

Sustainable Tourism Product Development in Hulu Selangor

***Munira Saaidin^a, Dahlia Abd Aziz^b, Azrin Bin Abdul Razak^c, Nur Juliana Azhari^d,** ^{a,c}Faculty of Business and Technology, UNITAR International University, ^bPoliteknik Sabak Bernam, ^dSchool of Culinary Arts, UNITAR International University,

***Corresponding Author Email: munira@unitar.my**

Sustainable tourism had become a progressively and increasingly more popular field of research since the 1980s. This paper examines the condition of the various resources in the Hulu Selangor with the aimed of finding out the possible tourism products that could be developed or suggested for further enhancement. It outlines qualitative research in three study areas which used in-depth interviews and discussion groups to engage with tourism providers to explore five issues to be addressed which were: the conditions of resources in the area, the tourism development in the area, the involvement of local communities with the development of their areas, the designated areas targeted for the development, and the possible impacts on the different communities if tourism was to be developed. The six resources to be examined in Hulu Selangor were: natural resources, cultural resources, site analysis, community analysis, environment assessment, and tourism services and facilities. The research process was divided into four phases. There were: analysis of resources, analysis of community and site, identification of potential tourism products and tourists and assessment of potential impacts. There were 18 tourism activities that were identified, and they were unique - culinary, waterfall, hot spring, jungle tracking, traditional spa, adventure, sightseeing, scenic view, entertainment, mountain and jungle tracking, entertainment, fishing, scenic drive through Peretak to Fraser's Hill, visit to Orang Asli settlement, picnic, and visiting historical sites.

Key words: *Sustainable tourism, tourism product development, Hulu selangor.*

Introduction

Malaysia had been blessed with a wide range of natural and cultural assets that would make ecotourism a highly beneficial, feasible, sustainable and long-term form of tourism. For the second time in a row, Malaysia had won the best ecotourism destination award at the 2008 Travel- Weekly (Asia) industry awards held in Singapore. Globally, tourism had grown rapidly during the last half a century from 25 million international tourist arrivals in 1950 to 698 million in 2000 (World Tourism Organization, 2002). In 2008, Malaysia's Travel and Tourism industry received MYR 89 Billion (US\$27Billion) of economic activity (GDP).

Tourism development had been a dynamic process of matching tourism resources to the demands and preferences of actual and potential tourist (Zenhua, 2003; Hye, Siddiqui & Mashkoor 2010). Generally, the demand determinants push a tourist into a travel decision, while the supply factors pull the tourist towards a particular destination.

Tourism could contribute to social and cultural changed in host societies, changes in values systems, traditional lifestyle, individual behavior as well as community structure (Richard & Hall, 2000). Sustainable tourism requires both the sustainable development growth of tourism's contribution to the economy and society and the sustainable use of resources and environment. Preserving cultural heritage, maintaining traditional values and providing authentic experience for tourists were highlighted as important elements of sustainable tourism (Zenhua, 2003). Sustainable tourism developed the products and services which would then operate in harmony with the local environment, community and cultures.

The tourism industry has confronted many challenges as the pace of change and uncertainty in the general environment became increasing unpredictable. The key concern was the sustainability of transportation cost and product development. Findings from previous research have indicated that the issues that arose from over-development of tourism destinations need to be considered with regards to sustainability during the early phases of tourism development.

Literature Review

This review briefly presented the definition of sustainable tourism development and explored some of the key development impacts and issues suggested by the researchers.

Defining Sustainable Tourism Development

There were various definitions of sustainable tourism although there has been considerable debate on the concept of sustainable development and sustainable tourism as consequences, but relatively little attention appears to have been given due to the difficulty of finding a precise

definition. The World Commission on Environment and Development (WCED) (1987), described sustainable development as development that had met the needs of the present without compromising the ability of future generations to meet their own need. Among the significant objectives for environment and development policies espoused by the WCED (1987) were preserving peace, reviving growth and changing its quality, remedying the problems of poverty and satisfying human needs, addressing the problems of population growth and conserving and enhancing the resource base, reorienting technology and managing risk and merging environment and economics in decision making. It was clear that sustainable development would need to be built on the principles of conservation that would offer a more proactive stance to incorporate continued economic growth in a more ecological and equitable manner.

Husbands and Harrison (1996) suggested that responsible tourism represented a way of tourism planning, policy, and development to ensure that benefits would optimally be distributed among impacted populations, governments, tourists and investors. Furthermore, responsible tourism practices required strong leadership and involved ways of managing tourism resources to achieve optimum benefits. Tourism has become a major part of the dialogue of sustainable tourism which, given the magnitude and rate of expansion of the industry; the ecological, economic, social and cultural impacts of tourism, and as identified by the 1992 Rio Earth Summit, the potential for tourism to help the transition to sustainable development (Murphy & Price, 2005; Miswan & Sulaiman 2017).

Faulkner (2001) concisely synthesized the various elements of sustainable tourism as a form of tourism that would:

- Safeguard and enhanced the natural and cultural assets of the destination;
- Safeguard and enhanced the resident population's quality of life and life opportunities;
- Satisfy the needs and expectations of the tourist markets;
- Economically be viable and achieve a return on investment for tourism operation, and
- Achieve equity in the distribution of cost and benefits of tourism between segment of the community and between the current and future generations.

Resource Evaluation

Resources constitute the “pull” factors of tourism. This conceptualisation of resource can take a wide range of different forms and what might be a tourism attraction to some would not have the same effect on others. Resources are not static but would expand and contract in response to human wants and human actions (Zimmermann, 1951). This important notion by Zimmerman was obvious in tourism. An island with its beaches and tropical climate would not be a tourism resource until it had been made accessible to tourist, and it would be something

desired by tourists. ‘Availability for human use was not merely physical presence and would be the chief criterion of resources. Availability in turn, would depend on human wants and abilities’ (Zimmermann, 1933). Historically, the physical resource base has been considered as the major factor in the development of tourism (Mathieson and Wall, 1982; Mohajan, 2016).

Tourism products had to be developed in harmony with the local environment, and needed to be integrated with the local environment and be accepted by the local community. Tourism has often been considered as a quick way to earn a substantial living, and the issue of sustainability needed to be addressed at the planning stage where guidelines should have been set on the breadth and depth of development. Further, the local community needed to be educated about sustainability and they should be made aware of the need to preserve the tourism products that would be offered. Research also indicates that to prolong the tourism life cycle, the rural interior needs to be developed to provide the “ideal” rural tourism product that would allow visitors to participate with the local community and understand and appreciate their culture.

Community Involvement

Community involvement in tourism planning had been the key to successful tourism development, with the overall goal of benefitting the community. Understanding of residents’ perceptions and attitudes has shown to be an important factor in ensuring successful tourism development. To achieve community support for the tourism industry, tourism developers needed to understand how residents had formulated their perceptions of tourism impact (Pavlina, 2008). In order to measure how tourism developments could change the quality of life it would be important to understand how tourism could impact the quality of life, how residents had perceived the quality of life, and what variable could influence these perceptions. Community participation had to be considered as necessary in order to obtain community support and acceptance of tourism development projects and to ensure that the benefits related to the local community needs.

Hulu Selangor

Hulu Selangor is a district in the state of Selangor in Malaysia. The district's principal town is Kuala Kubu Bharu. Hulu Selangor consisted of 13 districts including Ampang Pechah, Peretak, Buloh Telur, Rasa, Batang Kali, Hulu Yam, Sungai Tinggi, Hulu Bernam, Serendah, Kalumpang, Sungai Gumut, Kerling and Kuala Kalumpang. There were eight towns in Hulu Selangor including Batang Kali, Rasa, Serendah, Bandar Sungai Buaya, Bukit Beruntung, Bukit Sentosa, Bukit Tagar, and Sungai Tinggi. The total population of Hulu Selangor was 189,300 people. Table 1 showed the total population (Year 2007) of Hulu Selangor according to sub-districts. The size of Hulu Selangor was about 174,047 hectares or 430,070 acres which

would be almost the size of the whole state of Melaka. Table 2 showed the size each of the sub-district in Hulu Selangor.

Table 1: Hulu Selangor sub-districts population (Year 2007)

Districts	Total Population (Year 2007)
Ampang Pecah	28,496
Batang Kali	17,954
Buluh Telor	245
Kalumpang	7,265
Kerling	9,466
Kuala Kalumpang	4,067
Peretak	474
Rasa	6,741
Serendah	28,643
Sungai Gumut	1,232
Sungai Tinggi	11,963
Hulu Bernam	52,240
Hulu Yam	20,514
Total	189,300

Table 2: The width area of Hulu Selangor sub-districts

Districts	Width Area (Hectares)	Width Area (Acres)
Hulu Bernam	44,680	110,405
Kalumpang	4,144	10,240
Kuala Kalumpang	3,885	9,599
Sungai Gumut	4,144	10,240
Sungai Tinggi	16,006	39,550
Kerling	17,534	43,326
Ampang Pecah	4,143	10,237
Buluh Telor	2,589	6,397
Pertak	20,383	50,366
Rasa	8,262	20,416
Batang Kali	16,265	40,191
Hulu Yam	11,111	27,456
Serendah	20,901	51,647

Total	174,047	430,070
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Purpose of the Study

The purpose of this study was to investigate the condition of the various resources in the Hulu Selangor with the aim of finding out the possible tourism products that could be developed or could be suggested for further enhancement. This would require an investigation on the natural, environment and cultural resources, site and community analysis and the current tourism facilities and services available.

Research Questions

The following research questions were designed to achieve the above objectives:

1. What were the conditions of the resources in the area?
2. Were there any tourism development in the area?
3. Were the local communities actively involved in or concerned with the development of their areas?
4. What were the designated areas targeted for development?
5. What might be the possibilities impact on the different communities if tourism were to be developed?

Importance of the Study

The importance of this study would be to provide important information/data for the state government and agencies and local community so that resources at Hulu Selangor district area could be properly managed. Results from the study would help them identify tourism products necessary for development.

Research Framework

The research process was divided into four distinct phases as illustrated in figure 4. The four phases were as follows:

- (1) Analysis of Resources
- (2) Analysis of Community and Site
- (3) Identification of Potential Tourism Products and Tourists
- (4) Assessment of Potential Impact

The first phase was a comprehensive assessment and evaluation on the conditions of resources such as natural, cultural, environment, and the current tourist services available. The second phase was to examine the site and to conduct community analysis so as to comprehend fully

the perception of local community, local operators, local and international tourists and the suitability and conditions of the site to be developed as tourism products. The next phase involved the identification of possible activities and areas that could be developed or enhanced and the identification of potential tourists' segments. The fourth phase summarized the potential impact of the tourism product development.

Scope of the Study

The scope of the study was Hulu Selangor which encompassed 13 subdistricts. The subdistricts were: Ampang Pechah, Peretak, Buloh Telur, Rasa, Batang Kali, Hulu Yam, Sungai Tinggi, Hulu Bernam, Serendah, Kalumpang, Sungai Gumut, Kerling and Kuala Kalumpang. To the north, the study area borders the state of Perak, to the south it covered north of Rawang, and to the east it is bordered by the main mountain range. Figure 5 shows the study area comprises 13 sub-districts.

Figure 1. Conceptual Framework on Situational Analysis

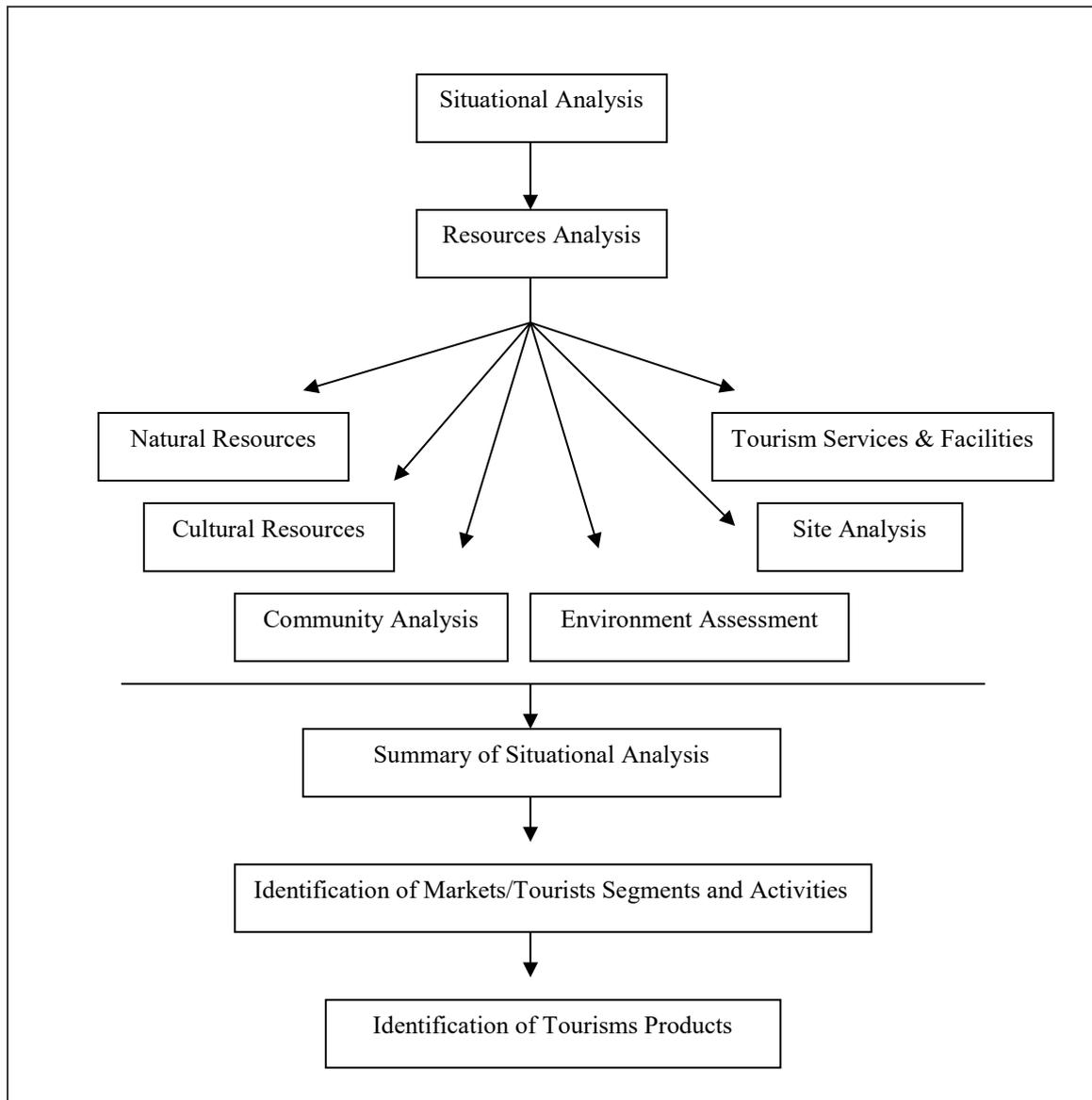
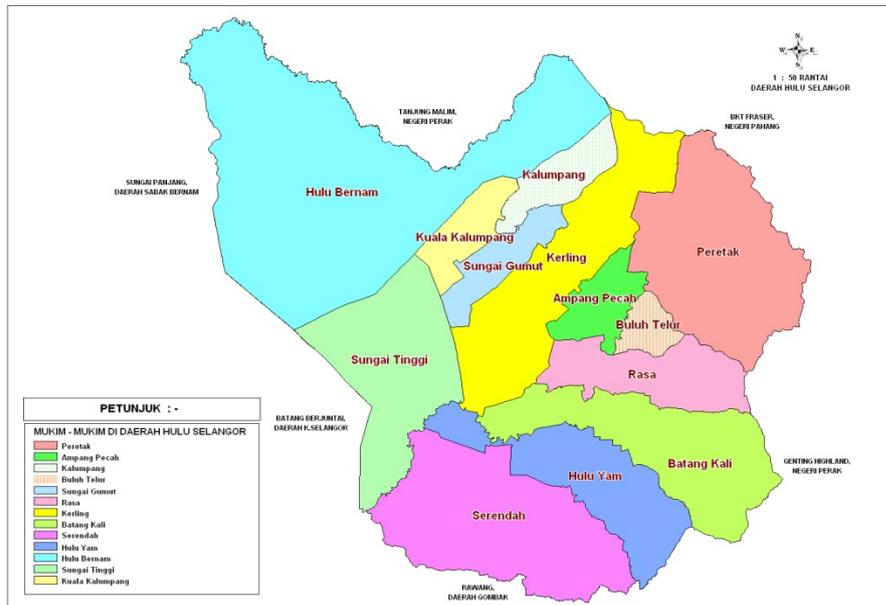


Figure 2. The study area



Source: Districts and Land Office of Hulu Selangor

Research Methods

Research Design

The research design for this study was a combination of exploratory and descriptive designs. It was an exploratory study since the dimensions and the depth and extent of findings on the site were relatively unknown. It was a descriptive study since the outcome of the study represented a description of the various resources that were examined. It was aimed at investigating and determining the availability and condition of resources including community-related activities.

A cross-sectional study was applied whereby primary data was collected at the site for 5 days. Published or secondary information were gathered during the course of the study which was a six-month period. A multi-level analysis was carried out to combine information collected from the various sources – the perspectives of the local authorities, businessmen and entrepreneurs, the community leaders, and the state and political leaders.

Types of Data

The types of data for this study were:

- Primary Data- collected via observation and unstructured interviews with the local community, authorities and local authorities, the community leaders and the state and political leaders.

- Secondary Data-gathered from published information available at Hulu Selangor District Office, National Archives, Hulu Selangor Tourism Planning Department and other government authorities.

Data Collection Methods

Two principle means of data collection were utilized: (1) interview with local community, local authorities, state and federal leaders, (2) non-participative observation of natural resources, cultural resources, site analysis, community analysis, environment assessment, and tourism facilities and services.

This study was carried out during a 5-day period. Qualitative data was gathered from the field research via semi-structured in-depth interviews. The data was collected by 5 research teams, where each team was responsible for collecting data from one, two or three sub-districts of Hulu Selangor. Each research team comprised a leader, two co-researchers, and two to three research assistants. The sub-districts of Hulu Selangor that was investigated were Ampang Pechah, Peretak, Buloh Telur, Rasa, Batang Kali, Hulu Yam, Sungai Tinggi, Hulu Bernam, Serendah, Kalumpang, Sungai Gumut, Kerling and Kuala Kalumpang.

Instruments Development

There were 6 instruments used. They were: Natural Resources, Cultural Resources, Site Analysis, Community Analysis, Environment Assessment, and Tourism Services and Facilities.

Resource Analysis 1: Natural Resources

Natural Resources Analysis checklist consisted of items such as: beaches, coral reefs, mountains, forest reserves, waterfalls, lakes, rivers, caves, wildlife, springs and others. These elements were assessed on the overall condition of the resources, the area size, the types of activities carried out at the site, the types of tourists who visited the area (if any) and the economic or business activities carried out.

Resource Analysis 2: Cultural Resources

Cultural Resources Analysis Checklist comprised of 11 elements: historical buildings, historical sites, monuments, archaeological sites and collections, folklore and traditions, handicrafts, museums, visual, performing and fine arts, scientific and research (research center), and others. These elements were assessed on the overall condition of the resources, the types of activities carried out at the site, and the types of tourists who visited the area (if any).

Resource Analysis 3: Community Analysis

Community Analysis checklist consisted of 14 dimensions: community size/population density of the area, perception on the rate of growth of the community, major type of residence, condition of residence, community surroundings, community ethnic background, household/family size, average age of the head of household, major source of household income, economic activities around residence, social status of community, recreational activities around the residence, and major household transportation mode.

Resource Analysis 4: Site Analysis

Site Analysis Checklist comprised the following 10 dimensions and the corresponding items to be evaluated: (1) Area Economics – Type of business activities, transport availability from outside the area, within site transport availability, special features or attractions, and distance to tourism attractions; (2) Physical characteristics – drainage system and solid waste disposal system; (3) Area shape – area size and parking space availability; (4) Land costs – estimated land cost, land status, and land use patterns; (5) Availability of utilities – water and electricity; (6) Street patterns – overall condition and Accessibility to the area, (7) Positional characteristics (traffic flow, people traffic information, visibility of the area) – distance/driving time, estimation on number/type of vehicles, road signage, and area map/contour/landscape; (8) Pollution – types: noise, air, water, environment, and level; (9) Local labour - labour supply, ethnic group, and types of skills; and (10) Other services – police, fire, health, postal, banks, money changing, business associations etc.

Resource Analysis 5: Tourism Services and Facilities

Tourism Services and Facilities checklist involved the assessment of six dimensions and their relevant characteristics. They were: (1) Accommodations (Hotels, resorts, chalets, homestays, small hotels, others) – number of rooms, types and quality of facilities and surroundings, and the ethnic of workers; (2) Restaurants (family, fast food, stalls, others) – number, seating capacity, quality, surroundings, and ethnic of workers; (3) Tour guides - types, overall quality, and ethnic of workers; (4) Shopping - types, overall quality, and ethnic of workers; (5) Recreation Facilities - types, overall quality, and ethnic of workers; and (6) Entertainment Facilities - types, overall quality, and ethnic of workers.

Resource Analysis 6: Environment Assessment

Environment Assessment involved the evaluation of the following 5 dimensions with their related features: (1) Potential for ecological damage of – soil, plant life, animal life, coral reefs, water/sea, coastal areas, and water supply; (2) Pollution of rivers, coastal areas, and others –

assessment on the level of pollution; (3) Preservation needs of – historical buildings/features, archaeological features, and others; (4) Conservation needs of marine life, and (5) Impact of increased number of visitors/tourists on – plant life, animal life, archaeological, historical, community, infrastructure, utilities, traffic, and scenery changes.

Data Analysis

The analysis of data was carried out using a qualitative analysis to examine the information derived from the 6 instruments. The findings were illustrated in two forms. The first illustration would be the breakdown by the sub-districts, while the second would be according to the type of resources, whereby only the significant findings would be recorded. Significance was defined by the number of times the dimensions or items were recorded by the observers and extensiveness of the area or the depth coverage.

Findings

The findings of the research were presented in table form according to the sub-district. A listing of the significant findings for each of the resources is shown alongside the sub-district in the corresponding tables.

Resource Analysis 1: Natural Resources

Table 8.1 Listed the various natural resources identified with the elements (if any) such as beaches, coral reefs, mountains, forest reserves, waterfalls, lakes, rivers, caves, wildlife, springs and others.

Table 8.1: Analysis of Natural Resources

District	Natural Resources
1.Ampang Pechah	Bukit Kutu & Titiwangsa Range, Sg. Kubu
2.Peretak	Sg. Chilling, Sg. Semangkuk, Sg. Semangkuk Waterfall, Sg Ampang Pechah, Gerachi Hill, Forest Reserve, Lump Sum Hill
3. Buloh Telur	Alor Lempah Lake, Sg Selangor
4. Rasa	-
5. Batang Kali	Hot Spring Ulu Tamu, Sg. Kedongdong, Sg Kedongdong waterfall
6. Hulu Yam	Hutan Lipur Sg. Sendat, Waterfall, Sg. Ulu kalong, Sg. Kamin
7. Sungai Tinggi	-
8. Hulu Bernam	Sg. Serigala
9. Kalumpang	River stream
10.Sungai Gumut	Hot Spring
11. Kerling	Hot Spring, Sg. Kerling, river stream

12. Serendah	Waterfall
13. Kuala Kalumpang	River stream

From this analysis it was concluded that Hulu Selangor had many tourism natural attractions such as hot springs at Hulu Tamu, Batang Kali, Kerling and Sungai Gumut. Hulu Selangor had a numerous waterfall and such as Kedongdong waterfall, Sungai Semangkuk waterfall and the Sungai Sendat waterfall. There were many rivers and streams that were found around Hulu Selangor such as; Kuala Kalumpang, , Sungai Chilling, Sungai Semangkuk, Sungai Selangor at Ampang Pechah, Sungai Ulu Kalong, and Sungai Kamin at Hulu Yam. There were 3 hills which were the Bukit Kutu, Bukit Menggaru Mati, and Gerachi hill.

Resource Analysis 2: Cultural Resources

Table 8.2 identified the various Cultural Resources which consisted of elements such as: historical buildings, historical sites, monuments, archaeological sites and collections, folklore and traditions, handicrafts, museums, visual, performing and fine arts, scientific and research (research center), and others. Most of the cultural resources could be found in the Ampang Pechah, Peretak, Buloh Telor, Rasa and Kerling.

Table 8.2: Analysis of Cultural Resources

District	Cultural Resources
1. Ampang Pechah	Cecil Ranking monument, King George VI & Queen Elizabeth 11 monument-1931 (clock tower), Kuala Kubu road - old railway station, old railway-Kg Kelapa, Old Buddhist temple-scattered around Ampang Pechah, Old Building-KKB town
2. Peretak	Henry Gurney Monument & Tragedy area at Sg. Semangkuk, SPLASH (Syarikat Pengeluaran Air Selangor Sdn. Bhd) Selangor Dam.
3. Buloh Telur	Kubur Panjang-Batu Tajam, old Muslim cemetery
4. Rasa	Tan Boon Chia Mansion
5. Batang Kali	-
6. Hulu Yam	-
7. Sungai Tinggi	-
8. Hulu Bernam	-
9. Kalumpang	-
10. Sungai Gumut	-
11. Kerling	Old Graveyard of Syed Mashyor, Old Temple
12. Serendah	-
13. Kuala Kalumpang	-

Resource Analysis 3: Community Analysis

Table 8.3 lists the various elements in the Analysis of Community and they included: community size/population density of the area, perception on the rate of growth of the community, major type of residence, condition of residence, community surroundings, community ethnic background, household/family size, average age of the head of household, major source of household income, economic activities around residence, social status of community, recreational activities around the residence, and major household transportation mode.

Table 8.3: Analysis of Community

District	Community Resources
1. Ampang Pechah	<ul style="list-style-type: none"> • Total Population: 28,496 • Majority population-Malay • High population ratio of middle age group • Golf (small, temporary & public course) – KKB town • Night Market (twice a month)-KKB town • Mainly town houses, Emergent of new houses • Source of Income: government servant & private sector
2. Peretak	<ul style="list-style-type: none"> • Total Population: 474 • Mainly wooden village houses & half- concrete, town houses
3. Buloh Telur	<ul style="list-style-type: none"> • Total Population: 245 • Mainly wooden kampung houses & half- concrete, town houses • Source of Income: government servant & private sector
4. Rasa	<ul style="list-style-type: none"> • Total Population: 6,741
5. Batang Kali	<ul style="list-style-type: none"> • Total Population: 17,954 • Source of income: rubber tappers • Mainly wooden kampung houses & half- concrete, town houses • Pasar Tani
6. Hulu Yam	<ul style="list-style-type: none"> • Total Population: 20, 514
7. Sungai Tinggi	<ul style="list-style-type: none"> • Total Population: 11,963
8. Hulu Bernam	<ul style="list-style-type: none"> • Total Population: 52,240 • Source of income: farmer, rubber tappers and palm oil • Mainly wooden kampung houses & half- concrete, town houses

9. Kalumpang	<ul style="list-style-type: none"> • Total Population: 7,265 • Mainly wooden kampung houses & half- concrete.
10.Sungai Gumut	<ul style="list-style-type: none"> • Total Population: 1,232
11. Kerling	<ul style="list-style-type: none"> • Total Population: 9,466
12. Serendah	<ul style="list-style-type: none"> • Total Population: 28,643
13. Kuala Kalumpang	<ul style="list-style-type: none"> • Total Population: 4,067

Resource Analysis 4: Site Analysis

Table 8.4 indicates the type of elements in the site analysis. They consisted of items such as Area Economics, Physical characteristics; area shape – area size and parking space availability; land costs – estimated land cost, land status, and land use patterns, availability of utilities – water and electricity, street patterns – overall condition and accessibility to the area, positional characteristics (traffic flow, people traffic information, visibility of the area) – distance/driving time, estimation on number/type of vehicles, road signage, and area map/contour/landscape; pollution – types: noise, air, water, environment, and level; local labour - labour supply, ethnic group, and types of skills; and other services – police, fire, health, postal, banks, money changing, business associations etc.

Table 8.4: Analysis of Site

District	Site Analysis
1.Ampang Pechah	<ul style="list-style-type: none"> • Area width: 4,143 hectares • Area Economic- Fish & Prawn Pond- KKB • Parking facilities- well maintained • Pollution – very less pollution • Labour – skilled, professional, government & private sector, own business • Accessibility to the area- Highway & Komuter, less traffic congestion. • Area Economic- Herbal Product: Teja Lawang. • Other services- police station, clinics, commercial banks, tailor shop, mini market, library, Grocery shop, Wet Market, Peladang Market, Golf Club, Food Court-Dataran KKB Bharu, money changing, bus services(Mara Liner, Star Couch & Metro Bus: from KKB to Rawang)
2.Peretak	<ul style="list-style-type: none"> • Area width: 20,383 hectares • Pollution – Very less pollution

	<ul style="list-style-type: none"> • Accessibility to the area- Highway & Komuter, no traffic congestion • Empangan – Selangor Dam, Peretak • Scenic Drive through Peretak to Fraser Hill • Other services- police station, clinics, library
3. Buloh Telur	<ul style="list-style-type: none"> • Area width: 2,589 hectares • Pollution – very less pollution • Other services- police station, clinics, library grocery shop • Taman millennium • Fishing area, Air Biru
4. Rasa	<ul style="list-style-type: none"> • Area width: 8,262 hectares • Area Economic- Herbal Product: Albica Enterprise, Kg Rapi • Pollution – very less pollution • Other services- police station, clinics, library, grocery shop
5. Batang Kali	<ul style="list-style-type: none"> • Area width: 16,265 hectares • Area Economic <ul style="list-style-type: none"> - Farm Land – scattered all over Batang Kali, - Hot Spring - Fish & Prawn Pond - Oil palm plantation - Rubber estate • Labour- oil palm, rubber tapper, private, government • Other services- police station, clinics, banks, mini market, library, grocery shop
6. Hulu Yam	<ul style="list-style-type: none"> • Area width: 11,111 hectares • Area Economic: <ul style="list-style-type: none"> - Fruit Orchard
7. Sungai Tinggi	<ul style="list-style-type: none"> • Area width: 16,006 hectares • Pollution – Very less pollution
8. Hulu Bernam	<ul style="list-style-type: none"> • Area width: 44,680 hectares • Area Economic- <ul style="list-style-type: none"> - Farm Land – scattered all over Ulu Bernam - Fruit Orchard - Dragon fruit Farm - Deer farm - Goat Farm

	<ul style="list-style-type: none"> - Fish & Prawn Pond - Oil palm plantation • Ladang Haiwan Sg Nilam • Labour- private, farmer, entrepreneur
9. Kalumpang	<ul style="list-style-type: none"> • Area width: 4,144 hectares
10. Sungai Gumut	<ul style="list-style-type: none"> • Area width: 4,144 hectares • Area Economic- <ul style="list-style-type: none"> - Hot Spring - Mai Farm
11. Kerling	<ul style="list-style-type: none"> • Area width: 17,534 hectares • Area Economic- <ul style="list-style-type: none"> - Kerling Herbal Valley - Hot Spring - Fruit Orchard • Sungai Gumut Estate • Sungai Jernih Estate • Parking facilities- well maintained but limited space • Other services- police station, clinics, Grocery shop
12. Serendah	<ul style="list-style-type: none"> • Area width: 20,901 hectares • Pollution – Very less pollution • International Orchid Park
13. Kuala Kalumpang	<ul style="list-style-type: none"> • Area width: 3,885 hectares • Pollution – Very less pollution

Resource Analysis 5: Tourism Services and Facilities

Tables 7.5 showed the various Tourism Services and Facilities available such as accommodations, restaurants, tour guides, shopping, recreation facilities and entertainment facilities.

Table 8.5: Analysis of Tourism Services and Facilities

District	Tourism Services and Facilities
1. Ampang Pechah	<ul style="list-style-type: none"> • Accommodation: Flying Rhino Guest House (8 rooms), Kuala Kubu Baru Rest house (12 rooms & 4 function room), Hotel Seri Melati, Hotel Hai Hin, KKB Golf View Resort. • Restaurant: Restaurant: Malay, Chinese & Indian – scattered around KKB town. Dataran KKB food court

	<ul style="list-style-type: none"> • Shopping: Souvenir shop • Recreational facilities: Jungle Tracking-Bukit kutu, Bukit Menggaru Mati, Kuala Kubu Bharu Golf Course (18 holes, level Par 70), Health Spa-Teja Lawang at KKB town • Entertainment facilities: Chinese Opera- KKB town (once a month)
2.Peretak	<ul style="list-style-type: none"> • Restaurant: food stall • Shopping: Grocery Shop • Recreational facilities: Forest Reserve – KKB, Camping site, picnic • Freaser Hill • Santuari Sungai Chiling • Bukit Kutu
3. Buloh Telur	<ul style="list-style-type: none"> • Restaurant: Restaurant: Malay, Chinese & Indian restaurant & food stall • Recreational facilities: Taman Millenium (Pavilion, Camp site, Physical Fitness, Recreation park, Square, Fruit farm & Venue Tower) • Recreation Centre Alor Lempah
4. Rasa	<ul style="list-style-type: none"> • Restaurant: food stall
5. Batang Kali	<ul style="list-style-type: none"> • Accommodation: Chalet Gonjong Limo • Recreational facilities: Camping site, picnic, Hot Spring • Entertainment facilities: Night Market • Recreational Centre Sg. Kedondong
6. Hulu Yam	<ul style="list-style-type: none"> • Accommodation: The Rock Resort, The Wood Resort • Recreational Centre Sungai Sendat
7. Sungai Tinggi	<ul style="list-style-type: none"> • Accommodation: homestay • Food Stall • Recreational facilities: Picnic • Sungai Tinggi dam
8. Hulu Bernam	<ul style="list-style-type: none"> • Accommodation: Homestay Desa Maju Sungai. Tengi • Restaurant: Malay, Chinese & Indian restaurant • Shopping:

	<ul style="list-style-type: none"> • Recreational facilities: Deer Farm, Goat Farm, fish & Prawn pond (Sg. Tengi) • Recreational facilities: Orchid farm (Sg. Dusun)
9. Kalumpang	<ul style="list-style-type: none"> • Accommodation: Kalumpang Resort & chalet • Recreational facilities: Camp site Sungai Inki
10. Sungai Gumut	<ul style="list-style-type: none"> • Accommodation: Resort, Spa & chalet • Restaurant: Food Stall • Recreational facilities: Hot Spring, Horse Riding
11. Kerling	<ul style="list-style-type: none"> • Accommodation: SSG Beringin Golf Club, Kerling Herbal Valley Resort • Restaurant: Riverview restaurant • Recreational facilities: Kerling Recreational Centre Hot Spring & Fruit Orchard
12. Serendah	<ul style="list-style-type: none"> • Accommodation: Bukit Beruntung Golf & Country Resort • Recreational Facilities: Perigi Tujuh/Seven Well, International Orchid, Golf Club Bukit Beruntung
13. Kuala Kalumpang	<ul style="list-style-type: none"> • Accommodation: Resort • Recreational facilities: Camp site

Resource Analysis 6: Environment Assessment

Tables 7.6 showed the various components of Environment Assessment that were included. They were: the potential for ecological damage, pollution of rivers, coastal areas, and others – assessment on the level of pollution; preservation needs of – historical buildings/features, archaeological features, and others; conservation needs of marine life, and impact of increased number of visitors/tourists.

Table 8.6: Analysis of Environment Assessment

District	Environment Assessment
1. Ampang Pechah	<ul style="list-style-type: none"> • Cecil Ranking monument- needs preservation • GAP rest house – need to refurbish • Very minimal public transportation • Preservation needs for historical building
2. Peretak	<ul style="list-style-type: none"> • Very minimal public transportation • Conservation needs of flora & fauna – Bukit Kutu
3. Buloh Telur	<ul style="list-style-type: none"> • Very minimal on public transportation
4. Rasa	<ul style="list-style-type: none"> • Very minimal on public transportation

5. Batang Kali	<ul style="list-style-type: none"> • Natural erosion of riverbank
6. Hulu Yam	<ul style="list-style-type: none"> • Natural erosion of riverbank
7. Sungai Tinggi	<ul style="list-style-type: none"> • Very minimal on public transportation
8. Hulu Bernam	<ul style="list-style-type: none"> • Very minimal on public transportation
9. Kalumpang	<ul style="list-style-type: none"> • Very minimal on public transportation
10. Sungai Gumut	<ul style="list-style-type: none"> • Very minimal on public transportation
11. Kerling	<ul style="list-style-type: none"> • Old Graveyard of Syed Mashyor - needs preservation • Natural erosion of riverbank • Very minimal on public transportation
12. Serendah	<ul style="list-style-type: none"> • Very minimal on public transportation
13. Kuala Kalumpang	<ul style="list-style-type: none"> • Very minimal on public transportation

Identification of Possible Tourism Products to Be Developed of Enhanced.

Identification of Tourism Products and/or Activities at the identified sites

Food & Beverage

Authentic Malay, Indian & Chinese Cuisine (scattered around various places in Hulu Selangor and Kuala Kubu Bharu), Night Markets, Farmer Markets

Lodging

Flying Rhino Guest House (8 rooms), Kuala Kubu Baru Rest house (12 rooms with 4 function room), Hotel Seri Melati, Hotel Hai Hin, KKB Golf View Resort, The Rock Resort, The Wood Resort, Homestay Desa Maju, Kalumpang Resort and Chalet, Sungai Gumut Resort , Spa and chalet, Kerling Herbal Valley Resort and Resort at Kuala Kalumpang.

Cultural & Heritage Attraction

Sungai Tengi homestay, Sungai Tinggi Homestay, visit to Orang Asli village at Kampung Gerachi, Kerling and Kg. Tun Abdul Razak, Chinese opera show, Parang making

Traditional

Silat Gayung Malaysia at Kuala Kubu Bharu

Historical Attraction



The historical attractions include: site of a renowned tragedy where a dam broke is at old Kuala Kubu, Bukit Kutu (British Residence), Sir Henry Gurney Tragedy and monument, Cecil Ranking Monument, Old Buddhist Temple- 100 year-old mosque name Al-Hidayah, Clock tower of King George VI and Queen Elizabeth II, Sir Henry Gurney Monument, Old Muslim Cemetery-Kubur Panjang at Batu Tajam, old railway at Kg Kelapa and old railway station at Kuala Kubu Road, Tomb of Syed Mashyor at Kerling. Visit a mysterious place Tan Boon Chia Mansion at Rasa

Traditional Spa

Spa Teja Lawang (KKB)

Waterfalls

Waterfalls: Sg. Sendat, Gerachi, Batang Kali, Serendah

Hot Water Springs

Hulu Tamu, Sg Gumut, Batang Kali & Kerling

Recreational Forests - Mountain & Jungle Tracking

Bukit Kutu, Bukit Menggaru Mati, Gerachi Hill, Lump Sum Hill Titiwangsa Range, Sungai Sendat Forest Reserve and Gading Forest Reserve.

White Water Rafting

Chilling River Stream, Kalumpang river stream

Sightseeing, Scenic view

Panoramic View of Titiwangsa Range, SPLASH, Selangor Dam, Peretak, drive through from Peretak up to Fraser Hill

Lake

Alor Lempah Lake

Mountain Biking

Mountain biking from Kuala Kubu Bharu up to Fraser Hill

River Cruising

Sungai Kalumpang, Sungai Kerling, Sungai Semagkuk , Sungai Kedongdong, Sungai Ulu Kalong, Sungai Kamin

Fishing

Fish & prawn pond at Batang Kali lake, Alor Lempah lake, Buloh Telor.

Camping

Picnic area: Sg. Kedongdong, Sg. Kerling, Sg. Chiling, Recreational Centre Sungai Sendat, Sanctuary Sungai Chilling, camp site Sungai Inki

Golf Courses

KKB Golf Course, Serendah Golf Course, SSG Beringin Golf Course

Bird Watching

Fraser's Hill, Gerachi Hill

Fresh Produce

Dragon fruit farm at Hulu Bernam, fruit orchard at Kerling and Hulu Yam

Animal Farm

Mai Farm at Sungai Gumut, deer & goat farm at Hulu Bernam, Ladang Haiwan Sungai Nilam

Recommendations

This research has briefly analysed the resources available in Hulu Selangor and identified the possible tourism products that could be developed or enhanced. There were many tourism attractions at Hulu Selangor that could be packaged as tourism products for the local and international tourist. Further fact-finding research should be done on the aspect of domestic or international tourists' expectations on each of the products as suggested. In response to tourist demand, trends, lifestyle, needs and preferences shifted, tourism products and services should be upgraded and refined to meet new anticipations and new demands (Hassan et. all, 2006). The identification of potential areas as a tourism destination could create job opportunity for

the local community especially in small towns or villages. It might help to elevate their standard of living and would then improve the quality of life for the local community and build that sense of community pride.

The recognition and participation of residents would be an essential step that could influence the development of tourism. The residents might be subjects to be viewed and expected to interact with tourists. Their attitudes and behaviour would constitute the hospitality resources of a destination (Smith, 1994). Community participation should be considered necessary to obtain community support and acceptance of tourism development projects and to ensure that the benefits relate to local community needs.

The involvement of the community would be one of the key elements in ensuring the sustainability of such tourism product development. The mixing of different ethnic cultures could create a major source of tourist fascination. A balance between the visitors' needs, the environment and local community must be planned to ensure development of sustainable tourism. However, gaining effective input from the community in tourism product development has been a challenging task for many community leaders.

Based upon the findings from this research, a guideline on managing the following issues has to be considered by the authorities at the state and local levels:

- (1) Improve destination and develop strategies to market and brand Hulu Selangor as a world class destination to the network of global travellers;
- (2) Develop new Tourism Information Centre especially at town area include Kuala Kubu Bharu, Batang Kali, Rasa, Serendah, Bandar Sungai Buaya, Bukit Beruntung, Bukit Sentosa, Bukit Tagar and Sungai Tenggi;
- (3) Improving signage and information pamphlets to orientate and familiarize visitors and to put across key message;
- (4) Make cultural and natural assets such as hot spring, waterfall, forest reserve, birdlife, river, stream, hill and others more visible and accessible to tourists.
- (5) Provide information for visitors to increase their appreciation of the area's special qualities;
- (6) Promote access by rail and public transport and promote these to encourage tourists to use public transportation;
- (7) Provide more accommodation (especially at the town area) and increase accommodation facilities and
- (8) Renovate and conserve old buildings such as the old fire department at Kuala Kubu Bharu, the old mosque (Masjid al Hidayah at Ampang Pechah), old graveyard of Syed Mashyor at Kerling and monument. Tourists might look for and appreciate local architecture and authentic traditional style.

Conclusion

The results of the study showed that Hulu Selangor has the potential to be developed as a recreational center that evidences enough tourism resources to ensure that it could be one of the famous destinations with attractions and activities for both domestic and international tourists. Activities for the ultimate itinerary could include such activities as white-water rafting at Sungai Chilling, Gerachi Hill, Kerling; Peretak could offer magnificent views and there are also distinctive products made in respect of untold historical figures. The state government could develop more tourism information for visitors. The development of the tourism industry would benefit the local community by generating new employment opportunities and at the same time improve the quality of life for local community in Hulu Selangor. The development of a sustainable tourism industry should further offer numerous opportunities for the protection and conservation of nature and the environment since it could create awareness and interest among the youth in the community and thus involve them in conservation activities.

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