



Assessment on Local Community Perception of Gunung Stong State Park and its Role in Income from Sustainable Tourism

by

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of Bachelor of Applied Science (Natural Resources Science) with Honours

**FACULTY OF EARTH SCIENCE
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DECLARATION

I declare that this thesis entitled “Assessment on Local Community Perception of Gunung Stong State Park and its Role in Income from Sustainable Tourism” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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It has been a privilege to study about local community perception around one of the top ecotourism destination in Malaysia, Gunung Stong State Park. Praise to God for giving me strength throughout the year in competing this final year project. This thesis wouldn't be a success without the contribution from certain individuals. High appreciations goes to my parents, Santhosam Palanisamy and Mallika Sellaperumal for their supports in term of financial and never fail to motivate me in completing the thesis in the best way. Next, I would like to thank my supervisor, Mr. Zulhazman Hamzah for his guidance, support, knowledge and idea. Mr. Zulhazman never hesitates in correcting mistakes and taught me on the proper method of approaching the local communities in the targeted location. I would thank my co-supervisor, Mr Nik Maseri too for his willingness in contributing ideas and supplies us with the complete information regarding Gunung Stong State Park. Last but not least, I would like to thank my both examiners, Dr. Nazahatul Anis and Miss Munirah for correcting my mistakes and give out ideas on producing better quality of questionnaire. Also, I would thank my coursemates, Zaza Amirah and Tharshini Ananthan to accompany me to study area and for exchanging ideas in completing this thesis.

Assessment on Local Community Perception of Gunung Stong State Park and its Role in Income from Sustainable Tourism.

ABSTRACT

Tourism is one of the important sectors in giving good economic impacts for states such as Kelantan due to the existence of many tourism destinations and Gunung Stong State Park (GSSP) is one of the highly exposed ecotourism destination regarding the presence of second highest waterfall in Southeast Asia, Jelawang Waterfall. This study is to identify the benefits received by local communities and to determine the role of GSSP in providing income from sustainable tourism. This study also helps to identify the perception of local communities on tourism in GSSP. Questionnaires interviews and observation help in determining the perception of local communities on tourism in GSSP and its role in income from sustainable tourism. Results show that local communities receive benefits in term of road maintenance, exposure to tourists, improvement of infrastructure quality, enhancement of recreational activities and revenue potential. Result also shows that GSSP play roles in income from sustainable tourism and local communities have high awareness on the importance of GSSP. Entrepreneurship plays crucial factor in their income. This results show that entrepreneurship helps to improve the quality of life of local communities and GSSP plays important role to the local communities surrounding GSSP.

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Kajian Mengenai Persepsi Penduduk Setempat terhadap Gunung Stong State Park dan perannya dalam pendapatan daripada pelancongan lestari.

ABSTRAK

Pelancongan merupakan salah satu sektor penting dalam memberi kesan ekonomi yang baik bagi negeri seperti Kelantan disebabkan oleh kewujudan pelbagai jenis destinasi pelancongan. Gunung Stong State Park (GSSP) adalah salah satu destinasi eko-pelancongan yang sangat popular disebabkan oleh kewujudan air terjun kedua tertinggi di Asia Tenggara Asia, Air Terjun Jelawang. Kajian ini bertujuan untuk mengenal pasti kebaikan yang diterima oleh penduduk setempat melalui pelancongan di GSSP dan perannya dalam memperolehi pendapatan melalui pelancongan lestari. Kajian ini juga membantu dalam mengenal pasti persepsi masyarakat tempatan terhadap pelancongan di GSSP. Borang soal selidik dan pemerhatian membantu dalam menentukan persepsi masyarakat setempat terhadap pelancongan di GSSP dan perannya dalam menjana pendapatan daripada pelancongan mampan. Hasil kajian menunjukkan bahawa penduduk setempat menerima faedah dari segi peningkatan kualiti jalan raya, pendedahan kepada pelancong, penambahbaikan kualiti infrastruktur, penambahan aktiviti rekreasi dan peluang untuk menjana pendapatan. Hasil juga menunjukkan bahawa GSSP memainkan peranan dari segi penjanaan pendapatan dai pelancongan lestari dan penduduk setempat mempunyai tahap kesedaran yang tinggi terhadap kepentingan GSSP. Keusahawanan memainkan peranan penting dalam pendapatan penduduk tempatan. Hasil menunjukkan keusahawanan memberi peluang alam meningkatkan taraf hidup dan GSSP memainkan peranan penting kepada penduduk sekitar GSSP.

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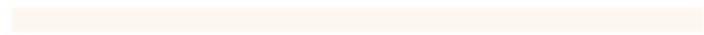
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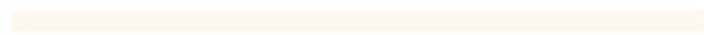
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LIST OF ABBREVIATIONS

GSSP	Gunung Stong State Park
US	United State
UNWTO	World Tourism Organisation
WPB	Wildlife Park Board
KESEDAR	Lembaga Kemajuan Kelantan Selatan
R&R	Kawasan Rehat & Rawat

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LIST OF SYMBOLS

%	Percentage
\$	Dollar
mn	Million
RM	Ringgit Malaysia
N	North
E	East
°	Degree
ha	Hectar

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CHAPTER 1

INTRODUCTION

1.1 Background of study

Malaysia is a tropical country and is well-known with the large range of habitat and species. Habitats such as Lowland Dipterocarp, Hill Dipterocarp, Upper Dipterocarp, Lower Montane, Upper Montane, Peat Swamp and Mangrove Forests causes Malaysia to be one of the twelve countries that have extensive areas of valuable natural tropical rainforest of complex ecosystem (Kamaruzaman & Dahlan, 2008). Its diversity however provides challenges in managing Malaysia such as climate change and extensive land-conversion that threatens them.

Forests, once formerly extensive, are now reduced to islands surrounded by agriculture, roads and built up environments. In recent years, issues such as forests conversions, pollution, and species extinction, was put biodiversity conservation to the fore-front. Biodiversity conservation is not only emphasize on species conservation, but also, in the long term affects human as well, because the interconnectedness due to food resources, gene-stocks and maintenance of natural resources.

Natural habitats benefit humans in many ways that include regulation of climatic and physical conditions, the safeguarding of water supply, the maintenance of soil fertility, the provision of aesthetic and recreational amenities and priority is given on the effectiveness of protected areas in conserving valuable forest and non-forest ecosystems and this is seen lately in the numbers of protected area that are being created. Apart

from conservation of biodiversity and natural resources, another function of protected area is to the local community from revenues derived from tourism.

This is a part of the strategy to obtain support from the local community towards conservation (Tewodros & Afework, 2014). This study is to identify the role of a protected area in providing sustainable benefits to the local community of Dabong and Jelawang. The protected area that used as an indicator is in near Gunung Stong State Park, Dabong, Kelantan.

Gunung Stong State Park (GSSP) is a well-established nature tourism destination in Kelantan due to its location and physical factors and is one of the most popular nature tourism destinations in Malaysia (Azizan et al., 2011). The challenging physical landscape of GSSP attracts visitors that prefer adventure activity and is also well-known for its rich biodiversity and one of the good locations for species diversity study and research purposes (Jayaraj et al., 2012). Suitable activities such as jungle trekking and mountain climbing, and the existence of several waterfalls are the main assets in increasing the natural value of GSSP (Mariana et al., 2005)

Generally, most of the nature tourism destinations are normally in rural or wilderness areas but there need to be basic, but sufficient facilities provided to maintain the natural value and to attract more visitors. In the case of GSSP, the development around the place is considered at a very low stage and categorized as rural area but this is not a negative factor, as nature tourists do not demand high-end facilities and is part of the experience. Benefits from tourists spending while visiting GSSP is an opportunity for

the locals to improve their livelihood, and this will turn to provide support for sustainable tourism in a protected area.

This study is to access the local community perception towards GSSP and its role in providing income from sustainable tourism. This study could determine the relationship between the existence of GSSP and the income of local communities around that place could also help in constructing ideas in increasing the value of GSSP in term of sustainable tourism.

1.2 Problem Statements

Many studies have been done in GSSP especially on species diversity such as discovery of *Codonoboea orephila* (Gesneriaceae) and *Loxocarpus pauzii* (Gesneriaceae) (Yao et al., 2012; Lim et al., 2013), however only a few studies were conducted on the local community perceptions toward tourism in GSSP and its relationship in providing complementary income. Local community often been neglected due to the perception that no much contribution to the tourism industry growth in a tourism destination but local community is one of the factors in indicating the tourism destination exposure level to the tourists. This is due to the involvement of local community in small scale entrepreneurship such as setting up small shops and restaurants could increase the existing facilities in that place and increase demand of tourists to go to that particular area. Importance of local communities is less addressed in previous research. Tourism in an area are linked with various factors such as physical environment, facilities and activities and local community should be considered as one of the contributing key to tourism growth in a place. Benefits obtained by both side parties which are the tourists

and local communities are also less addressed and the linkage between them could not clearly seen.

1.3 Significance of the study

This study will help in understanding the relationship between GSSP and local community surrounding the area. The relationship could be studied through one of the indicators which is the incomes provided to the local community through sustainable tourism activities.

1.4 Research questions

1. What is the perception of local community at GSSP area towards sustainable tourism in GSSP?
2. How does the existence of GSSP benefit the local communities?
3. How does the existence of GSSP play a role in providing income to the local communities?

1.5 Objectives of Study

This study was carried out to determine the relationship on existence of GSSP as sustainable tourism spot and the local communities around that area. The specific objectives for this study are:

1. To identify the benefits received by local communities through tourism in GSSP
2. To determine the role of GSSP in providing income from sustainable tourism
3. To know the perception of local community at GSSP area towards sustainable tourism in GSSP

CHAPTER 2

LITERATURE REVIEW

2.1 Tourism

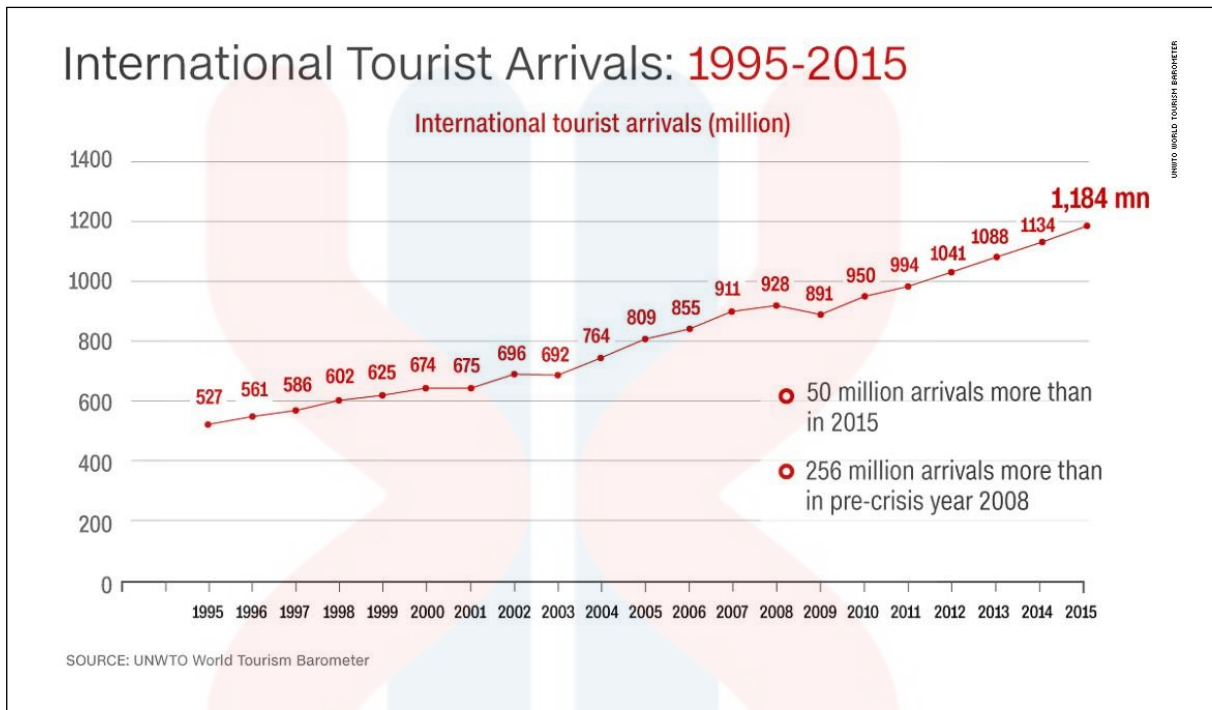
Tourism can generally be defined as the activities of persons travelling to and staying in places outside from their usual environment which is not more than one consecutive year for any purposes such as leisure, business (Paul et al., 2015). This concept can be applied and modified based on the study as tourism scope is too wide and can be further divided either in the term of geography such as domestic and international tourism or in term of motivation such as for holiday, business tourism, visiting friends and relatives purposes (Paul et al., 2015). Tourism is a must industry in all the countries as it is known as one of the most contributing sector in a country's economy, and globalization was much influenced by tourism as it increasingly allows citizens to become aware of other cultures (Michael & Made, 2015). In the global perspective, tourism connects the countries in the world as it is a growing industry in both developing and least developed world and through tourist spending in their destinations, the financial resources is directly transferred from the developed to developing world (David, 2006).

Tourism generally benefits the country in many ways such as conservation of protected area, cultural restoration while generating income to the economy and tourism have managed to increase the participation of developing countries in the global economy through development of international tourism. Tourism plays an important role in

promoting economic growth, alleviating poverty, advancing food security and contributes to national development goals and is principal revenue for 83% of developing countries and the most significant source of foreign exchange after petroleum (Robert, 2010). Tourism is also one of the leading industry in services sector and major provider of jobs and a significant generator of foreign exchange earnings at the national level especially in certain countries such as Thailand, Australia, and New Zealand. According to the statistics, is the increase over 4% in 2011 with tourists' receipts exceeding US\$1 trillion and is a contributing factor to the economy of Asia Pacific countries (David, 2013). In the current developments and forecast of global tourism, international tourist arrivals had grew by 4.3% in 2014 to 1.133 billion and in the same year, international tourism had generated US\$ 1.5 trillion in export earnings. UNWTO also forecasts a growth in international tourist arrivals of between 3% and 4% in 2015 (UNWTO, 2016).

However, tourism also has its challenges. The impact of numbers on natural resources, and over-building to cater for the demand of mass tourists could lead to pollution, climate change, and cultrate erosion. However, if sustainably managed, tourism could contribute to global environmental conservation through several methods such as financial contribution, improved environmental management and planning, and preservation and regulatory measures (Camarda & Grassini, 2013).

Tourism industry growth over years could be observed through the graph below.

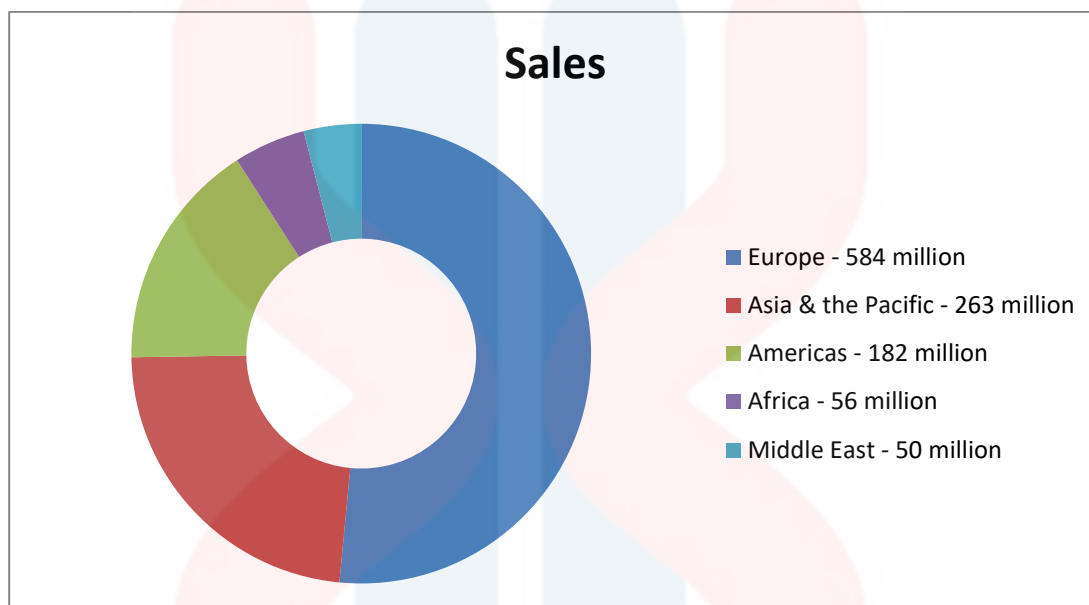


Source: (UNWTO, 2016)

Figure 2.1: International Tourists Arrivals from 1995-2015

The graph shows there are drastic increase from 527 million of tourists in 1995 to 1,184 million of tourist in 2015 and it shows that tourism industry benefits the global economy and proves that tourism is fast-growing industry. The tourism growth is influenced by many factors such as the country economy and attractions that exist in different countries as the data is viewed in term of international and involving tourists of cross country.

The scope of international tourism is wide and to be more specific, the statistic on international tourist arrival in 2014 is shown on the pie chart below.



(Source: UMWTO, 2014)

Figure 2.2: International Tourist Arrivals 2014

The diagram shows that international tourists in 2014 were majority from Middle East countries and least number of tourists were from Africa.

2.2 Tourism in Malaysia

There are many nature tourism destinations in Malaysia comprising of 54 protected areas of more than 1 000 hectares, totaling of 1 485 million hectares or about 2.5 % of the country's land surface area. This value includes 28 strict nature reserves which are strictly prohibited from tourism activity, 16 national parks, nine managed nature reserves and a protected landscape (Azizan et al., 2011).

Tourism is one of biggest plus point economical sector which grows rapidly and provides benefit to a country. Generally, tourism can be majorly divided to mass tourism and alternative tourism where mass tourism is about traditional or convention tourism and alternative tourism is on specific interest or responsible tourism. Mass tourism can be indicated by large number of tourists in staged setting and alternative tourism can be guessed by small number of tourists in authentic natural or cultural setting.

Alternative tourism can then be further divided to smaller scale types of tourism such as natural tourism, cultural tourism, event tourism and others types of tourism. Natural tourism can be sub divided to another four types of tourism which are adventure tourism, nature-based tourism, wildlife tourism and ecotourism. Adventure tourism emphasis on the types of activities that provided in the tourism destination meanwhile nature-based tourism is basically on primary viewing of natural landscape. Next, wildlife tourism can be differentiated from ecotourism in the aspects of wildlife tourism emphasis only in animal where else ecotourism includes educative and conservation supporting elements. Cultural tourism focus on the religious heritage and event tourism is on the sports and festival that exist in that area. Other type of tourism is on some other supportive elements that can be related to tourism such as farm and education related (Amran & Hairul, 2008).

Tourism is the second most contributing sector in gaining income economically besides agricultural sector as RM 1.2 billion was generated by the state government (Suliadi et al., 2013). It is also a medium or platform in promoting the nature conservation of a country and in increasing a country's income through the number of

visitors to the particular country. The type of tourism can give impacts on the host community and the environment, over-exploitation to a tourism area due to absence of strict regulation will then result negatively when the attractions that were the assets of the place will be destroyed (Normala & Sofiah, 2010). This example is one of the reasons why sustainable management is highly considered in any tourism management.

There are some other types of tourisms such as pleasure tourism, business tourism, recreational tourism, active tourism, health or medical tourism, adventure tourism and wilderness tourism. The form of tourism that exists in a particular place should be identified as it contributes to the tourism management and planning as essential elements in local development policies through tourism. The physical characteristics of the place could determine the diversity of tourist activity and types of tourists that use to visit the area (Cezar, 2012). In the study area, GSSP, there are several types of tourism existed namely nature tourism, recreational tourism, adventure tourism and ecotourism.

2.2.1 Nature tourism

There are several definitions of tourism, depending on those in authority. According to Boo (1990), nature tourism is defined as tourism that consists of travelling without destroying or contaminating the existing nature. Weiler and Hall (1992), has been defining nature tourism as a broad spectrum of touristic activities, often commercialized and involving an interaction with the natural environment away from the participant's home range. Based on Goodwin (1996), nature tourism is defined as tourism that encompasses all forms of tourism such as mass tourism, adventure tourism, low-impact

tourism, ecotourism, where the natural resources is used in a wild or undeveloped form including species, habitat, scenery and freshwater features. The similarities can be seen based on the definitions mentioned where nature-based tourism can be concluded as tourism in less exploitation by human area consisting of several ecosystems.

Referring to the case of GSSP, nature-based tourism can suitable in that area due to existing natural habitats that are maintained in the area, and its rich biodiversity. The place is not much modified and only slightly modified for certain things such as facilities for the visitors. Nature tourism is formed in GSSP due to its natural landscape, quality of the environment in term of biodiversity richness in that area, natural resources which remain in a relatively less developed state including aspects such as scenery, topography, wildlife and cultural heritage. Nature tourism also could show rise in the number of visitors to that area and extra income could be obtained for the conservation process could be done without much obstacles as millions of people travel to see and experience natural environments each year, and the scale of such movements leads to some disturbance and damage to visited sites. The natural condition that exists in GSSP is also strongly supported by the physical area in the surrounding and the state itself which is still untouched and famous for cultural heritage (Azizan et al., 2011). The implementation of nature-based tourism corridor is also suggested at the area of Gunung Stong to be further developed and promoted (Amran & Hairul, 2008).

2.2.2 Recreational tourism

According to Deheragoda (1984), recreational tourism is included in both dynamic and static human behavioral categories but still recreational form of tourism is different

from leisure tourism where leisure tourism includes all active forms of leisure and sports. Some recreational activities that can be linked to tourism are walking and hiking, biking, horseback riding, driving for pleasure, boating and water skiing. Recreational tourism includes all the indoor and outdoor activities, travelling activities, social activities, social activities, aesthetics and educational activities.

Recreational tourism is closely related to the facilities provided in that particular tourism area. The supply of facilities in the tourism area is one of the indicators that marks the urban civilization level of that area. The usage of facilities cannot be restricted or limited to certain groups such as local community as exterior tourist might be highly exposed to that place and associated with other types of tourism as well (Peng, 2011). Recreational tourism can be formed in an area based on the natural attractions that exist in that area. The statement can be explained with the example of existence of water-bodies that enable fishing activity (Emanuala, 2012). Recreational tourism is highly associated and frequently visited by local residents for relaxation purpose and community support to such places could ensure the conservation process is done continuously.

Recreational tourism can be differentiated from other form of tourism in term of the usage of the area and human exploitation in that area. Tourism destination that apply recreational type of tourism are open access to human being, it means that there are a part or the whole area can be freely used for recreational activities. Conservation of biodiversity less can be seen in these types of area unless there are specific area in that place that declared as protected areas and only can be entered with the permission from selected authorities.

Referring to the case of GSSP, recreational tourism is said to exist in that place with the reason of the suitability of the space in the park to carry out recreational activities. GSSP is highly exposed to locals and public as a recreational spot and facilities around that area influence the effectiveness of recreational activities carried out in that place. GSSP is a protected area and not the whole state park that can be used for recreational purpose.

2.2.3 Adventure tourism

Adventure tourism can be said as a concept that scholars use to define activities that normally occur outdoors and appear exciting to the consumer (Buckley, 1994). According to Paul and Simon (2003), adventure tourism is an agglomeration of travel, outdoor recreation and sport, thus it involves multiple disciplines. Adventure tourism can also be defined as the elements of risk attached to some of these activities which contribute to excitement for the consumer (Ewart & Hollenhorst, 1989). Based on Walle, adventure is reflected in the adrenaline rush from risk taking and any knowledge that is gained from the activity done by an individual (Walle, 1997). Mortlock (1984) who was the one of the first authors to define adventure tourism had developed four non-sequential stages necessary for adventures.

Stage one is one the concept of play where the participant do not experience any physical and mentally harm, required minimal skill and responded to the experience either in positive or negative way. Stage two highlighted on types of participants where the previous experiences and skills used is facing high-risk or dangerous situation. Stage two is said to be more adventurous compared to Stage one. Stage three is

considered as the frontier adventure as participants no longer felt fully in control of their situation and may experience physical or physiological harm and the success in the journey could bring at least a small amount of satisfaction to the participants. The final stage which is Stage four referred to as the misadventure where the participants may not fully succeed. The damage might vary from a very minor harm to potential death (Mortlock, 1984). Based on the relation of the definitions, adventure type of tourism is formed based on the activities that existed in that tourism spot.

Generally, adventure tourism activities can be divided into four categories which are land-based, water-based, air-based and mixed activities. Land-based adventure tourism activities are such as abseiling, backpacking, bicycling, caving, rock-climbing, hiking, hunting, motorcycling, mountain biking, mountaineering, orienteering, quad biking, scrambling, skiing, adventurous activities related to snow, wilderness exploring, ice climbing, bungee jumping, archery, power kiting, karting, 4x4 roads, and hover rafting meanwhile activities for water-based adventure activities are body boarding, canoeing, cruise expeditions, kayaking, sailing, scuba diving, snorkeling, water skiing, white-water rafting, windsurfing, kite surfing, wakeboarding, black water rafting, power boating, charter sailing, catamaran sailing, jet biking, and jet boating.

The activities for air-based adventure tourism are ballooning, bungee jumping, cliff jumping, gliding, hang-gliding, micro-lighting, paragliding, parachuting, skydiving, flying, gyrocoptering, helicopter flights and zero-G weightless flights. Next, the activities categorized in mixed which involves all the three element are adventure racing, charity challenges, conservation expeditions, cultural experiences, gap year

travel, hedonistic experiences, spiritual enlightenment and wildlife watching (Terblanche, 2012).

The activities in recreational tourism might also be considered in adventure tourism but the activities in both type of tourism can be differentiated through the level of risk and danger. There are few comparisons that can accurately describe adventure tourism which are climbing at a local gym as compared to climbing Cotopaxi in Ecuador, fly fishing at a stream in Kamchatka Peninsula, Russia, backpacking across Western Europe with a group of friends as compared to solo backpacking across China and a guided kayaking trip as compared to a solo kayaking trip to the 30 000 islands in Georgian Bay, Ontario. The adventure level in each activity carried out influenced by an individual's competence in the activity, familiarity with the places and method of travelling (Lauren & Jillisa, 2013). Adventure tourism has the high value of risk and danger and might not be preferred by all the tourists (Eric, 2013). Formation of adventure tourism in a place is strongly influenced by the natural formation of the area such as hilly type of area that enables hiking type of activities. Adventure tourism can further divided into two parts which is hard and soft adventure tourism. Hard tourism can be defined as tourism that includes risks and challenges and the person involved in these should physically and mentally fit meanwhile soft adventure tourism can suits for people that prefer low risk activities and they are not restricted by any physical or mental health requirements (Sujata, 2012).

In the case of GSSP, adventure tourism is suitable to be implemented as it is one of the favorable spot for hiking and many international tourists prefer to go GSSP for

hiking purposes. Several hours required to complete hiking activity along the hill in GSSP.

2.2.4 Ecotourism

Originally, ecotourism existed and realized through an incident where there are more than 1 500 species golden toads can be found in Monteverde Cloud Forest Reserve in 1987. The quantity then decreased drastically in the period of one year and there are only ten golden toads left in the following year. Finally in 1989, there are only one golden toad was left. Since that, the species is believed had extinct and visitors could only see the picture of the valuable species through the photographs. The reasons for this scenario had been studied by many researches and here is where phenomenal growth of tourism could be related to this issue. The tourism meant previously is defined as ecotourism (Martha, 1999). Ecotourism can be described through few definitions given by few tourism experts previously. Ecotourism was firstly defined by Ceballos-Lascurain (1991) as travelling to relatively undisturbed or uncontaminated natural areas with the specific motive of studying, admiring, enjoying the scenery, wildlife and any existing cultural manifestations. According to Cater (2006), ecotourism in all its forms is often proposed as being able to ensure environmental conservation while contributing to economic benefits of the local communities and the most common denominator with respect to ecotourism is that it is nature-based. Fennel and Nowaczek (2010) viewed ecotourism as a subject of absence of general theoretical and practical consensus. Reichel and Uriely (2008) relate ecotourism with small scale community and long term social well-being. Ecotourism also called as nature-based tourism is

becoming a greater focus on locations that need to attract revenue as well as it linked in offering a different kind of recreational experience (Williams, 1996).

Ecotourism is one of the advantages in sustainable tourism in rural area as it expected in improve conservation effort and development in that area (Simon et al, 2011). Ecotourism can be formed in that area influenced by several factors such as the interaction of between flora and fauna in an ecosystem, suitability of landscape that formed in that place and wildlife conservation relative activities that carried out in that area. Ecotourism development can only be implemented with area that have criterias such as fragile ecologies, wildlife populations and coral reef as it has high conservation value (James, 2007). Ecotourism is said as a potential strategy in protecting the natural biodiversity as it helps in promoting sustainable development through growing niche market in the larger travel industry. As ecotourism is more than just visiting natural areas, opportunities can be used by tourism manager to apply the concept of ecotourism as the marketing tool in promoting their business in a greener way. Other than sustainable tourism, cultural tourism and rural tourism could also contribute in the formation of ecotourism in an area as all these tourisms are linked to each other (Doru & Antonio, 2014). Ecotourism is for the purpose of the area is being protected and conserved in a long-time term.

Ecotourism benefits in economically and socially through few aspects such as in term of the income, local employment, exposure of national parks to tourists, tourist attitudes, and cost of travel and willingness to pay (David, 2011). Ecotourism development can be viewed in three components which are in environment, society or cultural and economy wise. Ecotourism can be well-implemented in GSSP due to its suitability in species and

biodiversity richness. Use of natural resources in GSSP could also give added value to the ecotourism that formed in that area.

Previously, few types of tourism had been described and there are differences between each types of tourism discussed. Ecotourism looks similar with nature tourism as both types of tourism involves environment but they can be differentiated through the context limitation. Nature tourism is any travelling experience in the environment without considering the condition of it either it is good or bad and ecotourism is more to carry out any activities relating to the environment and a tourism that benefits the local communities (Peter, 2011). Recreational and adventure tourism can be differentiated clearly due to different scope.

2.3 Sustainable Tourism

Malaysia has a great advantage in terms of sustainable tourism of nature and mainly due to the landscape factor of the country. In this case, promoting and developing ecotourist destination is vital role in preservation of the natural resources.

Sustainable tourism can be related with few key criteria which are the environmental resources need to be utilized in the proper way in order to maintain the essential ecological process, the socio-cultural authenticity of host community which is including inter-cultural understanding and tolerance to the community (Charlie et al., 2011). Tourism development need to be given attention as it involves long-term economic operations and plays role in providing socio-economic benefits to all stakeholders.

Sustainable tourism can also be well-implemented in Kelantan, one of the states in Malaysia which is located at northeast Peninsular Malaysia. Kelantan is a potential place for tourism as there are many natural attractions existed such as beaches, waterfalls, water reservoir and tropical rain forest (Hafizudin et al., 2013). The land in Kelantan is not wholly exploited for development purposes and there are many potential places that can be developed for sustainable tourism.

2.4 Local Community Perception

Local community perception is one of the important factors that need to be considered in tourism area as an indication on the development on the particular tourism area. This is due to the fact where tourism is a fast growing industry and a valuable sector in many countries. Tourism and local community can be said as complementary to each other as tourism also plays an important role to the development of the communities. The benefits of tourism can be in both tangible and intangible forms. Tangibles can be in terms of job creation, state and tax revenue meanwhile intangibles can be in the form of social structure and quality-of-life of the local communities. Local community perception should be prioritized as impacts of tourism on communities could play role in developing the industry (Fariborz & Ma'rof , 2009). Other than that, understanding community perception towards tourism impact contributes in determining types of tourism which is potential in building community capacity.

Local communities play important role in heritage management and planning in conservation of cultural resources. Community participation and perception is considered as fundamental subject of sustainable tourism development. Local

community can be related in various aspects such as their involvement level in the tourism in that area, tourism development opportunity existed, socio-demographic characteristics, and distance residents live from tourist areas and contact with tourist (Sharareh & Badaruddin, 2013). Local communities is one of the indicator used by tourist in assessing the value of the sustainable tourism of that area as through the condition of local communities existed in that area, the level of exposure of that place to public could be evaluated.

Local communities are also considered as an asset of a sustainable tourism spot as they play a role in promoting supporting tourism. Besides that, local communities' perception and behavior influence the tourist perception towards that place. Local communities can be strongly related to sustainable tourism as it reflects their attitude towards tourism. Within the process of developing a sustainable tourism sector, the local community is the key element, as it is indicates the evolution of the area. Development of tourism contributes to the attitude of the entire community through the influence on development of several sectors such as agriculture, food processing and handcrafting. Based on the study of local community perception on a tourism area, residents' support level for future tourism development could also be determined as an additional finding. Local communities' perception can be resulted in both ways either in positive impact or in the form of negative impact. Positive impact can be in form of job creation, investments and increasing the national income meanwhile negative impact can be related to an increased level of inflation and negative cultural influences imported from the tourist (Iulia et al., 2016).

Local communities are interlinked with ecotourism in terms of the benefit provided. Although the benefits of protected area reflect to national and global economy, the costs are usually borne by local communities. Sustainable development of ecotourism can only be succeed with the huge support from the local communities in that area and the relationship between the local communities attitude and tourism development should be studied before the following action is taken. This type of assessment could be impacted in positive way such as the contribution from local communities to the tourism development could be increased (Eugene et al., 2010). Local communities can cooperate well with ecotourism and form community-based ecotourism. Community-based ecotourism shows that both local community and natural resources are complementary to each other. This type of tourism is crucially needed to improve the quality of life of people and protection of resources (Regina, 1999).

Ecotourism gives impacts to local community through few aspects which are economic, psychological, social and political empowerment. The impacts faced by local community might be in both positive and negative way. In term of economic empowerment, ecotourism is as an opportunity to the local community in gaining their economic and the cash they earned through it enable them to improve the life quality but if in term of economic disempowerment, there are no guarantee that the whole profit will be flowed to the local communities as most of it goes to local elites, outside operators and government agencies. Next, in the case of psychological empowerment, self-esteem of the local communities are believed to be enhanced as there are culture, natural resources and traditional knowledge exposure to the tourist.

This medium is used by the local communities in improving the lifestyle by participating in future education and training opportunities. Women and youths could also be accessed to employment and if the psychological empowerment is viewed as psychological disempowerment, the plus point of ecotourism will not much realized by the local communities in today's era but they seems to face hardship as a very limited exposure of the natural resources at the area. This could create a disinterested mindset on ecotourism. In term of social empowerment ecotourism contributes in maintaining the local community's equilibrium. The relation among the local community could be stronger as individuals and families are cooperating together in order to achieve the ecotourism venture goals and the outcome which is the fund is used for the purpose of improving community development.

In term of social disempowerment, the value of traditional cultures is not much appreciated by the local communities in today's trend. There are certain groups such as women are failed in experiencing equitably in terms of benefits from the ecotourism. The concept of cooperation will turn out to competition. Next, in term of political empowerment, questions regarding ecotourism venture could be raised out through a forum and opinions will be given out by the initiating and implementing agencies. The opinions are also presented through the proper decision-making bodies such as Wildlife Park Board (WPB). In term of political disempowerment, the communities apply self-interested leadership and the communities are treated as passive beneficiaries as they cannot get involve directly in decision-making, thus, in their mindset ecotourism is an industry that did not give them any benefit.

2.5 Income Obtained from Tourism

Tourism gives opportunity to the local communities in an area in obtaining either main income which is used to sustain their living or as an additional income. This trend might be due to many factors such as tourist exposure level to the place and sources availability to earn additional income, which then involves development.

Development in term of tourism is mostly needed at rural places. Tourism is the medium to be used in rural places for the purpose development process. The geographical factor of the places could be an additional plus point for tourism-based development to be done. This development could contribute to the local communities in the rural area in term of their income once the place is developed and exposed to visitors and tourist (Aslam et al., 2014). Sustainable tourism could draw away the local communities from unsustainable activities like agriculture (Asantael & Samuel, 2013). Poverty alleviation can be discussed in relation with the income from the tourism. This statement can be supported with the fact that the nature of tourism which is highly labor intensive and open up great opportunities in employing large number of people in different types of activities with the involvement of both male and female. Job creation in tourism can be supported with example which is developing small business opportunities such as supplying goods, accommodation, food and transport to tourists.

Small business not only limited to selling things in form of goods or products to the tourist, it can also be in the form of services such as renting of hotel rooms, homestay services, resort and tour guide packages. These types of community-based organization actually reflects back to the development of local community in the term

of establishment of community fund and the sharing of economic benefit among the whole community (David, 2006). Many literatures emphasized on the reason of arising poverty among the local communities and relate it to the lack of resources obtained from the particular protected area. The job provided by the protected area authority is limited and local community cannot depend on it fully, but they can create their own job such as small scale business as there are tourists as their target market.

Income can obtained from tourism through several ways such as promote employment to the poor in tourism business either in small or large scale, promote the establishment of tourism enterprises by the poor such as small or micro enterprises and community-based organization is involved in partnership with the government to support fiscal strategies such as communication networks and sanitation and health improvement (Robert, 2010).

CHAPTER 3

METHODOLOGY

3.1 Description of Study Area

This study is located at GSSP, is formerly known as Gunung Stong Tengah Forest Reserve as shown in Figure 3.1. The coordinate for GSSP is N 05°20.362'', E 101°58.521'' (Kamarul, 2014). GSSP is authorized by the Kelantan State Forestry Department and covers an area of 21, 950 ha and surrounded by the Basor Forest Reserve, Gunung Stong Utara Forest Reserve, Gunung Stong Selatan Forest Reserve, Balah Forest Reserve and Berangkat Forest Reserve (Maseri et al., 2009). GSSP is located in Dabong, Kelantan along the Jeli-Dabong road. It is officially declared as protected area by State Government of Kelantan in 2007 and it is one of the eco-tourism destinations in Malaysia as it is rich with flora and fauna. There are several mountains within GSSP such as Gunung Ayam, Gunung Tera and Gunung Saji. There are wildlife within GSSP such as tigers, elephants and variety of birds such as hornbills due to its natural forests and even the world's largest flower, *Rafflesia kerri* can be found in this area (Jayaraj et al., 2012).

This area is popular as it is accessible to tourists and there, visitors frequently come to this place. There are places to visit around Baha's Camp due to its landscapes which include Rantai Caves that are known with chain fixed in it to assist visitors to pass through, Kolam Puteri Waterfall known with is high waterfall and connected with big and deep river at the bottom which is suitable site for swimming, Seven Wells that

is known for the existence of rock-pools seven natural wells that are located in the center of the river above Kolam Puteri Waterfall and last waterfall which is formed from the connection of two waterfalls from two mountains which are Mount Stong and Mount Ayam . GSSP is also well known for its landscapes that can be found during the hiking that covers the hills around there where area of bonsai plants can be seen from the peak of Baha camp (KESEDAR, 2016).

Geomorphologically, GSSP can be known as mountainous and hilly area and this landscape forms in the west and north of the district (Dony et al., 2015). GSSP is one of the tourism destinations where many studies on species diversity had been done in this area before (Jayaraj et al., 2012). There are also new species found in GSSP and research had been done on it previously (Lim, 2013). GSSP is a suitable place for the adventurous tourist due to its landscape and status as a protected area. The map of Gunung Stong had been shown and the highlighted area shows the exact location of GSSP.



Figure 3.1: Location of the study area and the surrounding

Tourists have been visiting GSSP since the early 1990s for hiking, camping, and climbing activities to its summits, and they have contributed, somewhat to the local economy of the villages in Dabong and Jelawang. The study and survey will focus on the villages that provide services and products to the visitors.

3.2 Data collection

3.2.1 Field Observation and Data Collection

Field observation will be the primary source in the data collection of this study. Field observation that was carried out is on tourists' response towards entrepreneurial activity carried out by local communities. This observation was carried out to identify the benefits obtained by local entrepreneurs through tourists that came to GSSP. Through this observation, the linkage between revenue opportunities and local communities could be studied and the level of influence on existence of GSSP towards the development of the local communities could be identified. The observation carried out will be tabulated and displayed in data and in table form. The observation will be carried out in certain areas which are at the resort in the GSSP, the coffee shop in GSSP, the nearest homestay at GSSP, the food shops around GSSP and at the R&R area in Jelawang, Dabong. The observation will be carried out only at the area or shops that operate business activities that will generally contribute in understanding the relationship between tourism and revenue generations to local entrepreneurs. Field observation will be carried out continuously once a week so that the frequency of tourists came to GSSP could be observed. Based on the field observation, the potential development of local communities in term of entrepreneurship can be identified.

3.2.2 Questionnaires Survey

The survey were carried out with a sample space of hundred. The number of participant was fixed as hundred as the limitation for questionnaire survey for a ranges from a minimum of 30 samples and maximum of 400 samples (Ranjit, 2014). This survey was

in the form of questionnaires. Regarding the format of the questionnaire survey, the questionnaire was divided into four sections where the first section is about personal background, the second section was on the perception of local community towards GSSP, third section was on the role of tourism in local community income and the fourth section will be on attitudes of local communities towards tourism. Based on the first section, the exposure level of the local communities to that area was identified. The level of awareness on the existence and importance of GSSP among the local communities was identified through the questions in the second section. Third section in the questionnaire helps in identifying the role and level of influence of tourism towards the local community income, while the fourth section of the questionnaire provide information on the attitudes of local communities towards tourism in the area. This survey was carried out to evaluate their perception on GSSP and from this survey; the benefits and impacts of a tourism destination to the local community was analyzed. There are no any restrictions in any aspects fixed for the survey. The participants for this survey are among the local community in the small villages around GSSP. This survey contributes to this study in term of analyzing the influence of GSSP to the local community development and their knowledge on the importance of the existence of GSSP. The questionnaire is done in the form of Likert Scale for Section 2, 3 and 4 and the numerical range which is from one to five was fixed uniformly to ease the data analysis.

3.3 Data Analysis

SPSS was used as a tool in analyzing and interpreting the result of this study (Julie, 2010). SPSS was carried out by using the software related to interpret the qualitative

data obtained from the survey to quantitative form. The related and required tests was carried out through SPSS analysis. SPSS was the main reference for data analysis process. There are a few tests that were applied in data analysis. The tests are specified as follows:

a) Pilot test

This test was used to test the level of understanding of the questionnaires by the respondents. Five sets of questionnaires were distributed to the students in the university and they were asked to answer the questions. The students gave comments on the aspects that need to be improvised before the questionnaires are distributed to local communities. The questionnaires are then simplified based on the understanding level of local communities.

b) Reliability test

This test is used to test the validity of the questions in the questionnaires. This test is to ensure that the questions met up with its standard and valid to be distributed to the targeted community in the study area.

c) Correlation

This analysis was used in evaluating the relationship between occupation and income obtained by the local, relationship between local communities' exposure to tourists and improvement of infrastructure quality, relationship between exposure of local communities to tourists and dependency of local community on income from tourism activities, relationship between contribution of tourism in GSSP in term of income from entrepreneurial activities and contribution of GSSP tourism to main occupation of local communities, relationship between involvement and dependency on

direct revenue obtained from GSSP by the local communities, relationship between exposure of local communities to natural resources and involvement of local communities in exploring economic potential related to tourism in GSSP, and relationship among awareness on the importance of GSSP, concern on environmental issues and compliance of park regulation. Correlations were also used to study the relationship between local communities' support to tourism and creation of new market on local products.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter is divided in four sections based on the different aspects of evaluation in each chapter. The first section is regarding demographic of the respondents which involves their personal backgrounds. The second section is about the perception of the local community on the Gunung Stong State Park in which the importance of GSSP to the local communities could be evaluated. The third section is on the role of GSSP tourism in local communities' income while the fourth section is regarding the attitude of local communities towards tourism. In this section, the perception of local communities towards tourism could be evaluated.

4.1 Personal background

In the first section, the background details such as age, race, occupation, gender, marital status, duration of living in the community, and incomes were collected. The respondents, chosen randomly were between the ages of 15 to 70. Next, in term of race, 100% respondents are Malay. The result for occupation of respondents is shown in Figure 4.1.

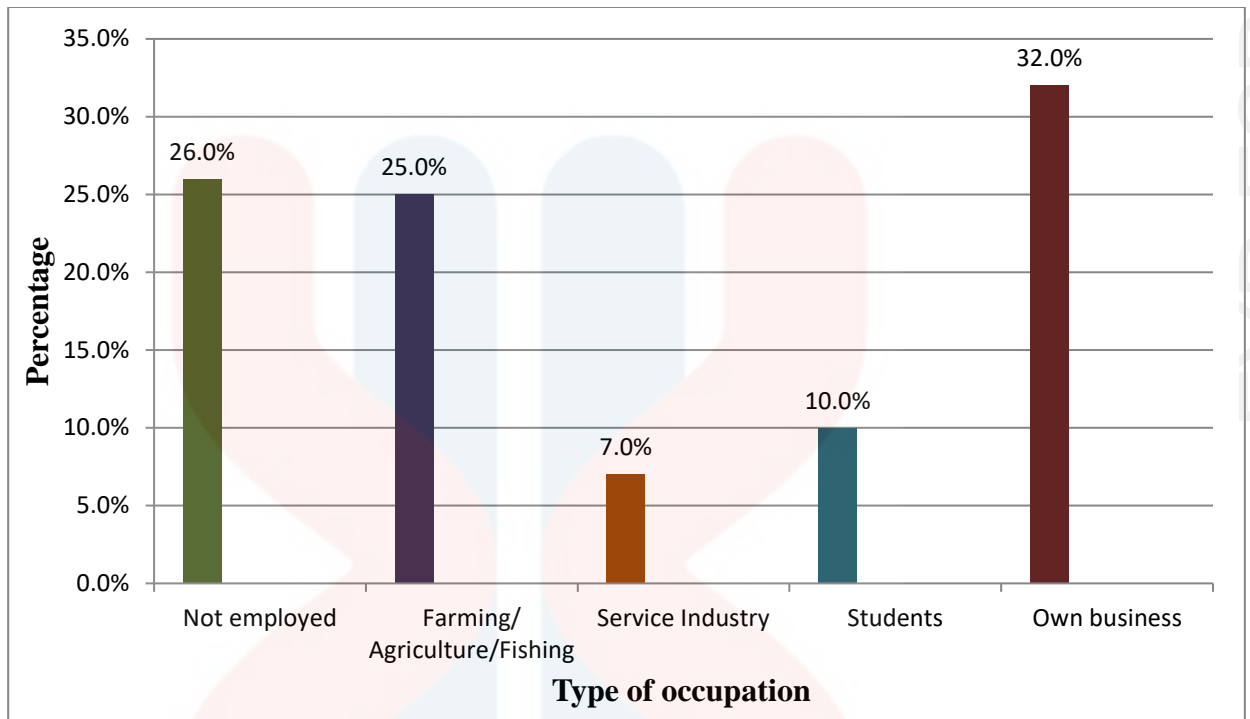


Figure 4.1: Occupation of respondents

From the result in Figure 4.1, it can be seen that most of the respondents are self-employed or in businessman/women, or employed as helpers or assistances followed by not employed respondents which contributes 26%. Not employed is meant by the respondents are either retired or housewives. The least percentage, 7% contributes by respondents that get involved in service industry line such as government servants and officers. Least communities are working in service industry due to very less facilities and development in the area and it cause very less job opportunity in service industry scope. From the result obtained, it can be said that the local community are not fully dependent on tourist as they are depending on the natural resources such as agriculture and fishing for their living. This is due to there are no much difference in percentage of respondents involved in agriculture or fishing and self-employed. The communities that

own shop are the only communities that are depending on tourist for their living as their target customers are mostly tourists. Next, the result for gender is shown in Figure 4.2:

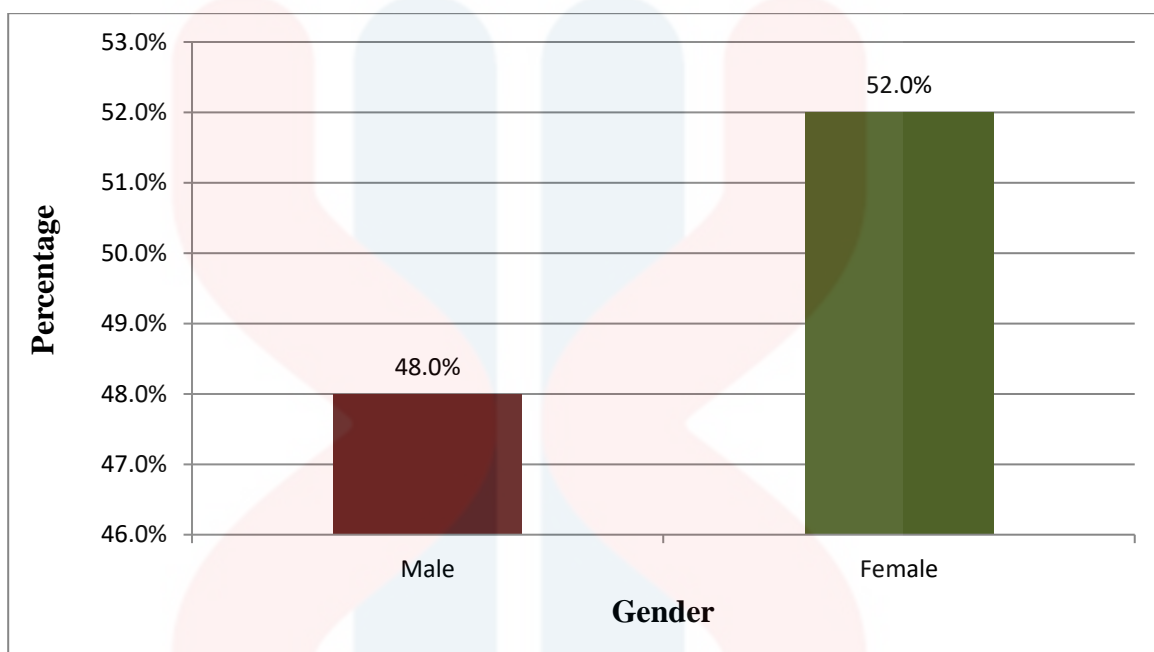


Figure 4.2: Gender of respondents

Next, the result for duration of living in the community is shown in Figure 4.3.

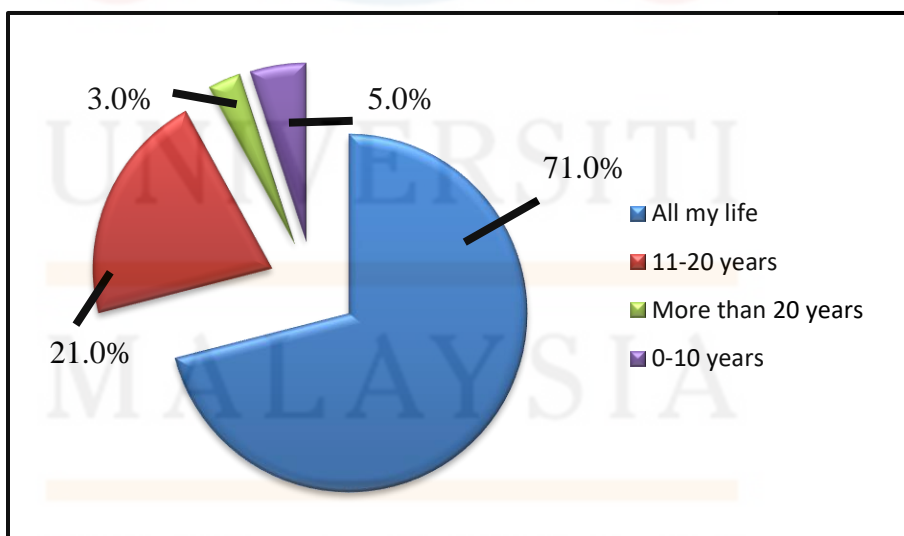


Figure 4.3: Duration of living in the study area

From Figure 4.3, it can be said that 71% of the locals in the study area had been living in the areas surrounding GSSP all their life which means that they have been in the areas there even before GSSP was formed. The next 21%, are locals who have settled there within GSSP had been existed for a long time ago and there are already communities formed in there. The least percentage contributed by the locals that lived less than ten years due to reasons such as moving in after got married and job transfer. It can also be said that the communities here had been comfortable to stay here although they only need to dependent on natural resources and own business. Next, the result for average monthly income is shown in Figure 4.4.

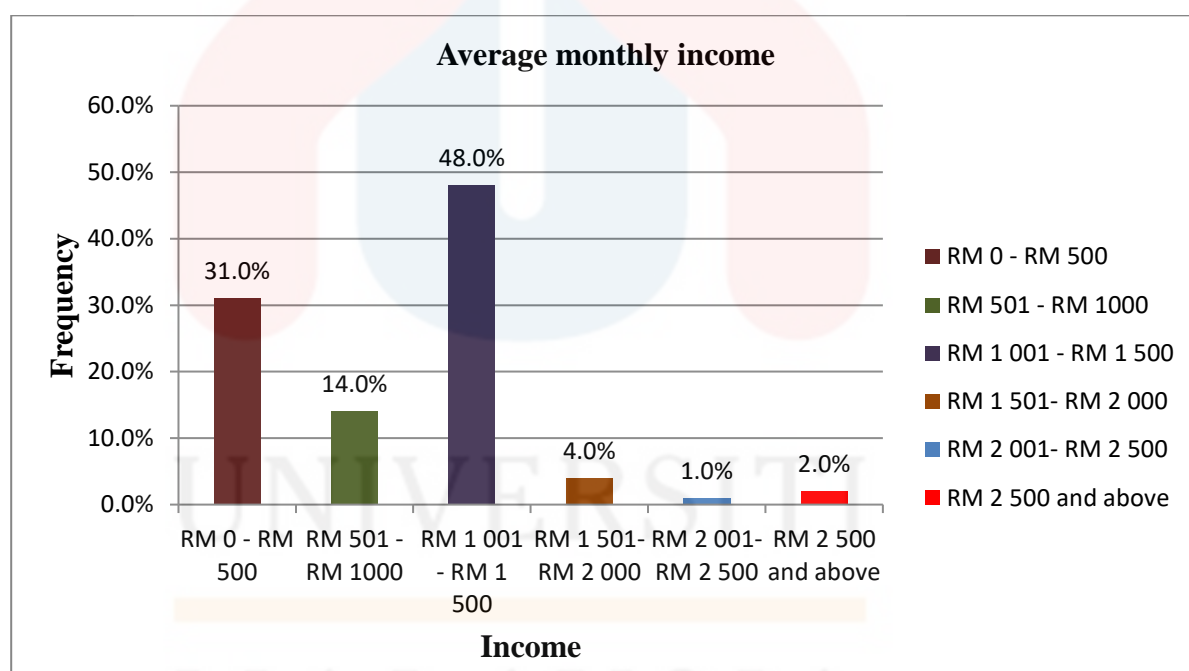


Figure 4.4: Income of respondents

From Figure 4.4, it can be clearly seen that majority of the residents are earning income within the range of RM 1001-RM 1 500 and the least of community are earning higher salary which is in the range of RM 2 001-RM 2 500. This chart show that the communities there are earning low income and they could sustain their living as the

living cost in that area are in low level. Least locals that earn higher salary compared to other locals are the one that in service industry line scope.

4.2 Reliability analysis

4.2.1 Reliability analysis for personal background

The validity of the questions issued to respondents is tested. The result of reliability test in term of personal background is shown in Table 4.1.

Table 4.1: Reliability test of personal background

Cronbach's Alpha ^a	N of Items
-.097	7

The reliability statistics for personal background shows negative value due to random pick of respondents and also caused by different type of personal background.

4.2.2 Reliability analysis for benefits received by local communities

The result of reliability test in term of benefits received by local communities through tourism in GSSP is shown in Table 4.2.

Table 4.2: Reliability test of benefits received by local communities

Cronbach's Alpha	N of Items
.946	5

The value for reliability test in term of benefits received by local community shows 0.946 in which the value indicates that the questions are valid.

4.2.3 Reliability analysis for role played by tourism in GSSP

The result of reliability test in term of role played by tourism in GSSP is shown in Table 4.3.

Table 4.3: Reliability test of roles played by tourism in GSSP

Cronbach's Alpha	N of Items
.965	4

The value for reliability test in term of role played by tourism in GSSP shows 0.965 in which the value indicates that the questions are valid.

4.2.4 Reliability analysis for perception of local communities toward GSSP tourism

The result for reliability test in term of perception of local communities towards tourism in GSSP and assessments in tourism is shown in Table 4.4.

Table 4.4: Reliability test of perception of local communities on tourism

Cronbach's Alpha	N of Items
.979	8

4.3 Relationship between benefits received by local communities and assessment on tourism.

Benefits received by the local communities were evaluated based on six aspects which are as follows:

- i. Improvement of road maintenance
- ii. Exposure of local communities to tourists
- iii. Improvement in infrastructure quality
- iv. Enhancement of recreational activities
- v. GSSP revenue potential

Assessments on tourism were evaluated based on seven aspects which were as follows:

- i. Maintain of environment quality after GSSP was established

- ii. Influence of tourism in revenue of local communities
- iii. Influence of tourism in giving benefits to other industries
- iv. Influence of tourism in promoting culture restoration and conservation
- v. Influence of tourism in relationship between local communities
- vi. General support of local communities towards tourism
- vii. Tourism potential in creating market local products

4.3.1 Descriptive analysis of benefits received by local communities

The descriptive analysis in term of the benefits received by the local communities is shown in Table 4.5.

Table 4.5: Descriptive analysis of benefits received by local communities

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Road maintenance	65.0%	18.0%	13.0%	3.0%	1.0%
Exposure to tourists	33.0%	25.0%	8.0%	21.0%	13.0%
Infrastructure quality improvement	45.0%	22.0%	14.0%	12.0%	7.0%
GSSP revenue potential	63.0%	9.0%	8.0%	9.0%	11.0%
Enhancement of recreational activities	52.0%	37.0%	4.0%	7.0%	0

Based on Table 4.5, total 83.0% of the respondents agree that they had experienced good improvement on road maintenance and only total of 4.0% of respondents disagree on road maintenance improvement. In term of exposure to tourists, total of 58.0% of respondents agree on their exposure to tourists and total of 34.0% respondents disagree on their exposure of tourists. This finding might be influenced by the geographical factor and their occupation which do not involve much interaction with tourists.

Finding on the aspect of infrastructure quality improvement shows that total of 67.0% of respondents agree on infrastructure quality improvement exist surrounding GSSP and only total of 19.0% of respondents disagree on the infrastructure quality improvement. This finding probably influenced by the less concern of infrastructure quality and short duration of living in the study area which could then limit the comparison of infrastructure quality with the previous years.

Finding on the aspect of GSSP revenue potential shows that total of 72.0% of respondents trust on the potential of tourism in GSSP as an opportunity to seek for revenue and only total of 20.0% respondents do not agree on potential of GSSP tourism for the purpose of seek for revenue. This finding might be influenced by less interest in get involved in GSSP tourism.

Finding on the aspect of enhancement of recreational activities shows that total of 89.0% respondents agree that they utilized GSSP as a recreational area and only total of 7.0% of respondents disagree on utilization of GSSP as a recreational area. This finding might be influenced by the high frequency of visitation of local communities to GSSP for recreational purpose.

4.3.2 Descriptive analysis for assessments on tourism

The descriptive analysis for assessments on tourism is shown in Table 4.6.

Table 4.6: Descriptive analysis for assessments on tourism

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Maintaining environment quality after GSSP establishment	65.0%	15.0%	6.0%	9.0%	5.0%
Influence of tourism in revenue of local communities	73.0%	9.0%	3.0%	10.0%	5.0%
Influence of tourism in giving benefits to other industries	59.0%	20.0%	4.0%	12.0%	5.0%
Influence of tourism in promoting cultural restoration and conservation	78.0%	10.0%	2.0%	7.0%	3.0%
Influence of tourism in relationship between local communities	30.0%	25.0%	7.0%	24.0%	14.0%
General support of local communities towards tourism	53.0%	19.0%	5.0%	12.0%	11.0%
Tourism potential in creating market for local products	50.0%	10.0%	6.0%	14.0%	20.0%

Finding of environment quality maintenance after GSSP establishment shows that total of 80.0% of respondents agree that environment quality could be preserved after GSSP establishment and only 14.0% respondents disagree on the maintenance of environment quality after GSSP establishment. The finding shows that the environment quality is still preserved although GSSP had been established. Finding on influence of tourism in revenue of local communities shows that total of 82.0% of respondents agree on tourism plays role in term of revenue of local communities and only total of 15.0% of respondents disagree on the statement. This result might be influenced by the existing tourism in that area could be a key potential in term of revenue for the local communities in that area. Finding on influence of tourism in giving benefits to other

industries shows that total of 79.0% of respondents agree that tourism could bring benefits to other industries and only total of 17.0% of respondents disagree on that statement. This result might be influenced by existence of many other industries align of existence of tourism destination in that area.

Finding on influence of tourism in promoting cultural restoration and conservation shows that total of 88.0% respondents agree that tourism could promote cultural restoration and only total of 10.0% respondents disagree on the statement. This result might be influenced by the increase of conservation effort done on the tourism destination in that targeted area. Finding on influence of tourism in relationships between local communities shows that total of 55.0% respondents agree tourism could help in strengthening the bond among local communities and 38.0% respondents disagree on the statement. This result might be influenced by the neighborhood relationship among the local communities in tourism destination existed area.

Finding on general support of local communities towards tourism shows that total of 72.0% agree to support tourism occur in their place and only total of 23.0% respondents are disagree on that statement. This result shows that tourism is highly welcomed in that area. Finding on the aspect on tourism potential in creating market for new local products, total of 60.0% respondents agree that tourism could play role in promoting local products and total of 34.0% respondents do not agree on that statement. This result might be influenced by the support rate on the existing local products.

4.3.3 Correlation between improvement of road maintenance and assessments in tourism

The correlation between each benefit with assessments in tourism was tested. The correlation between improvements of road maintenance and assessments in tourism is shown in the Table 4.7.

Table 4.7: Correlation between improvement of road maintenance and assessment on tourism

		Improvement on road maintenance
C1Environment quality	Pearson Correlation	0.969**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.932**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.955**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.875**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.829**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.912**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.877**
	Sig. (2-tailed)	.000
	N	100

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

The result above shows the correlation between improvement of road maintenance and assessments in tourism. The result shows that the correlations between these two

variables are positive strong correlation as all the value shown is in the range of 0.7 to 1.0 and the correlations are significant at the 0.01 level. The result shows improvement of road maintenance is one of the benefits received by local communities due to tourism in GSSP.

4.3.4 Correlation between exposure of local communities to tourists and assessment on tourism

Table 4.8: Correlations between exposure of local communities to tourists and assessments on tourism

		Exposure to tourist
C1Environment quality	Pearson Correlation	0.684**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.580**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.695**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.591**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.784**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.752**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.790**
	Sig. (2-tailed)	.000
	N	100

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

The table above shows the result of correlation in between exposure of local communities to tourists and assessments in tourism. The correlation value generally shows the value in the range from 0.5 to 0.8. The value indicates that the correlations are from positive medium correlation to positive strong correlation. Medium correlation is shown for the relationship of local communities' exposure to tourist and tourism influence in communities' revenue. This result explains that it is not necessary for the local communities that highly exposed to tourists to work under tourism organization or to get involved in GSSP management. The local communities might be visiting GSSP frequently and they can get exposed to the tourists. The tourists might be staying in the homestays surround GSSP and the probability of get exposed to the local communities are high. Another positive correlation could be observed in the relationship between exposure of local communities to tourists and influence of tourism in promoting cultural restoration and conservation. Promoting cultural restoration to tourists is not strongly related to exposure of local communities to tourists might be influenced by the difference in language and the duration of tourists staying in the area surrounding GSSP. Local communities could not communicate fluently in English and this could limit their conversation to tourists and the short duration which is usually in between two to three days is not sufficient for promoting the culture to tourists. Generally, all the values in the table show that the correlations are significant at the 0.01 level. This result also shows that exposure to tourists is one of the benefit received by the local communities.

4.3.5 Correlation between infrastructure quality and assessment on tourism

Table 4.9: Correlation between improvement on infrastructure quality and assessment on tourism

		Improvement on infrastructure quality
C1Environment quality	Pearson Correlation	0.926**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.879**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.936**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.809**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.915**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.949**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.948**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The table above shows the correlation between improvement on infrastructure quality and assessments on tourism. All the value shown in the table above indicated the range between 0.80 to 1.00. The values indicated that all the correlations are positive strong correlations and significant at 0.01 level. This result also shows that improvement of infrastructure quality is one of the benefits received by local communities through tourism activity in GSSP.

4.3.6 Correlation between improvement on role of GSSP in enhancing recreational activities and assessment on tourism

Table 4.10: Correlation between improvement on role of GSSP in enhancing recreational activities and assessment on tourism

		Role of GSSP in enhancing recreational activities
C1Environment quality	Pearson Correlation	0.869**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.829**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.878**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.852**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.857**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.897**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.846**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The table above shows the correlation between role of GSSP in enhancing recreational activities and assessments on tourism. The correlation values shown in the table above is in the range from 0.8 to 0.9 which it means all the correlations are positive strong correlations. The correlations are significant at 0.01 level. The result shows that GSSP

gives benefit to local communities in term of recreational area. Next, the table shows on the correlation between revenue potential in GSSP and assessments on tourism.

4.3.7 Correlation between revenue potential in GSSP and assessment on tourism

Table 4.11: Correlation between revenue potential in GSSP and assessment on tourism

		Revenue potential in GSSP
C1Environment quality	Pearson Correlation	0.966**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.935**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.959**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.869**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.861**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.972**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.919**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The table above shows the correlation between revenue potential in GSSP and assessments in tourism. The values shown in the table above are in the ranges from 0.8 to 1.00. The values indicate that the correlations are positive and strong. The correlations are also significant at 0.01 level. This shows that there is revenue potential through tourism exist and it is one of the benefits received by the local communities.

In this part, the relationships between benefits received by local communities and assessments on tourism could be identified and the relationships were obtained through correlations which were tested through SPSS analysis. From the result and discussion shown, the benefits that are obtained by local communities through tourism in GSSP are improvements in road maintenance, exposure to tourists, improvement of infrastructure quality, enhancement of recreational activities, and GSSP could be a good medium to seek for revenue.

4.4 Relationship between role of GSSP in providing income from sustainable tourism and assessments in tourism.

Role of GSSP in providing income from sustainable tourism were evaluated from four aspects which are as follows:

- i. Potential of dependency on income from tourism activities in GSSP
- ii. The potential of GSSP tourism in contributing to the main income of the local communities
- iii. The potential of GSSP tourism in contributing to the income in term of entrepreneurship.
- iv. The potential of GSSP tourism in promoting new local products to tourists

Assessments on tourism were evaluated based on seven aspects which were as follows:

- v. Maintain of environment quality after GSSP was established
- vi. Influence of tourism in revenue of local communities
- vii. Influence of tourism in giving benefits to other industries
- viii. Influence of tourism in promoting culture restoration and conservation

- ix. Influence of tourism in relationship between local communities
- x. General support of local communities towards tourism
- xi. Tourism potential in creating market local products

4.4.1 Descriptive analysis of GSSP’s role in providing income from sustainable tourism

The descriptive analysis for the aspects in GSSP’s role in providing income from sustainable tourism is as follow:

Table 4.12: Descriptive analysis for GSSP’s role in providing income from sustainable tourism

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Income dependency	29.0%	32.0%	11.0%	14.0%	14.0%
Potential of GSSP tourism in contributing to the income of local communities	26.0%	36.0%	10.0%	15.0%	13.0%
Potential of GSSP tourism in contributing to the income of local communities in term of entrepreneurship	28.0%	40.0%	7.0%	12.0%	13.0%
Potential of GSSP tourism in promoting new local products to tourists.	31.0%	31.0%	9.0%	11.0%	18.0%

Finding on the aspect of income dependency shows that total of 61.0% respondents agree on that GSSP plays role in income dependency and total of 28.0% respondents do not agree on the statement. Findings on potential of GSSP tourism in contributing to the income of local community shows that total of 62.0% respondents agree that GSSP has potential in contributing to the income and total of 28.0% do not agree on that statement. Total of 68.0% agree on potential of GSSP tourism in contributing to income

specifically in term of entrepreneurship and 25.0% of respondents do not agree on this statement. Finding on potential of GSSP tourism in promoting new local product shows that total of 62.0% respondents agree that GSSP tourism have potential in promoting new local product and total of 29.0% respondents do not agree on the statement.

4.4.2 Correlation between potential of dependency on income from tourism activities and assessments on tourism

Table 4.13: Correlation between potential of dependency on income from tourism activities and assessment on tourism

		Potential of dependency on income from tourism activities
C1Environment quality	Pearson Correlation	0.889**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.841**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.904**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.752**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.965**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.939**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.942**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The correlations values shown in Table 4.13 are in the range in between 0.7 to 1.0. The values indicate that the correlations are positive and strong. The correlations are also significant at 0.01 level. Result shows that local communities can depend on tourism in GSSP to gain income from tourism activities. The results also shows that potential of seeking for income from tourism activities is one of the role played by tourism in GSSP.

4.4.3 Correlation between GSSP tourism potential in contributing to the main income of local communities and assessment on tourism

Table 4.14: Correlation between GSSP tourism potential in contributing to the main income of local communities and assessment on tourism

		GSSP tourism potential in contributing to the main income of local communities
C1Environment quality	Pearson Correlation	0.871**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.841**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.893**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.762**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.887**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.933**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.898**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The result in Table 4.14 shows the correlations between GSSP tourism potential in contributing to the main income of local communities and assessments in tourism. The correlations shown in the table above are in the range from 0.7 to 1.0. It indicates that the correlations are strong and positive. The correlations also significant at 0.01 level. This result shows that tourism in GSSP could give opportunities to the local communities to get involved in tourism related occupations apart from depending on agriculture and natural resources. More job opportunities could be resulted through tourism in GSSP and it could be a tool to increase the life quality of the local communities.

4.4.4 Correlation between GSSP tourism potential in contributing to the main income of the local communities in term of entrepreneurship and assessment on tourism

Table 4.15: Correlation between GSSP tourism potential in contributing to the main income of local communities in term of entrepreneurship and assessment on tourism

		GSSP tourism potential in contributing to the main income of local communities in term of entrepreneurship
C1Environment quality	Pearson Correlation	0.866**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.860**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.865**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.747**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.758**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.892**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.841**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The result above shows the correlation between GSSP tourism potential in contributing to the main income of local communities in term of entrepreneurship and assessments in tourism. The correlations values shown are in the range from 0.7 to 0.9. The values

show that the correlations are positive and strong. The correlations are significant at level 0.01 level where GSSP tourism is one of the potential medium to gain income in term of entrepreneurship. Local communities can get involved in entrepreneurship at they could be highly exposed to tourists. Entrepreneurship could be a key for the local communities to get involved and one of the ways to sustain income for their living.

4.4.5 Correlation between GSSP tourism potential in promoting new local products to tourists and assessment on tourism

Table 4.16: Correlation between GSSP tourism potential in promoting new local products to tourists and assessment on tourism

		GSSP tourism potential in promoting new local products to tourists
C1Environment quality	Pearson Correlation	0.874**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.840**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.903**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.733**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.862**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.918**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.922**
	Sig. (2-tailed)	.000
	N	100

** Correlation is significant at 0.01 level(2 tailed)

The table above shows the correlation between GSSP tourism potential in promoting new products to tourists and assessments in tourism. The correlations values shown in the table are in the range from 0.7 to 1. The values show that the correlations are positive and strong. The correlations are also significant at 0.01 level. From the result shown, tourism in GSSP could be a good opportunity in promoting new local products to tourists and create good market in term of local products. This could also help in inventing more products and the existing local products to get certified.

4.5 Relationship between perception towards sustainable tourism and assessments in tourism

Perception of local communities towards sustainable tourism is evaluated based on:

- i. Awareness on the importance of GSSP

Assessments in tourism are evaluated based on:

- ii. Maintain of environment quality after GSSP was established
- iii. Influence of tourism in revenue of local communities
- iv. Influence of tourism in giving benefits to other industries
- v. Influence of tourism in promoting culture restoration and conservation
- vi. Influence of tourism in relationship between local communities
- vii. General support of local communities towards tourism
- viii. Tourism potential in creating market local products

4.5.1 Descriptive analysis on awareness of importance of GSSP

The descriptive analysis on awareness on the importance of GSSP is shown in the table below:

Table 4.17: Descriptive analysis on awareness of the importance of GSSP

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Awareness on the importance of GSSP	31.0%	17.0%	26.0%	16.0%	10.0%

The finding in term of awareness on the importance of GSSP shows that total of 48.0% respondents agree on their awareness towards the importance of GSSP and 26.0% respondents are not aware on the importance of GSSP.

4.5.2 Correlation between awareness on the importance of GSSP and assessment on tourism

Table 4.18: Correlation between awareness on the importance of GSSP and assessment on tourism

		Awareness on the importance of GSSP
C1Environment quality	Pearson Correlation	0.819**
	Sig. (2-tailed)	.000
	N	100
C2Revenue	Pearson Correlation	0.779**
	Sig. (2-tailed)	.000
	N	100
C3Benefits	Pearson Correlation	0.847**
	Sig. (2-tailed)	.000
	N	100
C4Culture	Pearson Correlation	0.725**
	Sig. (2-tailed)	.000
	N	100
C5Bonding	Pearson Correlation	0.915**
	Sig. (2-tailed)	.000
	N	100
C6Support	Pearson Correlation	0.905**
	Sig. (2-tailed)	.000
	N	100
C7Potential of new market	Pearson Correlation	0.906**
	Sig. (2-tailed)	.000
	N	100

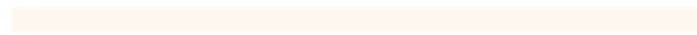
** Correlation is significant at 0.01 level(2 tailed)

The table above shows the correlation between awareness on the importance of GSSP and assessments in tourism. The correlation values shown in the table above are in the range from 0.7 to 1.0. The values show that there are positive and strong correlations between the two variables. The correlation values are also significant to 0.01 level.

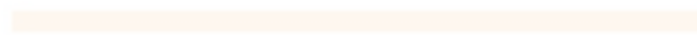
From the result shown, awareness on the importance of GSSP is one of the perceptions of local communities towards tourism in GSSP.



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CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Through this study, the benefits obtained by local communities through GSSP tourism, role played by GSSP tourism and perception of local communities on GSSP are identified. The benefits obtained by local communities are as follows:

- i. Improvement of road maintenance
- ii. Exposure of local communities to tourists
- iii. Improvement in infrastructure quality
- iv. Enhancement of recreational activities
- v. GSSP revenue potential

Role played by income from sustainable tourism in GSSP are as follows:

- i. Potential of dependency on income from tourism activities in GSSP
- ii. The potential of GSSP tourism in contributing to the main income of the local communities
- iii. The potential of GSSP tourism in contributing to the income in term of entrepreneurship.
- iv. The potential of GSSP tourism in promoting new local products to tourists

Perception of local communities on GSSP is as follow:

- i. Awareness on the importance of GSSP

5.2 Recommendations

5.2.1 Condition of GSSP

GSSP was frequently visited during the interviews and we observed the poor condition of the infrastructure, especially the resort at the entry-point, which could become safety risks. More works need to be done to improve these structures.

5.2.2 Priority to ecotourism destination

Ecotourism destinations such as GSSP and Gua Ikan could not be much improved due to lack of fund. Ecotourism destination is a plus point for states such as Kelantan as there are many tourism destinations existed and highly visited by foreigners. It is also a highly dependent and economically contributing industry. Fund can be provided to these places so that the quality could be improved and to prevent the deterioration of existing tourism in these places.

5.3.3 Involvement of local communities to GSSP management

State government should encourage the involvement on focal community in GSSP management and provide job opportunity to the villagers as it could give many advantages to them such as improving lifestyle, get to know tourists well and increase the awareness on the importance of GSSP.

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This questionnaire was prepared to study the local community perception on tourism in Gunung Stong State Park (GSSP) and its role in income from sustainable tourism and to fulfill the objectives which are:

- 1) To identify the benefits received by the local communities through tourism in GSSP
- 2) To determine the role of GSSP in providing income from sustainable tourism

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Section A: Personal Background

1. Age :
Umur :

2. Race : Malay Chinese Indian Original people
 Bangsa: Melayu Cina India Orang Asli

3. Occupation:
Pekerjaan:

 Not employed Farming Service industry
 Tidak berkerja Bertani Perkhidmatan industry

 Student Others, namely
 Pelajar Lain- lain, namakan

4. Gender : Male Female
 Jantina : Lelaki Perempuan

5. Marital status : Married Not married
 Status perkahwinan : Sudah berkahwin Tidak berkahwin

6. For how long do you live in this community?
 Sudah berapa tahun anda menetap di sini?

 All my life More than 20 years
 Sepanjang hidup saya Lebih daripada 20 tahun

 11 years – 20 years 1 year – 10 years
 11 tahun – 20 tahun 1 tahun – 10 tahun

7. What is your average monthly income?
 Berapakah anggaran pendapatan bulanan anda?

 <RM 500 RM 501- RM 1000 RM 1 001-RM1 500
 RM 1 500-RM 2 500 RM 2 001- RM 2500 >RM 2501

Section B : Benefits obtained by local communities from GSSP tourism
Bahagian B : Faedah diperolehi oleh penduduk setempat melalui pelancongan di GSSP

1. Did you realize the existence of GSSP?
 Adakah anda sedar dengan kewujudan GSSP?

Yes/ Ya No/ Tidak

Please indicate your opinion through the scale below:
 Sila tandakan pandangan anda untuk pernyataan di bawah melalui skala yang disediakan:

1= Strongly agree 2= Agree 3= Average 4= Disagree 5= Strongly disagree
 1= Sangat setuju 2= Setuju 3= memuaskan 4= tidak setuju 5= sangat tidak setuju

Statement Pernyataan	Scale Skala				
GSSP gives benefit to the local community in term of improvement of road maintenance <i>GSSP memberikan faedah kepada penduduk setempat dari segi peningkatan kualiti jalan raya</i>	1	2	3	4	5
GSSP existence ease local communities to get exposed to tourists that came to GSSP <i>Kewujudan GSSP menyebabkan penduduk setempat berpeluang untuk mendekati diri kepada pelancong</i>	1	2	3	4	5
GSSP gives benefit in term of infrastructure quality <i>Kewujudan GSSP menyebabkan kualiti kemudahan awam dapat dipertingkatkan.</i>	1	2	3	4	5
GSSP existence causes recreational activities could be enhanced <i>Kewujudan GSSP menyebabkan aktiviti rekreasi dapat digalakkan</i>	1	2	3	4	5
GSSP existence could open up opportunity for local communities to seek revenue <i>Kewujudan GSSP dapat membuka peluang kepada penduduk setempat untuk menjana pendapatan</i>	1	2	3	4	5



Section C: Role played by tourism in GSSP in income from sustainable tourism
Bahagian C: Peranan yang dimainkan oleh pelancongan dalam GSSP dalam pendapatan daripada pelancongan lestari

Please indicate your opinion through the scale below:

Sila tandakan pandangan anda untuk pernyataan di bawah melalui skala yang disediakan:

1= Strongly agree 2= Agree 3= Average 4= Disagree 5= Strongly disagree
 1= Sangat setuju 2= Setuju 3= memuaskan 4= tidak setuju 5= sangat tidak setuju

Statement Pernyataan	Scale Skala				
GSSP is potential for dependency on income from tourism activity <i>GSSP mempunyai potensi dalam memberikan pendapatan dari aktiviti pelancongan</i>	1	2	3	4	5
GSSP have potential in contributing to the income of the local communities <i>GSSP mempunyai potensi dalam menyumbang kepada pendapatan utama penduduk setempat</i>	1	2	3	4	5
GSSP have potential in contributing to the income of the local communities in term of entrepreneurship <i>GSSP mempunyai potensi dalam menyumbang kepada pendapatan penduduk setempat dari segi keusahawanan</i>	1	2	3	4	5
GSSP tourism have potential in promoting new local products to tourists <i>Pelancongan di GSSP menyebabkan barangan tempatan dapat dipromosikan di kalangan pelancong</i>	1	2	3	4	5



Section D: Perception of local communities of tourism in GSSP

Bahagian D: Pandangan penduduk setempat terhadap pelancongan di GSSP

Statement <i>Pernyataan</i>	Very high <i>Sangat tinggi</i>	High <i>Tinggi</i>	Average <i>Memuaskan</i>	Low <i>Rendah</i>	Very low <i>Sangat rendah</i>
Awareness on the importance of GSSP <i>Kesedaran kepentingan GSSP</i>	1	2	3	4	5
Concern regarding environmental issue <i>Keperihatinan terhadap isu alam sekitar</i>	1	2	3	4	5

Section E : Attitudes towards tourism

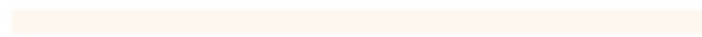
Bahagian E: Pandangan terhadap industri pelancongan

1= Strongly agree 2= Agree 3= Neutral 4= Disagree 5= Strongly disagree
 1= Sangat setuju 2= Setuju 3= Neutral 4= Setuju 5= Sangat tidak setuju

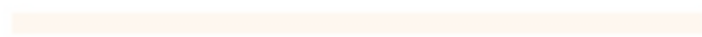
The environment in my community deteriorated because of tourism <i>Persekitaran di tempat saya semakin merosot disebabkan oleh pelancongan</i>	1	2	3	4	5
Tourism brings the major revenue to the community <i>Pelancongan di tempat ini membawa pendapatan yang besar kepada penduduk setempat</i>	1	2	3	4	5
Tourism benefits other industries in my community <i>Pelancongan membawa faedah kepada industry lain dalam kampung saya</i>	1	2	3	4	5
Tourism promotes cultural restoration and conservation <i>Pelancongan menyebabkan pemeliharaan budaya dan alam sekitar</i>	1	2	3	4	5
Tourism cause the bonding between local community to become stronger <i>Pelancongan menyebabkan hubungan antara masyarakat setempat semakin kukuh</i>	1	2	3	4	5
I support tourism at my place <i>Saya menyokong pelancongan di tempat saya</i>	1	2	3	4	5
Tourism create new market for our local products <i>Pelancongan membuka peluang untuk pasaran baru dalam mempromosi barangan tempatan</i>	1	2	3	4	5



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