

A SURVEY OF LOCAL COMMUNITY PARTICIPATION IN TOURISM – THE
COMPARISON BETWEEN MALAY AND CHINESE COMMUNITY IN
PANGKOR ISLAND

MOHAMAD REDZUAN BIN ABU HASSAN

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment
Universiti Teknologi Malaysia

MAY 2011

ACKNOWLEDGEMENT

First and foremost, I would like to express my thankful to ALLAH almighty with HIS blessing, I am capable to complete the research report. My very special gratitude goes to my advisor Prof. Anran Hamzah for his guidance, encouragement and cooperation to me in order to complete the report. Other than that, my appreciation also goes to Tn. Haji Marzuki Ibrahim, En. Roslan Ahmad, En. Salleh Jusid and En. Sharil Salihan who have given me full cooperation during the interview. In addition, my special appreciation also goes to my wife, Nur Shahirah Abu and my beloved family who never gives up encouraging and supporting me in my studies. Never forget to all friends who always help in giving suggestions, idea and supports. Finally to every respondent and colleagues who have given full cooperation in completing this research.

ABSTRACT

This paper examines the differences in tourism participation between Malay and Chinese community in Pangkor Island. The issue of the study is to define the reason of less participation in tourism by the Malay community compare to the Chinese. The aim of the study is to gauge the factors that contribute to less participation among the Malay community and also come out with recommendations to improve it. A few variables were used in the study which consists of local perception towards tourism, roles of local residents, roles of related stakeholders and knowledge in tourism. The study conducted in two different villages, Kampung Teluk Gedong with majority of Malay residents and least developed area in Pangkor Island and Kampung Sungai Pinang Kecil with majority of Chinese residents. The survey was conducted by two method; distribution of questionnaires to the local residents and semi-structured interview with identified local representatives. 92 respondents answered the questionnaire and the data were analyzed using SPSS software. The study found that the factors that influenced most on less participation of Malay residents in tourism are lack of knowledge and awareness, less interested in tourism, too depending on the government and don't have sufficient capital to start as well as less support from stakeholders.

ABSTRAK

Tesis ini mengkaji perbezaan penyertaan dalam pelancongan antara komuniti Melayu dan Cina di Pulau Pangkor. Isu dalam kajian ini adalah untuk mengenalpasti punca dan sebab kekurangan penyertaan dalam bidang pelancongan dari komuniti Melayu berbanding komuniti Cina. Beberapa faktor seperti persepsi penduduk tempatan terhadap pelancongan, peranan penduduk tempatan, peranan pihak berwajib '*stakeholder*' dan pengetahuan dalam pelancongan telah digunakan untuk mengenalpasti punca masalah tersebut. Kajian ini dijalankan di dua buah kampung iaitu Kampung Teluk Gedong yang majoriti penduduknya adalah Melayu malah kampung tersebut adalah kawasan yang paling kurang menerima pembangunan pelancongan dan Kampung Sungai Pinang Kecil yang mana majoriti penduduknya adalah berbangsa Cina. Kajian ini dijalankan melalui dua kaedah iaitu; melalui borang soal-selidik yang diedarkan kepada penduduk dan yang ke dua adalah melalui temubual semi-struktur bersama wakil penduduk dan pihak kerajaan tempatan. Seramai 92 orang responden telah menjawab borang soal-selidik tersebut. Data yang diperolehi dari kajian dianalisa menggunakan *software* SPSS. Dapatan daripada kajian menemukan, factor yang mempengaruhi kekurangan penyertaan komuniti Melayu dalam pelancongan adalah disebabkan oleh kurangnya pengetahuan dan kesedaran dalam bidang pelancongan, kurang berminat, terlalu bergantung kepada kerajaan untuk menjayakan sesuatu program, tidak mempunyai modal dan juga kurang sokongan dari stakeholder berkaitan.