



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Title: E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow

e-ISBN: 978-629-489-007-7

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16300 Bachok

Kelantan

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA))

Membership Number: 201903)

In Collaboration:

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IMPACTS OF ECOTOURISM DEVELOPMENT TOWARD QUALITY OF LIFE AMONG LOCAL COMMUNITIES IN DABONG, KELANTAN

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ABSTRACT

It is important to highlight ecotourism to the local community in Dabong. The level of knowledge of the local community in Dabong regarding ecotourism is low. This is because many do not know the meaning of ecotourism and this is very important to avoid environmental pollution. This study was conducted to try and evaluate the data obtained from the local community in Dabong to ensure whether this ecotourism has a positive impact whether politically, economically and socially in their lives. This study uses an quantitative method which is a questionnaire with 151 people from the local community who know about the surrounding area and have settled in Dabong with a projected number of years there. The information for this study was compiled after a detailed question and answer session.

Keywords: Ecoturism, Local community in Dabong.

INTRODUCTION

The title Impacts of Ecotourism development towards quality of life among local residents in Dabong, Kelantan, shall describe everything said above. However, following the storm, Dabong has become a popular destination for both domestic and foreign tourists. The structure of Dabong, which is more of a natural occurrence, has led to the area becoming a popular spot for ecotourism. The three main tourist attractions in Dabong are The Fish Cave, Lata Kertas, and Lata Kenerong..

Ecotourism is a strategy for preserving a region's natural resources and biodiversity while taking poverty alleviation and rural development into consideration. It based its operations on the natural and cultural resources of the area and engages local populations in tourism-related activities. This study explores the effects of ecotourism programmes on people who live in and around tourist-friendly areas.

Ecotourism initiatives can only be considered "successful" from a development point of view if local communities have a degree of control over them and if they share the advantages associated with ecotourism activities. With a focus on exploring the advantages, effects, and difficulties of ecotourism development in the area, the study looks at the socioeconomic impact of ecotourism attractions in Dabong. The study's conclusions show that the ecotourism sector in the region generates advantages including better transportation networks, economic possibilities, increased family income, and job development. Furthermore, tourism also helps to stimulate economic growth (Nasir &