

THE IMPACTS OF AGRO-TOURISM INDUSTRY TOWARDS COMMUNITY IN
JERANTUT, PAHANG

AIMY ATHIRAH BINTI MOHD NORDIN

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DECLARATION OF SUPERVISOR

‘I hereby acknowledge that I have read this project paper and in my opinion, this work sufficient in terms of scope and quality for the award of Bachelor Degree of Technopreneurship’

Signature :

Supervisor’s Name : Mr. Albert Feisal @ Muhd Feisal b. Ismail

Date :

DECLARATION OF ORIGINAL WORK

“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

Signature :

Name :

Date :

DEDICATION

To my beloved family especially Abah, Emak, and Along thank for the education, teaching and give love completely since I was born until now. I love you. See you later in paradise.
In Shaa Allah.

ACKNOWLEDGEMENT

In the name of Allah SWT, Most Gracious and Most Merciful. All praise belongs to Allah SWT for giving me wisdom, strength, support and knowledge in exploring things, and also make this Final Year Project possible.

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ABSTRACT

Agro-tourism it refers to the combination of factory farm and tourism that involves visits to the farm and other factory farm sites, which encourages visitors to experience agricultural life at first hand. Agro-tourism is gathering strong support from small residential areas as rural people have discovered the benefits of sustainable development brought about by similar forms of nature travel. Agro-tourism can be gained by the community. The impacts of agro-tourism are employment, quality of life and social relationship. Today when one talks of "community" in the context of the tourism sector, often reference is cleared in a narrow sense of a rural community living in an area attracting tourists. The objectives of this research are to investigate the relationship between impacts of agro-tourism industry towards the community in Jerantut, Pahang and to identify in between the impact of agro-tourism industry which one will be the most significant towards the community in Jerantut, Pahang. The research used a quantitative research method. Data were collected through questionnaires. The sample of this research comprises 100 people in the community that involve indirectly with agro-tourism. The data were subjected to accurate content analysis through open, selective and conditional coding. The method of data analysis will measure by using descriptive analysis (SPSS) and correlation analysis. This research used Multiple Regression Analysis to investigate the relationship between independent variable and dependent variable. This research is close to the community and acts of agro-tourism. The result shows that employment ($P=0.027$) and quality of life ($P=0.011$) in the agro-tourism industry is positively related towards the community in Jerantut, Pahang. But, social relationship ($P=0.099$) in agro-tourism industry not significant towards community in Jerantut, Pahang.

Keywords: agro-tourism, community, tourism

ABSTRAK

Agro-pelancongan ia merujuk kepada gabungan ladang kilang dan pelancongan yang melibatkan lawatan ke ladang dan lain-lain laman ladang kilang, yang menggalakkan pengunjung untuk mengalami kehidupan pertanian di tangan pertama. Argo-pelancongan boleh diperolehi oleh masyarakat. Kesan agro-pelancongan adalah pekerjaan, kualiti hidup dan hubungan sosial. Apabila seseorang bercakap tentang "komuniti" dalam konteks sektor pelancongan, sering rujukan dibuat dalam erti kata yang sempit masyarakat luar bandar yang tinggal di kawasan menarik pelancong. Objektif kajian ini adalah untuk mengkaji hubungan antara kesan industri agro-pelancongan terhadap masyarakat di Jerantut, Pahang dan untuk mengenal pasti di antara kesan industri pelancongan agro yang mana satu akan menjadi yang paling penting ke arah masyarakat di Jerantut, Pahang . Kajian ini menggunakan kaedah penyelidikan kuantitatif. Data dikumpulkan melalui soal selidik dimana sampel kajian ini terdiri daripada 100 orang dalam masyarakat. Data yang telah tertakluk kepada analisis kandungan tepat melalui terbuka, terpilih dan bersyarat pengkodan. Kaedah analisis data akan mengukur dengan menggunakan analisis deskriptif (SPSS) dan analisis korelasi. Kajian ini menggunakan Analisis Regresi Berganda untuk mengkaji hubungan antara pembolehubah bebas dan pembolehubah bersandar. Kajian ini adalah berhampiran dengan pertumbuhan masyarakat dan agro-pelancongan. Hasilnya menunjukkan bahawa pekerjaan ($P = 0.027$) dan kualiti hidup ($P = 0.011$) dalam industri agro-pelancongan secara positif berkaitan terhadap masyarakat di Jerantut, Pahang. Tetapi, hubungan sosial ($P = 0.099$) dalam industri agro-pelancongan tidak penting ke arah masyarakat di Jerantut, Pahang.

Keywords: agro-pelancongan, komuniti, pelancongan

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LIST OF ABBREVIATIONS

CBT	-	Community Based Tourism
GNI	-	Gross National Income
MOA	-	Ministry of Agriculture
MOT	-	Ministry of Tourism
MOTAC	-	Ministry of Agriculture and Agro-based Industry
UNEP	-	United Nations Environment Programme
WTO	-	World Tourism Organization
NKEA	-	National Key Economic Area
ASEAN	-	Association of Southeast Asian Nations
NGOs	-	Non-Government Organizations
LTP	-	East Coast Highway
MRA	-	Multiple Regression Analysis

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The tourism industry is an important contributor to Malaysia economy; generate RM36.9 billion for Gross National Income (GNI) in 2009. From 2000 until 2004, the total of tourist that coming to Malaysia increase from 10.2million to 23.6million (rise 131%). At the same time, total incomes from tourism industry also increase from RM17billion toRM53billion. According to previous tourism minister Dato' Sri Dr. Ng Yen Yen, the tourism sector will continue to be in the forefront of Malaysia's economic development. She also said this sustainable and high-yield sector will continue to drive the Malaysia's economy, providing income and job opportunities to the Rakyat. It becomes more meaningful to country when Malaysia launches the "Visit Malaysia 2014" program. This is one opportunity to Malaysia to increase the country profit.

Agro-tourism is a manner in which all of the functions of agriculture overlap; Agricultural festivals, petting zoos, u-pick farms, and bed and breakfasts are simply a few of the examples of agro-tourism activities (Wicks & Merrett, 2003). Agro-tourism is a fast-growing tourism concept in Malaysia, offers tourists a variety of outdoor activities such as a visit to the city of fruit groves and farms, research, recreational and leisure. Tourists as well have the chance to continue in the chalet or Homestay and perform everyday activities in rural residential districts. In short, that is a sort of agro-tourism that benefits rural culture as a tourist draw. The Agro - tourism concept has long been introduced in countries around the world such as the United States. Even in the United

States itself, agro-tourism activities are believed to have started in the late 1800s. There, visitors receive the opportunity to pick their own fruit and vegetables, ride horses, pieces of experience collecting honey, cheese making and tasting own life on the farm. In Thailand, the agro-tourism has been exercised as one of the major mediums to attract tourists from round the world. Every year, millions of Baht have been allocated by the Government of Thailand to develop agro-tourism industry of the country. In Greece, the agro industry has been introduced specifically to attract tourists to the mountains and places that are less popular and marginalized, with the objective to develop the region.

Along with developing countries, the government of Malaysia too has made this agro-tourism industry as an opportunity to open the eyes of the locals and foreign tourists to explore and discover the uniqueness of rural activities are exceptional and luscious local fruits. Furthermore, Malaysia as a country with rich natural resources of agricultural produce has a lush and diverse. In Malaysia, Agro-tourism plan was first presented by the Ministry of Agriculture (MOA) since 1989 through the development of Taman Pertanian Malaysia, Bukit Cahaya Seri Alam, Shah Alam, Selangor. Basically, agro-tourism sector can be categorized into three (3) main categories:

- i. Agro-based plantation
- ii. Agro-based farm.
- iii. Agro-based fisheries.

In Malaysia, the main means to develop agro-tourism is the Ministry of Agriculture and Agro-based Industry (MOTAC) and Ministry of Tourism (MOT) temporary help from the promotional aspect. Participation of community members in any development program, including tourism development plan, was the driver in order to achieve sustainable development (Kalsom Kayat & Nur Ashikin, 2006).

Community-based tourism (CBT) is closely related to sustainable tourism development. Suansri (2003:22) highlighted that the carrying out of CBT is a course of sustainable tourism. CBT is an evolution strategy that uses tourism as a tool to

strengthen the ability of communities to organize and manage tourism resources through the participation of local communities (Anstrand, 2006:14). Broadly speaking, the principles of CBT can be divided into three aspects which are related to the access, control and development of agro-tourism benefits for the community. CBT is the best ways to minimize the negative impacts and optimizing the positive impacts of tourism. Community participation is a major tool for providing the potential for the growth of agro-tourism. Society functioned as an integral part participates, both subject and aim.

1.2 Problem Statement

Tourism is an industry that has been growing by developing countries. Nowadays, areas of the city are booming from day to day, especially the Klang Valley area. People from rural area we're going to the city to obtain the job opportunities that were provided in the metropolis. Agriculture is a major economic contributor to employment and the surrounding rural areas and the profit also contribute to country development. Thus, there is a demand to perform innovative activities in the agrarian sector that will aid farmers and rural masses. By observation, nowadays we can see that city in Malaysia, especially Kuala Lumpur strongly quickly developed. Urban population is increasing day by day in the city of Kuala Lumpur and Selangor. The city people are limited in indoor flats, offices, clubs, TV, games, fast food, computer, and cyberspace and so alone. They simply attend the natural on tv or computer screen. It will be worse when some city residents no relatives in the village and they have never seen or lived in the hamlet. These people want to enjoy rural life, but there is a problem in terms of the facilities available. Thus, it is an opportunity for rural residential districts to build up an agro-tourism center and indirect function as they establish additional revenue sources. Communities are the ability to practice something in developing their area to people or tourist. Argo-tourism is the style for them brings their country to survive in tourism industry parallel with their capacity.

1.3 Research Questions

The formulations of the research question in this study are:

- 1) How the relationship between impacts of agro-tourism industry and community at Jerantut, Pahang?
- 2) What are the most significant of the impacts of agro-tourism industry to the community in Jerantut, Pahang?

1.4 Research Objectives

- 1) To investigate the relationship between impacts of agro-tourism industry towards the community in Jerantut, Pahang.
- 2) To identify in between the impacts of agro-tourism industry which one will be the most significant towards the community in Jerantut.

1.5 Scope of Research

This study covers for both male and female communities at Jerantut, Pahang that indirectly involve in the agro - tourism sector. Jerantut, Pahang was chosen as the positioning for this research because obviously, this place has potentials to be an attractive tourist place because it's near to Taman Negara Pahang that is popular among local and foreign tourists. Residential areas that ultimately engage in the agro - tourism sector are the main respondents because it's easy to put across and trade during the questionnaire session and communities are the one of the contributors to the growth of the sector.

1.6 Importance of the Project

This study is important in order to investigate the relationship between impacts of agro-tourism industry towards the community in Jerantut, Pahang and to identify in between the impact of agro-tourism industry which one will be the most significant towards the community in Jerantut. Agro is a more lucrative form of tourism and community involvement as direct perpetrators of tourism. Agro-tourism considered reflecting the community growth.

1.7 Limitation of Study

Although this research was carefully executed, but there are yet some form of limitation and drawback to it. In order to complete the study, the limitation includes of time constraint faced in this study. In order to produce a more honest resolution, additional time is needed to gather and examine the information. Besides that, need to move and meets the respondents to give out the questionnaires, so that we must contrive to realize the tasks done rapidly and plan a time effectively in order to handle this constraint. This research focuses only the impacts of agro-tourism industry and community at Jerantut, Pahang.

1.8 Summary

This chapter includes background of the study, problem statement, research question, research objectives, scope of study and its limitation and significance of the study. The further chapter, chapter 2, will discuss about literature review.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, we will discuss the literature review of this research. In the first part will take a closer look at the community growth. In Section 2.3 will expand on the Agro-tourism. In the fourth part, show the overview of agro-tourism contributions to community growth. In the last section of this chapter the research location is given.

2.2 Community

Today when one speaks of "community" in the context of the tourism sector, often reference is made in a narrow sense of a rural community living in an area attracting tourists. The communities can participate within three points. Their participation can be at the decision-making level, implementation level or benefit sharing level (Kunasekaran. P & Gill. S', .2012). Participation of community members in any development program, including tourism development plan, was the driver in order to achieve sustainable development (Kalsom Kayat & Nur Ashikin, 2006). Tourism Concern of the United Kingdom describes community-established tourism as that which points to include and benefit local communities, particularly indigenous peoples and villagers. Community tourism projects should give local people a fair share of the benefits/profits of tourism and a say in deciding how incoming tourism is

managed (ASEAN). Extension educators have been working jointly with individuals, groups, organizations, and foundations, which are all interdependent components of community development, for a number of years (Seevers et al., 2007).

Community development, both depends on and improves the quality of life within communities, contributing to improved social, economic, and environmental well-being within the community (Flora & Flora, 2008). Within community development, there is the idea of collective agency which requires groups to work together to collectively to address their needs and make a difference (Flora & Flora,2008). Extension educators have been working collectively with individuals, groups, organizations, and institutions, which are all interdependent components of community development, for a number of years (Seevers et al., 2007). Community involvement in the agro-tourism program is an important element. Tosun (2000) mentioned that community involvement is an engagement process between communities and tourism planning that will improve quality of life, indirectly meeting the needs and aspirations of the community and as a result it will educate and empower the community.

2.3 Agro-tourism

Agro-tourism is a manner of sustainable tourist development and multi-activity in rural areas through which the visitor has the chance to get aware with agricultural area, agricultural jobs, local ware, traditional food and the daily life of the rural masses, as comfortably as the cultural elements and traditions (K.V Maruti, 2009). Generally, agro-tourism includes activities such as travelling to the farms and villages to see the beauty of local refinement and also participate in farming daily activities. According to Richard and Hall (2000), the farming communities have the potential to become famous destinations as a natural landscape or factor in pulling the tourists to an arena. Agritourism also has the potential for informal agricultural education between the

owner/operator and the general population which has little to no direct contact with agriculture (Jolly & Reynolds, 2005)

Agri-tourism or Agro-tourism is the routine of visiting a working farm or any agricultural, horticultural or agribusiness based operation for the purpose of enjoyment, education or active participation in the activities of the farm or operation (WMTH Corporation, 2008). Agro-tourism is a shape of tourism, which stresses the nature and capitalizes on rural culture as a tourism draw. It is similar to ecotourism except that its chief appeal is not the natural landscape, but a cultural landscape (A. V. Lossau, 2008). Rural tourism has been actively promoted by governments as well as the tourism industry in Malaysia (Chiun Lo et al., 2013).

2.3.1 Overview of Agro-tourism development

According to National Key Economic Area (NKEA), Malaysia is recognized globally as one of the leading tourism destinations, placing in the top 10 in arrivals and top 15 in global receipts. The tourism industry is likewise an important contributor to country economy, generating RM36.9billion in gross national income (GNI). The tourism industry has the potential to be originated and has potential to be developed and lively, even in the economic downswing. The regime will deepen the implementation of various tourism programs to accept advantage of the land, including eco-tourism, agro-tourism, health and education (Mahadzir, S. I., & Mohd, S. A. (2010). The tourism industry also competes with other economic sectors, such as agriculture (Breugel L.V., 2013). In Malaysia, main agency to develop agro-tourism is the Ministry of Agriculture and Agro-based Industry (MOTAC) and Ministry of Tourism temporary help from the promotional aspect.