

Received: January 30, 2024
Accepted: February 20, 2024
Published: April, 2024

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Perceptions Of Local Residents Towards Tourist Arrival On MyO2 Program

Nurul Farah Izzah Zailani¹, Abdul Rahman Redha Ahmad Rashidi²,
NurFatin Adila Md Diton³

^{1,2}School of Hospitality and Creative Arts, MSU, Malaysia

³ Kulliyah of Architecture and Environmental Design, IIUM, Gombak, Malaysia

nurul_farah@msu.edu.my, abdul_rahman@msu.edu.my, nurfatin_adila@msu.edu.my

Abstrak

MYO2 program name is derived from Oil and Oxygen (O2) and basically to give awareness to all of the danger by disposing used cooking oil and the importance of keeping our nature alive. MYO2 Program is a tree planting program that was organized by School of Hospitality & Creative Arts (SHCA), MSU Shah Alam and the main goal is to prevent plant photosynthesis and collect waste oil to make fertilizer for tree planting in Kanching Falls. Also, the program has been conducted in Kanching Falls, Rawang Selangor since 2018. It is our responsibility to embrace care for the environment towards sustainability. Therefore, this program also supporting four SDG's which is SDG12 - Responsible Consumption and Production; SDG14 – Life below Water; SDG15 – Life on Land; and lastly SDG17 - Partnership for Goals where MSU has partnering with Shah Alam City Council and Tourism Selangor. The aim of this study is to find the linkage between visitors' perception towards MYO2 Program that will be impact on value of attraction, facilities and service management and ecotourism activities. The findings were evaluated using SPSS and a quantitative approach was used. The total number of questionnaires distributed was 202. The respondents chosen were from the students of School of Hospitality and Creative Arts (SHCA) that participated in the program and visitors of Kanching Falls by using online questionnaires. A quantitative approach is used for this research by distributing online questionnaires to collect data from respondents. Also, the researcher disseminated the information through various channels in social media platforms. From the findings, facilities and services management has positive relationship towards visitor's perception on MYO2 Program. At the end of this research, when it comes to visitors' perception on MYO2 Program, researcher is becoming more interested in figuring out what are their perception.

Keywords: *Ecotourism development; Visitors' Perception; Value of Attraction; Facilities and Service Management; Ecotourism Activities*

Introduction

Background of the Project

Tourism is a multi-sectoral activity that requires inputs of an economic, social, cultural and environmental nature and generates employment directly and indirectly with the growth in other related industries. (Emili et al.,2023). In recent years, Malaysia has become one of the most important tourist destinations in the world. Currently, the tourism sector is an important contributor to the economy and is identified as one of the major sources of foreign exchange earnings and a catalyst to economic growth (Sakolnakom, 2020). In addition, Hussain et al (2020) mentioned that Malaysia significantly benefited from its rich cultural diversity, beautiful landscapes, and the harmonious relationships observed among its citizens. Historical walking tours, cultural events, and traditional arts and performances are among the activities that attract visitors to the country. Ecotourism in recent times has been confirmed to be a catalyst for sustainable economic and environmental development (Mondino et al.,2019). Jaini et al (2021) also discussed that ecotourism is one of Malaysia's biggest tourist attractions which is characterized by ancient rainforests, beautiful beaches and reefs, spectacular natural formations and unparalleled biodiversity.

Literature Review

Value of Attraction

The value of an attraction includes its scenic beauty, the opportunity for education, and the natural resource integrity; however, to be chosen as the final decision by visitors, attractions must be unique (Tseng et al.,2019). Tseng also stated that clear and abundant resources are also presented as values of attractions. Destination attractiveness is also referred to as tourism potential. The destination should include high-quality basic elements that can influence tourists' decision-making when they select their trips, such as attractions, accommodations, and accessibility (Tan et al., 2023). Also, according to Isa et al. (2019), people are drawn to engage with places that help them relax and have a positive experience, as a result, physical spaces are objects of place affection and can attract visitors to a site. The development of creative tourism supports the destination economy, positively impacts the destination attractiveness, and contributes to visitors' experience with the destination (Wang et al.,2020). Accordingly, many regions focus their efforts on developing creative attractions at their destinations to satisfy visitors' needs, but such destinations currently face stiff competition as many destinations have comparable attractions (Suhartanto, 2020). The experience quality as an interaction between tourists and the landscape in a destination, the landscape that is meant is not only the interaction of the social and cultural environment but also the geographical form of an island destination (Haji et al.,2021). Customer satisfaction is an assessment of a service relative to expectation, while service quality implies the customer's evaluation of the overall quality of a service (Mustafa et al., 2022). Fiorentino (2019) mentioned that there are powerful media forms that can shape the current food trend world, and media can harm restaurant advertisements and food trends that go viral thanks to social media influencers, and so on. Social networking, which incorporates several Internet-based networks, aims to minimize opportunities

for individuals to communicate and share information regardless of their location, (Wang et.al 2020). Influencers on social media communicate with their fans and create a new messaging strategy that is seen as informative and truthful (Lou & Yuan,2019).

Facilities and Services Management

Tourist facilities cater to the diverse and manifold facilities for the tourists. To promote tourism, tourism facility design standards and development need adequate attention. (Rakib et al.,2020) . Infrastructures for ecotourism should concentrate on showcasing and appreciating the natural values of a region, and should not require changing the natural environment for practices contrary to that intent. (Burton-Tairo et al, 2020). Every approved facility must be sensitively planned and maintained to ensure that it is consistent with the nature and character of the site and complements the management of the National Park it is situated in (Ramyar et al, 2020). Often, ecotourism destinations are located in natural remote areas, and so facilities, including infrastructure, must be built to serve tourists (Hsu, 2019). Besides, the quality of facilities should be increased, and, with reasonable financial control, tourism goods should be diversified (Leung 2021). The experience quality as an interaction between tourists and the landscape in a destination, the landscape that is meant is not only the interaction of the social and cultural environment but also the geographical form of an island destination (Haji et al, 2021). Facilities may not be appropriate for local conditions and may create difficulties for residents, such as ecological resource damage (Lee et al, 2019). However, Lee (2019) argued that particular features of facilities, such as convenience and accessibility for tourists, are significant for attractions, but conflicts usually occur during the development of attractions.

Ecotourism Activities

Ecotourism has been defined as environmentally responsible travel to natural places with a conserved environment, promoting the well-being of the villagers and including interpretation and education (Oladeji et al, 2022). Ecotourism activities involve natural resources and tourist activities that are utilized to preserve nature and culture, promote conservation, expand environmental awareness, and provide community benefits for the people involved; ecotourism activities attract tourists (Tseng et al., 2019). The activities must satisfy tourists, and they include multiple attributes (Ocampo et al., 2022). Ocampo (2022) also discusses that ecotourism activities are provided activities that promote natural resource preservation by educating tourists, residents and stakeholders. Community participation leads to successful ecotourism; rural communities must assume responsibility for environmental and natural resource management (Wondirad et al 2019). Local communities are significant stakeholders that can directly affect the results of environmental management and development (Masud et al., 2019).

Aims of the Project

Kummitha et al (2021) mentioned that Ecotourism provides a platform for tourism with the potential to heighten the awareness of both visitors and the local

community, fostering a deeper understanding and appreciation of nature, local inhabitants, and their culture. The outlook of visitors regarding the ecotourism environment serves as an indicator of how tourists or visitors wish to engage with their surroundings, influenced by their individual preferences intertwined with cultural, social, and environmental factors. (Junus et al., 2020). Thus, although a lot of the previous research associates repeat visitation with destination loyalty in determining tourism satisfaction, no articles from Malaysia so far have dealt with the perception of residents on the impact of tourism towards support for tourism development. In this overview of the study, some discussions will interpret the balanced portion size. This research study on the visitors' perception of the MY02 Program in Kanching Falls. This research aims to explore more about the visitors' perception of the value of attraction, facilities and services management and ecotourism activities.

Problem Statement

Despite the increasing interest in ecotourism, there is a notable absence of standardized metrics to comprehensively evaluate the impact of ecotourism development on visitor satisfaction. (Fallah et al., 2021). Jackson (2022) discussed that the intersection of cultural sensitivity and ecotourism remains an understudied area, potentially leading to mismatches between visitor expectations and the preservation of local cultures. On the other side, with the advent of technology, there is a growing need to explore its impact on visitor experiences in ecotourism settings (Nautiyal et al., 2023). While the importance of ecotourism attractions for fostering environmental conservation and sustainable tourism development is widely acknowledged, there is a research gap in understanding the inherent value of these attractions and how such value aligns with visitor perceptions. (Carrascosa-López et al., 2021).

Methods

For the effective collection of data, this research will adopt a methodical and organized approach to streamline the data analysis process. This section of the study will comprehensively detail various aspects such as the target population, the population frame, and the sampling techniques employed for conducting the survey. An online survey method will be utilized in the selected area by focusing on evaluating visitors' perceptions of the MY02 Program. Primary data collection will be conducted through survey questionnaires distributed within the Management and Science University (MSU), targeting the students who have join the program. Additionally, the survey will be extended to visitors, both within the university and at Kanching Falls, to gather insights into their views on the MY02 Program. The questionnaire format will be close-ended, allowing for more structured and quantifiable responses. The research will employ both interval and nominal scales for the research instrument. The data collection will be predominantly based on online surveys, facilitating a wider and more diverse participant reach. Analysis of this data, descriptive analysis will be employed to interpret the findings systematically. Furthermore, correlation analysis will be used to explore the relationships between different variables. The primary objective of this

methodology section is to ensure transparency and consistency in the research procedures in alignment with the goals of the research. By doing so, it aims to enhance the respondent's comprehension of the issues addressed in the research, facilitating a deeper analysis of the collected data. This thorough approach is crucial for accurately capturing and understanding the perceptions of visitors towards the MY02 Program.

Result and Discussion

In general, the questionnaire survey reports are used to produce a summary description of descriptive analyses. The background of the respondents will be described in this descriptive analysis. A total of 107 out of 202 respondents are female, making for more than half of the total. After that, researcher assess the ages of respondents, which reveals that the bulk of our respondents are between the ages of 23 until 27, with the youngest responders to this questionnaire sample being between the ages of 18 until 22.

Table 1
Background of respondent

Background	Category	Frequency	Percentage (%)
Gender	Male	95	47.0
	Female	107	53.0
Race	Malay	181	89.6
	Chinese	13	6.4
	Indian	7	3.5
	Other	1	0.5
Education	Certificate	24	11.9
	Diploma	79	39.1
	Bachelor	96	47.5
	Master	2	1.0
	PhD	1	0.5
Status Current Occupation	Students	101	50.0
	Employed	97	48.0
	Retired	1	0.5

	Other	3	1.5
--	-------	---	-----

Based on table 1, the majority of our respondents hold a bachelor degree level, 96 out of 202 respondents have a bachelor's degree, according to the survey. Aside from that, almost all of the respondents (181 out of 202) are Malay and Islam (184 out of 202). Finally, the majority of respondents are students (101 out of 202).

Table 2
Reliability analysis

Items	Number of Items	Cronbach's Alpha
Value of Attraction	7	.896
Facilities and Service Management	7	.906
Ecotourism Activities	5	.868
Visitor Perceptions Towards MY02 Program	6	.912

Refer to table 2, the Cronbach's Alpha reliability test was used to evaluate the accuracy of 25 items used to assess visitors' perceptions on the MY02 Program in Kanching Falls. Facilities and services management has the maximum Cronbach's Alpha score of 0.906 among the variables on visitors' perception, led by value of attraction with a reliability score of 0.896. Ecotourism activities results in third with a reliability score of 0.868. Most of the respondents of the survey are female with the frequency of female respondents being the highest compared to male respondents for the gender section. The number of female respondents was 107 (53.0%). Meanwhile, the male respondent recorded 95 with (47.0%). This is because most female respondents are likely to spend their time with their friends in Kanching Falls.

Table 3
Summary of Correlation

		VA	EA	FSM	VP
VP	Pearson Correlation	.488	.633	.688	1
	Sig. (2 tailed)	.000	.000	.000	

**Value Attraction (VA), Ecotourism Activities (EA), Facilities and Service Management (FSM), Visitor Perception on MY02 Program (VP)

Pearson correlation analysis is used to analyze the direction and strength of a positive or negative interaction between two continuous variables. The Pearson correlation coefficient (r) can be somewhere between -1 and 1. From the above table 3 it shows that if the r value is less than 0.20, the correlation between the independent and dependent variables is very weak. The highest relationship strength is between 0.90 and 1.00, indicating that the factors are highly correlated. A mild/ weak correlation is shown by a R value of 0.20 to 0.40, a moderate correlation by 0.4 to 0.70, and a very high correlation by 0.70 to 0.90.

The table 3 showed that the value of attraction that was shown was 0.64 was a strong correlation between the other variables. Therefore, for facilities and services management and ecotourism activities the result correlation was 0.688 and 0.470 were also strong correlations among other variables. The N correlation as shown in table above, as well as all correlation significance, total 0.00, indicating a fair and strong correlation between all variables, all the results in table 4 have the significant correlation.

Based on this analysis, an important finding is obtained, in which Visitor Attractions have a moderate correlation with visitor perception on MYO2 program with the .470 but the descriptive analysis shows that the mean is sufficiently strong ($M= 4.13$ to 4.36). For the statement “Kanching Fall has a landscape scenic view; has the highest mean (4.36) because a good landscape will create a good destination image that can increase the value of attraction and persuade more tourists to come and visit.

Facilities and Services Management have a positive relationship with visitors' perception of the MYO2 Program in Kanching Fall. These factors also impact the facilities in tourism sites including infrastructure, accessibility and accommodations. Moreover, the facilities need to meet the quality standard to ensure the best services (Arsic et al., 2017). However, the respondents disagree with the statement that “There were enough toilets and washrooms”. It shows that there is a lack of facilities that are provided in Sg Kanching. It is also necessary to have high-quality facilities in attraction locations with wildlife conservations (Sriarkarin and Lee,2018).

Conclusions

From the results of the research and discussion described in the previous chapter, the following conclusions were drawn:

1. Value of Attraction, Facilities Management & Services and Ecotourism Activities affect visitor perceptions towards MYO2.
2. Partially, the factors of Facilities Management & Services and Ecotourism Activities have a positive effect on MYO2. At the same time, the value of attraction does not affect the program of MYO2.

3. Of all the factors in tourism, the value of attraction factor has a high chance of determining eco-tourism development in Sg Kanching.

References

Burton-Tairu, Z. O. (2020). Ecotourism potential in a developing nation—An integrated assessment of prospects for a sustainable ecotourism industry in Papua New Guinea.

Carrascosa-López, C., Carvache-Franco, M., & Carvache-Franco, W. (2021). Perceived Value and Its Predictive Relationship with Satisfaction and Loyalty in Ecotourism: A Study in the Posets-Maladeta Natural Park in Spain. *Sustainability*, 13(14), 7860.

Emili, S., & Galli, F. (2023). Spatial and cross-sectoral input spillover effects: the case of the Italian tourism industry. *Journal of Productivity Analysis*, 59(3), 243-258.

Fallah, M., & Ocampo, L. (2021). The use of the Delphi method with non-parametric analysis for identifying sustainability criteria and indicators in evaluating ecotourism management: the case of Penang National Park (Malaysia). *Environment Systems and Decisions*, 41, 45-62.

Fiorentino, D. (2019). How do food-bloggers influence customers' food choices?.

Haji, S., Surachman, S., Ratnawati, K., & Rahayu, M. (2021). The effect of experience quality on behavioral intention to an island destination: The mediating role of perceived value and happiness. *Accounting*, 7(5), 1221-1230.

Hussain, M. A., Mohd Yunos, M. Y., Ismail, N. A., Ariffin, N. F. M., & Ismail, S. (2020). A review of the elements of nature and the Malay cultural landscape through Malay literature. *Sustainability*, 12(6), 2154.

Isa, S. M., Ariyanto, H. H., & Kiumarsi, S. (2019). The effect of place attachment on visitors' revisit intentions: evidence from Batam. *Tourism Geographies*.

Jackson, G. (2022). Ecotourism. In *Oxford Research Encyclopedia of Environmental Science*.

Jaini, N., Robat, M., Annuar, A. N. A., & Jamaluddin, E. R. (2019). The identification of criteria for ecotourism practice in Peninsular Malaysia. *Journal of Hotel and Business Management*, 8(1), 190-195.

Junus, S. Z., Hambali, K. A., Iman, A. H. M., Abas, M. A., & Hassin, N. H. (2020, August). Visitor's perception and attitude toward the ecotourism resources at Taman Negara Kuala Koh, Kelantan. In *IOP conference series: Earth and Environmental Science* (Vol. 549, No. 1, p. 012088). IOP Publishing.

- Kummitha, H. R., Kolloju, N., Jancsik, A., & Szalók, Z. C. (2021). Can tourism social entrepreneurship organizations contribute to the development of ecotourism and local communities: Understanding the perception of local communities. *Sustainability*, 13(19), 11031.
- Lee, J. H. (2019). Conflict mapping toward ecotourism facility foundation using spatial Q methodology. *Tourism Management*, 72, 69-77.
- Leung, D. (2021). Tourists' motives and perceptions of destination card consumption. *Tourism recreation research*, 46(1), 39-51.
- Masud, M. A. K., Rashid, M. H. U., Khan, T., Bae, S. M., & Kim, J. D. (2019). Organizational strategy and corporate social responsibility: The mediating effect of triple bottom line. *International journal of environmental research and public health*, 16(22), 4559.
- Mondino, E., & Beery, T. (2019). Ecotourism as a learning tool for sustainable development. The case of Monviso Transboundary Biosphere Reserve, Italy. *Journal of Ecotourism*, 18(2), 107-121.
- Mustafa, F., & Sudiro, A. (2022). Customer Satisfaction as Mediation Between Service Quality and Customer Citizenship Behavior for 4-Star Hotel Customers in Makassar, Indonesia. *Webology*, 19(2).
- Nautiyal, R., Polus, R., Tripathi, A., & Shaheer, I. (2023). "To use or not to use"- Mobile technology in nature-based tourism experience. *Journal of Outdoor Recreation and Tourism*, 43, 100667.
- Ocampo, L., & Yamagishi, K. (2022). Multiple criteria sorting of tourist sites for perceived COVID-19 exposure: the use of VIKORSORT. *Kybernetes*, 51(11), 3121-3152.
- Oladeji, S. O., Awolala, D. O., & Alabi, O. I. (2022). Evaluation of sustainable ecotourism practices in Oke-Idanre Hills, Ondo-State, Nigeria. *Environment, Development and Sustainability*, 24(2), 2656-2684.
- Rakib, M. R. H. K., & Hassan, A. (2020). Tourism facility design standards and development in Bangladesh. *Tourism policy and planning in Bangladesh*, 71-83.
- Ramyar, M., & Halim, N. (2020). Tourist Expectation and Satisfaction towards Existing Infrastructure and Facilities in Golestan National Park, Iran. *Am. Res. J. Humanit. Soc. Sci*, 3, 89-108.
- Sakolnakorn, T. P. N. (2020). Important factors and policies that contributed to tourism in Malaysia between 1991 and 2018. *International Journal of Innovation, Creativity and Change*, 14(12), 969-980.

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.

Tan, Y., Yang, L., Liu, Y., Hu, S., Xu, K., & Liu, J. (2023). How does air quality affect tourist travel volume and destination preference? An analysis based on mobile tracking data. *Current Issues in Tourism*, 26(16), 2629-2646.

Tseng, M. L., Lin, C., Lin, C. W. R., Wu, K. J., & Sriphon, T. (2019). Ecotourism development in Thailand: Community participation leads to the value of attractions using linguistic preferences. *Journal of cleaner production*, 231, 1319-1329.

Wang, C., Liu, J., Wei, L., & Zhang, T. (2020). Impact of tourist experience on memorability and authenticity: a study of creative

Wondirad, A., & Ewnetu, B. (2019). Community participation in tourism development as a tool to foster sustainable land and resource use practices in a national park milieu. *Land use policy*, 88, 104155.