

**SUSTAINABLE DEVELOPMENT OF BOT PENAMBANG
AT SEBERANG TAKIR IN CREATING AN ECOTOURISM
PRODUCT**

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2017**

c/n: 0/11699

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GIS6.5 E26 S3 2017



1100103760
Sustainable development of Bot Penambang at Seberang Takir in
creating an ecotourism product / Sahira Che Ahmad, Benson
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PERPUSTAKAAN SULTANAH NUR ZAHIRAH UNIVERSITI MALAYSIA TERENGGANU (UMT) 21030 KUALA TERENGGANU	
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RECEIVED 27 DEC 2018	

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2017

DECLARATION

We hereby declare that the Case Study in Coastal Zone Management (SKL 5202) is based on our group original work except for quotations and citations which have been duly acknowledged. We also declared that it has not been previously or concurrently submitted for any other degree at UMT or other institutions.

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ACKNOWLEDGEMENT

Alhamdulillah, thanks to Allah (S.W.T), by His grace and mercy of His blessings, finally we can complete this case study successfully. Many obstacles and challenges we had faced towards the accomplishment of this case study. However, with lots of patience, teamwork as well as cooperation, we were able to overcome the barriers.

With this regard, we would like to express our appreciation to our supervisor, En. Madzli Harun and the panels involved in this Case Study of Integrated Coastal Zone Management (SKL 5202), namely; Dr. Azlinzuraini Ahmad, Prof. Dato' Dr. Saharuddin, Prof Madya Dr. Zainuddin Bachok, Dr. Muhammad Abi Sofian Abdul Halim and Dr. Izan Jaafar for sharing knowledge, guidance and advice in contributing to the achievement of this case study. In addition, we also would like to thank all the lecturers involved in providing guidance and facilitation directly or indirectly during the execution of this case study.

Furthermore, we would also like to express our thanks to School of Business and Maritime Management as well as School of Graduate Studies for all facilities and provisions of expenses which have been granted. Besides, thousands of appreciation are also presented to *Bot Penambang* Association, Marine Department Eastern Region, Village Development and Safety Committee *Seberang Takir*, Ministry of Tourism and Culture Malaysia (Terengganu), State Legislative Assembly Seberang Takir and Mr. Idham Khalil.

Last but not least, we would like to convey our gratitude and thankful to our parents and family members who were always giving support from the start until the finishing point of the case study. Finally, to our fellow friends who were always sharing the ideas and opinions for the case study purpose, may all good things always accompany them and be blessed forever.

Thank You.

ABSTRACT

The study was conducted to identify the factors that affect the sustainable development of *bot penambang* in creating an ecotourism product in Seberang Takir. The objective of this study is to determine the transformation of ecotourism product and *bot penambang* in Seberang Takir, to determine the income of *bot penambang* operator and to recommend a strategy in creating job opportunities for *bot penambang* operator. This study will only limit to such area in Terengganu which is Kuala Nerus. It will be focused on *bot penambang* industry in creating those businesses to be an ecotourism product in Kuala Terengganu. The literature review in this study are focusing on Systematic Literature method which analyses the development, scope of research, study dimension and study area of each scholars. Systematic reviews aim to present a fair evaluation of a research topic by using a trustworthy, rigorous, and auditable methodology. Qualitative methods are used in this study as the most appropriate method. In addition, main themes of analysis PESTEL and SWOT is the key factor to achieve the objectives of study. This study has revealed that there is an important for sustainable development in tourism, and the connection between tourism, with the PESTEL are strongly related in achieving sustainability. Finally, tourism development in Kuala Terengganu could make a positive contribution to its economic growth.

Keyword: river cruise, tourism, *bot penambang*, sustainable development

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism is of major economic, physical and social significances. The importance of tourism is reflected by the number of tourist arrival and tourists spending. According to Ministry of Tourism Malaysia, tourism has garnered as the second economic income to the country only after manufacturing (Motour, 2012). Tourism is currently the second highest contributor to Malaysia's Gross Domestic Product (GDP) after manufacturing. Despite its relatively late entrant as a 'big time' tourism player, the tourism industry in Malaysia has grown by leaps and bounds since the early 1990's (Amran Hamzah, 2004).

Specifically, ecotourism sustainability is more likely to occur when (1) the community is actively involved in the design and development of an ecotourism project and consequently becomes more environmentally conscious, (2) the community leaders develop and support programs for families and children to learn more about environmental conservation and preservation, and (3) community tourism decision makers recognize the importance of promoting and publicizing the potential economic benefits as a result of a community's ecotourism development.

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In order to sustain the community development especially in the sector of ecotourism, the Malaysian government deliver programs and services to the public that are high-impact, low cost, and rapidly executed under the concept of Blue Ocean Strategy that has adopted by government. Through National Blue Ocean Strategy, over 80 ministries and agencies are collaborating to formulate and execute creative Blue Ocean Strategy initiatives that are transforming the nation (Najib, 2015).

1.2 Background of Study

The most popular water transportation in Kuala Terengganu is passenger boat or known as *bot penambang* by the local communities. *Bot penambang* are engined, roofed wooden boats made to carry passengers from Seberang Takir Jetty and Pulau Duyong Kecil Jetty to Kuala Terengganu Jetty. It is the easiest and shortest way to get to the city. Cruise tourism is the fastest growing segment of leisure tourism. With its growth has come concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities (Ross A. Klein, 2011).

Historically, *bot penambang* has been in existence since 1930's known as *bot penambang* that carrying passengers across Terengganu River between Pasar Payang on the city side and village of Seberang Takir on the opposite river bank. During its early service, the boat was merely performed by small boats called *sampan* powered by sail. According to Pak Mail, the chairman of Bot Penambang Association at Seberang Takir,

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bot penambang business are only consists about 18 units of traditional boats that powered by diesel engines. *Bot penambang* are also the best way for visitors or tourists to make sightseeing around *Kampung Seberang Takir*, which accommodates a lot of cottage industries that are located a miles from the jetty, includes manufacturing of food products such as shrimp paste and anchovies, and the services for *batik* printing are also provided.



Figure 1: Boat operator wait for passengers near penambangjetty at
Kampung Seberang Takir in Kuala Terengganu

(Source: The Malaysian Insight pic by Seth Akmal, September 5, 2011)

Terengganu is endowed with precious natural beauty. Having the longest coastline (244km) of wonderful beaches, the lush tropical rainforests, a hidden paradise unmoved by time and stunning islands with its tranquil emerald waters turn magnificently golden hues at the touch of the sun's first rays. Terengganu is also rich with its customs and

tradition, upheld through generations and visible in its way of life, its arts and handicrafts, its tradition culinary and its heritage. *Bot penambang* is one of Terengganu's heritages that need to be conserving because it shows originality and trademark of Terengganu. Terengganu will never be the same without *bot penambang* business.

1.3 Research Problem

Destination, particularly Seberang Takir is the main jetty for *bot penambang* are currently facing a problem in less attraction for *bot penambang* services. Operators are losing competitive advantage over other operators and realize that both their tourism product and market is deteriorating.

Firstly, sustainability of *bot penambang* in the ecotourism sector has less concern by authorities. Sustainable is a crucial element to ensure a basic quality of life for all people and at the same time protects community systems especially operators of *bot penambang* that make life possible and worthwhile. Sustainable tourism should be address to retain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (World Tourism Organisation, 2001).

Secondly, till today an operator of *bot penambang* are only dependent with their daily income sources. Compared than past 30 years, it nearly 70 units of *bot*

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penambang operating in the river. However, *bot penambang* that currently operates only left about 25 units (Alamakademik, 2009). *Bot penambang* may see even less traffic now whenever the state government has plans to build a second bridge (Seth Akmal, 2017). The new development poses a concern that many will give an option for communities to use a new bridge instead of *bot penambang* services. The costs of riding a *bot penambang* from Seberang Takir Jetty to Syahbandar are only RM 1 per trip that takes 10 minutes of duration to reach there (Seth Akmal, 2017). Clearly, the charges per trip are cheaper results this kind of things occurs where there are not enough sources to sustain their life nowadays.

Thirdly, lack of participation by youth or young generation involving as boat operator. It causes of lack of involvement offer for this employment. Meanwhile, indirectly the constructing a draw-bridge at KTCC, it will eliminate the accessing route of *bot penambang*. The operators of *bot penambang* will face risk in losing their job. The condition of the operator of *bot penambang* at Seberang Takir will be more intense once the bridge is fully complete and people are using cars and other vehicles to the city (Mustaffa Ali, 2017).

1.4 Research Question

Research questions are developed as a guide to this research. Research questions in this research were clear and focused on related issue and not exceed the limitation of the study.

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Bot penambang business is getting worst day by day. This problem can be solved if there is serious action from the authorities in order to sustain *bot penambang* legacy. The authorities need to have a good plan and solution to ensure *bot penambang* business still operating as usual. Therefore, author will arise issue on **the extent to which the authorities concerned on how to sustain *bot penambang* business.**

The major problem boat operator have to deal with is less attractions from the tourist and this will cause serious loss to their boat business. *Bot penambang* facing this problem since many years ago and it seems like there is no solution to this. The fare of *bot penambang* is also very cheap and does not relevant with the services offered. By earning very low income, boat operator can barely pay for the maintenance cost of *bot penambang* and there will be no improvisation to the boat. Secondly, author will arise issue on **how much *bot penambang* operator earned monthly.**

Boat operator seems to have problem to run *bot penambang* business these days. There are many factors that cause to this problem such as there are no transformations in boat operator job. They facing the same problem from years ago and yet still no further solution to improve this boat business. Based on that, author will arise issue on **why boat operator has no career transformation and what is their dilemma to do changes towards their job.**

1.5 Research Objective

The objective of this study is to show that there are importance of *bot penambang* business towards the community and visitor at Seberang Takir. The purposes are to create *bot penambang* become as an added value in tourism sector at Terengganu, particularly in Seberang Takir, Kuala Nerus.

Firstly, to determine the transformation of ecotourism product and *bot penambang* in Seberang Takir. The ecotourism product must provide the visitor with an authentic understanding of the area's natural and cultural heritage, and involves and benefits local people. Local people need to know how to strengthening the promotion of ecotourism messages and products so that they can promote the concept of ecotourism and help products reach their customers. They also need to pay attention to all aspects of quality in the making of ecotourism product because extra attention is needed in product design and management in order to meet market interests. Transformation of *bot penambang* is also needed in order to make this water transportation become popular and relevant as it used to be back then. Owner of *bot penambang* need to transform their boat to become more comfortable and attractive to the visitor.

Secondly, to determine the income of *bot penambang* operator. When there is high demand of *bot penambang* usage, there will be more income to the *bot penambang* operator. This boat operator did not achieve high income as they used to be for these past few years due to decline amount of visitor for *bot penambang*. Drastic action must

be taken by them to make sure they still can run this boat business. *Bot penambang* operator need to be more innovative and bold in promoting the *bot penambang* business. For instance, they can collaborate with hotels or resorts nearby Kuala Terengganu river so that the visitor of the hotels or resorts will know about the joy of river cruising by *bot penambang*.

Lastly, to recommend a strategy in creating job opportunities for *bot penambang* operator. There are many evidences that emphasized the importance of working with local communities in determining the level and type of tourism development in Seberang Takir area and in encouraging individual entrepreneurship, community-based enterprise and employment opportunities for local people. Young local people need to continue this boat business to ensure the legacy of *bot penambang* will not fade away. This is why more job opportunities need to be given to the local people so that they can get involved in *bot penambang* operation.

1.6 Significance of Study

This study has revealed that income of *bot penambang* operator is declining day by day and this becomes a severe problem for them. They only depend on this business to survive. By doing this study the author can identify what is the real factor that cause for this problem and determine the best solution to generate more income for the boat operator. *Bot penambang* business can operate without any worries if the income for

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boat operator increase and the profit can cover all the expenses and maintenance for *bot penambang*.

In this study the author believe that the empowerment of *bot penambang* operator is very important in keeping the legacy of Terengganu's heritage. This boat operator can build awareness to the visitor about the importance of Terengganu's heritage by explaining the benefit of cultural heritage to them. Cultural heritage can provide an automatic sense of unity and belonging within a group and allows people to better understand previous generations and the history of *bot penambang*.

Furthermore, ecotourism sector can develop economy of the state. Ecotourism activities using natural resource attractions in remote rural areas can be important sources of economic diversification and livelihood opportunity (Ashley et al, 2001; UNWTO, 2002).

When tourism is identified as part of an overall development strategy, the identification, protection, and enhancement of historic resources is vital for any sustainable effort. When ecotourism is done right, the biggest benefits are not for the visitors but the local residents who experience a renewed appreciation for and pride in their local city and its history.

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1.7 Importance of Study

Using a case study, operation of *bot penambang* in creating an ecotourism product are crucial in exploring the role of ecotourism in promoting environmental learning and in sustaining conservation of nature. Its helps in involving local community for the conservation and preservation of the ecology and biodiversity of the area that biodiversity in return provide the economic incentives to the local community such as mangroves. By creating a new route for *bot penambang*, operators can ride their boat throughout the mangroves ecosystem around the Seberang Takir to expose a tourist the richness of the ecosystem and can build their awareness the conserve and preserve our nature.

This study has revealed that there is an important for sustainable development in tourism, and the connection between tourism, social and environment are much stronger than in other sectors. In order for ecotourism to encourage patterns of sustainability, which can protect the environment, it is also can benefit local communities especially among the operators of *bot penambang* in generating their incomes sources and economic opportunities for the local people (Farrell & Runyan 2001; Bhattacharya, Chowdhury and Sarkar, 2011).

Moreover, tourism development in Kuala Terengganu could make a positive contribution to its economic growth. Rising per capita income may use to improve the infrastructure or facilities of tourism product such as *bot penambang*.

1.8 Scope of Study

This study will only limit to such area in Terengganu which is Kuala Nerus. It will be focused on *bot penambang* industry in creating those businesses to be an ecotourism product in Kuala Terengganu. By creating a new system for this industry throughout the national action which is National Blue Ocean Strategy (NBOS) in developing the initiatives that are high impact, low cost and rapidly executed. It is benefiting different segments of the citizen, as part of an inclusive process of national development, and touching their lives at a more personal level (Ali Hamsa, 2013). NBOS is not just about creating high impact on a capital economy but also on people economy, namely jobs, cost of living, lifelong learning, family well-being, social inclusion and harmony (Najib, 2016). It is definitely for author to taking an action under NBOS in increasing incomes sector among operators of *bot penambang* and sustains development of *bot penambang*. Thus, a good brand image of Kuala Nerus can be creating.

In this study, author will doing an interviewing session with the several agencies that related to our study which are Bot Penambang Association, Marine Department, JKKK Seberang Takir, DUN Seberang Takir, Tourism Malaysia (Terengganu) and UMT's lecturer and more focus to operators of *bot penambang* in getting their feedback or responses in applying a new system for that business which is construct a new route for *bot penambang*. By doing so, it will benefits the operators in generating the income sources and create a job opportunities for all peoples especially for young generation.

CHAPTER2

LITERATURE REVIEW

2.1 Introduction

River Cruise Tourism is the core components in growth development especially in the tourism sector because its roles as tourism products in every country. However, River Cruise Tourism is slightly impacts on natural resources include coastal and marine environment. The authority and local communities need to be concern of this issue in order to sustain those resources for next generation usages. Rivers have been developed in the past century beyond their natural courses to include dams for reservoirs, wildlife preserves, national parklands and regions of cultural heritage (D. J. Timothy, 2009). The important of river cruise in creating to be an ecotourism product are strongly related. Cruise tourism is the fastest growing segment of leisure tourism. As stated by Ross A. Klein (2013) with its growth has become concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities. Cooper, Malcolm & Prideaux, Bruce (2009) explained that river tourism accounts for a significant proportion of the world's tourism consumption, with activities such as Nile cruises and rafting holidays making it an economically important area of tourism demanding in-depth analysis. Moreover, travelling by ship is an

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increasingly popular way to pass ones holidays reflected by increasing passenger numbers in the cruise industry. This does not just hold for maritime but also for river cruise lines (Astrid Dickinger & Andreas H. Zins, 2006). For example, the demand for international cruises along European rivers has recorded an increase over the last few years. The total number of cruises in 2012 amounted to 90.000, which is almost 12% more cruises than compared to 2011 (Drazen Cucic, Boris Crnkovic & Nikolina Mezulic, 2015). Another example is *bot penambang* in Kuala Terengganu. The 50-year-old transport is still in demand and is needed by community across the Terengganu River to the surrounding areas (Fauzi Baharudin, 2009).

Ecotourism is now defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015). Ecotourism is a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context (Weaver, 2001). There are also another scholars that share same opinion as Weaver. Based on The National Ecotourism Strategy (1994), ecotourism is a nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that 'natural environment' included cultural components and that 'ecologically sustainable' involves an appropriate return to the local community and long term conservation of the resource. On top of that, community-based ecotourism sites offer potential benefits to the individual, communities and the nation as a whole, in areas such as the creation of employment, foreign exchange earnings and improving the

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welfare of local people among others (Mbajwa, 2003). In Sarawak, ecotourism is one of the means for income and employment opportunities in the rural communities due to the integrative nature of the state's resources that combines culture, nature and adventure into one ecotourism package (Abang Zainoren Abang Abdurahman, Jati Kasuma Alib, Lenny Yusrina Bujang Khedifc, Zubaidah Boharid, Johanna Adlin Ahmade, Silverina Anabelle Kibat, 2015). Moreover, ecotourism is a sub-component of the field of sustainable tourism. Tugba Kiper (2013) stated that ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Hence, there is strong relationship between ecotourism and river cruise, as they give impacts to each other.

Generally, the literature review are focusing on Systematic Literature method in this study which analyses the development, scope of research, study dimension and study area of each scholars. Systematic reviews aim to present a fair evaluation of a research topic by using a trustworthy, rigorous, and auditable methodology.

Fink (2005) succinctly defines a literature review as a 'systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners'. According to Pamela Fry, a literature review is an objective, critical summary of published research literature relevant to a topic under consideration for research. Its purpose is to create familiarity with current thinking and research on a particular topic,

and may justify future research into a previously overlooked or understudied area. The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report (Western Sydney University, 2017). In the other hand, according to GET-IT Glossary (2017), systematic reviews are types of literature reviews that collect and critically analyze multiple research studies or papers, using methods that are selected before one or more research questions are formulated, and then finding and analyzing studies that relate to and answer those questions in a structured methodology. They are designed to provide a complete, exhaustive summary of current literature relevant to a research question. A systematic literature review attempts 'to identify, appraise and synthesize all the empirical evidence that meets pre-specified eligibility criteria to answer a given research question' (Cochrane definition, 2013). While many systematic reviews are based on an explicit quantitative meta-analysis of available data, there are also qualitative reviews which adhere to standards for gathering, analyzing and reporting evidence (Bearman, Margaret; Dawson, & Phillip, 2013). Moreover, systematic reviews aim to address these problems by identifying, critically evaluating and integrating the findings of all relevant, high-quality individual studies addressing one or more research questions. A good systematic review might achieve most or all of the following (Baumeister & Leary, 1997; Bem, 1995; Cooper, 2003). Moreover, Rory J Piper (2013) explained that when faced with any question, being able to conduct a robust systematic review of the literature is an important skill for any researcher to develop; allowing identification of the current literature, its limitations, quality and potential.

2.2 Development of River Cruise Tourism Review and Scope/ Theme Research

To facilitate the analysis formulation for the development of the River Cruise Tourism study. The graphical analysis valuation has been drawn up that allows for developmental changes based on a given period of time two years. Assessment of such methods will enhance the strengths and weaknesses of the River Cruise Tourism. There are 25 scholars that are specifically discussing on about river cruise in the scope of Economic, Social, Technology, Transformation of River Cruise and Tourism Product. The first dominant of the scope are discussing in term of Economic where there are have 14 out of 25 scholars from various country which are Singapore, Austria, Europe, Australia, Malaysia, USA, Italy, Belgium, Spain and Eastern Croatia. River Cruises are developed from time to time especially in Economic sector where tourism is an important industry that distributes in terms of employment, business activity and income generator. Furthermore, it is also contributes positively in the number of passengers especially from the tourists and the impact on coastal and marine environments has become more concern. River Cruise Tourism can be as one of the tourism products in promoting those heritage and culture as well.

2.3 Development of Research Study

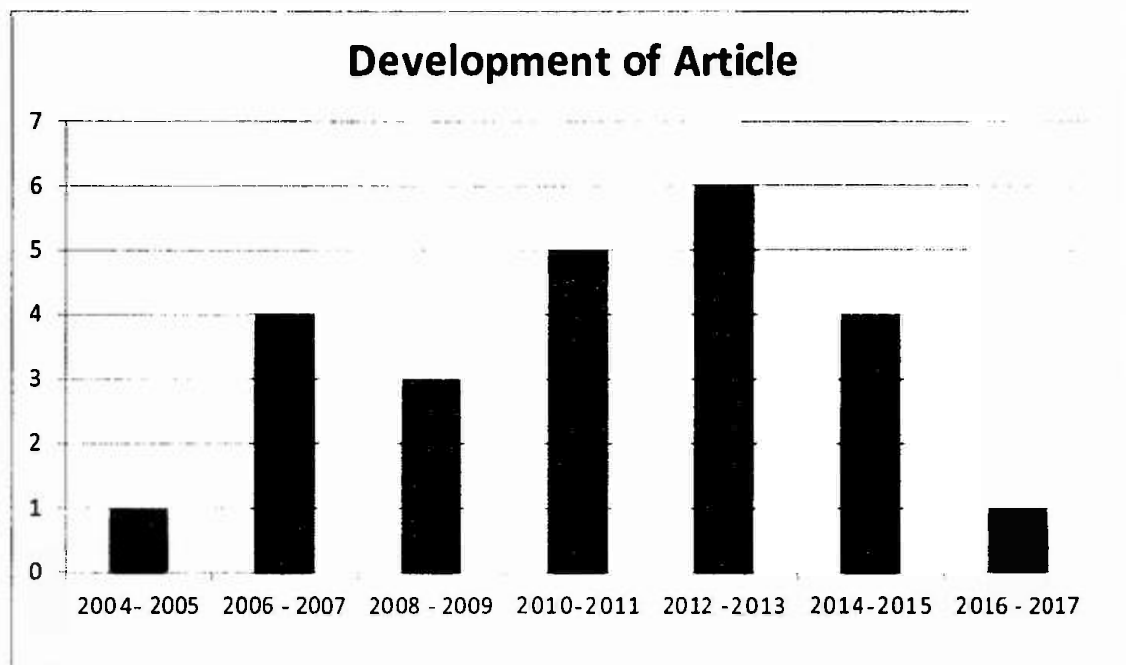


Figure 2: Development of River Cruise Tourism Reviews

Year	Articles	Percentage (%)
2004 – 2005	1	4
2006 – 2007	4	16
2008 – 2009	3	12
2010 – 2011	5	20
2012 – 2013	6	24
2014 – 2015	5	20
2016 – 2017	1	4
Total	25	100

Table 1: Development of River Cruise Tourism Reviews

Referring to **Figure 2** and **Table 1**, studies on River Cruise Tourism have begun since **2004**, at the time Savage, V. R., Huang, S. and Chang, T. C., was deeply focused on

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their research towards the establishment of a River Cruise Tourism based on economic. Their views are river tourism can give a significant impacts towards the country in term of job opportunities, income generator and it is as a business activities to achieve such ambition of becoming a tourism capital in the world. So, it is crucial to sustain that by applying the concept of sustainable tourism. This view of these authors in its outlook has given rise to a view that changed the emphasis of discussion of other articles (after Savage, V. R., Huang, S. and Chang, T. C.) which focused on social aspect.

Thus, the work by Savage, V. R., Huang, S. and Chang, T. C., which focuses on Economic sector, has begun to change in 2006 – 2007. There are four articles related to River Cruise Tourism which has generally brought closer in term of Social (Chan, J. K. L., 2006), services attributes by boat operators in term of wildlife and pristine nature environment expose towards the tourists will contribute positively impacts to riverboat cruise experiences because it is influenced by both physical/environment and human dimensions. It is also touched in Technology (Dickinger, A. and Zins, A. H., 2006), where river cruise can be used one of the technology systems by providing information online that can attract more young travellers at each sort of holidays. Dickinger, A. and Zins, A. H. (2006) are also scope their study in term of Economic but they are discussing more on tourist appeal where travelling by ship is an increasingly popular way to pass ones holidays that will be reflected by increasing passenger numbers in the cruise industry but it vary from (Dragin, V., Plavša, J., Ivkov, A., and Djurdjev, B. A., 2007), where they are discussing on tourist packages based on cruise ships can be as tourism promotion in creating a new job opportunities.

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With reference to the period of **2008 – 2009**, there were only three articles pointing to the River Cruise Tourism but it focuses on the same scope which is Economic. According to (Cooper, Malcome, and Bruce, P., 2007) and (D. J. Timothy, 2009), river tourism making it a positives economically impacts and most significant tourist appeal. But, it is varying with Malaysia, where the tourist appeal toward the riverboat cruise that was called *bot penambang* is less (Fauzi Baharudin, 2009).

The year within **2010 – 2011**, a total of four articles related to River Cruise Tourism and highlight that those businesses can give an impact in growth development. River Cruise in undergoing rapid growth as a niche form of tourism at this time. It is also important to raise the income among local communities by concerning about the impact of river cruise on coastal and marine environments and making communities engagement as well.

More convincingly when found six articles relating to River Cruise Tourism have been successfully defined for the period **2012 – 2013**. It is a aspects caused by the scope to grow due to some factors during the period, where the factors are income, culture, promotion, natural resources, job opportunities, communities engagement and tourist attractions. River Cruise Tourism is positively impacts towards all of these factors especially transformation of River Cruise itself in creating it as tourism products.

From a year **2014 – 2015**, found that four articles are discussing on River Cruise Tourism potential whereby it can increases the interest on environmental matters from

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both side-business and society. Moreover, economic impacts in terms of created employment and port revenues can be assess. Besides, the number of tourists is increases and income among boat operators are also raise as well.

However, there only one article that is discussing about growth development of *bot penambang* in Malaysia. It is tend to give a negatives impact where the main transport hub which is *bot penambang* are less traffic currently (Seth Akmal, 2017) within a year 2016 –2017.

No.	Year	Name of Authors	Research of Scope Study	Research Dimension	Areas
1.	2004	Victor R. Savage, Shirlena Huang & T. C. Chang	Economic	Job Opportunities/ Income Generator	Singapore
2.	2006	Astrid Dickinger & Andreas H. Zins	Economic	Tourist Appeal	Austria
3.	2006	Astrid Dickinger & Andreas H. Zins	Technology	Information System	Austria
4.	2006	Jennifer Kim Lian Chan	Social	Tourist Experiences	Malaysia
5.	2007	Aleksandra S. Dragin, Vojislav Dragin, Jovan Plavša, Andjelija Ivkov & Branislav S. Djurdjev	Economic	Promotion/ Job Opportunities	Europe
6.	2009	Cooper, Malcolm & Prideaux, Bruce.	Economic	Tourist Appeal	Australia
7.	2009	Fauzi Baharudin	Economic	Tourist Appeal	Malaysia
8.	2009	D. J. Timothy	Economic	Tourist Appeal	USA
9.	2011	Ross Dowling	Economic	Growth Development	Australia
10.	2011	Ross A. Klein	Economic	Growth Development/ Income	General

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				Generator/ Coastal & Marine Environment	
11.	2011	Ross A. Klein	Social	Communities Engagement	General
12.	2011	Shobana Nair Sehkaran & Daniela Sevcikova	Social	Tourist Experiences	United Kingdom
13.	2011	Emma J. Stewart, Jackie Dawson & Dianne Draper	Social	Communities Engagement	Arctic Canada
14.	2012	Juan Gabriel Brida, Giacomo Del Chiappa, Marta Meleddu & Manuela Pulina	Economic	Income Generator	Italy
15.	2012	Wei Jia Tian, Huan Wu & Wei Song	Transformation of River Cruise	Culture	Spain
16.	2013	Sompong Amnuay-ngerntra & Hideki Sonoda	Tourism Products	Promotion	Thailand
17.	2013	Norhafiza Md Sharif & Ku Azam Tuan Lonik	Tourism Products	Income Generator/ Natural Resources/ Communities Engagement	Malaysia
18.	2013	Norhafiza Md Sharif & Ku Azam Tuan Lonik	Social	Communities Engagement/ Job Opportunities	Malaysia
19.	2013	Mohamad Hafizudin Mohd Nasarudin & Arham Muchtar Achmad Bahar	Tourism Products	Tourist Appeal	Malaysia
20.	2014	Mitchell Van Balen, Michael Dooms & Elvira Haenzendonck	Economic	Job Opportunities/ Port Revenues	Belgium
21.	2014	José I. Castillo- Manzano, Xavier Fageda & Fernando Gonzalez-Laxe	Economic	Income Generator/ Tourist Appeal	Spain

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22.	2014	Evangelia Stefanidaki & Maria Lekakou	Economic	Growth Development/ Coastal & Marine Environment	General
23.	2014	ZhannaMingaleva & Oleg Bunakov	Tourism Products	Culture	Russia
24.	2015	Drazen Cucic, Boris Crnkovic & Nikolina Mezulic	Economic	Growth Development	Eastern Croatia
25.	2017	Seth Akmal	Economic	Growth Development	Malaysia

Table 2: Scope of Research based on study literature River Cruise Tourism, 2004 – 2017

2.4 Scope/Theme of Research Study

Scope/Theme	Articles	Percentage (%)
Economic	14	56
Social	5	20
Technology	1	4
Transformation of River Cruise	1	4
Tourism Product	4	16
Total	25	100

Table 3: Summary of Scope/Theme of research study based on Literature River Cruise Tourism

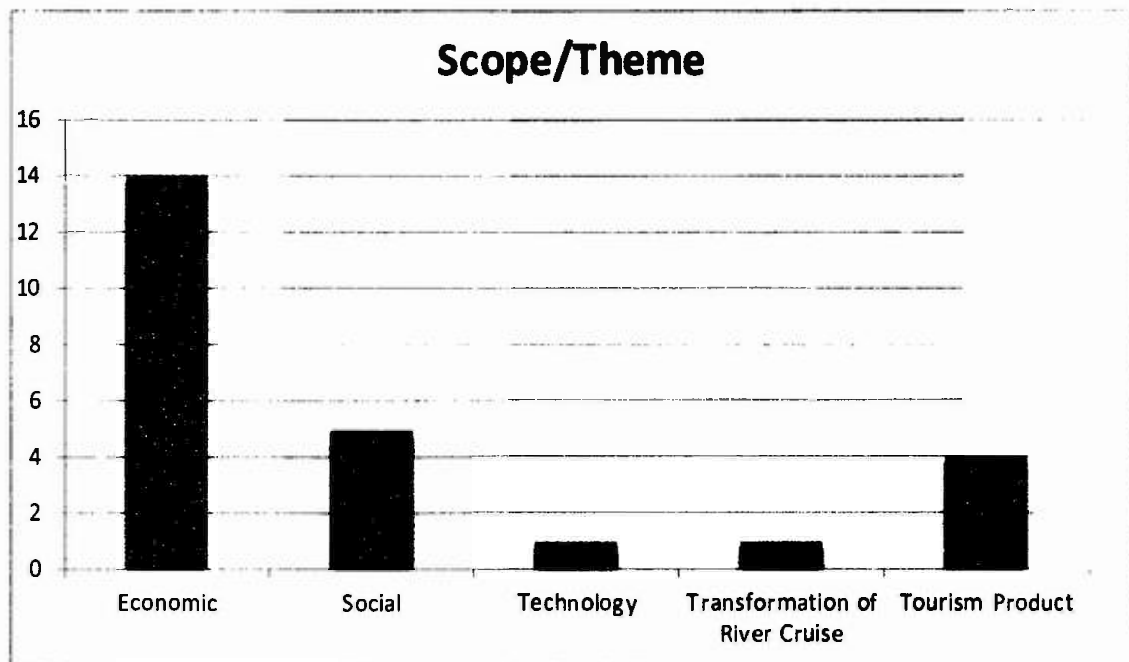


Figure 3: Summary of Scope/Theme of research study based on Literature River Cruise Tourism

Based on Table 3 and Figure 3, which refer to the scope of study under the River Cruise Tourism. It has been proven that the study conducted by the Scholars is very much in line with the factors of research subjects related to River Cruise Tourism. Where 14 articles have been identified, it is clear that the scope of their research on River Cruise Tourism has been described in detail by the importance of the elements of economic, among others: Savage, V. R., Huang, S. and Chang, T. C. (2004); Balen, M. V., Dooms, M., and Haenzendonck, E. (2014); Dickinger, A., and Zins, A.H. (2006); Dragin, A. S., Dragin, V., Plavša, J., Ivkov, A., and Djurdjev, B. A. (2007); Cooper, Malcome, and Bruce, P. (2007); Fauzi Baharudin (2009); Timothy, D. J. (2009); Ross, D. (2011); Ross, A. K. (2011); Brida, J. G., Chiappa G. D., Meledu, M., & Pulina, M. (2012); Castillo-

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Monzano, J. I., Fageda, X., & Gonzalez-Laxe, F. (2014); Stefanidaki, E., and Lakakou, M. (2014); Cucic, D., Crnkovic, B., and Mezulic, N. (2015); Seth Akmal (2017). River Cruise Tourism are likely significant on Ecotourism factors, and significant proportion of the world's tourism consumption (Cooper, Malcome, and Bruce, P. (2007). Tourism is an important industry in terms of employment, business activity and income generator. Minority, an income of communities are dependency on the cruise activity (Brida, J. G., Chiappa G. D., Meledu, M., & Pulina, M., 2012). Moreover, it is also contributes positively in the number of passengers especially from the tourists and the impact on coastal and marine environments has become more concern. River Cruise Tourism can be as one of the tourism products in promoting those heritage and culture at some area.

The second scope of the Scholars' option to be discussed is Social, a total of 5 scholars. Communities Engagement is the main pillars that have been discussing in the scope of Social by Ross, A. K. (2011); Stewart, E. J., Dawson, J., and Draper, D. (2011); and Nurhafiza Md. Lazim and Ku Azam Tuan Lonik (2013). While Chan, J. K. L. (2006) give an opinion that tourist experiences are influenced by both physical/environmental and human dimensions. It is means that services are provided by boat operator in giving an exposure about wildlife and pristine nature environment has contributes positively to passengers' experiences. But it is varying with Sehkaran, S. N., and Sevcikova, D. (2011) views; they only stated that Riverboat Cruise could influence the quality of the tourist experience and the competitiveness of the organization. The tourist perceived the

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added value from the service provider which is boat operator and making it is as a valuable experience.

Riverboat Cruise can be as a tourism product in the country in promoting the river tourism (Amnuay-ngerntra, S., and Sonoda, H., 2013). This is the first view that are discussing on tourism product which is river cruise. Tourism product has encouraged high-income economy with a lower impact on natural resources with the engagement from the local community as well (Nurhafiza Md. Lazim and Ku Azam Tuan Lonik, 2013). The roles of river cruise as tourism product can be successfully combined with sightseeing programs of historical and cultural directions (Mingaleva, Z., and Bunakov, O., 2014) in order to get a high demand from the tourist around the world (Mohamad Hafizudin Mohd Nasarudin and Arham Muchtar Achmad Bahar, 2013).

The others scope which are Technology and Transformation of River Cruise are the factors that slowly impacts in the River Cruise Tourism. The usages of riverboat cruise as an information system towards the tourists are less implemented at the other countries. It is only used at the Austria where the river cruise information are provided online and analyses the content provided by operators offering tours along the river Danube (Dickinger, A., and Zins, A. H., 2006).

2.5 Dimension of Research Study

Dimension	Articles	Percentage (%)
Job Opportunities	4	10
Port Revenues	1	3
Income Generator	5	15
Tourist Appeal	6	17
Information System	1	3
Tourist Experiences	2	6
Promotion	2	6
Growth Development	5	15
Coastal & Marine Environment	2	6
Communities Engagement	4	10
Culture	2	6
Natural Resources	1	3
Total	34	100

Table 4: Dimension of research study based on study literature River Cruise Tourism, 2004– 2017

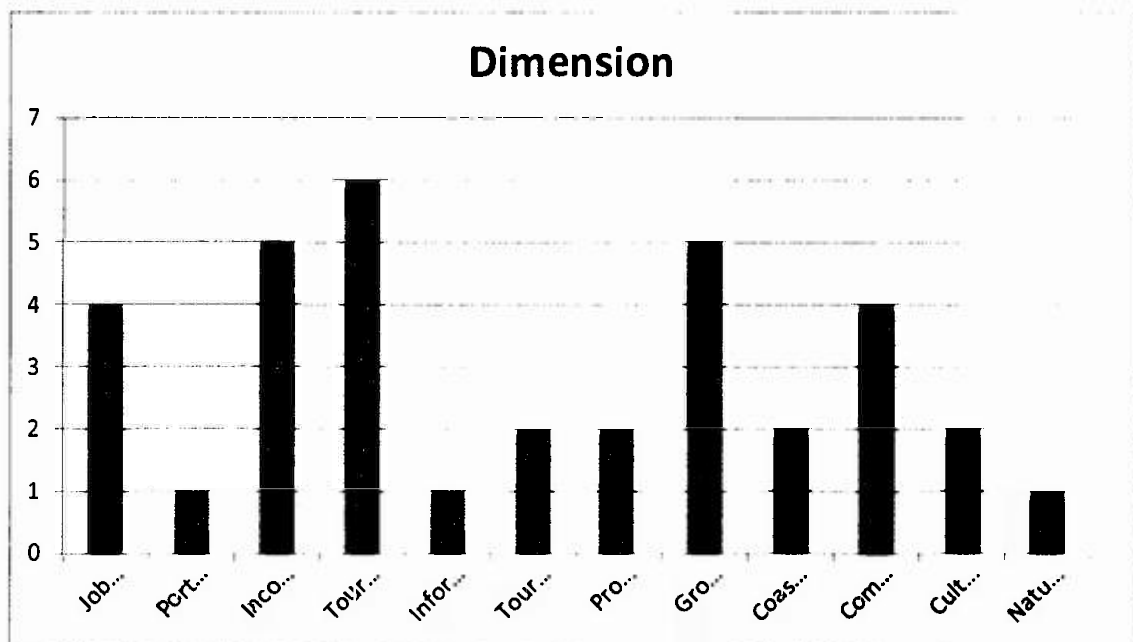


Figure 4: Summary of Dimension of research study based on Literature River Cruise Tourism

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Referring to **Table 4** and **Figure 4**, it is generally evident that it has been identified 12 dimensions of the results of the 25 scholars who have been referred based on the direction of each study by previous scholars. Hence the dominant dimension through research by 25 scholars found that there were 6 articles (17%) which emphasized the dimensions of the subject of Tourist Appeal; and followed by the two dimensions of the Income Generator and Growth Development of 5 scholars for each dimensions with (15%) who discussed the second dimension. In fact, the relevant scholars (refer to **Table 2**) have raised three most dimensions of the dimension. There are several factors that can be identified for a very dominant First Dimension study which was emphasized by Dickinger, A. (2006) where Dickinger said travelling by ship is an increasingly popular way to pass one's holidays that will be reflected by increasing passenger numbers in the cruise industry. In fact, the same approach was also supported by leading scholars such as Cooper, Malcome, and Bruce, P. (2007); Fauzi Baharudin (2009); Timothy, D. J. (2009); Mohamad Hafizudin Mohd Nasarudin and Arham Muchtar Achmad Bahar (2013); and Castillo-Monzano, J. I., Fageda, X., & Gonzalez-Laxe, F. (2014), which state cruising are such an attractive and enjoyable moment which are getting a high demand from the tourist around the world (tourist appeal) and also making it an economically important area of tourism demanding in-depth analysis. But, if the river cruise tourism cannot be sustained, it will face a decreasing in the number of passengers (Fauzi Baharudin, 2009).

While the dominant second dimension were Income Generator and Growth Development which attracted an attention of scholars (5 scholars) of each dimension to

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discuss it. Dimensions in relation to the Income Generator have been first stated by (Savage, V. R., Huang, S. and Chang, T. C., 2004) where the tourism is an important industry that can generate the income. Some of them said communities incomes are depend on that activity which is the riverboat cruises (Brida, J. G., Chiappa G. D., Meledu, M., & Pulina, M. (2012). With the growth in river cruise tourism, it has concern on local economies as well (Ross, A. K., 2011). This views are quiet same with (Castillo-Monzano, J. I., Fageda, X., and Gonzalez-Laxe, F., 2014) where the cruise traffic can generate the income among the population. But, to raise living standards, the communities itself need to involves in tourism sectors as boat operators (Nurhafiza Md. Lazim and Ku Azam Tuan Lonik, 2013).

Dimension in relation to Growth Development starting by (Ross, D., 2011) stated that cruising is undergoing rapid growth far outstripping the increases. (Ross, A. K., 2011); Stefanidaki, E., and Lakakou, M. (2014); and Cucic, D., Crnkovic, B., and Mezulic, N. (2015) also stated in same opinion that cruise tourism is the fastest growing in the segment of leisure tourism during the last decades. Its varying with (Seth Akmal, 2017) where he stated that riverboat cruise are facing a less traffic due to some factors such as new facilities like bridges that make it easier for peoples to move from one place to another place.

River Cruise Tourism is given an impact in terms of job opportunities among the local communities. It is slightly impacts on the factors include Port Revenues, Information

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System, Tourist Experiences, Promotion, Coastal & Marine Environment, Communities Engagement, and exposure about the Culture and Natural Resources).

2.6 Research Area Study

Area	Articles	Percentage (%)
Belgium	1	4
Singapore	1	4
Austria	2	8
Malaysia	6	24
Europe	1	4
Australia	2	8
USA	1	4
General	3	12
United Kingdom	1	4
Arctic Canada	1	4
Italy	1	4
Spain	2	8
Thailand	1	4
Russia	1	4
Eastern Croatia	1	4
Total	25	100

Table 5: The Areas of Location Study

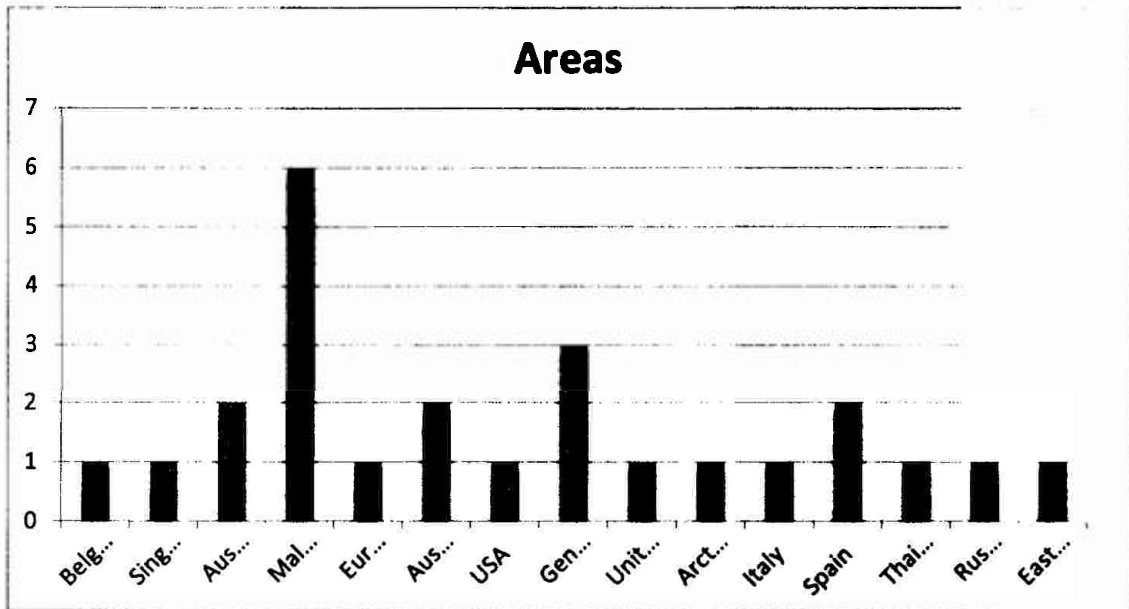


Figure 5: Summary of the Areas of Location Study

The importance of the study area not to assumed a perfect location for each study but it is intended to inform the reader that the scholar has highlighted the importance of the location of the scene for the issues discussed and should be given priority and further attention.

Referring to **Figure 5** and **Table 5**, it is clear that the location referred to or studied by scholars has been dominated by study areas located at Malaysia (6 scholars & 24%) and, second domination study is located in the form of General (3 out of 25 articles with 13%). Since 2006, through Chan, J. K. L., he started doing a research at Malaysia particularly in Sabah on experiences of tourists during their participation in riverboat cruises. The research on River Cruise Tourism are brings up until 2017. However, a

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view by one of the authors from Malaysia are significantly varying with another where he stated that riverboat cruises nowadays are facing a less traffic in the number of passenger (Seth Akmal, 2017). 24 articles out of 25 are discussing that River Cruises Tourism are tend in giving a positively impacts in growth development, creating job opportunities, and can generating the income of residents as well.

A research in Austria, Australia and Spain are the third domination that is still focusing the significant impacts in positives views throughout a year 2006 until 2014 that are contributes into 2 articles of each area which are majority discussing on the economically impacts within the country among the local communities. The rest areas are only contributes with one articles of each on economic, social and transformation of river cruise.

2.7 Development of Ecotourism Review and Scope or Theme Research

To facilitate the analysis formulation for the development of the Ecotourism study. The author has drawn up a graphical analysis valuation that allows for developmental changes based on a given period of time three years. Assessment of such methods will enhance the strengths and weaknesses of the Ecotourism study. When discussing ecotourism, it is also important to realize that these programs are not always beneficial to the local communities and many ecotourism ventures are controlled by outside operators (Mr. Fredrick Z.A. Odede, Patrick O. Hayombe & Stephen Gaya Agong', 2015). Another scholar that explains about ecotourism is Court Whelan (2013) where he

emphasized ecotourism is that tourism that involves traveling to relatively undisturbed natural areas with the specific object of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas. Mir Mehrdad (2013) stated that ecotourism, by its very nature, builds up expectations and raises the risk of hit-and-run tourism; this is described as an influx of nature-lovers and culture-addicts to the latest wild spot, followed by its abandonment once discovered and degraded.

2.8 Development of Research Study

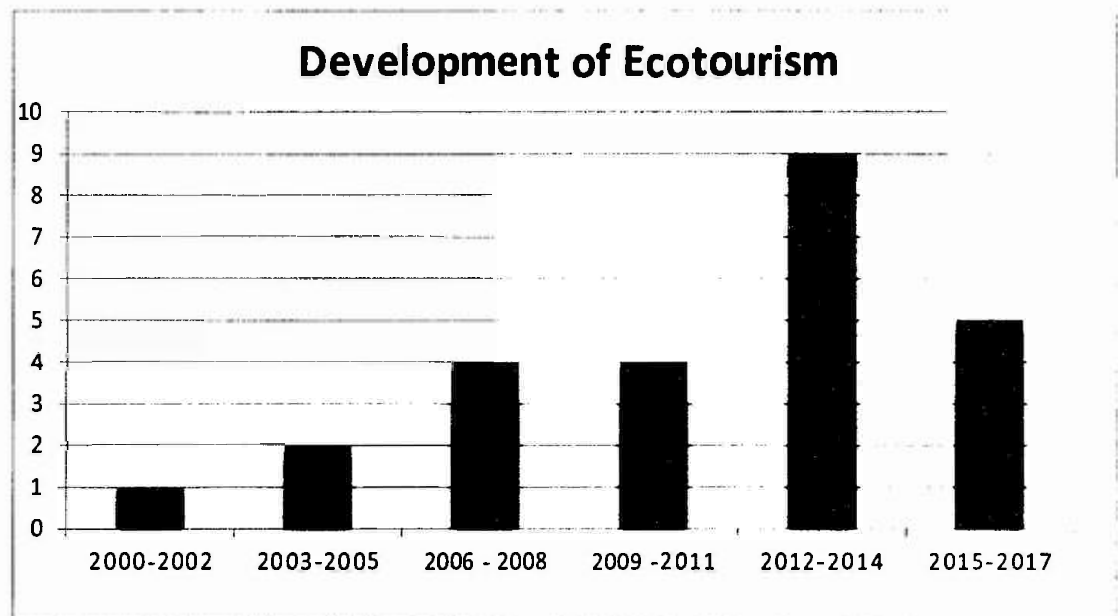


Figure 6: Development of Ecotourism Reviews

Year	Articles	Percentage (%)
2000–2002	1	4
2003 –2005	2	8
2006– 2008	4	16
2009 – 2011	4	16
2012–2014	9	36
2015 – 2017	5	20
Total	25	100

Table 6: Development of Ecotourism Reviews

Referring to **Figure 6** and **Table 6**, studies on Ecotourism have begun since **2000**, which at the time which at the time Clem Tisdell and Clevo Wilson (2000) was deeply focused on their research towards the importance of environmental education as a component of ecotourism. They focused on the importance of the interaction of tourists with wildlife as a contributor to their pro-conservation sentiments and actions. This view of Clem Tisdell and Clevo Wilson in its outlook has given rise issue to what extent of environmental education and its impact on attitudes to conservation of sea turtles and actions by ecotourists to support such conservation as a result of their visits to Mon Repos Conservation Park (Queensland), an important marine turtle rookery, is examined.

For the period **2003-2005**, there were two articles in 2004 that related to Ecotourism which explained about the issues facing ecotourism. These two articles explained thoroughly about the sustainable development and environmental conservation of that area mentioned in the articles. These two articles, written by **Bernado Duha Buchsbaum**

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and Sanjay K. Nepal, explained about how ecotourism must account for social, economic, and environmental implications, in order to succeed.

With reference to the period of 2006-2008, there are four articles pointing to the Ecotourism but it focuses on Tourism, Environmental, and Economic. At that time, the developing countries had begun to increase the awareness of those three essential elements that should be included in ecotourism sector.

While for 2009-2011, a total of four articles were able to be referred by the author. These four articles claimed that ecotourism has wider definition and this included to promote responsible travel to natural areas, to make a positive contribution to environmental conservation, and to enhance the well-being of local communities.

However, research on Ecotourism has been increasing for the period 2012-2014, where nine articles directly related to Ecotourism have been successfully met by focusing on sustainable livelihood, environmental conservation, sustainable development, sustainable ecotourism, community engagement and environmental impacts. These nine articles draw attention to sustainable elements which is one of the most important part in ecotourism. Many countries have realized about the importance of sustainable elements in ecotourism, and this explains why there are many articles established during this period of time.

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More convincingly when found five articles relating to Ecotourism have been successfully defined for the period 2015-2017. This is a period of time, which is the issue of employment opportunities, community engagement, ecotourism development and policy evolution has become a current issue of concern for the latest period as an example ecological civilization construction and implementation of Tourism Law is the trend of future ecotourism policies.

No.	Year	Name of Authors	Research of Scope Study	Research Dimension	Areas
1.	2000	Clem Tisdell and Clevo Wilson	Environmental	Conservation of Wildlife Habitats/ Nature-based Education	Australia
2.	2004	Bernardo Duhá Buchsbaum	Sustainable	Sustainable Development/ Environmental Conservation	Central America
3.	2004	Sanjay K. Nepal	Sustainable	Sustainable Development/ Conservation of Wildlife Habitat/ Environmental Conservation/ Local Culture	General
4.	2006	Sylvie Blangy, Hitesh Mehta,	Tourism	Ecological Restoration	South Africa
5.	2007	Thomas Klak	Tourism	Sustainable Ecotourism	Central America
6.	2007	T.Utarasakul, C.Lekprayoo, A.Pradatsundarasa r and K. Thirakhupt	Environmental	Sustainable Development/ Nature-based Education/ Community Engagement/ Environmental Management System	Thailand
7.	2008	Roselyne N.	Economic	Ecotourism	East

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		Okech		Development/ Ecotourism Impacts	Africa
8.	2009	Tourism Western Australia	Tourism	Nature-based Tourism/ Sustainable Ecotourism	General
9.	2009	Ralf Buckley	Environmental	Environmental Impacts	General
10.	2009	Angelica M. Almeyda Zambrano, Eben N. Broadbent and William H. Durham	Sustainable	Environmental Conservation/ Sustainable Development	Central America
11.	2010	K. Jayaraman, Soh Keng Lin, Li Lian Yap, Wooi Leng Ong	Tourism	Sustainable Ecotourism/ Ecotourism Development	Malaysia
12.	2012	Manu, Isaac Kuuder, Conrad- J.Wuleka	Sustainable	Sustainable Livelihood	West Africa
13.	2013	Court Whelan	Environmental	Nature-based Education/ Local Cultures/ Environmental Conservation	General
14.	2013	Mir Mehrdad Mirsanjari	Sustainable	Sustainable Development/ Environmental Conservation/ Nature-based Education	General
15.	2013	Tuğba Kiper	Sustainable	Sustainable Development	Europe
16.	2013	Jing Li	Sustainable	Sustainable Ecotourism/ Community Engagement	Central America
17.	2013	Regina Butarbutar, Soemarno,	Environmental	Environmental Impacts/ Sustainable Development	Indonesia
18.	2014	Vishwanatha.S, Chandrashekara.B.	Environmental	Environmental Impacts/	India

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				Environmental Management System	
19.	2014	Jianxiong Qin, Pei Zhang, Guiping Deng, Lu Chen,	Sustainable	Sustainable Development	China
20.	2014	Doru Postica, António Cardoso	Economic	Ecotourism Development	Europe
21.	2015	Abang Zainoren Abang Abdurahman, Jati Kasuma Alib, Lenny Yusrina Bujang Khedife, Zubaidah Boharid, Johanna Adlin Ahmade, Silverina Anabelle Kibat	Economic	Employment Opportunities	Malaysia
22.	2015	Fredrick Z.A. Odede, Patrick O. Hayombe, Stephen Gaya Agong'	Economic	Employment Opportunities	East Africa
23.	2015	Adil Siswanto, Moeljadi	Economic	Ecotourism Product/Community Engagement	Indonesia
24.	2017	Xiao Lianlian, Zhong Linsheng	Economic	Ecotourism Development/Policy Evolution	China
25.	2017	Jairus N. Koki	Sustainable	Sustainable Livelihood/Environmental Conservation	East Africa

Table 7: Scope of research study based on study literature Ecotourism, 2000-2017

2.9 Scope/Theme of Research Study

Scope/Theme	Articles	Percentage (%)
Sustainable	9	36
Environmental	6	24
Economic	6	24
Tourism	4	16
Total	25	100

Table 8: Summary of Scope/Theme of research study based on literature Ecotourism

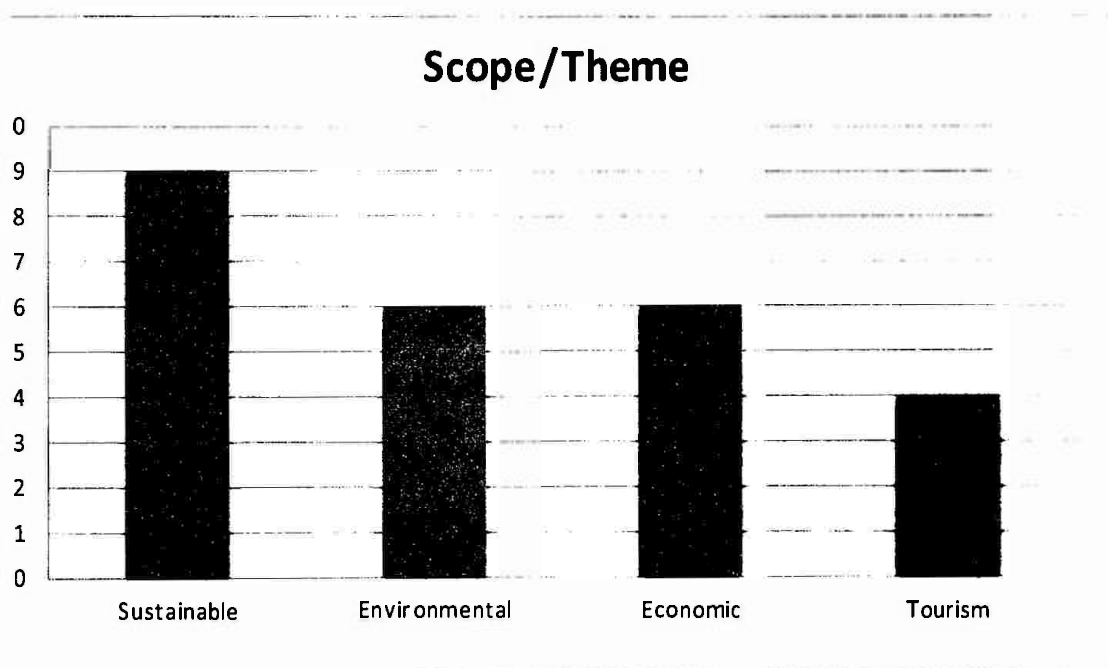


Figure 7: Summary of Scope/Theme of research study based on literature Ecotourism

based on Table 8 and Figure 7, which refer to the scope of study under the Ecotourism. It has been proven that the study conducted by the Scholars is very much in line with the requirements of research subjects related to Ecotourism. Where 9 scholars have been identified, it is clear that the scope of their research on sustainable has been described in

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detail by the importance of the elements sustainable development, among others: - Bernardo Duha Buchsbaum (2004); Sanjay K. Nepal (2004); Angelica M, Almeyda Zambrano & Eben N. Broadbentand, William H. Durham (2009); Manu, Isaac Kuuder & Conrad- J.Wuleka (2012); Mir Mehrdad Mirsanjari (2013); Tugba Kiper (2013); Jing Li (2013); Jianxiong Qin, Pei Zhang, Guiping Deng & Lu Chen (2014); Jairus N. Koki (2017). The scholar has argued that ecotourism comes with a definitional promise to promote responsible travel to natural areas, to make a positive contribution to environmental conservation, and to enhance the well-being of local communities (Angelica, 2009). Even in 2004, Bernardo Duha Buchsbaum had emphasized that ecotourism must account for social, economic and environmental implications, in order to succeed. This claim can also be supported by similar research done by Jing Li (2013). He generally believed that the importance of establishing ecotourism in promoting sustainable maintenances, cultural preservation, and biodiversity conservation within indigenous communities. Furthermore, he stated that practical principles combining the most integrated approach would considerably bring mutual benefits between ecotourism and local communities, as appropriate management could help to achieve a balance between conservation and development. Even in 2017, Jairus N. Koki examined the concept of ecotourism for a relatively sustainable, single activity within an established tourism destination of Wasini Island in Kwale County. The purpose of his study was to assess the contribution of ecotourism initiatives to the livelihoods of the local community, guided by the following objective: to assess the attitude of the local community towards ecotourism development. As such, in general, the scope of

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Sustainable takes place among scholars, about 36% of scholars who formulate consistently on Sustainable.

While, the second scope of the Scholars' option to be discussed are Environmental and Economic elements. These two elements both positioned at the second place of the scope of this research study with a total of 6 scholars have emphasized on Environmental and Economic. For Environmental elements, T.Utarasakul, C.Lekprayoo, A.Pradatsundarasar and K.Thirakhupt (2007) stated that environmental management system provides a method to integrate functional elements toward the four principles of Ecotourism: nature-based ecotourism, sustainably managed tourism, environmental education-based tourism and community participation-based tourism. They intends to ntegrate the concept and principles of environmental management system to develop an ecotourism management in Sri Nan National Park (Thailand). This can be supported by Court Whelan (2013) as he emphasized ecotourism is that tourism that involves travelling to relatively undisturbed natural areas with the specific object of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas. The main point is that the person who practices ecotourism has the opportunity of immersing themselves in nature in a way that most people cannot enjoy in their routine, urban existences. Regina Butarbutar and Soermano (2013) also have strengthened the environmental needs of Ecotourism. Regina Butarbutar and Soermano (2013) stated that the presence of ecotourism in the era of sustainable and tourism development mission should be minimum negative impact, both on the environment resources and on socio-cultural local values.

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For economic elements, according to Fredrick Z.A. Odede, Patrick O. Hayombe and Stephen Gaya Agong (2015), by involving the local people in these programs and when a direct stimulus is returned to the community, rather than having the profits sent elsewhere, programs have been proven to be much more successful. Furthermore, in an observation-based study by Abang Zainoren Abang Abdurahman, Jati Kasuma Alib, Lenny Yusrina Bujang Khedifc, Zubaidah Boharid, Johanna Adlin Ahmade, Silverina Anabelle Kibat (2015), the findings have shown that ecotourism in Sarawak is one of the means for income and employment opportunities in the rural communities due to the integrative nature of the state's resources that combines culture, nature and adventure into one ecotourism package. This claim can also be supported by similar research done by Roselyn N. Okech (2008), as stated that the Kenyan government sees ecotourism as having the potential of becoming a moderately useful tool for locally directed and participatory rural development based on a rational utilization of environmental and cultural resources on which tourism relays on. Environmental and economic elements linked to each other as these two elements play important role in ensuring successful Ecotourism sector.

Last scope is Tourism. Tourism are very important in Ecotourism even though there are only four scholars discussed about tourism elements. There are four scholars emphasized on sustainable ecotourism and ecological restoration which are Sylvie Blangy and Hitesh Mehta (2006), Thomas Klak (2007), Tourism Western Australia (2009) and K.Jayaraman, Soh Keng Lin, Li Lian Yap and Wooi Leng Ong (2016). Ecotourism is its fastest growing component (United Nations World Tourism Organization, 2007), and a

promising strategy for sustainable development. This claim can be supported by Sylvie Blangy and Hitesh Mehta (2006), as they addressed the need for restoring biodiversity and how ecotourism has shown to be a strong force in the field of Ecological Restoration.

2.10 Dimension of Research Study

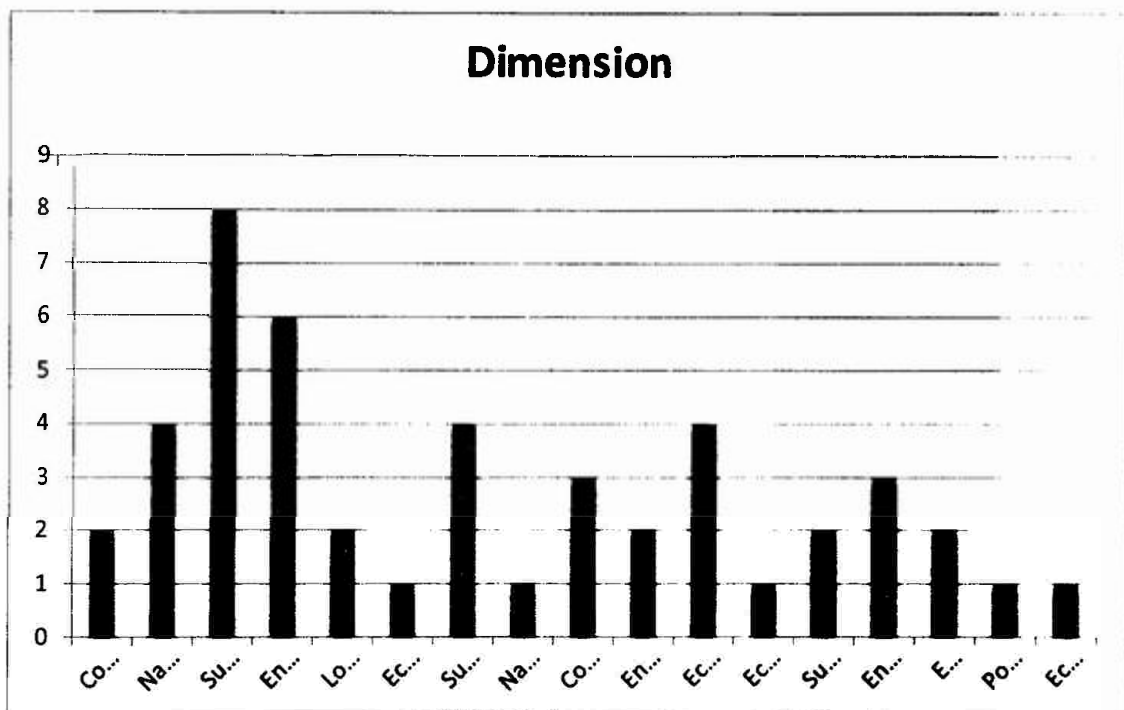


Figure 8: Summary of Dimension of research study based on literature Ecotourism

Dimension	Articles	Percentage (%)
Conservation of Wildlife Habitat	2	4
Nature-based Education	4	9
Sustainable Development	8	18
Environmental Conservation	6	13
Local Culture	2	4
Ecological Restoration	1	2
Sustainable Ecotourism	4	9
Nature-based Tourism	1	3
Community Engagement	3	7
Environmental Management System	2	4
Ecotourism Development	4	9
Ecotourism Impacts	1	2
Sustainable Livelihood	2	4
Environmental Impacts	3	7
Employment Opportunities	2	4
Policy Evaluation	1	2
Ecotourism Product	1	2
Total	47	100

Table 9: Dimension of research study based on study literature Ecotourism, 2000–2017

Referring to **Figure 8** and **Table 9**, it is generally evident that it has been identified by the 17 dimensions of the results of the 25 scholars who have been referred based on the direction of each study by previous researchers. Hence, the dominant dimension through research by 25 scholars found that there were 8 articles (18%) which emphasized the dimensions of the subject of Sustainable Development, and followed by the dimensions of the Environmental Conservation of 6 articles (13%) who discussed the second dimension. There are several factors that can be identified for a very dominant First Dimension study which emphasized by Tugba Kiper (2013) where Tugba revealed that

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there is a need for sustainable development in tourism, and the connection between tourism and environment is much stronger than in other sectors. It thus shows that how tourism and sustainable development are intertwined and give big impacts to each other. Without sustainable development, ecotourism will not be succeed and there will be rapid destruction in environment and ecosystems. Tugba (2013) also stated that ecotourism must account for social, economic and environmental implications, in order to succeed. In fact, the same approach was also supported by leading scholar Bernardo Duha Buchsbaum and Sanjay K. Nepal (2004), T.Utarasakul, C.Lekprayoo, A.Pradatsundarasar and K. Thirakhupt (2007), Angelica M. Almeyda Zambrano, Eben N. Broadbent and William H. Durham (2009), Mir Mehrdad Mirsanjari (2013) and Jianxiong Qin, Pei Zhang, Guiping Deng, Lu Chen (2014) which stated that to maximize the benefits and minimize negative impacts of ecotourism, a much more balanced and integrated approach of sustainable development is needed.

While the dominant Second Dimension was Environmental Conservation which attracted the attention of scholars to discuss it. Dimensions in relation to the Environmental Conservation have been highly regarded by Bernardo Duha Buchsbaum (2004) due to the current issues facing ecotourism in Costa Rica. In order to increase the likelihood that ecotourism achieves goals of environmental conservation in Costa Rica, all of the key actors must to begin to take more proactive measures in order to ensure that ecotourism is carefully planned and implemented. In fact, the dimensions of conservation is strongly supported by Sanjay K. Nepal (2004), Angelica M. Almeyda Zambrano, Eben N. Broadbent and William H. Durham (2009), Mir Mehrdad Mirsanjari

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(2013), Court Whelan (2013), Mir Mehrdad Mirsanjari (2013) and Jairus N. Koki (2017). So, environmental conservation is needed in Ecotourism to manage the landscapes, habitats, species and natural environment of the country.

Other dimensions that shares the same number of scholars (4 scholars) are Nature-based Education, Sustainable Ecotourism and Ecotourism Development. Despite these dimensions only required 4 related articles, this dimension is essentially a dimension that is very closely related to the main research topic relating to the formulation of Ecotourism. Another dimensions that is not less dominant are Community Engagement and Environmental Impacts which have only 3 scholars (7%) related to these dimensions. However, this dimension should be noted by the scholars to prove that this dimension should be focus by the author who is currently unclear in its need for the formulation of comprehensive Ecotourism. Whereas other dimensions are not forgiven by any scholars and it its much unrelated to the formulation of Ecotourism.

2.11 Research Area Study

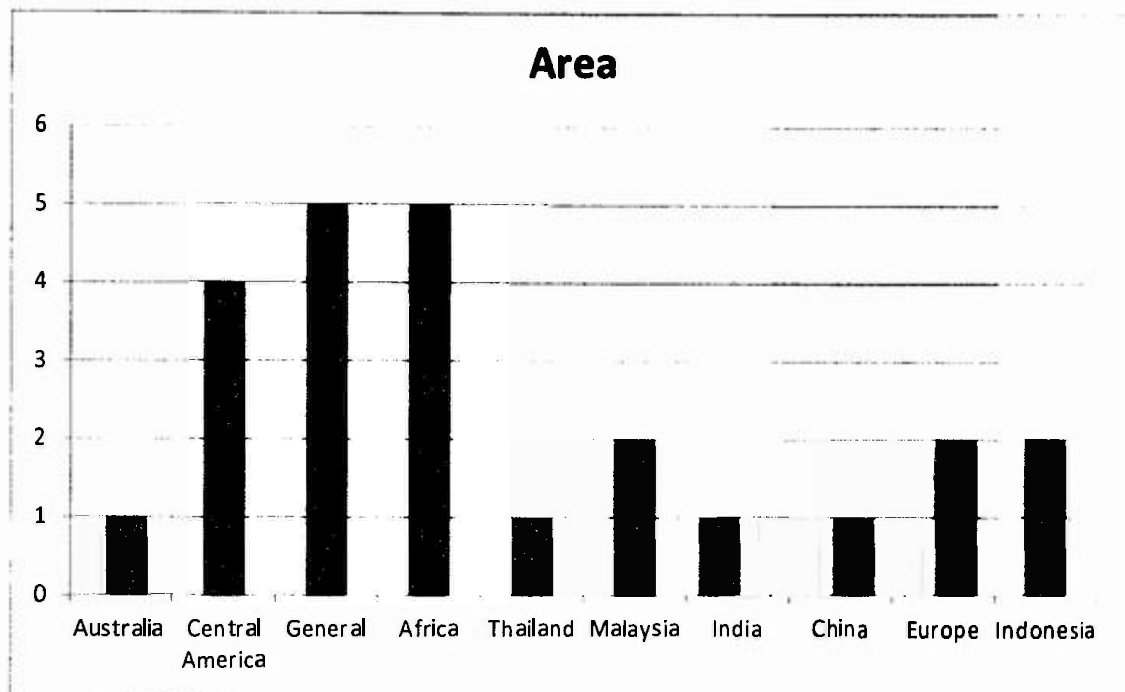


Figure 9: Percentage of Location Study

Area	Articles	Percentage (%)
Australia	1	4
Central America	4	16
General	5	20
Africa	5	20
Thailand	1	4
Malaysia	2	8
Europe	2	8
Indonesia	2	8
India	1	4
China	2	8
Total	25	100

Table 10: Percentage of Location Study

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The importance of the study area is not to put a perfect location for each study but it is intended to inform the reader that the scholar has highlighted the importance of the location of the scene for the issues discussed and should be given priority and further attention.

Referring to **Figure 9 and Table 10**, it is clear that the location referred to or studied by scholars has been dominated by study areas located in the form of General and Africa (5 scholars & 20%). While second domination study is located in Central America (4 scholars & 16%). Those General areas mostly emphasized about how ecotourism will foster responsible tourist behavior, conservation of important wildlife habitats and ecosystems, appreciation of local cultures and traditional life styles, and provision of sustainable form of livelihood for people living in remote and communities as Sanjay K. Nepal (2004) portrayed in his journal. As for study areas located in Africa, all the 5 scholars stated the same environmental issues that occurred in Africa. The scholars want to have a better understanding of ecotourism's impacts, and how those impacts are affected by various development and management strategies. This can be supported by Roselyn N. Okech (2008) that stated ecotourism not only provides revenue and employment, but also causes undesirable environmental and social change. However, only two scholars gave a case study to Malaysia regarding the tourism and economic elements. It seems that in Malaysia there are lack of awareness, knowledge, skills and legislation about Ecotourism implementation. The findings from this study on this area, however, are still very substantial in reference to Malaysia as the preferred location for

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reference cases. Thus, the current voids must be fully emphasized for the study to be relevant to Malaysia's case in the future.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The previous chapter reviewed the literature of ecotourism, income boat operator, mentality boat operator, river cruise, government subsidies, which has become a central focus in this study. The findings of the mentioned literature reviews becomes the foundations that lead to further investigation in different settings and will methodologies, data and approaches used in previous studies by previous researchers.

This chapter gives an overview of the research method used. The research method and methodology that will be used for this research will be revealed and further discussion will also be presented on how to increase reliability and validity of the data sources. The chapter also provides the detail of the research strategy adopted to address the research issues identified, together with the means of collecting data for analysis the analysis approach to be adopted.

The purpose of this chapter is to outline the research methodology employed in this study to address the research problem through research questions. Based on reviews of

the methodologies used in previous research, qualitative method was identified as the appropriate approach for this study.

3.2 Research Strategy

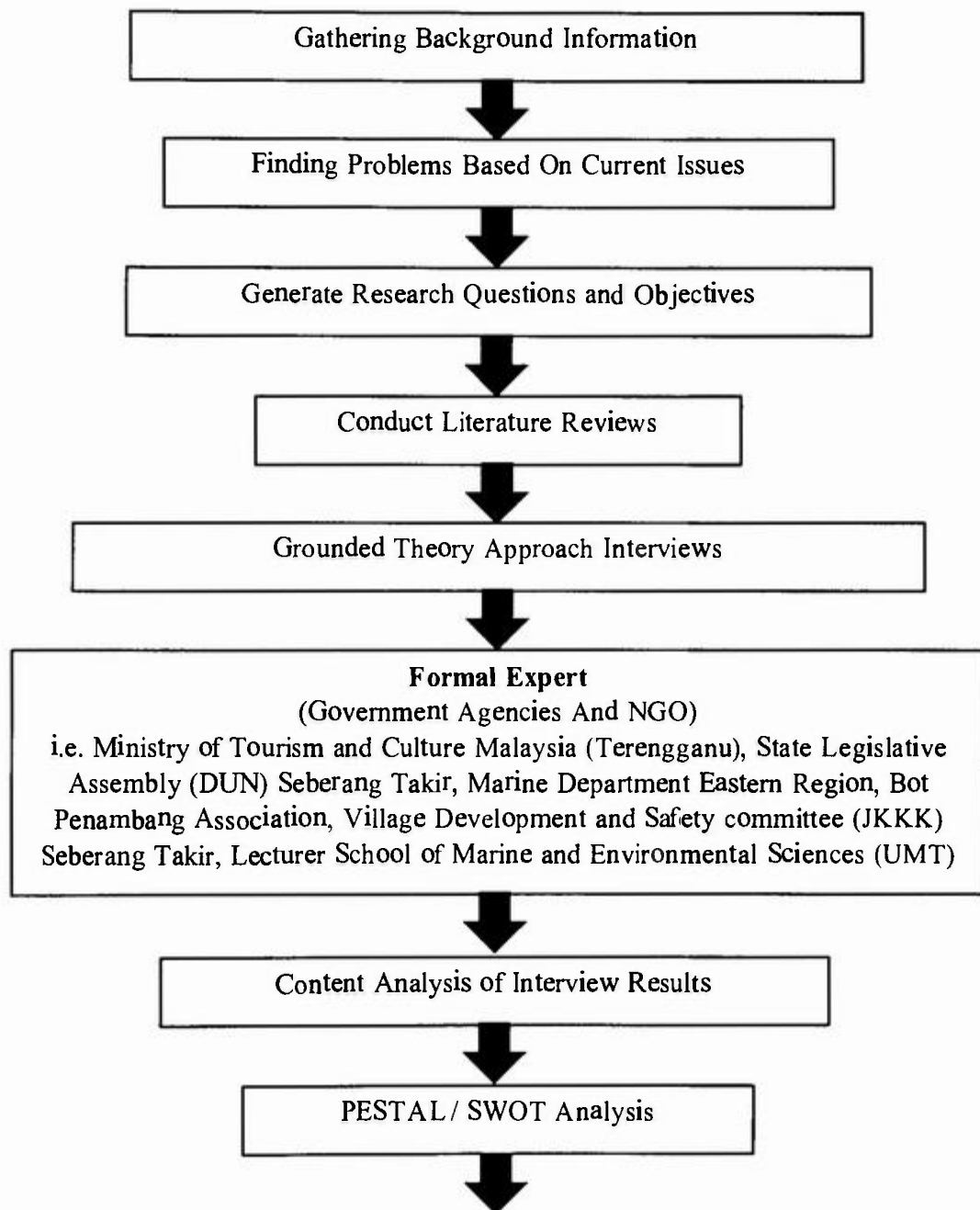
In order to find out possible answers to the research questions, it is necessary to plan design a research strategy. Thus, the strategy must diverse types of contain and methods and tools that are relevant to accomplish the research. Moreover, it is of significant importance to utilize tools and research methods that highlight the reliability and validity of the material and data collected. In addition, it is essential that all the material and collected data is critically analyzed and examined.

According to **Figure 10** below, the research strategy for this thesis began by gathering and studying some background information regarding the current issues of passenger boat or *bot penambang* at Seberang Takir, thereafter the research questions will be decided questions for the interviews are structured based on the research from significant literature within the field of studies consists of National Ecotourism Strategy, National Blue Ocean Strategy, and others.

To reach the objectives of the study, qualitative method is the most appropriate method to be used. In addition, main themes of analysis (SWOT and PESTEL) will be the key factor to achieve the objectives of study. The results from the primary and the secondary data collected will be analyzed and discussed in order to identify the most important

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results. Finally, conclusions will be drawn based on the results associated to the research questions. In addition, the strategic framework for sustainable development of *bot penambang* at Seberang Takir in creating an ecotourism product is formulated.



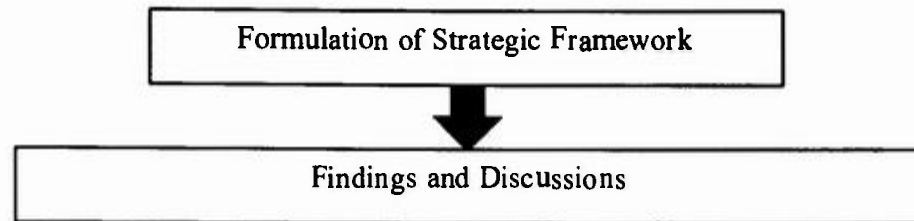


Figure 10: Diagram of Research Strategy

3.3 Qualitative Research Method

Qualitative research may be considered as a more appropriate approach for studying and gaining understanding of behavior (Veal 2005). The qualitative approach offers several advantages. It provides “a rich and complex description of the subject being investigated” (Miles & Huberman 1994, p9). This allows the researcher to have a deeper understanding about participants' personal experiences (veal 2005). Marschan-Piekkari and Welch (2004) suggested that the qualitative approach emphasizes the process rather than being concerned with the representativeness of the sample.

Qualitative research methods, such as observation and interviews, allow the researcher to have a close relationship with the subject of their study. This close collaboration with participants throughout the process helps ensure the credibility of their data (Creswell & Miller 2000). In addition, it gives the researcher an opportunity to acquire rich descriptions of the specific social phenomenon they are studying (Miles & Huberman 1994; Denzin & Lincoln 2008).

However, qualitative research also has limitations. First, the researcher is the main instrument of the data collection, the findings of the research may be considered subjective (Cavana, Delahaye & Sekaran 2001; Bryman & Bell 2011). Second, the sample selection is not carried out using statistical sampling. In other words, the sample does not consider population representativeness. As a consequence, it is difficult to claim that the findings are generalizable (Veal 2005; Bryman & Bell 2011).

3.4 Data Collections

Ghuri et al. (1995) state that when using a special technique for collecting data (1995) the collecting data can be either primary or secondary. Bryman and Bell (2007) goes on by saying that primary data is information that the researcher gathers on his own, for instance by using interviews, questionnaires and tests. On the other hand, secondary data refers to the data such as literature, documents and articles that is collected by other researchers and institutions (Bryman and Bell, 2007). In this study, both primary and secondary data will collect from books, scientific articles, and internet sources, in order to obtain some better insight of the situation of *bot penambang* in creating an ecotourism product and to support the theoretical as well as methodological part of the thesis.

The primary data is collected by qualitative interviews and open-ended questions with each respondent. In order to carry out a more accurate research, it has been decided to make interviews with government agencies who related with *bot penambang*. This approach is declared by Bryman & Bell (2005) as interpretivism which means that the

researcher studies the object in social environment order to achieve an understandable view of the theory in social science. To reach further understanding regarding the theory, it has also been decided to make interviews with other agencies that assist sustainable development of *bot penambang* in creating an ecotourism product.

3.5 Interviews

Due to the magnitude of the studies, there is a need to collect as much significant data as possible from the selected officers of agencies in order to be able to accomplish a deeper understanding of external and internal factors affect the sustainable development of *bot penambang*.

It has been decided to use qualitative interviews in order to collect primary data. Qualitative interviewing is quite different in many aspects in comparison with interviewing in quantitative research, for instance, qualitative interviewing is generally much less structured (Bryman and Bell, 2007). Furthermore, qualitative interviewing is usually seen as being flexible; the interviewer adjusts and responds to the interviewee, there is a great interest in the respondents point of view, detailed and rich answers are desired, the interview is allowed to depart from any schedule that is being utilized, new questions may arise due to respondent's replies and the order of questions may be revised (Bryman and Bell, 2007).

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One general problem when conducting qualitative interviews, with open-ended questions, is that the interview is “flavoured” by the interest and opinions of the interviewer. Another problem that can occur is misunderstandings and misinterpretations of words due to gap of language proficiency between interviewer and respondent. However, in order to increase the reliability of the answers all interviews will be recorded, subsequently transcribed material will be sent to the respondents, statements will be amended according to the respondents' comments and finally the material will be approved by the interviewees.

3.6 Respondents

Since the study used the qualitative interview to gather data, the respondent will be chosen by using non-probability approach. The sample chosen was not a random sample, but some agencies were more likely to be chosen based on criteria that will fulfill the objectives of research. The target respondents mainly are the Malaysia government agencies, non-governmental organization (NGO).

No.	Formal Expert (Government Agencies And NGO)
1.	Bot Penambang Association Terengganu
2.	Marine Department Eastern Region
3.	Village Development and Safety committee (JKKK) Seberang Takir
4.	State Legislative Assembly (DUN) Seberang Takir
5.	Ministry of Tourism and Culture Malaysia (Terengganu)
6.	Lecturer School of Marine and Environmental Sciences, University Malaysia Terengganu (UMT)

Table 11: Respondents for Interviews

After selecting the agencies, the subsequent task was to select the persons to be interviewed. The importance of interviewing the right person who has a central position within the agencies is crucial since it limits the risk of misrepresentations due to a lack of knowledge and increase the accuracy of the answers. Given that this research focuses on sustainable development of *bot penambang*, the officers of agencies and embassies will be respondents since they were considered the most appropriate contributors to find possible answers to the research questions.

3.7 Reliability and Validity

The two concepts reliability and validity are very important to take into consideration while carrying out a qualitative research since they help to determine the objectivity of the research. Reliability and validity could be seen as two different measurement instruments that illustrate the level of trustworthiness and credibility of a research. Bryman and Bell (2007) explain that reliability and validity are separated into internal and external concepts.

Internal reliability refers to whether there is more than one researcher within the study group thus the observers can agree as regards to what they see and hear. External reliability means to what extent a research can be completed again with results comparable to the original study. It might be difficult to achieve high external reliability study since the scene and the setting is likely to change from the time of the original research to the time of a second one. However, a strategy mentioned by Bryman and

Bell (2007) is to adapt a similar role as taken on by the original researcher in order to be able to replicate the initial research. Subsequently, to achieve high reliability in this study, this chapter describes in detail the process of gathering data as well as how the interviews are performed.

In this thesis all interviews has been recorded and after transcribing the interviews the material of the transcript will be recheck by another researcher in order to increase the validity and to decrease the possibilities of using self -interpretation of the data.

3.8 Grounded Theory

The study adopted grounded theory approach for analysis of interview data by qualitative data analysis approaches, it is known that grounded theory method is an effective means to “understanding decision making process and human behavior in natural settings” (Lye et al., 2006, p. 135). It also has an implication for the studies of e.g. phenomena where little is known or social process that involves change (Kirk & Staden, 2001, p. 178). In particular, theories developed by this research method not only can be related to existing theories but also extend our understandings about “what is happening, how thing are done, why and when organization members do what they do, and how component parts (people, organizational units, etc.) interact”, which are of importance when changes in e.g. environments or policies are anticipated (Parker & Roffey, 1997, p. 241).

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Grounded theory was originally introduced by Glaser and Strauss (1967) and it had become popular in many disciplines. This methodological approach aims to develop theory inductively from field data through a systematic analysis (Parker & Roffey, 1997). Different approaches to grounded theory have been developed to reflect differences in epistemological and theoretical viewpoints (Hutchison, Johnston & Breckon, 2010). In this research, however, the more structured approach of Strauss and Corbin is will be adopted (Gurd, 2008). This approach permitted the researcher to predetermine the focus of phenomenon being studied and provided “more structured and practically oriented method steps for generating grounded theory” from a large amount of the data collected from the field work (Parker & Roffey, 1997, p. 223).

Grounded theory methodology has been widely adopted by researchers across many academic disciplines in the social sciences. Lowe (2006) identifies a number of challenges for grounded theory researchers, ranging from dealing with pre-formed mindsets, allowing emergence instead of forcing, developing theoretical sensitivity, tolerating confusion and chaos and being able to stay open to modification.

Like all research methodologies, grounded theory has its own problems (McCallin, 2003). First and foremost, a problem critical to many grounded theory researchers, especially those at the novice level, is “a researcher's lack of the skills required to put it to effective practice” (Thomas, 2003). Secondly, the ability to think abstractly (Glaser, 1978. Strauss & Corbin, 1990) hinders some grounded theory adopters. This can be explained by the fact that they are mostly trained in methods associated with qualitative

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data analysis, which aims at accurate description, not abstract conceptualization. Next, for some researchers (e.g. Williams, 1976), the model of theory this methodology intends to generate is unclear. Then, Burgess' (1984) interpretation of grounded theory methodology suggests that theory testing is not necessary. As was discussed earlier in the review of literature in grounded theory, Bulmer (1979) finds it exceedingly difficult for a researcher to ignore the literature relating to an area of study and avoid any prior conceptualization in areas that have been well researched.

Many researchers have clearly borrowed ideas from grounded theory but not adhered to its critical elements in their research practices (Becker, 1993). It was not intended by the originators (Glaser & Strauss, 1967), to encourage a “cookbook-style” adoption and application of the clear-cut methodological procedures (Eaves, 2006). On the contrary, the idea was that creativity should be celebrated in the use of grounded theory (Glaser, 1978: 1998). According to Turner (1981), “the use of grounded theory approach enabled researchers to develop their own theories relating to the substantive area which they were studying, and encouraged them to use their creative intelligence to the full in doing so“. In fact, the generation of grounded theory “implicitly assumes that the analyst will be creative“ (Glaser, 1978). As (Charmaz, 2000) suggests, every grounded theory researcher will tend to develop his or her version of the methodology to suit local needs and requirements. But clarity, openness, honesty and consistency of one's understanding and adoption of the methodology have to be evidentially demonstrated, to avoid the kind of “anything goes” accusation.

Finally, grounded theory researchers should familiarize themselves with the theoretical and philosophical underpinnings of the methodology (Becker, 1993; Wells, 1995). Grounded theory researchers are dependent upon the quality of understanding which is developed during the course of the investigation (Tumer 1981) - a delayed action learning curve (Glaser, 1978; 1998), Becker (1993) argues that should the “adopt and adapt” approach (Glaser, 1998) be used, the rationale for doing so should make logical and theoretical sense, to indicate one's understanding and appreciation of the methodology. Becker (1993) further suggests that provision of such evidence also promotes a rigorous and scholarly attitude towards the methodology, which consequentially “enhances the credibility” of one's grounded theory studies.

3.9 Content Analysis

Content analysis was applied in analyzing qualitative data in this study. Content analysis as research method is “a systematic and objective means of describing and quantifying phenomena” (Ello & Kyngas 2007, p.108). Content analysis provides some advantages over other methods of analysis. It allows the researcher to investigate theoretical issues to develop a better understanding of the data (Ello & Kyngas 2007). According to Duriau, Reger and Pfarrer (2007), content analysis provides a replicable methodology to access deep individual or collective structures such as values, intentions and attitudes.

In this study, content analysis was used to describe the issues of *bot penambang* through in-depth interviews with government agencies and NGO. Each interview transcript in

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this study was coded line-by-line, sentence-by-sentence or paragraph-by-paragraph. These codes must be exclusive and exhaustive, because if they overlap, information can be incorrectly classified.

The next step was to categorize these codes by grouping them around patterns of phenomena discovered in the data that were particularly relevant to the research questions (Flick 2006). The resulting categories were again linked to codes because it is assumed that when classified into the same categories, words or phrases in coding shares the same meaning (Cavana, Delahaye & Sekaran 2001). The list of categories was grouped together under higher order headings. The results of the qualitative data analysis of this study will be presented in next chapter.

The analysis of interview data will be collected from various government agencies and NGO will be undertaken through various stages of coding, meaning “data were fractured, conceptualized and integrated to form theory” (Strauss & Corbin, 1998, p. 3) and this coding provides “the link between the data and theoretical concept” (Lye et al., 2006, p. 137). A computer software package “Listen & Write Free” for qualitative data analysis will be used to assist coding, categorizing and cross referencing the data. All interview transcripts were loaded into this package and analyzed in the English Language. Only coded-interview data or questionnaire were translated into Malay Language; however, some parts of the original transcripts were informal spoken language, so a paraphrase of the original transcripts was made to render it grammatical.

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From the codes that was selected following with developing themes. It is the significant to revise the coding approach on the basis of insights that had been gained from the interviews and collected data. After the coding are complete, the results would be generates. A picture of the new downsizing process will be shown. It will be illustrated in **Figure 11** at the next page.

However, sometimes the codes does not presents the relevant of the data with the research due to factors such as communication misunderstanding, language barriers, and the obstacles that were presented during the interviews such as noise disturbance. Hence, it is recommended that research must proceed with the manual extraction of core categories and updated all documents again to ensure the reliability of data.

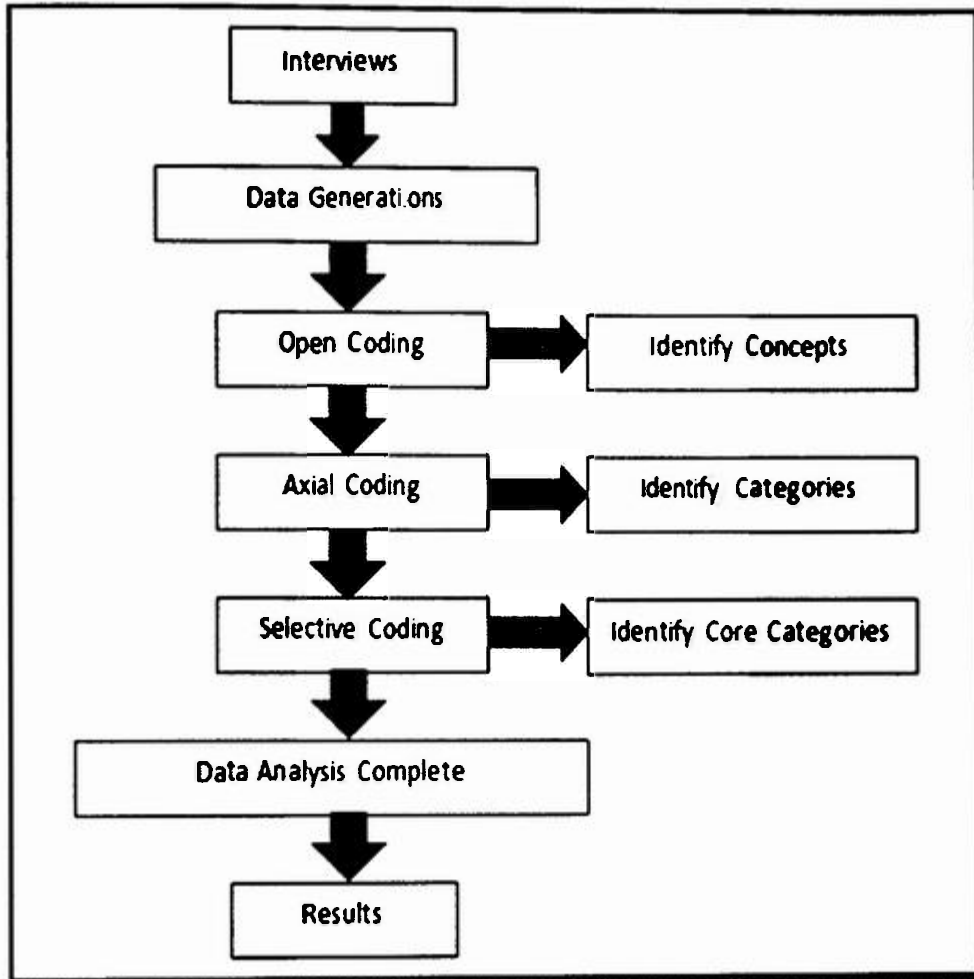


Figure 11: Coding Process of Content Analysis

(Source: Developed based on Strauss and Corbin theory)

Based on Figure 11, following a step-by-step method suggested by Strauss and Corbin (1998), three levels of coding, namely open coding, axial coding, and selective coding, were iteratively carried out. Beginning with open coding of interviews, conceptual labels were given to the fragment of data by using line-by-line analysis. Several suggested techniques such as the constant comparative method and questioning were employed so as to ensure consistency of coding and interpretations. However, modifications and

changes in these early coded concepts will be made later to adapt as the research making progress, as is expected in this approach.

Open Coding	CODE	Interview Statement
Ecotourism	ECOT. I	
Income Boat Operator	IBO. I	
Mentality Boat Operator	MBO. I	
River Cruise	RC. I	
Government Subsidies	GS. I	

Table 12: Example of Open Coding and Interview Statements

Strauss and Corbin (1998, p. 101) define open coding as the analytic process through which concepts are identified and their properties and dimensions discovered in the data. According to De Vos et al. (2005, p. 346) open coding pertains specifically to the naming and categorizing of phenomena through close examination of the data. Without this first, basic analytical step the remainder of any analysis is difficult, if not impossible.

During open coding the data are broken down into discreet parts. These are then closely compared for similarities and differences, after which questions are asked about the phenomenon embedded in the data. In fact, grounded theory is often referred to in the literature as the constant comparative method of analysis (Glaser & Strauss, 1967).

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The researcher analyzed the e-mail texts and the transcripts of the personal interviews by breaking them into distinct units of meaning per line of text and then identified key words or phrases in the participants' accounts of the phenomenon under investigation. He tried to establish a link between a passage of text of any length and some general phenomenon.

In the axial coding process, similar concepts identified in early coding process were grouped together into categories. The connection between categories and subcategories was explored and properties and dimensions were established. The initial list of categories was refined several times before being finalized; some were deleted and amalgamated. It is important to note that some statements were fitted into more than one category.

The final stage of selective coding involves identifying a core category and relating other categories to this core phenomenon in terms of context, conditions, actions, strategies, and outcomes. The core phenomenon which emerged from the data and other categories derived from the axial coding process will be categorized and related to directly or indirectly to this core category. The result of the analysis will be available in completed report soon.

3.10 PESTEL Analysis

The term PESTEL is originally referred to as PEST analysis which looks at political, economic, social, technological aspects that may affect the sustainable development of *bot penambang*. In this study, legal and environment factors were added into PEST analysis to form the PESTEL analysis model. The PESTEL analysis is relatively simple, easy to use by creating the conceptual strategic framework. Following analysis, researchers can identify a range of opportunities and threats that may especially affect their activity in the future, a very important aspect for these bot operators which are vulnerable to environmental changes due to their limited resources.

Political factors include legislation on trade, taxation, employment and any other areas that can have a bearing on business *bot penambang*. They can affect the bot operator's wellbeing or even survival. For example, in 1998, the Malaysian government decided to promote large-scale transport companies in Kuala Lumpur. Thousands of individual mini bus operators lost their licenses as a result; and tens of thousands of minibus drivers were out of a job.

Economic factors include the economic cycles, interest rates, inflation, unemployment and disposable income etc. As obvious, they affect the bot operators. For example, inflation will increase the petro price and affect the income of bot operators.

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Socio-cultural factors include such indicators like population demographics, income distribution, social mobility, lifestyle changes, attitude towards work and leisure, level of education and consumerism etc. They also affect the bot operators. For example, changes in lifestyle of resident will affect the business of bot operators.

Technological factors cover such things as technological discoveries and breakthrough coming through from research, the government emphasis on R & D, and rates of obsolescence etc. A technological change can shift the business landscape. For example, with Uber and Grab Car publishing, many traditional taxi operators lose the income.

Environment factors include any factor, abiotic or biotic, that influences living organisms such as air pollution, water pollution, urban pollution etc.

Legal factors include the laws that affect the business environment bot operators. Legal analysis takes into account both of these angles and then charts out the strategies in light of these legislations. For example, marine laws, consumer laws, safety standards, labor laws etc.

Factor	Impact
Political	
Economical	
Socio-cultural	
Technological	
Environment	
Legal	

Table 13: Example PESTEL Analysis of *Bot Penambang* at Seberang Takir

3.11 SWOT Analysis

According to previous surveys, it has been found that SWOT analysis is the most commonly used tool (Clark, 1997; Frost, 2003; Jarzabkowski & Giuliatti, 2007; Stenfors et al., 2007), while Dyson (2004); Hill and Westbrook (1997); Pickton and Wright (1998) praised SWOT analysis for being easy to use. This demonstrates the importance of SWOT analysis for the conduct of strategy. However it is important that the functional and purpose is well understood to use the strategy map effectively.

A SWOT analysis should not only be used for the purpose of environmental scanning. As its name suggests, SWOT analysis aids the process of identifying the strengths, weaknesses, opportunities and threats of *bot penambang*. It is by finding the strategic to sustainable development of *bot penambang* in creating an ecotourism product. The

concepts of strengths and weaknesses are known as internal analysis, while the external analysis is done through identification of opportunities and threats.

It is recognized that SWOT is one of the key strategy management tools, because it mostly forms a starting point for developing a strategy. There are some disadvantages to its usage: for example, a SWOT analysis is unable to factor in the concept of time (Ahlstedt, 2007). This is a very important concept for strategists who are searching for strategic fit, to the extent that timeliness cannot go unnoticed. This is because the match between internal strengths with external opportunities that are outdated forms the basis for poor strategic planning.

It is fairly easy to get started with environmental scanning using a SWOT analysis. However, most studies and active users are not aware of the full power of SWOT analysis as a strategic planning tool (Chermack & Kasshanna, 2007; Lordkipanidze, Brezet, & Backman, 2005). SWOT analysis may rate the factors that are identified such that it becomes clear, for example, which are the more valuable opportunities identified. Furthermore, the key to an effective SWOT analysis is being able to identify the factors and so enable the strategic fit between the factors that may determine successful strategies.

A SWOT analysis has been found to be the key tool for conducting strategy, as strategy starts with searching for an opportunity. SWOT analysis is very capable of providing all the required functionality. While SWOT analysis is very simple in its approach, users

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tend to use only its most basic qualitative features and overlook its quantitative features, which ultimately results in poorly formulated strategies that may lead to problems during implementation.

In this study, SWOT analysis will be used to understand the current strength, weaknesses, opportunities and threat of issues on *bot penambang*. The study will identify the main strength of issues and utilize it in maximum way. Weaknesses of issues shall be revealed as well to study its trend and to reduce its impact to sustainable development of *bot penambang* in creating an ecotourism product. Moreover, the study will also discuss about the current opportunities that issues must exploit in addition advantages in sustainable development of *bot penambang*. Finally, the main threat of *bot penambang* will be exposed in order to formulate a strategy to overcome it.

	Helpful	Harmful
Internal	Strengths A. Soc 1 from PESTEL	Weaknesses A. Pol 1 from PESTEL B. Leg 1 from PESTEL
External	Opportunities A. Tech 1 from PESTEL	Threats A. Eco 1 from PESTEL

Table 14: Example SWOT Analysis Issues of *Bot Penambang* in Seberang Takir

3.12 Combine Analysis of PESTEL and SWOT

The information obtained after grounded theory approach interview may contains various issues waiting to be analyzed. Without using the PESTEL and SWOT analysis combined (or separated, depends on obtained issues) it is very difficult to have relevant insight and clear picture of the whole situation about the current issues and obstacles faced by *bot penambang*. That is one of the reasons why both data analysis is used in order to get most proper outcome in this research.

When the research data contains too much information, it can be difficult to categorize it and brainstorm effectively. This could lead to vital information getting neglected, thus damaging the research. However, the issue can be avoided by using the collaboration analysis of SWOT and PESTEL. The diagram of both analysis techniques will be drawn and filled in with relevant data to reduce the possibility of important information being missed.

The results which will be record on SWOT and PESTEL template can then be used to plan a research carefully and overcoming problems which could cause significant issues to the positive outcome of the research. Being prepared for all eventualities is vital in research, which is why combination of SWOT and PESTEL analysis is so important in this study. More importantly, to identify key areas of opportunity and threats which enable the research for aiding *bot penambang* and relative authority to plan an effective and efficient development plan to achieve the objective.

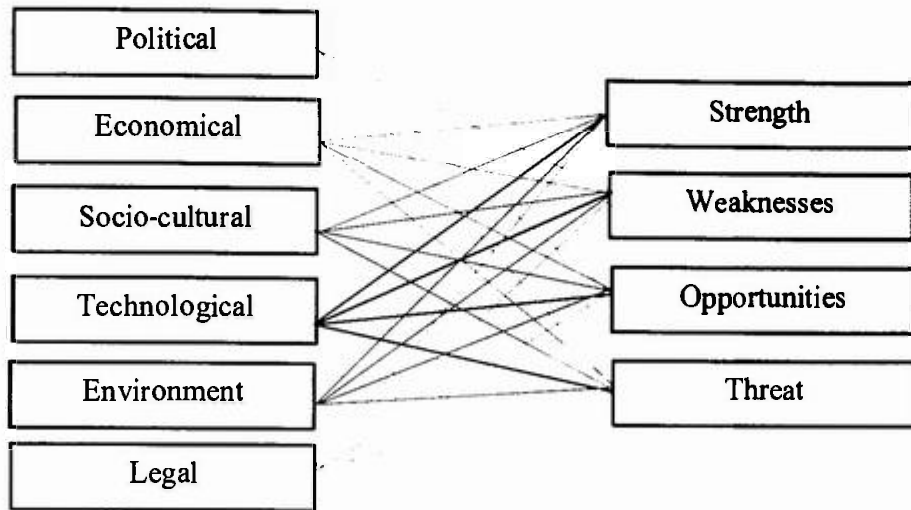


Figure 12: Crossing Analysis Diagram of PESTEL and SWOT

According to **Figure 12**, SWOT analysis is simple to come up with a list of factors but it also far too easy to miss important external factors. However, just coming up with the results of each factor is not really enough, for the SWOT to be successful it is essential to carry out further analysis of all the possible current threats and opportunities presented in *bot penambang* to make sure that each data is being analyzed without leftover in order to achieve the objectives of the study.

In the PESTEL analysis, the external factors are looked at closely but there are no internal evaluations carried out. Due to the pros and cons of using either one or the other methods, it is a good idea to combine the two methods for the best analysis outcome. Furthermore, the PESTEL analysis in this study will tend to project the opportunities and threat outcome in the nearest future. Thus, it is good practice to perform the

PESTEL and then use the results in the opportunities and threat section of the SWOT for the best outcome of the study.

3.13 Conceptual Strategic Framework

For sustainable development of *bot penambang* in creating an ecotourism product, a strategic framework need formulated. When drafting and implementing the strategic framework, the constraints of *bot penambang* in should be kept mind. In particular, the views of international embassies and domestic government agencies should be collected, and provide mechanisms for transparency about regulations and how they are implemented.

Based on earlier literatures, the sustainable development of *bot penambang* in creating an ecotourism product. The external factors are political, economic, socio-cultural, technological, Environment and legal that was presented in SWOT analysis in issues *bot penambang*. On the other hand, the way how to expansion the strength, exploit the opportunities, overcome the weaknesses, reduce the threats possesses at present.

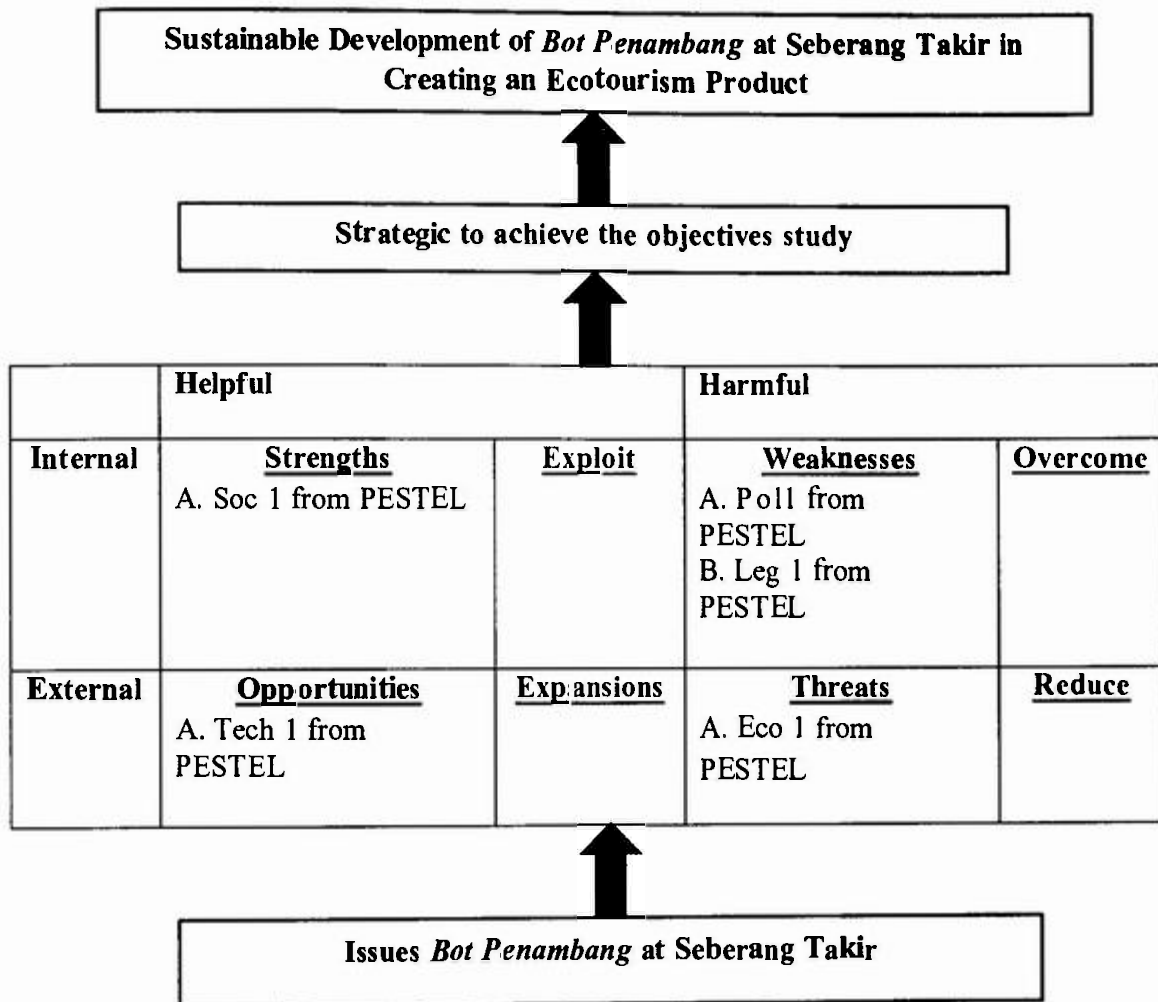


Figure 13: Conceptual Strategic Framework for Sustainable Development of *Bot Penambang* at Seberang Takir in Creating an Ecotourism Product

(Source: Developed by Author)

3.14 Chapter Summary

In this chapter, outline the research methodology employed in this study to address the research problem through research questions was being introduced. Based on reviews of the methodologies used in previous research, qualitative method was identified as the appropriate approach for this study. In order to find out possible answers to the research questions, it is necessary to plan and design a research strategy. The strategy must contain diverse types of methods and tools that are relevant to accomplish the research.

The primary data is collected by qualitative interviews and open-ended questions with each government agencies and NGO. In order to carry out a more accurate research, it has been decided to make interviews with government agencies who related with *bot penambang*. The study adopted grounded theory approach for analysis of interview data by qualitative data analysis approaches, it is known that grounded theory method is an effective means to "understanding decision making process and human behavior in natural settings". Moreover, Content analysis was applied in analyzing qualitative data in this study. Content analysis as a research method is "a systematic and objective means of describing and quantifying phenomena".

Finally, The SWOT and PESTEL analysis method shall be applied to reveal the potential positive and negative outcome of *bot penambang* to formulate an effective strategic framework later.

CHAPTER 4

RESULT

4.1 Introduction

This chapter, the researchers come out with the result from the whole study. One set of questionnaire has been constructed and those questions were asked to the six agencies and individual those are related to the *bot penambang* operations by doing an interviewing sessions with all of the experts. After all the questions were answered, the next process is to process the data entry. The process are using content analysis method by transmitted all those words during interviewing into transcript. By using the content analysis method, the researcher could test the reliability and the factors that influenced the impacts towards the sustainable development of *bot penambang* at Seberang Takir.

4.2 Reliability Test

Reliability test is carried out to determine whether the instruments used in this study are reliable. In addition, the purpose of the reliability test is to measure the consistency of the questions and help to determine the objectivity of the research. The researcher is able to illustrate the level of trustworthiness and credibility of a research group, thus the

observers can agree as regards to what they see and hear. Subsequently, to achieve high reliability in this study, this chapter describes in detail the information gathered after completing all those interviews sessions with all the experts and how the potential data can be gather from all those experts.

4.2.1 Chairman of Bot Penambang Association Terengganu

The most important person that are related in gathering the data regarding this research is Pak Mail, the one who are responsible about the welfare of *bot penambang*. He is started involved in *bot penambang* operation at the early of 2000's. His experiences in handling *bot penambang* might help the researcher to get close with the issues they are facing currently such as less in the number of passengers and the number of *bot penambang* operators who are active currently.

4.2.2 Officer of Marine Department Eastern Region

The interviews session with Mr. Sayful Islam Bin Mat and the position as Marine Officer provides the researcher knowing in depth about the licensing for all *bot penambang* operator. The required qualification in getting a license to rides a boat is need to be fulfilled by operators. The conditions of boat will be check by the marine officer to ensure the boat is safe to use. The numbers of *bot penambang* operators who are operate currently in the Terengganu River also provided (refer to Table 15).

Bil	No. Tetap Bot	Nama Bot	Tarikh Sah Lesen	Had Pelayaran Yang Dicadangkan
1.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
2.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
3.	TKT00048P		19-Oct-2012	Dalam Sg. Terengganu
4.	TKT00048P		22-Oct-2009	Dalam Sg. Terengganu
5.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
6.	TKT00048P		3-Feb-2016	Dalam Sg. Terengganu
7.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
8.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
9.	TKT00048P		2-Feb-2016	Dalam Sg. Terengganu
10.	TKT00048P		20-Oct-2016	Dalam Sg. Terengganu
11.	TKT00048P		2-Oct-2016	Dalam Sg. Terengganu
12.	TKT00048P		19-Oct-2012	Dalam Sg. Terengganu
13.	TKT00048P		2-Oct-2007	Dalam Sg. Terengganu

Table 15: The numbers of *bot penambang* operators

4.2.3 Chairman of Village Development and Safety committee (JKKK) Seberang Takir

Regarding to research that is based at Seberang Takir, the researcher going to meet Mr. Mohd Nazari B. Ali to know how far they are concern about the welfare of *bot penambang* operator in term of government subsidies and his opinion about the status of *bot penambang* currently whether it is active or not. The action that has been taken to improve and sustain *bot penambang* operations is needed.

4.2.4 Special Officer of State Legislative Assembly (DUN) Seberang Takir

Mr. Asri the one who are close with Chief Minister of Terengganu, Ahmad Razif Abdul Rahman. Their action to build and develop a *bot penambang* operations to be a tourism product in Terengganu are need to be concern by the researcher while the aim of the

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research is in creating *bot penambang* to be an ecotourism products. These are the individual that are has an authority in making any development especially in the area of Seberang Takir. Any suggestion or recommendation by the researcher in developing *bot penambang* operations might get an approval from them.

4.2.5 Director of Ministry of Tourism and Culture Malaysia (Terengganu)

The agencies that are most responsible in play a role to build a name or good reputation of *bot penambang* in the eyes of the world. An interviewing session with Mrs. Zaliha Bt. Zainuddin, was expose the researcher about the potential of this agency in promoting the tourism in Terengganu. Their actions to sustain *bot penambang* operations are the crucial factors to be defined by the researcher towards this agency and how far they are concern about the facilities provides at *bot penambang* itself.

4.2.6 Lecturer School of Marine and Environmental Sciences, University Malaysia Terengganu (UMT)

Instead of gather the data in term of the development of *bot penambang* and the way it could be promote, the researcher are has some concern about the impact of *bot penambang* operations towards the environment around Seberang Takir. It is includes the water quality, total solid suspended and how it could be sustain with the number of passenger who are came over here. The data has been gathered from the individual that are strong related to the environmental field which is Mr. Idham Khaliq, lecturer at University Malaysia Terengganu.

4.3 Content Analysis

The transcription data has been identified into several factors which are ecotourism, income of *bot penambang* operators, mentality of *bot penambang*, river cruise and the government subsidies. Most of experts are discussing on those factors. Each of factors is mark with some colour to make it easy to be referred.

Coding	CODE	Interview Statement
Ecotourism		a) Natural mangrove areas are potential to be developed into ecotourism sector.
		a) Cooperates with museum Terengganu and Taman Tamadun Islam (TTI) in tourism. b) Strengthen the ecotourism product.
		a) <i>Bot penambang</i> has the potential to attract tourists. b) Ongoing food and local products selling business can be conducted on <i>bot penambang</i> .
		a) Natural mangroves areas are potential to be developed into ecotourism sector are located nearby the river. b) Many potential products in Seberang Takir such as salted fish, ' <i>keropok</i> ', ' <i>batik</i> '. c) Cooperates with the travel agency to provide the river cruise package.
		a) Promoting <i>bot penambang</i> service during 'Visit Beautiful Terengganu 2017' program. b) Suggesting <i>bot penambang</i> service in the sale of travel packages to travel agency. c) Ongoing food and local products selling business can be conducted on <i>bot penambang</i> . d) We have National Ecotourism Plan 2016-2025.

		<p>e) Suggesting some performances to be performed on <i>bot penambang</i>.</p>
		<p>a) Cooperates with Taman Tamadun Islam (TTI) in tourism. b) Natural mangrove areas are potential to be developed into ecotourism sector. c) Cooperates with the travel agency to provide the river cruise package. d) Control the number of tourists travelling to mangrove areas due to the limited carrying capacity. e) Waste management important for ecotourism. f) Water quality also very important for sustainable ecotourism. g) Number of tourists increase will affect the mangrove ecosystem.</p>
<p>Income Boat Operator</p>		<p>a) RM1 per ride per person for <i>bot penambang</i>. b) RM60 per hour per boat for <i>bot penambang</i>. c) Monthly income of boat operators not more than RM1000. d) Daily income boat operator around RM20 to RM30 excluding oil expenses. e) Income boat operators will decrease when the new bridge project completed. f) Young generation is not interested to become boat operator due to low income.</p>
		<p>a) The cost of changing new engine is high.</p>
		<p>a) Income boat operator is unstable. b) Previous income operator boat around RM60 to RM70 per day. c) Income operator boat will decrease when the new bridge will be built. d) RM60 per hour per boat for <i>bot penambang</i>. e) The cost of maintenance is high. f) Daily income operator boat around RM20.</p>
		<p>a) Inadequate income for boat operators</p>

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		a) Low income for boat operator.
		a) Income boat operator is unstable.
Mentality Boat Operator	MBO. I	a) Old-fashioned mentality of elder boat operators.
	MBO. II	a) Improve skills and knowledge of the skipper in terms of tourism.
	MBO. III	a) Members of BPA only look at short term issues where state governments gave 2 boats that worth RM500,000, they only concerned and worried about the maintenance fees. b) Elder boat operators cannot accept the new ideas.
	MBO. IV	a) Members of BPA only look at short term issues where state governments gave 2 boats that worth RM500,000, they only concerned and worried about the maintenance fees. b) Passive attitude members in BPA. c) BPA strife.
	MBO. V	a) Unmotivated attitudes among boat operators
	MBO. VI	a) Most of the boat operators satisfied just to get through the current living situation without aiming better life.
River cruise	I	a) 18 units of <i>bot penambang</i> are available now. b) The exterior looks of Boat have been improved after repairing and decorating.
	II	a) Ensuring the safety precaution of the boat is safe. b) Inspecting boat and offer the boat license. c) Every bot needs to comply with the specific terms and conditions to renew boat license.

		<ul style="list-style-type: none"> d) High maintenance fee. e) The appearance of the <i>bot penambang</i> has improved after painting. f) <i>Bot penampang</i> is a classical and traditional boat. g) Nakhoda/skipper needs to renew license. h) Suggesting <i>hot penambang</i> uses the noise-friendly engines. i) Natural resources policy 1982 to conserve the environment. j) National Environmental Policy such as EQA 1974 to achieve and maintain a clean, healthy productive environment.
	. III	<ul style="list-style-type: none"> a) BPA are not active. b) A lot of improvement facility about the <i>hot penambang</i> already done. c) Improves the <i>hot penambang</i> service to local user. d) Boat Operator needs to have initiative to wear traditional clothes. e) New generation is not interested to become boat operator. f) Medical subsidies have been cancelled.
	. IV	<ul style="list-style-type: none"> a) During 80's, <i>bot penambang</i> service was very busy and popular. b) <i>Bot penambang</i> service only available at Seberang Takir in Kuala Terengganu last time. c) A lot of active boats operators in Seberang Takir last time. d) Old and noisy boat engines.

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	V	<ul style="list-style-type: none"> a) <i>Bot penambang</i> is an interesting and has unique elements as waterborne transportation but not famous now. b) Young generation is not interested to become boat operator. c) Change the image of <i>bot penambang</i> during the program 'Visit Beautiful Terengganu'. d) <i>Bot penambang</i> needs upgrades. e) Boat operator needs to have initiative to wear traditional clothes.
	VI	<ul style="list-style-type: none"> a) <i>Bot penambang</i> services are inconvenient currently.
Government Subsidies	GS. I	<ul style="list-style-type: none"> a) State government subsidized the signboard "Visit Beautiful Terengganu 2017" to decorate the <i>bot penambang</i>. b) The state government has given RM10,000 to each boat operator to repair and decorate the boat. c) Request to enhance the decoration of the boat again because the exterior design of boat is not attractive enough. d) An RM200 incentive is given monthly by Terengganu state government to boat operators.
	GS. II	<ul style="list-style-type: none"> a) The state and federal government has given RM30,000 to each boat operator to repair and decorate the boat. b) The state government is trying to conserve or increase the economic activities of <i>bot penambang</i>.
	GS. III	<ul style="list-style-type: none"> a) The state government has given two boats worth RM500,000 to BPA but rejected by BPA. b) When there are events or festivals organized at Duyung Island, state government will give around RM2000 per day to all boat operators for carrying the tourists.

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		<ul style="list-style-type: none"> c) The state government subsidises the insurance boat operator. d) State government also gives assistance in advertising <i>bot penambang</i>.
	GS IV	<ul style="list-style-type: none"> a) RM200 incentives are given monthly by Terengganu state government to boat operators. b) The state government has given two boats cost as RM500,000 to BPA but rejected by BPA. c) The federal government has given RM20,000 to each boat operator to repair and decorate the boat.
	G S V	<ul style="list-style-type: none"> a) Assistance given in repairing and decorating those boats. b) State government should be concern about sustainability and transformation of <i>bot penambang</i> as one of the attractions in Terengganu. c) Promoting <i>bot penambang</i> through social media of travel agency, TV channel and overseas branches of Tourism Malaysia.
	GS VI	<ul style="list-style-type: none"> a) State government will give subsidies to boat operator when monsoon season.

Table 16: Interviews Statement

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CODE	Formal Expert	Name	Date of Interview
I.	Chairman of Bot Penambang Association Terengganu	Pak Mail	23/10/17
II.	Officer of Marine Department Eastern Region	Mr. Sayful Islam Bin Mat	1/11/17
III.	Chairman of Village Development and Safety committee (JKKK) Seberang Takir	Mr. Mohd Nazari B. Ali	5/11/17
IV.	Special Officer of State Legislative Assembly (DUN) Seberang Takir	Mr. Asri	6/11/17
V.	Director of Ministry of Tourism and Culture Malaysia (Terengganu)	Mrs. Zaliha Bt. Zainuddin	15/11/17
VI.	Lecturer School of Marine and Environmental Sciences, University Malaysia Terengganu (UMT)	Mr. Idham Khalil	19/12/17

Table 17: Table of Coding

Referring to the **Table 16** and **Table 17**, there are three experts stressed natural resources in Seberang Takir are potential to be developed into ecotourism sector. Its mean the important of environment that need to be conserve by peoples. In order to develop *bot penambang* operations, Bot Penambang Association should cooperate with Terengganu Museum, Taman Tamadun Islam (TTI) and travel agency to strengthen *bot penambang* as an ecotourism product. Besides, some of experts suggest providing an ongoing local food and products on *bot penambang*. This is an added valued can be perceived among the tourists or passenger in order to increase their experiences in riding *bot penambang*. In others country, tourist experiences has more concerned by boat operators (Chan, J. K. L., 2006).

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Bot penambang operations may see even less traffic currently (Seth Akmal, 2017) was affected the income among *bot penambang* operators. According to Pak Mail the chairman of Bot Penambang Association at Seberang Takir, he stated the income that can be earned today are only about RM20 to 30 per day compared to the last decades where they can earned up to RM70 per day. The construction of draw-bridged that are attach Seberang Takir and town are also the main factors that will affect the income in the future, where the peoples will more prefer to use their own transport to reach their destinations.

The developments of *bot penambang* are being too slow in Seberang Takir due to mentality of *bot penambang* operator itself. Back then, the state has gave 2 boats which is river cruise that worth about RM500,000. But, there is no proper handling by the Bot Penambang Association where they thought that the maintenance of river cruises is high. Because of their mentality, these boats have been given to Taman Tamadun Islam (TTI). Most of the boat operators satisfied just to get through the current living situation without aiming better life. To overcome this issue, an authority should take any action to enhance the skill and knowledge of *bot penambang* operator to eliminate unmotivated attitudes among boat operators.

The active *bot penambang* at Seberang Takir just left about 18 units currently, compared to a few years ago there a lot of active bot operators at the jetty. The conditions of *bot penambang* are old and noisy engines make it less attractive among young generation to involve themselves in the *bot penambang* business. The facilities of *bot penambang*

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includes the operators outfit are been mentioned by 2 experts, where the operators should discuss among them to standardized uniform or traditional clothes to show their entity as *bot penambang* operators to be one of the well-known tourism products in Malaysia. It will be more interesting and unique if they take an initiative to provide a local food and products such as *keropok lekor* and *satar* on *bot penambang*. Consequently, the number of tourist appeal will surely increase.

Government subsidies have been given to all the boat operators to improve their living standard in term of economic. RM200 incentives are given monthly by Terengganu State Government to boat operators. This incentive is realized by all those experts. State Government are also provides a signboard 'Visit Beautiful Terengganu 2017' as a promotional tools to attract more tourists. Due to lack of capital to repair a boat, a federal and state government take an action by provides RM30,000 for each boat to cover up all those repairing cost. It seems that state governments are trying hard to help the business of *bot penambang* and the engagements from boat operators are the main factors to sustain this business.

CHAPTER 5

DISCUSSION

5.1 Introduction

The previous chapter discussed on the analysis of the research data that were acquired during the interviews was performed. The content analysis of the statements during the interviews were studied thoroughly and analyzed to determine the consistent level of statement and data with the studied literature. Finally the qualitative result based on collected data and statements were presented.

The purpose of this study are to determine the transformation of ecotourism product and *bot penambang* in Seberang Takir, to determine the income of *bot penambang* operator, to recommend a strategy in creating job opportunities for *bot penambang* operator.

In this chapter, the discussions were made based on the results of analysis from previous chapter and relate it with the literature reviews of this study. At the same time, the research question shall also be answered in this chapter. Simultaneously, the research objectives achievability shall be discussed as well.

5.2 Discussion about PESTEL

Factor	Impact
<p>Political (POL)</p>	<ol style="list-style-type: none"> 1. State government subsidized the signboard "Visit Beautiful Terengganu 2017" to decorate the Bot Penambang. (GS.Ia)(ECOT.V.a)(RC.V.c) 2. The state and federal government has given RM30, 000 to each boat operator to repair and decorate the boat. (GS.Ib)(GS.IIa)(GS.IV.c)(GS.V.a) 3. RM200 incentives is given monthly by Terengganu state government to boat operators. (GS.I.d)(GS.IV.a) 4. The state government is trying to conserve or increase the economic activities of Bot Penambang. (GS.IIb)(GS.V.b) 5. The state government has given two bots worth RM500, 000 to BPA but rejected by BPA. (GS.IIIa)(GS.IV.b) 6. When there are events or festivals organized at <i>Duyung</i> Island, state government will give around RM2000 per day to all boat operator for carrying the tourists. (GS.IIIb) 7. The state government subsidies the insurance boat operator. (GS.IIIc) 8. State government also gives assistance in advertising and promoting Bot Penambang. (GS.III.d)(GS.V.c) 9. State government will give subsidies to boat operator when monsoon season. (GS.VIa)

Table 18: Political Factor of PESTEL Analysis

Based on Table 18, most of the statements during interviews supported Political factor by stating that Government Subsidies, River Cruise, and Ecotourism give impact to Political factor. The pillar of Political factor is Government Subsidies in which the data collected mostly emphasized about Government Subsidies. According to the Chairman of Bot Penambang Association Terengganu (Mr. Mail) and Chairman of Village

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Development and Safety Committee Seberang Takir (Mr. Nazari Ali), state and federal government has given many subsidies to the *bot penambang* operator. For instance, *bot penambang* operator has received RM30, 000 to repair and decorate the boat. There are a lot of efforts from state and federal government to ensure the sustainability of *bot penambang* business. All the respondents have mentioned that Government Subsidies have been provided to the *bot penambang* operator and even allowances also is given to them monthly. As mentioned by Chairman of Bot Penambang Association Terengganu (Mr. Mail) and Special Officer of State Legislative Assembly (DUN) Seberang Takir (Mr. Asri), RM200 incentives are given monthly by Terengganu state government to boat operators. Subsidies are for the needy and that's why subsidies and incentives should be given based on targets, says Malaysia Prime Minister Najib Razak. The Government Subsidies given to boat operators need to be used wisely to ensure sustainability of *bot penambang* operation.

Factor	Impact
Economical (ECO)	<ol style="list-style-type: none"> 1. Monthly income of boat operators not more than RM1000 and daily income boat operator around RM20 to RM30 excluding oil expenses. (IBO.I.c/b)(IBO.III.f) 2. Income boat operator will decrease when the new bridge project completed. (IBO.I.e)(IBO.III.c) 3. Request to enhance the decoration of the boat again because the exterior design of boat is not attractive enough. (GS.I.c) 4. The cost of changing new engine is high. (IBO.II.a) 5. The cost of maintenance boat is high. (RC.II.d)(IBO.III.b) 6. Ongoing food and local products selling business can be conducted on Bot Penambang. (ECOT.III.b)(ECOT.V.c) 7. Income boat operator is unstable. (IBO.III.a) (IBO.VI.a) 8. Inadequate income for boat operators. (IBO.IV.a) 9. Low income for boat operator. (IBO.V.a)

Table 19: Economic Factor of PESTEL Analysis

Table 19 depicts that this economic environment largely contributes to low income of boat operator. Boat operator's incomes have declined throughout these years due to many factors. As mentioned by the Chairman of Bot Penambang Association (Mr. Mail), monthly income of boat operators earned today are not more than RM1000 and daily income boat operator around RM20 to RM30 excluding oil expenses. This amount of income they earned now is very difference from what they earned 10 years back. Another factor that contributes to this issue is the draw bridge construction in Seberang Takir that will linked Seberang Takir area with Kuala Terengganu city. This can be supported by Chairman of Bot Penambang Association Terengganu (Mr. Maij) and Chairman of Village Development and Safety Committee Seberang Takir (Mr. Nazari Ali), which they stated that income boat operator will decrease when the new bridge has completed. Besides that, Officer of Marine Department Eastern Region, Mr. Sayful Islam, claimed that the cost of boat maintenance and changing new engine of the boat is

very high due to the economy environment in Malaysia. The conditions of *bot penambang* business will rapidly decline if the economic environments worsen, and this may have negative effects on the profitability of the business.

Factor	Impact
Socio-cultural (SOC)	<ol style="list-style-type: none"> 1. Young generation is not interested to become boat operator due to low income. (IBO.I.f)(RC.III.e)(RC.V.b) 2. Old-fashioned mentality of elder boat operators. (MBO.I.a) 3. Improve skills and knowledge of the skipper in terms of tourism. (MBO.II.a) 4. Boat Penambang is a classical and traditional boat. (RC.II.f) 5. Boat Penambang have the potential to attract tourists. (ECOT.III.a) 6. Members of BPA only look at short term issues where state governments gave 2 boats that worth RM500, 000, they only concerned and worried about the maintenance fees. (MBO.III.a)(MBO.IV.a) 7. Elder boat operators cannot accept the new ideas. (MBO.III.b) 8. BPA are not active. (RC.III.a) 9. Improves the Bot Penambang service to local user. (RC.III.c) 10. Boat Operator needs to have initiative to wear traditional clothes. (RC.III.d)(RC.V.e) 11. Sickness subsidy has been cancelled. (RC.III.f) 12. Passive attitude members in BPA. (MBO.IV.b) 13. BPA strife. (MBO.IV.c) 14. Unmotivated attitudes among boat operators. (MBO.V.a) 15. Most of the boat operators satisfied just to get through the current living situation without aiming better life. (MBO.VI.a) 16. Current Bot Penambang service inconvenient. (RC.VI.a)

Table 20: Socio-Cultural Factor of PESTEL Analysis

Table 20 shows that there are many issues regarding Socio-Cultural factor. The most concerned issues regarding this factor is mentality of boat operator. Most of the respondents talked about how mentality and attitude of boat operators can cause destruction to *bot penambang* business. From the interviewed session with Chairman of Bot Penambang Association, Mr. Mail, it can be concluded that these boat operator feels demotivated and have rigid mentality that cannot be changed. Moreover, *bot penambang* operators are from elderly people and there is lack of young generation that want to inherit this legacy due to the low income problem. Bot Penambang Association also not active and this is why the problems do not seem to have solution as the boat operator itself do not want to improve themselves and the business as well. They lack of knowledge and skills that needed to ensure sustainable of *bot penambang*. This can be supported by Mir Mehrdad Mirsanjari (2013) as he stated that ecotourism creates an impact on natural ecosystems but more importantly, it offers a way to promote conservation in ecologically fragile regions; benefit the economies of local communities; provide the public with a nature-based education experience. Despite of that, *bot penambang* is very classical and traditional, and it has high potential to attract tourist. If things were done correctly, *bot penambang* business will gain the profit and customer as much as before this.

Factor	Impact
Technological (TEC)	<ol style="list-style-type: none">1. The exterior look of boat has been improved after repairing and decorating. (RC.I.b)(RC.II.e)2. A lot of improvement facility about the Bot Penambang already done. (RC.III.b)3. Old and noisy boat engines. (RC.IV.d)4. Bot Penambang needs upgrades. (RC.V.d)

Table 21: Technological Factor of PESTEL Analysis

This PESTEL analysis of *bot penambang*, shows that technological advancements play a major role in determining the success of the business. According to Chairman of Village Development and Safety Committee Seberang Takir, Mr. Nazari Ali, in recent years there are a lot of improvement facilities has been implemented to the *bot penambang* to attract more customer. This can be supported by Mr. Mail and Mr. Sayful Islam as both of them mentioned that appearance of the boat has been improved after repairing and decorating done by state government. However, *bot penambang* still needs upgrades as there are many facilities and features in the boat that still not enough to attract customer.

Factor	Impact
Environment (ENV)	<ol style="list-style-type: none"> 1. Natural mangrove areas are potential to be developed into ecotourism sector. (ECOT.I.a)(ECOT.IV.a)(ECOT.VI.b) 2. Control the number of tourists travelling to mangrove areas due to the limited carrying capacity. (ECOT.VI.d) 3. Waste management important for ecotourism. (ECOT.VI.e) 4. Water quality also very important for sustainable ecotourism. (ECOT.VI.f) 5. Number of tourists increase will affect the mangrove ecosystem. (ECOT.VI.g)

Table 22: Environmental Factor of PESTEL Analysis

Environmental factor in *bot penambang* business is very crucial. While there are a lot of efforts to sustain *bot penambang*, there is very important to conserve the environment as well. *Bot penambang* business may contribute to environmental issues at Kuala Terengganu. In order to achieve sustainable ecotourism, many elements need to be considered such as water quality of the river and proper waste management. Ecotourism is its fastest growing component (United Nations World Tourism Organization, 2007), and a promising strategy for sustainable development. As being mentioned by En. Idham Khalil, Lecturer School of Marine and Environmental Sciences University Malaysia Terengganu, natural mangrove areas are potential to be developed into ecotourism sector with proper implementation by the boat operators and government. He also stated about carrying capacity in order to control the number of tourist travelling to mangrove areas. Mangrove areas thrive near the mouths of large rivers where river deltas provide lots of sediment included sand and mud. Mangrove roots collect sediments and slow the water's flow, helping to protect the coastline and preventing erosion. Mangroves also provide a safe haven and a nursery for a variety of fish, birds, crustaceans, and shellfish. This is

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why proper implementation program crucial at mangrove areas in order to conserve the environmental and develop sustainable ecotourism.

Factor	Impact
Legal (LEG)	<ol style="list-style-type: none"> 1. Ensuring the safety precaution of the boat is safe, inspecting boat and offer the boat license. (RC.II.a/b) 2. Every bot needs to comply with the specific terms and conditions to renew boat license. (RC.II.c) 3. <i>Nakhoda</i>/skipper needs to renew license. (RC.II.g) 4. National Ecotourism Plan 2016-2025. (ECOT.V.d) 5. Natural resources policy 1982 to conserve the environment (RC.II.i) 6. National Environmental Policy such as EQA 1974 to achieve and maintain a clean, healthy productive environment (RC.II.i)

Table 23: Legal Factor of PESTEL Analysis

Legal factor has important part in PESTEL Analysis. According to Mr. Sayful Islam, Officer of Marine Department Eastern Region, stated that every boat needs to comply with specific terms and conditions to renew boat license. On top of that, he also mentioned that to ensure the safety of *bot penambang*, the boat is inspecting in every part before Marine Department approve the boat license. Table 23 reveals three law that related closely to *bot penambang* business which are National Ecotourism Plan 2016-2025, Natural Resources Policy 1982, and Natural Environmental Policy. The National Ecotourism Plan is serving as an instrument within the overall sustainable development of Malaysia and the economy and as a tool for conservation of ecotourism sites in the country. While the Natural Resources Policy 1982 focuses on the sustainable management of natural resources to maximize their contribution to conserve the environment. Moreover, National Environmental Policy requires the federal government

to use all practicable means to create and maintain conditions under which man and nature can exist in productive harmony. Using National Environmental Policy process, agencies evaluate the environmental and related social and economic effects of their proposed actions.

5.3 Discussion about SWOT

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> A. State government subsidized the signboard "Visit Beautiful Terengganu 2017" to decorate the Bot Penambang. (POL.1) B. The state and federal government has given RM30, 000 to each boat operator to repair and decorate the boat. (POL.2) C. RM200 incentives is given monthly by Terengganu state government to boat operators. (POL.3) D. The state government is trying to conserve or increase the economic activities of Bot Penambang. (POL.4) E. When there are events or festivals organized at <i>Dunyas</i> Island, state government will give around RM2000 per day to all boat operator for carrying the tourists. (POL.6) F. The state government subsidizes the insurance boat operator. (POL.7) G. State government also gives assistance in advertising and promoting Bot Penambang. (POL.8) H. Bot Penambang is a classical and traditional boat. (SCO.4) I. The exterior look of boat has been improved after repairing and decorating. (TEC.1) J. A lot of improvement facility about the Bot Penambang already done. (TEC.2) K. Ensuring the safety precaution of the boat is safe, inspecting boat and offer the boat license. (LEG.1) L. Every bot needs to comply with the specific terms and conditions to renew boat license. (LEG.2) M. <i>Nakhoda</i> skipper needs to renew license. (LEG.3) N. State government will give subsidies to boat operator when monsoon season. (POL.9) O. Control the number of tourists travelling to mangrove areas due to the limited carrying capacity. (ENV.2) P. National Ecotourism Plan 2016-2025 to developing potential ecotourism destinations. (LEG.4) Q. Natural resources policy 1982 to conserve the environment. (LEG.5) R. National Environmental Policy such as EQA 1974 to achieve and maintain a clean, healthy productive environment. (LEG.6) S. Water quality also very important for sustainable ecotourism. (ENV.4) 	<ul style="list-style-type: none"> A. The state government has given two bots worth RM400, 000 to BPA but rejected by BPA. (POL.5) B. Monthly income of boat operators not more than RM1000 and daily income boat operator around RM20 to RM30 excluding oil expenses. (ECO.1) C. The cost of maintenance boat is high. (ECO.5) D. Income boat operator is unstable. (ECO.7) E. Inadequate income for boat operators. (ECO.8) F. Low income for boat operator. (ECO.9) G. Old-fashioned mentality of elder boat operators. (SOC.2) H. Members of BPA only look at short term issues where state governments gave 2 boats that worth RM1500, 000, they only concerned and worried about the maintenance fees. (SOC.6) I. Elder boat operators cannot accept the new ideas. (SCO.7) J. BPA are not active. (SCO.8) K. Sickness subsidy has been cancelled. (SCO.11) L. Passive attitude members in BPA. (SCO.12) M. Unmotivated attitudes among boat operators. (SCO.14) N. Old and noisy boat engines. (TEC.3) O. Most of the boat operators satisfied just to get through the current living situation without aiming better life. (SOC.15) P. Current Bot Penambang service inconvenient. (SCO.16)

Table 24: Strengths and Weaknesses of SWOT Analysis

Table 24 indicates the list of internal factor of *bot penambang*. *Bot penambang* had received plenty of subsidies from state and federal government as they really concern on issues regarding *bot penambang*. For instance, boat operator had received incentives as much RM30,000 to repair and decorate their boat. On top of that, when there were events or festivals held at Duyung Island, state government will give around RM2000 per day to all boat operators for carrying the tourists. Boat operator also received RM200 allowances monthly from the state government. Insurance of boat operator are provided by state government to reduce the burden of boat operator. These boat operator need to use all the incentives and allowances effectively in order to achieve sustainability.

In addition, *bot penambang* is a traditional and classical boat. It can only be found in certain places in Malaysia. For now, boats are still the fastest mode of transport, as taking the existing bridge doubles the travelling time (Seth Akmal, 2017). Moreover, the exterior look of boat has been improved after repairing and decorating, and facilities also been added to the boat in order to attract more customer. A lot of efforts have been taken by many parties to improve and enhance *bot penambang* condition.

Moreover, to ensure the safeness of *bot penambang*, the boat needs to be inspected thoroughly before Marine Department approves the license. Also, every boat needs to comply with the specific terms and conditions before renewing boat license. All of these elements are the strengths for the *bot penambang* as it can give assurance to customer that *bot penambang* is safe and seaworthy.

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Based on **Table 24**, list of weaknesses factors of SWOT Analysis can be observed. The major weakness of *bot penambang* is income. Income of boat operators has decreased rapidly for these past few years due to many reasons such as high maintenance of the boat. Boat operators already mentioned that they cannot afford the boat maintenance as their earned income where it is not that high. For example, monthly income of boat operators not more than RM1000 and daily income boat operators are around RM20 to RM30 excluding oil expenses.

Besides, boat operators feels demotivated and have rigid mentality that cannot be changed. For instance, members of Bot Penambang Association only look at short term issues where state governments provided two boats that worth RM500,000 to be used for ecotourism, but they only concerned about the maintenance fees of the boat instead of using it as a ecotourism product. In addition, *bot penambang* operators are from elderly people and there is lack of young generation that want to inherit this legacy due to the low income problem. The Bot Penambang Association also not active and this is why the problems do not seem to have solution as the boat operator itself do not want to improve themselves and the business as well. For instance, boat operator do not have any initiatives to improve *bot penambang* services and always be in their comfort zone without providing more than what they usually do.

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External	<u>Opportunities</u>	<u>Threats</u>
	<ul style="list-style-type: none"> A. Request to enhance the decoration of the boat again because the exterior design of boat is not attractive enough. (ECO.3) B. Ongoing food and local products selling business can be conducted on Bot Penambang. (ECO.6) C. Improve skills and knowledge of the skipper in terms of tourism. (SCO.3) D. Bot Penambang have the potential to attract tourists. (SCO.5) E. Improves the Bot Penambang service to local user. (SCO.9) F. Boat Operator needs to have initiative to wear traditional clothes. (SCO.10) G. Bot Penambang needs upgrades. (TEC.4) H. Natural mangrove areas are potential to be developed into ecotourism sector. (ENV.1) I. Waste management important for ecotourism. (ENV.3) J. Water quality also very important for sustainable ecotourism. (ENV.4) 	<ul style="list-style-type: none"> A. Income boat operator will decrease when the new bridge project completed. (ECO.2) B. The cost of changing new engine is high. (ECO.4) C. BPA strife. (SOC.13) D. Number of tourists increase will affect the mangrove ecosystem. (ENV.5)

Table 25: Opportunities and Threats of SWOT Analysis

Table 25 reveals external factors of *bot penambang*. There are many opportunities that can be expanded by boat operators to ensure sustainability of *bot penambang*. According to Seth Kamal (2017), the boats are also the best way for visitors to see Seberang Takir villages, as many cottage industries are located just a stone's throw away from the jetty, from the manufacturing of food items such as shrimp paste and anchovies, to batik printing. Boat operator also can provide all the local delicacies such as *nasi dagang* and *keropok lekori* on the boat while they are river cruising so that customer will get to know more about culture and heritage of Terengganu. Boat operator also needs to improve their skills and knowledge about tourism sector in order to attract more tourists. They also need to change their appearance and wear traditional clothes while river cruising.

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On top of that, natural mangrove areas are highly potential to be developed into ecotourism sector with proper implementation by the boat operators and government. Mangroves also provide a safe haven and a nursery for a variety of fish, birds, crustaceans, and shellfish. While river cruising to natural mangrove areas, tourists also get to know more about mangrove trees and animals at the mangrove areas. As stated by Zhanna Mingaleva and Oleg Bunakov (2014), river cruises can be successfully combined with sightseeing programs of historical and cultural directions. At the same time, recreational cruise tourism can be combined with visits to various cultural, historical, religious, natural landscapes and other tourist facilities.

Table 25 depicts the list of threats of *bot penambang*. The major threats of *bot penambang* business are that income boat operator will decrease when the new bridge project completed. This can be supported by Seth Akmal (2017), as he stated that this new development poses a concern that many will opt to use the new bridge instead of the boat service. He also mentioned about the penambang jetty, which is the main transport hub where the water taxis dock, may see even less traffic now that the state government has plans to build a second bridge.

In addition, Bot Penambang Association also has severe inside conflicts, due to the mentality of *bot penambang* members itself. Members of Bot Penambang Association cannot make decision together as they always argue and cannot adapt to the changes of *bot penambang* business. They does not want to improve themselves and their boats as

they always are in their comfort zone. Even if they keep complaining about insufficient income earned and subsidies received, they still do not take any efforts to turn the tables.

Besides, the threats that need to be concerned are the number of tourist that will affect the mangrove ecosystems. There will be difficulties to control the waste management and the number of total solid suspended (TSS). That is why carrying capacity is important in control the amount of tourist and maximum population size of the species that the environment can sustain indefinitely, given the food, habitat, water, and other necessities available in the environment. In addition, the cost of changing new engine might be expensive and the boat operators cannot afford the cost. It is quite difficult to compete with another country such as Melaka and Sarawak where the technology are more advance.

5.4 Discussion about Strategic Framework

In the strategic framework, the author explained the way on how to exploit the strengths, to overcome the weaknesses, to expand the opportunities and to reduce the threats that operators of *bot penambang* are facing.

Sustainable Development of Bot Penambang at Seberang Takir in Creating an Ecotourism Product

Strategic to achieve the objectives study

	Helpful		Harmful	
Internal	Strengths	Exploits	Weaknesses	Overcome
	<p>A. State government subsidized the signboard "Visit Beautiful Terengganu 2017" to decorate the Bot Penambang. (POL.1)</p> <p>B. The state and federal government has given RM30, 000 to each boat operator to repair and decorate the boat. (POL.2)</p> <p>C. RM200 incentives are given monthly by Terengganu state government to boat operators. (POL.3)</p> <p>D. The state government is trying to conserve or increase the economic activities of Bot Penambang. (POL.4)</p>	<p>A. The state government can establish a special fund for transforming Bot Penambang into ecotourism product.</p> <p>B. The state government should encourage community around the Seberang Takir to develop the ecotourism product such as 'keropok', 'batik', salted fish etc.</p> <p>C. The BPA should cooperate with government agency to promote Bot Penambang service through online platform and social media to increase its fame.</p> <p>D. The BPA should cooperate with the travel agency, museum</p>	<p>A. The state government has given two bots worth RM500, 000 to BPA but rejected by BPA. (POL.5)</p> <p>B. Monthly income of boat operators not more than RM1000 and daily income boat operator around RM20 to RM30 excluding oil expenses. (ECO.1)</p> <p>C. The cost of maintenance boat is high. (ECO.5)</p> <p>D. Income boat operator is unstable. (ECO.7)</p> <p>E. Inadequate income for boat operators. (ECO.8)</p>	<p>A. Transforming Bot Penambang service from local use to ecotourism sector.</p> <p>B. Upgrading the traditional boat engines to power-driven boat engines which are more environmental friendly and low maintenance cost.</p> <p>C. Restructuring the board of committee of BPA.</p> <p>D. State government can improve the boat operator's benefits such as medical subsidy.</p> <p>E. Offering courses and</p>

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<p>E. When there are events or festivals organized at Duyung Island, state government will give around RM2000 per day to all boat operators for carrying the tourists. (POL.6)</p> <p>F. The state government subsidizes the insurance boat operator. (POL.7)</p> <p>G. State government also gives assistance in advertising and promoting Bot Penambang. (POL.8)</p> <p>H. Bot Penambang is a classical and traditional boat. (SCO.4)</p> <p>I. The exterior look of boat has been improved after repairing and decorating. (TEC.1)</p> <p>J. A lot of improvement facility about the Bot Penambang already done. (TEC.2)</p> <p>K. Ensuring the safety precaution of the boat is safe, inspecting boat and offers the boat license. (LEG.1)</p> <p>L. Every bot needs to comply with the specific terms and conditions to renew boat license. (LEG.2)</p> <p>M. Nakhoda/skipper needs to renew license. (LEG.3)</p> <p>N. State government will give</p>	<p>Terengganu, Taman Tamadun Islam (TTI) to design the river cruise package as ecotourism product to attract more visitors.</p> <p>E. Inspects the environment in mangrove areas.</p>	<p>F. Low income for boat operator. (ECO.9)</p> <p>G. Old-fashioned mentality of elder boat operators. (SOC.2)</p> <p>H. Members of BPA only look at short term issues where state governments gave 2 boats that worth RM500,000, they only concerned and worried about the maintenance fees. (SOC.6)</p> <p>I. Elder boat operators cannot accept the new ideas. (SCO.7)</p> <p>J. BPA are not active. (SCO.8)</p> <p>K. Sickness subsidy has been cancelled. (SCO.11)</p> <p>L. Passive attitude members in BPA. (SCO.12)</p> <p>M. Unmotivated attitudes among boat operators. (SCO.14)</p> <p>N. Old and noisy boat engines. (TEC.3)</p> <p>O. Most of the boat operators satisfied just to get through the current living situation without aiming better life. (SOC.15)</p> <p>P. Current Bot Penambang service inconvenient. (SCO.16)</p>	<p>training about the ecotourism for boat operator to improve their confidence.</p> <p>F. Offering the motivation program to boat operator.</p>
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<p>External</p>	<p>subsidies to boat operator when monsoon season. (POL.9)</p> <p>O. Control the number of tourists travelling to mangrove areas due to the limited carrying capacity. (ENV.2)</p> <p>P. National Ecotourism Plan 2016-2025 to developing potential ecotourism destinations. (LEG.4)</p> <p>Q. Natural resources policy 1982 to conserve the environment. (LEG.5)</p> <p>R. National Environmental Policy such as EQA 1974 to achieve and maintain a clean, healthy productive environment. (LEG.6)</p> <p>S. Water quality also very important for sustainable ecotourism. (ENV.4)</p>			
	<p><u>Opportunities</u></p> <p>A. Request to enhance the decoration of the boat again because the exterior design of boat is not attractive enough. (ECO.3)</p> <p>B. Ongoing food and local products selling business can be conducted on Bot Penambang. (ECO.6)</p>	<p><u>Expansions</u></p> <p>A. Proposes the new routes for Bot Penambang for transforming in to ecotourism sector.</p> <p>B. Transforms the mangrove areas to ecotourism product.</p> <p>C. Formulates the waste management system for the</p>	<p><u>Threats</u></p> <p>A. Income boat operator will decrease when the new bridge project completed. (ECO.2)</p> <p>B. Young generation is not interested to become boat operator due to low income. (SOC.1)</p>	<p><u>Reduce</u></p> <p>A. Changes the use of boats for tourism purpose.</p> <p>B. Promotes the opportunities ecotourism to increase their participation.</p> <p>C. Limits the number of tourists</p>

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	<p>C. Improve skills and knowledge of the skipper in terms of tourism. (SCO.3)</p> <p>D. Bot Penambang have the potential to attract tourists. (SCO.5)</p> <p>E. Improves the Bot Penambang service to local user. (SCO.9)</p> <p>F. Boat Operator needs to have initiative to wear traditional clothes. (SCO.10)</p> <p>G. Bot Penambang needs upgrades. (TEC.4)</p> <p>H. Natural mangrove areas are potential to be developed into ecotourism sector. (ENV.1)</p> <p>I. Waste management is important for ecotourism. (ENV.3)</p> <p>J. Water quality is very important for sustainable ecotourism. (ENV.4)</p>	<p>mangrove areas.</p>	<p>C. BPA strife. (SCO.13)</p> <p>D. Number of tourists increase will affect the mangrove ecosystem. (ENV.5)</p>	<p>that visit to mangrove areas daily.</p>
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Issues of *Bot Penambang* at Seberang Takir

Figure 14: Conceptual Strategic Framework for Sustainable Development of Bot Penambang at Seberang Takir in Creating an Ecotourism Product

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Based on Figure 14, in order to exploit the strengths, the state government can establish a special fund for transforming *bot penambang* into ecotourism product. The state government should encourage community around the Seberang Takir to develop the ecotourism product such as 'keropok', 'batik', salted fish etc. Moreover, the Bot Penambang Association should cooperate with government agency to promote *bot penambang* service through online platform and social media to increase its fame. The Bot Penambang Association should cooperate with the travel agency, Terengganu Museum, Taman Tamadun Islam (TTI) to design the river cruise package as ecotourism product to attract more visitors.

There are several weaknesses that need to overcome. Firstly, transforming *bot penambang* service from local use to ecotourism sector. The engine of traditional boat need to be upgrade to power-driven boat engines which is more environmental friendly and low maintenance cost. Besides, the board of committee Bot Penambang Association needs to restructure to improve their skills and knowledge in handling *bot penambang*. State government should improve the boat operator's benefits such as medical subsidies. Lastly, offering courses and training about the ecotourism for boat operator to improve their confidence and provide the motivation program to boat operator.

In addition, the opportunities can be expand by doing several efforts such as proposes the new routes for *bot penambang* for transforming in to ecotourism sector. Transforms the mangrove areas to be ecotourism product is also crucial to ensure sustainable ecotourism. Last but not least, formulates the waste management system for the

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mangrove areas in order to conserve the environment and wildlife habitats in the mangrove areas.

The threats are the barriers that cannot control by *bot penambang* operators. Consequently, they need to reduce the threats by changing the use of boats for tourism purpose. Promotional tools need to be applied by providing the opportunities for young generation to increase their participation in ecotourism sector. Last but not least, *bot penambang* operator should set the limits for the number of tourists that visit at mangrove areas daily.

5.5 Chapter Summary

In this chapter, the discussions were made based on the results of analysis from the previous chapters and relate it with the literature reviews of this study. At the same time, the research questions were answered in this chapter. Simultaneously, the research objectives achievability was discussed as well.

The discussion is mainly discussed about the issues of obstacles and challenges that were faced by *bot penambang* operators. The discussion about SWOT Analysis, PESTEL Analysis and strategic framework are briefly explained in this chapter. At the end of the discussion, the research questions had been answered and research objectives also being achieved.

CHAPTER 6

CONCLUSION

6.1 Introduction

In previous chapter, the discussions were made based on the results of analysis from previous chapters and relate it with the literature reviews of this study. At the same time, the research questions were answered in this chapter. Simultaneously, the research objectives achievability was discussed as well.

The purpose of this thesis proposal is to identify the transformation of ecotourism product and *bot penambang* in Seberang Takir, it is possible to formulate strategic framework for government agencies and NGO to sustain the development of *bot penambang*.

In this chapter, the overall researches that were done will be concluded. Conclusions are drawn based on the analysis from the previous chapter. The recommendations will be concluded as well.

6.2 Recommendations

The state government can establish a special fund for transforming *bot penambang* into ecotourism product. This fund will help the bot operator to transform into ecotourism sector. Besides that, the state government should encourage community around the Seberang Takir to develop the ecotourism product such as 'keropok', 'batik', salted fish etc. In this way, the special ecotourism product will increase the number of tourist. Furthermore, the state government also can provide better public services to benefits the boat operator such as medical subsidies.

By increase its fame; the BPA should corporate with government agency to promote *bot penambang* service through online platform and social media. Besides that, the BPA should corporate with the travel agency, Terengganu Museum, Taman Tamadun Islam (TTI) attract more visitors by designing the river cruise package as ecotourism product.

Changes the use of boats change for tourism purpose with proposes the new routes for *bot penambang* for transforming in to ecotourism sector. The new routes for *bot penambang* to new location will increase the number of tourist to use boat service. Furthermore, transforms the mangrove areas as ecotourism product also can increase the demand of *bot penambang* service.

The transformation of *bot penambang* service from local use to ecotourism sector purpose will increase the business opportunities of *bot penambang*. From that, the waste

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management system will formulate for sustain the mangrove areas. Moreover, the environment in mangrove areas also needed to implement in order to maintain the environment around mangrove areas. Furthermore, limits the number of tourists that visit mangrove areas daily also important for sustainable ecotourism. Upgrading the traditional boat engines to power-driven boat engines align with environmental friendly and lower maintenance cost.

It is important to restructure the board of committee of Bot Penambang Association for *bot penambang*. This is because of the board of authorities BPA is key to success the *bot penambang* services. Decision-making are a vital part of any business and a key function of its success. Members of Bot Penambang Association need to cooperate and make an efficient and effective decision regarding their business in order to sustain this business for a long time. Ensure that the members of BPA are responsive to making effective business decisions. They can avoid any unwanted consequences to *bot penambang* business by doing this way. This helps to ensure that the business operations continue in the right direction. Besides that, increase the participation of young generation by promoting the opportunities ecotourism is very important for increasing the awareness of new generation. Decisions affect the business operations, strategy and performance every day so it is vital that participation of young generation can help to make the right decisions for this *bot penambang* business. New ideas and knowledge from young generation is very much needed in order to improve the *bot penambang* business. Millennial spend a fair amount of time on social media sites that can be used personally or professionally. Their personal social media accounts are used to connect with new

friends and stay up to date with old friends. They can use sites such as Facebook, Instagram and Twitter to promote *bot penambang* and by doing this way this business can get more attention from any potential customer. Furthermore, offering courses and training about the ecotourism for boat operator can improve their confidence. By attending this training program, the operator can enhance their skills, knowledge and ability to operate their business in positive way. This program will help the operator to attract more customers in the future. Moreover, the motivation program that offered to boat operator also important for mentality of boat operator. The motivation program not only to motivate the *bot penambang* operator, but it also can help to encourage the operator to work better in order to sustain their business.

6.3 Conclusion of Case Study

In conclusion, there is potential for government agencies and NGO to work with strategic framework to achieve the sustainable development of *bot penambang* in creating an ecotourism product. First step for *bot penambang* to improvise is to formulate a strategic framework. Therefore, the focus of the research in this study is on strategy framework in *bot penambang*. The purpose of this study is to increase the understanding of issue *bot penambang* in Seberang Takir.

In this study, the operation of *bot penambang* in creating an ecotourism product are crucial in exploring the role of ecotourism in promoting environmental learning and sustaining conservation of nature. It helps in the involving of local community for the

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conservation and preservation of the ecology and biodiversity of the area that biodiversity in return provide the economic incentives to the local community such as mangroves. For example, by creating a new route for *bot penambang*, operators can ride their boat throughout the mangroves ecosystem around the Seberang Takir to expose a tourist about the richness of the ecosystem. Thus, it can build their awareness of the conserve and preserve our nature.

Although this study had achieved its study objectives by formulating the strategic framework for sustainable development of *bot penambang* in creating an ecotourism product, it still has limitations. Since this study is only available in duration for few months in which data was collected within short period, the respondents was only focused on 6 formal expert such as government agencies and NGO. In the other hands, opinions from others government agencies and NGO are also important for this study. Idea from tourists and community around Seberang Takir can be collected as input data in the study as well.

In further study, researchers can in-depth study about the mentality or behavior of boat operator so that the researchers can have more understanding about them. For instance, this study could be used in further study where growth hampering factors for *bot penambang* could be compared. An additional area of interest for study could be to study about the potential development ecotourism products around Seberang Takir to increase demand of *bot penambang* service.

6.4 Chapter Summary

In this chapter, the overall research that was done will be concluded. Conclusions are drawn based on the analysis from the previous chapter. The recommendations as well as suggestions for government agencies and NGO will be concluded as well. The recommendations will help the government agencies and NGO to transform *bot penambang* service into ecotourism product for sustainable development.

In addition, suggestions for further study were discussed as well due to there is still a lot of research about undiscovered fog area to expand in this study as mentioned before.

The limitation that was mentioned in this study must be overcome in future study as they affect the accuracy of findings with this research. However, this limitation does not stop the current research from formulating the strategic framework.

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APPENDICES

QUESTIONNAIRES

Objective 1: To determine the transformation of ecotourism product at bot penambang in Seberang Takir

1. What is current status of bot penambang? To what extent this bot penambang operates?
Apakah status terkini bot penambang? Sejauh manakah bot penambang ini beroperasi?
2. Does the ticket sales system used now effective or not? How?
Adakah sistem penjualan tiket yang digunakan sekarang efektif atau tidak? Bagaimana?
3. What steps are taken by the government to ensure that ticket sales run smoothly?
Apakah langkah yang diambil oleh pihak kerajaan bagi memastikan penjualan tiket berjalan dengan lancar?
4. Does the government emphasize the bot penambang business to make it an ecotourism product?
Adakah pihak kerajaan menitikberatkan perniagaan bot penambang untuk menjadikan ia sebagai produk eko-pelancongan?
5. Does the government promoting a bot penambang as a traditional transportation in Kuala Terengganu? How?
Adakah pihak kerajaan mempromosikan bot penambang sebagai pengangkutan tradisional di Kuala Terengganu? Bagaimana?
6. What steps are taken by the government to maintain a bot penambang business?
Apakah langkah yang diambil oleh pihak kerajaan bagi mengekalkan perniagaan bot penambang?
7. What is the policy that can be relate to bot penambang business?
Apakah polisi kerajaan yang boleh dikaitkan dengan perniagaan bot penambang?
8. Does this government policy can be regulate efficiently and effectively?
Adakah polisi kerajaan ini dapat dikuatkuasakan dengan lebih efisien dan efektif?

Objective 2: To determine the income of bot penambang operator

1. What is the average monthly income earned by bot penambang operator?
Berapakah purata pendapatan bulanan yang diraih oleh operator bot penambang?
2. Does the income earned by bot operator able to cover the cost of living at the present time?
Adakah dengan pendapatan yang diraih ini mampu menampung kos hidup operator pada zaman sekarang?
3. What other initiatives are taken to cover the living costs (bot penambang operator)?
Apakah inisiatif lain yang diambil untuk menampung kos sara hidup anda (operator)?
4. Is the bot penambang business capable of contributing to the economic sector in the country?
Adakah perniagaan bot penambang mampu menyumbang kepada sektor ekonomi di negara ini?
5. What other initiatives were taken by the government to assist these bot penambang operators?
Apakah inisiatif lain yang diambil oleh pihak kerajaan bagi membantu golongan operator bot penambang ini?
6. Is it relevant if the ticket price is increased from RM 1.00 to RM 2.00?
Adakah relevan jika harga tiket dinaikkan daripada RM 1.00 ke RM 2.00?
7. If so, is the price of RM 2.00 set can help to reduce the burden of the bot penambang operator?
Jika ya, adakah dengan harga sebanyak RM 2.00 yang ditetapkan mampu mengurangkan tanggungan atau beban golongan operator bot penambang ini?

Objective 3: To create job opportunities

1. How many operator boats are operating now?
Berapakah jumlah bot operator yang beroperasi sekarang?
2. Is the workforce now sufficient to run this business?
Adakah tenaga kerja sekarang mencukupi bagi menjalankan perniagaan ini?
3. What steps have been taken to get the workforce among the younger generation?
Apakah langkah yang diambil untuk mendapatkan tenaga kerja dalam kalangan generasi muda?
4. What steps have been taken by the government in ensuring that the bot penambang operator's business maintained?
Apakah langkah yang diambil oleh pihak kerajaan dalam memastikan sktor pekerjaan golongan operator bot penambang terus dikekalkan?
5. Is the facility provided for bot penambang to help operators run their businesses efficiently and effectively?
Adakah kemudahan bot penambang yang disediakan dapat membantu operator menjalankan perniagaan secara efisien dan efektif?



Interview session with Mr. Sayful Islam Bin Mat, Marine Officer at Marine Eastern Region



Interview session with Mr. Mohd Nazari B. Ali, Chairman of JKKK Seberang Takir



Interview session with Mr. Asri, Special Officer
at DUN Seberang Takir



Interview session with Mrs. Zaliha Zainuddin, Director of
Tourism Malaysia (Terengganu)



Situation of *bot penumpang* at Seberang Takir Jetty



New jetty nearby Pasar Payang



Seberang Takir Jetty



Condition in *bot penambang*



Inactive Tickets Counter at Seberang Takir Jetty



Nice views can be seen while riding *hot penambang*

RIVER CRUISE

No.	Year	Indicator	Author
1.	2004	As tourism is an important industry in Singapore, in terms of employment, business activity and an income generator, the Singapore Tourism Board is continuously looking at potential avenues to make Singapore a competitive destination.	Victor R. Savage, Shirlena Huang & T. C. Chang
2.	2006	Travelling by ship is an increasingly popular way to pass ones holidays reflected by increasing passenger numbers in the cruise industry. This does not just hold for maritime but also for river cruise lines.	Astrid Dickinger & Andreas H. Zins
3.	2006	The river cruise information provided online and analyses the content provided by operators offering tours along the river Danube. Additionally an on board information system is evaluated by both, tour operators and passengers.	Astrid Dickinger & Andreas H. Zins
4.	2006	This paper reports on selected methods and empirical evidence of a study, which sought to describe the experiences of tourists during their participation in riverboat cruises in Sukau, Sabah.	Jennifer Kim Lian Chan
5.	2007	The Danube cruises have positive impact on Vojvodina Province, primarily the riparian area of the Danube. Although the benefits exclude food and accommodation expenditure, they are noticeable within the following segments: tourism promotion (broadening the scopes of Vojvodina Province as a receptive area for the foreign market through its cultural heritage and natural values); increase in foreign tourist turnover, other expenditures; new job opportunities	Aleksandra S. Dragin, Vojislav Dragin, Jovan Plavša, Andjelija Ivkov & Branislav S. Djurdjev
6.	2009	River tourism accounts for a significant proportion of the world's tourism consumption, with activities such as Nile cruises and rafting holidays making it an economically important area of tourism demanding in-depth analysis.	Cooper, Malcolm & Prideaux, Bruce.
7.	2009	However, if there were nearly 70 boat operators who are operating in the river, it is now only 25. This is because since the Sultan Mahmud Bridge was completed in the 1980s, the number of passengers who	Fauzi Baharudin

		are using <i>bot penambang</i> is decreasing as more are using the bridge facility.	
8.	2009	One of examples of the cruises is Mississippi river cruise (USA). Several cruise lines offers tours between cities with dinner. Important to note that along the Mississippi River banks are most significant tourist attractions, historic towns and cities.	D. J. Timothy
9.	2011	Cruising in Australasia is undergoing rapid growth far outstripping the increases in the United States (US) or United Kingdom (UK).	Ross Dowling
10.	2011	Cruise tourism is the fastest growing segment of leisure tourism. With its growth has come concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities	Ross A. Klein
11.	2011	The goal of this article is to illustrate how a responsible tourism lens measures the impact of cruise tourism and, with its focus on the perceptions of host communities, more effectively addresses grassroots concerns.	Ross A. Klein
12.	2011	Cruise ship employees are expected to provide high-quality services that could influence the quality of the tourist experience and the competitiveness of the organisation.	Shobana Nair Sehkarani & Daniela Sevcikova
13.	2011	The Canadian Arctic represents an emerging market in the rapidly evolving polar cruise sector. The article suggests that if local people are to become engaged participants in the development of cruise tourism in Nunavut, then it is critical that resident attitudes and aspirations are articulated, respected and acted upon.	Emma J. Stewart, Jackie Dawson & Dianne Draper
14.	2012	The resource investment choice of residents in Messina was dependent upon: their income dependency on the cruise activity, their own personal cruise experience, family size, the expected increase in welfare (i.e. increase in public and private investment), whether they are affected by urban and rural gentrification and the value placed on community life style and heritage conservation.	Juan Gabriel Brida, Giacomo Del Chiappa, Marta Meleddu & Manuela Pulina
15.	2012	Chongqing Port Authority had its opportunity to alternate the river tourism strategy from being the upstream terminal of the golden route into creating a	Wei Jia Tian, Huan Wu & Wei Song

		particular cruise course towards perceiving the panorama of continuous elevation of mountainous city, at the same time, promoting the renovation of the urban design so as to revival the typical mountain-river vista.	
16.	2013	This paper highlights the Express Boat service between Jinghong, China, PRC and Chiang Sean, Thailand, and finds out both inhibiting and facilitating factors in promoting river tourism in this region	Sompong Amnuay-ngernta & Hideki Sonoda
17.	2013	Geopark as a special tourism product has encouraged high-income economy with a lower impact on natural resources. Local community is becoming more involved and actively participating in the development of geopark, thereby taking the opportunity to enhance their social economic activities.	Norhafiza Md Sharif & Ku Azam Tuan Lonik
18.	2013	The local community engagement in tourism sector is crucial particularly to provide employment opportunities for local residents and their involvement as boat operators is seen as a good way to raise living standards and thus reducing poverty among its population.	Norhafiza Md Sharif & Ku Azam Tuan Lonik
19.	2013	River-tourism activities are rarely to be seen in the state of Kelantan. Some of the activities such as adventure water activities, white-water rafting, kayaking, boating, tubing, swimming, fishing and cruising are such an attractive and enjoyable moment which are get a high demand from the tourist around the world especially tourist who is seeking for challenges, adventures, experiences and satisfaction.	Mohamad Hafizudin Mohd Nasarudin & Arham Muchtar Achmad Bahar
20.	2014	River tourism becomes for many ports an important development area that often requires additional infrastructure investments and assessing the economic impacts of river tourism on a port region in terms of added value, created employment, port revenues, and fiscal impact.	Mitchell Van Balen, Michael Doods & Elvira Haenzendonck
21.	2014	The amount of cruise traffic that a port can generate is also related to the population and the air connections, along with the tourist appeal and the facilities shared with other types of port traffic, namely roll-on roll-off and ferries	José I. Castillo-Manzano, Xavier Fageda & Fernando Gonzalez-Laxe
22.	2014	Cruise industry has recorded rapid expansion during	Evangelia

		the last decades. Regional cruise development has raised various issues, mostly related to the impacts of the activity upon the destinations. Cruise industry has substantial contribution to local economies; however the rapid increase of ships' size and the concentration of calls are responsible for congestion phenomenon in many port-cities.	Stefanidaki & Maria Lekakou
23.	2014	River cruises can be successfully combined with sightseeing programs of historical and cultural directions. At the same time, recreational cruise tourism can be combined with visits to various cultural, historical, religious, natural landscapes and other tourist facilities.	Zhanna Mingaleva & Oleg Bunakov
24.	2015	The demand for international cruises along European rivers has recorded an increase over the last few years. Increased demand in the number of international cruises on European rivers affected the growth of capacity in the number of ships, and activities in the market of new shipping companies specializing for cruises on the European rivers.	Drazen Cucic, Boris Crnkovic & Nikolina Mezulic
25.	2017	The penambang jetty, which is the main transport hub where the water taxis dock, may see even less traffic now that the state government has plans to build a second bridge. For the boat operators, this new development poses a concern that many will opt to use the new bridge instead of the boat service.	Seth Akmal

Table 26: Indicator of 25 Scholars

RIVER CRUISE

No.	Year	Journal	Abstract	Author	Area
1.	2011	Research Note: The Growth of Cruising in Australia	Cruising in Australasia is undergoing rapid growth far outstripping the increases in the United States (US) or United Kingdom (UK). In 2008 cruising grew by 5% in the US, 12% in the UK and 26% in Australia. Although this growth is off a much smaller base than that of the US or UK, nevertheless, cruising's growth 'down under' is making the industry sit up and take notice, and as a consequence more ships are being positioned in Australia and now New Zealand during the southern summer season. Little research has been undertaken in regard to the growth and the data that is available is largely confined to industry reports. This research note summarises the current information and highlights the growth of this niche form of tourism.	Ross Dowling	Australia
2.	2011	Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability	Cruise tourism is the fastest growing segment of leisure tourism. With its growth has come concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities. These three areas are key elements in analyses focused on responsible tourism, and form a critical base from which to consider strategies to ensure the sustainable development of cruise	Ross A. Klein	General

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			<p>tourism. The goal of this article is to illustrate how a responsible tourism lens measures the impact of cruise tourism and, with its focus on the perceptions of host communities, more effectively addresses grassroots concerns. Case examples are used to identify and describe challenges faced by governments, communities, and the cruise industry. Analysis of these issues and challenges gives direction for how cruise tourism can grow in ways that are both sustainable and responsible.</p>		
<p>3.</p>	<p>2006</p>	<p>Riverboat Cruise in Sukau: The Tourist Experiences and Service Experience Attributes</p>	<p>This paper reports on selected methods and empirical evidence of a study, which sought to describe the experiences of tourists during their participation in riverboat cruises in Sukau, Sabah. The objectives of the paper are: a) to describe the tourists' experience within the riverboat cruise context; and b) to identify service experience attributes of riverboat cruise experience based on the dimensions elicited from tourists' experiences. Empirical data was collected from multi methods which consist of overt participation observation techniques and Profile Accumulation Technique (PAT). Findings show that tourist interactions with nature, the environment, other sources of stimulation (such as wildlife viewing, guides and group member interactions) are the major experiential elements of the riverboat cruises. These elements are also regarded as the service experience attributes that influenced the tourists' evaluation of the riverboat cruises. Wildlife and pristine nature environment are perceived as two significant elements that contribute positively to riverboat cruise</p>	<p>Jennifer Kim Lian Chan</p>	<p>Malaysia</p>

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4.	2017	Folks in Terengganu's Kg Seberang Takir still prefer boats	<p>experiences. Tourist experiences in the riverboat cruise are influenced by both physical/environmental and human dimensions. The paper contributes to an understanding of tourists' evaluation of the riverboat cruises and identification of service attributes for riverboat cruises in Sukau, an underresearched area. It provides managerial and practical implications for riverboat cruise management in terms of quality experience and tourist satisfaction. The use of multi methods provides a more reliable and ecological valid account of the tourists' reactions and experiences in this context.</p> <p>A 10-MINUTE boat ride to Kuala Terengganu only costs RM1 per trip for the villagers of Kampung Seberang Takir. These trips are serviced by small, roofed water taxis known as bot penambang. This used to be the only way for locals to get daily supplies from the city before a bridge connecting Kuala Terengganu to the village was built. The penambang jetty, which is the main transport hub where the water taxis dock, may see even less traffic now that the state government has plans to build a second bridge. For the boat operators, this new development poses a concern that many will opt to use the new bridge instead of the boat service. For now, boats are still the fastest mode of transport, as taking the existing bridge doubles the travelling time. The boats are also the best way for visitors to see Kampung Seberang Takir, as many cottage industries are located just a stone's throw away from the jetty. From the manufacturing of food items such as belacan and anchovies, to batik printing.</p>	Seth Akmal	Malaysia
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		<p>However, these industries may soon fade away as the younger generation have no interest in continuing the business</p>		
5.	<p>2013</p> <p>Developing River Tourism on the Upper Mekong: Challenges and Opportunities</p>	<p>Rivers are fascinating places which constitute a significant tourism resource of cultural heritage and natural environment. Surprisingly, there is little attention among policymakers involved in the development of river tourism on the upper Mekong that has not been fully utilized for tourism purposes compared with its lower part. This paper highlights the Express Boat service between Jinghong, China, PRC and Chiang Sean, Thailand, and finds out both inhibiting and facilitating factors in promoting river tourism in this region. Security and low water level are major inhibiting factors while the growing demand on cross-border tourism is the facilitating force. Qualitative research approach was conducted in China and Thailand where major informants exist. The study reveals indifference toward river tourism by policy-makers in Thailand as underlying cause of stagnancy. Findings of the research illustrate the importance of alliances and collective destination marketing to bring the Express Boat service back on the right track.</p>	<p>Sompong Amnuay-ngemtra & Hideki Sonoda</p>	<p>Thailand</p>
6.	<p>2012</p> <p>Cruise Tourism Externalities and Residents' Support: A Generalized Ordered Logit</p>	<p>This paper investigates residents' preferences towards cruise tourism investment in their home port. The research uses data collected during the peak cruise season in 2011 at Messina, a port of call in Sicily, Italy. A generalized ordered logit analysis is run to analyse what factors influence the residents' preferences</p>	<p>Juan Gabriel Brida, Giacomo Del Chiappa, Marta Meleddu &</p>	<p>Italy</p>

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		Analysis	towards investment in cruise tourism. Positive and negative externalities produced by this economic activity, as well as socio-demographic and economic determinants are taken into account. Overall, the resource investment choice of residents in Messina was dependent upon: their income dependency on the cruise activity, their own personal cruise experience, family size, the expected increase in welfare (i.e. increase in public and private investment), whether they are affected by urban and rural gentrification and the value placed on community life style and heritage conservation. Nevertheless, residents would tend to decrease investments in cruise activity if they are female, retired or perceive the environment to be deteriorating. Implications for policy makers are drawn from the empirical findings.	Manuela Pulina	
7.	2014	An analysis of the determinants of cruise traffic: An empirical application to the Spanish port system	We study the determinants that affect the capacity of ports to attract cruise ships in Spain. The conclusion is that the likelihood of having cruise traffic is linked to ports located in populous areas and close to large airports. ports not specialized in container traffic but sharing facilities with ferries traffic and ports having a minimum depth of water. The amount of cruise traffic that a port can generate is also related to the population and the air connections, along with the tourist appeal and the facilities shared with other types of port traffic, namely roll-on roll-off and ferries.	José I. Castillo-Manzano, Xavier Fageda & Fernando Gonzalez-Laxe	Spanish
8.	2012	Urban Panorama	The upstream cities of Yangtze River have been witnessing	Wei Jia Tian,	Spain

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	<p>Tourism Planning A View from River Tour Course in Post-Three Gorges Era</p>	<p>significant transforming since the beginning of the construction of the Three Gorges hydroelectric planet project. Chongqing Port Authority had its opportunity to alternate the river tourism strategy from being the upstream terminal of the golden route into creating a particular cruise course towards perceiving the panorama of continuous elevation of mountainous city, at the same time, promoting the renovation of the urban design so as to revival the typical mountain-river vista. This paper bases on the panoramic research of Chongqing peninsula; discusses the characteristic aspects of the three-dimension sightseeing of the mountainous city on the cruise route, which widely exists in the Three Gorges region as well. And this method is different from the two dimensional approach of skyline analysis which is more suitable for the topographic area. The achieved work can offer the tourism-related sectors a sustainable assistance to deal with “tourbanism” topics in the urban regeneration process in the Three Gorges regions.</p>	<p>Huan Wu & Wei Song</p>
<p>9.</p>	<p>2013</p> <p>Boat Operators Of Kilim Geopark, Langkawi - Profiles, Business Practices And Perception Towards Tourists</p>	<p>Geopark as a special tourism product has encouraged high-income economy with a lower impact on natural resources. Local community is becoming more involved and actively participating in the development of geopark, thereby taking the opportunity to enhance their social economic activities. The local community engagement and participation in tourism sector is crucial particularly to provide employment opportunities for local residents. Data for this study is gathered via questionnaire</p>	<p>Norhafiza Md Sharif & Ku Azam Tuan Lonik</p>
			<p>Malaysia</p>

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		<p>administered using census method conducted through postal services on 26 respondents selected from boat operators who registered under the cooperative community Kilim Village Langkawi Berhad in July 2012. The purpose of this study is to evaluate the profile information of boat operators in Kilim Geopark. Subsequent, this study was to examine the business details as well as to analyse the pattern of tourist arrivals at Kilim Geopark. Their involvement as boat operators is seen as a good way to raise living standards and thus reducing poverty among its population. The authorities should take the initiative in developing the tourism industry in the Kilim Geopark without prejudice to the adverse effects on the economy, society and environment. The finding showed the majority of 18 people (85.7%) of boat operators started the business with RM0 to RM75, 000. The study revealed that 10 people (47.6%) of boat operators earned RM1001 to RM2000 monthly income. According to the boat operators, the highest tourist visiting Kilim is in June and November. For the Arab countries, 47.6% of respondents expressed the highest visit in June while 19% of respondent state the highest number of European tourists recorded in January and June. This study also showed 10 people (47.6%) of respondents indicated the concentration of tourist visiting the Kilim Geopark during school holidays. This study concludes that the success of a program to encourage entrepreneurs to venture into business operations should be</p>	
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	10.	2013	River Tourism: A Potential in Pergau River, Jeli, Kelantan	<p>supported by strengthening the background and their</p> <p>The study emphasize on the river-tourism prospect in which determining a new potential place for river-tourism area. Pergau River, Jeli, which is located at the southwest of the state of Kelantan, is the location to be chosen since the preliminary observation had shown that the river have many resources which are favorably in providing the river-tourism activities resources. River-tourism activities are rarely to be seen in the state of Kelantan. Some of the activities such as adventure water activities, white-water rafting, kayaking, boating, tubing, swimming, fishing and cruising are such an attractive and enjoyable moment which are get a high demand from the tourist around the world especially tourist who is seeking for challenges, adventures, experiences and satisfaction. This research paper consider several elements in river-tourism prospect include the geomorphological study of the Pergau River, Water Profile Study, Social Survey and also study of the suitability for nature-tourism area. All of those elements are important in determining Pergau River and surrounding area as a potential spot for river-tourism activities. The conclusion of the paper shows significant and scientific proves of the suitability and potential of the area, in terms of physical, biological, ecological and social aspect to be considered as one of the river-tourism spot in the state of Kelantan.</p>	<p>Mohamad Hafizudin Mohd Nasarudin & Arham Muchtar Achmad Bahar</p>	Malaysia
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11.	2006	Adoption of Innovative River Cruise Information Systems	<p>Travelling by ship is an increasingly popular way to pass ones holidays reflected by increasing passenger numbers in the cruise industry. This does not just hold for maritime but also for river cruise lines. Increasingly young travellers who search for trip information online are attracted by this sort of holiday. Thus this paper examines the river cruise information provided online and analyzes the content provided by operators offering tours along the river Danube. Additionally an on board information system is evaluated by both, tour operators and passengers. The survey among the passengers shows that there is a strong willingness to use the information service, primarily determined by the usefulness and ease of use of the system. In summary, this paper provides a comprehensive dual view of operators and customers with respect to river cruise information systems.</p>	Astrid Dickinger & Andreas H. Zins	Austria
12.	2015	Nautical Tourism - River Cruise one of the factors of growth and development of Eastern Croatia	<p>Tourism is the most complex and the most dynamic socio-economic phenomenon. The basic hypothesis of this paper is that tourism in Croatia is one of the key sectors of the economy, however, it is questionable whether the river tourism as a form of tourism is sustainable in the future. The demand for international cruises along European rivers has recorded an increase over the last few years. The total number of cruises in 2012 amounted to 90.000, which is almost 12% more cruises than compared to 2011. Increased demand in the number of international cruises on European rivers affected the growth of capacity in the number of</p>	Drazen Cucic, Boris Crnkovic & Nikolina Mezulic	Eastern Croatia

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13.	2009	Nostalgia of bot penambang	<p>ships, and activities in the market of new shipping companies specializing for cruises on the European rivers. There were 235 ships docking in passenger ports of cities Vukovar and Ilok located on the Danube as part of international cruises during 2012. Year after year, Vukovar, Ilok and Osijek marked an increase in the number of tourist cruise ships docking on the Danube River. According to the Vukovar Port Authority visits to Vukovar from the international cruises started in 2002, while the visits to Ilok started in 2007. The reason for this is certainly in the construction of the required infrastructure for the docking of the ships (Aljmaš and Batina). The increase in the number of cruises on the Danube is certainly a key factor in the development of continental tourism, especially in Eastern Croatia, which is still feeling the effects of the war of aggression and the world economic crisis. The aim of this paper is to highlight and analyze the existing resources in the river tourism in Eastern Croatia. detect main reasons: (in) visibility dock in Vukovar and Ilok. (un)attractive tourist facilities and offer a solution for increasing the use of tourism services on land and increasing the total number of arrivals of the same.</p>	Fauzi baharudin	Malaysia
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		<p>to use the boat service as it is faster and cheaper. However, if there were nearly 70 <i>bot penambang</i> who are operating in the river, it is now only 25. This is because since the Sultan Mahmud Bridge was completed in the 1980s, the number of passengers who are using boat operators is decreasing as more are using the bridge facility.</p>		
14.	<p>Cruise Tourism and Residents in Arctic Canada: Development of a Resident Attitude Typology</p>	<p>The Canadian Arctic represents an emerging market in the rapidly evolving polar cruise sector. Since 1984 when cruises began in this region, cruise ship activity has been sporadic, but in 2006 the number of cruises to Nunavut doubled from 11 to 22. This elevated level of growth has persisted with ice strengthened cruise vessels conducting between 23 and 26 separate cruises through Arctic Canada each year from 2007 to 2010. With a warming climate some suggest this trajectory of growth will continue as sea ice diminishes and passages open up. Despite this growth little is known about this burgeoning sector from the perspectives of local residents. Through two community case studies local attitudes toward cruise tourism are positioned in a resident attitude typology. In Cambridge Bay, where cruise tourism is just emerging, resident attitudes were found to gravitate toward the passive-favourable areas of the typology. By contrast, in Pond Inlet, which is one of the most visited cruise destinations in Nunavut, attitudes were more varied with some individuals expressing degrees of resistance. The article suggests that if local people are to become engaged participants in the</p>	<p>Emma J. Stewart, Jackie Dawson & Dianne Draper</p>	<p>Arctic Canada</p>

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	<p>Danube in Vojvodina Province as a Segment of Global Tourism</p>	<p>countries in the area. The aim of the paper is to explore the potential benefits for the receptive countries and regions, particularly Vojvodina (Province of Serbia) by launching this tourist product to the world market. The results of the analysis have shown that the Danube cruises have positive impact on Vojvodina Province, primarily the riparian area of the Danube. Although the benefits exclude food and accommodation expenditure, they are noticeable within the following segments: tourism promotion (broadening the scopes of Vojvodina Province as a receptive area for the foreign market through its cultural heritage and natural values); increase in foreign tourist turnover, other expenditures; new job opportunities (adequate infrastructure and superstructure – rendering services to ships, crew and passengers) – harbors, carriers, souvenir shops, etc. The results of the research may initiate further studies on the cause and effect connections between this type of traveling and resources of receptive countries, upon which the travels are based, both aiming at adequate design and launching of the tourist offer, i.e. the optimal development of receptive countries through sustainable tourism.</p>	<p>Dragin, Jovan Plavša, Andjelija Ivkov & Branislav S. Djurdjev</p>
<p>17.</p>	<p>River Tourism</p>	<p>Rivers constitute a major tourism resource, providing spectacular settings, recreation facilities, a means of transport, a sense of heritage and adventure, and links with the environment and natural world. River tourism accounts for a significant proportion of the world's tourism consumption, with activities such as Nile</p>	<p>Cooper, Malcolm & Prideaux, Bruce.</p>
			<p>Australia</p>

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18.	2004	River tourism development: The case of the port of Brussels	<p>cruises and rafting holidays making it an economically important area of tourism demanding in-depth analysis. This book explores river tourism from a range of perspectives including uses, heritage, management, environmental concerns, and marketing.</p> <p>River tourism becomes for many ports an important development area that often requires additional infrastructure investments. As such there is a need to understand whether such investments are legitimized by the expected economic impacts. To this end we develop a scenario planning method to assess the economic impacts of river tourism on a port region in terms of added value, created employment, port revenues, and fiscal impact. We illustrate the method through the case of Brussels, which involves desk research, 19 interviews with diverse stakeholders, macroeconomic data and workshops with senior port management. The case illustrates step-by-step how to determine economic impacts under different scenarios. We argue that such an exercise aids port managers with examining the business case for river tourism and to determine the optimal level of investments in river tourism infrastructure. We conclude by offering managerial recommendations and discuss how the method can be applied to other cases.</p>	Mitchell Van Balen, Michael Doods & Elvira Haenzendonck	Brussels, Belgium
19.	2014	Cruise carrying capacity: A conceptual	<p>Cruise industry has recorded rapid expansion during the last decades. Regional cruise development has raised various issues, mostly related to the impacts of the activity upon the</p>	Evangelia Stefanidaki & Maria Lekakou	General

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	<p>approach</p>	<p>destinations. Cruise industry has substantial contribution to local economies; however the rapid increase of ships' size and the concentration of calls are responsible for congestion phenomenon in many port-cities. To that extent, the sustainability of the activity can be questioned. Current research focuses on the economic impacts while, recently, there is an increasing interest on environmental matters from both sides-business and society. The recent demonstrations in Venice may be used as an incident of a raising awareness of the local communities regarding the cruise activity and its impacts both on the city and the way of life. Carrying capacity is an old fashioned concept more urgent than ever due to the increased capacity of cruise ships alongside with the intense vulnerability of coastal areas. The aim of this paper is to approach the concept of carrying capacity and to develop a wide list of comprehensive and descriptive indicators which can be used for the determination and practical analysis of the cruise carrying capacity of a destination, by involving cruise experts.</p>		
<p>20.</p>	<p>2014</p> <p>Innovative ways of using the tourist potential as the basis of territories development</p>	<p>Today tourism is becoming an increasingly important factor for social and economic development of society, ensuring the flow of money in business sector. local, regional and federal budgets, contributes to the creation of additional jobs and stimulates the self-employed population in general, has positive impact on the level and quality of living in tourist areas. The development of tourism contributes to the preservation of national, historical and cultural traditions of the nations, primarily due to expansion of</p>	<p>Zhanna Mingaleva & Oleg Bunakov</p>	<p>Russia</p>

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	21.	2004	The Singapore River thematic zone: sustainable tourism in an urban context	<p>historic, military and patriotic, cultural and ethical tourism. Many regions of Russia have great natural and recreational resources, rich historical and cultural values, which can and should be used for the comprehensive development of inbound and domestic tourism. River cruises can be successfully combined with sightseeing programs of historical and cultural directions. At the same time, recreational cruise tourism can be combined with visits to various cultural, historical, religious, natural landscapes and other tourist facilities.</p> <p>This paper explores the concept of sustainable tourism and how it applies to urban destinations such as Singapore. As tourism is an important industry in Singapore, in terms of employment, business activity and an income generator, the Singapore Tourism Board is continuously looking at potential avenues to make Singapore a competitive destination. We examine the use of thematic zones in Singapore as a strategy to achieve its ambition of becoming a tourism capital of the world. By focusing on a case study of Singapore River thematic zone (one of the 11 thematic zone identifies by the Singapore Tourism Board), we assess the viability of thematic zones in ensuring sustainable urban tourism. The paper closes with some theoretical reflections and policy implications arising from our key findings.</p>	Victor R. Savage, Shirlena Huang & T. C. Chang	Singapore
22.	2009	River Tourism		<p>Rivers have been developed in the past century beyond their natural courses to include dams for reservoirs, wildlife preserves,</p>	D. J. Timothy	USA

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			<p>national parklands and regions of cultural heritage. Likewise, many river corridors have been developed throughout the USA as important tourism assets (Zube, 199). The purpose of this chapter is to describe the current situation of tourism and recreation on the Mississippi and Colorado Rivers in the USA. It highlights the unique trends and problems associated with each and then examine how they are used in contemporary society and how they assist in forming regional tourism products.</p>		
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Table 27: Abstract of 25 Scholars for River Cruise

ECOTOURISM

No.	Year	Journal	Abstract	Author	Area
1.	2000	A Study Of The Impact Of Ecotourism On Environmental Education And Conservation: The Case Of Turtle Watching At An Australian Site	The importance of environmental education as a component of ecotourism is highlighted. The extent of environmental education and its impact on attitudes to conservation of sea turtles and actions by ecotourists to support such conservation as a result of their visits to Mon Repos Conservation Park (Queensland), an important marine turtle rookery, is examined. To do this, results from 519 usable survey forms completed by ecotourists are analyzed. It is found that a considerable amount of environmental education is obtained by visitors and that this has positive and statistically significant impacts on their desire to protect sea turtles and their intended actions to do so. The importance of the interaction of tourists with wildlife as a contributor to their pro-conservation sentiments and actions is also discussed.	Clem Tisdell and Clevo Wilson	Australia
2.	2004	Ecotourism and Sustainable Development in Costa Rica	The purpose of this paper is to provide a synopsis of the current issues facing ecotourism in Costa Rica; critically examine the impacts and challenges of ecotourism; analyze the potential of ecotourism as a strategy for sustainable development; look at ways in which ecotourism and sustainable development can be evaluated; and suggest ways to improve current ecotourism practices and policies for Costa Rica. What are the impacts and	Bernardo Duhá Buchsbaum	Central America

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		<p>challenges of ecotourism? What are the possible benefits that ecotourism can bring? Is ecotourism in Costa Rica sustainable? Based on the guiding principles of ecotourism, a legitimate argument can be made that ecotourism in Costa Rica has not produced desired outcomes and is not sustainable. However, an equally strong argument can be made that although ecotourism may not currently be sustainable, it has yet to fully mature, and has shown signs that it can achieve a balance between development and conservation goals. Ecotourism has more promise for achieving sustainability than alternative types of land use such as agriculture, cattle grazing, logging, or mass tourism. Whether or not ecotourism in Costa Rica will prove to be sustainable in the long-term remains to be seen. In order to increase the likelihood that ecotourism achieves goals of sustainable development in Costa Rica, all of the key actors must to begin to take more proactive measures in order to ensure that ecotourism is carefully planned and implemented. Ecotourism must account for social, economic and environmental implications, in order to succeed. A much more balanced and integrated approach, founded on the guiding principles of sustainable development, is essential to maximize the benefits and minimize the negative impacts of ecotourism in Costa Rica.</p>	Sanjay K. Nepal	General
3.	2004	Mountain Ecotourism: Global Perspective on		

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	<p>ecotourism is or should be, it is generally believed that ecotourism in the mountains will foster responsible tourist behavior, conservation of important wildlife habitats and ecosystems, appreciation of local cultures and traditional life styles, and provision of sustainable forms of livelihood for people living in remote and communities. This paper provides an overview of the trends in mountain ecotourism and suggests that any attempts towards mountain ecotourism should focus on sustainability; diversity; institutional reforms; gender equity; local, regional and global economic integration; local financial incentives; and peace and security. The paper concludes with the proposition for a framework for mountain ecotourism site designation.</p>		
<p>4.</p>	<p>Challenges and Opportunities</p>	<p>The fast pace of tourism development around the world is causing untold damage to some of the most endangered ecological systems. From Dubai to Honolulu and from Cancun to Beijing, the environmental impacts of tourism are alarming. Ecological restoration (ER) of disturbed lands should be an important approach to sensitive tourism planning. This paper addresses the need for restoring biodiversity and how ecotourism has shown to be a strong force in the field of ER. Two examples (one each of private and community based ecotourism) incorporating ER will be highlighted in this paper: Phinda Game Reserve, South Africa and the Baboon Sanctuary in Belize. We call for greater dialogue across disciplines, notably ER,</p>	<p>Sylvie Blangy, Hitesh Mehta,</p>
			<p>South Africa and Central America</p>

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5.	2007	Sustainable Ecotourism Development in Central America and the Caribbean: Review of Debates and Conceptual Reformulation	conservation science and ecotourism. Tourism is one of the world's largest economic sectors. Ecotourism is its fastest growing component (United Nations World Tourism Organization 2007), and a promising strategy for sustainable development. Rural Central America and the Caribbean are in need of sustainable development and contain promising ecotourism sites. Despite their empirical importance and potential, tourism and ecotourism as research topics present several difficulties. This article surveys recent tourism and ecotourism scholarship and pays special attention to other recent literature reviews that contribute to that scholarship. It offers a three-dimensional view of sustainable ecotourism development based on ecological integrity, economic viability, and social justice. Our common conception of ecotourism needs to broaden. It is typically presented as one of many distinct alternatives to mass tourism such as cultural, historical, and agro-tourism. It is more fruitful to view alternative tourisms as synergistic components of a sustainable tourism ensemble. The article explores consequences of neglecting any of the three sustainability dimensions. It concludes by summarizing the article's contributions to the practice and analysis of sustainable ecotourism development.	Thomas Klak	Central America
6.	2007	Integration Of Environmental	Sri Nan National Park is one of the famous tourist destinations, located in Nan Province, Northern Thailand. The area of Sri Nan	T. Utarasakul, C. Lekprayoo,	Thailand

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	<p>Management System For Ecotourism Development In Sri Nan National Park, Nan Province, Northern Thailand</p>	<p>covers 934 square kilometers, making up with massive mountains and hill ranges with several spectacular natural environments. To date, the tourist number in Sri Nan has been increasing and so does the negative impacts on its natural environment. Therefore, this research intends to integrate the concept and principles of environmental management system to develop an ecotourism management in Sri Nan National Park. Environmental management system provides a method to integrate functional elements toward the four principles of Ecotourism: nature-based tourism, sustainably managed tourism, environmentally education-based tourism and community participation-based tourism. Prominent environmental aspects such as number of tourist, water consumption, garbage loads, parking area, and camping site were selected. At present, tourists consume water about 10.8 liters/person/ day and generate wastes 0.6 kg/person/ day. The suitable number of tourists to stay overnight camping at Doi Sa Mer Dao and Pha Chu are approximately 550 persons/day. In addition, the results of this study will be used to develop suitable tourism activities and the management plan for ecotourism using holistic approaches.</p>	<p>A.Pradatsundaras ar and K. Thirakhuapt</p>
<p>7.</p>	<p>Ecotourism And The Economy: Case Study Of Mara & Amboseli</p>	<p>The Kenyan government sees ecotourism as having the potential of becoming a moderately useful tool for locally directed and participatory rural development based on a rational utilization of environmental and cultural resources on which tourism relies on. We therefore need a better understanding of ecotourism's</p>	<p>Roselyne N. OKECH</p>
			<p>East Africa</p>

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		In Kenya	<p>impacts, and how those impacts are affected by various development and management strategies. Furthermore, ecotourism not only provides revenue and employment, but also causes undesirable environmental and social change. Unfortunately, these costs of ecotourism development are rarely evaluated in detail. If ecotourism is indeed promoting a region's welfare, it is vital that apart from the economic potential, environmental and social costs that also need to be identified, these costs enter into any decisions about ecotourism development. This paper contributes to a greater understanding of the linkages between ecotourism and the economy from the Kenyan perspective. Research was undertaken in communities adjacent to Masai Mara and Amboseli area in Kenya. The study examined the relationships between ecotourism and economy with a view to understanding how the benefits, if any, are utilized within the communities.</p>		
8.	2009	Nature Based Tourism And Ecotourism	<p>Much debate and confusion has surrounded the terms 'nature based tourism' and 'ecotourism'. Ecotourism is often used interchangeably with other terms such as nature based tourism, sustainable tourism, green tourism, responsible tourism and soft tourism. While some elements of these different tourism types are similar, the terms are neither synonymous nor mutually exclusive.</p>	Tourism Western Australia	General
9.	2009	Evaluating The Net	<p>This review examines what outcomes ecotourism has achieved in</p>	Ralf Buckley	General

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		<p>Effects Of Ecotourism On The Environment: A Framework, First Assessment And Future Research</p>	<p>regard to environmental issues. It proposes an analytic framework distinguishing four types of mechanism: those which can generate positive effects; those which can reduce negative effects; those which can increase negative effects; and contested issues, including scale and mainstreaming. It then discusses the barriers to evaluating ecotourism's environmental record. These include: problems of definition; the use of eco-labels; and the range of inclusion within any analysis. Finally, it outlines a series of future research priorities including: product and enterprise analysis; the value and importance of codes, interpretation and marketing, the potential significance of new community and political mechanisms; and post-trip lifestyle change.</p>		
<p>10.</p>	<p>2009</p>	<p>Social And Environmental Effects Of Ecotourism In The Osa Peninsula Of Costa Rica: The Lapa Rios Case</p>	<p>Ecotourism comes with a definitional promise to promote responsible travel to natural areas, to make a positive contribution to environmental conservation, and to enhance the well-being of local communities. This article summarizes a study designed to test whether the Lapa Rios Eco-lodge of the Osa Peninsula of Costa Rica, a widely acclaimed example of the species, delivers on these promises and to what degree. The study uses an interdisciplinary nested-scale analysis, combining careful on-the-ground interview methods with remote sensing analysis of forest and land-use impact of the Lapa Rios (LR) lodge. This combination of methods allows us to reject the null hypothesis, confirming that LR lodge has made substantial contributions to both local livelihoods and environmental conservation, including</p>	<p>Angelica M. Almeyda Zambrano, Eben N. Broadbent and William H. Durham</p>	<p>Central America</p>

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11.	2010	Sustainable Ecotourism: The Case of East Malaysia	<p>the highest rates of reforestation of all areas studied in the Osa Peninsula. We conclude that LR fulfils the definitional promise of ecotourism and delivers social, economic, and environmental benefits in the region</p> <p>The paper highlights sustainable ecotourism in East Malaysia and focuses on the tourism environment of Sabah and Sarawak, the two states in East Malaysia. It describes the pattern of the monthly international tourist arrivals for 2002 to 2009, and it identifies the peak and lean periods of visitors for East Malaysia by using seasonal decomposition procedures. The paper concludes with the strategic impacts and policy recommendations of tourism development towards sustainable ecotourism for the industry players as well as policy makers.</p>	K. Jayaraman, Soh Keng Lin, Li Lian Yap, Wooi Leng Ong	Malaysia
12.	2012	Community-Based Ecotourism and Livelihood Enhancement in Sirigu, Ghana	<p>Tourism/ecotourism has the greatest pro-poor impact on rural communities because the customer comes to the facility/product creating room for direct sell thus fostering the creation of the economic multiplier effect. As a result of overuse of farmlands over the years, yields from agriculture have been dwindling culminating in the phenomenon of "trying livelihoods" in Sirigu. Alternatively, some residents are now taking control of their own destiny by embracing tourism development as a means to enhancing their livelihood. A sample size of 440 respondents was obtained from the community making use of both simple random and purposive sampling techniques. Results analyzed</p>	Manu, Isaac Kuuder, Conrad- J. Wuleka	West Africa

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			<p>revealed that stakeholders were serious minded about issues regarding the tourism-development nexus. Many women were engaged in tourism related income generation activities and revenue accruing to the community was quite impressive. The study recommended that a map of the village be availed to visitors to foster private/guided village tours and domestic tourism be encouraged to further boost receipts.</p>		
13.	2013	Spotlight on Sustainability: Origins of Ecotourism	<p>Ecotourism is that tourism that involves traveling to relatively undisturbed natural areas with the specific object of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas. Ecotourism implies a scientific, esthetic, or philosophical approach, although the 'ecotourist' is not required to be a professional scientist, artist, or philosopher. The main point is that the person who practices ecotourism has the opportunity of immersing him or herself in nature in a way that most people cannot enjoy in their routine, urban existences. This person will eventually acquire a consciousness and knowledge of the natural environment, together with its cultural aspects, that will convert him into somebody keenly involved in conservation issues</p>	Court Whelan	General
14.	2013	The Principles of Sustainable Environmental	<p>Ecotourism stands to reason that there are many differences between the developing world and the developed world when it comes to issues of sustainability and sustainable community</p>	Mir Mehrdad Mirsanjari	General

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	<p>Tourism Development</p>	<p>development. Planners and managers must also face the problems that may arise. These issues tend to be complex. Ecotourism, by its very nature, builds up expectations and raises the risk of hit-and-run tourism; this is described as an influx of nature-lovers and culture-addicts to the latest wild spot, followed by its abandonment once discovered and degraded. Tourism has proved to have negative impacts as well as the positive ones. It is criticized for contamination indigenous culture. This takes the form of changing values resulting in social a ladies like drug addiction, child prostitution, etc. Moreover, ecotourism attractions can be located in the most remote and rural areas. Many elements are involved when designing an optimal ecotourism strategy. Sustainable development is an important aspect of ecotourism development that involves harvesting our natural resources without depleting or permanently harming them. Sustainable development not only ensures that consumption of tourism does not exceed the agility of the host destination to prosper, but also provides for the freedom, education and welfare of the host community. The physical environment, economy, and social make up of these two regions of the world are very different and therefore are subject to different problems, requiring individual methods of approach and research Ecotourism creates an impact on natural ecosystems but more importantly, it offers a way to promote conservation in ecologically fragile regions: benefit the economies of local</p>		
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			<p>communities; provide the public with a nature-based education experience. In this article the site design of any ecotourism area will include many different elements</p>	
15.	2013	<p>Role of Ecotourism in Sustainable Development</p>	<p>This chapter has revealed that there is a need for sustainable development in tourism, and the connection between tourism and environment is much stronger than in other sectors. Ecotourism must account for social, economic and environmental implications, in order to succeed. The purpose of this study look at ways in which ecotourism and sustainable development can be evaluated; and suggest ways to improve current ecotourism practices. In parallel with this purpose, it was aimed at looking for an answer to questions of: What is Ecotourism? “What might be the effects of ecotourism?” What are the impacts and challenges of ecotourism? What are the possible benefits that ecotourism can bring? Within this scope, we focused on ecotourism’s definition, its objectives, the reasons of its emergence and development, its principles, its types, its environmental, social and economic impacts; ecotourism and sustainable development and on the examination of approaches to ecotourism in Turkey and Europe.</p>	<p>Tuğba Kiper Turkey & Europe</p>
16.	2013	<p>Sustainable Ecotourism Established on Local Communities</p>	<p>This dissertation chiefly examines the difficulties and principles of establishing sustainable ecotourism based on local communities. Furthermore, mainly address management techniques of sustainability in Costa Rica, a country with a</p>	<p>Jing Li Central America</p>

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	<p>growing reputation as an ecotourist destination; meanwhile, throw light upon that effective management and setting up Green Certification Program could improve efficiency. It has been noted that the importance of establishing ecotourism in promoting sustainable maintenances, cultural preservation, and biodiversity conservation within indigenous communities. However, widely management methods to identify the potential and gauge the progress of ecotourism sites have yet to emerge, which is due to there have been few practical assessments of the status of ecotourism at specific locations. In addition, putting ecotourism theory into practice would be much more complicated than originally thought. As far as I am concerned, practical principles combining the most integrated approach would considerably bring mutual benefits between ecotourism and local communities, as appropriate management could help to achieve a balance between conservation and development. With regard to the overall research approach, a case study in Costa Rica will gain prominence in the establishment of sustainable ecotourism since previous research and experience would be highlighted and explored in depth. To some extent, it could be predicted that some gaps between theory and practice of ecotourism would be improved by promoting its sustainability based on communities, resources and economics. As a whole, establishment of benchmark for assessing sustainable ecotourism would be explored as a broader conservation strategy and offers</p>	
	<p>and Its Assessment System in Costa Rica</p>	

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17.	2013	Environmental Effects Of Ecotourism In Indonesia	<p>suggestions for further improving the potential of ecotourism.</p> <p>The ecotourism is global issues who most talked lately in Indonesia, it is one of the activities special tourist interest which low impacts on natural tourism. The presence of ecotourism in the era of sustainable and tourism development mission should be minimum negative impacts, both on the environment resources and on socio-cultural local values. Ecotourism activities were more oriented on the utilization of natural resources, the natural ecosystems and have not been polluted yet. However, when all of tourism development cannot be separated from the negative impacts, such as ecosystem distress in ecotourism object when visited by large number of tourists, there are many conflicts of interest between the ecotourism management with local communities, especially regarding the benefits sharing and its accessibilities. The purpose of this paper is to identify the environmental impacts arising as a result of ecotourism activities and to find out alternative efforts in mitigating the environmental impact of ecotourism activities. Carrying capacity of ecotourism is not just limited to the number of visits, but also covers other aspects, such as: (1) ecological capacity that is ability of natural environment in providing the needs of tourists, (2) physical capacity, that is ability of facilities and infrastructure in providing the needs of tourists, (3) social capacity, that is ability to absorb tourism activities without the negative impacts on the local communities. (4) the economic</p>	Regina Butarbutar, Soemarno,	Indonesia
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18.	2014	A Study on the Environmental Impacts of Ecotourism in Kodagu District, Karnataka	<p>capacity, that is ability to absorb destination commercial efforts and accommodate any interests of the local economy.</p> <p>Ecotourism is a new concept in the tourism industry of India, which essentially developed since past 20 years. However, India's cultural and natural potential for ecotourism is well established. Over many neighboring countries, India has great advantages for ecotourism with many scenic attractions and diversified ecology. Among other destinations, Kodagu district of Karnataka state has emerged as a new ecotourism destination with the unique natural landscape, multifarious fauna and flora species along with diversified culture. Since ecotourism was not quickly developed in Kodagu district, it brought many benefits to local community and natural environment. However, it also caused numerous negative impacts for natural resources, ecology and local environment. This study is conducted to examine the positive and negative environmental impacts of ecotourism in Kodagu district. The study involved the participations of the experts who have visited and settled in the district. By using the questionnaire method as data collection, the study analyzed both quantitative and qualitative data. The canvassed questionnaire method is employed to obtain empirical data from the expert's interview like local community leaders, chief of Non-Government Organizations (NGO), owners of travel agencies and chief or employer of local authorities. Furthermore, the document analysis method is used to acquire the primary data from prior</p>	Vishwanatha.S, Chandrashekara.B	India
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	19.	2014		<p>literature and public materials. The study focuses on analyzing collected data in order to generalize the environmental impacts of ecotourism in Kodagu district. The result of study provides a summary of key findings and improving recommendations relating to ecotourism and environmental impacts management in the district.</p> <p>Based on the assessment of eco-tourism resource and its location advantage, the paper has discussed the principle, projects, and facilities of eco-tourism, in the Kanas Nature Reserve in Xinjiang as well as the direction of related industries. To solve the problems occurred at present in the Kanas Nature Reserve, strategic counter measures of sustainable development of ecotourism have also been put forward, including: 1) The establishment of eco-tourism planning legislative system of ecotourism; 2) The establishment of environmental protection planning system of eco-tourism; 3) The establishment of environmental audit system of eco-tourism; 4) The establishment of environmental legislation and law enforcement system of ecotourism; 5) The establishment of ethic education and management system of eco-tourism.</p>	<p>Jianxiong Qin, Pei Zhang, Guiping Deng, Lu Chen,</p>	China
	20.	2014		<p>Ecotourism is a new form of recreation and will represent an influential change over time. After a proper introduction of the theoretical framework, the paper examines the current situation and development level of ecotourism in Moldova by presenting</p>	<p>Doru Postica, António Cardoso</p>	Europe

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21.	2015	<p>Products in Moldova</p> <p>Ecotourism Product Attributes and Tourist Attractions: UiTM Undergraduate Studies</p>	<p>and commenting the results of some studies made on national level. The framework proposed is then used to assess the status of ecotourism of a particular site, namely "Royal Forests" and propose a basic project to improve this destination. The research paper also formulates some objectives for ecotourism in Moldova and shows that putting it on a sustainable path is a major challenge for this country.</p> <p>Ecotourism is one of the core tourism products that is highly promoted by the government of Malaysia. In Sarawak, ecotourism is one of the means for income and employment opportunities in the rural communities due to the integrative nature of the state's resources that combines culture, nature and adventure into one ecotourism package. As such, Sarawak is one of the states in the country that is experiencing the growing numbers ecotourism assets. However, apart from providing the ecotourism attractions, there is also a great need to understand the attributes that attract tourists to ecotourism destinations. These attributes are important in enabling tour operators and ecotourism providers in luring desirable tourists with the right ecotourism product. This paper ranked five pre-determined dimensions (nature, culture, sustainability, people and history) of the ecotourism attributes based on its importance. These attributes were further tested to determine their relationship with a tourist's tour intentions. The methodology included a questionnaire survey distribution to 364 respondents in UiTM</p>	<p>Abang Zainoren Abang Abdurahman, Jati Kasuma Alib, Lenny Yusrina Bujang Khedifc, Zubaidah Boharid, Johanna Adlin Ahmade, Silverina Anabelle Kibat</p>	Malaysia
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		<p>Sarawak, Kota Samarahan. In addition, factor analysis had been conducted to determine the ecotourism product attributes. As a result, four new attributes of ecotourism product were identified. They included cultural, natural, attraction, and community attributes. Multiple regression analysis revealed that cultural is the most important attribute that influence tourist tour intention as compared to other identified attributes. It is important for operators to consider all identified attributes in developing strategies that can boost a tourist's tour intention. However, the allocation of resources for strategy development must be based on the rank of importance of the attributes namely cultural, attractions, community, and natural.</p>	
22.	<p>Ecotourism for Community Empowerment and Social Inclusion: The Case of Abindu Sacred site in Kisumu County, Kenya</p>	<p>Ecotourism, which is currently the fastest growing form of global tourism in the world, is more prevalent today than ever before. Communities that once had very little industry and misguided management systems have now been able to flourish with the employment of local people. By involving the local people in these programs and when a direct stimulus is returned to the community, rather than having the profits sent elsewhere, programs have been proven to be much more successful. When discussing ecotourism, it is also important to realize that these programs are not always beneficial to the local communities and many ecotourism ventures are controlled by outside operators. A</p>	<p>Mr. Fredrick Z.A. Odede Dr. Patrick O. Hayombe Prof. Stephen Gaya Agong'</p>
			East Africa

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		<p>useful way to discern responsible community-based ecotourism is to approach it from a development perspective, which considers social, environmental and economic goals, and questions how ecotourism can meet the needs of the host community in terms of improved living standards both in the short and long term. This perspective differs somewhat from those approaching ecotourism predominantly from an environmental perspective. The achievement of sustainable tourism development through community based ecotourism initiatives, require the building of community capacities to understand the importance of the resources they own. Most communities are unaware of the potential their cultural and natural resources offer. This study will focus on the potential of an ecotourism site, namely, Abindu in Nyahera, in Kisumu County, where there is possibility of organizing the community to run ecotourism ventures. The general objective of the study was to ascertain livelihood enhancement opportunities brought in the wake of ecotourism development in host communities, whilst the specific objectives are to: assess the likely identify key stakeholders in the ecotourism site; assess the level of female empowerment in the development of ecotourism in the community; examine the impacts of ecotourism ventures in the community. The Study examined this community in terms of an empowerment framework as a suitable mechanism for aiding analysis of the social, economic, psychological and political</p>	
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			<p>impacts of ecotourism on local communities. The study used qualitative methods to collect the data, namely, participant observation, key informant Interviews, and focused group discussions.</p>		
<p>23.</p>	<p>2015</p>	<p>Eco-Tourism Development Strategy Baluran National Park in the Regency of Situbondo, East Java, Indonesia</p>	<p>Baluran National Park in the regency of Situbondo, East Java-Indonesia, highly prospective for development of sustainable tourism that can improve the welfare of local people. The suitable tourism type is eco-tourism with local people involvement. The purposes of this study are: 1). To know the local people involvement in eco-tourism development; 2). To know the potencies of Baluran National Park; and 3). To formulate Eco-tourism Development Strategy. Using the matrix analysis method of IFAS and EFAS, produce a common strategy; SWOT analysis generates alternative strategies. This research was exploring, to formulate policies and programs based internal and external conditions. Data were collected by questionnaire, interview and observation. The number of respondents 25 people who are competent in the field of tourism. The results showed, local people involvement of Wonorejo, BajulMati, BimoRejo, WatuKebo, SumberWaru and SumberAnyaras buffer villages, in the development of eco-tourism in Baluran National Park needs to be improved through approach, training and community empowerment. Alternative strategy obtained eco-tourism product development strategy: development of basic infrastructure and facilities as well as supporting tourism: tourist market</p>	<p>Adil Siswanto, Moeljadi</p>	<p>Indonesia</p>

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24.	2017	Quantitative Study on the Evolution of Ecotourism Policy Development in China	<p>penetration and promotion; increased security; as well as institutional and human resource development strategy of ecotourism. Eco-tourism development strategy is a strategic priority of generating eco-tourism product development programs and maintaining biological resources.</p> <p>It is widely recognized that the complexity of ecotourism development requires understanding of interrelated factors that influence outcomes and achievements. For this reason, public sectors are increasingly interested in designing policies as driving forces of ecotourism development and exploring policy effectiveness. The purpose of this study is to describe evolutionary characteristics of Chinese ecotourism development and reveal the relationship between policy evolution and ecotourism development. A series of statistical analyses is conducted to explore evolution characteristics and prospects of Chinese ecotourism policies. Ninety-one sample documents issued by the central government and its departments from 1994 to 2016 are obtained to analyze policy number and content structure, policy intensity, policy tools, and participation of department in policy making. Results show: (1) policy evolution reflects the change of objectives, contents and patterns in Chinese ecotourism development; (2) ecotourism policies stably evolved and adjusted to environmental change, and ecological conservation was core content in policies under a growing number and breadth of policies; (3) ecotourism policy tools</p>	Xiao Lianlian, Zhong Linsheng	China
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25.	2017	Contribution of Ecotourism Towards Sustainable Livelihood of the Communities Living on Wasini Island, Kwale County, Kenya	<p>transformed from micro-regulation to macro-control, but are not yet systematic; (4) the number of departments involved in policy design continues to increase and the value of policy intensity is rising. In the context of ecological civilization construction and implementation of Tourism Law, macro-control and micro-autonomy is the trend of future ecotourism policies; criteria system improvement may be important tools to regulate ecotourism development; cross-department coordination will act as a guarantee for designing and implementing policies; and welfare of stakeholders, behavioral regulation of tourists and business, and patterns of ecotourism development will be the subject of future policy.</p>	Jairus N. Koki	East Africa
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			<p>random sampling was used to select 320 respondents. Primary data were collected using structured questionnaires while secondary data were obtained through critical examination of public and private recorded documents related to the study. Data were analyzed using techniques which included frequencies, means, modes and percentages. Ecotourism initiatives in the study area have significantly contributed to job creation and financial empowerment to the local people. Ecotourism in the study area has contributed to the acquisition of both human (education) and physical assets owned by the local community. Environmental conservation has also been achieved through ecotourism initiatives. In the face of joblessness, residents of Wasini need to be capacitated to venture into ecotourism projects as it has the potential of improving livelihoods.</p>		
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Table 28: Abstract of 25 Scholars for Ecotourism

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PROJECT SCHEDULE

No.	Matter	Date
1.	Gathering Background Information	1 - 20/9/17
2.	Finding Problems Based On Current Issues	
3.	Generate Research Questions And Objectives	
4.	Conduct Literature Reviews	
5.	Grounded Theory Approach Interviews	
6.	Proposal Presentation	
7.	Interviews Formal Expert (Government Agencies And NGO) A. Bot Penambang Association Terengganu B. Marine Department Eastern Regicb C. Village Development and Safety Committee(JKKK) Sbr Takir D. State Legislative Assembly(DUN) Seberang Takir E. Ministry of Tourism and Culture Malaysia (MOTAC) F. Tourism Malaysia (Terengganu)	23/10/17 1/11/17 5/11/17 6/11/17 15/ 1/ 7 19/11/17
8.	Progress Report Presentation	'16/11/17
9.	Content Analysis Of Interview Results	20 - 23/11/17
10.	PESTL / SWOT Analysis	27 - 30/11/17
11.	Findings And Discussions	4 - 7/12/17
12.	Formulation Of Strategic Framework	11 - 13/12/17
13.	Final Presentation	14/12/17
14.	Report Improvements	18 - 28/12/17
15.	Final Report	31/12/17

