sampling method that researcher selected because the sample is in the right place and very related with this study. With this sampling, researcher have get more opportunity to collect as many data with easily and will support this study.

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3.6 DATA COLLECTION PROCEDURES

There are two method of data collection procedure which is qualitative research and quantitative research. In this study, researcher used quantitative research for collect data for support this study. For quantitative research, researcher used the primary data and secondary data collection method. Primary data is the data collection involves directly from subjects by the survey questionnaires to achieve the objectives study. The secondary research is the data that has already been collected through primary sources (Wolf, 2016).

To collect primary data, researcher been focusing at Kampung Teresek and Kampung Kuala Tahan Seberang in National Forest Park Kuala Tahan and at Kampung Pasir Linggi and Kampung Kuala Koh in National Forest Park Kuala Koh. Researcher have provided questionnaires in Google Form to the local community in the villages about the activity ecotourism development in the national park would cause the quality of life of local communities and the impact of ecotourism development in environment, social and economic factor by given ten minutes for respond the survey to researcher collect many data to this study. Researcher also provide the cover letter to respondent`s the reason and importance of this study and the data personal of respondent researcher will cover and keep in safety. The data collection has been used by researcher for support this proposal strongly.

The secondary data that researcher used is to find any resources about the main topic to support the findings and analysis study. The secondary data in this study that researcher use from journal report, article, and website. Timeframe for researcher collect data from the respondent is around three to six months to ensure that all selected local communities have answered the questionnaire and responded to the questions asked during the interviews.

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3.6.1 PILOT TEST

This pilot test is a rehearsal to conduct a research study, where it is necessary to try to approach the respondents in small quantities before conducting the main topic of study (Wright, 2020). It is very important before starting a study and take time to critique, test, and iteratively improve the research design. By doing this method, this study will run smoothly and improve the output from this study (Wright, 2020). The objective of the pilot test is to make sure that respondents can understand the questions that are given in the questionnaire.

In this research, 30 set of questionnaires has been provided to targeted respondents. According to George Johanson (2010) pilot test must required 30 representative respondents from the population of interest for the preliminary survey or for the scale development purpose.

Researcher have provided the questionnaires minimum for 30 respondents for answer all the questions about the impact of ecotourism activity in the national forest park. This pilot test is done in order to get more understanding about the future respondents. It's very helpful for researcher to collect more data from the respondents to develop into this study. From this method used, the researcher can provide questions that are understandable and easy for local communities to answer questionnaires well and according to the requirements of the question.

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3.7 RESEARCH INSTRUMENTS

Research instruments are measuring tools, for example, questionnaires or scales designed to obtain data on the topic studied by the researcher (Library, 2020). A research instrument is used for collecting, measuring, and interpreting data on the research topic from subjects. Appropriate instruments would be classified by a quantitative, qualitative, or mixed-method depending on the form of analysis carried out. As mentioned above the instrument used in this research to collect the data required data is a questionnaire. The questionnaire has been used to translate abstract information necessary for a series of specific responses that can be evaluated. Data was obtained by questionnaires issued to respondents to facilitate the analysis. The information and data gathered by the respondent would be influenced by the significance of a useful research approach for enhancing the researchers' goals and the type of question and instrument used.

There are three sections to collect data from respondents in this study. For Section A, the questions that researcher designed to identify the background respondent with demographic factor. This include question like gender, age, religion, and lifestyle respondent. Section B stands of questions regarding the dependent variable which is the impact of ecotourism development on quality of life as perceived by local communities and Section C covers the questions regarding the independent variables which are the perception of the local communities on economic, social and environment impact as perceived by the local communities. This study used the Likert Scale Five option from answer strongly agree, agree, neither agree nor disagree, disagree and strongly disagree for Section B and C. The reason researcher uses Likert Scale Five because the information respondent will easily to define and develop into this study.

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The questionnaire contained all the elements of five Likert Scale points. The minimum level is 1 and the highest level is 5. A sign near '5' a very good mind set in favor of a statement as a ranking closes to '1' attitude against the statement perceived as such:

1. = Strongly Disagree
2. = Disagree
3. =Moderate
4. =Agree
5. =Strongly Agree

1 to 5 is the best range since one can more conveniently split it into three classes which agree, disagree and neutral. Moving to 7 means that more options are added. A better judgement is needed where it can be less accurate in psychology (Fram, 2015).

3.7.1 Validity of Instrument

Validity means to what extent an instrument measures correctly what it wants to measure. Three standard choices to consider for scientists and evaluators are content, construct and criteria values (Taherdoost, 2016). Initially a substance and face validity test was administered. The goal of the content and face validity should secure the suitable response to the questionnaire and to ensure responsiveness of questionnaires to ensure that the questionnaire has error, format and inconsistency to certain clarification and capacity to understand. The questionnaire is conducted only after getting the lecturer's permission. The validity test is important to gain a solid and proper evidence for this research.

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3.7.2 Reliability of Instrument

Reliability refers to the degree to which an instrument yields consistent results. Internal consistency, test-retest and inter-rater compatibility are common reliability measures. Cronbach's alpha value can also be influenced by group variation, reliability of score, number of items, sample sizes, and instrument difficulty level (Ursachi, 2015). Cronbach's alpha is one of the most widely used methods to verify internal consistency and help in identifying the consistency of items in independent variables and dependent variable for this study. In this research, reliability test is conducted to evaluate the whether to identify the hypothesis of this research is accepted and relevant.

According to (Konting, 2009), reliability less than 0.60 is considered as non-acceptable, 0.61 to 0.70 is acceptable, 0.71 to 0.80 is good and acceptable, 0.81 to 0.90 is good and finally 0.91 to 1.00 is excellent.

Table 3.2 Reliability of instrument

Alpha Cronbach Value	Interpretation
0.91 - 1.00	Excellent
0.81 - 0.90	Good
0.71 - 0.80	Good and acceptable
0.61 - 0.70	Acceptable
0.01 - 0.60	Non acceptable

Sources: (Konting, 2009)

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3.8 DATA ANALYSIS APPROACH

The following analyses has been used to evaluate the objectives of this research which are the economic impact of ecotourism development as perceived the local communities at National Forest Park in Malaysia, the social impact of ecotourism development as perceived by the local communities at National Forest Park in Malaysia, the environment impact of ecotourism development as perceived by the local communities at National Forest Park in Malaysia.

Table 3.3 below shows the objectives and the analysis used in this research.

OBJECTIVES	ANALYSIS
• Ensure the validity and accuracy of the data used in this research after the selection of either parametric or non-parametric tests.	• Reliability Analysis
• Demographic profile	• Descriptive Analysis
• The economic impact of ecotourism development as perceived the local communities at National Forest Park in Malaysia.	
• The social impact of ecotourism development as perceived by the local communities at National Forest Park in Malaysia.	• Pearson Correlation Analysis
• The environment impact of ecotourism development as perceived by the local communities at National Forest Park in Malaysia.	

The reliability analysis defines as the fact that the calculated construct will accurately represent a scale. A way of which a researcher may use a consistent methodology is that two observations in the research, which are identical to each other in terms of the design being evaluated, often have an equivalent result. The purpose of the reliability analysis is to assess the validity and immovability of the data (Peteraon, 2006). Descriptive statistics help us make a sensible simplification of large quantities of data. Every description reduces data information to a simplified summary (William, 2020). The correlation analysis is a statistical procedure used in determining relationship strength between two quantitative variables. High correlation means that there are two or three different variables for each other, while a weak correlation means that they are not related to each other (Monica Franzese, 2019).

3.9 CHAPTER SUMMARY

From this chapter, researchers have defined research methodologies, including population, samples, and data collection instruments used in the study, and strategies used to reliability in this study. There is three mains section from a questionnaire which are section A about demographic respondent while section B about examines the impact of ecotourism development on quality of life as perceived by local communities and section C is about analyzing perception of the local community on economic impact, social-cultural impact and environment impact of ecotourism development at National Forest Park. When data or information has been collected research will analyze the data using reliability tests,

descriptive analysis, and spearman's correlation. This chapter will move as a way to check the information.

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CHAPTER 4

RESULT & DISCUSSION

4.1 OVERVIEW

This chapter will discuss about the results and findings from the analysis which conducted on the data collected from questionnaire. The data was collected from questionnaire and analyze using Reliability Analysis, Descriptive Analysis and Pearson Correlation Coefficient. The questionnaire was distributed to 290 respondents among local community at National Forest Park, Pahang and National Forest Park, Kelantan. The data was analysis by Package for Social Science (SPSS Version 26) and the last result of statistical analysis was presented in this chapter. Before conducting the actual questionnaire, pilot test was done on total number of 59 respondents and reliability test used to obtain the validity of the variables.

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4.2 DEMOGRAPHIC PROFILE

Table 4.1 showed the total of respondent of Kuala Tahan, Pahang and Kuala Koh, Kelantan which is 290 of respondents. The villages from Kuala Tahan have 77 respondents from Kampung Teresek (26.6%) while in Kampung Kuala Tahan Seberang have 71 respondent (24.5%). The villages from Kuala Koh, have 67 respondents from Kampung Pasir Linggi (23.1%) while in Kampung Kuala Koh have 75 respondent (25.9%).

Table 4.1: Respondent Demographic Profile – Village

Villages		
	Frequency	Percent
Kampung Teresek, Pahang	77	26.6
Kampung Kuala Tahan Seberang, Pahang	71	24.5
Kampung Pasir Linggi, Kelatan	67	23.1
Kampung Kuala Koh, Kelantan	75	25.9
Total	**290**	**100.0**

Based on table 4.2, the total of respondent by the age of respondent. Most of respondents were in age range between 38 – 57 years with total 143 respondents (49.3%). Next, is age range between 18 – 37 years with total 121 respondents (41.7%). Lastly, the lowest respondents were in age range between 58 years and above and with total 26 respondents (9.0%).

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Table 4.2: Respondent Demographic Profile – Age

Age		
	Frequency	Percent
18-37 years	121	41.7
38-57 years	143	49.3
58 and above	26	9.0
Total	**290**	**100.0**

Table 4.3 showed the total of respondent by the race in Kuala Tahan, Pahang and Kuala Koh, Kelantan villages. The highest of total respondent from the race is Malay which is have 241 respondent (83.1%) and followed by Chinese which is have 24 total of respondent with (8.3%) The lowest of total respondent is Indian race which is have 15 respondent (5.2%) while the other 10 of respondent (3.4%) is come from other race that live in the villages.

Table 4.3: Respondent Demographic Profile – Race

Race		
	Frequency	Percent
Malay	241	83.1
Chinese	24	8.3
Indian	15	5.2
Others	10	3.4
Total	**290**	**100.0**

Table 4.4 showed the total of respondent by the religions in the villages. Islam have the highest total respondent which is 245 respondent (84.5%). Buddhist have 22 total of respondent (7.6%) while Hinduism have total respondent is 14 respondent (4.8%). The lowest respondent is from Christian religion which is only 9 respondent (3.1%).

Table 4.4: Respondent Demographic Profile – Religions

Religions		
	Frequency	Percent
Islam	245	84.5
Buddhist	22	7.6
Hinduism	14	4.8
Christian	9	3.1
Total	**290**	**100.0**

Based on table 4.5, there have six items that shows total of respondent by education. The highest that have total of respondent is secondary school which is 123 respondent (42.4%) in four villages. The second highest is STPM which is 58 respondent (20.0%) followed by third place is not formal with total of respondent 30 (10.3%). Fourth place is carry by Diploma education which is 29 of respondent (10.0%) while Degree education just have 27 of respondent (9.3%). The lowest for this total of respondent is primary school which is there is 23 of respondent (7.9%).

Table 4.5: Respondent Demographic Profile – Education

Education		
	Frequency	Percent
Not formal	30	10.3
Primary school	23	7.9
Secondary school	123	42.4
STPM	58	20.0
Diploma	29	10.0
Degree	27	9.3
Total	**290**	**100.0**

Table 4.6 showed that 290 total of respondent by the income. Income below RM 1200 have the highest which is 153 respondent (52.8%) while for income RM 1200-2200 there have number of respondent 98 and (33.8%). For income RM2200-3300 the total of respondent is 26 (9.0%) and for income RM 3300 above, there have 13 of respondent with (4.5%).

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Table 4.6: Respondent Demographic Profile – Income

Income		
	Frequency	Percent
Below RM1,200	153	52.8
RM 1,200-2,200	98	33.8
RM 2,200-3,300	26	9.0
RM 3,300 above	13	4.5
Total	**290**	**100.0**

Table 4.7 showed that the highest number of respondents by the status is status married which is 178 of respondent (61.4%) while for the second is status single which is 87 of respondent with (30.0%). And the lowest number of respondents is status widower which is 25 of respondent (8.6%).

Table 4.7: Respondent Demographic Profile – Status

Status		
	Frequency	Percent
Single	87	30.0
Married	178	61.4
Widower	25	8.6
Total	**290**	**100.0**

Based on table 4.8, there are total of respondent occupation from both places which is Kuala Tahan and Kuala Koh. For the highest number of respondents is self-employed which is have 105 of respondent (36.2%) followed by government sector which is there have 82 of respondent (28.3%). For private sector occupation, there have number of respondents 75 (25.9%) while for respondent from housewife is 19 of respondent (6.6%). And for unemployed there have the lowest number of respondents which is 9 respondent (3.1%).

Table 4.8: Respondent Demographic Profile – Occupation

Occupation		
	Frequency	Percent
Government sector	82	28.3
Private sector	75	25.9
Self employed	105	36.2
Housewife	19	6.6
Unemployed	9	3.1
Total	**290**	**100.0**

Table 4.9 showed that total of respondent from currently employment is 290 respondents. The highest number of respondents is from non-government which is there 208 of respondent (71.7%) while the lowest number of respondents is from government which is there 82 of respondent (28.3%).

Table 4.9: Respondent Demographic Profile – Currently Employment

Current Employment		
	Frequency	**Percent**
Non – government	208	71.7
Government	82	28.3
Total	**290**	**100.0**

4.3 RELIABILITY ANALYSIS

Based on the recent pilot test conducted, a number of 59 respondents were randomly chosen by the researchers which are the local community in the villages near the national forest park. From the pilot test, the Statistical Packages for Social Science (SPSS) version 26 software were used to check the reliability of each variable. For the independent variable such as economic impact, social impact and environment impact the reliability was 0.798, 0.625, 0.877 and 0.824 respectively where for the dependent variable which was the material well-being (quality of life on local community) was 0.824.

The reliability analysis test was used by the researchers to evaluate the reliability of the questionnaires. The pilot test was carried out with 30 respondents before it was distributed to 286 respondents through self-administered questionnaire survey method.

Table 4.10 below shows the value of Cronbach's Alpha Coefficient for both independent variables and dependent variable in this study. According to the table, all of the factors were greater than 0.700. As a result, the questionnaires were accepted. Five questions

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were used to examine the perception of the local communities on economic impact as perceived by local communities at National Forest Park. The Cronbach's Alpha result for this part was 0.905 which was resulted as excellent. The coefficients obtained for the questions in the economic factor variable were reliable.

Next, five questions were used to measure the perception of the local communities on social-culture impact as perceived by local communities at National Forest Park and the Cronbach's Alpha for this part was 0.794 which represented as good and acceptable. Thus, the coefficients obtained for these questions in social factor variable were reliable. Besides, five questions were also used in evaluating the perception of the local communities on environment impact as perceived by local communities at National Forest Park and the Cronbach's Alpha resulted as 0.898 for this part. This indicates as good. Therefore, the coefficient obtained for this questions in environment factor variable were reliable.

Lastly, in measuring the impact of ecotourism development on quality of life as perceived by local communities at National Forest Park, six questions were given and the result of Cronbach's Alpha for this section was 0.863 which was indicated as good and consequently it shows, the coefficient obtained for these questions in measuring the well-being (quality of life on local community) was reliable.

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Table 4.10: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variables	Number of Items	Cronbach's Alpha Coefficient (Pilot Test)	Cronbach's Alpha Coefficient (Actual Result)
Economic impact	5	0.798	0.905
Social impact	5	0.625	0.794
Environment impact	5	0.877	0.898
Material well-being	6	0.824	0.863

4.4 DESCRIPTIVE STATISTICS

Table 4.11 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was environment factor which was 4.5421 followed by economic factor 4.4097 and social factor with 4.3131. The mean of dependent variables was 4.1115.

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Table 4.11: Descriptive statistics

Variable			
Item Description	**N**	**Mean**	**Standard Deviation**
Economic factor	290	4.4097	.64323
Social factor	290	4.3131	.59237
Environment factor	290	4.5421	.59753
Material well-being	290	4.1115	.60198

Table 4.12 showed the number of respondents, mean and standard deviation of first independent variables which is economic factor. The highest mean was item 1 which was 4.50 where the respondent agreed that economic factor can be influence ecotourism create employment opportunities. The lowest mean value from economic factor was 4.35 where the respondent agreed with item 5 that ecotourism can ensure that the younger generation will to continue working in National Forest Park.

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Table 4.12: Economic factor

Descriptive Statistics			
Item Description	**N**	**Mean**	**Standard Deviation**
Ecotourism create employment opportunities	290	4.50	0.697
Ecotourism increase the retailing sector	290	4.36	0.759
Ecotourism improve the transportation facilities	290	4.39	0.774
Ecotourism increase income	290	4.45	0.725
Ecotourism ensure that the younger generation will to continue working in National Forest Park	290	4.35	0.820

Table 4.13 showed the number of respondents, mean and standard deviation of second independent variables which is social factor. The highest mean of social factor was item 1 (4.46) where the respondents agreed that social factor can influence ecotourism increase the image of villages. The lowest mean value from social factor was item 4 (3.92) where the respondents agreed that ecotourism can improve quality of the place of worship by social factor.

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Table 4.13: Social factor

Descriptive Statistics			
Item Description	**N**	**Mean**	**Standard Deviation**
Ecotourism increase the image of village	290	4.46	0.670
Ecotourism increase the quality of life	290	4.40	0.719
Ecotourism provide more recreational facilities	290	4.40	0.710
Ecotourism improve quality of the place of worship	290	3.92	1.096
Ecotourism improve quality of social infrastructure	290	4.39	0.727

Table 4.14 showed the number of respondents, mean and standard deviation of third independent variables which was environment factor. The highest mean from environment factor was from item 1 (4.61) where respondents agreed with biodiversity must be valued and protected. The lowest mean value from environment factor was from item 4 (4.49) where respondents agreed that ecotourism contribute to conversation of wildlife.

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Table 4.14: Environment factor

Descriptive Statistics			
Item Description	**N**	**Mean**	**Standard Deviation**
Biodiversity must be valued and protected	290	4.61	0.642
Community environment must be protected now and in the future	290	4.56	0.694
Ecotourism increase conservation of natural area	290	4.53	0.702
Ecotourism contribute to conservation of wildlife	290	4.49	0.754
Ecotourism increase the environmental awareness among locals	290	4.52	0.745

Table 4.15 showed the number of respondents, mean and standard deviation of dependent variables which is material well-being. The highest of mean was item 2 (4.18) where respondents agreed that cost of basic necessities such as food, bousing and clothing. The lowest mean value from dependent variables was from item 6 (4.03) where respondents agreed that the pay and fringe benefits received to quality of life local communities.

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Table 4.15: Material well-being

Descriptive Statistics			
Item Description	**N**	**Mean**	**Standard Deviation**
Income generated from activities services at National Forest Park,	290	4.04	0.818
Cost of basic necessities such as food, housing and clothing	290	4.18	0.777
The facilities and services provided surrounding	290	4.16	0.716
The conditions of the community environment	290	4.09	0.762
The economic security at National Forest Park	290	4.17	0.770
The pay and fringe benefits received	290	4.03	0.842

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's Correlation will be used to achieve the objective of this study. The correlation between the variables will be used to measure how well the variable are related. The interpretation of the Pearson's Correlation was based on the table 4.16, where the researches use the Rule of Thumb (Mukaka, 2012).

In analyzing the effect between the two variables, the researcher use correlation analysis to analyze the effect between the independent variables and dependent variable. Thus, the dependent variable of this study is the quality of life as perceived by the local communities at National Forest Park in Malaysia and the independent variables are economic impact, social impact and environment impact. A correlation coefficient of +1 indicates that the two variables are perfectly related in a positive (linear) manner, a

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correlation coefficient of -1 indicates that two variables are perfectly related in a negative (linear) manner, while a correlation coefficient of zero indicates that there is no linear relationship between the two variables being studied.

Table 4.16: Rules of Thumb of Correlation Coefficient

Size of Correlation	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.51 to ±0.70	Moderate
±0.31 to ±0.50	Small but define relationship
±0.00 to ±0.30	Slight, almost negligible

(Sources: Mukaka, 2012)

Hypothesis 1

H1 – There is an impact between the economic and the quality of life as perceived by the local communities at National Forest Park in Malaysia.

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From the result showed in Table 4.17, it showed that the positive value as 0.000 which was less than 0.05, it indicated that there is an impact between the economic and the quality of life as perceived by the local communities at National Forest Park in Malaysia. The positive value of correlation coefficient 0.641 indicated that their relationship is moderate. It meant that economic impact was influencing the quality of life as perceived by the local communities at National Forest Park in Malaysia. Thus, it can be seen that 64.1% of dependent variable which was the quality of life as perceived by the local communities at National Forest Park in Malaysia influenced by the economic. Hence, H1 for the first research objective was accepted.

Table 4.17: Correlation between economic and quality of life on local community

		Economic	**Quality of life on local community**
Economic	Pearson Correlation	1.000	.641
	Sig. (2-tailed)	.	.000
	N	290	290
Quality of life on local community	Pearson Correlation	.641	1.000
	Sig. (2-tailed)	.000	.
	N	290	290

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

Hypothesis 2

H2 – There is an impact between the social and the quality of life as perceived by the local communities at National Forest Park in Malaysia.

From the result showed in Table 4.18, it showed that the positive value as 0.000 which was less than 0.05, it indicated that there is an impact between the social and the quality of life as perceived by the local communities at National Forest Park in Malaysia. The positive value of correlation coefficient 0.660 indicated that their relationship is moderated. It meant that social impact was influencing the quality of life as perceived by the local communities at National Forest Park in Malaysia. Thus, it can be seen that 66% of dependent variable which was the quality of life as perceived by the local communities at National Forest Park in Malaysia influenced by the social. Hence, H2 for the second research objective was accepted.

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Table 4.18: Correlation between social and quality of life on local community

		Social	Quality of life on local community
Social	Pearson Correlation	1.000	.660
	Sig. (2-tailed)	.	.000
	N	290	290
Quality of life on local community	Pearson Correlation	.660	1.000
	Sig. (2-tailed)	.000	.
	N	290	290

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

Hypothesis 3

H3 – There is an impact between the environment and the quality of life as perceived by the local communities at National Forest Park in Malaysia.

From the result showed in Table 4.19, it showed that the positive value as 0.000 which was less than 0.05, it indicated that there is an impact between the environment and the quality of life as perceived by the local communities at National Forest Park in Malaysia. The positive value of correlation coefficient 0.536 indicated that their relationship is moderated. It meant that environment impact was influencing the quality of life as perceived by the local communities at National Forest Park in Malaysia. Thus, it can be seen that 53.6% of dependent variable which was the quality of life as perceived by the local communities at National Forest Park in Malaysia influenced by the environment. Hence, H3 for the third research objective was accepted.

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Table 4.19: Correlation between environment and quality of life on local community

		Environment	Quality of life on local community
Environment	Pearson Correlation	1.000	.536
	Sig. (2-tailed)	.	.000
	N	290	290
Quality of life on local community	Pearson Correlation	.536	1.000
	Sig. (2-tailed)	.000	.
	N	290	290

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

Table 4.20: Summary Result of Pearson Correlation Coefficient

Hypothesis	Result	Conclusion
H^1 – There is an impact between the economic and the quality of life as perceived by the local communities at National Forest Park in Malaysia.	r = 0.641p = 0.000 Moderate positive impact	Accepted

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H^2 – There is an impact between the social and the quality of life as perceived by the local communities at National Forest Park in Malaysia.	r = 0.660p = 0.000 Moderate positive impact	Accepted
H^3 – There is an impact between the environment and the quality of life as perceived by the local communities at National Forest Park in Malaysia.	r = 0.536p = 0.000 Moderate positive impact	Accepted

4.6 DISCUSSION

4.21: Hypothesis testing

	Hypothesis	Pearson's Correlation Result	
H1	Positive relationship exists between economic impact of ecotourism development towards quality of life as perceived by local community in National Forest Park.	$r = 0.641, p < 0.01$	supported
H2	There has a positive relationship exist between social impact of ecotourism development towards	$r = 0.660, p < 0.01$	Supported

	quality of life as perceived by local community at National Forest Park.		
H3	There is a positive relationship exist between environment impact of ecotourism development towards quality of life as perceived by local community at National Forest Park.	$r = 0.536, p < 0.01$	Supported

Based on research, the first objective of our study is to examine the economic impact of ecotourism development towards quality of life as perceived by local community at National Forest Park. Table 4.6.1 shows that item total statistic presented the positively between quality of life on local community toward the economic impact. The correlation coefficient of economic impact and quality of life as perceived by local community are 0.641 is a significant relationship between the independent variable and dependent variable. Thus hypothesis (H_1) was accepted where the significant relationship between economic factor and quality of life on local community.

The second objective is to examine the social impact of ecotourism development towards quality of life as perceived by local community at National Forest Park. Table 4.5.1 shows that item statistic presented the positively between quality of life on local community and social impact. The correlation coefficient of social impact and quality of life as perceived by local community are 0.660 is a significant relationship between independent variable and dependent variable. Thus, hypothesis (H_2) was accepted where was a significant relationship between social impact quality of life on local community.

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The last objective is to examine the environment impact of ecotourism development towards quality of life as perceived by local community in National Forest park. Table 4.6.1 item total statistic presented the positively between quality of life on local community and environment impact. The correlation coefficient of environment impact and quality of life as perceived by local community are 0.536 is a significant relationship between independent variable and dependent variable. Thus, hypothesis (H_3) was accepted where was a significant relationship between environment impact and quality of life on local community.

The conclusion is hypothesis on significant relationship between the economic impact, social impact and environment impact with quality of life as perceived by local community at National Forest Park were tested using Pearson correlations analysis. All hypothesis was accepted at 0.01 significant level.

4.7 CHAPTER SUMMARY

Chapter 4 defines the result of frequency, descriptive and correlation analysis. These variable was found to be optimistic indicator to show that the variable is related strongly with quality of life as perceived by local community at National Forest Park.

For Pearson's correlation analysis, the respondent agreed that there are has a significant impact from the factors towards the quality of life as perceived by local community. Correlation analysis defines that the result over hypothesis testing. By using Pearson correlation analysis to show the size of correlation and interpretation. For finding the outcome of all independent variable hypothesis, significant 2 tailed have been used in correlation.

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CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 OVERVIEW

This chapter discuss about the findings and discussion about the result from the previous analysis. Besides, this research also highlights the recapitulation of the findings, limitation of the study and followed by recommendations for future study purpose. Lastly, the last part in this chapter will be recapped with summary if the overall for this chapter.

5.2 RECAPITULATION OF FINDINGS

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

5.2.1 Relationship between economic factors towards the quality of life as perceived by local community

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Table 5.1: research Objective 1 & Research Question 1

Research Objective 1	To examine the economic impact of ecotourism development towards the quality of life as perceived by local community at National Forest Park
Research Question 1	Do economic factors affect the ecotourism development towards the quality of life as perceived by local community at National Forest Park?
Hypothesis 1	There are significant impact from economic factors towards the quality of life as perceived by local communities

The results of hypothesis H1 in chapter 4 reviewed to answer RQ1. H1 stated that there is significant relationship between economic impact and ecotourism development the quality of life as perceived by local community at National Forest Park. From the findings, its show that there is moderate positive correlation coefficient of 0.641 while p value is 0.000 which is less than the highly significant level 0.001. Therefore, H1 accepted.

Based on this study, there are positive economic impact toward quality of life on local community. Ecotourism development activity on the economy can significantly improve living standards. Ecotourism helps the development of Small and Medium Enterprises (SMEs) in ecotourism development sites. Small and Medium Enterprises (SMEs) is an industrial sector that plays an important role in the development and economic development of the country (Zul, 2015). This has helped the local community to run their business with the development of ecotourism in the area.

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5.2.2 Relationship between social factors towards the quality of life as perceived by local community

Table 5.2: research Objective 2 & Research Question 2

Research Objective 2	To examine the social impact of ecotourism development towards the quality of life as perceived by local community at National Forest Park.
Research Question 2	Do Social factors affect the ecotourism development towards the quality of life as perceived by local community at National Forest Park?
Hypothesis 2	There are significant impact from social factors towards the quality of life as perceived by local communities

The results of hypothesis H2 in chapter 4 reviewed to answer RQ2. H2 stated that there is significant relationship between social impact and ecotourism development towards the quality of life as perceived by local community at National Forest Park. From the findings, its show that there is moderate positive correlation coefficient of 0.660 while p value is 0.000 which is less than the highly significant level 0.001. Therefore, H2 accepted.

Based on this study, there are positive social impact toward quality of life on local community. The ecotourism development effect that indicate growth of tourism potentially contribute the local social culture preservation. (Muzzammil, Jaafar, & Mohamad, 2016) Ecotourism can reveal perspective on the history of local communities,

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flora and fauna to the tourist and encourage local communities to appreciate and receive benefits from cultural and natural assets (Saiful Bahari, 2019)

5.2.3 Relationship between environment factors towards the quality of life as perceived by local community

Table 5.3: research Objective 3 & Research Question 3

Research Objective 3	To examine the Environment impact of ecotourism development towards the quality of life as perceived by local community at National Forest Park
Research Question 3	Do Environment factors affect the ecotourism development towards the quality of life as perceived by local community at National Forest Park?
Hypothesis 3	There are significant impact from Environment factors towards the quality of life as perceived by local communities

The results of hypothesis H3 in chapter 4 reviewed to answer RQ3. H3 stated that there is significant relationship between environment impact and ecotourism development towards the quality of life as perceived by local community at National Forest Park. From the findings, its show that there is moderate positive correlation coefficient of 0.536 while p value is 0.000 which is less than the highly significant level 0.001. Therefore, H3 accepted.

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Based on this study, there are positive environment effect toward quality of life on local community. Local communities understanding and awareness of environmental problem and support protection of biodiversity. Besides that, local community were more likely to appreciate the environmental value of the National Forest Park in improving air quality and reducing pollutant. (Hassan, 2015)

5.3 LIMITATION OF STUDY

In any research done, there must a difficulty or limitation while doing this research. There are several limitations of this research study. Firstly, the limitation of this study is on data collection and data analysis. It needs to spend a lot of time collecting and analyzing the data. The respondents do not provide correct and accurate information while answering the questionnaire.

Secondly, the limitation of this research is the lack of cooperation. Gain the data from respondents has difficult because some of the respondents are not giving full cooperation with the researcher and it makes the researcher have difficulty gaining data from the respondent. It takes time and patient to distribute the questionnaire. The respondent also is not willing to answer the questionnaire and feels troublesome. So, it will affect the result to become invalid and need to find another respondent again.

Next, the limitation is difficult to find a suitable and relevant literature review which is there are limited of the article that can access previous research. Some of the articles that need to access are cannot be accessed since the article need to be pay or has limited access in time.

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5.4 RECOMMENDATION

Recommendations are suggestions for future research that address the study's limitations. As that, suggestions from this study may be favorable to future research to improve the research methods to obtain data. Therefore, structured interviews are highly recommended. A structured interview is one in which the researcher asks a list of predetermined questions as it has questions planned and created in advance, so all respondents are asked the same questions in the same order. This is because quantitative research focuses on a statistical analysis of numerical data gathered through large-scale survey research methods such as questionnaires or structured interviews. Although questionnaires are useful for gathering data, face-to-face interviews provide the researcher with clear and precise information. Moreover, it is advisable to select local communities near the particular research area to ensure the details obtained are factual and accurate. The details given by visitors or outcomes as a respondent might not be accurate due to less exposure towards the specific research area chosen.

Furthermore, an article would be one of the greater sources for gathering information to complete a study. However, the quantity and quality of the article play a significant part as it should be accurate and acceptable. Future researchers are encouraged to collect as many articles as possible which are related to the study and research area with a smaller scope. Then, instead of sticking to one single website, researchers could explore more different article resources to avoid payable articles. This is important as it helps the future study to easily get related and reliable information. Thus, it is advised for the future study to focus on the latest articles according to the period the study is being carried to obtain updated details.

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Besides, suggestions for the management of both the national forest parks by this research are to improve the life quality of the local communities around them. Providing job opportunities to the local communities, especially to the younger generation around the National Forest Park Kuala Tahan, Pahang and National Forest Park, Kuala Koh, Kelantan would be effective in developing the life quality of the people. This is because job opportunities by the organization may increase their incomes and indirectly it helps to decrease the unemployment rate. Adding on, the management of the national forest parks should initiate in developing the infrastructure facilities of the parks. Lastly, the management could also generate some innovative and creative ideas by building a resort in the national forest parks. These suggestions may contribute to the development of the local communities in the way of social culture.

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5.5 CONCLUSION

The main purpose of this research is to examine the impact of ecotourism development towards the quality of life as perceived by local communities at National Forest Park, Malaysia. The influential factors (independent variables) there are economic, social and environment impact towards (dependent variables) quality of life as perceived by local communities at National Forest Park, Malaysia. As mention in Chapter 3, questionnaires were distributed to 286 total number of respondents among the local community's villages in Kuala Tahan, Pahang and Kuala Koh, Kelantan area and all of them were valid.

Besides that, in Chapter 4, findings of result from the questionnaires survey that analyze using reliability analysis, descriptive analysis and Pearson correlation analysis. Data obtained from the questionnaires have been evaluated by software program using Statistical Package for the Social Science (SPSS). The finalize result shown there are significant relationship between economic, social and environment impact towards the quality of life as perceived by local communities in National Forest Park, Malaysia.

Lastly in Chapter 5, about summarization of final result based on data analysis. Thus, all the hypothesis (H1, H2, H3) stated are accepted. In addition, limitation and recommendation when carried out this research also included that can be used for the further studies.

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APPENDIXES

QUESTIONNAIRE - SECTION A:

DEMOGRAPHIC OF RESPONDENTS

Direction: Choose the appropriate answer

1) Live in Village

- ☐ Kampung Teresek
- ☐ Kampung Kuala Tahan Seberang
- ☐ Kampung Pasir Linggi
- ☐ Kampung Kuala Koh

2) Age Group

- ☐ 18-37 years
- ☐ 38-57 years
- ☐ 58 years and above

3) Race

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others

4) Religions

- ☐ Islam
- ☐ Christian
- ☐ Buddhist
- ☐ Other

5) Educations

- ☐ Not formal
- ☐ Primary
- ☐ Secondary
- ☐ STPM/certified
- ☐ Diploma
- ☐ Degree

6) Income (RM)

- ☐ < 1,200
- ☐ 1,200 - 2,200
- ☐ 2,200 – 3,300
- ☐ > 3,300

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7) Marital status

☐ Single
☐ Married
☐ Widower

8) Occupation

☐ Government sector
☐ Private sector
☐ Self employed
☐ Housewife
☐ Retired/Unemployed

9) Current employment

☐ Transportation
☐

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SECTION B:

THE IMPACT OF ECOTOURISM DEVELOPMENT ON QUALITY OF LIFE AS PERCEIVED BY LOCAL COMMUNITIES.

Direction: please (/) the scale below to indicate the extend which you satisfy with it

1 = Strongly dissatisfied

2 = Dissatisfied

3 = Neutral

4 = Satisfied

5 = Strongly satisfied

Material well-being

NO	CONSTRUCT	1	2	3	4	5
1	Income generated from activities / services at National Forest Park.					
2	Cost of basic necessities such as food, housing and clothing.					
3	The facilities and services provided surrounding.					
4	The conditions of the community environment.					
5	The economic security at National Forest Park & village.					

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6	The pay and fringe benefits received.					

SECTION C:

1) PERCEPTION OF THE LOCAL COMMUNITIES ON ECONOMIC IMPACT AS PERCEIVED BY LOCAL COMMUNITIES.

Direction: please (/) the scale below to indicate the extend which you satisfy with it

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

Economic impact

NO	CONSTRUCT	1	2	3	4	5
1	Ecotourism create employment opportunities.					
2	Ecotourism increase the retailing sector.					
3	Ecotourism improve the transportation facilities.					
4	Ecotourism increase income.					

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5	Ecotourism ensure that the younger generation will to continue working in National Forest Park.					

2) PERCEPTION OF THE LOCAL COMMUNITIES ON SOCIAL-CULTURE IMPACT AS PERCEIVED BY LOCAL COMMUNITIES.

Social-culture impact

NO	CONSTRUCT	1	2	3	4	5
1	Ecotourism increase the image of village.					
2	Ecotourism increase the quality of life.					
3	Ecotourism provide more recreational facilities.					
4	Ecotourism improve quality of the place of worship.					
5	Ecotourism improve quality of social infrastructures.					

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3) PERCEPTION OF THE LOCAL COMMUNITIES ON ENVIRONMENT IMPACT AS PERCEIVED BY LOCAL COMMUNITIES.

Direction: please (/) the scale below to indicate the extend which you agree with it

Environment impact

NO	CONSTRUCT	1	2	3	4	5
1	Biodiversity must be valued and protected.					
2	Community environment must be protected now and in the future.					
3	Ecotourism increase conservation of natural area.					
4	Ecotourism contribute to conservation of wildlife.					
5	Ecotourism increase the environmental awareness among locals.					

Thank you for participating in this survey and helping in the success of our final year project. The time you spend answering all our questionnaires is greatly appreciated.

From:
Ahmad Firdaus bin Ahmad Radzi (H18A0015)
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Students of Faculty hospitality, tourism and wellness University Malaysia Kelantan

Frequency

Village

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kampung Teresek, Pahang	77	26.6	26.6	26.6
	Kampung Kuala Tahan Seberang, Pahang	71	24.5	24.5	51.0
	Kampung Pasir Linggi, Kelatan	67	23.1	23.1	74.1
	Kampung Kuala Koh, Kelantan	75	25.9	25.9	100.0
	Total	290	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-37 years	121	41.7	41.7	41.7
	38-57 years	143	49.3	49.3	91.0
	58 and above	26	9.0	9.0	100.0
	Total	290	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	241	83.1	83.1	83.1
	Chinese	24	8.3	8.3	91.4
	Indian	15	5.2	5.2	96.6
	Others	10	3.4	3.4	100.0
	Total	290	100.0	100.0	

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Religions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	245	84.5	84.5	84.5
	Buddhist	22	7.6	7.6	92.1
	Hinduism	14	4.8	4.8	96.9
	Christian	9	3.1	3.1	100.0
	Total	290	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not formal	30	10.3	10.3	10.3
	Primary school	23	7.9	7.9	18.3
	Secodary school	123	42.4	42.4	60.7
	STPM	58	20.0	20.0	80.7
	Diploma	29	10.0	10.0	90.7
	Degree	27	9.3	9.3	100.0
	Total	290	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,200	153	52.8	52.8	52.8
	RM 1,200-2,200	98	33.8	33.8	86.6
	RM 2,200-3,300	26	9.0	9.0	95.5
	RM 3,300 above	13	4.5	4.5	100.0
	Total	290	100.0	100.0	

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Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	87	30.0	30.0	30.0
	Married	178	61.4	61.4	91.4
	Widower	25	8.6	8.6	100.0
	Total	290	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government sector	82	28.3	28.3	28.3
	Private sector	75	25.9	25.9	54.1
	Self employed	105	36.2	36.2	90.3
	Housewife	19	6.6	6.6	96.9
	Unemployed	9	3.1	3.1	100.0
	Total	290	100.0	100.0	

Currently employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-government	208	71.7	71.7	71.7
	Government	82	28.3	28.3	100.0
	Total	290	100.0	100.0	

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RELIABILITY (PILOT TEST)

Scale: Material well-being (DV)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.828	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
INCOME GENERATED FROM ACTIVITIES SERVICE AT NATIONAL FOREST PARK	20.73	9.836	.408	.206	.837
COST OF BASIC NECESSITIES SUCH AS FOOD, HOUSING AND CLOTHING	20.55	9.197	.624	.507	.789
THE FACILITIES AND SERVICE PROVIDED SURROUNDING	20.59	9.010	.715	.569	.771
THE CONDITIONS OF THE COMMUNITY ENVIRONMENT	20.55	9.415	.597	.406	.795
THE ECONOMIC SECURITY AT NATIONAL FOREST PARK & VILLAGE	20.64	9.070	.650	.445	.784
THE PAY AND FRINGE BENEFITS RECEIVED	20.59	9.228	.586	.391	.797

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Scale: Economic impact (IV1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.803	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ECOTOURISM CREATE EMPLOYMENT OPPURTUNITIES	17.36	4.052	.727	.570	.715
ECOTOURISM INCREASE THE RETAILING SECTOR	17.39	4.279	.551	.333	.768
ECOTOURISM IMPROVE THE TRANSPORTATION FACILITIES	17.52	3.745	.596	.438	.759
ECOTOURISM INCREASE INCOME	17.23	4.327	.627	.451	.747
ECOTOURISM ENSURE THAT THE YOUNGER GENERATION WILL TO CONTINUE WORKING IN NATIONAL FOREST PARK	17.50	4.655	.435	.193	.801

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Scale: Social impact (IV2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.625	.656	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ECOTOURISM INCREASE THE IMAGE OF VILLAGE	16.88	4.293	.563	.434	.498
ECOTOURISM INCREASE THE QUALITY OF LIFE	16.91	4.192	.514	.329	.509
ECOTOURSM PROVIDE MORE RECREATIONAL FACILITIES	16.79	5.335	.215	.269	.637
ECOTOURISM IMPROVE QUALITY OF THE PLACE OF WORSHIP	17.41	4.137	.238	.192	.679
ECOTOURISM IMPROVE QUALITY OF SOCIAL INFRASTRUCTURE	17.02	3.836	.476	.233	.517

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Scale: Environment impact impact (IV3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.877	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BIODIVERSITY MUST BE VALUED AND PROTECTED	18.27	5.509	.649	.438	.865
COMMUNITY ENVIRONMENT MUST BE PROTECTED NOW AND IN THE FUTURE	18.30	5.088	.763	.624	.838
ECOTOURISM INCREASE CONSERVATION OF NATURAL AREA	18.41	5.228	.701	.562	.853
ECOTOURISM CONTRIBUTES TO CONSERVATION OF WILDLIFE	18.29	5.335	.710	.602	.851
ECOTOURISM INCREASE THE ENVIRONMENTAL AWARENESS AMONG LOCAL	18.30	5.306	.718	.616	.849

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RELIABILITY (ACTUAL DATA)

Scale: Material well-being (DV)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.864	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Income generated from activities services at National Forest Park,	20.63	9.840	.494	.263	.869
Cost of basic neccessities such as food, housing and clothing	20.49	9.372	.645	.458	.841
The facilities and services provided surrounding	20.51	9.517	.683	.475	.836
The conditions of the community environment	20.58	9.110	.730	.539	.826
The economic security at National Forest Park	20.50	9.137	.712	.527	.829
The pay and fringe benefits received	20.64	8.875	.690	.505	.833

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Scale: Economic factor (IV1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.906	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ecotourism create employment oppurtunities	17.55	6.996	.776	.607	.881
Ecotourism increase the retailing sector	17.69	6.829	.741	.570	.888
Ecotourism improve the transportation facilities	17.66	6.683	.765	.598	.883
Ecotourism increase income	17.60	6.808	.796	.642	.876
Ecotourism ensure that the younger generation will to continue working in National Forest Park	17.70	6.572	.738	.545	.890

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Scale: Social factor (IV2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.825	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ecotourism increase the image of village	17.11	6.195	.637	.479	.741
Ecotourism increase the quality of life	17.17	5.896	.675	.493	.726
Ecotourism provide more recreational facilities	17.16	5.970	.662	.531	.731
Ecotourism improve quality of the place of worship	17.64	5.538	.394	.172	.852
Ecotourism improve quality of social infrastructure	17.18	5.919	.657	.460	.731

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Scale: Environment factor (IV3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.899	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Biodiversity must be valued and protected	18.10	6.270	.698	.607	.887
Community environment must be protected now and in the future	18.15	6.002	.718	.592	.883
Ecotourism increase conservation of natural area	18.18	5.795	.781	.692	.869
Ecotourism contribute to conservation of wildlife	18.22	5.647	.756	.686	.875
Ecotourism increase the environmental awareness among locals	18.19	5.575	.795	.647	.866

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DESCRIPTIVE

Material well-being

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Income generated from activities services at National Forest Park,	290	1	5	4.04	.818
Cost of basic necessities such as food, housing and clothing	290	1	5	4.18	.777
The facilities and services provided surrounding	290	2	5	4.16	.716
The conditions of the community environment	290	2	5	4.09	.762
The economic security at National Forest Park	290	1	5	4.17	.770
The pay and fringe benefits received	290	1	5	4.03	.842
Valid N (listwise)	290				

Economic factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ecotourism create employment oppurtunities	290	1	5	4.50	.697
Ecotourism increase the retailing sector	290	2	5	4.36	.759
Ecotourism improve the transportation facilities	290	1	5	4.39	.774
Ecotourism increase income	290	2	5	4.45	.725
Ecotourism ensure that the younger generation will to continue working in National Forest Park	290	1	5	4.35	.820

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Valid N (listwise)	290				

Social factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ecotourism increase the image of village	290	2	5	4.46	.670
Ecotourism increase the quality of life	290	2	5	4.40	.719
Ecotourism provide more recreational facilities	290	2	5	4.40	.710
Ecotourism improve quality of the place of worship	290	1	5	3.92	1.096
Ecotourism improve quality of social infrastructure	290	1	5	4.39	.727
Valid N (listwise)	290				

Environment factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Biodiversity must be valued and protected	290	2	5	4.61	.642
Community environment must be protected now and in the future	290	2	5	4.56	.694
Ecotourism increase conservation of natural area	290	1	5	4.53	.702
Ecotourism contribute to conservation of wildlife	290	1	5	4.49	.754
Ecotourism increase the environmental awareness among locals	290	2	5	4.52	.745
Valid N (listwise)	290				

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Material well being

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Dependent variable	290	1.67	5.00	4.1115	.60198
Valid N (listwise)	290				

Economic factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Economic	290	1.60	5.00	4.4097	.64323
Valid N (listwise)	290				

Social factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social	290	2.00	5.00	4.3131	.59237
Valid N (listwise)	290				

Environment factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Environment	290	2.00	5.00	4.5421	.59753
Valid N (listwise)	290				

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PEARSON CORRELATION

Hypothesis 1

Correlations

		Dependent variable	Economic
Dependent variable	Pearson Correlation	1	.641**
	Sig. (2-tailed)		.000
	N	290	290
Economic	Pearson Correlation	.641**	1
	Sig. (2-tailed)	.000	
	N	290	290

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

Hypothesis 2

Correlations

		Dependent variable	Social
Dependent variable	Pearson Correlation	1	.660**
	Sig. (2-tailed)		.000
	N	290	290
Social	Pearson Correlation	.660**	1
	Sig. (2-tailed)	.000	
	N	290	290

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

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Hypothesis 3

Correlations

		Dependent variable	Environment
Dependent variable	Pearson Correlation	1	.536**
	Sig. (2-tailed)		.000
	N	290	290
Environment	Pearson Correlation	.536**	1
	Sig. (2-tailed)	.000	
	N	290	290

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

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TURNITIN RESULT

Chapter 1-5

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