

Community-Based and Traditional Life-Style as Rural Tourism Product Development at Kg Menchali and Kg Rantau Panjang, Rompin, Pahang

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This paper is a descriptive study of community-based and traditional lifestyle as rural tourism development at Kampung Menchali and Kampung Rantau Panjang in Rompin district, Pahang. This study mainly examines the local communities through their daily routine through ethnographic fieldwork to investigate economic and recreational activities and the methodology applied in this study is ethnography. The analysis of particular areas is based on the six instruments which are described in the theoretical framework. The collection of primary data was by observation and interview; and supporting secondary data was sourced in the literature review comprising analysis of local communities of the particular areas. There are several suggestions offered for new attractions to be developed in these areas for which four tourism packages are proposed to develop these potential rural tourism attractions and destinations.

Key words: *Communities, Lifestyle, Rural tourism, Activities, Ethnography.*

Introduction

Tourism is a major contributor in Malaysia's economy and has been promoted since 1972 by the Malaysian government. The Tourism Malaysia or Malaysia Tourism Promotion Board (MPTB) is an authorized board established under the Malaysia Tourism Promotion Board Act 1992 and operates under the Ministry of Tourism (MOT) which promotes Malaysia as a tourist destination. The Ninth Malaysia Plan suggested that a priority was to encourage and promote tourism activities especially by individual citizens, or via community effort (group of people in the area) so as to trigger economic returns in a way that would help them to have a better standard of living.

Rompin is one of the sub-districts in Pahang which has been one of the attractions in Pahang. The history behind the name of Rompin is associated with a tree. A century ago there were a lot of *pokok Ru* or pine trees growing along the coastal area of Rompin. Among the many *pokok Ru*, there was a huge and tall *pokok Ru* that right in the middle. The local communities believed that the place was suitable to be inhabited and they named the place Ru Ramping. As the name was too long, they pronounced it as Rumping. Nowadays, the spelling is Rompin because of the local dialect.

Rompin district is well known for the Endau-Rompin national park. The area of Rompin district covers around 14.58% of total Pahang area. A special tourism attraction nearby Rompin is Pulau Tioman. According to the Rompin District Local Plan, there are some tourism facilities development plans in the area. The local plan includes an improvement plan for Menchali forest reserve and development of Kg Rantau Panjang coastal area.

The state government plans to develop the Menchali forest reserve as an ecotourism destination because of its strategic location in the forest reserve. The area is located near the main road, thus, required improvement for parking facilities, signboard and public toilet are feasible. In addition, the coastal area along Kg Rantau Panjang, Kg Lanjut and Kg Pantai Bernas is to be developed for a motivational camping and sport fishing center. Thus, improvement of signage, public toilet, parking facilities and waste bins were among part of the development plan. Furthermore, the construction of five children playgrounds and a recreational park are planned in Kg Leban Condong, Kg Menchali and Kg Rantau Panjang. Facilities such as a badminton field, tennis field, football field, jogging path, sitting areas, bus station, public telephone and public toilet are to be included at the recreational park.

As far as the government plan is concerned, the emphasis of this research paper is twofold. The first purpose is to examine the availability of existing resources within the Kg Menchali and Kg Rantau Panjang using six instruments (natural resources, cultural resources, community analysis, site analysis, tourism services and facilities, and environment assessment). Secondly, to determine the potential of developing tourism packages by combining traditional lifestyle and attractive rural tourism destinations.

Literature Review

Tourism is widely recognized as the world's largest and fastest growing industry, and there is no indication that its growth is likely to end. Nowadays, tourism in rural areas has grown, partly because of market forces, seeking different kinds of holiday, and partially as a result of government initiatives (Lane, 1991; Lane, 1994a; Lane, 1994b; Weiler & Hall, 1992). This alternative to traditional mass tourism allows travellers to visit outside of the urban areas which include options such as hiking and biking, visiting community museums and buying crafts.

Rural tourism is any form of tourism that showcases the rural life, art, culture and heritage at rural locations and focuses on participation in a rural lifestyle (Drăgulănescu & Druțu, 2012; Kweka & Ndibalema 2018). Rural tourism is essentially any activity which takes place in the countryside. It is multi-faceted and may entail farm or agricultural tourism and is experience oriented. The locations are predominantly in natural environments; they mesh with seasonality and local events and are based on preservation of culture, heritage and traditions. It allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange. Rural tourism, therefore benefiting the local community economically and socially, as well as enabling interaction between the tourists and the local community for a more enriching tourism experience, which can be termed rural tourism.

In May 2010, Tourism Development International was appointed to prepare a Rural Tourism and Cultural Masterplan for Malaysia. The objectives of the 12-month assignment involved formulation of strategy to develop tourism and local culture in rural Malaysia, with economic benefits for farming communities. The project team included experts in market research, strategic planning, sustainable development, institutional change, rural tourism, island tourism and marketing. Extensive emphasis was given to training and skills transfer, and Tourism Development International planned and undertook residential training programs for government officials, district officers, SME operators and community groups. Taking into account the results of a comprehensive market research program, Tourism Development International prepared a 5-year destination and product marketing strategy, positioning Malaysia as an outstanding eco-tourism/rainforest destination.

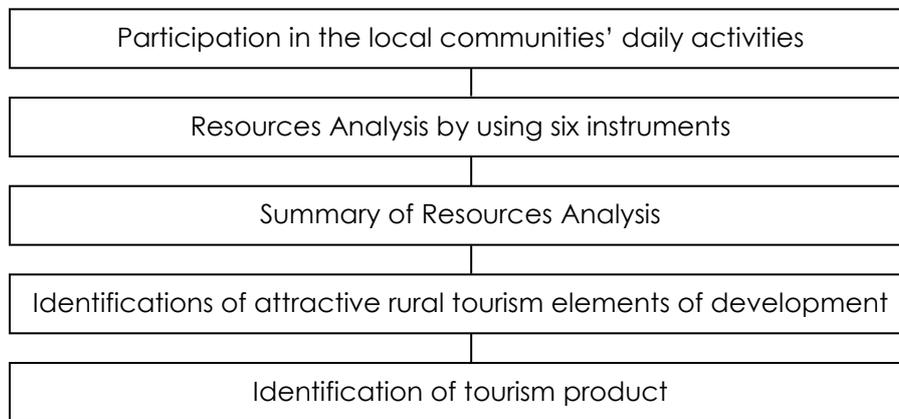
The study of rural tourism demand, in general, and of consumers' spending behavior in particular, is a good starting point for research in rural tourism economics (Villanueva-Álvaro, Mondéjar-Jiménez, & Sáez-Martínez, 2017; Kojo & Paschal 2018). The demand for rural tourism services has direct, indirect, and derivative effects on an areas' product, rural incomes, and rural employment (Saarinen, 2003). In this sense, rural tourism can be a means of providing economic development in peripheral and lagging regions. According to Telfer (2002), in the context of core-periphery systems, tourism can transfer wealth from the richer urbanized areas to the poorer peripheral regions which have often fallen below national averages on social and economic indicators related to well-being and quality of life.

Involvement of rural communities in rural tourism is essential (Wijesundara & Wimalaratana, 2016). Community involvement offers the prospect of enhanced rural development, conservation, and a more broadly-based tourism industry (Abdul Razzaq et al., 2013; Bhuiyan, Siwar, & Mohamad Ismail, 2013; Kurihara, 2016). However, experience to date have also

highlights many limitations and challenges. It is important to understand that in some cases community participation is seen as a way of getting people to carry out activities or share their costs while the benefits are not clear to those expected to participate (Havel, 1996). This implies that a key factor to the success of any community-based tourism project is the incentive to benefit sharing which is usually attractive enough to make people highly motivated to participate, as Havel (1996) asserted “people will not participate unless they believe it is their interest to do so”.

Based on the above literature, the research framework for this research paper is presented in Figure 1.

Figure 1. Conceptual Framework of Community-based Rural Tourism Development



Research Methodology

The method of this research is ethnography. Ethnography is a long-term investigation of a group (often a culture) that is based on immersion and, optimally, participation in that group. Ethnography provides a detailed exploration of group activity and may include literature about and by the group (Brunt, Horner, & Semley, 2017; Colorado State University, 2010; van Hulst, Koster, & Vermeulen, 2015). In ethnography, primary data collection is carried out primarily through fieldwork. As a matter of fact, for many anthropologists, fieldwork is almost synonymous with ethnography. For example, as Agar (1980) puts it, the very name for doing ethnography is fieldwork. Wolcott (1987; 2005) defines fieldwork as a form of inquiry that requires a researcher to be immersed personally in the ongoing social activities of some individual or group carrying out the research. There are many forms of ethnographic observations and interviewing. Ethnographers generally view ethnographic observations as being of two types: observations without the ethnographer participating in the activities being observed and observations with participation in the community activities in addition to observation, a concept deemed participant observation in ethnography.

The term observation is usually associated with the sense of sight. In the purest form of observation without participation, ethnographers rely on all of their senses, sight, hearing, smell, taste, and feel, at levels higher than normal and take in stimuli from all sources of the cultural environment in which they are studying and living. In addition, ethnographic discovery is not only about uncovering heretofore unknown phenomena, but in many instances, discovering the right questions to ask to understand the emic meaning of known phenomena, as well as newly discovered phenomena (Ahmad, 2017). As such, ethnography is then defined as an open-ended emergent process of learning episodes that is facilitated through iterative processes of continual observations, asking questions (interviewing), making inferences, and continuing these processes until those questions have been answered with the greatest emic validity possible (Whitehead, 2005).

There are two types of data applied in the research, which are primary and secondary data. The primary data of particular research are gathered throughout the observation and interview sessions with the communities' leaders and local communities within the research areas. The secondary data are extracted from the information on internet and documentations from National Archives of Malaysia.

The types of data collection methods applied in this research consisted of observation and interviews. Data on the cultural resources, tourism services and facilities, natural resources, site resources, environment assessment resources were collected using the interview method by interviewing selected group of local residents and communities' leaders.

The research instruments for collecting the primary information:

Instrument 1: Site Analysis comprises 13 dimensions that have analyzed. (1) Area economics, (2) Physical characteristic, (3) Size and Shape, (4) Land Costs, (5) Availability of utilities, (6) Street Patterns, (7) Positional Characteristics, (8) Traffic information (9) People traffic information, (10) Visibility of the area, (11) pollution, (12) Local labor and (13) Other services.

Instrument 2: Natural resources analysis comprises 11 dimensions that have been analyzed. (1) Beaches, (2) Coral Reefs, (3) Mountains, (4) Forest Reserves, (5) Waterfalls, (6) Lakes, (7) Rivers, (8) Caves, (9) Wildlife, (10) Springs and (11) Others.

Instrument 3: Culture resources analysis comprises 10 dimensions that have analyzed. (1) Historical Building, (2) Historical Sites, (3) Monuments, (4) Archaeological Sites & Collection, (5) Folklore & Traditions, (6) Handicrafts, (7) Museums, (8) Visual, performing and fine arts, (9) Scientific and Technical For example: Research Center and (10) Others.

Instrument 4: Community Analysis comprises 14 dimensions that have analyzed. (1) Community size/population, (2) Perception on community development, (3) Major type of Residence, (4) Condition of residence, (5) Cluster of resident, (6) Community surrounding, (7) Community ethnic background, (8) Household/Family size, (9) Average Age Head of Household, (10) Major source of household income, (11) Economic Activity around Residence, (12) Social status of Community, (13) Recreational Activities around Residence and (14) Major household transportation mode.

Instrument 5: Tourism Services and Facilities Analysis comprises 6 dimensions that have analyzed. (1) Accommodations, (2) Restaurants, (3) Tour Guides, (4) Shopping, (5) Recreations facilities and (6) Entertainment facilities.

Instrument 6: Environment assessment comprises dimensions that have analyzed. (1) Potential for ecological damage, (2) Pollutions, (3) Preservation needs, (4) Conservation needs of marine life and (5) Increase no. of visitor will affect.

Findings

Background of the research site

Kg Menchali and Kg Rantau Panjang are located along the coastal areas of Rompin district and faced the South China Sea. The name of Kg Menchali is originated from a tree called *pokok Menchali*. In the past, Kg Menchali was populated by aborigines. However, the aborigines moved to stream and forest nearby in succession. Thus, the population of Kg Menchali now is consisted of hundred percent of Malay people and the total population was 224 persons.

Kg Rantau Panjang was named as the distance was long when fishermen wanted to land from the sea. The population according to community profile derived from Pahang state government official website was consisted of hundred percent Malay. However, there were two Chinese families been found during the research period. The new generated population statistic is showed that there are 97.5% of Malay and 2.5% of Chinese in Kg Rantau Panjang while the total population was 283 persons.

Site analysis

The main economic activities in Kg Menchali and Kg Rantau Panjang were farming, fishing. In addition, there were also two chalet businesses found in Kg Menchali, while one chalet business was under construction which belongs to the *Tok Empat* of Kg Rantau Panjang. Most of the communities of Kg Menchali were involved in plantation, especially palm oil plantation. On the other hand, fishing was the most popular activities in both villages for economic and/or

recreational purpose. A lot of interviewees indicated that they went fishing in their free time, and, as their additional income.

The transportation status for outsiders was insufficient because there was no public transport for both villages. The only bus that passed the villages was from Nenasai of Pekan district to Kuala Rompin. The other public transportation that passed by those research areas was express bus which destination were Pekan or Kuala Rompin. Thus, most of the tourists who had visited both villages were backpackers. For the solid waste disposal system, the villagers always burned their rubbish which affect the air quality. However, since there was no industrial area nearby thus the pollution was under control.

Besides that, it was found that there was no police station, fire brigade, hospital, post office, bank, and other similar facilities around the areas. The nearest police station, post office and bank were located in Kuala Rompin town. Besides that, there was only one grocery shop located in Kg Rantau Panjang and Kg Menchali. The local communities purchased their daily needs from that particular shop, or they had to go to the nearest town, which is Kuala Rompin. In addition, the nearest gas station was also located in Kuala Rompin town. This situation contributed inconvenience to the local communities as well as to visitors.

Natural resources analysis

As mentioned before, both villages under study were located at Rompin district's coastal area. As a result, beaches became an interesting and focus point for state government in tourism development. The most famous beaches around the areas were Lanjut Beach and Pantai Bernas. The current research was conducted during the monsoon season (November to February) which had observed the colour of the sea had turned brown and affected the scenery of the beaches. Furthermore, monsoon season had made the sea not suitable for fishing and swimming. Thus, the communities needed to identify other economic activities during this period.

During the monsoon season, communities focused on catching the "*udang galah*" from Sungai Rompin. *Udang galah* was famous seafood around Rompin area. It was because the size of *udang galah* much bigger than the normal prawn found in the local market. The price of *udang galah* was differentiated by the size, while grade A was forty ringgit per kilogram, grade B was thirtyfive ringgit per kilogram.

There was a forest reserve in Kg Menchali called Menchali Forest Reserve. The area size of Menchali Forest Reserve became smaller each day due to development of housing area. The main activity in Menchali Forest Reserve was observation of flora and fauna. There was an observation tower in the forest; however, the stair of that tower was broken and dangerous for

climbing. In addition, the road within the forest was found damaged in certain places and had no maintenance service.

Community analysis

As highlighted before, the population in Kg Menchali was 224 persons, and all of them were Malay people. The rate of growth was a little slow; this was because most of the teenagers were migrated to the cities. However, it was found that there were many children in a family. According to the interviewees, there were at least three of their children who studied in primary and secondary school. The residences of Kg Menchali were consisted of seventy percent of concrete village house and thirty percent of wooden village house. The overall condition of the residences was clean because most of the female villagers were housewives. Their daily life was doing the housework and watching television.

Most of the villagers of Kg Menchali were involved in the farming activities. There were a small group of people who interested in fishing and will be involved in fishing activities during their free time as part of their recreational activity. Some of them sought to make fishing activity as their additional income. For adult female in Kg Menchali, some of them were involved in farming activities. The communities of Kg Menchali were living nearby the rural forest area. As there was no industrial development of the state government, the condition of the forest was well maintained. Most of the community members were self-employed in which eighty percent was involved in farming and twenty percent in fishing.

As for the Kg Rantau Panjang, the population was 283 persons. Ethnic background analysis showed that there were only two Chinese families in the village while both of the families were running their own chalet business. The residences of Kg Rantau Panjang were consisted of sixty percent of concrete village house and forty percent of wooden house.

Majority of the villagers in Kg Rantau Panjang were self-employed. There were a total two chalet business and one groceries shop in the village. For other villagers, most of them involved in fishing activities but worked as labourers during the monsoon season, while the others worked as contractors. The teenagers of Kg Rantau Panjang were also moved to and worked in the cities. Thus, the remaining villagers were mostly consisted of adults aged above forty years old.

The recreational activities of villagers for both villages were similar, in which adult males's favorite activity was playing football during their free time. There was a football field located beside the main road near Kg Leban Condong. The other nearby villagers were also gathered and played football there. Besides that, fishing at jetty of Kg Pantai Bernas at night was also a famous recreational activity to the locals.

Women in both villagers were rarely involved in economic activities; they were mainly housewife. According to female interviewees, their daily life was just taking care of their children and watching television when during their free time. Children and teenagers have similar interest in football. Children below twelve years old spent their time at the children playground. The other recreational activities for children and teenagers included cycling and swimming.

The communities around the areas namely Kg Leban Condong, Kg Pantai Bernas and Kg Bangkong were closed to each other. They had several neighborhood activities such as *gotong-royong* and Mother's Day celebration. According to *Tok Empat* who was the head village of Kg Leban Condong, during the celebration, one of the activities held was men prepared foods for women.

Cultural resources analysis

There was no historical building or site found in both Kg Menchali and Kg Rantau Panjang. Besides, there was no museum and handicraft center around the area. As result, tourists passed by were unable to find a place for purchasing any handicraft or gift that indicate the signature of Rompin district, except of seafood products.

For the traditions, there was a local entrepreneur she was fifty-two years old who has lived in Kg Menchali for about thirty years. She was the expert in the Malay traditional massage. Her skill was learned directly from her grandmother since she was young. Unfortunately, she was the only one who learned properly among her family members. Thus, she was the only person who was able to perform the Malay traditional massage around the areas.

She was a farmer, who owned six hectares of Roselle farm in Kg Menchali. She had six years experienced in planting Roselle. She was one of the interviewees in this research. According to her, she helped the villagers who were unhealthy with her massage skills. The charging fee for massage depended on the patient's ability and willingness to pay. The payment became an additional income for her and her family.

Tourism services and facilities analysis

The research has found that the areas were lack of accommodation facilities. There were only two chalet businesses in both villages. Besides that, there was a homestay at Kg Leban Condong. One of the chalets was Rantau D'Ru Beach Chalet. There was a total of sixteen rooms available, and other additional services such as karaoke and barbeque. The facilities and amenities in the chalet rooms were insufficient. According to the chalet owner, most of the

guests who stayed there came for fishing. Thus, they had not demanded other than the existing amenities.

There were only two foodservice facilities found in both villages. One was the Rantau D'Rhu café located in the Rantau D'Rhu Beach Chalet; the other one was a small food stall near to the Rantau D'Rhu Café. There were only few types of dishes served in the café, and only drinks were served at the small food stall.

There was also no hotel, resort, small hotel, tour guide, shopping center, recreation or entertainment facility available in Kg Menchali and Kg Rantau Panjang. Tourists who visited both villages were mostly come for fishing. In addition, the local communities were not interested in other types of entertainment beside watching television.

Environment assessment analysis

It was found that the potential of ecological damage of soil was moderate level. This was because the main economic activity at Kg Menchali was farming. According to one of the interviewees, the soil they used for farming was bought from their supplier. The name of the special soil was “*tanah permai*”. This kind of soil provides essential vitamins to the plant.

The potential for ecological damage for animal life and plant life was high as the area of Menchali Forest Reserve was progressively used for housing development. Besides that, the maintenance to the forest reserve was insufficient. It was proven by the broken tower stair as well as the damaged road within the forest reserve.

From the pollution aspect, there was high water pollution level for river and low pollution level for the coastal area. It was because the economic activities were mostly been done near the river. Besides that, the improper solid waste disposal system for both villages had also contributed to the pollution. As observed at the the “*rumah rakit*” at Kg Bangkong, which located near the Kg Menchali, there was no toilet inside the float house.

In summary, tourism development for both villages would definitely increase the number of tourists. As observed, it was believed that increment of visitors would positively affect the communities, in term of availability of infrastructure and other facilities. Communities of both villages were very helpful and kind. This was evident from their willingness to help to provide the information needed for the current research. Tourists visit to both villages due to the rural tourism attraction would indeed change their daily life as some of them are expected to highly involve in tourism sector. Tourist visit would create working opportunities for the villagers as tour guides, hotel and recreational facilities employees.

Recommendations

The resources of Kg Menchali and Kg Rantau Panjang were rich and well maintained. However, the signage to show the direction of tourism destinations within the research areas was insufficient. Insufficient public transportation to the areas failed to fulfill the tourists' demand. According to Rompin District Local Plan, the number of signboards, improvement of tourism facilities and infrastructure were essential in order to develop the areas for rural tourism. Menchali Forest Reserve had the potential for ecotourism development but somehow, the activity available currently was only observing flora and fauna.

The findings of the current research supported the six instruments. There are several suggestions for new attractions to be developed in the areas. Four tourism packages proposed for developing those potential rural tourism attractions and destination are as follows:

Package Enjoying Nature (4 Hours, RM60 per person)

Target Market	Activities
Local Adults	<ol style="list-style-type: none"> 1. Observing flora and fauna in Menchali Forest Reserve (for example, bird watching) 2. Cycling around the forest
	<i>*Tour guide and bikes included</i>

Package Enjoying Traditional Malay Massage (4 Hours, RM50 per person)

Target Market	Activities
Local Senior Citizens	<ol style="list-style-type: none"> 1. Traditional Malay Massage at Kg Menchali by Pn Norehah, Roselle farm owner 2. Enjoy massage treatment by hand make <i>Minyak Nyior</i>

Package *Menjala Udang Galah* & Pahang Cuisine Cooking (4 Hours, RM60 per person)

Target Market	Activities
Local Adults (Male)	<ol style="list-style-type: none"> 1. <i>Menjala Udang Galah</i> at Kg Leban Condong (with demo by local community) 2. Learning to cook the <i>Udang Galah</i> to promote Pahang cuisine
	<i>*Boats and jala (fishing net) provided</i>

Package to Know Roselle and Health Benefits (4 Hours, RM40 per person)

Target Market	Activities
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Local Adults (Female)	<ol style="list-style-type: none">1. Visiting to Roselle farm at Kg Menchali2. Understanding the advantages of Roselle to our health3. Learning how to produce Roselle products (for example, Roselle drink) <p><i>*High tea provided, purchase Roselle fruit at lower price</i></p>
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Conclusion

Kg Rantau Panjang and Kg Menchali had shown the potential to be developed as tourism spot. Kg Menchali and Kg Rantau Panjang are located at coastal area and thus, there are rich of marine products and popular for fishing activities. In addition, different farming activities can also be developed for ecotourism or agrotourism. Besides that, positive characteristics of both villages such as well-maintained facilities and low levels pollution could definitely attract local and foreign tourists who are really interested in nature. Furthermore, the beauty of Malay culture could attract foreigners who want to live and participate in rural and traditional lifestyle.

However, the development for tourism in both villages is still needed significant improvement. The budget allocated for local development from state government to district was RM3 million a year. This budget included the maintenance of infrastructure such as remedying defects such as potholes, crack filling and sealing. As result, there is insufficient budget for tourism development in the areas of research thus, resulted in low levels of the local communities' involvement in rural tourism.

As a conclusion, it is crucial for the state government to increase the investment in local development and encourage community involvement of both villages in rural tourism as the enrichment of nature and environmental resources could bring in many benefits to local communities and generate high gross domestic product (GDP) to the country.

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Appendixes

Table 1: Site Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
1. Area Economics	<p>a. Type of business: Chalet, fishing and business</p> <p>b. Transport Bus from Nenasi to Kuala Rompin</p> <p>c. Within site transportation Nil</p>	<p>a. Type of business: Farming and fishing</p> <p>b. Transport Nil</p> <p>c. Within site transportation\ Nil</p>
2. Physical characteristics	<p>a. Drainage system Good</p> <p>b. Solid waste disposal system Nil. Villagers always burned their rubbish</p>	<p>a. Drainage system Good</p> <p>b. Solid waste disposal system Nil. Villagers always burned their rubbish</p>
3. Land cost	<p>a. Land status Residences and reserve</p> <p>b. Land use percentage Commercial – 25% Residential – 75%</p>	<p>a. Land status Residences and reserve</p> <p>b. Land use percentage Commercial – 10% Residential – 25% Farms – 65%</p>

4. Availability of utilities	Electricity supply, water supply and telephone line	Electricity supply, water supply and telephone line
5. Street patterns	Main road and residential road	Main road and residential road
6. Positional characteristics	The nearest city is Kuala Rompin with distance of 15.4 km	The nearest city is Kuala Rompin with distance of 17 km
7. Traffic information	The traffic flow was fast	The traffic flow was fast
8. Visibility of the area	The signboard within the area was insufficient	The signboard within the area was insufficient
9. Pollution	There was no noise and air pollution in the village. The environment was maintained, but some rubbish found in recreational facilities. There was water pollution found as the main activities for the village was fishing.	There was no pollution condition found in Kg Menchali
10. Local labor	The labor supply was sufficient, and hundred percent consisted of local residents.	The labor supply was sufficient, and hundred percent consisted of local residents.
11. Other services	<ul style="list-style-type: none"> a. Police station - nil b. Fire brigade - nil c. Court house - nil d. Hospitals - nil e. Post office - nil f. Banks - nil g. Business association - nil 	<ul style="list-style-type: none"> a. Police station - nil b. Fire brigade - nil c. Court house - nil d. Hospitals - nil e. Post office - nil f. Banks - nil g. Business association - nil

Table 2: Natural Resources Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
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1. Beaches	<p>a. Overall condition Good</p> <p>b. Types of activities Fishing and <i>menjala</i></p> <p>c. Types of tourists Local and foreigner</p> <p>d. Economic activities Fishing, chalet business</p>	Nil
2. Coral reefs	Nil	Nil.
3. Mountains	Nil	Nil
4. Forest reserves	Nil	<p>a. Overall condition Poor. The broken road and facilities showed no maintenance service.</p> <p>b. Types of activities Observing flora and fauna</p> <p>c. Economic activities Nil</p>
5. Waterfalls	Nil	Nil
6. Lakes	Nil	Nil
7. Rivers	Nil	<p>a. Overall condition Average</p> <p>b. Types of activities Fishing</p> <p>c. Economic activities Fishing</p>
8. Caves	Nil	Nil
9. Wildlife	Nil	<p>a. Overall condition Poor</p> <p>b. Types of activities Nil</p> <p>c. Economic activities Nil</p>
10. Springs	Nil	Nil

Table 3: Culture Resources Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
1. Historical Buildings	Nil	Nil
2. Historical Sites	Nil	Nil
3. Monuments	Nil	Nil
4. Archaeological sites & collection	Nil	Nil
5. Folklore & traditions	<p>a. Quantity Limited. There was only a villager who had the traditional Malay massage skill.</p> <p>b. Condition Not well developed</p> <p>c. Availability of written/published materials No</p> <p>d. Types of promotional activities Nil</p>	Nil
6. Handicrafts	Nil	Nil
7. Museums	Nil	Nil
8. Visual, performing and fine arts	Nil	Nil
9. Scientific and technical for example: research center	Nil	Nil

Table 4: Community Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
1. Community size/population	There were total 283 persons	There were total 224 persons

2. Perception on community development	The rate of population growth was slow	The rate of population growth was slow
3. Major type of residence	Wooden village house – 30% Concrete village house – 70%	Wooden village house – 40% Concrete village house – 60%
4. Condition of residence	Clean	Clean
5. Cluster of residence	Close	Far
6. Community surroundings	Beach area and rural forest area	Rural forest area
7. Community ethnic background	Malay – 97.5% Chinese – 2.5%	Malay – 100%
8. Household/family size	5 – 7	5 – 7
9. Average age head of household	20 years old and below – 40% 21 to 40 years old – 30% 41 to 60 years old – 20% Above 60 years old – 10%	20 years old and below – 30% 21 to 40 years old – 30% 41 to 60 years old – 25% Above 60 years old – 15%
10. Major source of household income	Self-employed	Self-employed
11. Economic activities around residence	Business – 5% Fishing – 80% Labor – 15%	Farming – 85% Labor – 15%
12. Recreational activities around residence	a. Adult male Fishing, football b. Adult female Watching television, chit-chat c. Children Cycling, playing at playground, swimming, football	a. Adult male Fishing, football b. Adult female Watching television, chit-chat c. Children Cycling, football
13. Major household transportation mode	Cars – 80% Motors – 15% Bicycle – 5%	Cars – 90% Motors – 10%

Table 5: Tourism Services and Facilities Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
1. Accommodations	a. Hotels	a. Hotels

	<p>Nil</p> <p>b. Resorts Nil</p> <p>c. Chalets No. of rooms – 16</p> <p>d. Home stays Nil</p> <p>e. Small hotels Nil</p>	<p>Nil</p> <p>b. Resorts Nil</p> <p>c. Chalets Nil</p> <p>d. Home stays Nil</p> <p>e. Small hotels Nil</p>
2. Restaurants	<p>a. Family restaurants Nil</p> <p>b. Fast food Nil</p> <p>c. Stalls There was only a stall which sold drinks</p>	<p>a. Family restaurants Nil</p> <p>b. Fast food Nil</p> <p>c. Stalls Nil</p>
3. Tour guides	Nil	Nil
4. Shopping	Nil	Nil
5. Recreation facilities	Nil	Nil
6. Entertainment facilities	Nil	Nil

Table 6: Environment Assessment Analysis

Dimension	Kg Rantau Panjang	Kg Menchali
1. Potential for ecological damage	<p>a. Soil Moderate</p> <p>b. Plant life High</p> <p>c. Animal life High</p> <p>d. Water/sea coastal area High</p> <p>e. Water supply Limited</p>	<p>a. Soil High</p> <p>b. Plant life Moderate</p> <p>c. Animal life Low</p> <p>d. Water/sea coastal area Low</p>
2. Pollutions	<p>a. Rivers Low</p> <p>b. Coastal area High</p>	<p>a. Rivers High</p> <p>b. Coastal area Nil</p>

3. Preservation needs	No	No
4. Conservation needs for marine life	High	Very low
5. Increase no. of visitor will affect:	a. Plant life No b. Animal life Yes c. Community Yes d. Availability of infrastructure Yes e. Traffic Yes f. Scenery change Yes	a. Plant life Yes b. Animal life No c. Community Yes d. Availability of infrastructure No e. Traffic No f. Scenery change No