

**KAJIAN PERSEPSI KOMUNITI TEMPATAN TERHADAP PELANCONGAN  
SUKAN:**

**MONSOON CUP,PULAU DUYUNG**

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**Tesis ini dikemukakan sebagai memenuhi  
syarat penganugerahan Ijazah Sarjana Sains Perancangan Pelancongan**

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## **ABSTRAK**

Promosi dan pembangunan sukan di Terengganu semakin popular, ini adalah disebabkan oleh acara memainkan peranan penting dalam membentuk identiti bagi sesebuah negara. Penganjuran acara sukan dapat memberi faedah dari segi peningkatan ekonomi dan kesedaran tentang kepentingan mengamalkan cara hidup sihat di kalangan masyarakat setempat. Justeru itu, kesan sesebuah acara kepada penduduk tempatan amat penting untuk dikaji. Sejak kebelakangan ini kesan penganjuran acara kepada komuniti tempatan amat diberi perhatian oleh para pengkaji. Kejayaan bagi sesebuah acara adalah dipengaruhi oleh sejauhmana penerimaan komuniti tempatan dan penglibatan mereka di dalam acara tersebut. Kajian dijalankan di dalam konteks Pulau Duyung sebagai destinasi penganjuran acara Monsoon Cups. Kajian ini menggunakan kaedah kualitatif yang mana pengkaji telah menjalankan beberapa sesi temubual bersama beberapa responden. Hasil daripada temubual yang dijalankan, didapati terdapat beberapa kesan penganjuran terhadap komuniti tempatan seperti faedah kepada ekonomi dan rasa kebanggaan komuniti tempatan. Namun demikian, penglibatan komuniti tempatan dalam penganjuran acara ini adalah amat pasif dan terdapat beberapa aktiviti pembangunan yang tidak memberi faedah kepada penduduk tempatan dan ini memberi kesan persepsi komuniti terhadap penganjuran acara tersebut.

## ABSTRACT

In Terengganu, the development and promotion of sporting events is becoming increasingly popular, due in part to the role of sport in building the nation's identity, the economic benefits, and a growing awareness of the importance of health and fitness within the community. Given this increased popularity it is important that the impacts of these events upon the local 'host' communities be understood. Social impacts have been given more and more attention in recent years by event researchers, due to the recognition that the long term sustainability of such events can only be achieved with the approval and participation of residents. This research addresses these issues in the context of Pulau Duyung, Kuala Terengganu using the case of Monsoon Cup Events. This thesis adopts a Qualitative method approach using interviews and observation. The findings confirm that it is vital to investigate and understand impacts of events on host communities. The findings are also consistent with theories identified in the literature in terms of the nature of social impacts on host communities. The overall results indicate that residents are aware of both the positive and negative impacts of Monsoon Cup Events. Respondents highlight positive impacts such as economic benefits, exposure of Pulau Duyung and increase community pride. The involvement of local community in this event are very passive and its have been effected to the host perceptions. Most of the major development is not given any benefit to the locals.