

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

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creating an ecotourism product / Sahira Che Ahmad, Benson  
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Lihat Sebelah

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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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| SAHIRA BINTI CHE AHMAD          | GSK 2896 | ..... |
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Date:

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## 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