



**Faculty of Economics and Business**

**SOCIAL ECONOMICS FACTORS AFFECTING TOURIST VISIT TO  
CHERATING, PAHANG**

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**Bachelor of Economics with Honours  
(Business Economics)  
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**SOCIAL ECONOMICS FACTORS AFFECTING TOURIST VISIT  
TO CHERATING, PAHANG**

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This project is submitted in partial fulfilment of  
the requirements for the degree of Bachelor of Economics with Honours  
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## Statement of Originality

The work described in this Final Year Project, entitled  
**“SOCIAL ECONOMICS FACTORS AFFECTING TOURIST VISIT TO  
CHERATING, PAHANG”**

is to the best of author’s knowledge that of the author except  
where due to reference is made.

24/7/2020

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## **ABSTRACT**

### **SOCIAL ECONOMICS FACTORS AFFECTING TOURIST VISIT TO CHERATING, PAHANG**

**By**

**Nur Amilah Husnina binti Azhari**

Tourism has proven resilient in times of economic crises and given the turmoil shows no sign of slowing down. Understanding the social economic factors affecting tourist visit to Cherating, Pahang is important and as a precondition for sustainable tourism, it is necessary and critical. The aim of this research is to examine factors that affect tourist visit to Cherating, Pahang. This research employs a qualitative research method through interview. The findings are analyzed to know more about the topic. The additional purpose is to study the impact of tourism sector in Cherating, Pahang on the economic of local community. Given the fact that Cherating, Pahang already has its natural attractions, the coast has been slowly established as a place of tourist hotspots. Nonetheless, improper development of tourism may result in unfavorable social impacts on the coastline, including exposing the local population to such foreign activities that may be contrary to beach culture or values. Lastly, this research studies the impact of tourism activities in Cherating, Pahang on environment. The findings show that there are harm from natural regeneration, wildlife breeding disturbance, sewage disposal, actions of tourists and attitude towards nature and wildlife. Based on the results, researcher concludes that the positive impacts are more significant than the negative effects, given the social economic factors.

## **ABSTRAK**

### **FAKTOR EKONOMI SOSIAL MEMPENGARUHI LAWATAN PELANCONGAN KE CHERATING, PAHANG**

**Oleh**

**Nur Amilah Husnina binti Azhari**

Pelancongan terbukti berdaya tahan dalam ekonomi memandangkan pergolakan tersebut tidak menunjukkan tanda-tanda perlahan. Memahami faktor ekonomi sosial yang mempengaruhi lawatan pelancong ke Cherating, Pahang adalah penting dan sebagai prasyarat untuk pelancongan lestari. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pelancong ke Cherating. Penyelidikan ini menggunakan kaedah penyelidikan kualitatif iaitu melalui temu bual. Hasil kajian dianalisis untuk mengetahui lebih lanjut mengenai topik tersebut. Selain itu, untuk mengkaji kesan sektor pelancongan di Cherating terhadap ekonomi masyarakat tempatan. Memandangkan fakta mengatakan Cherating sudah memiliki daya tarikan semula jadi, pesisirnya perlahan-lahan menjadi tempat tumpuan pelancong. Walaupun demikian, pembangunan pelancongan yang tidak betul dapat mengakibatkan kesan sosial yang tidak menguntungkan di pesisir pantai, termasuk mendedahkan penduduk tempatan kepada kegiatan asing yang mungkin bertentangan dengan budaya. Akhir sekali, kajian ini mengkaji kesan aktiviti pelancongan di Cherating, Pahang terhadap alam sekitar. Hasil kajian menunjukkan terdapat gangguan pembiakan hidupan liar, pembuangan kotoran, tindakan pelancong dan sikap terhadap alam dan hidupan liar. Kesimpulannya, penyelidikan menyatakan bahawa kesan positif lebih signifikan daripada kesan negatif.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

Today Malaysia has risen as perhaps the most grounded economy in Asia. The economic growth of the nation is contributed by its travel industry division as the second most noteworthy pay worker in the wake of assembling (Motour, 2012). The travel industry is the largest industry in the world that can help one country, especially Third World Countries, enjoy net national profit. Seaside and marine tourism had gotten the most well known from any others the travel industry on the planet for the normal based of the immaculate sea shore and consistently be associated with the 3 S's, that is, sea, sand and sun. Coastal and marine tourism exercises are the most elevated business esteem and can be the significant donor enterprises for the nation's financial improvement and personal satisfaction. In Southeast Asia, the travel industry had become the most significant and quickest developing enterprises and become mainstream goal for everywhere throughout the world for the gigantic contrasts that occur between the different nations. For instance, Malaysia, Thailand and Singapore are in top league for the tourism industry.

Medlik and Middleton (1973) characterize the travel industry item as all administrations and intrigue exercises those associated with the travel industry. Kotler

(1984) relate the travel industry item with all exercises that includes advertising. Lewis and Chamber (1989) partition the tourism item into 3 phases; formal item (what traveler accept configuration buy); principle item (what vacationer should buy); and extra item (significant item mix and worth included). Be that as it may, Gunn (1994) has turned out with more clear explanation on the travel industry product which alludes to a major part request edge of. This includes the connection among various parts, for example, appeal, advancement, data, transport and administration which can be reproduced and figured out how to pull in voyagers.

Coastal tourism explicitly characterized as the travel industry that connected with waterfront condition and its normal and social assets. The idea of coastal tourism grasps the maximum capacity of the tourism industry, fun, and recreational purposes arranged maneuvers that occur in the coastal zone and the seaward seaside waters. These merge seaside tourism improvement and developments (settlement, eateries, nourishment industry, and second homes), and the framework supporting beach front advancement (for example retail organizations, marinas, and movement providers). Similarly, included are the tourism activities, for example, recreational sailing, coast and marine-based ecotourism, travels, swimming, recreational angling, diving and snorkeling (Miller, 1993). While marine tourism firmly allied with beach tourism generally concerning sea-based tourism, for example, remote ocean angling, travels, boat, moorings and fish bolstering. Orams characterizes marine tourism as including “those recreational exercises that include travel away from one's place of living arrangement and which have as their host or center the marine condition (where the

marine condition is characterized as those watersk which are saline and tide-influenced).”

Eastern Asia incorporates probably the utmost wonderful sandy sea shores in the whole wide world, a large number of which are as yet pristine, especially those bordering remote coral islands. Lovely sandy sea shores additionally construct of 90% of the eastern coastline of Malaysia. This flawless sea shores of seaside and islands had pulled in sightseers from everywhere throughout the world to make the most of their beach front and marine based occasion. Famous sea shores and islands, for example, Pulau Langkawi (Kedah), Port Dickson (N. Sembilan), Teluk Chempedak (Pahang) and Marine Parks, for example, Pulau Payar, Pulau Redang and furthermore Pulau Tioman. Those sea shores and island had pulled in excess of thousand hundred of vacationers for every annum and got one of significant donor for Malaysian economy.

The seaside zone of Malaysia has a unique financial and natural centrality. Length of the coastline of Malaysia is 4,800 kilometers contains mudflat and sandy sea shores and the level of populace inside 100 kilometers of the coast is 98% (EarthTrends, 2003). Over 70% of the population lives inside the seaside region and a ton of monetary exercises, for example, urbanization, farming, diversion and eco-tourism, fisheries, aquaculture and oil and gas investigation are arranged in the zone. With 4,800 kilometers of coastline and an enormous level of populace existing inside 5 kilometers from it, requests of advancements and industrialization in these zones had a major effect on the assets and the coastline itself. (Nor Hisham M.G., 1999).



The travel business adds to the nation economy in the course of the most recent 30 years since quickly developing industry and by outside trade and furthermore to the neighborhood networks, for example, expanded the activity opening and their gaining by selling nearby items and furthermore workmanship. As of late, long stretch travel has expanded, an advancement which Malaysia can use on to build a lot of tourist arrivals and receipts (MOF, 2009). Numerous settlement and offices had been created along the seaside regions particularly the islands to expand the market requests to build the traveler figure.

The tourism is a significant area to Malaysia because of its economic contributions (UNWTO, 2010). The excellence of the marine assets and sea shores draw in an extraordinary amount of guests to Malaysia (Yusoff, Shariff, and Gopinath, 2006). Because of the rich marine assets (Balong, 2004; Yusoff et al., 2006), sea shores and islands are the fundamental pulls of seaside amusement the travel industry in Malaysia (Wagiman, 1996). Malaysia has a few well known islands e.g., Langkawi, Redang, Tioman, Sipadan, Mabul, which offer sun, ocean, and sand exercises for guests. Nonetheless, rustic assets ought to be preserved as a travel industry wealth (Siow et al., 2013).

The idea of coastal tourism grasps the broad spectrum of the travel industry, entertainment and recreation activities taking place in the 35 seaside waters of the coastline and offshore. These contain beach front tourism advancement (convenience, eateries, nourishment industry, and second homes), and the foundation supporting 37

waterfront improvement (for example retail organizations, marinas, and movement providers). Additionally built-in are the travel industry maneuvers, for example, casual drifting, coastal and aquatic based 39 ecotourism, surfing, floating, cruises, recreational fishing, diving and snorkeling (Miller, 1993).

## **1.1 Background of Study**

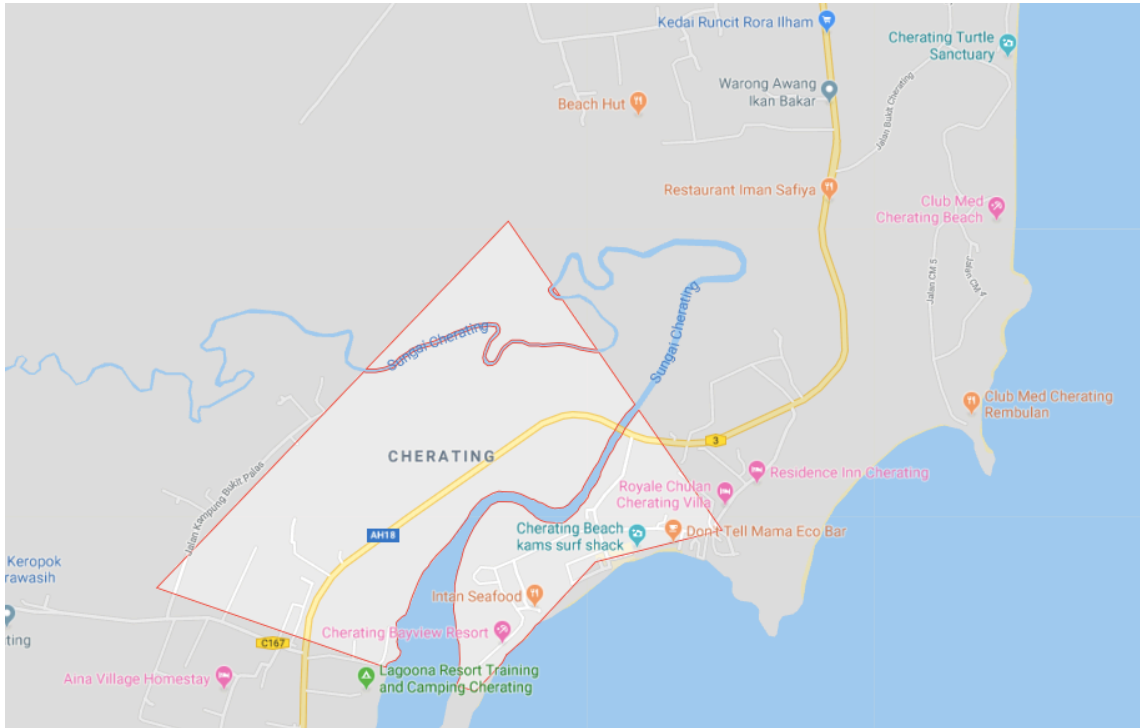
### **Malaysia**

Malaysia coverings a land region of 329,758 square kilometers. The nation contains 14 states and is isolated into two districts: Peninsular Malaysia which comprises of 11 states – Kelantan, Terengganu, Pahang, Johor, Malacca, Negeri Sembilan, Federal Territory, Selangor, Perak, Penang, Kedah and Perlis – and East Malaysia, arranged on the Island of Borneo, which comprises of another two states, Sabah and Sarawak. As a tropical nation, Malaysia's normal temperature is 26 degrees Celsius consistently, however a few pieces of the nation have a normal temperature of 18 degrees Celsius up to 27 degrees Celsius. At present, Malaysia has a population of more than 25 million comprising of three primary ethnic gatherings; the Malays, the Chinese and the Indians (Langkawi Municipal Council, 2005). It likewise incorporates the indigenous individuals of Sabah and Sarawak, Eurasians, Arabs and Europeans. Malaysia has a lot to offer as well as holiday spots, with its multi-racial social orders and geological elements with a long beach front territory encompassing the country.

Malaysia has around 4,800 kilometers of coastline involving two unmistakably unique physical developments, in particular mangrove-bordered mud pads and sandy seashores. The east shore of Peninsular Malaysia comprises of straight sandy developments in the north and a progression of snare or winding formed inlets toward the south. The west shore of Peninsular Malaysia, be that as it may, contains chiefly sloppy arrangements, with constrained territories of pocket sandy seashores. In Sarawak and Sabah, the coastlines are about similarly separated between sandy seashores and mud coast.

In addition, outstanding sandy seashores make up 90 percent of Malaysia's eastern coastline. This perfect seashores of beachfront and islands had pulled in sightseers from everywhere throughout the world to make the most of their coastal and marine based occasion. Well known sea shores and islands, for example, Pulau Langkawi (Kedah), Port Dickson (N. Sembilan), Teluk Chempedak (Pahang) and Marine Parks, for example, Pulau Payar, Pulau Redang and furthermore Pulau Tioman. Those sea shores and island had pulled in excess of thousand hundred of travelers for each annum and got one of significant benefactor for Malaysian economy.

Figure 1: The Location of Cherating, Pahang



(Source: Google Map)

Cherating is a retreat town on the east shoreline of Malaysia. Cherating is situated around 45 kilometers north of Kuantan, settling on the Terengganu-Pahang outskirts and fronting the South China ocean. Here, wide delicately inclining sandy sea shores stretch out the extent that the eyes can see and it is an ideal spot for a tranquil occasion. Cherating was found during the 1960s, by explorers who remained at guesthouses and wooden cottages among the coconut forests by the ocean. Cherating turned out to be outstanding among guests since around 1970s when a family called Mak Long Teh share their home with guests. Today, there are world-class inns and chalets, including the widely acclaimed, the first Asia Club Mediterranean (Club Med).

Local beaches include Chendor Beach, a rearing site for leatherback and other ocean turtles and home to the Chendor Turtle Sanctuary. Guests can start their get-away by walking around the white sandy sea shore. A stroll on the sea shore will offer chance to gather excellent shells and once in a while you may discover little crabs battling to discover out of the ocean. Cherating Village has workshops for customary materials and crafted works. Southwest of Cherating, the Charah Caves include 8 caves inside an unordinary rock arrangement. Close by, Panching Cave contains an enormous reclining Buddha statue.

Tourism remains the foundation of most economies on the planet in wordng giving occupations to individuals and acquiring incomes to governments over the globe. While this is the situation, it is essential to take note of that there are different components, which influence tourism in the world. These components change from nation to nation contingent upon other winning conditions in the market. In this study, the researcher will examine the social economic factors that affect tourist visit to Cherating Beach Resort.

Figure 2: Number of Tourist Arrivals & Receipts to Malaysia from 2007-2018

YEAR	ARRIVALS	RECEIPTS (RM)
2018	25.83 Million	84.1 Billion
2017	25.95 Million	82.1 Billion
2016	26.76 Million	82.1 Billion
2015	25.72 Million	69.1 Billion
2014	27.44 Million	72.0 Billion
2013	25.72 Million	65.4 Billion
2012	25.03 Million	60.6 Billion
2011	24.71 Million	58.3 Billion
2010	24.58 Million	56.5 Billion
2009	23.65 Million	53.4 Billion
2008	22.05 Million	49.6 Billion
2007	20.97 Million	53.4 Billion

(Source: Malaysia Tourism, 2019)

Figure 2 illustrates the number of tourist arrivals and tourist receipts from 2007 to 2018 to Malaysia. This shows that the number of tourist arrivals is consistent, there may be ups and downs but the tourist receipts are increasing every year. So that shows a positive sign.

## **Income**

The leading factor affecting tourist visit to Cherating Beach Resort is income. The income of the tourists are one of the affecting factor of tourist visit. This is because tourist needs money to travel. To pay for the accommodation, food, souvenirs, tax and more. If they have low income they would not be travelling because travelling needs a lot of money. They have to spend a lot.

Through this study, tourism likewise contributes emphatically to salary earning for the individuals in the Cherating, discoveries show that there is a divergence in compensation between the nearby staff and the ostracize staff in any event, when they happen to possess a similar position. At a smaller scale monetary level, the improvement of the travel industry in Cherating has prompted the foundation of network based the travel industry activities which have brought about pay age and work of the nearby individuals.

## **Interactiveness of Package**

A wide scope of classes gives travelers simple time choosing the most helpful and reasonable bundle. Costs for these administrations must be sensible, as nobody would wish to spend their entire fortunes on excursion to an island or a visit to a national park some place. It is dependent upon the legislature to do standard overviews and build up the convenience needs of its travel industry division so as to offer

reasonable arrangements.

There are a couple of packages that they offered. For water activities, Cherating sea shore is one of the main sea shores in Peninsula Malaysia during the monsoon season (November and December), with waves that are suitable for surf. You can also take a chance on yachting, kayaking, snorkeling, surfing and swimming by sea. The subsequent one is learn customary expressions and artworks. At the Kompleks Kraftangan Kuantan in Cherating Village you can find beautifully made traditional kites of different shades and designs, impressive woodcarvings, ceramics, and exquisite batik, songket and Pahang silk fabrics. Alternatively there are a few courses available to learn batik painting.

The vacationer can also visit the sanctuary of turtles. This asylum is a tribute to the fragile South Sea giants, the near-ended Leatherback turtles, who settled their decision target of laying their eggs on Chendor Beach. The Chendor Turtle Sanctuary is only found a few moments drive away from Cherating. For security purposes, a little turtle data concentrate, a gift stand, and turtle pools with live Green or Ridley turtles are kept. It is a prescribed place for viewing the turtles (April-September). Furthermore, in conclusion, the tourist can visit Charah Cave. Charah Cave is around 25 kilometers from Kuantan, the well-covered Gua Charah with a labyrinth of complex cavern structures consisting of eight separate caves spread over a 92-hectare region. One of them, Gua Buddha or Gua Gelap, is home to an 8.1 meter long slanting back Buddha. It had been found during the 1950s by a priest named Tham Achran Sakatapunya. There are



different caverns: Gua Tiga Beradik, Gua Batu Nisan Raja, Gua Gajah, Gua Pecah, Gua Puteri Bersikat and numerous different caverns to investigate. Entrance fee is RM 2.

### **Accessibility**

The next factor affecting tourist visit is availability. Specialists contend this is the most significant due to its effect. For example, a city or country can possibly flourish in the travel industry in the event that it is available. At the end of the day, it must have compelling vehicle and correspondence systems to pull in voyagers. This foundation incorporates great street, modern airports, railroad line and well-created water transport frameworks. Availability enables travelers to visit all fascination locales effortlessly, without burdens and additional expenses. In the event that a traveler wishes to visit far fascination destinations in remote regions, inside a brief timeframe, at that point the best option is flying. Be that as it may, this can possibly occur if the legislature has the travel industry on the most fundamental level and has put vigorously in the part. Much of the time, visitors barely favor conduits except if one needs to appreciate rich experience to visit secluded territories like alluring islands.

Tourist will pick better places for rest that is well infrastructured, with unadulterated characteristic assets, and nearby individuals that acknowledge their way of life. The districts with air terminals, ports, nearby medical clinics, historical spots, exhibition halls, craftsmanship displays, resorts, inns, and so on are first selection of sightseers. Kuantan Airport to Cherating is about 55 kilometres, approximately around

45 minutes. The local hospitals and clinics are about 20 minutes away to Kemaman and 45 minutes away to Kuantan.

## **1.2 Problem Statement**

The effect of coastal tourism is complex and fragile for the beach front network and their work. The negative effects on the seaside situations are come about because of the gigantic weight on constrained neighborhood assets, expanded or undesirable attack of normal territories and genuine clash among the travel industry and different areas (Garrod and Wilson, 2003; Dobson, 2003; UN Atlas of the Oceans, 2004).

There can be little uncertainty that vacationer zones are dynamic, that they develop and change after some time. The advancement is achieved by assortment of elements remembering changes for the inclinations and requirements of guests, the slow disintegration and conceivable substitution of physical plants and offices and the change (or even vanishing) of the first common and social attractions which were liable for the underlying thriving of the region. Now and again, while these attractions remain, they might be used for various purposes or come to be viewed as less noteworthy in correlation with imported attractions.

A portion of the retreats business at Cherating has begun to give the indications of the previously mentioned proclamation in the travel industry business because of low

visitor appearance and inhabitation paces of resorts/convenience in the course of the most recent couple of years. Nonetheless, there is no clear of insights or research to discover the degree of expressed suppositions, and the variables/reasons that impacts them. Thus, this research to look at and assess the quality factors that impacts the advancement procedure of the travel industry business in Cherating with specific reference to resort improvement by the nearby owners, as the network's economy for the most part relies upon the travel industry business.

When such a large number of individuals around the globe take an interest in oceanfront or coastal activities as a piece of their get-away or consistently way of life, the profound quality of seeing how it impacts our biological systems ought to be at the cutting edge of our brains. The main inquiry we should pose to ourselves is: what are the advantages of coastal tourism? What's more, what would we be able to do to guarantee that there are a larger number of pros than cons? There is one clear advantage: presentation and mindfulness. The pay produced from beach front tourism adds to local GDP and further monetary security. People go to these regions to discover retreat of harmony and recreation. Discussing the amount we care about these spaces for our psychological well-being and unwinding can possibly be a tremendous impetus in enabling individuals to comprehend why they ought to likewise think about them on a worldwide level. Offsetting joy with training and backing will help support the general mindfulness about how significant coastal territories are to our networks and the vacationers that pick these sorts of goals for a departure.

Networks encompassing these coastal regions are additionally extraordinarily impacted by the travel industry. There are about 200,000,000 employments made each year which takes into account coastal tourism to shoot local people into better budgetary circumstances, now and then even out of neediness. Nearby economies can be supported, in this manner, the welfare of those in the network increments at the same time. As utilization and advancement turns out to be all the more requesting to meet the solicitations of extravagance and the travel industry, the outcomes are negative effects on normal untamed life, plants and land (sand piece, reefs, etc). Contamination because of the travel industry can happen in a wide range of structures: in the water, ashore, in clamor and the air we relax. Contamination as sewage, spills and different debris and spills upset the natural pecking orders of untamed life and living space piece and structure.

Over development of these facilities, there is additionally the impact of vacation spots and activities. Attractions, for example, unhindered fishing (which prompts overfishing), snorkeling and diving, and boating have annihilated numerous natural surroundings in view of the communications with them. Something apparently immaterial like the propellers of a vessel mixing dregs can be an enormous interruption to a marine natural surroundings. The transportation of materials so as to build the travel industry foundation is additionally a major factor.

Because of its huge advantages and assets in spite of its constrained space and saves, coastal zone is exposed to different dangers. Among others are overexploitation

or unsustainable utilization of resources, environment transformation, siltation and land-based and ocean based contamination. Uncontrolled living space change reduces the common zone and hence, making awkwardness of biological system in the zone which consistently lead to species elimination. Contamination originates from different sources in industry, agriculture, poultry raising and aquaculture. This generally emerges from population stress which making a modest mass requests for different merchandise and enterprises just as fight for space.

Right now, the utmost encounter of coastal tourism is to get ready, partake and actualize an exertion for incorporating the requirements of all degree of waterfront zone partners in a maintainable administration strategy deliberating the ecological, financial, and social measurements (European Commission Tourism Unit, 2000; Garrod and Wilson, 2003; Kline, 2001; UNEP Division of Technology, Industry, and Economics, 2006). Coastal partners incorporate the nearby network (counting the individuals occupied with non-tourism coastal rehearses like angling, aquaculture and agriculture or some other job), vacationers, coastal tourism work power, neighborhood and remote financial specialists and designers, government and non-government associations (Björk, 2000; Gill and Fennell et al., 2003; Secretariat of the Convention on Biological Diversity, 2004). The disturbing purpose of alert in such manner is that in more often than not, momentary gains regularly take need over long haul supportability (Secretariat of the Convention on Biological Diversity, 2004).

### **1.3 Objectives**

#### **1.3.1 General Objective**

The objective of this study is to determine the social economic factors affecting tourist visit to Cherating, Pahang.

#### **1.3.2 Specific Objectives**

The specific objective include:

- i. To examine factors that affect tourist visit to Cherating, Pahang.
- ii. Impact of tourism sector in Cherating, Pahang on the economic of local community.
- iii. Impact of tourism activities in Cherating, Pahang on environment.

### **1.4 Significance of Study**

Given the worldwide vulnerability and with financial figures encountering proceeded with descending update, the travel industry business advancement should be examined in order to comprehends the positive and negative variables impacting the tourism from the grass root level, thus the discoveries of this investigation are critical to help every one of the partners in the travel industry to discover the viewpoints that

impact the tourism business improvement and to expand execution of the travel industry exercises for the present and group of people yet to come especially in the territory of making arrangements for business flexibility for the nearby networks.

The issue on social economics factors affecting tourist visit has been debated extensively over the world on its influence to the economic growth of the countries. Malaysia is one of the countries which is involved heavily in international tourism, thus by studying social economics factors affecting tourist visit, hope that it can give a clear view on tourism.

The outcomes of this study will be significant in assisting the government, public and also the private sectors to have superior understanding toward the causal correlation between social economics factors and tourist visit. This study can be used to overcome the present models for measuring the social economics factors and also to generate more accurate results in quantifying tourism as a whole. This would create a significant commitment to the information on the travel industry division to future researchers.

## **1.5 Organization of Study**

The study emphasizes on the social economic factors affecting tourist visit to Cherating, Pahang.

The research is structured as follows: Researcher have performed chapter two analyses of the relevant previous studies. Chapter two divided into three parts that included theoretical structure, empirical proof, and previous studies summaries. Chapter three addresses research methodology which included research design , population and sampling, research instrument, method of data collection , data analysis and ethical considerations.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter covers study identified with the growth of tourism and the social impact on the local community. The aim of this chapter is to generate comprehension and enthusiasm by defining tourism, coastal tourism, and the social economics factors. This chapter additionally elucidates what is meant of social economics factors, and explains in detail the definition of social and deliberate factors affecting tourist visits on the social economic factors.

#### **2.1 Theoretical Framework**

Based on the previous study, the social economics factors affecting tourist visit to Cherating Beach Resort such as income, interactiveness of package and accessibility can be identified as following:

### **2.1.1 Income**

Tourism gives immense financial advantages to most islands in Europe and it is the principle wellspring of pay for natives (García-Falcón and Medina-Muñoz, 1999). An extending figure of studies are centered around island the travel industry (Andriotis and Vaughan, 2003; Bardolet and Sheldon, 2008; Fortuny, Soler, Cánovas, and Sánchez, 2008; Garcia and Servera, 2003; Hampton and Christensen, 2007; Kokkranikal, McLellan, and Baum, 2003; Mitchell and Reid, 2001; Moreno Gil, 2003); anyway just a couple have been done in the Asian area (Kokkranikal et al., 2003; Wong, 1998).

In spite of different government arrangements and projects presented in the course of recent years, fishers remain the nation's slowest-salary group. As per Household Income Survey (2004), which recorded 26,576 poor and exceptionally poor fishers in Malaysia by and large. Of this number, 53.4% were inhabitants of Sabah. In light of an overview called E-kasih, around 2,036 were poor and extremely poor fishers on the east shoreline of Peninsular Malaysia in 2006. Of these, Kuala Terengganu recorded the best number, with 428 of its fishers being delegated close to poor, poor, or poor (21%).

This low-pay normal for Malaysia's fishing population is reflected both in its relative age, and in the division's low paces of enrollment, the two of which have been affirmed by studies performed at a few fishing bases. Indeed,

information from a few fishing towns demonstrate that most fishers are 41–64 years of age, as this age bunch spoke to half 70% of all fishers at bases including Kuala Sungai Bharu (Melaka), Kuala Kemaman (Terengganu), Pulau Kambing (Terengganu), Paka (Terengganu), and Sungai Duyong (Melaka). Strikingly, 70% of fishers at Setiu lagoon are 26–40 years of age. By and large, accessibility of elective land-based openings for work represents the moderately predetermined number of fishers matured 17–25. This gathering is principally situated in Kuala Sungai Bharu, Pulau Kambing, and Sungai Duyong, which are all neighboring major urban territories (Department of Fisheries, 1987).

According to Fency (2018) coastal tourism is bestowed for socio-economic growth of local communities in and around the desired location. However, the main issue of beach tourism that needs to be addressed is the conflict between the tourism revenues providing for the economy as a whole and the socio-environmental tensions emerged due to the exponential growth of coastal tourism in a destination. The impacts on natural flora and fauna, cultural identity and values, the production of waste have heavy implications to both host and guest in the coastal destinations. It would create problems for those who rely on their beaches for livelihood, fishing, accommodation and other income-related coastal activities. Most coastal towns rely on their ocean simplicity to draw visitors who bring along a significant amount of annual revenue.

The local community bolsters the travel industry advancement, as the tourism activities will prompt the monetary improvement, for example, giving speculation openings and as new hotspot for money age (Gursoy and Rutherford, 2004). Local community group picks up the chances to connect actually with individuals from various foundation by means of the travel industry exercises, broadening their outlook and improving their pride and soul through customary functions (Kreag, 2001). According to Jurowski et al. (1997), in light of social trade hypothesis nearby network bolster the travel industry exercises and improvement is recognized as the tendency to enter trade. Communities' readiness to partake in the travel industry activities and association in basic leadership procedures of the tourism improvement are the pointers of network support toward the travel industry (Long, 2011).

As per the cost-benefit analysis, the local community is increasingly ideal toward the tourism development when the normal advantages surpass the expenses of the travel industry improvement (Gursoy et al., 2010). Murphy focused on the significance of the association of local network in the tourism development. He brought up that the accomplishment of the travel industry relies upon the altruism and participation of local individuals since they are part of the travel industry product. He contends that if the travel industry improvement and arranging does not coordinate with the neighborhood desire and capacities, this can decimate the capability of ventures.

### **2.1.2 Interactiveness of Package**

A large portion of Malaysia's tourism advancement endeavors center around marine tourism, which incorporates recreational fisheries, boating and cruising, beachfront lodging associated activities, sailing, and wreck and reef diving. In 2002, beachfront lodging related activities were the third most well known action among outside travelers, with scuba diving positioning fifth, and drifting/cruising positioning 6th (Prime Minister's Department, 2004).

The foundation of tourism development had formed and extremely important when community participation in terms of tour packages, infrastructure, waste management, facilities development, tourism programs and natural resources preservation (Vitasurya, 2016).

### **2.1.3 Accessibility**

The expense of transport, trickiness of timetable, abnormality of transport, more significant expense of products and ventures are the issues as well (King and McVey, 1997). In this manner, numerous islands face openness issues, and subsequently, heading out to an island is substantially more costly than going on the territory. In numerous Scottish Islands, this marvel turns out to be most noticeably terrible during top seasons where ship administrations are normally hoarded by just one ship organization (Swarbrooke, 1999). In addition,

the costs on an island are moderately more than the territory, because of the transportation costs engaged with appropriating products to the islands (Swarbrooke, 1999; King and McVey, 1997). Since islands have constrained financial options; the travel industry is one of the decisions for improvement (García-Falcón and Medina-Muñoz, 1999). Swarbrooke (1999) brought up that most islands build up an air terminal; anyway this absolutely prompts other natural results.

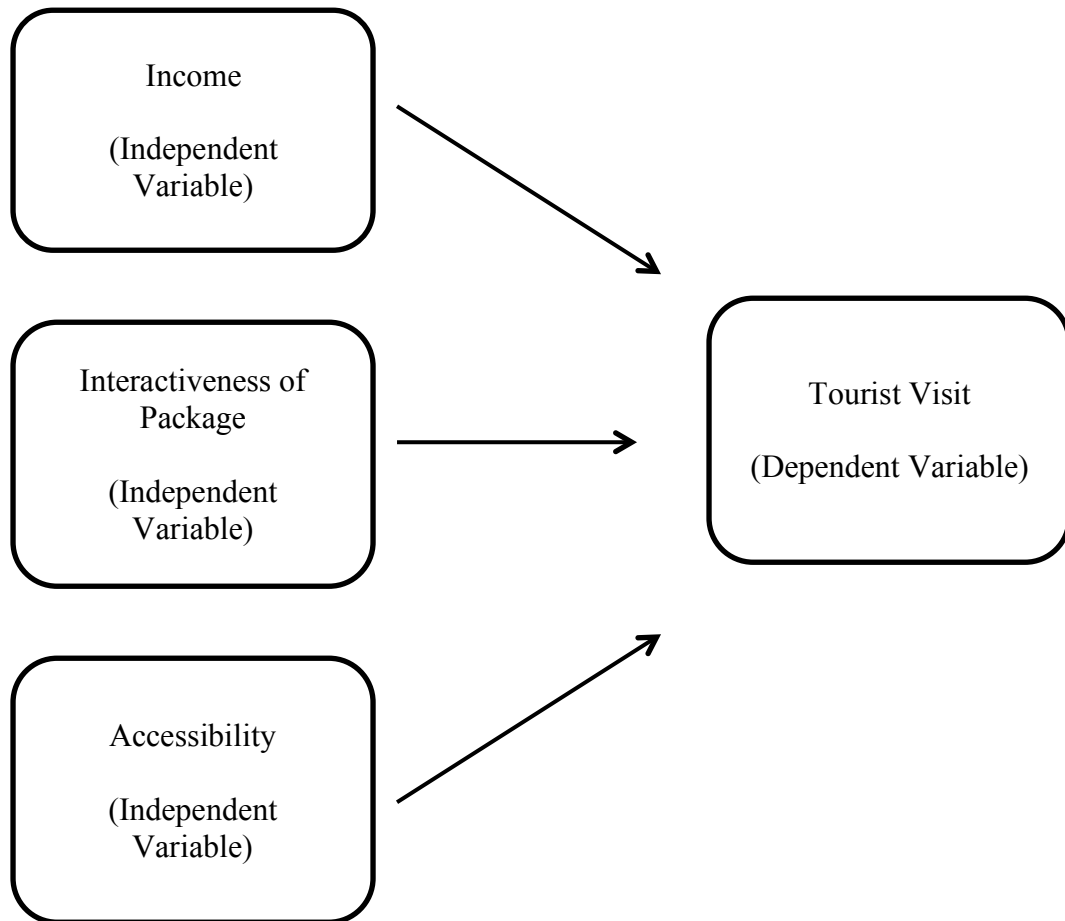
When beach tourism emerged there are international hotels and lodge facilities developed to contribute accommodation for visitors in this area. Analysis of the state economy revealed that, the highest GDP contribution is from service sector, 32.7% (State Planning Unit, 2015). The total number of visitors the state received on 2016 was, 4,661,100 (Immigration Department Sarawak, 2016) and the total receipts generated from tourism was around RM8.374billion (State Planning Unit, 2016). The visitor arrivals to Sarawak from the top five European countries are, UK, Netherlands, France, Italy and Germany. The top five tourists' arrivals from the Asian countries are, Brunei, Indonesia, China, Singapore and India (Sarawak Visitor Exit Survey, 2016). The survey report revealed that an age group between 20-40 are very interested to visit Sarawak and a significant number of people are leisure travelers (62.9%).

The study about the community perceptions at Sunshine Coast indicated that the people who understand the impacts of tourism, for example, make more employments, draw in greater venture, give more business to local residents, make extra expense for neighborhood governments, empower advancement of an assortment of social exercises by the neighborhood inhabitants, give a motivating force to the reclamation of authentic structures, make positive effect on the social character of the network, give an impetus to the safeguarding of the nearby culture, keep up exclusive expectations of streets and open offices (Sujie Wang, Marinanne, Rich Harrill, 2010).

The local community participation in beach tourism activities are essential to the development of tourism, better tourist-host relationship and the preservation of the natural beauty of that destination. The improvement of the travel industry in beach front zones are identified with the financial highlights of the getting condition, for instance, neighborhood network premiums, conditions for wellbeing and safety, political components like conversion scale variances, unusual emergencies and less successful promoting. The environmental circumstances, for instance, excentric atmospheric conditions, sprouts of green growth, winds and the associated hazard of backwoods fires, tsunami, storms and floods, just as plentiful other reliable ones highlights or unforeseen opportunities, influencing the travel industry development in waterfront regions (A.K. Sanyal, 2011).

## 2.2 Conceptual Framework

Figure 3: Conceptual Framework



The conceptual framework exhibits a coordinated perspective on issue under this study (Liehr & Smith, 1999). An example of a conceptual framework is shown in figure 3. In Figure 3, the researcher was aware of a combination of ideas and perspectives taken from various sources.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter will discuss about the research methodology within this study. This chapter will discuss each aspect that is involved in conducting this research from selecting the research design that is appropriate for this analysis, the population and the instrument for sampling and testing. Lastly, this chapter offers thorough description of the data gathering and data analysis tool used in this research.

#### **3.1 Research Design**

According to Punch (1998), all around, research design suggests a framework for the preparation and execution of relevant studies. Research design is the earnest bit of the assessment as it fuses all the four significant contemplations: the framework, the applied structure, the distinctive proof of who and what to consider, and the instruments and techniques to be used for gathering and breaking down information (Punch, 2018). The exploration configuration fundamentally is partitioned into a few sorts. For instance, qualitative research and quantitative research. In this investigation, the specialist will utilize qualitative research technique. As indicated by Ramesh (2008)

qualitative data sources include viewpoint and perception of investment (hands on work), meetings and polls, records and messages, and the impressions and responses of the researcher.

So, in order to fulfill the destinations of the exposition, a qualitative research was employed. The key feature trait of qualitative research is that it is commonly reasonable for small samples, whereas its results can not be assessed and quantified. Its necessary good position, which in like manner sets up its principle diverge from quantitative study, is that it provides a full definition and assessment of a research subject, without compelling the degree of the analysis and the idea of respondent's responses (Collis and Hussey, 2003).

Nevertheless, the competence of qualitative research is seriously well-known on the abilities and limits of researchers, while the aftereffects may not be considered as convincing, from the time when they commonly start for the most part originate from researcher's near and dear choices and understandings. Since it is continuously applicable for small examples, it is also unsafe that the eventual results of qualitative research to be viewed as reflecting the assessments of an increasingly broad population (Bell, 2005).

The primary strategy that was considered was focus groups. MacNaghten and Myers (2004) recommend that this strategy is generally valuable for researchers who maybe, "are not so much sure what classes, connections and points of view are

applicable”. In any case, this technique can yield information that can be hard to comprehend and translate. For an unpracticed researcher, this could display an issue and could prompt information that is maybe not as rich as it could be.

In this study, a semi-structured interviews was chosen to be use. Kvale (1983) states that the utilization of this strategy gives the researcher the chance to, “accumulate the life-universe of the interviewee regarding translation of the significance of the portrayed wonders”. It is this certifiable experience that will give the researcher’s information genuine profundity and will ideally see a portion of the unpredictable issues looked by the respondents. Another favorable position of this technique is sketched out by Blee and Taylor (1995) who contend that semi-structured interviews places human organization, “at the focal point of the development examination. Qualitative interviews are a window into the ordinary universe of activists, and they produce portrayals that typify the subjects’ voices, limiting, in any event however much as could reasonably be expected, the voice of the analyst”.

For this study, interview approach was applied. The interview is a way of checking the mindfulness and furthermore the acknowledgment of the social economics factors affecting tourist visit to Cherating, Pahang. Interviewing of selected chosen people is an important technique commonly used by qualitative researchers. The basis for using such an interviewing techniques is to allow the researcher to determine what is at the frontage of their beliefs, what they ponder and how they feel about it (Frankel, 2000).

This study fundamentally targets at collecting bits of data got from talking definite quantities of tourist or locals, on how aware they are regarding the social economics factors affecting tourist visit to Cherating, Pahang. What is more, the researcher also additionally investigated whether tourists knows the impact of tourism sector in Cherating, Pahang on the economic of local community. To see further, the researcher also included the impact of tourism activities in Cherating, Pahang on the environment. From the interview conducted, it will give the reasonable discoveries on attention to tourist and locals towards the social economics factors that affect tourist visit.

### **3.2 Population and Sampling**

Reid (2004) depicted populace in the research as all units having positive attributes, which are of the enthusiasm of researchers' study. From the meaning, populace can be comprehended as the focused on network or gatherings of individuals that is included or chosen for this study by the researcher. As signified by Kumar et al. (2013), population is the category of individuals, occasions or premium items that the researcher will examine. Every inhabitant is known as an item.

In this research, the researcher utilized the purposeful sampling strategy in this research to determine the participants. Purposive sampling alludes to purposefully picked test as per the necessities of the study. This implies the researcher chooses

participants since they have shown their eagerness to take an interest in the study. Similarly, this methodology empowers the researcher to gather applicable and helpful data for responding to the research question. Face-to-face interview was directed, anyway, there are various respondents being met by means of email and phone calls because of feverish planning.

The purposeful sampling approach was used to establish the sample being examined for the analysis. As per this procedure, which has a place where non-probability testing methods are categorized, sample members are picked dependent on their knowledge, associations and mastery concerning to the study subject (Freedman et al., 2007). In the current study, the sample people picked had uncommon association with the wonder under inspection, satisfactory and appropriate engagement with the tourism market, vibrant inclusion in some of the activities and institutes of the travel industry, as well as established research history and understanding of alarming raw data goals.

### **3.3 Research Instrument**

To acquire the data to investigate the study, some device ought to be use and that apparatus is call research instrument (Elmas, Kantowitz, and Raediger, 2012). Inside and out interviews were used for the purposes of this study. In-depth interviews are close to home and unstructured interviews, the aim of which is to identify the feelings, emotions and opinions of the participants regarding a particular research topic. The norm bit of leeway of individual interviews is that they incorporate individual and direct communication among interviewers and interviewees, even as they have non-response levels, yet interviewers need to have built up the vital aptitudes to effectively convey an interview (Fisher, 2005, Wilson, 2003).

Furthermore, unstructured interviews offer flexibility to the extent of the progression of the interview, thusly leaving space for the time of closures that were not from the start expect to be deduced with respect to a research topic. Regardless, there is a danger that the interview may digress from the predetermined research focuses and objectives (Gill and Johnson, 2002).

Semi-structured interviews that allow the researcher to be flexible in the way he/she asked questions were applied in interviews with the respondents (Struwig and Stead, 2001). The researcher wanted to get the data correctly and all the interviews were also tape-recorded. After the interviews were transcribed and examined, the data was destroyed for confidentiality purposes.

### **3.4 Data Collection Method**

The researcher applied two techniques of collecting data. This was done so as to gather satisfactory and applicable data to accomplish this study's research objectives. The researcher used qualitative method of analysis, in any case.

#### **3.4.1 Library Research**

Ramesh (2008) described library research as a method of managing the analysis of confirmations, for example, verifiable records and archives. This also requires gathering information from library resources that includes course books, both recorded and unpublished scholastic documents such as diaries, meeting minutes, papers, and theories. Similarly, library work integrates data obtained from online searches.

Library research includes the step-by-step process used to accumulate data so as to compose a paper, make an introduction, or complete a venture. As the progress beginning with one phase and moves on to the following, it is regularly important to back up, reexamine, provide additional material or even fully change the theme. That will depend on what the researcher finds during the exploration. There are several reasons behind changing the system. For example, the researcher may see the subject as excessively expansive and should be

limited, sufficient data assets may not be available, what to know may not support the proposal, or the size of the venture may not suit the needs.

As secondary data, data collected from library work is sorted. Secondary data implies the information is accessible immediately and is used by anyone other than researchers. This indicates that secondary data was not initially collected but then derived from dispersed or undisclosed sources (Ramesh, 2008). The secondary data is used in chapter two of the literature review in this study. The literature review contains knowledge collected from various publications on coastal tourism around the world from the point of view of a single group from the point of view of access and recognition.

Different researchers analyze secondary sources. They describe, analyze, and evaluate data found in critical sources. Secondary sources make data increasingly accessible through the repackaging of data. A few examples of secondary sources are newspapers, publications in journals and magazines, reference guides, dictionaries, handbooks, annual indexes, encyclopedias, reviews and surveys, etc.

Primary sources are original works. These outlets refer to original thinking, report on disclosures, or offer new data. Typically these speak to the primary conventional appearance of unique research. Primary sources include reliable details, writings, overviews, addresses, life stories / memoir collections,



papers, oral chronicles, gatherings, works or craftsmanship and writing, inquiries about records, government archives, PC services, specific documents (birth testaments, preliminary transcripts...) etc.

### **3.4.2 Interview**

According to Walliman (2011), field research makes a number of research techniques, for example contextual analysis, interview and perception, to take care of current research questions. This study received the interview method; the researcher had made a determination of the participants for an interview. In this specific circumstance, Hackett (2003) listed that the interview of choices would guarantee a superior individual choice. It continuously gives direction on systems and strategies. In either case, this helps the interviewer to sort out the interview in order to arrive at the best option by determining the realities that might come out of it.

One way to get the primary data is via the interview process. Primary data is known as data that was assembled during the conduct of a particular study. The data would be accumulated during execution of the test (Hackett, 2003). In this way, to obtain essential details, face-to-face interview were utilized. The researcher with masterminded formed inquiries to the interviewees used the organized interview. In these unique cases, in an coordinated procedure, the structured interview conventions present specific target inquiries. What's

more, the inquiries were written, organized and sifted through very much in line with the investigation's aim. This protocol urged the members to respond as appropriately as would be appropriate to the inquiries.

The interview questions were structured in English Language in order to guarantee the respondents' legitimate reactions, the interview process was also guided using the first language that is Malay. Later, the reactions were transcribed deliberately and translated into English. The use of the first language was used for those people who were unable to understand English in such a way as to enable them to contribute valuable data in connection with the element being investigated.

Be that as it may, specific questions were utilized on occasion during the interview. It focused on the topic addressed in the interview sessions. The concerns focused on particular topics were the methods used in the system and the perspectives of the participants. The questions managing respondents' frames of mind and information that were implemented in the arranging procedure were coordinated such a way that respondents were given the floor to talk transparently and recount to their story. As indicated by Hittleman and Simon (2002), addressing questions along these lines could urge subjects to discuss their view of what was going on, what their convictions were about the occasion, and how they felt about the circumstance under audit. Bogdan and Biklen (1992)

convey that the interviewees describe the interview material and the study's effect.

So as to make the best opportunity for respondents or interviewees to speak transparently, the collaboration between interviewer and interviewee was considered during the interview session. Foddy (1993) discloses that the interviewee should be treated as an active agent in order to make decent cooperation between a questioner and interviewee. Foddy (1993) calls this connection "sense-making activity". The "sense-making activity" is the action that outcomes when interviewees play an active role, and arrange with the interviewer the importance of questions and answers. The interaction enables the interview discourse to move toward another path (Bogdan and Biklen, 1992; Gorman and Clayton, 2005). This new bearing in this manner adds both profundity and breath to the interviewer's comprehension of the issues in question (Gorman and Clayton, 2005).

### **3.5 Data Analysis**

Hackett (2003) said that data analysis is a major segment of research. Drew et al (2008) accepted that analyzes of qualitative research data are most likely more negative than some other single part of the research process. This may be due to the way that data is usually reported as words in subjective investigations; portrayals, thoughts, and emotions, rather than figures.

Moreover, Donald et al (2006) explained that data analysis is the technique most quantitatively isolated from qualitative research. Data analysis is a procedure by which researcher conduct quest and mastermind it so as driving force it in order to improve their understanding into the data and to explain what they made sense of how to others. Likewise, James (2004) included that data analysis is to compose data, segregating it into compelling units as per points and subjects.

The recent research followed the important methods in scrutinizing the yield from the interviewees. The analysis incorporates information decrease, interpretation of interviews, information show and end drawing. The methodology includes organizing the information to clarify and make new findings. The details obtained from the interview will be sorted out and summarized as described above by classifications: components and consequences of travel industry determination. At that point the researcher analyzed and interpreted the evidence as determined by the sources according to the study's objectives.

The thematic content analysis was utilized to examine the interview information. This research method contained five stages, to be specific: transcription, checking and altering, analysis and interpretation, and confirmation (Karlsson, undated; Sarantakos, 1998). The analyst put information onto paper for the first point, that is, transcription, and read it to get a thought about what the information was about. Stage 2, the place the information was isolated into littler relevant (significant) units is the testing and alteration. This was accomplished by browsing each passage and documenting the topics in each section. Comparative topics for making related units were then assembled.

Moreover, stage 3 is analysis and interpretation. This is the place mental importance was utilized to interpret the topics, from stage 2. This was accomplished by utilizing the researcher's comprehension of the topics that were exhibited. The mental understanding was then utilized as the realities. Stage 4: speculation is the distinctions and likenesses, between the various meetings were distinguished, enabling typologies to create. Next, the researcher abridged the units in the request that fit, by partitioning them into related sections. The distinctions were additionally gathered into singular passages. Ultimately, stage 5, the approval. Experiencing the transcripts once more, and enabling the researcher's associate to peruse it also, in order to approve the discoveries checked legitimacy of the information.

## **3.6 Ethical Considerations**

### **3.6.1 Informed Consent**

Participants in the interview were informed completely on the reason and lead of the research. It was made obvious to them that participation was voluntary and they could pull back from the task at any phase without punishment. The justification behind this examination was clarified. Data collection and analysis were portrayed obviously to them with the goal that they recognized what they were doing. At the point when all members concurred that they comprehended everything plainly, they were approached to give their consent to take part in this examination by marking a composed assent structure. The consent of the participants was recorded and notes will be kept of the dates of instructions and of the people advised.

As mentioned before, this research has managed data about their experience and consciousness of the social economics factors affecting tourist visit, along these lines all exertion was made to guarantee that no identification of who created what data was to be uncovered to the general population. As referenced by Creswell (1998; 2005), the researcher ought to deliberately consider the moral issues which include issues of looking after privacy, securing the obscurity of people and looking for consent, all of which the members were informed of.

### **3.6.2 Risk Concern**

This research is of the exploratory research type. The impact of the interviewing sessions would not truly purpose any interruption to participants' work. Interview techniques utilized in this research were intended to help the participants to describe and recount to the tale of their involvement with the travel industry. This research, along these lines, could not be thought of as altering the information, suspecting, demeanors, emotions as well as conduct of the participants. What's more, in spite of the fact that this research manages various visitor and local people, they worked with the researcher separately. Moreover, the data got in interviews did not include delicate questions which could make any interruption the members. Essentially, as indicated by the method for this research, there ought to be no dangers included. Along these lines, the potential advantages of this research evidently exceed the risks.

### **3.6.3 Privacy**

All personal information of the interviewees was treated as classified, stayed secret all through the study and, after the undertaking has been finished, will be destroyed. Individual information, for example, chronicles of the meeting session and important individual data would not be utilized without first getting consent from the significant people.

### **3.7 Conclusion**

This chapter involves research design by which the primary data will be gathered from the tourists' descriptive research in Cherating, Pahang. There is also mention of population and sample study before discussing the research methodology used to conduct this research study. Library research and interview methods are used in collecting data. Qualitative method is chosen for field research, in which group of interviewees is involved in the research procedure. In order to further this study, this research methodology has to be identified. The data that have been collected will then be analyzed and discussed, and the results will be shown.



## **CHAPTER FOUR**

### **RESULT AND DISCUSSION**

#### **4.0 Introduction**

This chapter will discuss about the result and discussion within this study. There are five sections on the questionnaire. The first section presents the demography of the participants to have a brief understanding on them. The second section is about the factors affecting tourist visit to Cherating, Pahang which answered the first objective of this research. The third section is about the impact of tourism sector in Cherating, Pahang on the economic of local community. The next section is discussing about the challenges or problems faced in the tourism and community in Cherating, Pahang. And lastly, the fifth section is about the impact of tourism activities in Cherating, Pahang on environment.

#### **4.1 Demography**

The background data were obtained by implementing Section A of the research instrument attached in Appendix A. Background data revealed the respondents' general demographic characteristics. Additionally, the information obtained in this section was further put to a statistical analysis. This chapter presents the findings obtained.

#### 4.1.1 Gender of Respondents

There were fifteen participants interviewed in this study. Results of the background data of the tourist that has visited Cherating, Pahang (see Table 1) were obtained from 15 subjects: 6 males and 9 females. Although this research is conducted randomly, but the researcher makes sure that the gender of the respondents is balanced.

**Table 1:** Gender of respondents

Gender of respondents	Number of respondents
Male	6
Female	9

(Source: Interview guide, Section A)

#### 4.1.2 Age of Respondents

The age of respondents in this study consist of ten participants in the age range of 18 to 24 years old and five participants in the age range of 25 to 34 years old. Many of the respondents in this survey were mainly from the age range of 18 to 24 years old, this showed that the people with younger age like to travel more and have their leisure time with their friends. Moreover, Cherating, Pahang is famous with the beach and have many hipster places that can attract this young people.

**Table 2:** Age of respondents

Age range of respondents	Number of respondents
Under 18	0
18 – 24 years old	10
25 – 34 years old	5
35 – 44 years old	0
45 – 54 years old	0
Over 55	0

(Source: Interview guide, Section A)

#### **4.1.3 Ethnicity of Respondents**

The ethnicity of respondents in this study consists of thirteen participants that are Malay, one chinese and one indian. Majority of the respondents in this study are Malay. This is because they are not many Indians and Chinese that visiting Cherating, Pahang at the time when the research was conducted.

**Table 3:** Ethnicity of respondents

Ethnicity of respondents	Number of respondents
Malay	13
Chinese	1
Indian	1
Other	0

(Source: Interview guide, Section A)

#### 4.1.4 Origins of Respondents

The origins of the respondents in this study consisted from various states in Malaysia. The highest origins of the respondent are from Kuala Lumpur and Pahang with 4 respondents each state. The next highest origin of respondents is from Selangor with 3 respondents. The other respondents came from Perak, Penang, Johor and Melaka with 1 respondent each. This showed that people around Malaysia came to Cherating, Pahang.

**Table 4:** Origins of respondents

Origins of respondents	Number of respondents
Kuala Lumpur	4
Selangor	3
Perak	1
Penang	1
Pahang	4
Johor	1
Melaka	1

(Source: Interview guide, Section A)

#### 4.1.5 Education Level of Respondents

The education level of the respondents in this study varies. They came from various education level. The highest numbers of education level of the respondents are with Bachelor's Degree with 10 out of 15 respondents. The second highest education level is Master's Degree with 2 respondents. Other respondent had Foundation, Diploma and Diploma and license with 1 respondent each (see Table 5).

**Table 5:** Education level of respondents

Education level of respondents	Number of respondents
Foundation	1
Diploma	1
Diploma and license	1
Bachelor's Degree	10
Master's Degree	2

(Source: Interview guide, Section A)

#### 4.1.6 Employment Status of Respondents

The most employment status of the respondents in this study is employed with 8 out of 15 respondents. The second highest number of employment status is student with 5 respondents. The remaining respondents are unemployed and on job training with 1 respondent each. Most of the respondents are employed because they have their own money and budget to travel. Although it is only traveling in Malaysia but they achieved their satisfaction. For students nowadays, they have their own savings to travel. They want to travel with their friends, catching up and doing some fun activities together.

**Table 6:** Employment status of respondents

Employment status of respondents	Number of respondents
Employed	8
Unemployed	1
Student	5
On job training	1

(Source: Interview guide, Section A)

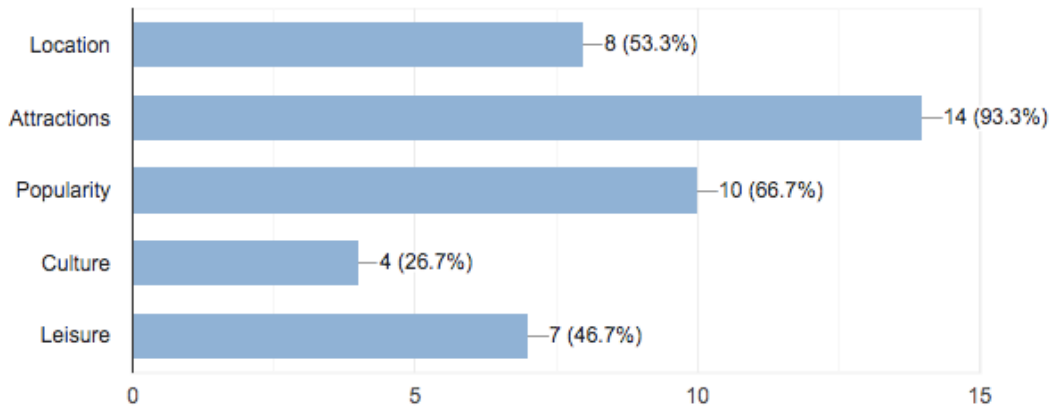
## **4.2 Factors that Affect Tourist Visit to Cherating, Pahang**

The factors that affect tourist visit to Cherating, Pahang was collected through implementing Section B of the research instrument attached in Appendix B. The factors affecting tourist visit, tourist preferences, the facilities provided, does the facilities meets the tourist expectations and what are the facilities that are expected to be provided: these are the questions given to the respondents. The information collected in this section was subsequently put to statistical review. The findings obtained in this chapter are summarized here.

### **4.2.1 The Factors Affecting Tourist Visit to Cherating, Pahang**

The factors that the most affecting the tourist to visit to Cherating, Pahang is attractions with 14 out of 15 respondents (93.3%) selected the option (see Figure 4). The next factor that got the highest percentage that is 66.7% with 10 respondents picked it is popularity. Location is also one of the factors that affects tourist visit to Cherating, Pahang. The number of respondents that chose location as one of the factors is 8 respondents (53.3%). Leisure is also one of the factors that are not far different in numbers from location. With 7 respondents selected the option that is equal to 46.7%. Lastly, culture is the least factor that affects tourist visit to Cherating, Pahang with 4 respondents (26.7%).

**Figure 4:** The factors affecting tourist visit to Cherating, Pahang



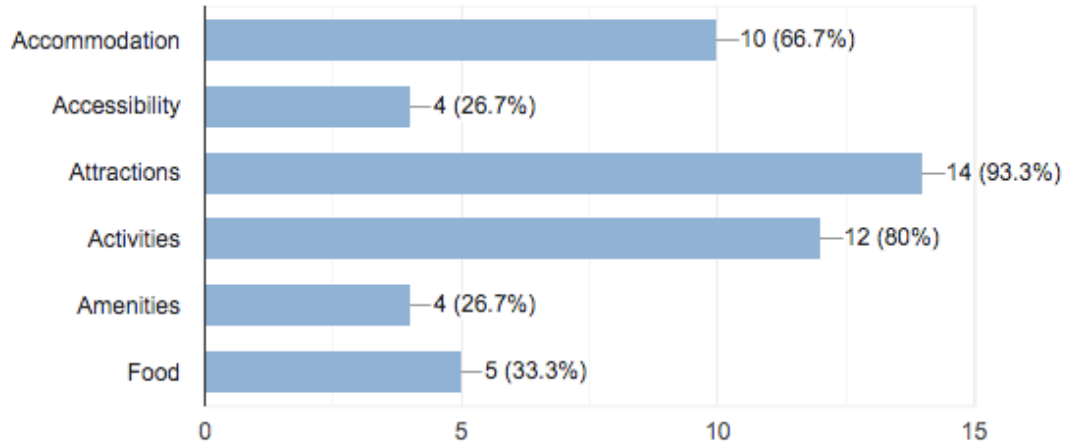
(Source: Interview guide, Section B)

#### 4.2.2 The Tourists Preferences

The most tourists preferences of visiting to Cherating, Pahang is because of the attractions, with 14 out of 15 respondents chose that. The second highest tourist preference is activities which 80% of the respondents chose it. That is equal to 12 respondents. Next, accommodation is also one of tourist preferences with 10 respondents (66.7%) selected that option. Food is also not far from the tourist preferences with 5 out of 15 respondents (33.3%) picked that. Lastly, accessibility and amenities are tied with 4 respondents each options.



**Figure 5:** The tourists preferences



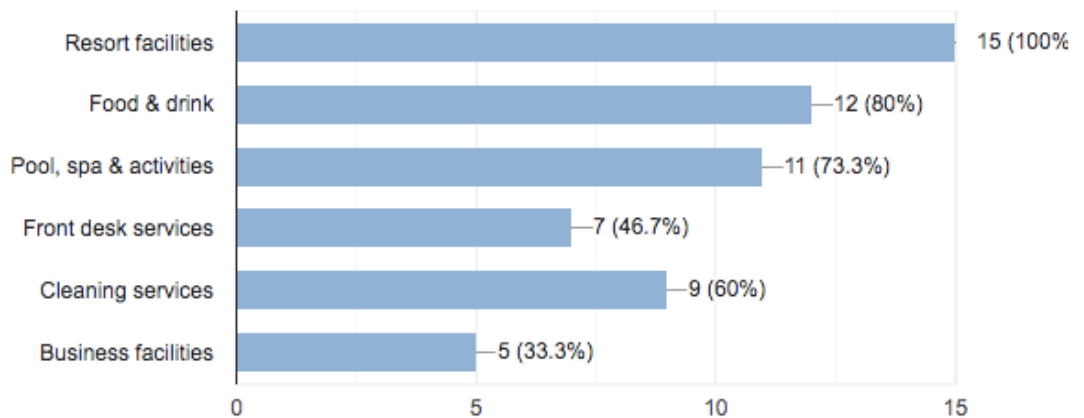
(Source: Interview guide, Section B)

#### **4.2.3 The Facilities Provided by Tourism Operators, Organizations and Tourist Places**

The most facilities that are provided by the tourism operators, organizations and tourist places according to the respondents are resort facilities (see Figure 6). All 15 respondents picked resort facilities as the most facilities that is provided. The second highest facilities provided according to the respondents is food and drink with 12 respondents (80%) out of 15 respondents chose that. Pool, spa and activities are not much different with food and drink, which is only one difference with 11 respondents chose that, that is equal to 73.3%.

Next, 60% of the respondents said cleaning services are offered by tourist operators, organizations and places of interest that are equal to 9 respondents. Followed by cleaning services is front desk services with 7 respondents (46.7%). Lastly, with 33.3% respondents that is equal to 5 out of 15 respondents chose business facilities.

**Figure 6:** The facilities provided by tourism operators, organizations and tourist places



(Source: Interview guide, Section B)

#### 4.2.4 Does the Facilities Meets the Tourist Expectations

There are many facilities that are provided by the tourism operators, organizations and tourist places according to the respondents earlier. But does the facilities meets the tourist expectations, that is the real question. According to

the respondents, most of them answered “Yes” the facilities meet their expectations. The facilities encompass everything that the respondents expected because the facilities provided are necessary for the tourists. There are variety of activities and the vibes suits their taste as what the respondents expected. The respondents also said that the facilities provided is excellent and well equipped because it is comfortable and satisfying. Overall, the respondents said it has spacious rooms, well equipped and everything is in a good condition. In addition, friendly staff too that helped the tourist through their stay at Cherating, Pahang.

#### **4.2.5 The Facilities Expected to be Provided**

There are already many facilities that are provided by the tourism operators, organizations and tourist places according to the respondents earlier. But there must be something that the tourist expected more to be provided by the tourism operators. There are many answers that the researcher got from the respondents. First of all, one of the respondent said good price, quality, choice and convenience. There are a few respondents answered high-speed Wi-Fi/internet, breakfast room, swimming pool and jacuzzi. There are also respondents that expected better foods and drinks.

Facilities that should be provided by the resort are gym facilities for exercising, transport for tourists in order to ease their trip and pool to attract children or kids in order for them to enjoy their trip at the resort. Family friendly

facilities such as kids entertainment services and kids corner should be considered because that is what the respondent expected to be provided. Daily basic need that can be easily accessible in the resort is also important with good service and hospitality. Lastly, the respondents expected more fun activities and comfortable facilities for the tourists.

### **4.3 The Impact of Tourism Sector in Cherating, Pahang on the Economic of Local Community**

The impact of tourism sector in Cherating, Pahang on the economic of local community was collected through implementing Section C of the research instrument attached in Appendix C. The impact of tourism sector in Cherating, Pahang on the economic of local community can be answered through the questions of does the tourism industry provides them job opportunities? What are the job opportunities? The last question in this section is does tourism development brought any negative social and cultural consequences to the local community? The information collected in this section was further put to an analysis. The results obtained are presented here in this chapter.

#### **4.3.1 The Job Opportunities that are Provided**

Most respondents in this study answered yes, there are job opportunities provided by the tourism industry to the local community. To answer what are the job opportunities are, there are a lot of answers from the respondents. One of the respondent said that there is a lot of job opportunities but more in tourism field and for rural development. “Tourism offers job opportunities in sectors like accommodation, food and beverages establishments, transportation services, travel agencies and many more,” said one of the respondents. Other job opportunities that were mentioned are hotel manager, travel agent, tourist guide, customer service, room service, front desk, receptionist, bell boy, housekeeper, administrative, chef, waiter/waitress, and developer. There are many job opportunities that are mentioned by the respondents as listed earlier.

#### **4.3.2 Negative Social and Cultural Consequences to the Local Community**

The next question in this section is whether the growth of tourism has brought any negative social and cultural implications for the local community? The answers from the respondents vary. Several respondents have said it has negative social and cultural implications for the local community. Some respondents have said the local environment should not have negative social and cultural consequences.

The respondents who said yes, the local community has negative social and cultural implications, said it has social change within the local community. One of the respondents said that, “Yes, because some of the tourist are foreigners and some of them do not respect local culture.” On top of that, it brought the local community the negative social and cultural consequences.

As for the respondents that said that there are no negative social and cultural consequences to the local community, they said no if we preserve it and the tourism development gains profit to the country. There is also answer like “No. In fact, tourism development helps our country to expand our beautiful places and shares them with the other countries. Plus, it also contributes to our sustainable economics growth.” Lastly, “No. But if there is a cause for negative consequences, it would be the bad behaviour that some of the tourists bring to the place such as vandalism or throwing trash everywhere without concerning about the environments,” said one of the respondents.

#### **4.4 The Challenges and Problems in Tourism and Community Livelihood**

The challenges and common problems in tourism and community livelihood was collected through implementing Section D of the research instrument attached in Appendix D. The challenges and problems can be answered through the questions of what are the common issues relating to tourism and community living? What can be

done to get community engaged in sustainable tourism? The last question in this section is what are the locals' perceptions and attitudes regarding the development of tourism and its implications for the community? The information collected in this section was further put to an analysis. The results obtained are presented here in this chapter.

#### **4.4.1 The Common Problems in Tourism and Community Livelihood Issues**

In this part of the study, there are many answers according to the respondents for the common problems in tourism and community livelihood issues. According to the respondents, the common problems in tourism and community livelihood are tend to follow other culture, poor accessibility, inadequate marketing, lack of infrastructure, lack of job opportunities, and over crowded space. There are more common problems such as disrespectful tourist, the transportation, language barrier, garbages and natural resource pollution.

The respondent also said there are too much liquor drinking and partying that might be a nuisance to others. The non-involvement of the local people in helping tourist that are travelling at Cherating, Pahang is also the common problems there according to the respondent. This may be because of the language barrier and maybe the local do not feel comfortable having the tourists from different countries at Cherating, Pahang. The mindset of the local people about foreigners is a bit a problem. “Communications between the tourists and the

community. The people within the community might have some misunderstanding with the outsiders as they really take care of their local culture,” said one of the respondents.

#### **4.4.2 What Can Be Done to Involve Community in Sustainable Tourism?**

The next question in this section is, what can be done to involve community in sustainable tourism? There are many different answers from the respondents. The first one said to be proud with the culture and make others feel the uniqueness. There is also respondent that said to offer platforms for the community for feedbacks and debate. Investment in infrastructure such as improved the roads, internet access, sanitation and good management. While other respondents said to do more advertisements, more cultural activities, ensure that the locals are friendly, conserving resource and show the people about the importance of tourism.

One of the respondent said that everyone need to take part in maintaining the nature so that it stays as it is or make it better. Other options is do activities that involves with the local community to make it more informative and interesting. There is one respondent said, “community can be involve if at certain places or kampung (that have attractions), they can organise a small and simple festival yet can attract tourists to come to the festival. For example, culture festival, food festival, traditional dance festival etc.” They need to be a part of



the tourism like involve in business or attract local to own tourist spot. “Community should provide tourists by helping them with their staying and making them comfortable to explore our beautiful places and culture,” said one of the respondent.

#### **4.4.3 The Perception and Attitudes of the Locals Regarding the Tourism Development and Its Implications for the Community**

The last question in this section is, what is the perception and attitudes of the locals regarding the tourism development and its implications for the community? There are many perceptions and attitudes of the locals regarding the tourism development and its implications for the community according to the respondents. For example, the local will worry a bit for their safety and the behavior of the locals. Perceptions and attitudes may differ from each locals, it could be negative or positive. Positive attitudes from the locals regarding tourism development due to the increment in their source of income.

The respondents said that the perceptions are positive and locals supporting the tourism development. The locals are open and supportive towards the tourism development in Cherating, Pahang. Most of them might be agreed as it can promote their local culture and improve the country's income in tourism. According to the respondent, the locals are proud as their heritage and culture is being showed and learnt by different people. “Tourist or foreigners can know

their places so that community will be proud because their places can be viral” said one of the respondents. One of the respondents said, “Some are positive and some are negative. Locals still have issues especially in racism which they do not want to be friendly with non-local tourists.”

#### **4.5 The Impact of Tourism Activities in Cherating, Pahang on Environment**

The impact of tourism activities in Cherating, Pahang on environment was collected through implementing Section E of the research instrument attached in Appendix E. The impact of tourism activities on environment in Cherating, Pahang can be answered through the questions of what are the major causes of environmental degradation and economic losses and how it can be resolved? Are there any environmental problems posed by the tourism industry in Cherating, Pahang? For example, air and water pollution, soil erosion, oil spill in the ocean, disposal of wastes happening? Why is that so?

The last question in this section is Are there any destruction of wild life habitats, disturbance of natural regeneration, extinction of species, loss of biodiversity and loss of mangroves that are remarkable? Why is that so? The information collected in this section was further put to an analysis. The results obtained are presented here in this chapter.

#### **4.5.1 The Major Causes of Environmental Degradation and Economic Losses**

The first question in this section is, what are the major causes of environmental degradation and economic losses and how it can be resolved? There are varies of answers from the respondents. One of the respondents said that there are too much exploitation occur, so the way to resolved it is with balancing the exploitation. “Too much of deforestation for tourism purpose can also be bad for the country. Maybe the developers should minimize such activity,” said oone of the respondents.

“Lack of education causes environmental degradation which results in economic losses. People should be educate more to overcome it.” “Overpopulation and deforestation. Stricter government regulations and stop deforestation.” Contaminated sand and sea water is also one of the major causes. This can be resolved by preserving the beach. Littering is also the major causes, this can be resolved by enforcing the law or implement recycling activities.

There is one respondent answered, “Some of the human greeds and bad behaviour towards environment are some of the causes. It affected the economy in many ways. The importance of tourism and how they should behave as a tourist must promoted in every platforms.” Other respondent said, “The major causes of environmental degradation and economic losses is environmental

condition and safety. Keeping the environment clean and easily accessible to basic needs and emergency situations.” One respondent also said, “The major causes are the neglect to take care of our nature attraction and not providing effort to upgrade our attractions.”

“Modern technological advancement, for which we are so proud, are in reality the root cause of the degradation of the environment. Environmental changes are based on factors such as urbanization, population and economic development, increased energy use and intensified agriculture. Degradation affects humans, animals, plants, and micro-organisms adversely. In order to cope with the critical situation, we must allow resource efficient use and management, sustainable growth, adoption of a green concept and, above all, involvement of the community in all development activities,” said one of the respondents.

#### **4.5.2 Environmental Problems Posed by the Tourism Industry in Cherating, Pahang**

The second question in this section is, does there any environmental problems posed by the tourism industry in Cherating, Pahang? For example, air and water pollution, soil erosion, oil spill in the ocean, disposal of wastes happening? Why is that so? According to the respondent, some answered yes and some answered no. one of the respondents believe that water pollution happens because it is common for the people to litter by the beach. There is also

respondent that said waste production and littering as the environmental problems posed in Cherating, Pahang. This is because lack of knowledge and awareness. Most of the respondents answered about excessive littering

In addition, laws are not taken seriously. There is also land pollution, soil pollution, water pollution and air pollution. There is also some people that cutting tress illegally without care about the environments and this can cause the pollutions. “Resorts obviously have beach, the locals (including foreigners/tourists) cannot really control their hands from throwing things because it has become their habits.” Other respondent said, “Water pollution. It is because people that have lack of common sense and throw away rubbish and non disposable trash which could affect the cleanliness of the beach.”

#### **4.5.3 Destruction of Wild Life Habitats, Disturbance of Natural Regeneration, Extinction of Species, Loss of Biodiversity and Loss of Mangroves**

The last question in this section is, does there any destruction of wild life habitats, disturbance of natural regeneration, extinction of species, loss of biodiversity and loss of magroves that are remarkable? Why is that so? According to the respondents, the believe yes, wildlife ecosystems are being lost, natural regeneration disruption, species extinction, biodiversity loss and magrove losses.

There are many reasons to this questions. First of all, this is because the tourism development, pollutions by the tourists, some may be for fuel production, deforestation and because of the human greed. One of the respondents said, “Yes, wild life might loss their habitats due to this industry as they destroy the forest to build such resorts and so on.” Other respondent answered, “Yes because yo built a resort and some other tourist activities place need to cut down the trees or destroy some forest area which lead to disruption of some habitats.”

“Yes because some tourists do not know how to take care of environments while having fun touring at the place.” Lastly, “Yes. This happens because of the lack of care for our attraction places and it affects the wild life habitat because of our ignorance.”

## 4.6 Conclusion

A sustainable strategy is required to establish a sustainable coastal tourism management plan to mitigate the coastal region's process of degradation, taking into account the physical climate, local economy and culture and to include non-coastal tourism based local industries (Burke and Kura *et al.*, 2001; Dobson, 2003; Garrod and Wilson, 2003; Kline, 2001; Secretariat of the Convention on Biological Diversity, 2004; Yunis, 2006).

The effect on water, food and vitality assets is outrageous because they are basically for individual utilization and are vigorously manhandled by visitors in lodging and food square alongside unnecessary lighting and air conditioning systems, swimming pools, golf courses, etc. (Gössling, 2002; UN Atlas of the Oceans, 2004).

The atmosphere has slightly changed due to the international tourists' arrival as tourism impacts and the locals are becoming more used to accept and understand the tourists' behaviours. At the moment the locals are in the Euphoria stage in Doxey Irredix Model whereby they as hosts welcome and receive the guests. There was not much emphasize on tourism planning but the researches assessment identified that there is physical impact of tourism on the atmosphere factor.

Transition of land loss and land use, habitat and biodiversity destruction resulting directly from the construction of visitor facilities and infrastructure through the

clearing of mangroves, wetlands and beaches and the mining of building materials (UN Atlas of the Oceans, 2004), or from increased intrusion into sensitive coastal ecology. A prominent example is the decline of sea turtles nesting directly linked to a rise of tourist traffic along the nesting beaches (Schroeder, 2001).

In the case of development of beach or coastal tourism, such as construction of ports and resorts on the beach, removal of natural barriers and changes in the patterns of sediment flow, coastal erosion is emphasized (UN Atlas of the Oceans, 2004). In addition, uncontrolled and unchecked growth of tourism is primarily responsible for the deterioration of the scenic value of the physical beauty of the coast and it also tends to move closer to the water mark in order to create more tourist attraction.

As regards of environmental concerns, stakeholders accepted that environmental status in Cherating, Pahang had changed due to pollution and different stakeholder attitudes. The very first word to come from a tourist's mouth was "rubbish" when asked about the issues facing the coast. Tourist showed concern over cleanliness, as garbage was spread all over. Garbage is increasing as tourist numbers rise, and this definitely leads to the increase in solid waste by tourists or resorts (Kokkranikal et al., 2003). If the number of tourists grows rapidly, the extra solid waste will exceed the coast's management capacities (Economic Planning Unit, 2004).



## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Introduction**

Throughout this report this chapter will discuss the conclusion and recommendations. Dividing this chapter into three parts. The chapter's first section presents the summary of the research. The second section then addresses policy recommendations. The third section deals with the study's shortcomings and recommendations.

#### **5.1 Summary of Study**

Through the research that has been conducted, the aim and objective of the study were achieved. For the first objective is to examine factors that affect tourist visit to Cherating, Pahang. The second objective is the impact of tourism sector in Cherating, Pahang on the economic of local community. Lastly, the impact of tourism activities in Cherating, Pahang on environment. It is important to find strategies or approaches across these issues to manage and monitor this problem from continuing to occur.

There needs to be a compromise between conservation and citizens, addressing the desire of the local community for easy access to the services required and the opportunity to control its own natural resources, ensure their well-being and a fair distribution of income and wealth including intercultural tolerance (Björk, 2000; Dobson, 2003; Garrod and Wilson, 2003; Kline, 2001; Secretariat of the Convention on Biological Diversity, 2004; UNEP Division of Technology, Industry, and Economics, 2003; Yunis, 2006). Lastly, tourism development is definitely a balancing act between the tourism industry and the surrounding community to prevent the loss of resources that really depend on tourist activities (Burke and Kura *et al.*, 2001; Dobson, 2003; Garrod and Wilson, 2003).

By generating job opportunities, the tourism sector is an increasingly significant source of revenues. Since the sector is considerably labor-intensive, tourism investment appears to produce a greater and faster rise in jobs than comparable production in other business activities. Although tourism is mainly focused along the coastal regions and nature reserves of Cherating, Pahang, it does have significant benefits in terms of higher incomes, rising jobs, provided upward mobility opportunities for locals, higher incomes and higher foreign exchange revenues. Nonetheless, along with these advantages, there are also certain social economic considerations and environmental effects that need to be highlighted. Sustainable development is one of the fastest growing tourism segments and we expect to see further growth in the future. Nevertheless, given the wide range of so-called ecotourism activities offered by several different tour operators and enjoyed by

a similarly large number of diverse visitors, there is little consensus on its precise meaning.

Uncontrolled tourism practices will lead to major loss of wildlife habitat, and heightened vulnerability to forest fires. Tourism can also lead to uncontrolled clearance of agricultural land for new infrastructure construction, increased demand for wood fuel and even illegal logging. For several countries, due to the growth of tourism, coastlines are being overbuilt until damage caused by deterioration of the environment and the subsequent loss of revenue resulting from a decline of tourist arrivals is irreversible. As described above, intense development of tourism and leisure activities in coastal areas may not only result in beach destruction and coastal erosion but may also endanger coral reefs and other marine habitats. Some serious challenges resulting from mountain tourism activities include disturbance of animal movement by road and visitor facilities, river sewage pollution, unnecessary water diversion from streams to supply resorts, and solid waste deposition on waterways.

Natural resource stresses and supply and values of resource consumed by local residents—such as electricity, food, and essential raw materials—land, freshwater, and marine resources are the key natural resources at risk from tourism growth. Intensive growth of tourism can also endanger natural environments, in particular through deforestation, wetland degradation, and soil erosion. The growth of tourism in coastal areas, including hotels, airports and highways, is of growing concern worldwide, as it can lead to sand mining, beach erosion and land degradation. The tourism industry also

generates major wastage and emissions. Improper disposal of the liquid and solid waste produced by the tourism industry has become a major problem for many developing countries and regions which lack the capacity to handle these waste materials properly.

## **5.2 Policy Recommendations**

In formulating a plan for tourism growth, there should be a holistic sustainable development strategy involving policymakers and decision-makers, as well as developers and managers from GOs, NGOs and other organizations, the private sector and local and indigenous communities.

Sustainable tourism can be maintained by promoting national policies for sustainable tourism decentralization, encouraging deliberate and collective inventiveness, and promoting sustainable international tourism. It should be clear by now that even ecotourism activities can cause adverse ecological impacts, especially if they are not properly managed or involve numbers of tourists beyond tourist ability. Tourism companies, local government, tourism associations, community organizations, indigenous community or business, regional development agencies, interpretation officers and all need to follow the steps in sustainable tourism.

The government will develop a strong strategy to make it appealing to the tourism industry. To grow the industry, a private investor should come forward. Proper preparation, guidance and monitoring are needed to enable the tourism industry to do so.

An appropriate planned tourism strategy at Cherating, Pahang, is of great importance for tourism growth. Developments in popular tourist spots of various kinds of infrastructure are very important.

Government authorities need a thorough interaction with the local community in order to be effectively involved in tourism development activities, they do need to motivate the community through capacity building to reap the benefits of tourism growth as tourism industry developers and controllers in the area. Therefore, the provision of financial support and opportunity to enable the community to move forward with tourism has become an important necessity. The active participation of the local community should ensure that the tourism industry in the region is economically, socio-culturalally and environmentally sustainable.

The development of hotels, chalets and resorts and other form of accommodation with special theme based is encouraged as these types of accommodation premises has the niche factor to attract repeat tourists. Accommodation is a very important aspect of tourism and currently it has provided jobs to many locals but with the development of more internationally standard accommodation premise, this will eventually create a technology transfer between the hotel management team and the locals. It creates opportunities for them to learn the trade of the industry. In Malaysia, this situation usually exist in island destinations throughout Malaysia, for example, Pulau Redang and Pulau Perhentian in Terengganu.

According to State Planning Economic Unit (SEPU) (2012) of the Prime Minister's Department, many rural areas in Malaysia are being developed into industrial areas where it offer many locals job opportunities and chances to work in multinational companies that set up their plants in these areas. An example is the Kulim High Tech Industrial Park in Kedah. Technology transfer is a term used when technology transferred from the developed communities to the developing communities. The local communities would be learning from "on the job training" and "train the trainers programs" from any multinational companies they are involved with. On the job training is a very effective way to disseminate skills and knowledge as a form of empowering the local communities. Continuous training will enable the industry players to upgrade their skills and thus be a competitive force in the industry. Building capacity by training will create a community that is sustainable and persevere regardless of the economic situation of the surrounding areas.

Learning and knowledge are fundamental qualification of community building and the knowledge learned will empower the locals to be actively involved in planning, executing, controlling and monitoring of the plans as well. Educating the locals is essential in building capacity of the community. By collaborating efforts with the private sectors; the government can monitor the development and management of private higher learning institution in knowledge dissemination process and the standard of outputs. This coordinating effort is a win-win situation between the government sector and the private sector to develop rural tourism in Malaysia.

Organizing international events is another approach taken by the government and the tourism Authorities, Federal and States to create multiplier impacts and generates more tourism receipt. International events will create a high influx of tourists to the country and this scenario will create income to the communities through multiplier effects especially in the service channels. Example of events in rural areas which has garnered international acclaim is the Mount Kinabalu Climbing Marathon. Currently sports tourism is being highlighted with many world events held in the country. The efforts to organize these events provide multiple effects to the society as one income will generate another income to the local communities.

### **5.3 Limitations and Recommendations of the Study**

This research is supposed to give people exposure to getting ready for the shoreline transition phenomenon. Society must make long-term preparations to cope with this crisis, in order to will profits and expenses.

Tourism has proved to be resilient in times of economic crises and shows no sign of slowing down, given the confusion created by events and even unforeseen new diseases like SARS in the beginning of the new century followed by bird flu, H1N1 virus (2009) and recently COVID-19. The world is now witnessing a deadly infectious disease caused by coronavirus 2 (SARS-CoV-2), a extreme acute respiratory syndrome,

called coronavirus disease 2019 (COVID-19). This disease spread rapidly among the residents of Wuhan City, Hubei Province, China beginning in early December 2019.

Initially, Malaysian people did not know how deadly the virus was. On January 25, 2020, Malaysia showed no intention of banning travellers from China. However, Malaysians started to panic with the number of positive COVID-19 cases in Malaysia rising in less than a week (Majid, 2020). The government has therefore taken several steps to mitigate the mass panic and secure the health of Malaysian people. To enhance the Ministry of Health efforts to keep spread and death in check, a Movement Control Order (MCO) was implemented on March 18, 2020. The MCO concerned restricting people's movement into or out of an area.

With the large and continuing outbreaks of this virus, the economy and the capital markets as a whole have become a significant concern with severe consequences. The stock market is expected to crash, with the possibility of a new global recession (Majid, 2020). The MCO's sudden compliance by the government threatened different sectors of the economy. The direct damage done by the virus can be seen in the tourism and travel industries, manufacturing, construction, mining and agriculture, with many workers being laid off and others being left unpaid (Murugiah, 2020).

Malaysia's Prime Minister, Tan Sri Muhyiddin Yassin said in particular that the tourism industry in the country was crippled, with an approximate loss of RM 3.37 billion in the first two months of the year (Dzulkifly, 2020). The rapid spread of the



virus has impacted financial markets, and MCO regulation, lockout, and travel restrictions have greatly disrupted business operations in various industries, impacting the income of individuals and causing economic turmoil in the region.

On May 4, 2020, under the Conditional Movement Control Order (CMCO), the Malaysian government had eased the lockdown restrictions which allowed certain business sectors to resume operations. The CMCO then extended until June 9, 2020. Enhanced Movement Control Order (EMCO) also operates for 14 days if a large cluster has been observed in different locations within the region as of March 27, 2020.

On 7 June 2020, Malaysian Prime Minister Tan Sri Muhyiddin Yassin announced that the Conditional Movement Control Order (CMCO) will expire on 9 June 2020 with a country entering the Recovery Movement Control Order (RMCO) process between 10 June 2020 and 31 August 2020. The Prime Minister also announced that the RMCO would allow interstate travel from June 10, 2020, except in areas that remain under the Enhanced Movement Control Order (EMCO).

Moreover, uncertainties are large and it may be difficult to reduce them as fast as the system changes. The economy will takes time to recover from this pandemic because it did not show any slow down in the meantime.

## **5.4 Conclusion**

Cherating, Pahang from its long existence, had been a vibrant coastal destination for tourists. Tourists' demand for a holiday at Cherating, Pahang has gradually increased overtime and has resulted in a rapid boost for both the tourism sector and its coastal resorts. It is clear that the most important changes in Cherating, Pahang, are the growth of their coastal resorts.

Via film and television representation as well as magazine advertising the place has gained popularity and publicity. Such endorsements have undoubtedly become a pull factor in attracting tourists to the coast particularly during the “involvement” and “growth” stage. At the same time, the recognitions demonstrated the ability of films and television programs to boost the market for film from tourism (Kim, Agrusa, Lee, & Chon, 2007).

Chi and Qu (2008) said that tourist satisfaction is deemed a required business objective as happy tourists would recommend the place to others. Consequently, tourism laws and policies should be established in Malaysia for the growth of the tourism sector in Malaysia. At about the same time, both the public and private sectors will be involved in developing long-term urban planning and planning of infrastructures. More jobs needs to be generated in the local communities by developing new tourism industries and conservation work such as ecotourism growth, nature tourism, cultural tourism, service tourism, and other potential tourism products. Accordingly, all the necessary

training and support should be provided to the tour guides to make them more capable of providing effective guidance to international tourists coming to this country.

Travel and tourism that is environmentally friendly to fairly untouched natural areas to experience and appreciate nature, with any associated cultural features; past and present, promotes conservation, has low visitor impacts and allows for beneficially active socio-economic participation of local communities (The National Ecotourism Plan, 1997).

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# Social-economics Factors Affecting Tourist Visit to Cherating, Pahang

Questions Responses 15

## 15 responses



Not accepting responses

### Message for respondents

This form is no longer accepting responses

Summary

Question

Individual

## Section A: Demography

### Name

15 responses

Yasmin Umami Syafiqah

Qasrina

Afiqah Rozaini

Fitri

Amirah Syairah Jamil

Muhammad Izzat Aiman

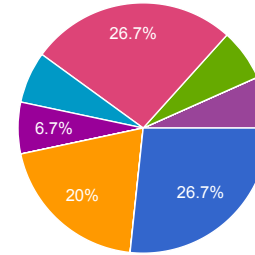
Badrul amirul

chloe kok

Nazamuddin Bin Alimuddin

## Where are you from?

15 responses

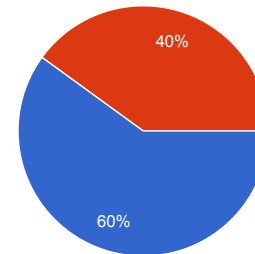


- Kuala Lumpur
- Putrajaya
- Selangor
- Negeri Sembilan
- Melaka
- Johor
- Pahang
- Perak

▲ 1/2 ▼

## Gender

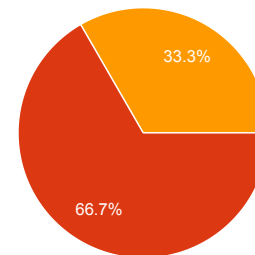
15 responses



- Female
- Male

## Age

15 responses

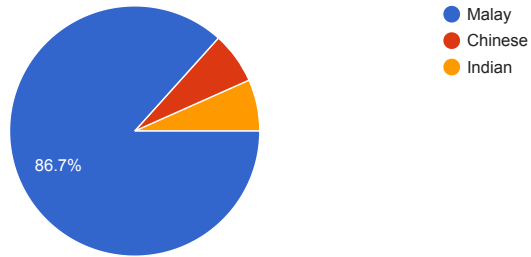


- Under 18
- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- Over 55



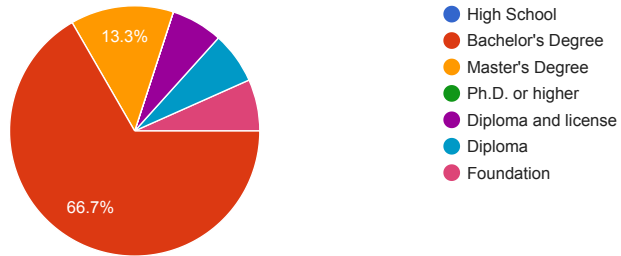
### Ethnicity

15 responses



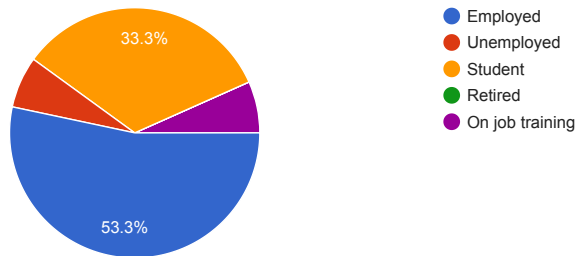
### Education

15 responses



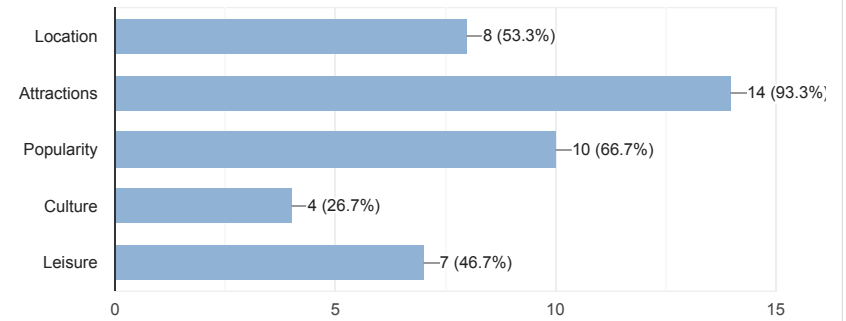
### Employment status

15 responses



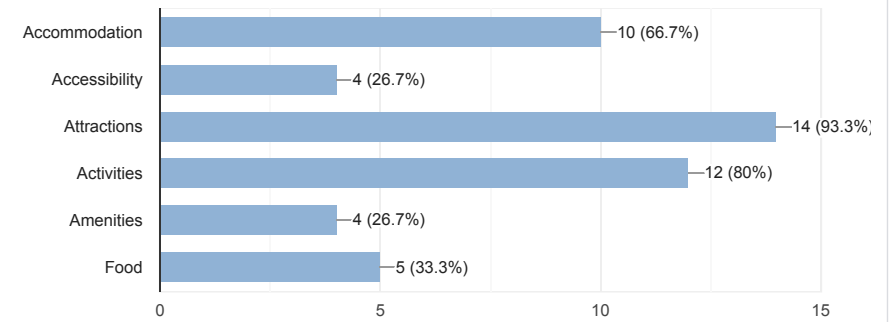
### What are the factors affecting tourist visits to Cherating, Pahang?

15 responses



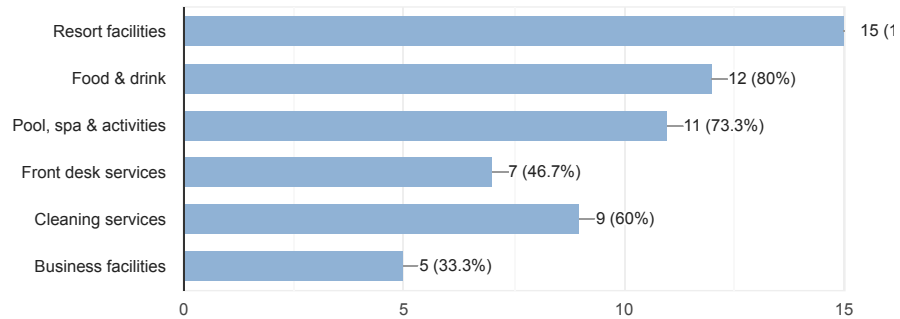
### What are the tourists preferences?

15 responses



### What are the facilities provided by tourism operators, organizations and tourist places?

15 responses



### Does the facilities meets your expectations? Why?

15 responses

Not really, since i've been to a better place

Yes. The facilities encompasses everything that I expect.

Yes. because the facilities provided are necessary for the tourists

Variety of activities

Yes. Fulfilling

Yes

Yes. The vibes

overall it is a spacious room, well equipped and everything is in a good condition. oh anf friendly staff too

Because i can do thins that i enioved

### What are the facilities expected to be provided by the resort?

15 responses

The facilities are nice, just the service should be reconsidered by the management

Good price, quality, choice and convenience.

High speed wi-fi

Internet

Pool, food & drinks, ride around the resort & room service

Swimming pool

Jacuzzi

Breakfast room

Pool, activities for fun

Section C: Impact of tourism sector in Cherating, Pahang on the economic of local community

Does the tourism industry provides them job opportunities? What are the job opportunities?

15 responses

Yup, a lot of them but more in tourism field n for rural development

Tourism offers job opportunities in sectors like accommodation, food and beverage establishments, transportation services, travel agencies and many more.

Yes. Hotel Manager, Tourist Guide

Customer service

Yes. Housekeeper, Administrative, Manager, Chef and other job related to services by hotel

Jobs at the resort

Develepor

tour guide, travel agent, etc

Yes. tourist guide and companies that offer job opporunities

Does tourism development brought any negative social and cultural consequences to the local community?

15 responses

No

Maybe if they failed to balance the changing that they made

Yes, social change.

Yes.

Yes because some of the tourist are foreigners and some of them don't respect local culture

No because the tourism developement gains profit to country

some local goods will be automatically expensive

No if we preserve it

Not so much

Section D: The challenges

What are the common problems in tourism and community livelihood issues?

15 responses

Tend to follow other culture

Poor accessibility, Inadequate marketing

Lack of infrastructure

Lack of job opportunities

Over crowded space

Disrespectful tourist

The transportation

natural resource pollution

Language

What can be done to involve community in sustainable tourism?

15 responses

Be proud w out culture n make others feel the uniqueness

Offer platforms for the community for feedbacks and debate.

Investment in infrastructure such as improved roads, internet access, sanitation and waste management

Advertisements

More cultural activities

Ensure that the locals are friendly

Do more event involve local people

conserving resource maybe

Show the people about the importance of tourism

What is the perception and attitudes of the locals regarding the tourism development and its implications for the community?

15 responses

Local will worry a bit for the safety I think

Perceptions and attitudes may differ from each locals. Could be negative or positive.

Positive attitudes from the locals regarding tourism development due to the increment in their source of income.

Positive and locals supporting tourism

Open and supportive

Some are okay and some are not

The behaviour

the community may that behaviours of some tourists will pollute their local cultures

Some of them against but some of them support tourism

Section E: Impact of tourism activities in Cherating, Pahang on environment.

What are the major causes of environmental degradation and economic losses and how it can be resolved?

15 responses

Too much exploitation occur so balance the exploitation

Lack of education causes environmental degradation which results in economic losses. People should be educate more to overcome it.

Overpopulation and deforestation. Stricter government regulations and stop deforestation

Less support from locals and control number of tourists visiting

Contaminated sand & sea water. Preserving beach

Price rises

The source and overcome more sources like natural sources

waste production. it can be resolves by implement recycling activitiea

Littering. We enforced law

Are there any environmental problems posed by the tourism industry in Cherating, Pahang? For example, air & water pollution, soil erosion, oil spill in the ocean, disposal of wastes happening? Why is that so?

15 responses

Maybe before, but after pkp cherating looks good

I believe water pollution happens. It is common for the people to litter by the the beach.

Waste production and littering. Lack of knowledge and awareness.

Laws are not taken seriously

Not sure

Yes littering

Water pollution. And the roadway. Could pollute the water and environment

yes this is because of the lack of educations among the tourists!

I think land pollution. This happens because of littering

Are there any destruction of wild life habitats, disturbance of natural regeneration, extinction of species, loss of biodiversity and loss of mangroves that are remarkable? Why is that so?

15 responses

No

It will effect a bit in any terms but if we success to plan a great balancing program there will be no losess for any party

I believe yes.

Yes. Because of the tourism development.

Pollutions by tourists

No they are not

yes. some may be for fuel production

Yes because of deforestation

ves wild life might loss their habitats due to this industrv as they destroy the forest to build such resorts