

## **THE ACCEPTANCE OF PROPOSED TOURISM DEVELOPMENT PROJECT IN NEWLY DEVELOPED DISTRICT**

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### **Abstract**

*This study examined the socio economic impact of the proposed tourism development project based on the demographic and household profiles of the residence within the 10 kilometers radius from the designated location of the project. Survey results from the perception of the residence indicated that approximately 76% believed that the project will provide a positive socio economic impact to the local communities while there were only 10% disagreed to its contribution. Further exploration also revealed that most of the respondents rejected the idea of having a golf course as part of the tourism development package, there was a mix opinion about another tourism package concerning horse riding centre.*

**Keyword:** Tourism development, benefit, amenities development.

### **INTRODUCTION**

The district of Dungun, located in the southern part of the Terengganu state, faces the South China Sea in the East. The other neighboring districts are the districts of Marang and Hulu Terengganu in the north, and the district of Kemaman in the south. The district of Dungun also comprises several small islands including Pulau Tenggol which is rapidly gaining popularity. The total area of the district covers approximately 273, 519.34 hectares which is 21.03 % of the total area of the whole state of Terengganu. The district of Dungun is made up of 11 provinces (mukim). Looking at the land structure as a whole, Dungun district is composed of low lying areas in its eastern portion. At the southern end, towards the west, the land structure becomes hilly in nature. Adding to the natural beauty of the district are the eight main rivers, and two of them act as the main source of water supply for the district.

The composition of the population in the district of Dungun changed with the development of the oil and gas industries since the 1980's. There were more professional and educated people joining the community and working in the industries, especially the petroleum related industries in Kerteh. This new composition raised up the total population of Dungun to 155,464. The locality of the Dungun District Council itself achieved a population of 101, 049 in the year 2006 (Statistic Department of Terengganu, 2007). However the largest percentage of the population was still those who did not have tertiary education. In fact, most of those who comprise the work force are self-employed rather than being wage earners either in the government or in a private sector. The total population of Dungun comprises 95.8% Malays, 2.8% Chinese, 0.3% Indian and 0.4% others.

The district of Dungun is gifted with the unique and attractive natural resources for boosting the tourism industry. With the ability to exploit all the resources, it will further contributes toward attracting more tourists coming to the district thus significantly contributes toward social economic development of the district. Among the strength of the tourism product package in the district could be observed as follows: Pasir Raja Eco tourism; Bukit Besi Eco Historical Tourism; Sura Education Tourism; Rantau Abang Beach Tourism; Kuala Dungun Heritage tourism; Marine Park Island Tourism.

### **PROBLEM STATEMENT**

The development of Seberang Pintasan area as been drafted in the Dungun District Planning will provide a strong impact not only to the society but also to the environment as a whole. Currently, this area is well known for its distinctive tourist destination preference such as Seberang Pintasan, Tanjung Jara Beach Resort, Teluk Bidara, and Bukit Rumah Api. These entire destinations used to have domestic as well as international visitors coming daily and a lot more during weekends.

It seems that the majority of the people from these areas are still unable to sense the opportunities available in participating in the various development projects especially those which are related to the tourism industry. The issue of whether the district development planner should seriously develop the area without neglecting the interest of the communities always remained debatable. As been planned, there will be one great project to be developed in this area which is a proposed five star resort developments at Teluk Bidara. This development is expected to incur billions of dollars in investments. It is believed that the various tourist development projects will not only change the environment but also change the perception of the villagers about their living status now and in the future. The main concerned therefore, what is the reaction of villagers about this PTDP? Will they support or go against the development? To what extent will the benefits generated by this project will be accepted by the populations of the area.

### **RESEARCH OBJECTIVES**

The main objective of this research is to investigate the economic and environmental impact of PTDP at Kampung Seberang Pintasan and Teluk Bidara. While the more specific objectives are as follows:

- i. To examine the villagers awareness about the tourism development planning in their area.
- ii. To determine the level of acceptance among the villagers towards the proposed project.
- iii. To evaluate the impact and benefit of villages from the development projects.

### **SCOPE AND LIMITATION**

The study on perception of the local communities on PTDP at Teluk Bidara focused on the household communities on several selected villagers within the radius of 10 km. Among all of the related variables that are discovered to be related to the study, only three are assumed to be the predictors for the perception of tourism development among the household. The predictors that had been identified include demographic profiles, household profiles, status and skills of the household members and the perception towards PTDP. These predictors had been suggested by the consultants after having several discussions with the researchers towards understanding the willingness of the local communities to the development of the proposed project. Other variables such as psychological barriers, technical issues, financial issues, training, exposures, and few others even though found to have their influence will not be considered in this study as their inclusion may interfere with the focus of the study.

### **LITERATURE REVIEW**

Most literatures discuss the impact of tourism on socioeconomic level of international, national and local communities from micro perspective UNESCO (2007). Furthermore, it suggests that tourism activities encourage the development of other sectors, such as agricultural activities, industries and services. Specifically, it gives job opportunities either directly and/ or indirectly to the villagers involved. Besides that, it also gives them opportunities to sell their products and services. With the development of various tourism infrastructures it further enhances other service sectors such as logistic, communication, water supply and health services. All these development provides various forms of benefits for the socio-economic development of the villages involved. Similarly Tunku Iskandar (2007) views the multiplier effect of tourism as economic activities involved the creation of employment opportunities which could either be directly and/ or indirectly. Directly, tourism will create opportunities to the communities involved in the tourism related industries such as hotel and resort operations. While indirectly, it will increase the demand for products, agricultural outcomes and services from the tourism industry.

Thus, it will increase the work force in the small medium industry in supporting the tourism sector. Victor Wee (2007) look at tourism industry as one of the labor intensive industry which offers various position- ranging from the post which is highly skilled that need highly trained professionals (such as hotel managers, travel agents) and other positions which needed lesser skilled manpower with minimum requirement skills. However there are also conflict exist to some countries where tourism creates migration issues that have negative impact on social-cultural developments (Williams and Hall, 2000; Reilly 2003). Not to underestimate of its potential, a big portion of the income generated from the tourism sector acts as the main source for payment to workers involved in the industry. The taxes collected on their incomes provide capital for the infrastructure development that will offer many job opportunities. Tourism in the state of Terengganu needed extensive upgrading and infrastructure development if the expectation is to attract and maintain repeated tourist visit (Norudin Mansor et. al., 2011).

At present the study conducted by the group revealed that there were lacking of several basic facilities such as toilet, convenient bus terminal, proper road, and transport connection. In fact as proposed by Bukkart and Meldik (1981), the infrastructures may not only include the abovementioned earlier, but includes all form of construction on and below ground required so that intensive communication with the outside world can be made feasible. Research of micro impact tourism demonstrated that the tourism industry gave some impact to socioeconomic development of a country. As suggested by Khadda (1996), there were three types of multiplier effects from tourists' spending their money on products, incomes, employment and imports: (1) direct, (2) direct plus indirect (DPI) and (3) direct plus indirect plus induced effects (DPIDPI). The direct impact was first round effect and DPI was direct and indirect impact demand from tourists. DPIDPI includes DPI as an impact of re-spending the tourism revenue on infrastructure projects. Literally from a positive perspective, tourism provide source of income and employment, but as in the case of Nepalese Himalaya for example, the activities resulting in severe inequalities in the distribution of wealth (Nepal, 2000).

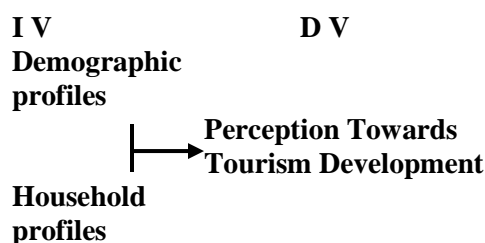
When assessing the impacts of tourism, it is always essential to consider the broader social, political, and economic context that need to be recognize by those involved in planning and management decisions (Telfer and Sharpley, 2008). While Brown (1999) and Dorji (2001) claimed the need of the authorities to balance between the benefit sought as to the cultural or environmental significance from tourism exploitation. Knowing the state of Terengganu gifted with cultural heritage assets, it is therefore essential to utilize the development of local tourism industry with an additional competitive advantage (Muhammad Abi Suffian and Norudin Mansor, 2008). Telfer and Sharpley, (2008) agreed that tourism is widely considered as an effective contributor to socio-economic development, particularly among the less developed countries. However, the agreement os sustainable developments should represent a meeting point for environmentalists and developers (Dressner, 2002). Those involved in the industry should take into consideration that consumers may be becoming more aware of environmental issues that surround their chosen destination which may ultimately changing the touristic behaviour (Dolnicar & Leish, 2007).

Reviewing on the development of tourism in rural areas is still add up to great challenges. Among the critical aspects that needed attention include infrastructure, acceptance of the locals, immigration effects, increased cost of living, quality of living, environmental pollution, and even political intervention (Asram Alias and Melasutra Md Dali, 2010; Abby, 2006). However the contribution generated from its activities will greatly foster the economic development in terms of industrial growth, employment opportunities, and the creation of higher income societies (Hjalager, 1996).

## RESEARCH METHODOLOGY

### Research Framework

Several major inputs were considered in the development of this research framework. First, we have attempted to include major variables empirically studied or mentioned in the existing literature. Second, we show interrelationships among the variables. Third, and most importantly, we have attempted to develop a parsimonious framework that captures the richness of the variables within the context of the perception towards tourism development in the district of Dungun.



**Figure 1: The theoretical framework explaining the relationship of the variables**

The variables presented in figure 3.1 were demographic profiles, household profiles, and the perception towards tourism development. The decision on the framework went through several reviews of the literatures on research work, concepts, and discussion with several authorities involved in the industry.

### **Sampling procedure**

According to the list provided by UPEN (2008), there were approximately 155,464 people in the district of Dungun. Out of the total number, 101,049 were staying within the location of Majlis Daerah Dungun (MDD). With the assumption of 5 people in a family; the estimated household population in MDD totaled to be 20,209. In considering the number of samples to be included in the study, the sample size table proposed by Krejcie and Morgan (1970) was used as the guideline which totaled to be 503 household. The non probability sampling that adopted quota approach and executed on the personal judgment of the researcher was considered to be the best and able to generate the sample size required. Having realized the limitations to the approach, such as inability to have an equal chance of selecting the sample and having a certain degree of biasness, but to certain extent the procedure is still able to provide enough descriptive analysis for the sample surveyed.

### **Data collection method and Instrumentation**

The most appropriate data collection method for this study in exploring the required information and making a solution to the problem relies heavily on the primary sources. Given the choice of collecting the information, the survey procedure through personally administered questionnaires was heavily used and monitored in motivating the sample to respond. Several measures were taken to ensure that only the qualified unit of analysis from the household over the age of 18 was selected to answer the questionnaires. A pilot test was carried out to assess the reliability and validity of the instruments. A total of 30 samples from the household in the district of Dungun were collected. The preliminary data collection went through the reliability analysis. Few adjustments were made to the instruments. With the data collected during the first round which was a total of 40 samples, another reliability analysis was conducted. As the result indicated with a reasonable acceptable alpha score which was higher than 0.6, the researcher moved on with the data collection. The approach of using Personally-administered closed-ended questionnaires was selected as a method of data collection in this research as it allowed the researcher to monitor the progress in collecting data within a short period of time. With the used of almost 15 enumerators the strategy was found to be less expensive and consumed less time compared to an in-depth interviewing. The questions were divided into three sections: A, B and C. Section A comprised of questions on demographic profiles in the form of nominal and ordinal classification. Section B is concerned on the understanding of skills of the household members. While section C attempted to investigate the perception of the samples towards the PTDP.

## **RESULTS AND FINDINGS**

### **Frequency**

Frequencies of respondents' profiles are displayed in this section. As can be observed from table 1 respondents' profiles were among those living in the proposed tourism project as well as those living within 10 kilometers radius. The total numbers of household members in this study were 2593 person. Out of the total, 50.5 % of household members were male and the remaining 49.5% were female. About 27.0% (136) had family member size of 1-5 persons, 64.8% (326) had family size of 6-10 persons and 8.2% (41) with the household size of more than 11 persons. Out of 464 families 78.1.0% (393) had 1-5 children, 13.9% (70) had children size of 6-10 persons. Only one family (0.2%) had children of more than 11. Referring to the age composition, majority of the household members were less than 17 years old which is 35.87%. A total of 16.97% were between 18 to 24 years old, 12.61% were in the range of 22-34 years of age, 11.38% were within the range of 35-44 years of age, 11.18% were in 45-54 years of age, 7.52 % were in 55-64 years of age. While the least representation of the household member's were those above 65 years (4.47%).

The majority of children (48.5%) were under the age of 17 years old. The second (42.5%) were children between the ages of 16-20 years old. The third (5.2%) were the children between the ages of 31-40 years old. The children between the ages of 21-30, 41- 50 and above 51 years of age were respectively 1.8%, 1.6% and 0.4%. Majority of the respondents were females with the total percentage of 69.2% and the rest 30.8% of respondents were males. Referring to the age profile, 22.7% or equivalent to 114 respondents was in the age group between 35-44 years old. The next highest proportion was 19.7% of respondents are from the age group between 25-34 years old, 18.5% of the respondents were respectively within the age group of 45-54 years and 55-64 years. Another 11.5% of respondents were in the age group of 18-24 years and the remaining 9.1% of respondents were in the age of 65 years and above. The above table also reveals that 94.2% of the respondents in Dungun were Malays. Only 5.2% respondents were Chinese, while just one respondent was an Indian which was 0.2%, and 0.4% were represented by other races. Their distribution were further reviewed based on the place of origin.

It revealed that most of the respondents were from Dungun which was 72.8%, and 18.5% of them originated from outside Dungun but within Terengganu, while 8.3% of the respondents were from other states of Malaysia. Only two respondents or 0.4% were from outside Malaysia.

**Table 1: Profiles of local community**

Profile	Freq	(%)	Profile	Freq	(%)
<b>Member of Household (Gender)</b>			<b>Employment Sector</b>	152	30.20
Male	1309	50.50	Self employed	23	4.60
Female	1284	49.50	Government Servants	26	5.20
<b>Household Size</b>			Private Servant	300	59.60
1-5 person	136	27.00	Not Working	2	0.40
6-10 person	326	64.80	Missing		
>11 person	41	8.20	<b>Individual income/month (RM)</b>	155	30.80
<b>Member of Household (Age)</b>			Unrelated	121	24.10
<17 years	930	35.87	1-500	73	14.50
18-24 years	440	16.97	501-1000	31	6.20
25-34 years	327	12.61	1001-2000	13	2.60
35-44 years	295	11.38	2001-3000	2	0.40
45-54 years	290	11.18	3001-5000	1	0.20
55-64 years	195	7.52	5001-10000		
>65 years	116	4.47	<b>Household income/month (RM)</b>	2	0.40
<b>Member of Household (Children)</b>			Unrelated	92	18.30
1-5 children	393	78.10	1-500	154	30.60
6-10 children	70	13.90	501-1000	49	9.70
>11 children	1	0.20	1001-2000	44	8.70
<b>Gender of Respondent</b>			2001-3000	7	1.40
Male	155	30.80	3001-5000	2	0.40
Female	348	69.20	5001-10000	3	0.60
<b>Age of the Respondent</b>			Above 10000		
18-24 years	58	11.50	Missing	370	73.60
25-34 years	99	19.70	<b>Type of Residential House</b>	54	10.70
35-44 years	114	22.70	Traditional house	2	0.40
45-54 years	93	18.50	Terrace house	24	4.80
55-64 years	93	18.50	Semi-Detached house	10	2.00
65 years above	46	9.10	Bungalow	41	8.20
<b>Race</b>			Flat/apartment	354	70.40
Malay	474	94.20	Shop house	74	14.70
Non malay	29	5.80	<b>Residential Status</b>	10	2.00
<b>Hometown</b>			Land/own house	52	10.30
Dungun	366	72.80	Rented house	13	2.60
Outside Dungun, within Terengganu	93	18.50	House owned by other family	148	29.40
Other states in Malaysia	42	8.30	Hereditary	118	23.50
Outside Malaysia	2	0.40	others	92	18.30
<b>Status of Employment:</b>			<b>Length of Stay</b>	95	18.90
Employed	201	40.00	<10 years	48	9.50
Housewife	197	39.20	11-30 years		
Retired	20	4.00	21-30 years		
Unemployed	83	16.50	31-40 years		
Missing	2	0.40	41-50 years		

The analysis on employment status was divided into four categories of employment which were: employed, housewife, retired and unemployment.

As demonstrated in the above table, the majority of the respondents were employed which made up of 40.0%. It was followed by those with the status of full-time housewife with 39.2% from the total sample. About 4.0% were retirees. The remaining 16.5 % of the respondents were unemployed. Out of the total sample investigated, 30.2% of the respondents were self employed, 4.6% were government servants and the remaining 5.2% represented by the private servants. Thus, the represented samples indicated that majority of the respondents in Dungun were self employed.

Table 4.1 indicates that among the representatives of the household which has been surveyed, 24.1%, 14.5%, 6.2%, 2.6% of the respondents earned an income between RM 1-500, RM501-1000, RM 1001-2000, and RM2001-3000 respectively. Looking at the higher income bracket, of the total samples 0.4% had a monthly income between RM 3001-5000, while 0.2% (1) was earning a monthly income between RM 5001-10,000. The table also displayed that the 262 surveyed household was comprised of those who were in the category of unearned income.

Table 4.1 indicates that the majority (30.6%) of the household earned a monthly income between RM 1001-2000. The second highest category was those respondents that earned a monthly income between RM 501-1000 which comprised of 150 respondents or equivalent to 29.8%. Household who earned RM 1-500 income were represented with a total of 92 (18.3%), while only 9.7% of the household earned an income between RM 2001-3000. There were households who earned an income of between RM 3001-5000, RM 5001-10,000 and more then RM 10,000 which made up 8.7%, 1.4% and 0.4% respectively. Surprisingly there were also 2 (0.4%) respondents who were not willing to disclose their income. There were 3 (1.4%) missing data.

Types of the residential houses were divided into six categories which are: traditional, terrace, semi-detached, bungalow, flat or apartment and shop house. Most of the respondents lived in traditional houses which represented 73.6% or equivalent to 370 respondents, then 54 (10.7%) respondents lived in terrace houses, 41 (8.2%) respondents lived in shop houses, 24 (4.8%) of the respondents lived in bungalows and 10 (2%) of the respondents lived in flats or apartments. The remaining 0.4% or 2 of the respondents were living in semi-detached houses. Further analysis examined the status of the residential occupancy. 70.4% of the respondents were land owners or owned the houses, 14.7% of the respondents lived in rented houses, and 2% of them lived in the house owned by others. There were 52 (10.3%) of the respondents who lived in inherited homes and the remaining 13 of the respondents or equivalent to 2.6% lived in houses classified as others. The majority of respondents who had stayed in the designated area for less than 10 years made up of 29.4%. While 23.5% of the respondents had resided in the area within the range of 11 to 20 years. Of those who occupied the area between 21 to 30 years, 31 to 40 years, and between 41 to 50 years, were respectively represented by 18.3%, 18.9%, and 9.5%.

**Table 3:**

Items Perception of:	Strongly agree		agree		Neither agree/Disagree		Disagree	
	freq.	%	freq.	%	freq.	%	freq.	%
PTDP	171	34.00	262	52.10	20	4.00	50	9.90
Benefits	181	36.00	254	50.50	29	5.80	38	7.60
Amenity:Art & Heritage centre	148	29.40	256	50.90	30	6.00	69	13.70
Amenity :Golf	45	8.90	130	25.80	48	9.50	280	55.70
Amenity :Theme park	145	28.80	255	51.30	30	6.00	69	13.70
Amenity :Horse Riding Centre	61	12.10	177	35.20	53	10.50	212	42.10
Amenity:Trad. Health Centre	186	37.00	263	52.10	16	3.20	38	7.60
Agreement of Family Involvement	132	26.30	266	53.10	48	9.60	55	11.00

About 34% of respondents indicated their strong agreement to the proposed project, and the majority (52.1%) of them agreed with the project. Those who disagreed were just 9.9%. The balance (4%) neither agreed nor disagreed. A majority (50.5%) of respondents agreed that the tourism project brought benefits to the community in that area while (36.0%) strongly agreed. The rest, about (7.6%) disagreed and (5.8%) neither agreed nor disagreed. Respondents with strong agreement to the establishment of amenity project (centre of art and heritage) were 29.4% while 50.9% agreed and 13.7% disagreed. About (6%) were neither agreed nor disagreed. However, majority (55.7%) of respondents did not agree to the establishment of a 'golf club' as they could not foresee the real benefit of having such golf avenue to the community.

However, 25.8% agreed and 8.9% strongly agreed. Similarly, majority (42.1%) of respondents were not in favor to the need for the creation of a 'horse riding centre'. A majority of respondents agreed with having a 'theme park' and a 'traditional health centre' which were respectively 51.3% and 52.3%. Those strongly agreed to these projects were respectively 28.8% and 37%.

### One-way Anova and T-test Analysis

Among the selected variable groups which were analyzed in term of their perception differences to the proposed project were: home town, race, member of household, status of employment and age groups.

**Table 5:**

Variables	f or t value	sig. value
Perception of the PTDP according to the Hometown	1.259	0.285
Perception of the PTDP according to the Race.	0.886	0.376
Perception of the PTDP based on Household Membership	2.109	0.098
Perception of the PTDP based on Status of Employment	1.072	0.343
Perception of the Proposed Tourism Development Project according to Age	2.010	0.076
Perception of benefits of the Proposed Tourism Project based on Hometown	1.259	0.285
Perception of Benefits of the Proposed Tourism Project based on Race	0.886	0.376
Perception of Benefits of the P T P according to the types of Household Membership	4.208	0.006
Perception of benefits of the P T P according to the Status of Employment	0.994	0.371
Perception of Benefits of the Proposed Tourism Project according to Age	2.183	0.055
Perception of Amenities Development Project according to the Hometown	0.614	0.606
Perception of Amenities Development Project according to the Race	1.239	0.216
Perception of Amenities Development Project based on Household Membership	3.568	0.014
Perception of Amenities Development Project based on Status of Employment	1.844	0.159
Perception of Amenities Development Project according to the Age	3.189	0.008
Agreement of Family involvement in the Project according to Hometown	0.450	0.638
Agreement of Family involvement in the Project according to the Race	-1.178	0.239
Agreement of Family involvement in the Project based on Household Membership	2.375	0.069
Agreement of Family involvement in the Project based on Employment	1.402	0.247
Agreement of Family involvement in the Project based on Age	1.250	0.285

### Perception of the PTP according to the Hometown/ Race/ Household membership/ Status of Employment/ Age

The test results of respondents' perception about the PTDP according to the hometown, race, members of household, status of employment, and age group indicated only slight intra differences between them. The value of ( $F=1.259$ ,  $p>.05$ ), ( $t=.886$ ,  $p>.05$ ), ( $F=2.109$ ,  $p>.05$ ), ( $F=1.072$ ,  $p>.05$ ) and ( $F=2.010$ ,  $p>.05$ ) respectively suggested that there were no significant difference between these variables as to PTDP.

### Benefits of PTDP based on Hometown/ race/ Household membership/ Status of Employment/ Age

The highest mean score of respondent perception of benefit of the proposed development project according to home town group was the group from Dungun (1.87), followed by respondents group from outside Dungun, Terengganu (1.80), and other states in Malaysia and outside Malaysia respondents group (1.68). Thus the result suggested that the respondent group from other states in Malaysia and outside Malaysia had better perception of benefit of the tourism project. However, the results indicated that there were no significant mean difference between groups ( $F=1.259$ ,  $p>.05$ ).

The test results of respondent's perception of benefit about the proposed tourism project according to the hometown, race, status of employment, age group although provide some differences in the mean value, are shown in the table 4.40. A t-test result above indicated that the slight difference in the means of 1.85 and 1.72 for Malay and non Malay was not significant ( $t=.83$ ,  $df = 501$ ,  $p>.05$ ). The test results of respondent's perception of benefit from the proposed tourism project according to the types of household indicating that those from the group of the parent and other groups (2.22) followed by head of household group (1.94), children (1.79), and husband/wife (1.74). It showed that husband and wife group had better perception of the benefits of proposed tourism project over the other groups.

It indicated the mean difference between groups were significant ( $F=4.208$ ,  $p<.05$ ). Post Hoc Test result showed significant mean score difference between groups of parent and others, and the score of mean group for husband/wife. Although respondents' perception of benefit towards PTDP according to the status employment was retiree and unemployed at mean value of 1.94, followed by housewife at 1.84, and working group at 1.80. The small differences in value were therefore not significant ( $F=.994$ ,  $p>.05$ ). The test results of respondents' perception of benefit from the proposed tourism project based on age as indicating that the mean score of respondents' within the age of 65 years and above group (2.13), followed by 55-64 years group (1.93), 35-44 years group (1.87), 45-54 years (1.81), 25-34 years (1.73), and 18-24 years (1.67). It indicated the young group (18-24 years) had better perception over the others on the benefit of tourism project. However, the mean difference between groups were not significant ( $F=2.183$ ,  $p>.05$ ).

#### **Perception of Amenities Development Project according to the Hometown/ race/ household membership/ status of employment/ Age**

The mean score of respondent perception of amenities of the proposed development project according to home town group was the group from outside Dungun, Terengganu (2.38), followed by the respondent group in Dungun (2.38), and other states and outside Malaysia (2.24). Although there are differences but as a whole the results indicated that there were no significant mean different between groups ( $F=.614$ ,  $p>.05$ ). The test results of respondents' perception of amenities development project according to the ethnic indicated minor difference in the means of 2.378 and 2.227 for Malays and non Malays. The value therefore reflects that the test results was not significant ( $t=1.239$ ,  $df = 501$ ,  $p>0.05$ ). In another test results of respondents' perception of amenities development project according to the types of household membership, the mean score of respondents' perception of amenities development project according to the members of household was the parent and others group (2.46), followed by head of household group (2.43), husband/ wife (2.37), and children (2.16). Thus, the children group had better perception of the amenities development project. The mean difference between groups were significant ( $F=3.568$ ,  $p>.05$ ). Post Hoc Test result showed significant mean score difference between group of children and the head of household.

Further exploration was done concerning the perception of amenities development project according to the status of employment. The mean value of 2.43 for the housewife, followed by retiree and unemployed at 2.35 and working group at 2.31 suggested that the mean different between groups were not significant ( $F= 1.844$ ,  $p>.05$ ). However the test results of respondent's perception of amenities development project according to the age indicated that there were significant difference between the age group ( $F=3.189$ ,  $p<.05$ ). The highest mean score of respondents' perception of the proposed amenities development project according to the age was the 65 years and above group (2.51), followed by 55-64 years group (2.46), 35-44 years group (2.41), 45-54 years (2.38), 25-34 years (2.28), and 18-24 years group (2.12). This proved that the young group (18-24 years) had better perception of the amenities project.

#### **Agreement of Family involvement in the Project based on Hometown/ Race/ Household membership/ Status of Employment/ Age**

The test results concerning family involvement according to the respondents' home town groups are shown in output table 5. There was not much difference in term of the mean value for each hometown. Thus the results indicated that there were no significant mean difference between the home town groups ( $F=.450$ ,  $p>0.05$ ). Analysis on the mean difference between Malays and non-Malays indicated that Malays were more willing to allow family involvement in the project compared to non- Malays. However, the significance difference in the means value suggested that there was no significant difference according to the race composition of ( $t= - 1.178$ ,  $df = 499$ ,  $p>0.05$ ). The test results of agreement to allow family involvement according to types of household groups are shown in output table 5. The highest mean score of the respondent according to the members of household was the head of household (2.15), husband/wife (2.05), parent and other groups (2.03), followed by children (1.83). However, the mean different between groups were not significant ( $F=2.375$ ,  $p>.05$ ). The slight difference in the mean score of perception according to the status of employment was housewife (2.11), with retiree and unemployed (2.09) therefore indicating that there was no significance difference between the groups ( $F= 1.402$ ,  $p>.05$ ). The mean score of agreement of family involvement in the project was the age group of 65 years and above was 2.23 followed by those group of between 55-64 years old (2.18) and group of 25-34 years (2.05), group 45-54 years (2.00), 35-44 years (1.96), and group 18-24 years (1.94). Similarly the results indicated that there were no significant difference at ( $F=1.250$ ,  $p>0.05$ ).



**DISCUSSION and CONCLUSION**

The research was designed to examine the profile of the household as well as its members, their awareness of tourism development, their level of acceptance, their inclination to participate in the proposed tourism development project in Teluk Bidara, Dungun. The findings of our investigation can be summed up into several categorical information and views about the proposed development project. Among others that will be: The distribution of respondents profiles; The skills that are attached to the population; The views of the population towards certain aspects of tourism development project.

**Implication of the Profiles to the PTDP:** Our findings revealed that majority of the population of the study were made up of Malays with only few others comprised of Chinese and Indians. Traditionally the Malays assumed to be less risk-takers and lower inclination to participate in business ventures especially in a medium or large scale projects. As demonstrated by historical evidence, whenever opportunities arises, they would rather participate to be an employee rather than becoming an employer, and most of them survived with limited financial resources. If they were to take part in the project development, a special mechanism should be formulated in order to assist and get them into the momentum of having enough confident towards successfully venturing into the tourism related industries. Otherwise the similar process of having Malays as the workers rather than becoming the main player would be repeated. Failure to have the right mechanisms and strategies therefore end up with the lower market share of business prosperity among the Malays as compared to other races in the industry. Again the issues of social, economic, and political imbalance remained unresolved.

The profile concerning employment status provides us with interesting findings. Tourism activities undoubtedly generate a measureable contribution to the destination economies (Wall and Mathieson, 2006). However short term economic benefits should be measured against non-economic cost such as leakages, inflation, permanent environmental restructuring, and generation of waste and pollution. Since the early days until today, even though there were some changing trends in term of how the population earned their living, but still large proportion of the population were self-employed. Among the popular sectors that they were in include fishing, agriculture, house construction workers, handcraft making, and “traditional kuih” making. Their involvement in these profession although remained for so long, but still subject to limitation of earning a stable income. There were also others who are working in the government sectors, and a few others working in the private sectors.

**General perception on PTDP:** Our conclusion revealed that of the total respondents who responded to the questionnaires, majority of them have a positive view about the PTDP. In fact they were really looking forward with the implementation of the project as they believed the nature of the project would bring a favorable socio-economic impact to the community, not only at Teluk Bidara but to the surrounded area nearby. As there was a small percentage (9.94%) indication of their disagreement, there should be certain initiatives taken to further exploit their views and getting the more positive picture about the win-win situation that would appear or materialize with the implementation of the project. Referring to the Amenity development, again a majority of the respondents indicated their agreement to the development of the project. While there was a few exception like such as the project concerning the development of a golf-course, a majority of the respondents do not support the idea. In the case of the facilities for horse riding our survey indicated a form of mix feeling and there were groups who were found to be skeptical about the project.

**Perception towards willingness to participate:** The research attempted to address the issues of willingness to participate in the proposed tourism industry'. The willingness of the community to participate in the tourism industry is one of the central issues that could reflect the successful implementation of the project. It seems that most of the household are looking forward to allow the members of the family to take part at the inception, during the construction, and also upon the completion of the project. With some of the skills that they have of which some are common, some others are unique like “squid jiggling”, batik making, and fishing, they are confident that all these skills could be exploited in making the tourism sector as the industry that not only able to support the family earning, but to promote the district of Dungun and the whole state of Terengganu.

**SUMMARY**

The relative importance of the tourism sector in strengthening the economic well-being of the nation is highly been emphasized. The seriousness of the government at the federal and state level in addressing any related issues concerning tourism has always been as one of the top agenda.

Thus, realizing the effort taken by the authorities in developing the sector, it is therefore worthwhile for any private institutions to continuously embark in the tourism related activities as the benefit derived from the involvement not only able to generate income but provide a strong impact to the socio-economic development of the nation. As what can be seen for the past few years, more and more incentives were given to any of the institution involved in developing the industry. Therefore, with the finding generated from this study it is strongly recommended that the PTP in Teluk Bidara should be implemented.

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