



E-PROCEEDING HOTWEC 7.0

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

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THE IMPACT OF TOURISM DEVELOPMENT TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITY IN PULAU SURI KELANTAN

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ABSTRACT

Tourism has become an activity that is familiar to generate and improve the private economy and also to benefit the national economy, it allows local communities to create opportunities for tourists to learn about their culture and promote their own history and stories (López-Guzmán et al. Local communities must provide services to tourists based on the initiative and management of their natural and cultural resources. In Kelantan, Pulau Suri is one of the unique places for the development of economic tourism. Therefore, their objective when traveling is not only to discover new locations but also local culture, ethics, and historical sites where they can have an authentic and meaningful experience based on their own perception. In order to answer research collection, test hypotheses, and evaluate results, data collecting is a procedure that involves gathering and methodically quantifying information on variables of interest. The data collection process had been done from 19 May 2023 till 21 May 2023, the researcher spread the questionnaire to the local community for answers the question. Data collecting is used in many different types of study, including the natural and social sciences, humanities, business, and others. Quantitative methods were used in this study which is 160 respondents have been chosen to answer the questionnaire.

Keywords: Tourism, Socioeconomic, Quality of life, Community

INTRODUCTION

Since it enables local communities to develop possibilities for visitors to learn about their culture and promote their own history and stories, tourism has come to be known for generating and enhancing the private economy as well as benefiting the national economy (López-Guzmán et al., 2011). Local communities must take the initiative and manage their natural and cultural resources in order to give services to tourists. Tourists will benefit from better access between locations if this is done. Based on these elements, it is commonly