



COMMUNITY INVOLVEMENT IN ECOTOURISM AND IMPLICATIONS ON SOCIAL IN LANGKAWI ISLAND, MALAYSIA

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ABSTRACT

The ecotourism sector in Malaysia is a tourism industry that can give various impacts in various aspects such as economic, social, and environmental. Therefore, the purpose of this study is to examine the factors and effects of local community involvement in the ecotourism industry on Langkawi Island. A total of 160 questionnaires were distributed randomly to the community around Chenang Beach and Pekan Kuah, Langkawi Island. Data obtained through questionnaires were analyzed using the software Statistical Package for the Social Sciences (SPSS). Among the types of data analysis used by the researcher in the effort to test the objectives of the study are such as reliability analysis, frequency analysis, and descriptive analysis. The results of this study found that the factors of local community involvement in the ecotourism industry on Langkawi Island are heavily influenced by variables such as the source of income (56.30%), employment opportunities (38.80%), poverty eradication (1.90%), and want to increase purchasing power population (3.1%). Meanwhile, the results of the analysis of the impact of local community involvement in the ecotourism industry on Langkawi Island found that most respondents chose to have an impact on social such as opening job opportunities to increase income (mean = 4.48), and be able to attract more tourists (mean = 4.55).

KEYWORDS: Ecotourism, factors, effects, Langkawi Island, SPSS

1. INTRODUCTION

The tourism industry is an important industry for a country. This is because there are various advantages gained from this industry, especially in the economic sector of the country. The industry has grown rapidly over the decades (World Tourism Organization, 2007; McCool, Moisey, & Nickerson, 2001: 124). This has been explained as follows:

"Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest-growing economic sectors in the world." (World Tourism Organization, 2007).

This industry important because this activity, will create various generations to the country. Among them, it will create employment opportunities, foreign exchange, and so on. Inside, the aspect of the tourism industry in Malaysia can be seen that is increasingly

well received by the community in Malaysia. Initially, the tourism industry existed around the 1960s (Aleff Omar Shah, 2016).

The tourism industry was rapidly developing in the era of 1980s to the 1990s (Rosniza, et al., 2012: 148). *Tourism Development Corporation of Malaysia* (TDCM) on 10 August 1972. Established which aims to coordinate activities related to the tourism industry to facilitate the development of the country's tourism industry. But, it grows faster when it happens after 15 years. This is with the formation of the Ministry of Culture, Arts, and Tourism in 1987 to lead this tourism company (Siti Nor Awang, et al., 2015: 126). Apart from that, the Malaysian government has prepared a plan, namely the Malaysia Tourism Transformation Plan which started from the 4th Malaysia Plan until today. It aims to increase the inflow of money into



Malaysia by increasing the expenses of tourists who have visited Malaysia. This shows that Malaysia is quite committed to improving this industry (Aleff Omar Shah, 2016).

Tourism industries in Malaysia that have received a high response, have received attention in generating the country's economy. Around the 1990s, ecotourism was introduced under another name, *nature tourism*. In the early stages, ecotourism in Malaysia and Southeast Asia only focused on rainforest areas and coral reefs. However, this ecotourism has received a good response among domestic tourists, and the whole world and even community life in this country have expanded this industry. Ecotourism means tourism that emphasizes traveling to areas with abundant natural resources in parallel with the emphasis on conservation aspects and conserving natural resources in the existing conditions (Siti Nor Awang, *et al.*, 2015).

Furthermore, Malaysia is a well-known global ecotourism destination. Malaysia has beautiful islands that are popular ecotourism destinations. Langkawi is one of Malaysia's most beautiful islands. Langkawi Island is a popular tourism destination for visitors throughout the world. Langkawi Island is a small island off the coast of Kedah Darul Aman, Malaysia. Langkawi Island is located between 6° 10'N and 6° 30'N'U latitudes and 99° 35'E and 100° 0'E longitudes (Narimah & Norhidayah, 2013). Langkawi Island has become one of the country's icons owing to its unique geological and ecological resources, such as white sand beaches and millions of years old rocks (Aleff Omar Shah, 2016:13).

Langkawi Island is one of the world's few islands that can compete in the field of ecotourism. This can be seen in the Langkawi Tourism Blueprint 2011-2015, which focuses on making Langkawi Island one of the 10 most popular ecotourism destinations in the world (Lembaga Pembangunan Langkawi, 2015). The growth of the tourism business in rural regions has a good influence on the local economy and ecology (Piramoan & Rezaei-Moghaddam, 2014; Zaei, 2013). However, there are a variety of socioeconomic issues such as poverty, unemployment, income inequality, gender equality, and a lack of infrastructural services, and to name a few (Sebele, 2010; Giampiccoli & Kalis 2012; Harish, 2012). These problems also occur in Langkawi Island. Although the tourism industry has grown fast on the island, there are a handful of local communities that have dodged the benefits of tourism growth (Ishak Yussof & Mustaffa Omar, 2005). It arises from the local community's failure to embrace chances and adapt to the changing development environment, causing them to remain trapped in poverty and high unemployment (Ranis *et al.*, 2000). As a result, the goal of this research is to examine at the

factors that influence community participation in ecotourism and the consequences for society on Langkawi Island, Kedah.

Therefore, it is necessary to study the factors of community participation in ecotourism activities. Problems such as these will prompt researcher to study the impact of community involvement on ecotourism in Langkawi Island's. The methods used by the researcher in this study are quantitative methods and data were collected by distributing questionnaires, observations, and interviews. Data from the study were then processed and then analyzed using SPSS software.

2. LITERATURE REVIEW

Tourism is defined as an activity of traveling or living in an area outside of the unusual environment for a person not more than one year aimed at pleasure, business, and so on (World Tourism Organization, 1995). Apart from that, tourism activities are an activity that covers the conventional sector in the economy. Tourism requires input from an economic, social, cultural, and environmental perspective (Lickorish & Jenkins, 1997: 1). Besides, tourism is a relationship of travel and accommodation but not residence. And they also do not make the place they travel as their residence and not related to business activities (Lickorish & Jenkins, 1997: 34). Therefore, based on the reading and observation, the researcher can conclude the definition of tourism which is an activity that moves from one destination to another with the purpose of fun and so on.

Next, three types of tourism can be divided. Among them, domestic tourism, national tourism, and lastly international tourism. Domestic tourism refers to domestic tourism and incoming tourism (*inbound*). National tourism refers to tourism based on domestic tourism and outbound tourism (*outbound*) and lastly, international tourism refers to outbound and inbound tourism (Lickorish & Jenkins, 1997: 37). This tourism activity has grown to the emergence of various other tourism such as archeological tourism, cultural heritage tourism, game tourism, and so on. (Mir, 2008: 12-28). Then from 1970 to 1980, ecotourism has gained scholar's attention about ecotourism (Pforr, 2001).

According to Christof Pforr (2001), has explained that there is still a debate among scholars regarding the definition of ecotourism. But in 1987, Ceballos-Lascurain stated that ecotourism is traveling to an environmental area with certain objectives such as learning, admiring, and enjoying the scenery. In the next two years, in 1989, Ziffer defined ecotourism (Witt, 2011:14-15). This has been described as follows:

"A form of tourism inspired primarily by the natural



history of an area, including its indigenous cultures." (Witt, 2011:15)

Based on the above statement, it can be concluded that ecotourism is tourism that is inspired by the environmental history of an area, including indigenous culture. In conclusion, based on the reading and observations researcher, it can be explained that ecotourism is based on the environment that emphasizes sustainability entities. Besides, there are also opinions that state ecotourism is the same as the tourism industry sustainability (Pforr, 2001). This has been explained as follows:

"Ecotourism understood as sustainable tourism in natural areas has the potential to assist a more workable approach to achieve sustainability objectives through tourism" (Pforr, 2001).

Apart from that, this ecotourism is also a tourism industry that has less impact on the local environment and culture and even helps to increase income and employment for the community in an area. Ecotourism will have a positive impact on the country and society through the local economy will increase with business taking place around ecotourism areas, local culture will also be guaranteed due to ecotourism that emphasizes the element of sustainability, and so on (Mir, 2008:26-27). Ecotourism is a growing tourism industry day by day (Pforr, 2001). This is explained as follows:

"Today, ecotourism is seen as one of the fastest-growing market segments in the tourism industry, with a prosperous future outlook, particularly in light of ever-increasing demands by tourists around the world for an ultimate nature experience" (Pforr, 2001: 69).

"... for instance, points out that interest in ecotourism experiences is growing by 25% to 30% per year" (Pforr, 2001: 69).

Therefore, it is clear that ecotourism is a rapidly developing tourism industry every day. Based on the quotation, this is due to the relatively large demand of tourists to experience the best environmental experience. Since then, the government has been paying more attention to the ecotourism (Pforr, 2001). My conclusion, based on the understanding of researcher found that ecotourism is a tourism industry present after 1970 that has attracted the attention of many who have a positive impact on the economy, social and environment. It is environment-based tourism while maintaining the sustainability of the environment and at the same time, it evokes the local economy.

Local communities were examined in order to understand the impact of tourism on local communities in term of jobs, resident incomes, shopping facilities, transport and communication,

medical facilities, cultural amenities, leisure facilities, and the resident's view of tourism with regard to criminality such as drug misuse, prostitutes (Khan, Seng & Cheong 1990). Jashveer et al., (2011) indicate that communities's' perceptions of the impact of tourism may vary depending on the type or experience. Butler (1974) has observed some beneficial as well as negative social impacts on local communities. The social and cultural impacts of tourism are defined as Pizam and Milman (1984:11):

"The ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyle, moral conduct, creative expressions, traditional ceremonies and community organization"

According to Sharpley (1994), the perceived benefits of tourism can be separated into two kinds, those that derive from tourism and touristic interactions. Pizam and Milman's (1986) social and cultural impact was defined as: impact on the population structure; modification of occupational forms and type; transformation of value; influence on the traditional way of life.

There are numerous positive social impacts that contribute to the local community. According to Hall and Page (2014), there have been five important shifts such as collective and individual value systems, behavioural patterns, community organisations, lifestyles and quality of life. According to Butler (1974), the benefits of social impact include improvements in transport and recreational social services, cross-cultural communication and quality of life enhancement. Nillahut (2010) identified positive improvements in beliefs and practises, cultural interactions, greater social tolerance, better tourist amenities and empowerment in the communities. Some researchers have also examined the social impact of tourism on host communities such as the impacts on leisure activities (Ross, 1992; Lankford et al. 1997); commercialised interactions of host visitors and improved public health and conservation (Travis, 1984).

However, not all tourism impacts are necessarily positive. Some of the major negative consequences of tourism development include increased competition for resources, inflation rates in service terms, rent, home property, and changes in community lifestyle habits and traditions (Curto, 2006); criminal activity (Haralambopoulos and Pizam 1996); traffic jams (Liu et al., 1987); alterations in society and legal order (Travis, 1984); sex trafficking and child begging (Smith, 1992; Besculides, et al. 2002; Pandey, 2006). In reference to Nillahut (2010), the negative impacts happen in terms of value system and manners, cultural clashes, physical influences and



ethical problems such as alcoholism, gambling, crime, drugs, prostitution and sex trade.

Ecotourism development may have economic, socio-cultural, and environmental impacts. Ecotourism development can help to improve people's livelihoods and the well-being of communities (Ahmad et al., 2012). According to the study finding conducted by (Syamimi et al., 2019), The perspective of the communities on quality of life has been influenced by numerous elements of ecotourism such as household incomes, ecotourism housing location, number of family members involved in ecotourism development and perceived environmental impacts. Furthermore, the expansion of ecotourism provides opportunities for local communities to participate in self- and community-development initiatives in the development space. The development of ecotourism, as well as cooperative engagement in the development of ecotourism, will have a positive impact on the socioeconomic activities of local communities (Er & Nurul, 2013; Ceballos-Lascurain, 1996; Butler, 1980). The expansion of ecotourism will result in increased employment and economic opportunities for local communities, as well as the upgrading of infrastructure facilities. Furthermore, the growth of ecotourism will benefit community development such as health, education, basic utilities, life satisfaction, emotions, and culture (Kim, Uysal & Sirgy, 2013). This is due to the fact that the development of ecotourism will result in an input of money into the tourism area, which will lead to aspects of development for the local community. The impact of ecotourism on social and socio-cultural will occur in terms of language. This is because, when tourists from abroad come to an ecotourism area will cause foreign language proficiency will increase among the local community. In addition, local culture will also be guaranteed its sustainability (Nor Hizami Hassin, 2019). The last impact on the environment is a positive impact that the forest area and the environment will be guaranteed its sustainability (Nor Hizami Hassin, 2019).

In Malaysia, it is one of the most active countries in the ecotourism industry. It is clear that Malaysia has paid attention to ecotourism since the 7th Malaysia Plan and the 8th Malaysia Plan has been given more focus. As a result of (8th Malaysia Plan), the government has established the National Ecotourism Plan (2016-2025). It was established in 2015 (Nor Hizami Hassin, 2019). Malaysia began to focus on ecotourism activities starting from rainforest areas and coral reefs. The industry has grown due to the demand of tourists who ask to see and feel the way of life of the local community. It has caused this industry to grow rapidly in Malaysia. Therefore,

ecotourism has received attention from the community as well as only from the government which introduced many policies in improving the tourism industry. For example, can be seen in the community at Batu Putih which is located downstream of the Kinabatangan River. As a result of the encouragement of the Batu Putih community, the economy is growing through the ecotourism industry in the area. This is due to the area being filled with flora and fauna and the Batu Putih community has partnered with the World Wide Fund for Nature (WWF) in conserving forests. Indirectly, the economy has also increased (Siti Nor Awang, *et al.*, 2015).

Furthermore, as can be seen in 2019, Malaysia has become a country of choice for tourists as an ecotourism area. This is clearly seen through an interview with the Minister of Tourism, Arts and Culture, Datuk Mohamaddin Ketapi. He explained that ecotourism is a major attraction in Malaysia. He further explained that the attractive and beautiful forest and the concept of homestay in Malaysia have captivated tourists even though Malaysia is full of building (Mohd Fazli & Ridaudin Daud, 2019). In addition, Tun Dr. Mahathir has also stated that ecotourism is a sub-sector that has a very high value as well as can provide a unique experience to visitors (Idris Musa, 2019).

In addition, in the same year, the Visit Sarawak Campaign was introduced. This is because according to Datuk Musa Yusof, the Director of Tourism Malaysia has stated that Sarawak is one of the states with many ecotourism products that can attract tourists (Mohd Roji, 2019). Therefore, it is clear that ecotourism in Malaysia has received a good response from both the government and the community. Langkawi Island is one of the islands located in Malaysia that focuses on this ecotourism industry also (Mohd Fazli & Ridaudin Daud, 2019). This is because Langkawi Island is rich with environmental treasures such as millions of years old rocks, black and white sand beaches, hills, and mountains filled with tropical rainforests. The island is also famous for shopping activities (Aleff Omar Shah, 2016:13). Ecotourism activities are booming on Langkawi Island when Langkawi Geopark (LG) was established in 2006. It was started by the Malaysian Geological Heritage Group (MGHG) in 2001. This is because Langkawi Island has the potential to be *geopark* world-class contained 99 small islands in Langkawi Island. Langkawi Island has received UNESCO Global Network of National recognition Geoparks (Mohd Shafeea Leman, *et al.*, 2007).

In the 17th century, the community in the area was active in pepper cultivation. Subsequently, they have shifted to other industries such as small-scale

agriculture and fisheries as a result of the war that has taken place. But nowadays, the community has grown rapidly in various more modern industries such as manufacturing, business, and services closely related to tourism (Aleff Omar Shah, 2016:14). Apart from that, the community on Langkawi Island also carries out various economic activities that are directly involved in ecotourism such as providing transportation services, food, and various other economic activities. In addition, community involvement is also an important aspect. This is because the continuity between the government and the community is a contributor to the ecotourism industry in Langkawi Island. The implications of community involvement in this industry will have a positive impact on the ecotourism industry on

Langkawi Island (Nur Idientee & Er Ah Choy, 2019).

3. RESEARCH METHODOLOGY

Study Area

Langkawi Island is one of the islands that is a tourist destination. It is located near the Andaman sea. In terms of its position around the island, there are a total of 103 small islands but only 99 small islands are visible. The islands are not inhabited by humans. This makes, Langkawi Island is one of the largest islands with an area of 478.78 sq km and 54.6% of the entire island has been covered by forests and mountains. A total of six districts are found on Langkawi Island such as Padang Mat Sirat, Bohor, Kedawang, Kuah, Ulu Melaka, and Ayer Hangat (Figure 1).

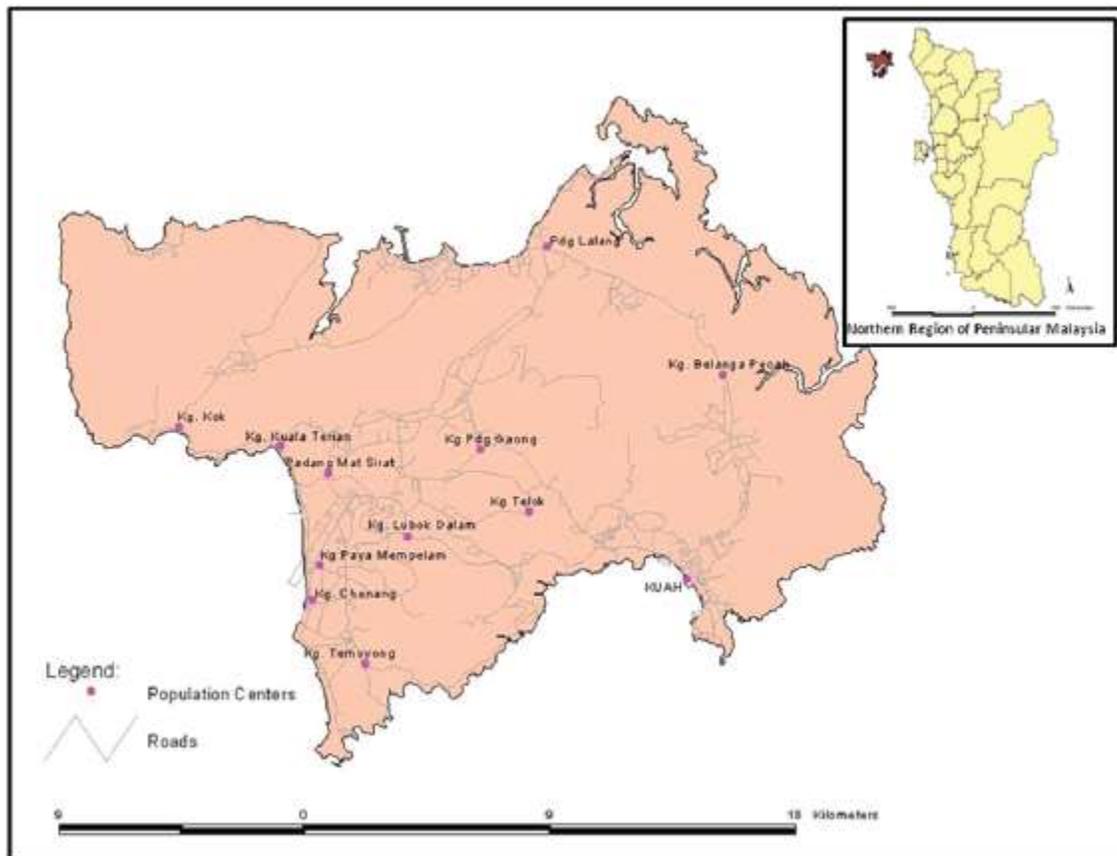


Figure 1. The map of Langkawi Island.

Source : (Samat, N. 2010).

Data Collection

The data of this study were collected according to the random sampling method. Data collection has started on 2 February 2020, questionnaire forms have been given to the communities around Pantai Chenang and Pekan Kuah. A total of 160 questionnaires were

successfully collected and completed. Next, the researcher will explain the method of the questionnaire and observation. The questionnaire was divided into several sections according to the needs of the study such as the demographic profile of the respondents and the objectives of the study. The last phase is that the



researcher has conducted *Reliability Analysis* namely Cronbach's alpha to ensure that the questionnaire can be used (*reliable*) for this study (Pallant, 2010). The

table below refers to the findings of the analysis obtained.

Table 1. Reliability Analysis By Using Cronbach's Alpha.

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .648 | .677 | 9 |

Based on the table above, it is clear that this questionnaire has a high consistency. This is because Cronbach's Alpha is within the range of .48 to .76 (Pallant, 2010). Next, While distributing questionnaires, researcher have also conducted observations around the study area to better understand the ecotourism industry in the area. In addition, the researcher also conducted informal interviews with respondents who answered the questionnaire. The interview was conducted to find out additional information for this study that is related to ecotourism activities among the local community.

Data Processing

SPSS is a software that can analyze data. SPSS can manage data in a graphical environment such as graphs, tables, and so on. Raw data can be processed in the software in the form of columns and rows. With this SPSS software, it can analyze a variety of data complex (US Department of Veterans Affairs, 2019). SPSS is the best software for analyzing data for this study. Data analysis is also an important process in research. This is because the results of the analysis will provide suggestions and measures for improvement for the research to be made. Next is the descriptive analysis, frequency, mean, and std. deviation. Researcher have used this analysis is to find out the extent to which the variables are important to each other (Pallant, 2010). This analysis will be determined based on the objectives of this study.

4. RESULTS AND DISCUSSION

Demographic Profile of Respondents

Table 2 shows the demographic profile of the respondents obtained in Langkawi Island, Malaysia. A total of 160 respondents were involved in the questionnaire conducted. A total of 65 respondents were male while another 95 were female respondents. There are four types of age groups namely 17 to 27

years, 28 to 38 years, 39 to 49 years, and 50 to 60 years and above. Based on the results of the analysis, it was found that those aged 17 to 27 years recorded a total of 58 people while at the age of 50 to 60 years and above recorded the lowest number of respondents which is 27 people. While the respondents who have the status of Malaysian citizens are 158 people and 2 non-citizens. There are 4 types of race's status such as Malay, China, India, and others. The analysis found that the Malay race has a record total of 146 respondents, while the lowest is the status of others, namely a total of 2 people. Marital status recorded a total of 87 people who were married while the status of single respondents was 65 people. In terms of the level of education, respondents are divided into four categories, namely non-school, primary school, secondary school, and higher education. (*certificate / diploma / degree & above*).The results of the analysis found that most respondents have a high school education level of 82 people and the lowest of 4 people who are not in school. Next, the job types of self-employed respondents are 71 people, 17 public sectors, 63 private sectors, and 9 unemployed.

While the total income of respondents mostly obtained an average of RM1400 and above, which is a total of 71 people (44.40%) and a total of 14 people (8.80%) who obtained a total income of RM500-RM800. In terms of the type of residence, there are several categories namely housing, bungalows, low-cost houses, and others. Most of the respondents have a type of residential housing that is 76 people and the lowest is a bungalow type that is 9 people. The number of households in a house recorded 86 people living 4 to 6 people and the lowest was 3 respondents living 10 people and above. While for the period of residence of the respondents showed a total of 95 respondents who resided for 15 years and above while a total of 13 respondents resided for 10 to 15 years.



Table 2. Demographic profile of respondents

| Demographic Profile (N = 160) | Frequency | % |
|--|------------------|----------|
| Gender | | |
| Men | 65 | 40.60 |
| Women | 95 | 59.40 |
| Age | | |
| 17 - 27 years | 58 | 36.30 |
| 28 - 38 years | 47 | 29.40 |
| 39 - 49 years | 28 | 17.50 |
| Over 50 years | 27 | 16.90 |
| Citizens | | |
| Malaysia | 158 | 98.80 |
| Non-Malaysia | 2 | 1.30 |
| Race | | |
| Malay | 146 | 91.30 |
| Chinese | 8 | 5.00 |
| India | 4 | 2.50 |
| Others | 2 | 1.30 |
| Marital Status | | |
| Married | 87 | 54.40 |
| Widower | 8 | 5.00 |
| Single | 65 | 40.60 |
| Educational Level | | |
| Does not go to school | 4 | 2.50 |
| Primary school | 15 | 9.40 |
| High school | 82 | 51.30 |
| Certificate / Diploma / Degree & Above | 59 | 36.90 |
| Job Type | | |
| Government pension | 71 | 44.40 |
| Public sector | 17 | 10.60 |
| Private sector | 63 | 39.40 |
| Unemployed | 9 | 5.60 |
| Total Income (RM) | | |
| 500 - 800 | 14 | 8.80 |
| 800 - 1100 | 21 | 13.10 |
| 1100 - 1400 | 54 | 33.80 |
| 1400 and above | 71 | 44.40 |
| Type of Residence | | |
| Housing | 76 | 47.50 |
| Bungalow | 9 | 5.60 |
| Low-cost house | 27 | 16.90 |
| Others | 48 | 30.00 |
| Number of Households (People) | | |
| 1 - 3 | 60 | 37.50 |
| 4 - 6 | 86 | 53.80 |
| 7 - 9 | 11 | 6.90 |
| 10 and above | 3 | 1.90 |
| Residence Period | | |
| 1 - 5 years | 32 | 20.00 |
| 6 - 10 years | 20 | 12.50 |
| 10 - 15 years | 13 | 8.10 |
| 15 years and above | 95 | 59.40 |

Source: Field work, 2020



The Factors of Local Community Involvement in the Ecotourism

Table 3. The Factors Of Local Community Involvement In The Ecotourism

| | Frequency | % | Mean | Std. Deviation |
|--|-----------|------|------|----------------|
| Community Involvement: Descriptive Analysis (N = 160) | | | | |
| The main attraction for tourists to come to Langkawi Island | | | 2.95 | .930 |
| Food | 19 | 11.9 | | |
| Culture | 16 | 10.0 | | |
| History | 79 | 49.4 | | |
| Entertainment | 46 | 28.8 | | |
| The most famous ecotourism place in Langkawi | | | 2.03 | .951 |
| Langkawi Cable Car | 57 | 35.6 | | |
| Cenang Beach | 55 | 34.4 | | |
| Kilim Karst Geoforest Park | 35 | 21.9 | | |
| Tasik Dayang Bunting | 13 | 8.1 | | |
| Services implemented by the community to promote ecotourism areas | | | 2.20 | 1.288 |
| Accommodation services | 75 | 46.9 | | |
| Food service | 22 | 13.8 | | |
| Transportation services | 19 | 11.9 | | |
| Tour guide | 44 | 27.5 | | |
| Factors that motivate you to engage in ecotourism activities | | | 2.24 | 1.012 |
| Job opportunities | 62 | 38.8 | | |
| Eradicate poverty | 3 | 1.9 | | |
| Source of income | 90 | 56.3 | | |
| Increasing the communities's buying power | 5 | 3.1 | | |
| Medium used to promote ecotourism products | | | 1.76 | 1.148 |
| Social Media | 105 | 65.6 | | |
| Media | 13 | 8.1 | | |
| Advertisement | 18 | 11.3 | | |
| Others | 24 | 15.0 | | |
| Why community involvement is so important in ecotourism | | | 2.32 | 1.306 |
| Increase income | 67 | 41.9 | | |
| Promoting the sector | 25 | 15.6 | | |
| Employment oppurtunities | 17 | 10.6 | | |
| Others | 51 | 31.9 | | |
| Privileges that are the main tourist attraction | | | 1.62 | .868 |
| Unique beaches and recreational areas | 92 | 57.5 | | |
| Ecotourism activities | 47 | 29.4 | | |
| Goods and food | 11 | 6.9 | | |
| Others | 10 | 6.3 | | |

Source: Field work, 2020

The researcher will explain the community involvement factor in Langkawi Island. Every involvement must have a factor that certain (Kalsom Kayat & Nor Ashikin Mohd. Nor, 2006). Therefore,

there are a few types of factors that lead to community involvement in ecotourism. The dependent variable in this study is the factors of local community involvement in the ecotourism. These



perceptions of factors influencing local community involvement in ecotourism are measured across four major domains; the main attraction for tourists to come to Langkawi Island, the most famous ecotourism place in Langkawi, services implemented by the community to promote ecotourism areas, factors that motivate you to engage in ecotourism activities, medium used to promote ecotourism products, why community involvement is so important in ecotourism, and privileges that are the main tourist attraction.

Table 3 shows the mean for each variable of which factors most influence the involvement of the local community in ecotourism. The results of the descriptive analysis showed that the main attraction variable for tourists to come to Langkawi Island recorded the highest mean (2.95) and percentage analysis shows the highest criteria influence tourism to come to Langkawi Island is because history criteria with (49.40%), entertainment (28.8%), food (11.9%), and the lowest is culture (10%). According to the study's findings, the majority of tourists who visit Langkawi Island do so for historical reasons. However, tourists attractions such as entertainment, food, and culture are also present, perhaps in minor quantities. This Langkawi island is frequently connected with tales, which have increased the island's allure to tourists. The most well-known mythology is with the Mahsuri and her curse, which lasted seven generations on the island. Areas related with these stories such as the town of Kuah, Beras Terbakar, Padang Masirat, Pasir Hitam beach, Perigi Tujuh, Dayang Bunting Island, and Mahsuri mausoleum have been built for tourism reasons. Because the island is equipped with attractive beaches, beach-related tourism has been explored, particularly on Chenang and Tengah beaches (Salleh et al., 2014). However, the study conducted by Zuriatunfadzliah Sahdan et al. (2009) on the indigenous people discovered that the arrival of tourists will affect the way of life in the cultural aspects of the community, namely clothing, food, handicrafts, and language. Tourism development is seen given positive value to indigenous peoples' traditional way of life, family relationships, and human behavior (Zuriatunfadzliah Sahdan et al. 2009). In the travel and tourism industry, there are four types of attractions. These include purpose-built attractions, natural attractions, events, and historical attractions. Attractions play an important role in the travel and tourism industry because they attract tourists from all over the world (Visitor attractions, 2021). Therefore, in order to attract more tourists to Langkawi Island, tourism products must be more diversified and tourism infrastructures must be

improved. In addition, other factors of tourism attraction mentioned by Gartner (1989) include historic and cultural places, nightlife, booze, outdoor activities, natural environment, and receptiveness.

Furthermore, the results of the descriptive analysis showed that privileges that are the main tourist attraction recorded the lowest mean (1.62) and frequency analysis shows the majority respondent chose the category of the uniqueness of beaches and recreational areas with percentage is 57.5%, ecotourism activities (29.4%), goods and food (6.9%), and others (6.3%). A tourism attraction, according to Hu and Richie (1993), is a combination of destination attributes, namely tourist amenities and services. Tourists assess the perceived ability of a place's features to suit their needs when assessing the attractiveness of a place. It is often assumed that the more attributes a place possesses, the more appealing the place becomes. Develop facilities and services that increase the appeal of tourist destinations. Several studies have identified the factors that tourists deem crucial when assessing the attractiveness of a place or area (Gearing et al., 1974; Kim 1998; Meinung, 1995). Middleton (1989), has analyses three elements of an area's privileges such as amenities, venue pricing, and transportation network. According to Meinung (1995), scenery is one of the most significant factors in attracting tourists, while cultural attractions are becoming increasingly essential in the worldwide demand for tourism. In a study conducted by Kim (1998), has listed several others factors influencing a destination's privileges and tourist attraction. These include a clean and serene atmosphere, high-quality lodging facilities, family-oriented facilities, safety, accessibility, reputation, entertainment, and recreational opportunities.

Furthermore, the findings of the research on the factors influencing local community involvement in ecotourism revealed that the reason community involvement is important in ecotourism has a mean (2.32) and is rated third of factor influential of. In this variable's findings, four indicators have been analysed: the desire to improve income (41.90%), the desire to promote the sector of ecotourism (15.6%), employment opportunities (10.6%), and others (31.9%). According to the findings of the study, the majority of respondents agreed that the main reason they get involved in ecotourism is to increase their income. Tourism is Malaysia's most important job-creating industry, and it is rapidly developing. Tourist arrivals in Malaysia increased from RM 16.43 million in 2005 to RM 24.58 million in 2010 and RM 25.72 million in 2013. The increased number of tourists has the potential to increase tourism income from 32 billion in 2005 to 56.5 billion in 2010 and 65.44



billion in 2013 (Mukrimah et al., 2015). Tourism contributed 70.4 billion to GDP in 2013 and is expected to expand to RM 75.3 billion in 2014. This is due to economic activities supported by industries such as hotels, travel agencies, transportation services, restaurant activities, and leisure activities (WTTC, 2014). The tourism sector also created around 881,000 employment in 2013 and is expected to rise by 926,000 jobs in 2014. Ecotourism activities such as river riding, bird watching, fish tour, outdoor activities such as climbing mountains, visitation of Eagle Square, visiting Mahsuri tomb and Museum, a ride along the langkawi cable car, visiting the mangrove Kilim geopark and visiting the islands that guided by local community. Locals' participation in ecotourism is the essence of the sustainability of ecotourism and is already recognised by the National Ecotourism Plan (Wong, 2005). Local communities' incomes were created as a result of ecotourism activities, which indirectly enhanced their socioeconomic well-being and reduced poverty.

For the factor that motivates people to participate in ecotourism activities, the mean analysis was 2.24, and it was separated into four influential variables: job opportunities, poverty eradication, source of income, and increasing the population's buying power. According to the study's findings, the most influential variable that motivates individuals to participate in ecotourism activities is a source of income (56.3%), followed by job opportunities (38.8%), increasing the communities's buying power (3.1%), and eradicating poverty (1.9%). Some studies have been performed to investigate the relationship between conservation actions and poverty through ecotourism. The question that is frequently raised in these research is whether protecting and maintaining the environment through ecotourism may help to alleviate poverty. Several studies have shown that these conservation and ecotourism initiatives may produce income for the communities who participate, hence reducing poverty in the surrounding areas. According to studies performed by Ferraro and Hanauer (2014), ecotourism plays a major role in decreasing poverty around protected areas, and poverty reduction is also attributable to variables such as growth in tourism services, better infrastructure, including hospitals and schools, and ecosystem services.

Furthermore, the services implemented by the community to promote ecotourism areas (mean=2.20) were analyzed based on the variables of accommodation, food service, transportation services, and tour guide. According to the percentage analysis, the most dominating is recorded by accommodation services (46.9%) in order to promote ecotourism

areas, followed by tour guide (27.5%), food services (13.8%), and transportation services (11.9%). Tourism is a social, cultural, and economic activity that includes people travelling to areas that are different from their regular surroundings. These people could be tourists, day trippers, residents, or non-residents. Some of the activities they engage in imply tourist spending, such as the accommodation or food they eat (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008). Tourists require some type of accommodation to relax and rejuvenate themselves while travelling. Many examples of accommodation may be found all throughout the world. Accommodation centres have a significant impact on people travel. This is due to the tourists can be drawn in by affordable and comfortable accommodation. The biggest advantage of accommodation is that the cost of accommodation is reasonable. Guests may enjoy their stay at a low cost. Usually, they provide entertainment and recreation around the accommodation services, making it simple for the guest to mingle with the local people and culture.

Furthermore, the findings analysis revealed that the most well-known ecotourism place in Langkawi Island has a mean of 2.03, with a few indicators such as a cable car, Cenang Beach, Kilim Karst Geoforest Park, and Tasik Dayang Bunting. The cable car is the most popular ecotourism destination in Langkawi, representing for 35.6%, followed by Cenang Beach (34.4%), Kilim Karst Geoforest Park (21.9%), and Tasik Dayang Bunting (8.1%). The natural and man-made tourism commodities in Langkawi have lifted the island to the rank of a well-known tourist destination. In 1987, the Malaysian government declared it a tax-free island (Salleh et al., 2014). The natural environment attributes of Langkawi Island have been extensively exploited into tourism products. As a worldwide tourist offering, existing resources and infrastructure facilities are extensively used. Ecotourism-based activities such as trips to mangrove regions, historical sites, bird observation and feeding, boat rides, lakes, and islands, as well as snorkelling and scuba diving, have been able to draw domestic and foreign tourists. The research showed that natural resources are being used in a balanced manner, which increases the possibility for the growth of natural-tourism packages such as the Langkawi Cable Car, the Geo-Forest Park, Dayang Bunting Lake, Hot Springs, and the Telaga Tujuh Waterfalls.

Moreover, the medium used to promote ecotourism products has a mean of 1.76, with various indicators such as social media, media, advertising, and others being examined. The most influenced to promote ecotourism products is using social media

such as facebook, Instagram, twitter, and so on with percentage 65.6%, followed by others (15%), advertisement (11.3%), and media (8.1%). In 2015, around 2 billion individuals worldwide utilised social networking services on a daily basis. Ecotourism stakeholders such as ecotour operators, ecolodge operators, ecotourism organisations, and ecotourists use social media platforms to stay in touch. They exchange messages, opinions, images, and videos on various social media networks. A study conducted by (Bindu, 2018) has discuss about the relationship between social media and ecotourism. The findings of the study show that ecotourism operators may promote their products and services through the internet, as well as numerous social networking sites and commercial websites. Although internet marketing is improving the industry, there is still a need for content to be displayed effectively online. Tourists use social media tools to share their experiences and learn more about ecotourism,

including review sites and blogs (Bindu, 2018).

In conclusion, the factors that drive local community involvement in ecotourism are greatly influenced by variables such as income source (56.30%), employment opportunities (38.80%), poverty eradication (1.90%), and a desire to boost the community's buying power (3.1%). According to Tsundoda and Mendlinger (2009), income is highly essential in determining the quality of life and will have a good influence on the development of the economy in tourist areas. Furthermore, the growth of the tourism sector has created commercial prospects for the local community, as well as job opportunities. Akunaay et al. (2003), found that community participation in the tourism sector is one of the strategies to reduce poverty. The rise of the tourist sector has improved the quality of life for the locals. Tourists will be satisfied if all stakeholders involved in the development work together effectively.



Figure 2. Mean and std. deviation the factors of local community involvement in the ecotourism industry on Langkawi Island.

The Impacts of Local Community Involvement In The Ecotourism

Table 4. The Impacts of Local Community Involvement in the Ecotourism

| Impact of Community Involvement: Descriptive Analysis (N = 160) | Mean | Std. Deviation |
|---|------|----------------|
| Economics | | |
| The decline in tourist arrivals is affecting the economic resources of the locals | 4.20 | 1.008 |
| Social | | |
| Ecotourism activities open up opportunities for the community to increase income | 4.48 | .769 |
| Ecotourism activities attract many tourists to visit Langkawi Island | 4.55 | .591 |
| Ecotourism activities can open up employment opportunities for locals | 4.46 | .717 |
| Environment | | |



| | | |
|--|-------------|--------------|
| Ecotourism activities cause environmental problems | 3.29 | 1.068 |
| Ecotourism activities can maintain environmental sustainability | 3.47 | .868 |
| Ecotourism activities expose locals to the importance of conserving and preserving the environment | 3.82 | .816 |
| Ecotourism activities on Langkawi Island cause pollution | 2.36 | .954 |
| Culture | | |
| Ecotourism activities can preserve the local heritage culture | 3.78 | .916 |
| Ecotourism activities can produce a civilized and educated society by recognizing the importance of conserving natural resources | 3.91 | .930 |

Source: Field work, 2020

The researcher will explain how community involvement affects ecotourism on Langkawi Island. Effects are often classified into two types: positive effects and negative effects. The positive impacts include increased income, while the negative impacts include social difficulties and pollution. Ecotourism must have negative consequences, even if there are many positive consequences (Nor Hizami Hassin, 2019). In this part, researcher will analyse the respondents' perspectives on the impact of ecotourism on the community on Langkawi Island.

A descriptive analysis of the impact of local community involvement in the ecotourism industry is shown in Table 4. Table 4 indicates four major influences of impacts: economy, social, natural environment, and culture. The economic consequence is that the decline in tourist arrivals affects the population's economic resources, with a mean of (mean=4.20, SD=1.008). Although the expansion of the ecotourism sector is urged on the positive impacts, ecotourism can also have unforeseen effects in the community too. For example, case studies on Tioman Island in Johor shows that the locals' livelihood of the locals' livelihoods have not improved despite Tioman Island being designated as an ecotourism destination (Ng et al., 2017). Five key barriers have been identified to impede sustainable growth in Tioman Island: inappropriate building of infrastructure, open burning, inaccurate architectural maintenance and poor maintenance of the facilities and a lack of skilled local guides. Furthermore, COVID-19 has infected over 10 million individuals and killed over 500,000 individuals by June 2020. As a result, the majority of countries have closed their borders to visitors and tourists. For the first time in history, all worldwide destinations imposed travel restrictions. As a result, foreign travel has been almost entirely halted, and domestic travel has been severely restricted by lockdown measures enacted in many nations. Despite

the fact that some places have slowly begun to open up, many people are terrified of overseas travel or cannot afford it owing to the economic crisis (Gopalakrishnan et al., 2020).

Moreover, the most dominant impacts in terms of social is ecotourism activities can attract more tourists to visit Langkawi Island with the results of a mean analysis of (mean=4.55, SD=0.591) followed by opportunities to increase income (mean=4.48, SD=0.769), and can open up employment opportunities for locals (mean=4.46, SD=0.717). The growth of Langkawi Island as a symbol of support for community has affected the economic structure of the local community because of its capacity to provide income, jobs and improve living standards, especially in a changing economic environment (Mohd Bakri et al., 2014). Tourism is often seen as a means of improving the livelihoods of local residents. One of the primary reasons for embracing tourism was the potential for it to provide employment and revenue for local inhabitants. In some countries, tourism has been welcomed to create more rural employment (Murphy, 1985). Furthermore, ecotourism has become a significant source of income for Amazonians. Some workers have abandoned other economic activity to focus solely on tourism. Others have combined tourism with conventional economic pursuits such as timber extraction and farming. Stronza and Gordillo (2008) discovered that ecotourists earn money through direct work such as managers and guides, housekeepers, boat drivers, and so on. Similarly, Campbell (1999) highlighted that economic growth in Ostional, Costa Rica, has given indirect employment through economic opportunities such as tour guides and business owners. Mbaiwa and Stronza (2010) discovered that ecotourism employment is one of the key benefits that have helped the livelihoods of local people in their study of ecotourism impact in Botswana, Africa. Moreover, most of the jobs



generated by ecotourism are cooks, cleaners, storekeepers and escort guides (Mbaiwa and Stronza, 2010).

Furthermore, the most significant impact of local community involvement in the ecotourism on the environment is expose the locals to the importance of conserving and preserving the environment which has a mean of (mean=3.82, SD=0.816) and is followed by environmental sustainability (mean=3.47, SD=0.868), environmental problems (mean=3.29, SD=1.068), and pollution (mean=2.36, SD=0.954). Ecotourism improves communities by offering a more environmentally sustainable source of income for the local community. Its purpose is to protect resources, particularly biological variety, and to ensure sustainable resource usage in order to deliver ecological experiences to travellers while also saving the environment and obtaining economic advantage. However, the achievement of ecotourism objectives depends on environmentally, ecologically sustainable and economically applicable (Kiper, 2013). Ecotourism, as an economic incentive for local communities, assists in involving local communities in the conservation of the ecological and biodiversity. It necessitates the use of the fewest natural resources feasible. It emphasises community involvement, ownership, and commercial opportunity (Kiper, 2013). Besides, the rise of tourism in a particular tourist destination has a direct impact on the environment. Natural features that draw tourists to the area initially have an impact on the physical environment. However, with reckless attitudes and poor environmental management, a rapidly developing society can have a significant impact on the physical environment. Pollution, noise, habitat loss, erosion, and sedimentation will all occur as the environment deteriorates. The environmental harm is caused by

visitor volumes that exceed a site's transport capacities (Jahi et al. 2009).

Furthermore, the impact on culture has two variables: ecotourism activities may preserve local heritage culture (mean=3.78, SD=0.916) and ecotourism activities may produce a civilised and educated community by appreciating the necessity of maintaining natural resources (mean=3.91, SD=0.930). This demonstrates how local community participation in ecotourism activities may result in a civilised and informed culture about the necessity of natural resource conservation. Ecotourism is promoted as a tool for community development and environmental preservation. To achieve sustainable development while improving the well-being of the local community, an ideal ecotourism paradigm connects conservation with development and collaboration between businesses, governments, and tourists (Barna et al., 2011). In addition, ecotourism is a type of tourism in which tourists' major objective is to observe and appreciate environment and local culture in natural areas, and it must meet the following criteria: contributes to nature conservation and protection, promotes the well-being of community inhabitants, emphasises local ownership and business opportunities for local citizens, and includes educational components that raise knowledge about nature conservation.

In conclusion, the impact of local community involvement in the ecotourism industry on Langkawi Island has many more socially dominant effects such as opening job opportunities to increase income, being able to attract more tourists, and so on. As stated by Gondos (2014), tourism activities have created employment opportunities as well as generate income and in turn improve the quality of life.

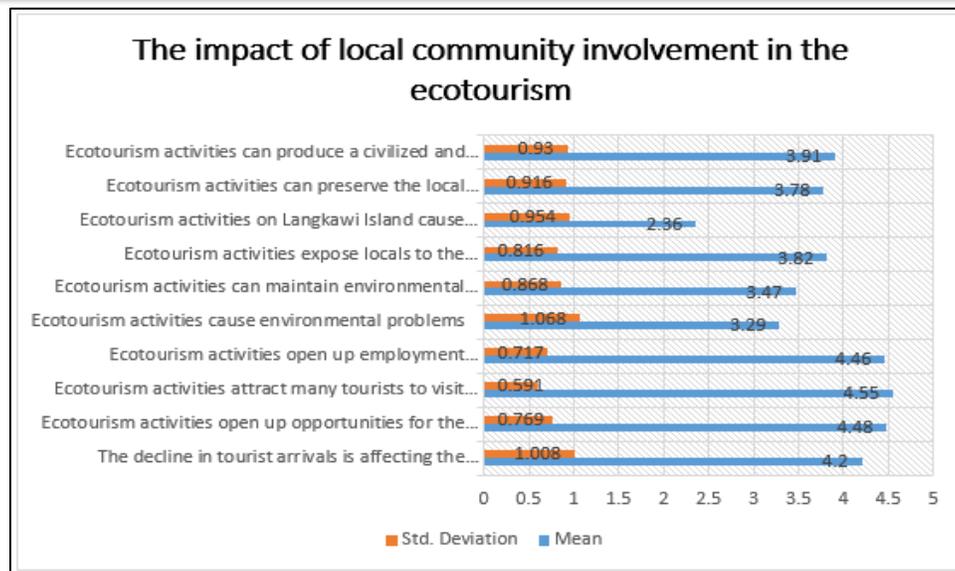


Figure 3. Mean and std. deviation the impact of local community involvement in the ecotourism industry on Langkawi Island.

DISCUSSION

During 2018, the worldwide economic impact of the travel and tourism sector was predicted to be \$8.8 trillion (WTTC, 2019). For the past eight years, the tourism sector has developed so quickly that it was thought to outpace the world economy. As a result, the tourism and hospitality industries have been viewed as a critical mechanism for improving the socio-economics of various nations across the world ((Eshun & Tichaawa, 2019; Eshun & Tichaawa, 2020). Furthermore, the industry's worldwide contribution to overall global economic activity is anticipated to be 319 million employment possibilities created (WTTC, 2019). Various countries throughout the world have increased their focus on ecotourism and according to McKercher (2010); Wang, Zhong, and Chen (2015), ecotourism has been an emphasize the importance of the tourist industry since the 1980s due to its ecological and non-ecological benefits. The term "ecological benefits" describes the services that local communities are supplied by nature such as animal feed, clean water, food, herbs, and building materials. Non-ecological benefits include economic opportunities, job creation, capacity building, and the multiplier impact of ecotourism activities (Swemmer, Grant, Annecke & Freitag-Ronaldson, 2015).

Various stakeholders have an important role in the development, the success and sustainable development of ecotourism (Kline & Slocum, 2015; Snyman, 2016). The local community must exert considerable effort and cooperation in order to fully support the growth of ecotourism products. Local community involvement is important in order to grasp on opportunities such as establishing ecotourism

products that have the potential to develop. The participation of the local community in ecotourism development is required for planning to be successful in order to enhance the local community's quality of life (Rasoolimanesh et al., 2018).

The aim of the study is to identify the factors of community participation in ecotourism activities and the impact of community involvement on ecotourism in Langkawi Island's. According to the findings of this study, the factors influencing local community involvement in the ecotourism industry on Langkawi Island are significantly influenced by source of income, employment opportunities, poverty eradication, and desire to boost purchasing power community. Meanwhile, the findings of an analysis of the impact of local community involvement in the ecotourism industry on Langkawi Island revealed that the majority of respondents preferred to have a social impact, such as generating job opportunities to increase income and attract more tourists. This study's findings also highlight a few aspects that influenced community involvement in ecotourism, such as food, accommodation, transportation, culture, and so on. However, according to a study conducted by Tiung and Suriani (2010), the key element attracting tourists is the natural beauty of the place. The natural attractions in Cameron Highlands drew tourists who wanted to see the beauty of the flora and fauna, learn about the culture, and participate in ecotourism activities. According to a study conducted by Sazelin (2003), there are five dominant categories of qualities that appear to be attractive: climate and natural beauty, history and cultural historical aspects, architectural and design features, leisure and shopping

facilities as well as infrastructure, including food and accommodation. The tourist business on Langkawi Island has the potential to create additional job opportunities for the community, particularly for locals who can contribute to the national economy. As a result, efforts must be intensified to promote the services supplied by each business in order to fulfil the demands and satisfaction of tourists (Ah et al., 2018).

Tourism growth has benefited the local community economically (Mason et al., 2003). The most effective economic advantage of tourism development, according to the conclusions of the (Kreag, 2001) study, is the generation of job opportunities and the opportunity for people to increase their income and standard of living. However, the effects of tourism differ depending on the community. Furthermore, (Kreag, 2001) tourism has a variety of effects, including economic, environment, cultural and social, service-related, taxation, traffic, and community reactions. Depending on the community context, each influence might have beneficial or harmful consequences. The tourist industry is important to the local community because it does help to stimulate local economic activity. Most individuals earn money from tourist resources in order to improve their standard of living. Tourism's impact to local communities is also shown in terms of income, business and investment opportunities, and rising living standards that benefit the community

(Mohd Bakri et al., 2014). According to (Gursoy & Rutherford, 2004), local communities would likely use tourism as a method to alleviate unemployment by establishing new chances for employment, developing new businesses and investing opportunities, generating more businesses for local citizens, and generating income for local authorities.

Therefore, the tourist industry is vital because it is a sector that may deliver the most substantial financial advantages to the local community. Tourism activities in local communities have raised household income and can have a significant influence on their quality of life. Tourism expansion is having an impact not just on the economy, but also on utilities and infrastructure. The government should pay attention to the involvement of the local people in tourism in order to secure the involvement of future generations and to promote the tourist sector on Langkawi Island. In terms of current incentives, programmes, and rules, the government must continue to give chances and space for local people to participate in the tourist sector (Mohd Bakri et al., 2014).

A strategy of growing a community's tourist sector is to maximise chosen positive impacts while avoiding potential negative impacts. The table below concisely summarises various important tourism impacts in a succinct way, including both positive and negative aspects. There a few categories of tourism impact such as in economic, environmental, social and cultural;

| ECONOMIC | |
|-------------------------|--|
| Positive Impacts | <ul style="list-style-type: none"> • Contributes to income and standard of living • Improves local economy • Increases employment opportunities • Improves investment, development, and infrastructure spending • Increases tax revenues • Improves public utilities infrastructure • Improves transport infrastructure • Increases opportunities for shopping • Economic impact (direct, indirect, induced spending) is widespread in the community • Creates new business opportunities |
| Negative Impacts | <ul style="list-style-type: none"> • Increases price of goods and services • Increases price of land and housing • Increases cost of living • Increases potential for imported labor • Cost for additional infrastructure (water, sewer, power, fuel, medical, etc.) • Increases road maintenance and transportation systems costs • Seasonal tourism creates high-risk, under- or unemployment issues • Competition for land with other (higher-value) economic uses • Profits may be exported by non-local owners • Jobs may pay low wages |

Table 5: Tourism's economic Impact

Source: (Kreag,2001)

| ENVIRONMENTAL | | SOCIAL AND CULTURAL | |
|-------------------------|---|--|-------------------------|
| Positive Impacts | <ul style="list-style-type: none"> • Protection of selected natural environments or prevention of further ecological decline • Preservation of historic buildings and monuments • Improvement of the area's appearance (visual and aesthetic) • A "clean" industry (no smokestacks) | <p>Positive Impacts</p> <ul style="list-style-type: none"> • Improves quality of life • Facilitates meeting visitors (educational experiences) • Positive changes in values and customs • Promotes cultural exchange • Improves understanding of different communities • Preserves cultural identity of host population • Increases demand for historical and cultural exhibits • Greater tolerance of social differences • Satisfaction of psychological needs | Positive Impacts |
| | <p>Negative Impacts</p> <ul style="list-style-type: none"> • Pollution (air, water, noise, solid waste, and visual) • Loss of natural landscape and agricultural lands to tourism development • Loss of open space • Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artifacts by or for tourists) • Degradation of landscape, historic sites, and monuments • Water shortages • Introduction of exotic species • Disruption of wildlife breeding cycles and behaviors | <p>Negative Impacts</p> <ul style="list-style-type: none"> • Excessive drinking, alcoholism, gambling • Increased underage drinking • Crime, drugs, prostitution • Increased smuggling • Language and cultural effects • Unwanted lifestyle changes • Displacement of residents for tourism development • Negative changes in values and customs • Family disruption • Exclusion of locals from natural resources • New cliques modify social structure • Natural, political, and public relations calamities | Negative Impacts |

Table 6: Positive and negative impacts of environmental, and social culture in tourism
 Source: (Kreag,2001)

5. CONCLUSION

In conclusion, this study focuses on community involvement in the ecotourism industry in Langkawi Island, Kedah. This industry is one of the most important industries in developing the local economy. The results of this study have found that the factors of community involvement and the impact on ecotourism in Langkawi Island. Most respondents think that this ecotourism effect leads to good effects compared to bad effects. Furthermore, the local community factor involved in ecotourism is due to the source of income. As the researcher suggested in this ecotourism industry, the community should expand ecotourism activities in Langkawi Island. This is because it can help the economy of Langkawi Island in line with the demand of tourists who want to travel to Langkawi Island. The next suggestion is that the community should always be aware of the negative effects such as pollution and the community should follow government procedures to reduce pollution while keeping the environment from being polluted.

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