

FACTORS AFFECTING RESIDENTS' ATTITUDE
TOWARDS AGROTOURISM: A CASE STUDY IN
CAMERON HIGHLANDS

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- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
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LIST OF ABBREVIATIONS

A	Attitude
MADRI	Malaysian Agricultural Research and Development Institute
MAHA 2018	Malaysia Agriculture, Horticulture & Agrotourism Show 2018
MOA	Ministry of Agriculture and Agro-Based Industry
MTC	Malaysia Tourism Council
NE	Natural Environment
NGO	Non-Government Organization
PB	Perceived Barriers
PKBF	Perbadanan Kemajuan Bukit Fraser
PSB	Perceived Social Benefits
REACH	Regional Environment Awareness Cameron Highlands
SET	Social Exchange Theory
TI	Tourism Infrastructure
TOL	Temporary Occupation Licence
UTAR	Universiti Tunku Abdul Rahman

PREFACE

The trend regarding agrotourism is rapidly growing in the world especially in those countries that are rich in agricultural resources such as India, Taiwan and Thailand. Malaysia has slowly attempted this kind of trend with the strength of full of natural resources in the country. For instance, one of the famous agrotourism destinations in Malaysia is Cameron Highlands. Thus, this research is mainly focused in Cameron Highlands and would like to examine the residents' attitude towards agrotourism having in Cameron Highlands. It is because of having agrotourism there will influence their daily life directly or indirectly.

With this in mind, the topic of the research refers to "Factors Affecting Residents' Attitude Towards Agrotourism: A Case Study in Cameron Highlands.". This research aimed to find out the factors that will affect residents' attitude towards agrotourism. The factors as the independent variables such as natural environment, tourism infrastructure, perceived social benefits and perceived barriers while this four independent variables will determine the residents' attitude in this research. Results that obtained and analysed in this research enable various parties, such as policymakers, authorities, and tourism planners to understand the perception or attitude of residents in Cameron Highlands. They can identify which are the factors that affect them the most towards agrotourism.

ABSTRACT

The growing trends of tourists choosing the agrotourism as their tourists destination have become an interesting topic for research. Cameron Highlands as the famous travel destination that favoured by many tourists due to the natural environment. Thus, Cameron Highlands has been selected as a target location for this research. However, the rivers pollution and landslide problem may impact towards the natural environment and agrotourism potential of Cameron Highlands. Moreover, the inefficient infrastructure such as illegal parking caused the massive problem for the residents. There are increasing numbers of youngsters leaving Cameron Highlands for obtaining jobs or higher education in cities and no desire to work as the farmers. The happened of labour shortage also caused the farmers challenging to develop their farm. For this reasons, the objective of the research is to find out whether the four factors such as natural environment, tourism infrastructure, perceived social benefits, and perceived barriers can affecting residents' attitude toward agrotourism in Cameron Highlands. In order to achieve the objective with using quota sampling technique, 310 sets of questionnaires have been collected from the respondents. Then, Multiple Linear Regression analysis has been utilised to generate the results by using SAS software enterprise guide.

As a result, perceived social benefits tend to be the strongest predictors that influenced residents' attitude and followed by the natural environment. However, it has been found out that tourism infrastructure and perceived barriers were not significant from the Multiple Linear Regression analysis. It may due to this two independent variables in this research was not able to influence the residents' attitude in Cameron Highlands. Therefore the future researchers are recommended to investigate further the factors that influence residents' attitude in their studies. In addition, this research also recommends to those policymakers or relevant parties to serve it as a guide to planning or implement their strategies.

Keywords: Natural Environment, Tourism Infrastructure, Perceived Social Benefits, Perceived Barriers, Attitude, Agrotourism

CHAPTER 1: INTRODUCTION

1.0 Introduction

This chapter will discuss about the overview of world agrotourism trend, agrotourism trend in Malaysia and Cameron Highlands as agrotourism place. Nowadays, agrotourism is a trending industry which will give benefits to the country and enhance the country's development. By conducting this study, it can determine the residents' attitude towards the potential of Cameron Highlands as agrotourism destination. The results generated can help to form alternatives and increase the tourists' arrival to Cameron Highlands.

This chapter will have the sub chapters such as research background, problem statement, research objectives, research questions, hypothesis of the study, and significance of the study. A summary of chapter layout and conclusion will be included in this chapter.

1.1 Research Background

1.1.1 World Agrotourism trend

Agrotourism is the fastest developing travel sector in the world. It is rapidly emerged in all over the countries such as India, Taiwan and Thailand. For instance, in Asia region, Maharashtra, the pioneer state in India has a strong endorsement of agrotourism. They have organised a conference during the occasion of 10th World Agrotourism Day in order to promote agrotourism and create awareness to the tourists ("10th World Agri Tourism Day", 2017). It is eyeing to see that agrotourism has the potential to draw tourists.

Agrotourism helped in the economic and social development in the rural areas. For example, agrotourism contributed help in the sustaining of farmers' livelihood in social development and enhance economic development.

In order to promote agrotourism, the attitude of local residents is important in tourism development (Stylidis, Biran, Sit & M.Szivas, 2014). The residents are likely to have more understanding on tourism benefits such as improvement of infrastructure, job opportunity and higher income as much as improve quality of life (Moghavvemi, Woosnam, Paramanathan, Musa & Hamzah, 2017). This positive attitude can help in the tourism development as a whole. Thus, it can increase the participation and support of local community in the development of agrotourism.

1.1.2 Agrotourism trend in Malaysia

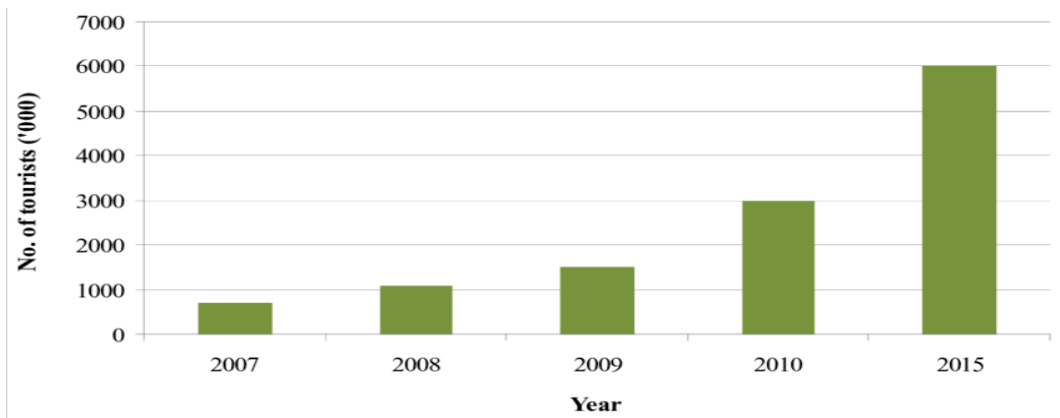
In Malaysia, agrotourism is a new concept which gained high popularity (Tiraieyeri & Hamzah, 2012). Malaysia is a country full of forestry and natural resources in dominating the agriculture sector growth. Agriculture has played a critical role in the development of country and made a significant contribution to economy in Malaysia. In order to have more development and increase national income, our government decided to develop the agriculture activities into tourism in Malaysia (Tiraieyari & Hamzah 2012). In year 1991, agrotourism is started as one of the tourism activity in Malaysia, and it has become Malaysia the third largest source of income from foreign exchange (Tiraieyari & Hamzah 2012).

Besides that, Malaysia government pinpointed agrotourism in 6th Malaysia Plan where plan implemented to increase the tourists arrival to Malaysia. The participation of local residents and improvement of infrastructure by government may help to increase the tourist arrival. Moreover, the benefit to farmers is they have the opportunity to expand their working farm (Sixth

Malaysia Plan, 1991-1995). Later in 9th Malaysia Plan from year 2006 to 2010, Malaysia government planned to develop agrotourism. The homestay program is implemented to increase the tourism activities. Government have promoted homestay program's activities such as visit to agricultural parks farm stays to sustain the development. Moreover, the tourism facility will also be provided and improved to help in the exposure of tourist attractions (Ninth Malaysia Plan, 2006-2010).

In year 2018, government established a program, MAHA 2018 (Malaysia Agriculture, Horticulture & Agrotourism Show 2018) to promote agro-based industry and agriculture. MAHA 2018 is the new way to bring the future of agrotourism into a trend with the latest technology and innovations. Furthermore, it is also made to motivate young people to participate in agro-based industry which can take it to a new level. Thus, agrotourism will lead Malaysia into global ("MAHA 2018," 2018).

Figure 1.1: Number of tourists visited agrotourism places



Source: Ministry of Agriculture and Agro-based Industry

In Figure 1.1, it shows that number of tourists achieved the increase of 0.5 million from year 2017 to year 2018. The tourist arrival also increased 1 million within 3 years. Government estimated the tourist arrival to agriculture destination will increase to 6 million and contributed to national income (Ministry of Agriculture and Agro-Based Industry [MOA], 2012). This shows that there are more tourists have intention to visit to agriculture

attractions. The increase of tourists' arrivals can help to expand and grow the particular agricultural place into a tourist attraction destination.

In conclusion, agrotourism has triggered the tourists' sensation to the theming of tourism destination (Mogollon, Campon-Cerro, Leco-Berrocacal & Perez-Diaz, 2011). Agrotourism bring benefits to the tourists, residents and even farmers which they are seeking of different type of opportunities. Thus, it can help in the development of economic benefit which it brings more profit to the country.

1.1.3 Cameron Highlands as agrotourism place

Cameron Highlands is a famous agrotourism place which have a lot of tourists. It has cold climate which range from 15°C-25°C (Mansor, Rashid, Mohamad & Abdullah, 2015). It is also Malaysia best known-hill resort where located at borders of Pahang and Perak. There are a lot of relaxing activities for tourists to enjoy such as visit to the tea plantations and different type of farms ("10 tourism icon: Cameron Highlands," 2018). The population in Cameron Highlands has approximately 34,000 people, and the main activities are agriculture and tourism (Tourism Malaysia, 2012).

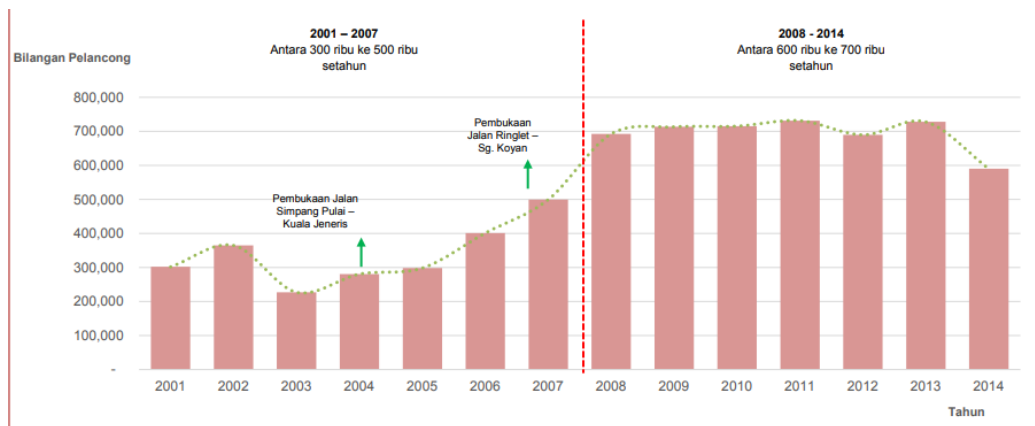
Table 1.1: Number of residents in Cameron Highlands

Tahun	1991	2000	2010	2015	2020	2025	2030
Bil. Penduduk	25,555	28,077	36,978	40,440	43,660	46,660	49,320
Bil. Isi Rumah	5,324	6,378	7,832	8,697	9,491	10,255	10,960
Saiz Isi Rumah	4.80	4.40	4.69	4.65	4.60	4.55	4.50

Source: Majlis Daerah Cameron Highlands

There is an increase of 37% of residents from year 1991-2015. Cameron Highlands Council made an estimate that year 2025 and year 2030, the number of residents will rise to 46660 people and 49320 people particularly. The positive attitude can helped them to participate in Cameron Highlands and give support towards agrotourism development. Cameron Highlands has the high potential to become an attractive agrotourism destination (Prayag, Hosany, Nunkoo & Alders, 2013).

Figure 1.2: Number of tourists visited Cameron Highland



Source: Perbadanan Kemajuan Bukit Fraser [PKBF]

Based on the study, in year 2013, the tourists visit to Cameron Highlands is increased to 700,000 people. In year 2014, the number of tourists decreased to 590,000 people. Furthermore, the decrease in number of tourist to Cameron Highlands has the most apparent changes. This is because of the natural disasters such as flood and landslides happen and caused the tourists do not dare to visit Cameron Highland. The tourists' attitude towards Cameron Highlands change, but it is important to understand local residents' attitude in order to change tourists' perceptions to Cameron Highlands. This is because the positive or negative attitude may affect the potential of Cameron Highlands to become agrotourism destination.

1.2 Problems Statements

Although agrotourism is gaining high popularity from tourists since it started, there are still improvements needed to generate more good result. Much of the initiatives have been taken to improve agrotourism in Cameron Highlands such as infrastructure improvement and nature conservation. However, there is still the obstacles have caused some drawbacks in the agro-based tourism industry.

In Cameron Highlands, there are a lot of residents who work as farmers. This is their way of living, and most of their income and family depends on the farm. The young ones do not have the effort to expand their farm to develop a type of attraction in Cameron Highland as an attraction to enhance agrotourism ("Make Cameron Nice Again," 2018). Loh (2017) stated that the youths left to the city and have no desire to work as farmers because they have higher education to enrol themselves. This made the residents especially the farmers who are getting old have the difficulty to expand the farm and thus, they do not have the intention to develop this attraction.

Labour shortage is also one of the problems in Cameron Highlands, and it is a threat to its agriculture tourism. The shortage of foreign workers has been the main cause to the farmers' income crackdown. It is a serious situation that lack of manpower in the plantation and farm which highly prior needed of foreign workers (Fong & Lokman, 2018). The manpower shortage has caused some of the farmers abandoned their farm, and this indicated that the potential of Cameron Highlands as a highly agrotourism place has wiped away (Avineshwaran, 2017). Residents like farmers do not have the positive attitude to take on this tourism development.

Cameron highland is a famous spot for agrotourism, however, due to the illegal farming, several rivers been heavily polluted. Many people are unaware of this water pollution, and this may affect the potential to become the tourist attraction. The main attraction of Cameron Highland is the natural environment and its conservation. The highly polluted rivers have caused residents do not have high hopes on the agrotourism development ("Stop polluting the," 2017). Landslides also

happen due to the heavy rain and illegal land clearing and disturb the sustainability of development. Some of the landslides happen at the slope, and this cannot be solved easily with human dealing (Mohd Ariff, 2009). This is also a dangerous situation for the residents and residents afraid of impromptu development in Cameron Highlands.

Although Cameron Highlands is a tourist attraction, the infrastructure has not improved in a satisfactory condition. The traffic jam in Cameron Highlands has worsened, and this is a huge problem toward the residents in Cameron Highlands. The congestion is caused by the overflow construction of shops along the main roads (Manogaran, 2017). All the bus parked illegally and did not have the proper parking. This is because there is no proper parking site without giving consideration to others. ("Cameron Highlands a," 2017). Residents feel frustrated as their short journey has taken up to 1 hour to reach the particular place (Manogaran, 2017). They feel that the infrastructure provided is insufficient and do not give them the full utilisation on it.

In conclusion, the problems in Cameron Highlands may affect the residents' attitude towards the agrotourism development (Moghavvemi et al., 2017). The study will provide detailed information on how the natural environment, tourism infrastructure, social benefits and barriers to affect the residents' attitude towards agrotourism development. The positive impact of tourism in agriculture such as increase employment and income is a high demand for agrotourism to develop in Cameron Highlands (Kunasekaran, Ramachandran, Samdin & Awang, 2012). It is anticipated to see the residents have a high dependence on agrotourism in Cameron Highlands (Moghavvemi et al., 2017).

1.3 Research objectives

1.3.1 General objective

- To find out the factors that will affect the residents' attitude towards agrotourism in Cameron Highlands.

1.3.2 Specific objectives

- To examine the relationship between natural environment and residents' attitude towards agrotourism in Cameron Highlands
- To examine the relationship between tourism infrastructure and residents' attitude towards agrotourism in Cameron Highlands
- To examine the relationship between perceived social benefits and residents' attitude towards agrotourism in Cameron Highlands
- To examine the relationship between perceived barriers and residents' attitude towards agrotourism in Cameron Highlands

1.4 Research Questions

1.4.1 General Research Question

- What are the factors that will affect the residents' attitude towards agrotourism in Cameron Highlands?

1.4.2 Specific Research Questions

- What is the relationship between natural environment and residents' attitude towards agrotourism in Cameron Highlands?
- What is the relationship between tourism infrastructure and residents' attitude towards agrotourism in Cameron Highlands?
- What is the relationship between perceived social benefits and residents' attitude towards agrotourism in Cameron Highlands?
- What is the relationship between perceived barriers and residents' attitude towards agrotourism in Cameron Highlands?

1.5 Hypotheses of the study

1.5.1 General Hypothesis

- All the independent variables (natural environment, tourism infrastructure, perceived social benefits, perceived barriers) are significantly explained the perception of residents' attitude towards agrotourism in Cameron Highlands.

1.5.2 Specific Hypothesis

- There is a significance relationship between natural environment and residents' attitude towards agrotourism in Cameron Highlands.
- There is a significance relationship between tourism infrastructure and residents' attitude towards agrotourism in Cameron Highlands.
- There is a significance relationship between perceived social benefits and residents' attitude towards agrotourism in Cameron Highlands.

- There is a significance relationship between perceived barriers and residents' attitude towards agrotourism in Cameron Highlands.

1.6 Significance of study

The main outcome of this research is to achieve the great potential of Cameron Highlands to become the agrotourism attractive place. Cameron Highlands fulfil all the conditions such as cold climate and beautiful scenery. Furthermore, their main activity is agricultural activities such as plantations and farms, selling agricultural product and sharing agricultural knowledge. These all activities can help Cameron Highlands turn the agricultural activities into agrotourism. The development of this potential can help Cameron Highlands become a famous agrotourism attraction spot and increase the tourists' arrival to this destination. The potential of this development may have the residents to perceive positive or negative attitudes towards the decision making of this case.

Generally, agrotourism is the tourism which involved agriculture activities and farming activities, and it can increase income in tourism industry. It is a good opportunity to enhance the economic growth by having agrotourism as one of the sources of income in Malaysia. Government can improve the tourism infrastructure and conserving the nature in order to catch the eyes of attention to tourists to visit Cameron Highlands. There is also a need to improve the social benefits and reduce the barriers of potential to become agrotourism attraction. These all factors are depended on the residents' attitude which highly affected the agrotourism development.

Last but not least, agrotourism can contribute to the growth of country's income. The growth of agrotourism trend is rapidly diversified throughout Malaysia, and it is important in this emerging trend. Residents and tourists may have different types of seeking towards the benefit, and this directly led to implications of a country. Government have the attention on benefits of agrotourism gain and they can plan to

expand or improve the sustainability of the development. Thus, society such as residents or tourists can perform better on certain factors and makes agrotourism as a moneymaking industry to enhance the economic growth.

1.7 Chapter layout

In Chapter 1, it included the study overview, research background, problem statement, research objectives. Next, it followed by research questions, hypothesis of the study, significance of the study, chapter layout and conclusion. In Chapter 2, it provides the literature review of the study and past study. It also involved review of relevant theoretical framework models, hypothesis development and conclusion. Chapter 3 is research methodology which focuses on the research design, data collection methods, sampling design, research instruments, constructs management, data processing, data analysis and last but not least the conclusion as well. Chapter 4 is the analysis of results and findings based on data collected and generated. Chapter 5 presents the discussion, implications, limitations and recommendation of study in the research conclusion.

1.8 Conclusion

In summary, the problems which faced by the residents in Cameron Highlands and their attitude towards agrotourism have been discovered in this chapter. There is decrease in number of tourists' visitation to Cameron Highlands, and there are some obstacles which affect residents attitude towards the potential to become a famous agrotourism attraction place. It may affect Malaysia tourism industry which is inferior to economic development and income earning.

With this research study, it could find out which factors will affect the attitude of residents. A detailed literature review and relevant study will see in Chapter 2 and a framework will form with the journal's articles.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, literature review played an important role to help us determine the factors affect the residents' attitude towards agrotourism in Cameron Highlands. Literature review is the discussion on the previous study about the journal article finding, theory and relevant idea that can support this study.

There are 5 sections under Chapter 2. Section 2.1 discusses review of the literature, follow by the review of model in Section 2.2. Section 2.3 will define independent variables and dependent variable while supported theory will discuss in section 2.5. A proposed conceptual framework will in section 2.6 follow by the relationship between independent variables and dependent variable in section 2.7. A conclusion of this chapter will be made in Section 2.7.

2.1 Review of the Literature

2.1.1 Definition of Agrotourism

There are a lot of researchers have different meaning on agrotourism. Most of them perceived it as the combination of farm and ecology tourism where it brings the balance of nature and tourism together. The following table summarised the overview of definitions of agrotourism from studies done by previous researches.

Table 2.1: Definition of agrotourism

Authors	Definition
Eshun (2014)	Agrotourism is a nature and farm based tourism that linked together with leisure and agricultural activities.
Busby & Rendle (2000)	Agrotourism refers to the tourist activities are carried out on selected farms where the farm work is pulled off along with the farmers and tourists.
Kiper (2011)	Set of activities such as exploring farm culture, observing agricultural practices, enjoying landscape and participating in agricultural farm.
Iakovidou (1997)	Tourism activities which take up by the individuals in rural regions where their employment is in the primary or secondary sector of the economy.
Bernado, Valentin & Leatherman (2004)	The working farm conducted by the commercial enterprise to generate income for farm owner and at the same time, provide enjoyment to visitors.
Kizos & Losifides (2007)	The tourists' activities are performed by the small-scale cooperative from the farmers and developed in non-urban region by people involved in agro-based industry.
Ministry of Tourism and Culture Malaysia (2018)	Offering different types of agriculture activities for tourists.

Source: Developed for the research

Based on the summarised in the table, most of the researches claimed that agrotourism is a type of tourism activity where it brings enjoyment and benefit to the tourists and creates employment opportunity for the residents. In conclusion, agrotourism is defined as the tourism which has the combination of ecological and agriculture which brings benefit to both the residents and tourists.

2.2 Review of relevant conceptual model

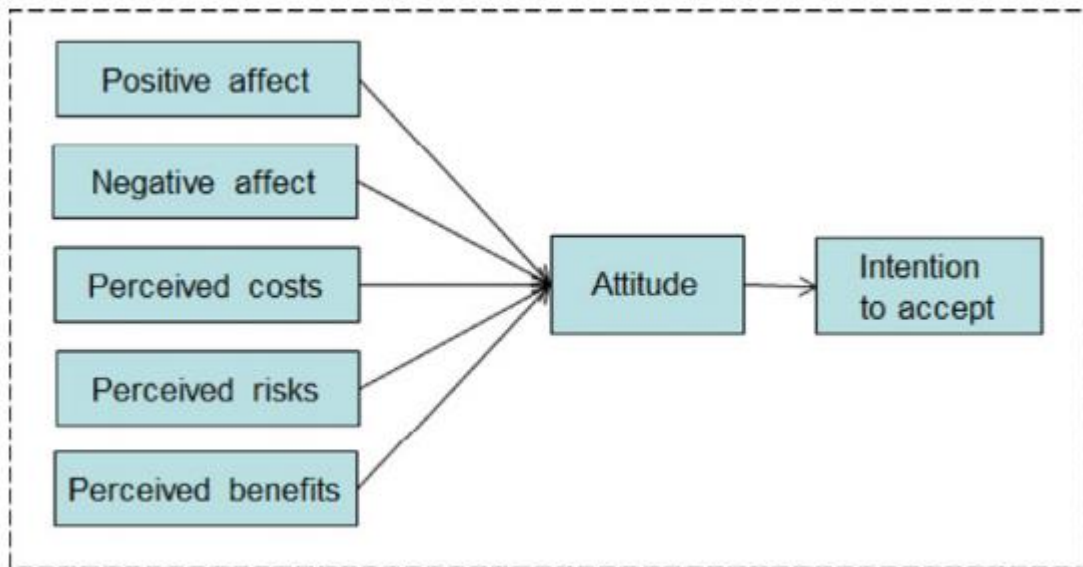
Several past studies regarding agrotourism development in Cameron Highlands are conducted. These studies including perception of tourists towards scenic beauty in Cameron Highlands (Othman, 2011) and potentials that helps to develop agrotourism in Cameron Highlands (Mansor et al., 2015). Furthermore, there are other authors carried out their study to determine factors that will influence farmers' perception towards agrotourism (Kunasekaran, Ramachandran, Yacob & Shuib, 2011). Based on these past studies, it showed lesser researchers discussed on the residents' attitude towards agrotourism in Cameron Highlands.

However, in the study of McGehee and Andereck (2004), authors stated that one of the most systematic methods to study tourism is carry out the research on residents' attitude towards tourism. Echtner and Ritchie (2003) also mentioned that residents represent an important role in tourism industry because they are part of the destination image and can be known as friendliness. Thus, in order to develop the potential of tourism, it is important to take concern on residents' attitude.

One of the most systematic method to study tourism is carry out research on resident attitude towards tourism (McGehee & Andereck, 2004). Residents act an important role in tourism industry, they are part of the destination image and can be known as friendliness (Echtner & Ritchie, 2003). Attitude of residents can be in positive or negative towards tourism that will affect the perception of tourists on the destination (Gallarza, Saura & Garcia, 2002). Thus, in order to develop the potential of tourism, it is important to take concern on residents' attitude.

Normally, attitude of residents towards tourism are related with their perception on the influence bringing by tourism (McGehee & Andereck, 2004). Based on the figure 2.1, there is positive affect and negative affect which the negative effect could be the negative impact perceived by residents such as perceived cost and risk.

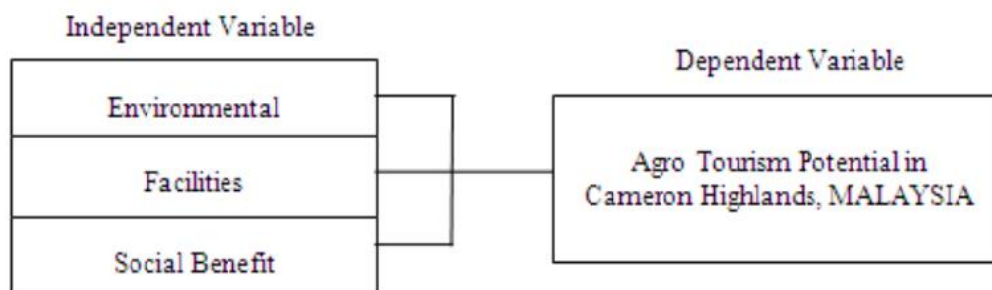
Figure 2.1: The combined effect of affect and cognitions influencing intention



Source: Huijts, Molin & Steg (2012)

The past model in figure 2.2 which adopted from Mansor et al. (2015) pointed out several factors that influence potential of Cameron Highlands to become agrotourism destination. These factors are important to determine attitude of residents because residents have a better understanding of the situation in Cameron Highlands. These factors also will lead to positive attitude of residents towards agrotourism.

Figure 2.2: Agrotourism potential in Malaysia



Source: Mansor, Rashid, Mohamad, & Abdullah (2015)

2.3 Review of Relevant Theories

There are two relevant theories, Social Exchange Theory (SET) and Model for Assessing Tourism Offer that used to support the overall framework. SET main purpose is to maximise benefit and at the same time minimise cost. Model for Assessing Tourism Offer is the combination of natural potential and anthropic potential to explore on agrotourism. The explanation and discussion of these two theories are as below.

2.3.1 Social Exchange Theory (SET)

Social Exchange Theory (SET) represents the main theory to support the agrotourism framework in the whole study. A lot of studies (Ap, 1992; Getz, 1994; Perdue, Long & Kang, 1995) have been using this theory to focus on residents' attitude towards tourism. Social Exchange Theory (SET) defined as a sociological theory with the focal point of understanding the exchange between two parties in an interactive situation (Ap, 1992). The theory emphasised on the cost minimisation and benefit maximisation in the pattern of interaction (Molm, 1991).

Kang and Lee (2018) proposed residents who perceived social benefits would have positive attitude towards tourism development based on SET, hence, they will support tourism development. In contrast, residents who find the exchange process is troublesome, they will oppose the tourism development. SET are designed to capture the motivations may lead residents to have positive and negative attitude towards agrotourism (Zadel, Ivancic, & Cevapovic, 2014). The investigation revealed a person who has experienced benefits and cost tend to have different attitude towards tourism development (Hasani, Moghavvemi, & Hamzah, 2016). They behaved in a way that increases outcome is positively valued and decreases outcome is negatively valued (Cook, Molm, & Yamagishi, 1993).

Harill (2004) stated that Social Exchange Theory served as a preliminary basis to explain on how the residents' attitude towards the potential of tourism development. Individuals are willing to engage in exchange process if they believed the expected benefits exceeded the costs (Choi & Murray, 2010). In a nutshell, SET has provided the groundwork to examine on the attitude of residents in Cameron Highland in this research. Therefore, this research can identify the relationship between the independent variables (natural environment, tourism infrastructure, perceived social benefits and perceived barriers) and residents' attitude towards agrotourism.

2.3.2 Model for Assessing Tourism Offer

This model was developed by Albu in 2005 and aimed to evaluate the tourism offer. The theory focused on two components, natural potential and anthropic potential. There are three basic items that can be used to determine the natural potential which is the climate, flora and fauna, landscape, and pollution. On the other hand, anthropic potential considered on two elements that are socio-cultural potential and existing infrastructure (Albu & Cimpean, 2017). Natural potential and anthropic potential formed together and become tourism potential. In order to get the evaluation of the tourism offer, the model still needs to take in the consideration of tourist facilities and tourism potentials.

In 2016, Albu collaborates with Cimpean to improve this model by adding new consideration besides the natural potential and anthropic potential. They added political-legal system, reviews and recommendations into this model in order to enhance the tourism offer evaluation. The model enables people to examine the potential of involvement in the tourism sector and minimise the risk of making inefficient investment (Albu & Cimpean, 2017). The rationale of this model may help the discussion of natural environment and tourism infrastructure in residents' attitude towards agrotourism.

2.4 Review of the Literature

2.4.1 Dependent Variable: Attitude

Attitude is a neutral or mental state of readiness, and it organised through experience. Hence, it can influence individuals' responses or reactions towards specific situations and objects (Allport, 1935). The complexity of emotions, beliefs, and experiences of people may be affected in their behaviour or decision making (Chave, 1928). The evaluation of attitude could be either positive or negative towards the object (McLeod, 2009). Moreover, attitude also defined as tangible behaviour revealed by an individual that can be observed by others (Angoustinos & Walker, 1995). Bogardus (1931) claimed that attitude acts towards or against an aspect that will create positive or negative value which can influence value perception (Allport, 1966).

According to this research, the residents' attitude referred to their attitude to explore agrotourism in Cameron Highlands. The measurements used in this research for examining the attitude refers to the perception of a useful idea, pleasant, fun, wise, interesting, valuable, actively encouraged, and desirable for having agrotourism in Cameron Highlands.

There has been much research about individuals' attitude on specific topics. Many studies highlighted residents' attitude towards agrotourism (Ribeiro, Pinto, Silva, & Woosnam, 2017). According to Marzuki (2012), agrotourism can bring positive and negative impacts on the natural environment and social factors. The residents' attitude influenced their actions of support or opposition towards agrotourism (Adeleke, 2015). Previous studies stated that the success of agrotourism depends on how residents recognised the importance of tourism developments (Ribeiro et al., 2017). Therefore, residents' attitude and perceptions must be continuously

assessed for support in developing agrotourism (Allen, Long, Perdue, & Kieselbach, 1988).

Researchers Perdue, Long, and Allen (1987) stated that tourism benefit obtained when tourists and residents have mutually beneficial relationship. In that case, residents demonstrated active support and engaged with visitors if they perceived the activities of agrotourism is beneficial. The attitude of supporting agrotourism will only occur when residents perceive a benefit from interacting with tourists (Riberio et al., 2017). For example, the residents may believe that tourism can increase their self-esteem and community pride in the natural environment and local culture. Nevertheless, residents may also be irritated by the negative impacts of tourism, such as pollution and insufficient infrastructure. As a result, the residents' attitude depends on positive and negative impacts towards their daily life (Zadel et al., 2014).

2.4.2 Independent Variables

2.4.2.1 Natural Environment

The scope to define environment perhaps may be too broad in this research, which included the natural, political, economic, and social-cultural (Mansor et al., 2015). Thus, the scope of this research has narrowed down to only one aspect which is natural environment. The elements of natural environment covered in this research including topography, flora and fauna, climate, weather, landscape, water resources, and other natural resources (Pedreira & Fidalgo, 2017). Barkauka, Barkauskiene and Jasinskas (2015) presented that most of the tourist preferred to choose their resting place that have natural environment' elements. Those who attracted by agrotourism are more preferred resting places that are less crowded and close to nature (Viglia & Abrate, 2017).

According to the study of Kunasekaran et al., (2012) they found out that one of the factors that encourage agrotourism in Cameron Highlands is climate. Dinca, Suruhiu, Surugiu and Frent (2014) pointed out climate is an essential factor or resource to attract tourists especially the tourist destinations that are located in mountain area that are more sensitive to environmental changes. Many tourists' destinations have considered climate condition and weather as one of their determinants to create a favourable impression (Soboll & Schmude, 2011). This characteristic often used to promote agrotourism which allowed tourists to carry out outdoor activities (Pedreira & Fidalgo, 2017). Pedreira and Fidalgo (2017) stated that it is better for farms that located in high topography areas such as highlands to carry out agrotourism compared to farms that located in low topography areas.

Some tourist attractions of Cameron Highlands have nature-based attraction such as waterfalls, forests, rivers, and flora and fauna (Mansor et al., 2015). It is important to have good quality water resources for maintaining the ecosystems and people daily life. Moreover, farmers need water resources to carry out their agriculture activities (Pedreira & Fidalgo, 2017). Wang (2017) presented that flora and fauna able to beautify the environment and improve ecology. The good quality of water resources and flora and fauna helps to promote agrotourism and give impacts towards the development (Pricik & Kotrla, 2014).

In the study of Ryglova, Rasovska and Sacha (2017), they discussed one of the factors that may indicate the quality of tourism destination is cleanliness of environment. The cleanliness of environment can include natural environment beauty and is important to both the residents and agrotourism practitioners to carry out their daily operations in Cameron Highlands. A tourist destination with good impression in cleanliness of environment will more favour by tourists in their priority of choosing travel destination.

Therefore, natural environment of Cameron Highlands is one of the important elements to encourage agrotourism. There included climate, water quality, flora and fauna, beauty of scenic and the cleanliness of environment in Cameron Highlands.

2.4.2.2 Tourism Infrastructure

Tourism infrastructure is a physical element which designed and erected for tourist to utilise it (Adebayo & Iweka, 2014; Inskeep, 1991). Infrastructure included the basic buildings, devices and service institutions and it plays an important role in the operation of economy and society (Panasiuk, 2007). Tourism infrastructure has

broader elements because it consists of local tourist products with the buildings, service institutions and basic devices for the operation in the tourism activities (Panasiuk, 2007).

Growth of tourism destination will result in the development of tourism infrastructure of particular places (Nunkoo & Ramkissoon, 2011). This can be used to explain the agrotourism in Cameron Highlands. Examples of tourism infrastructures mentioned by authors are road network and parking space (Nunkoo & Ramkissoon, 2011). Road infrastructure provided accessibility for tourists and residents in Cameron Highlands for accessing to their tourism destination (Prideaux, 2000). Residents are able to open up their own business and create business opportunities with the basic infrastructure such as water and electricity which provided by government (Banki & Ismail, 2014).

In the study of Panasiuk (2007), author classified tourism infrastructure into different elements, and all elements are related to service purpose which enables tourist to use and stay in the destination. These elements included food and beverage infrastructure, accommodation infrastructure and accompanying infrastructure. One of the examples for food and beverage infrastructure is restaurants that provided in the tourism destination (Panasiuk, 2007).

Accommodation infrastructure is an infrastructure that consists of hotels, apartments, lodges, hostels and camping (Panasiuk, 2007). According to Dwyer and Kim (2003), accommodation infrastructure played a dominant role in tourism and helped to determine the intention of tourists to visit the tourist destination. Past study of Nam, Ekinici and Whyatt (2011) has proved that the importance of accommodation infrastructure which is the quality of accommodation infrastructure can help to enhance the visitation

experience of tourists. Thus, a quality accommodation infrastructure needed to provide sufficiently in Cameron Highlands to enhance tourists' experiences.

Accompanying infrastructure is related with those leisure activities that provided for tourist to relax (Panasiuk, 2007). Cameron Highlands has various types of farm such as vegetables, teas, flowers and fruits (Kunasekaran et al., 2011). Therefore, tourist can conduct their leisure activities in Cameron Highlands by visiting the farms.

These are the basic tourism infrastructure which available in Cameron Highlands and will be included in the questionnaire. The measurement of tourism infrastructure in the questionnaire will be based on "the tourism infrastructures in Cameron Highlands have sufficient provided?" or "whether the tourism infrastructures available in Cameron Highlands needs to be improve?".

2.4.2.3 Perceived Social Benefits

This study discusses on agrotourism firms how to enhance the quality of life through providing employment opportunities for them, and they also tend to have social interaction with new people by exchanging the knowledge, experiences and cultures with each other (Mansor et al., 2015). Agrotourism provided employment opportunity to the residents in Cameron Highlands. In farmers' points of view, agrotourism act as a plan for farm succession by providing job opportunities for him and his family.

According to Nickerson, Black and McCool (2001), agriculture farm is most of the farmers' family business, and they can pass it to their next generation to operate the farm. The job opportunity will be a win-win situation for the residents and tourists as the local

people can satisfy the continuous demands of tourists in Cameron Highlands (Pedreira & Fidalgo, 2017). Agrotourism also improved the standard living of residents by offering employment to them. The employment opportunity helped them to capitalise on the communities' natural, historical, and cultural resources (Tiraieyari & Hamzah, 2012).

Moreover, residents able to enjoy social benefits such as improving the quality of family life and encourages the interaction with new people (Barbieri & Mshenga, 2008). Nickerson et al. (2001) indicated that interaction with many people is a perceived social benefit which is more important than economic benefit. Mazlan and Juraimi (2014) highlighted that agrotourism provided opportunities for residents to meet new people and interact with them by learning and exchanging experience and culture with each other. Education in agrotourism offer new skills and knowledge to local people and encourage agricultural activities to operate in the areas (Tiraieyari & Hamzah, 2012). Nikerson et al. (2001) stated that educating tourists can be served as a motivation to the operators who supply the products or services in agrotourism. It is easier for residents to support agrotourism development if they have better understanding on the rural culture.

Agrotourism required the owners or hosts of the business have the skills in planning, organising, coordinating, and controlling its own business to achieve their goals (Bwana, Olima, Andika, Agong & Hayombe, 2015). In Paresh and Milind's study (2012), they have discussed about agrotourism offered benefits to the residents in gaining entrepreneurial skills and career improvement skills. Residents gained the opportunities to learn managerial and entrepreneurial skills to expand their business regarding long-term sustainability (Tiraieyari & Hamzah, 2012).

Other than that, the residents also perceived that agrotourism is a way that helps to preserve natural habitats and rural landscapes. Agrotourism operators offer eco-friendly activities to the public and provide the knowledge and experiences of agriculture production with the conservation matters (Barbieri, 2013). Residents believed that agrotourism is able to raise up the awareness to the importance of preserving the natural environment (Salleh, Othman, Idris, Jaafar & Selvaratnam, 2012).

In the measurement of perceived social benefits for this research, residents in Cameron Highlands perceived that agrotourism able to provide employment opportunities for them, educate the public about agriculture knowledge, provide them an opportunity to meet with tourists and gain some entrepreneurial skills, and also can help to preserve the natural environment with cultural practices of Cameron Highlands.

2.4.2.4 Perceived Barriers

Barriers can be known as type of factor that restrained the formation or development of the participation of tourism and often leads to non-participation (Crawford & Godbey, 1987). There are different types of barriers such as interpersonal, intrapersonal and structural. In this research, the barriers are solely focused on structural barrier which is associated with time, financial resources, human capital and availability of opportunity (Gilbert & Hudson, 2000). The more deeply rooted types of structural barrier are the elements that need to discover on how they contribute to the perception or attitude of residents towards agrotourism development.

According to Radovic (2016), financial resources and support are essential for residents to develop agrotourism. The financial resources such as capital and fund can help to develop an ideal agrotourism. A highly attractive destination required large sum of capital investment (Iakovleva, Kolvereid, Gorgievski, & Sorhaug, 2014). When there is limited capital, residents found to have difficulty to invest in huge amount of money tend to take a longer time to expand their business from agriculture to agrotourism (Radovic, 2016). On the other hand, lack of funding from government can limit the improvement of infrastructure and expanding of residents' own business (Paimin, Modilih, Mogindol, Johnny, & Thamburaj, 2014). This may lead to residents tend to have negative attitude towards the development where it is preventing residents to obtain more benefit.

A large amount of manpower is needed to operate agricultural activities into larger business. Indirectly, the problem of lack of manpower will demotivate the residents, and it may affect the willingness of residents to operate agricultural activities (Mao, Grunfeld, DeLacy, & Chandler, 2014). Residents need more human capital; however, they lack of fund to solve this labour shortage issue in developing agrotourism. The funding provided may help residents to have training and related knowledge. As a result, residents will increase their awareness of agrotourism. This awareness may attract and encourage more residents who are willing to involve themselves in agrotourism (Myer & Crom, 2013).

Lack of marketing knowledge and promotion is another prominent perceived barrier to agrotourism (Jarabkova, Majstrikova, & Kozolka, 2016). Small-scale businesses are failed to apply or conduct marketing strategies to produce and control the market. Dogra and Gupta (2012) claimed that the tourism board is not demonstrating its effort and marketing activities in promoting

agrotourism. Residents do not have enough experience and knowledge in marketing for conducting business. They might be overlooking marketing strategies and ignoring the importance of agrotourism development (Sharma & Vyas, 2014). Therefore, the residents need to have the skills and knowledge for choosing tourism as their career, and then they can play their role efficiently in tourism development (Dogra & Gupta, 2012).

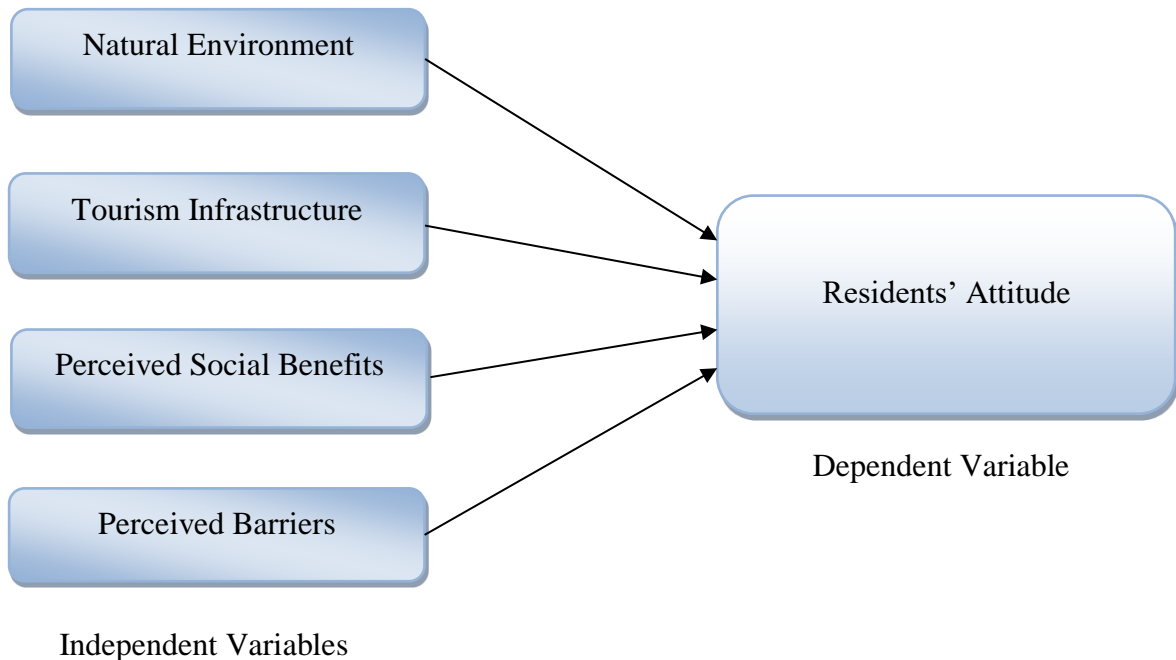
In research that studied the Malaysia context, Kunasekaran et al., (2012) claim that temporary occupation licenses (TOL) is another barrier faced by residents. The farmers hold temporary licenses to operate their businesses and do not have ownership of the land. They are allowed to develop or operate the land or produce agriculture by paying annual rental fees to the government. The residents claimed that they are anxious to operate their businesses and face uncertainty in their temporary access to the land (Kunasekaran et al., 2012). For this reason, they are not willing to expand the businesses by using their capital.

Consequently, perceived barriers are the challenges facing agrotourism development in Cameron Highlands. In this research, we determined whether the barriers may affect the attitude of residents towards agrotourism. The measurements of dealing with this relationship in this research are based on the capital requirements, manpower, complexity, time consumption, marketing activities by the tourism board, the experience of farmers, and TOL status of farmers.

2.5 Proposed conceptual framework

The proposed conceptual framework indicated the factors which have relationship with residents' attitude toward agrotourism. These factors include natural environment, tourism infrastructure, perceived social benefits and perceived barriers.

Figure 2.3: Proposed conceptual framework



Source: Developed for the research

Supporting by the Model for Assessing Tourism Offer, the natural potential provided helps to develop tourism destination. Residents may have positive attitude towards the attraction in Cameron Highlands such as climate, flora, fauna, water resources and other natural resources (Mansor et al., 2015) and support the development of agrotourism. Tourism infrastructure focuses on wider range compared with facility. Tourism infrastructure includes the local facilities and adding on tourism service to run the tourism activities (Panasuik, 2007). Based on the Model of Assessing tourism offer, besides the natural attraction, it is important to have tourism infrastructure in Cameron Highlands. This is because tourist also

takes consider about the quality of accommodation, infrastructure and range of activity that available in Cameron Highlands (Lo, Chin & Law, 2017). In residents' perception, the re-creation or improvement on tourism infrastructures such as road infrastructure, parking space and restaurant is able to increase their quality of life. Therefore, this study is carried out to examine on the tourism infrastructure provided whether is sufficient for the utilisation by both tourists and residents.

Application of Social Exchange Theory stated that residents tend to have a positive attitude if they perceived more benefits than cost. Developing agrotourism enabled to provide the several social benefits for residents. Residents can involve themselves to interact with the tourists to exchange their culture, language and knowledge (Mansor et al., 2015). Furthermore, development of agrotourism in Cameron Highlands increased the employment opportunity for the residents. Increasing of employment opportunities will help to increase personal incomes and standard living of residents (Nunkoo & Ramkissoon, 2010). Study conducted would like to examine whether residents have perceived these benefits from agrotourism. The independent variable, barrier will increase the negative perception of residents and tends to have a negative attitude. Thus, instead focuses on negative impact, study conducted will focus on those barriers that happened in Cameron Highlands and restrained the potential of becoming agrotourism destination. Lack of manpower in Cameron Highlands recently showed a negative effect toward farmers' perception. Farmers not willing to develop their farm as part of visit places might become a barrier for Cameron Highlands develop to agrotourism (Avineshwaran, 2017).

2.7 Hypothesis Development

2.7.1 Relationship between the natural environment and attitude

Study findings from Munhurrin and Naidoo (2011) discussed that local people concerned about the natural environment. Most of the tourism destination is depends on the natural environment, and the residents at the particular environment are more sensitive to the environmental quality of the place (Zhang, Zhang, Ye, Wu, Jin & Zhang, 2016). The natural environment is particularly important for agrotourism because most of the agrotourism activities required environmental quality, the beauty of the areas, flora and fauna to attract the tourists (Petroman & Pet, 2017). According to the findings by Huong and Lee (2017), they found out that the important factor of influence residents' attitude towards tourism development is their perceptions towards natural environment and social benefits.

The potential of agrotourism in Cameron Highlands established from the positive attitude of local residents (Ambroz, 2008). According to the study in Slovenia done by Ambroz (2008), natural environment refers to the significant factor that gives impacts towards local residents' attitude in the tourism development. Nowadays, there is more people focus on natural environment, especially the residents in the tourists' area. This is because Cameron Highlands depends on the condition of the natural environment (Dinca et al., 2014). Once the environmental change happens, residents are the one who received most of the direct influence due to the tourism development in or near to their residential areas. A resident with eco-centric attitude may perceive that the natural environment is the important factor that gives impact towards the agrotourism (Jun, Pongsata & Noh, 2016). The following hypothesis was made:

H1: There is a significant relationship between natural environment and residents' attitude.

2.7.2 Relationship between tourism infrastructure and attitude

A study from Muresan, Oroian, Harun, Arion, Porutiu, Chiciudean, Todea and Lile (2016) stated that there is a significant relationship between tourism infrastructure and attitude of residents. Thus, it can be applied in this study to examine whether tourism infrastructure provided in Cameron Highlands enable to influence the attitude of local residents. Attitude of residents can be influence through their personal benefit gain from tourism development (Muresan et al., 2016). This personal benefit of residents will increase when their living standard improved (Hung, Sirakaya-Turk & Ingram's, 2010). Authors further explained residents willing to understand the benefit gained from the infrastructure development, for example, improved their existing infrastructure.

There are several authors also mentioned that build or improve of tourism infrastructure helped residents boost up their perceived benefit (Lopez, Virto, Manzano & Miranda, 2018). This is because the tourism infrastructure provided also enjoyed by the residents themselves. Their attitude will tend to be more positive and support the tourism development (Lepp, 2007). In Cameron Highlands, the tourism infrastructures such as road, parking space, restaurant and others related infrastructure and service helped to increase the perceived benefit of residents and have positive attitude. Thus, the following hypothesis was made:

H2: There is a significant relationship between tourism infrastructure and resident's attitude.

2.7.3 Relationship between perceived social benefits and attitude

In the study of Andereck and Nyaupane (2011), it discussed the significant relationship between the perceived social benefit and residents' attitude towards tourism development. The more the social benefits of resident perceived from agrotourism, the greater the positive attitude by the residents towards tourism (Andereck & Nyaupane, 2011; Munhurrun & Naidoo, 2011; Muresan et al., 2016; Sanchez, Bueno & Mejia, 2011). Sanchez et al. (2011) found that residents showing positive and more favourable attitude to the tourism development when they perceived the social benefits from the agrotourism. Research in Mauritius showed that there are more likely to support for tourism when there are exist of job opportunities from the tourism development and the improvement of living standard of residents (Muresan et al., 2016).

The study also showed that residents who perceived social benefits are more likely to have positive attitude towards tourism development compared to the one who does not gain the social benefits (Andereck & Nyaupane, 2011). The study of Andereck and Nyaupane (2011) also stated that the interaction between residents and tourists affect their attitude towards tourism development. However, in Upchurch and Teivane's study (2000), they stated that the frequency of interaction with tourists tends to give impact towards the residents' attitude in agrotourism. The increase in the frequency of the interaction will tend to have negative attitude among the residents because they feel that tourism affected to their daily life. The more perceived social benefits by residents in Cameron Highlands, the more positive attitude from the residents towards having agrotourism in Cameron Highlands. Hence, the following hypothesis was made:

H3: There is a significant relationship between perceived social benefits and residents' attitude.

2.7.4 Relationship between perceived barriers and attitude

Throughout past studies by Mao et al., (2014), stated the local farmers concern about perceived barriers between agricultural and tourism in Cambodia. Research showed there is a negative relationship between perceived barriers and attitude. The study showed the more marketing knowledge possess by the residents about promotion and tourism, the positive their perception and attitude towards tourism (Andereck, Valentine, Knopf & Vogt, 2005).

According to Marzuki (2012), the local people will only support the tourism development in society when they are expecting the benefit from the tourism activities. If they perceived the barriers are exceeding the benefit they might gain, they would tend to lower their support towards tourism development. In contrast, there might have the possibility to have a positive attitude from residents' belief that agricultural market had improved with fewer barriers they might face (Lepp, 2007).

Another research by Mustapha, Azman & Ibrahim (2013) pointed out, the barrier of lack of financial resource had discouraged and affected the attitude of residents towards participation in tourism. According to Andereck & Vogt (2000), the citizens willing to participate when they are actively motivated to do so, but still they are not motivated at most of the time. The resident tends to feel that they gain less than the benefit from tourism development (Mustapha et al., 2013). Therefore, their attitude and support towards agrotourism will be decreased.

From the tourism perspective, the higher the perceived barriers may create the higher the uncertainty of residents. In other words, high perceived barriers indicated high-risk perceptions from resident and likely predict low feasibility toward tourism development (Iakovleva et al., 2014). As a result, the higher the perceived barriers, the lower the attitude towards agrotourism in Cameron Highlands. The following hypothesis was made:

H4: There is a significant relationship between perceived barriers and residents' attitude towards agrotourism in Cameron Highlands.

2.7 Conclusion

As a conclusion, literature review of the topic had been discussed at first, followed by the review of relevant conceptual model. After that, the related theory and model had been discussed for supporting the framework of this research. Under the framework, the independent variables and dependent variable had been discussed. Then, the hypothesis of the research are developed. A research methodology will be conduct in the following chapter which is Chapter 3.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter will cover the research methodology and describe how to conduct this research. The quantitative research will be used in this research. The data collection methods that will be used in this research which are primary data collected through questionnaire and secondary data collected from published journals, articles, and official websites. Then, sampling design focus on the process of collecting primary data from target respondent. Furthermore, research instrument, constructs measurement, data processing and data analysis will be discussed for investigating the significant relationship among the variables.

3.1 Research Design

In this section, quantitative research will be used because this research tends to find out the factors that will affect residents' attitude toward agrotourism in Cameron Highlands. Quantitative research normally counted in numerical form and developed for getting statistical results. Research needs a large sufficiently base size of data to support the quantitative research in this study (Barnham, 2014).

The descriptive research will be used in this research because it needs test the correlation between the variables and it refers to one of the ways to examine or provide a clearer picture of the theory that related in this research (Ivey, 2016). Fawcett and Garity (2009) presented that descriptive research aimed to name things or classify the characteristics of things.

Causal research is also will be used in this research because the objective of this research is to examine the cause and effect relationship between the independent variables which are natural environment, tourism infrastructure, perceived social

benefits, and perceived barriers with the dependent variable which is attitude of the residents in Cameron Highlands (Flannelly & Jankowski, 2014).

3.2 Data Collection Methods

There are two types of data collection methods will be used in this research which are primary data and secondary data. Both data are the important sources for the function to test the hypothesis and the research results.

3.2.1 Primary Data

Primary data refers to the original data that collected directly from respondents by a researcher (Murgan, 2015). According to Kothari (2009) stated the data are the facts, information, or measurement that collected and processed to find out the research result. Primary data will be collected by using questionnaire methods. This questionnaire method commonly will be used in the investigation of social sciences because it will be collect information from the target respondents. Designed questions are prepared in the questionnaire for target respondents to answer (Murgan, 2015).

3.2.2 Secondary Data

Secondary data refers to the existing data that collected from various published sources for the purpose of research. Secondary data refers typically to the conclusions or additional knowledge that provided by other researchers upon their investigations conducted (Johnston, 2014). There are several published sources such as ScienceDirect, Sage, and other relevant online databases can be used for obtaining the secondary data in this

research. This data enables to provide the justifications on the framework that proposed.

3.3 Sampling Design

3.3.1 Target population

This research aimed to determine the factors that affect residents' attitude towards agrotourism in Cameron Highlands. Therefore the target population of this research refers to the residents of Cameron Highlands. Target population are the group of the population that researcher required for a census to acquire its desired data or information for the research (Draugalis and Plaza, 2009). Residents as the target population of this research will be asked about their attitude towards the potential and development of agrotourism in Cameron Highlands. This is because they will be the one who had a direct impact on them once agrotourism carry out in Cameron Highlands.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is defined as a set or list of sources where the sample can be selected (Turner, 2003). However, the target population perhaps is too large in this research which is referred to the residents in Cameron Highlands. Therefore, it is difficult to get the sampling frame regards to local residents there. In short, there is no sampling frame in this research.

Sampling location refers to the place or location where the data collection can be carried out. The purpose of this research is to determine the factor affecting residents' attitude towards agrotourism in Cameron Highlands,

so the sampling location of this research will be Cameron Highlands, Pahang.

Malaysia federal and state government aimed to make Cameron Highlands as one of the famous tourist destinations and increase gross domestic products (GDP) of the country through having mature agricultural practice (Noor, 2018). Ministry of Agriculture and Agro-based Industry (MOA) and Ministry of Tourism and Culture (MOTAC) support Malaysia Tourism Council (MTC) organised a programme about the series Road to Agro Tourism that covering Cameron Highlands in Pahang and Kuala Kangsar in Perak. Upon the collaboration of the ministry, they set up an agrotechnology park in Cameron Highlands and managed by Malaysian Agricultural Research and Development Institute (MARDI). It becomes one of the famous tourist destination and agro-based attractions (“Medical rose garden,” 2017).

3.3.3 Sampling Elements

Sampling elements are case or unit of analysis in a population that is being measured, the selection of a frame influence the decision about sampling unit (Hitzig, 2004). This research is aimed to study the resident's attitude towards agrotourism in Cameron Highlands, and thus, the sampling elements chosen is the residents in Cameron Highlands.

3.3.4 Sampling Technique

Sampling is one of the critical parts of the research. It is because we unable to analyse a great number of the population, so sampling may represent the general results of the population (Taherdoost, 2016). The selection of sampling technique gives a significant impact towards data collection of

the research. The probability sampling is inappropriate in this research since unable to get the sampling frame and the contact list of target respondents. The non-probability sampling will be used in this research with the intention to examine the real-life phenomenon (Taherdoost, 2016).

Quota sampling will be used as the sampling technique in this research because the sample that collected is based on specific characteristics. Those characteristics usually are predetermined so that the data collected can be more reliable and accurate to the real-life phenomenon (Taherdoost, 2016). According to the gender ratio that provided by Jabatan Pengairan dan Saliran Cameron Highlands (2012), the ratio between male and female is 105:100. It indicated that the quota of the sampling also must be equally distributed to the respondents.

3.3.5 Sampling Size

According to Cunningham and Gardner (2007), they explained that the number of sample size must be sufficient enough to generate the results and ideal sample size estimation is required at the preliminary stage of data collection. This research is using G*Power program to compute the sample size by given some information such as effect size, alpha value, power value, and number of predictors. The results of sample size by using G*Power program will be shown at below.

Table 3.1: Determination for sample size of research

Input Parameter	Amount
Effect size f^2	0.15
α err prob	0.05
Power (1- β err prob)	0.80
Number of predictors	4
Total sample size	85

Source: Developed for the research

As a result, the number of sample size generated from the G*Power program is referred to 85 sets. In other words, the minimum number of sample that needs to be collected from the residents in Cameron Highlands is 85 sets for the interpretation of data.

3.4 Research Instrument

3.4.1 Questionnaire design

This research has used self-administered questions to conduct for our survey questionnaire. Self-administered questionnaire referred to the questions that have been designed uniquely to the respondents complete it without the involvement of researches. Both paper and pencil survey and online survey are used in the self-administered approach. All the questions design standard set and no bias to all respondents. The questionnaire designed in fixed-alternative questions which known as multiple choice questions (Nordquist, 2017). For the types of fixed-alternative questions, this research uses simple-dichotomy question and determinant-choice question in the survey questionnaire.

The questionnaire consists of two sections. In Section A, there are four independent variables which are natural environment, tourism infrastructure, perceived social benefit and perceived barriers while dependent variables are attitude and support for agrotourism. All the questions are used to test the relationship between all the independent variables and the attitude of residents towards agrotourism in Cameron Highlands. In Section B, there are 10 questions on personal details. The questions include gender, age, race, religion, marital status, level of educational, income level, length of residency, residential status and work or business related to tourism.

The questionnaire has been translated into Mandarin, and Bahasa Melayu versions in order to help the respondents from different races understand the questions. Likert scale questions are used in Section A. It uses 5 Likert scale for the questions in Section A. Respondents are required to select from the scale 1 to 5 to represent their choices made. For example, 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree. Five-point Likert scale is fewer choices for respondents and not cause confusion. On the other hand, in Section B, all the questions are simple designed in order to get the basic information of the respondents.

3.4.2 Pilot Test

A pilot test is conducted on a small group of respondents to examine the reliability test and internal consistency. Furthermore, it helped to test on the potential of the research before the actual result is tested. There are a lot of studies on the suggested sample size to use in pilot study. According to Gay & Diehl (1992), the sample size should large enough to get more accurate answers. On the other hand, Roscoe (1975) suggested that a successful research need 10 to 20 samples to be conducted. Based on the research of Isaac & Michael (1995), 10 to 30 respondents are sufficient for a sample size of the pilot study.

The respondents in this research are the residents in Cameron Highlands, and 30 respondents are enough for us to get the accurate result. Thus, it has distributed 30 sets of questionnaires regarding pilot test research to the respondents. All the information collected is tested by using Statistical Analysis System (SAS) to check for the reliability and validity. This system also can allow for adjustments in the questionnaire. After that, the main survey questionnaires were distributed.

3.4.2.1 Results of Pilot Test

Scales with coefficient alpha between 0.70 and 0.80 are considered to have good reliability, and alpha value between 0.60 and 0.70 considered fair reliability. Scales with alpha value 0.80 and 0.95 signifies a very good reliability. The scale with alpha value below than 0.60 considered poor reliability. Based on this standard, the result of Cronbach's alpha coefficient in pilot test was shown in Table 3.2.

Table 3.2: Cronbach's Alpha Coefficient for Pilot Test

Variables	Cronbach's Alpha	Range	Strength of Association
Natural Environment	0.715374	> 0.7	Good
Tourism Infrastructure	0.720433	> 0.7	Good
Perceived Social Benefits	0.764199	> 0.7	Good
Perceived Barriers	0.740110	> 0.7	Good
Attitude	0.936589	> 0.8	Very Good

Source: Developed for the research

The results from Table 3.2 showed that the questions regarding variables in the questionnaire are reliable for collecting desired data. All the alpha

values of variables are considered good reliability, and especially the attitude variable has shown a very good reliability in the test.

3.5 Constructs Measurement

3.5.1 Origin of Construct

The questionnaire is designed by adapting and adopting the questionnaire from different researchers. The table below shows the origin of questionnaire and number of questions which adapted and adopted in this study.

Table 3.3: The origin of construct

Construct	Adopted From	No.of question
Natural Environment	Islam, Hossain & Noor (2017)	3
	Mohammad, Nurhafizah, Muslim & Yii (2017)	1
	Mihalic (2013)	1
Tourism Infrastructure	Liang & Hui (2016)	2
	Naidoo & Sharpley (2016)	1
	Pinky & Kaur (2014)	2
	Sonchaem, Phuditthanawong, Hutacharoen & Hinjiranan (2017)	1
Perceived Social Benefit	Tew & Barbieri (2012)	2
	Kunasekaran et al., (2011)	1
	Deepthi & Davy (2017)	1
	Salleh et al., (2012)	1
Perceived Barrier	Shehrawat (2009)	4
	Mao et al., (2014)	2
	Kunasekaran et al., (2012)	1

Table 3.3: The origin of construct (Cont)

Attitude	Moghavvemi et al., (2017)	5
	Blesic, Pivac, Besermenji, Ivkov-Dzigurski & Kotic (2014)	3

Source: Developed for the research

3.5.2 Primary Scale of Measurement

The scale of measurement is the level of measurement which a variable is scored. Generally, there are 4 different scales which are nominal scale, ordinal scale, interval scale and ratio scale (Sekaran & Bougie, 2013).

3.5.2.1 Nominal Scale

Nominal scale represents the most basic level scale of measurement. It is the most convenient way to categorise the respondents into broad categories. There is no ranking or hierarchy between the categories. Moreover, there is no numerical difference. Hence, the value can be or does not have to be. For example, each respondent needs to be scored into one of the 2 categories such as gender (Sekaran & Bougie, 2013).

Example of Nominal Scale

Please tick (✓) for the most appropriate answer in the following items.

Gender:

- Male
- Female

3.5.2.2 Ordinal Scale

Ordinal scale is the level of measurement by grouping the respondents into hierarchically ordered categories. It is used for variables which cannot be directly measured. Moreover, ordinal scale does not have the interval value between the rankings (Sekaran & Bougie, 2013). Level of educational is the example which categorised under ordinal scale.

Example of Ordinal Scale

Level of Educational:

- Primary School and below
- Secondary School
- College or diploma level
- Undergraduate level
- Postgraduate level
- Other (Please specify) _____

3.5.2.3 Interval scale

Interval scale is a scale which is directly measured by using the infinite scales where all the scales are start with arbitrary origin (Sekaran & Bougie, 2013). In this study, all the questions in Section A of questionnaire all are interval scale because Likert Scale is used which the scale is not start from zero.

Example of Interval Scale

Item	SD	D	N	A	SA
The agrotourism in Cameron Highlands can provide business opportunities for the local residents.	1	2	3	4	5

3.6 Data Processing

Data processing refers to process of manipulating after collecting the raw data from questionnaires. The process includes checking, editing, coding, and transforming before generate and analyse the data (Sekaran & Bougie, 2013).

3.6.1 Data Checking

Data checking is the significant step for researcher to checking the questionnaire (Sekaran & Bougie, 2013). Researcher has to make sure the respondent completed all the questions. This may avoid any error such as missing value and answer.

3.6.2 Data Editing

Data editing is to clarify the responses, make omissions, and avoid the biased editing and logical adjustment (Sekaran & Bougie, 2013). Researcher done this to assure the data is accurate and consistent. Thus, it can help to minimise error and obtain the best possible data available.

3.6.3 Data Coding

Data coding is a way of driving codes from observed data. The codes may help to quantify qualitative data and giving the meaning to raw data. Researcher classified each question through numerical score or character symbol.

The answer for each question in Section A of the questionnaire is coded as below:

- “Strongly Disagree” is coded as 1
- “Disagree” is coded as 2
- “Neutral” is coded as 3
- “Agree” is coded as 4
- “Strongly Agree” is coded as 5

In Section B of the questionnaire, the answer for each demographic question is coded as below:

Table 3.4: Data Coding for Demographic Profile

Q1	Gender	<ul style="list-style-type: none"> - “male” is coded as 1 - “female” is coded as 2 - “missing value” is coded as 99
Q2	Age	<ul style="list-style-type: none"> - “20 years old and below” is coded as 1 - “21 – 30 years old” is coded as 2 - “31 – 40 years old” is coded as 3 - “41 – 50 years old” is coded as 4 - “51 – 60 years old” is coded as 4 - “61 – 70 years old” is coded as 4 - “71 years old and above” is coded as 5 - “missing value” is coded as 99

Table 3.4: Data Coding for Demographic Profile (Cont)

Q3	Race	<ul style="list-style-type: none"> - “Malay” is coded as 1 - “Chinese” is coded as 2 - “Indian” is coded as 3 - “others” is coded as 4 - “missing value” is coded as 99
Q4	Religion	<ul style="list-style-type: none"> - “Islam” is coded as 1 - “Hinduism” is coded as 2 - “Buddhism” is coded as 3 - “Christian” is coded as 4 - “others” is coded as 5 - “missing value” is coded as 99
Q5	Marital Status	<ul style="list-style-type: none"> - “single” is coded as 1 - “married” is coded as 2 - “others” is coded as 3 - “missing value” is coded as 99
Q6	Level of Educational	<ul style="list-style-type: none"> - “Primary School and below” is coded as 1 - “Secondary School” is coded as 2 - “College or diploma level” is coded as 3 - “Undergraduate level” is coded as 4 - “Postgraduate level” is coded as 5 - “others” is coded as 6 - “missing value” is coded as 99
Q7	Income Level	<ul style="list-style-type: none"> - “RM1,000 and below” is coded as 1 - “RM1,001 – RM2,000” is coded as 2 - “RM2,001 – RM5,000” is coded as 3 - “RM5,001 – RM8,000” is coded as 4 - “RM8,001 and above” is coded as 5 - “missing value” is coded as 99

Table 3.4: Data Coding for Demographic Profile (Cont)

Q8	Length of Residency	<ul style="list-style-type: none"> - "less than 5 years" is coded as 1 - "5 - 10 years" is coded as 2 - "11 - 20 years" is coded as 3 - "21 - 30 years" is coded as 4 - "30 years and above" is coded as 5 - "missing value" is coded as 99
Q9	Occupation	<ul style="list-style-type: none"> - "Government servant" is coded as 1 - "Hired/ Employed" is coded as 2 - "Student" is coded as 3 - "Farmer" is coded as 4 - "Pensioner" is coded as 5 - "Have own business" is coded as 6 - "Currently not employed" is coded as 7 - "missing value" is coded as 99
Q10	Work related to Tourism	<ul style="list-style-type: none"> - "Yes" is coded as 1 - "No" is coded as 2 - "missing value" is coded as 99

Source: Develop for the research

3.6.4 Data Transformation

Data transformation is the step of replacing the originally value to a new value. Data transformation is required when there are several questions are used to measure a single variable. For example, "natural environment" is measured using 5 items, therefore a new "natural environment" score are also needs to generated from the scores that reflected in 5 individual items. For instance, our respondent has tick 4, 4, 3, 5 and 4 respectively on 5 questions measuring natural environment. Thus, the combined score on natural environment would be $(4+ 4+ 3+ 5+ 4= 20/5=4)$.

3.7 Data Analysis

The data analysis is the process of evaluating the data by using analysis after conducting a research experiment. Data analysis can allow and guide to examine the right variable.

3.7.1 Descriptive Analysis

Descriptive analysis is the graphical and numerical technique that used to analyse data (Sekaran & Bougie, 2013). It is the easiest way to interpret the data and provide a clear description of the sample (Marshall & Jonker, 2010). According to Sekaran and Bougie (2013), descriptive analysis describes the data in median, mean and standard deviation. It used in a sample which the level of measurement has been used.

This research applied the descriptive analysis for demographic profile which is in section B of the questionnaire. There are total 10 questions in section B will be tested by using descriptive statistics. The data collected will be presented in the table, pie chart and histogram. Bar and pie chart is used to describe question design under nominal and ordinal scale.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

According to Stephanie (2016), reliability implied to the measure of consistency and stability of test scores in the concept of research. McLeod (2013) stated that a correlation coefficient is used to access the degree of reliability. The research replicated consistently, and high positive correlation considered the reliability test is high.

Cronbach's Alpha is the most common method to measure on the reliability test. Based on Cronbach's Alpha statistics, a reliability test will be carried out to test whether the factors are reliable and consistent. The range of the Cronbach's Alpha has been shown in the table below:

Table 3.5: Cronbach's Alpha Range

Level of Reliability	Coefficient Alpha Ranges, α
Poor Reliability	Less than 0.60
Fair Reliability	0.60 to 0.70
Good Reliability	0.70 to 0.80
Very Good Reliability	0.80 to 0.95

Source: (Sekaran & Bougie, 2013)

3.7.3 Inferential Analysis

3.7.3.1 Multiple Regression Analysis

Multiple Regression analysis is used when there are two or more independent variables and one dependent variable. It is the most suitable to test on the significant relationship on each independent variable towards the dependent variable by referring to the (R-square) generated.

Among the independent variables (natural environment, tourism infrastructure, perceived social benefits and perceived barriers), we will able to identify which is the most influential factor in affecting the residents' attitude towards agrotourism.

3.8 Conclusion

In short, this chapter discussed the research methodology which includes research design, data collection methods, sampling design and research instruments. The results of pilot test proved that the questionnaire designed in construct measurement is reliable in this research by using Cronbach's Alpha statistic. Then, Multiple Regression Analysis will be used to analyse the data collected after the data has been process such as checking, editing, coding, and transcribing. With this in mind, interpretation data will be carried out in Chapter 4 to examine the research hypothesis and the respondents' demographic.

CHAPTER 4: RESEARCH RESULTS

4.0 Introduction

This chapter will analyse the data and generated by using SAS Enterprise Guide 7.1 software. All the results will be shown in figures and tables. Section B, demographic profile will measure by using descriptive analysis. The results of Multiple Regression analysis will also be measured by using scale measurement.

4.1 Descriptive Analysis

Descriptive analysis is used to provide the summary of the sample and basic features of data. They form together with the basis of quantitative analysis of data. Furthermore, descriptive analysis is simply shows what is or what the data shows.

4.1.1 Respondents' Demographic

The research has collected the personal details of respondents such as gender, age group, religion, race, marital status, level of education, incomes on month basis, length of residency, occupation and works related to tourism in our questionnaire.

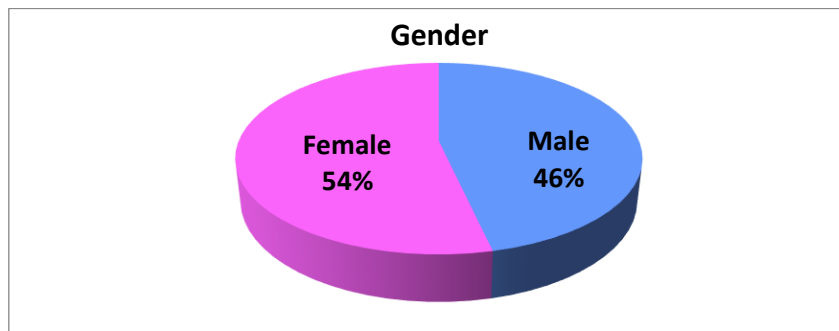
4.1.1.1 Gender

Table 4.1: Gender

Gender	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Male	144	46	144	46
Female	166	54	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.1: Gender



Source: Developed for the research

Figure 4.1.1.1 shows that the proportions of male and female who participated in this survey questionnaire. It found that there are total of 310 respondents. There are majority of female respondents, 166 (54%) out of 310 respondents while male respondents take over 144 (46%) out of the total respondents.

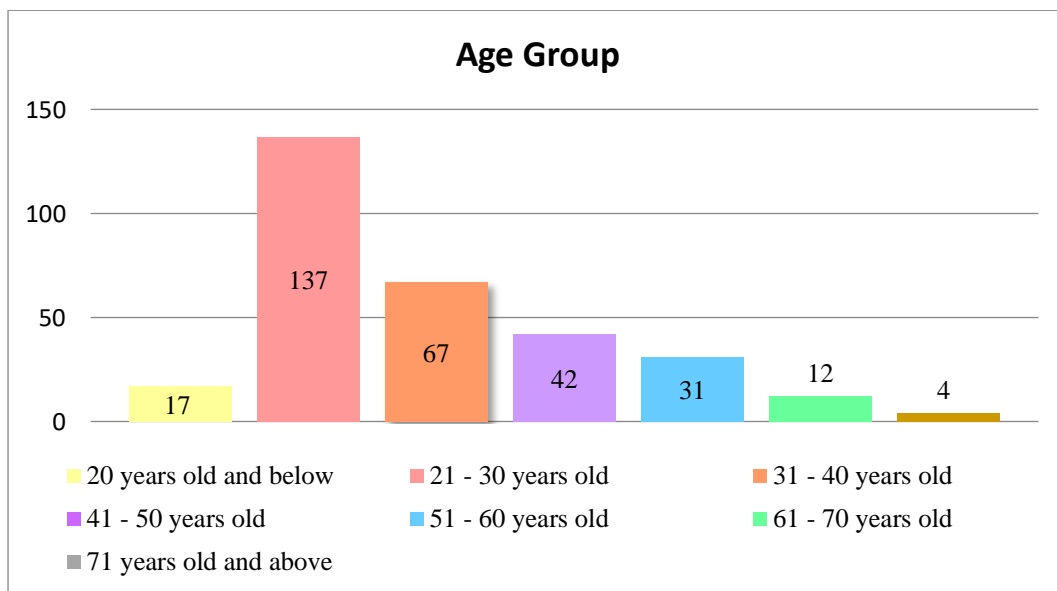
4.1.1.2 Age

Table 4.2: Age

Age	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
20 years old & below	17	5	17	17
21 - 30 years old	137	44	154	154
31 - 40 years old	67	22	221	221
41 - 50 years old	42	14	263	263
51 - 60 years old	31	10	294	294
61 - 70 years old	12	4	306	306
71 years old & above	4	1	310	310
Total	310	100	310	310

Source: Developed for the research

Figure 4.2: Age



Source: Developed for the research

Based on Figure 4.1.1.2, it have categorized the age into 7 groups which are 20 years old and below, 21-30 years old, 31-40 years old, 41-50 years old, 51-60 years old, 61-70 years old and 71 years old

and above. The age group of 20 years old and below consists of 5% (17) out of 310 respondents, followed by the majority of respondents who are between the ages of 21 to 30 years old which consists of 44% (137 respondents). Meanwhile, the age group of 31-40 years old consists of 22% (67 respondents) and the ages between 41-50 years old consists of 14% (42 respondents). The age group of 51-60 years old have 10% (31) and 61-70 years old which is 4% (12) out of 310 respondents. Lastly, the age group of 71 years old and above have the least respondents, 1% (4 respondents) out of 310 respondents.

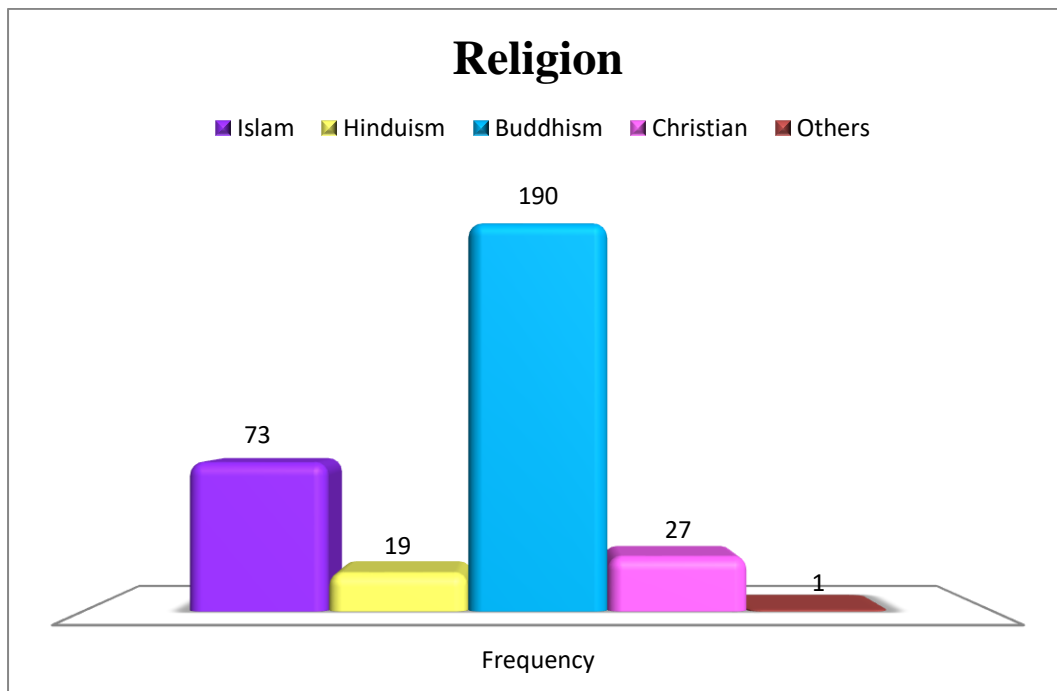
4.1.1.3 Religion

Table 4.3: Religion

Religion	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Islam	73	24	73	24
Hinduism	19	6	92	30
Buddhism	190	61	282	91
Christian	27	9	309	100
Others	1	0	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.3: Religion



Source: Developed for the research

Table 4.1.1.3 and Figure 4.1.1.3 shows the percentage and frequency of the religion of the respondents. The result shown the majority of respondents are Buddhists (190 respondents), followed by Muslims (73 respondents), Christians (21 respondents) and Hindus (19

respondents). The remaining 1 respondent chooses the option “other” which indicate to other religion.

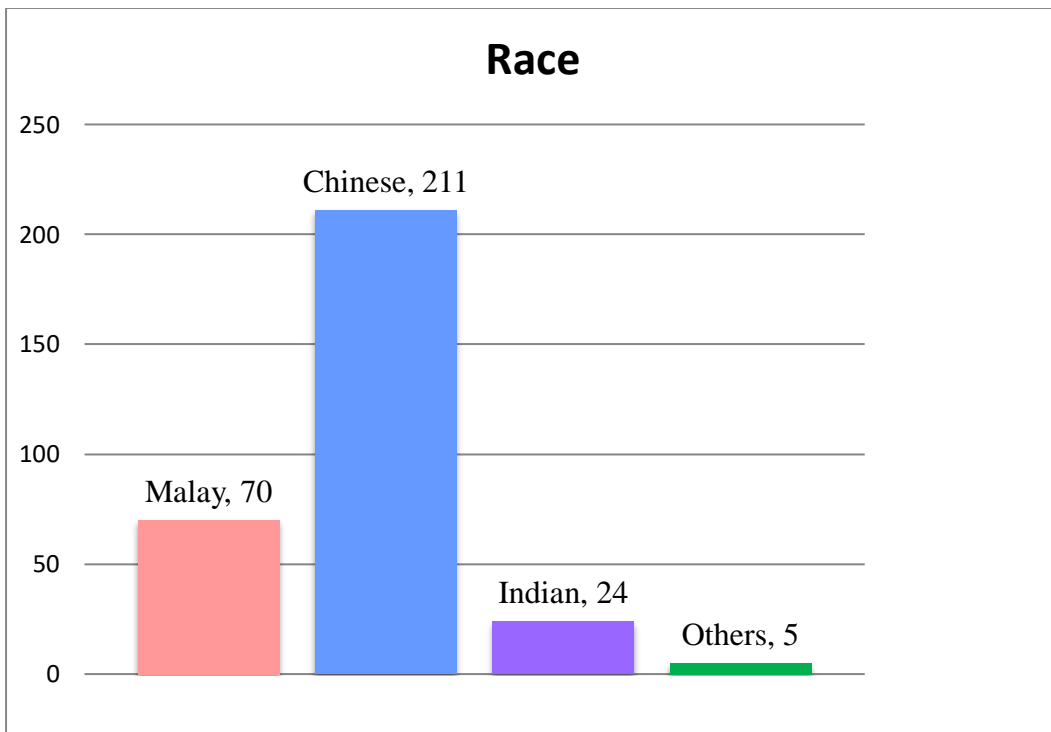
4.1.1.4 Race

Table 4.4: Race

Race	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Malay	70	23	70	23
Chinese	211	68	281	91
Indian	24	8	305	98
Other	5	2	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.4: Race



Source: Developed for the research

From the Figure 4.1.1.4, it shown that the majority of respondents are Chinese which consists of 68% (211 respondents) out of 310 respondents, followed by Malays, consists of 23% (70 respondents). Indian have 8% (24 respondents) while remaining of 5 respondents choose others as their option for race.

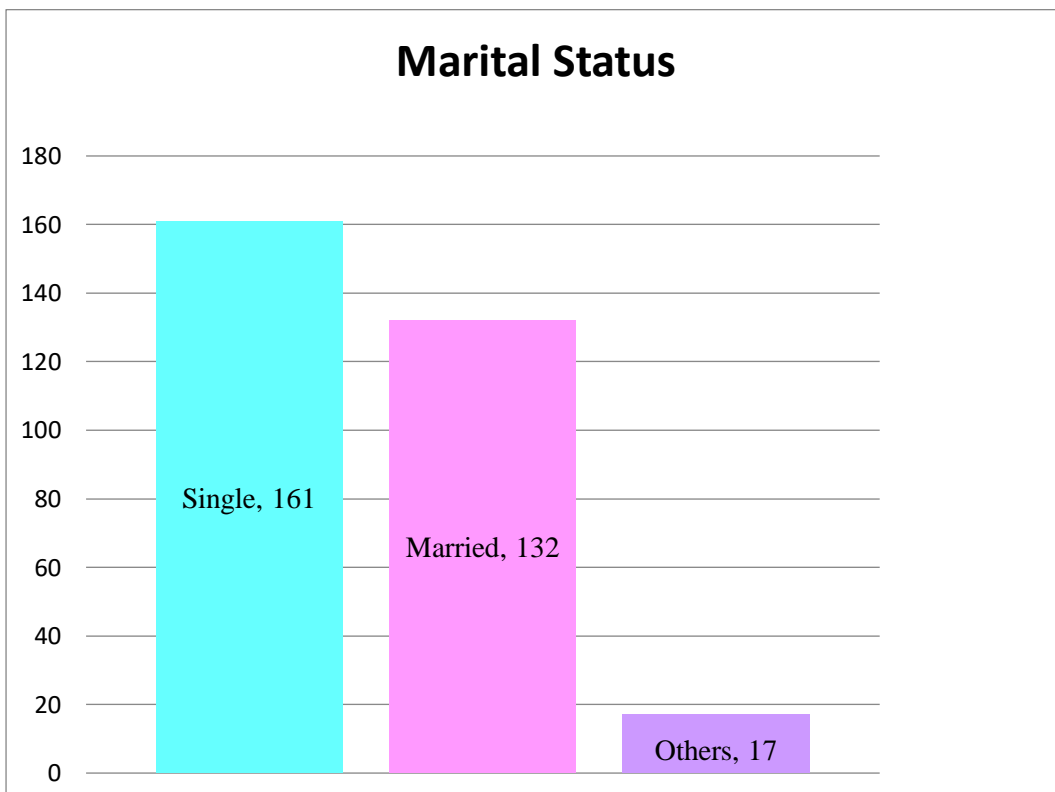
4.1.1.5 Marital Status

Table 4.5: Marital Status

Marital Status	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Single	161	52	161	52
Married	132	43	293	95
Others	17	5	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.5: Marital Status



Source: Developed for the research

Based on the result shown from Figure 4.1.1.5, there are 161 respondents (52%) are single out from 310 respondents, and it followed by married which consists of 132 respondents (43%). Lastly, the remaining 17 respondents choose others as their option.

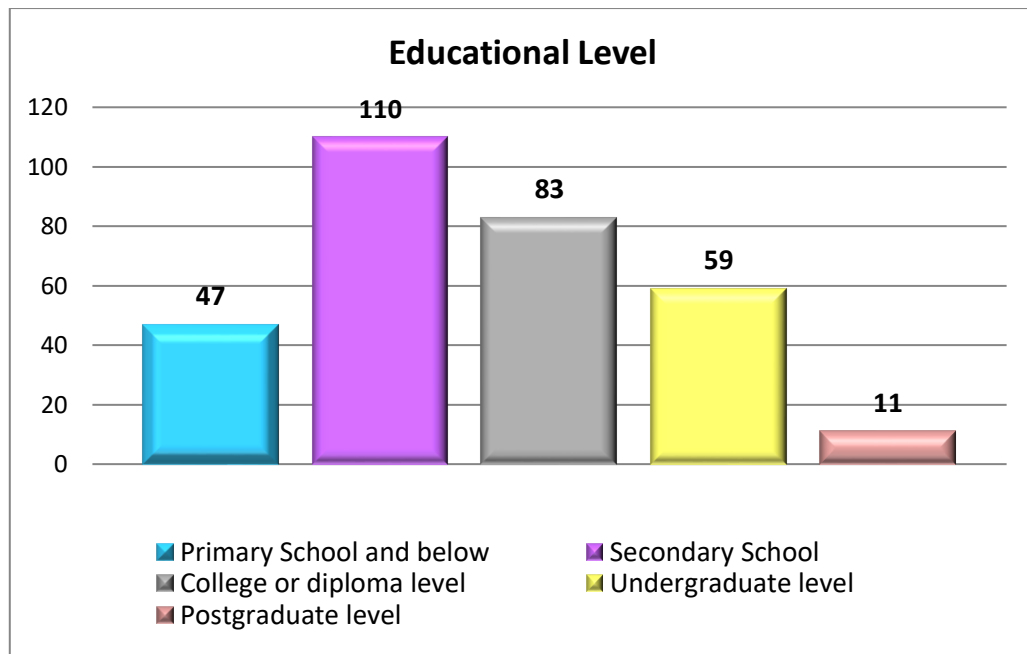
4.1.1.6 Level of Education

Table 4.6: Level of Education

Level of Educational	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Primary School and below	47	15	47	15
Secondary School	110	35	157	51
College or diploma level	83	27	240	77
Undergraduate level	59	19	299	96
Postgraduate level	11	4	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.6: Level of Education



Source: Developed for the research

There are five levels of educational used to categorize the respondents in this study. Among the five levels, Secondary school has the major contributors which consist of 35% (110 respondents). It is followed by the second highest contributor, which is College or Diploma Level representing 27% (83 respondents) and the third is

the undergraduate level representing 19% (59 respondents). The remaining 15% (47 respondents) are primary school and below and 4% (11 respondents) come from postgraduate level.

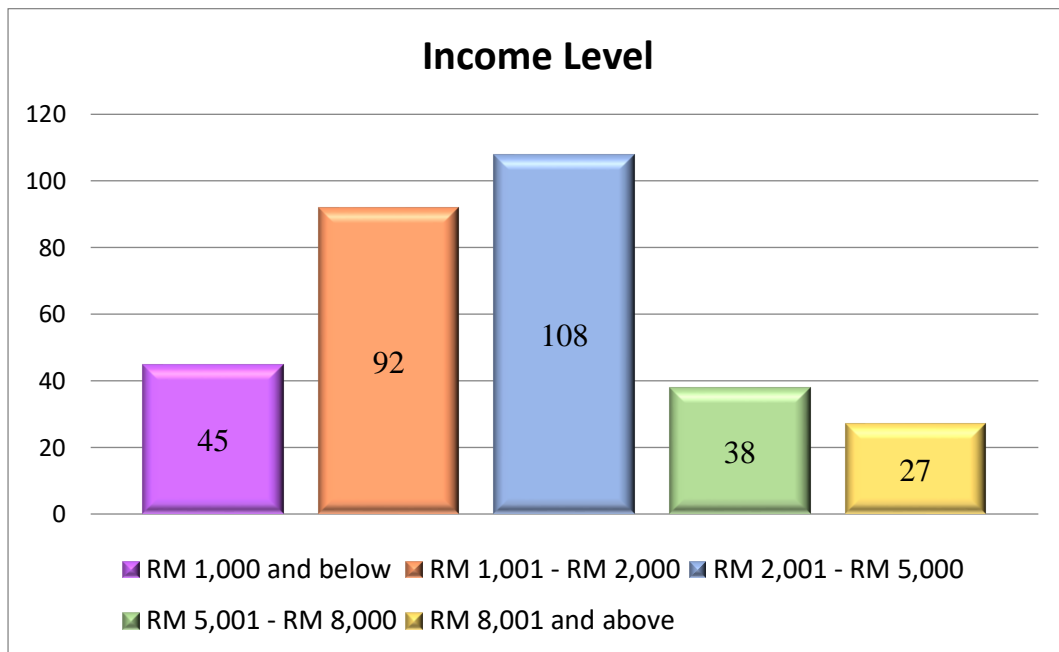
4.1.1.7 Monthly Income

Table 4.7: Monthly Income

Monthly Income Level	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
RM 1,000 and below	45	15	45	15
RM 1,001 - RM 2,000	92	30	137	44
RM 2,001 - RM 5,000	108	35	245	79
RM 5,001 - RM 8,000	38	12	283	91
RM 8,001 and above	27	9	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.7: Monthly Income



Source: Developed for the research

Table 4.1.1.7 and Figure 4.1.1.7 indicate the income level of the residents in Cameron Highlands. It shows that the majority of the respondents are from income level, RM2,001-RM5,000 which consists of 108 respondents (35%). 92 respondents are from RM1,001-RM2,000, depicting a 30% of the total respondents. The third highest respondents are from RM1,000 below which consists of 15% (45 respondents) and the fourth is from RM5,001-Rm8,000 consists of 12% (38 respondent). The minority of the residents are from RM8,000 and below. They represent only 27 respondents (9%) of total respondents in this survey.

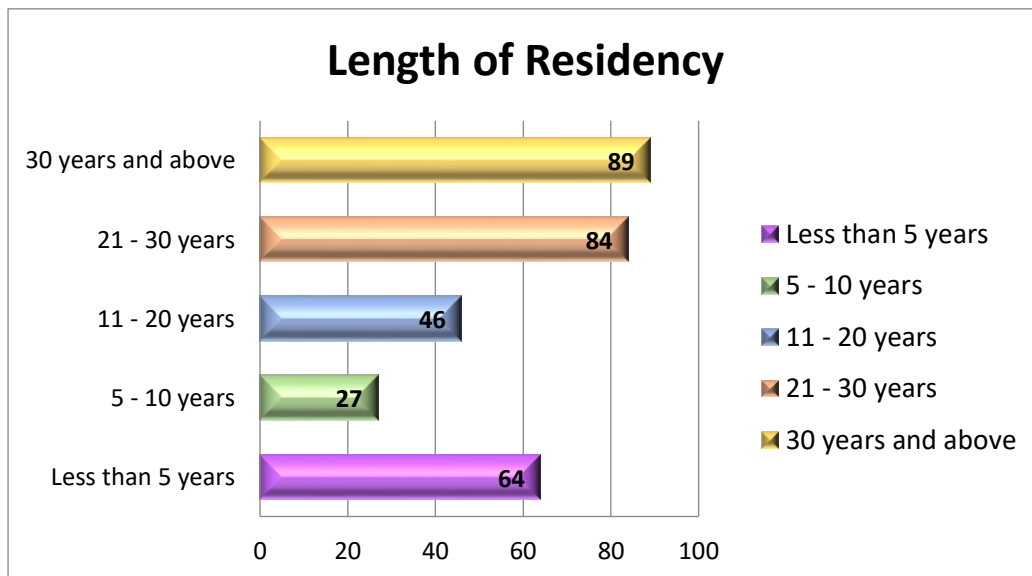
4.1.1.8 Length of Residency

Table 4.8: Length of Residency

Length of residency	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Less than 5 years	64	21	64	21
5 - 10 years	27	9	91	29
11 - 20 years	46	15	137	44
21 - 30 years	84	27	221	71
30 years and above	89	29	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.8: Length of Residency



Source: Developed for the research

Based on Table 4.1.1.8 and Figure 4.1.1.8, the result showed that most of the residents stay at Cameron Highlands for 30 years and above, which consists of 89 respondents (29%) from the total respondents. It followed by 84 respondents (27%) which stay 21-30 years in Cameron Highlands. There are 64 respondents (21%) stays less than 5 years in Cameron Highlands. Meanwhile, 46 respondents out of 310 respondents stayed in Cameron Highland for 11-20 years, and the remaining 27 respondents stay for 5-10 years.

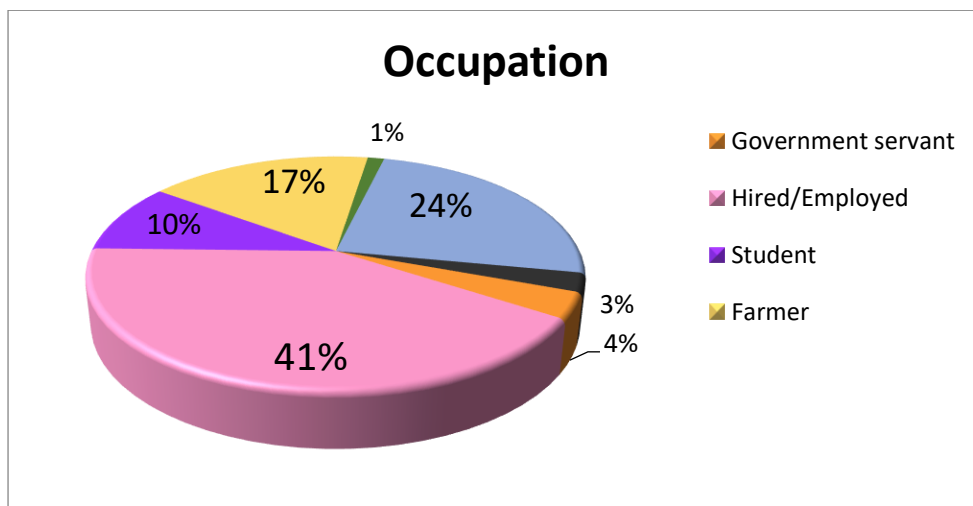
4.1.1.9 Occupation

Table 4.9: Occupation

Occupation	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Government servant	11	4	11	4
Hired/Employed	128	41	139	45
Student	30	10	169	55
Farmer	54	17	223	72
Pensioner	4	1	227	73
Have own business	75	24	302	97
Currently not employed	8	3	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.9: Occupation



Source: Developed for the research

From the result, it showed that majority of the respondents are hired/employed which consists of 41% out of total respondents. It followed by 24% of respondents who have own business, 17% are farmers, and 30% of them are students. There are 11 respondents who are government servant and 8 of them currently not employed. Lastly, there are 1% of pensioners out of total respondents.

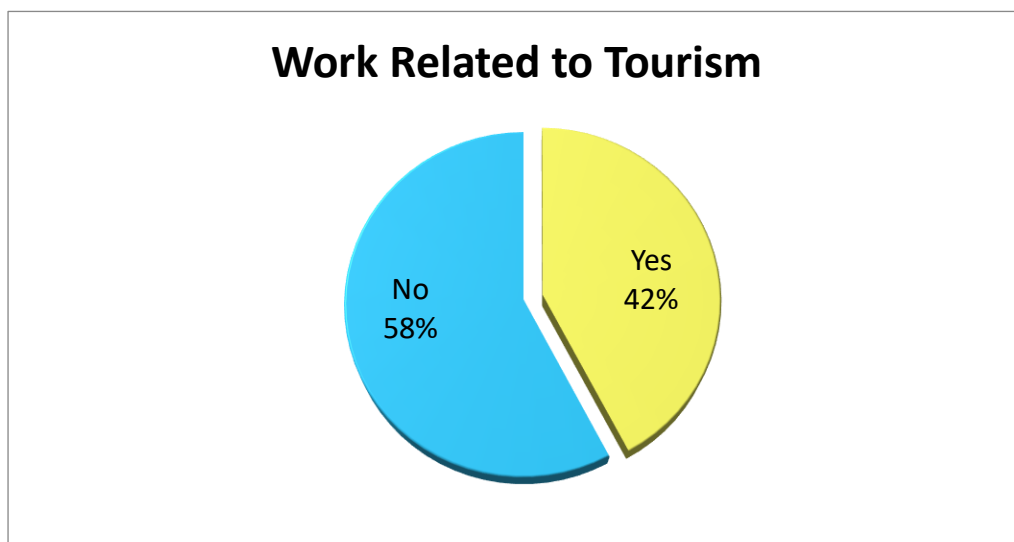
4.1.1.10 Works Related to Tourism

Table 4.10: Works Related to Tourism

Work related to tourism	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Yes	131	42	131	42
No	179	58	310	100
Total	310	100	310	100

Source: Developed for the research

Figure 4.10: Works Related to Tourism



Source: Developed for the research

Table 4.1.1.10 and Figure 4.1.1.10 shows the works related to tourism of residents in Cameron Highlands. Of all the 310 respondents, the majority are the residents do not have works related to tourism while the minority are the residents have their own works related to tourism. The former represents 58%, which is total of 179 respondents and the latter represents 42%, total of 131 respondents.

4.1.2 Central Tendencies Measurement of Constructs

Central tendency is to provide the values either in common or average when the data for both samples and populations described. It used to calculate the middle value (median), value that frequent occur (mode) and average value (mean) (Saunders, Lewis & Thornhills, 2009). The analysis of all values will be shown in the table.

Table 4.11: Central Tendencies Measurement

Variables	N	Min	Max	Mean	Standard Deviation
Natural Environment	310	1.00	5.00	4.15097	0.87766
Tourism Infrastructure	310	1.17	5.00	3.67957	0.91569
Perceived Social Benefits	310	1.00	5.00	3.85226	0.99925
Perceived Barriers	310	1.00	5.00	3.93502	0.57457
Attitude	310	1.00	5.00	3.86290	1.00859

Source: Developed for the research

Based on Table 4.11, the variable that has the highest average mean is the independent variable, natural environment which is 4.15097 with the standard deviation of 0.87766. Perceived barriers is the second highest of mean with 3.93502 with standard deviation of 0.57457. Perceived social benefits is the third highest mean (3.85226) with standard deviation (0.99925). The fourth highest means score is tourism infrastructure (3.67957) with standard deviation of 0.91569. The dependent variable (attitude) consist of the mean score (3.86290) and 1.00859 for standard deviation.

4.2 Scale Measurement

This part conducts the reliability test again with the total sample size of 310 respondents. Reliability test is used to measure the consistency of the set of items and the correlation of each other by referring to the Cronbach's Alpha. The reliability test of independent variables (natural environment, tourism infrastructure, perceived social benefits and perceived barriers) and dependent variable (attitude) are summarised in the table below.

4.2.1 Reliability Analysis

As mentioned in chapter 3, reliability test is used to measure the stability and consistency of the factors. Cronbach's Alpha is the common method to test on degree of reliability. The reliability test result is shown in the table below.

Table 4.12: Reliability Test

No.	Dimensions	Number of Items	Cronbach's Alpha
1	Natural Environment	5	0.730299
2	Tourism Infrastructure	6	0.712510
3	Perceived Social Benefits	5	0.824464
4	Perceived Barriers	7	0.714585
5	Attitude	8	0.950012

Source: Developed for the research

Based on Table 4.12, it is shown that perceived social benefits (0.824464) and dependent variable of attitude (0.950012) are fall under Cronbach's Alpha range of very good reliability. Meanwhile, the other 3 independent variables of natural environment (0.730299), tourism infrastructure (0.712510) and perceived barriers (0.714585) are considered good reliability.

4.3 Inferential Analysis

Inferential analysis is used statistical model to compare and test the data, come out with the generalisation of the population based on samples collected. There is some major inferential statistics are based on model such as chi-square test, Pearson Correlation and Multiple Regression Analysis. The model Multiple Regression Analysis is chosen to determine the relationship between independent variables and dependent variable for this study.

4.3.1 Multiple Regression Analysis

As mentioned in Chapter 3, Multiple Regression Analysis indicates that the relationship between of 2 or more independent variables and one dependent variable by referring to R-square (R^2).

Table 4.13: Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F value	Pr > F
Model	4	91.64933	22.91233	49.35	< .0001
Error	305	141.61781	0.46432		
Corrected Total	309	233.26714			
Root MSE		0.68141	R-Square	0.3929	
Dependent Mean		3.86290	Adj R.Sq	0.3849	
Coeff Var		17.63986			

Source: Developed for the research

From the result shown from Table 4.13, the p-value (Pr > F) is less than 0.0001, which is less than the alpha value of 0.05. This indicates that the model is significant and there is a good relationship between independent variables and dependent variable. Therefore, all the independent variables are significant to the attitude of residents. The alternate hypothesis is supported by the data. In this study, the R-square value is 0.3929. This

indicated that the independent variables (natural environment, tourism infrastructure, perceived social benefits and perceived barriers) can explain 39.29% of the variations in dependent variable.

4.3.2 Parameter Estimates

Table 4.14: Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	t value	Pr > t
Intercept	1	-0.29428	0.52656	-0.56	0.5767
Natural Environment	1	0.24001	0.07298	3.29	0.0011
Tourism Infrastructure	1	0.07989	0.07796	1.02	0.3063
Perceived Social Benefits	1	0.56031	0.05969	9.39	<.0001
Perceived Barriers	1	0.18005	0.11163	1.61	0.1079

Source: Developed for the research

Based on Table 4.14, perceived social benefits is significant to test on the relationship between the attitude of residents towards agrotourism in Cameron Highland as it has the p-value of 0.0001 which less than alpha value of 0.05. Natural environment is significant towards the dependent variable (attitude) which it has the p-value of 0.0011, lower than alpha value (0.05). Tourism infrastructure has the p-value of 0.3063 which is higher than p-value of 0.05. Thus, it is not significant to test on attitude. Perceived barriers is not significant to affect the residents' attitude. This is because it has the p-value (0.1079) more than alpha value (0.05).

By using the result gained, the linear regression equation is represented below:

$$Y = a + b_1(x_1) + b_2(x_2) + b_3(x_3) + b_4(x_4)$$

Where,

Y = Attitude

a = constant

b = regression of coefficient of x_i , where $i = 1,2,3,4$

x_1 = Natural Environment

x_2 = Tourism Infrastructure

x_3 = Perceived Social Benefits

x_4 = Perceived Barriers

$$\text{Attitude} = -0.29428 + 0.24001 (\text{Natural Environment}) + 0.07989 \\ (\text{Tourism Infrastructure}) + 0.56031 (\text{Perceived Social Benefits}) + 0.18005 \\ (\text{Perceived Barriers})$$

Perceived social benefits is the highest contributor to explain the dependent variable (attitude) as it has the highest parameter estimate of 0.56031 compared to other independent variables. Natural environment is the second highest variable which contributes to explain the attitude of residents in Cameron Highlands towards agrotourism. This is because it has the second highest parameter estimate value of 0.24001 compared to other independent variables (tourism infrastructure, perceived social benefits and perceived barriers).

On the other hand, perceived barriers is the third highest contribution of independent variable towards the dependent variable (attitude) due to the parameter estimate of 0.18005 which is the third largest value. The lowest contribution of factor in affecting residents' attitude is tourism infrastructure with the value of parameter estimate is 0.07989. It has the lowest value as compared to other independent variables (natural environment, perceived social benefits and perceived barriers).

4.2 Conclusion

In this chapter, the data for the research has been interpreted and concluded under the descriptive analysis, scale measurement and inferential analysis. Descriptive analysis summarised the demographic profile of 310 respondents into table form, pie chart, and bar chart. Under scale measurement, reliability test is conducted based on the sample of 310 respondents. Moreover, the inferential analysis is carried out by using the SAS Enterprise Guide version 7.1. Based on the result shown, when testing Multiple Regression Analysis, perceived social benefits and natural environment is found to be the significant factors that can affect the residents' attitude. Tourism infrastructure and perceived barriers are found to be insignificant to determine the attitude. In the next chapter, will discuss on the justifications, discussions and limitations of the study.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter will start with the summarised of statistical analyses which included the descriptive and inferential analyses. Furthermore, it will discuss those major findings in this research. After that, it will follow by the implication that apply and the limitations in this study. Lastly, this research also suggested some recommendations that can use by other researchers in their future research.

5.1 Summary of Statistical Analysis

The statistical analysis had been discussing in detail during the previous chapter. Therefore, a short summarised only will be provided in this section.

5.1.1 Descriptive Analysis

Based on our 310 sets of collected data, it is shown that there are 166 (54%) of female respondents and male respondents who only have 144 respondents (46%). The age group divided into 7 groups, which is from below 20 years old to 71 years old and above. Majority of our respondents are youngsters and fall into the age group between 21 years old to 30 years old, which consists of 137 respondents (44%). The second highest age group is between 31-40 years old with 67 respondents (22%) followed by the age group between 41-50 years old with 42 respondents (14%). The lowest age group is the 71 years old and above, and it only have four respondents (1%). Respondents fall into the age group 20 years old and below and respondents

between 61-70 years old have the similar result. Each of them have 17 respondents (5%) and 12 respondents (4%) respectively.

In the part of races, Chinese respondents represented the most (211 respondents), followed by 70 Malay respondents and 24 Indian respondents. Besides this three major race, it also has five respondents from others race.

Moreover, regarding the question of marital status, the figure shows there are 52% of respondents still in single status. Only 43% of respondents already marriage while the other 5% of respondents selecting others.

Among all the respondents, 110 respondents graduate with secondary school while 83 of them graduate with diploma level, followed by 59 of the respondents graduate in undergraduate level. Results also showed that 47 respondents graduate with primary school or below that level. It only has 11 respondents graduate with postgraduate level.

From the collected data, it shows that majority of respondent's earning in the range between RM1001 to RM2000 and between RM2001 to RM5000. There are 108 (35%) respondents earn between RM2001 to RM5000 while 92 (30%) of them earn between RM1001 to RM2000. The third highest income level is those respondents earn RM1000 and below, which have 45 (15%) respondents. In addition, the result shows there are 38 respondents who earn their monthly income between the range of RM5001 to RM8000 while it also had 27 of them earn RM8000 and above.

Besides that, there are 89 respondents stay more than 30 years in Cameron Highlands while 84 person of them stay between 21 years to 30 years in Cameron Highlands. However, respondents who stay less than 5 years in Cameron Highlands also represent a high number in the overall data. There are 64 respondents stay below than 5 years in Cameron Highlands, and it is the third highest number in the question of length of residency. According to the data, it only have 46 respondents stay between 11 years to 20 years in

Cameron Highlands while others 27 respondents stay between 5 to 10 years in Cameron Highlands.

Moreover, the result showed that 128 (41%) respondents are being hired and it is the highest result in the part of the occupation. There are 75 respondents having their own business, and it was the second highest occupation compare with others. Furthermore, there are 54 farmers, 30 students, 11 government servants and 8 persons currently not employed. However, there are 58% of residents' job do not have any related to tourism and only 42% of their job are related to tourism.

5.1.2 Reliability Test

This research used Cronbach's Alpha to test the degree of reliability of dependent variable and dependent variables. According to the result that shown in table 4.12, all the independent variables and dependent variable are reliable. The dependent variable (attitude) and one of the independent variables (perceived social benefits) have very good reliability. The result of the other three independent variables (natural environment, tourism infrastructure, perceived barriers) shown a good reliability.

5.1.3 Inferential Analyses

This research used Multiple Regression Analysis as the method to determine the relationship between independent variables and dependent variable in the study.

5.1.3.1 Multiple Regression Analysis

The model of multiple regression analysis is used to test the relationship between all the four independent variables and dependent variable. From the result shown in Table 4.14, only natural environment and perceived social benefits is significant with the dependent variable (attitude). Both of the two independent variables have the p-value of 0.0011 and 0.0001 which less than alpha value of 0.05. However, the independent variables of tourism infrastructure and the perceived barriers are insignificant to affect the attitude of residents. The p-value of tourism infrastructure is 0.3063 while the p-value of perceived barriers is 0.1079.

5.2 Discussion of Major Findings

This research investigated the factors affecting residents' attitude towards agrotourism in Cameron Highlands. A sample of 310 residents completed questionnaire regards to the factors such as natural environment and tourism infrastructure of Cameron Highlands, the perceived social benefits and barriers towards agrotourism, as well as their attitude towards having agrotourism in Cameron Highlands. Multiple Linear Regression models used to evaluate the connection between independent variables and dependent variable. The results showed that both the natural environment and perceived social benefits are significant predictors of residents' attitude towards agrotourism in Cameron Highlands.

Table 5.1: Summary of the result of Multiple Regression Analysis

Hypothesis	Result	Significant
H1: There is a significant relationship between natural environment and resident's attitude towards agrotourism in Cameron Highlands.	p-value = 0.0011	Yes
H2: There is a significant relationship between tourism infrastructure and resident's attitude towards agrotourism in Cameron Highlands.	p-value = 0.3063	No
H3: There is a significant relationship between perceived social benefits and resident's attitude towards agrotourism in Cameron Highlands.	p-value = <.0001	Yes
H4: There is a significant relationship between perceived barriers and residents' attitude towards agrotourism in Cameron Highlands towards agrotourism in Cameron Highlands.	p-value = 0.1079	No

Source: Developed for the research

In Multiple Linear Regression, amongst the sample collected from residents, perceived social benefits (p-value <.0001) considered to be the best single predictor of residents' attitude towards agrotourism, followed by natural environment (p-value =0.0011) which appeared to be the second highest predictor in the residents' attitude. The present research matches the previous findings done by Huong and Lee (2017) about the natural environment and perceived social benefits are important factors that affect residents' attitude towards agrotourism development.

It supported with the Model of Assessing Tourism Offer developed by Albu and Cimpean (2017) and Social Exchange Theory developed by Ap (1992). Therefore, natural environment and perceived social benefits provided to be more suitable in predicting residents' attitude towards agrotourism in this research.

Based on the research findings, the natural environment has positively affected towards the residents' attitude toward agrotourism. Residents in Cameron Highlands believed that the condition of the natural environment is one of the factors that can enhance agrotourism potential. Past study also presented that there is a positive relationship between the natural environment and residents' attitude (Huong & Lee, 2017; Mansor et al., 2015; Sharp & Adua, 2009). The perceptions of resident regards to the natural environment that contribute Cameron Highlands become a tourist destination of agrotourism may influence the attitude of local residents. Natural environment variable also has positively impacted the residents' attitude (Brehm, Eisenhauer & Krannich, 2004). Hence, most of the residents are aware that the natural environment gives a significant factor for agrotourism development.

Perceived social benefits is found to be the greatest positively affected to residents' attitude towards agrotourism in Cameron Highlands. The more social benefits of residents perceived in agrotourism, the more likely they show a positive attitude toward having agrotourism in Cameron Highlands. It matched with the past research findings by few researchers (Andereak & Nyaupane, 2011; Munhurrum & Naidoo, 2011; Muresan et al., 2016; Sanchez et al., 2011). The perceived social benefits such as job opportunities was the significant factor that influence residents' attitude towards tourism development (Ribeiro et al., 2017). A favourable perception occurs among residents when they able to gain some social benefits from having tourism activities in their living area, such as interacting with tourists and preserve their natural areas (Chuang, 2010). Based on the Social Exchange Theory, residents perceived the social benefits more than costs are more likely to have a positive attitude towards agrotourism (Hasani et al., 2016). Consequently, residents tend to have a positive attitude toward agrotourism when they identified social

benefits from the tourism activities, and there is a significant relationship between the natural environment and residents' attitude.

There is an insignificant relationship between tourism infrastructure and the attitude of residents. This result also showed that it is not consistent with a previous study (Abdollahzadeh and Sharifzadeh, 2014; Muresan et al., 2006).

However, this result can explain by the study of Liu and Var in the year 1986. Authors mentioned that the majority of respondents would have a negative perception towards tourism when they faced problems such as overcrowded outdoor recreation and congestion. The congestion usually happened in Cameron Highlands is because of the overcrowded tourist hotspot (Manogaran, 2017). The cannibalisation construction of shops also causes the congestion to happen, especially when there do not have proper parking area and all the bus parked illegally (Manogaran, 2017). The limited parking place in Cameron Highlands also been proved through the result collected. Most of the respondents agreed that there are insufficient car parks provided in Cameron Highlands. The traffic jam that occurs in Cameron Highlands has affected the daily life of residents. Residents have to take more time, travel from a destination to another destination (Manogaran, 2017). Moreover, based on the result collected, it is also shown that there are insufficient restaurants in Cameron Highlands. The overcrowded of tourists in Cameron Highlands occupied in their restaurants. They tend to have a negative attitude towards the agrotourism in Cameron Highlands when their benefits are affected.

As a conclusion, most of the basic tourism infrastructure that provided in Cameron Highlands is insufficient to fulfil the tourists' satisfaction. Local council might take the concern to develop more needed tourism infrastructures in Cameron Highlands.

The empirical result indicated that perceived barriers have an insignificant relationship with attitude. Residents' positive attitude towards agrotourism are mainly depended on whether they have benefited themselves in agrotourism (Liang & Hui, 2016). This finding showed the residents in Cameron Highlands are not

willing to invest in agrotourism development. The study by Kunasekaran et al., (2012) showed that most of the farmers are operating under Temporary Occupation Licence (TOL) status. They are unable to get the permission to own the land and expand their business (Kunasekaran et al., 2012). Therefore, they might have no chances of learning how to develop their business in agrotourism development.

Moreover, the operation of agrotourism requires a large sum of capital (Iakovleva et al., 2014). It may cause farmers to feel anxious and uncertainty when they intend to expand their business by a large amount of capital, and especially for those farmers who are holding the temporary land status (Kunasekaran et al., 2012). Thus, this situation may demotivate some of the residents to participate in agrotourism, and the issue of lack of manpower is likely to occur (Mao et al., 2014). Therefore, the residents are not willing to sacrifice their capital and time to invest in agrotourism project (Mao et al., 2014). As a result, the perceived barriers discussed in this study will not give any impact towards agrotourism.

5.3 Implication of the Study

5.3.1 Theoretical Implications

Many researchers have discussed for agrotourism in their studies. Nevertheless, there is only limited academic literature focus on residents' attitude in agrotourism. Thus, this research is using four variables from different relevant theories and models to investigate the relationship between the four variables and resident' attitude. The variables refer to the natural environment, tourism infrastructure, perceived social benefits and perceived barriers. These variables have adopted from Models for Assessing Tourism Offer and SET.

In previous studies, there are no researchers discussed the Models for Assessing Tourism Offer and SET together to examine the factors that affect residents' attitude towards agrotourism. Therefore, the natural environment and perceived social benefits have been tested in this research to obtain the desired objectives of the research. Moreover, the results that generated from Multiple Regression Analysis showed that both the natural environment and perceived social benefits significantly influence the residents' attitude. Findings also indicated that the influence of perceived social benefits is stronger than natural environment towards residents' attitude. Although both the natural environment and perceived social benefits are important variables, nevertheless the priorities should be considered perceived social benefits.

5.3.2 Managerial Implication

The development of agrotourism not only depends on the government promotion. However, it also required the involvement and collaboration among many parties such as tourism agency, tourism operators, and the local communities work together help to promote. Residents refer to the people who get the direct or indirect influenced by having agrotourism activities in their daily life. This research enables the policymakers and tourism practitioners understand the residents' attitude towards agrotourism, and it eases up their tourism planning activities regarding reducing the costs that the unwillingness of residents to support the agrotourism. It presented that residents are more focus on social benefits they can gain from this agrotourism development.

For example, Ministry Of Agriculture, Agro-Based Industry (MOA) can provide a training program to those residents who interest in agrotourism. This program is aimed to offer them the entrepreneurial skills and knowledge on how to promote their agrotourism such as teaching on management and hospitality skills, the marketing channels, and the skills of

dealing with tourists. Innovativeness and proactive of the agrotourism practitioners are also factors that can impact towards their business performance. They need to have the innovative ideas to promote their business and proactive towards every opportunities and challenges to gain the competitive advantage.

MOA should set a standard for the people who want to become providers of agrotourism activities. For those who are interested, they should apply for a license from MOA to show that they are eligible to become the agrotourism practitioners. Before they become qualified agrotourism practitioners, they should attend a seminar to be informed that the term and condition when conducting the agrotourism practices such as the subsidies or tax incentives that able to get and the practices that cannot be performed for conducting agrotourism activities. It also becomes more convenience for MOA to monitor and control the practices or behaviour of some tourism practitioners.

Other than that, Cameron Highlands District Council also has the responsibility to raise the awareness of preserve natural areas of Cameron Highlands. They may work together with those agrotourism practitioners to promote the conservation project especially those big players such as BOH tea plantation because the responsibility should not just only rely on government. Boh Tea Plantation may organise a workshop for those interested parties comes to their working place to participate for a period of a month, and at the same time, they are educating them regarding the importance of preserving the natural environment. Boh Tea Plantation can organise this workshop and supported by Cameron Highlands District Council through a promotion at their official websites.

Moreover, the quality of water and cleanliness of environment is essential for agrotourism in Cameron Highlands. Therefore, Regional Environment Awareness Cameron Highlands (REACH) should organise more awareness campaign to preserve the natural areas there and also protect the rivers from being polluted. They should publicise to the residents about appreciates the

natural environment in Cameron Highlands. It is because the natural environment refers to one of the factors that attract tourists visiting Cameron Highlands. Thus, all the stakeholders including the authorities, NGO and local residents should work together to protect and preserve the natural environment.

5.4 Limitation of the Study

This research can provide some contributions in theoretical and managerial implication. However, there is still having some limitations to be discussed in this study.

5.4.1 Limited scope of study's context

This research is focusing on Cameron Highlands since most of the residents' occupation is involved in the agricultural sector. Cameron Highlands is also considered the favourite tourist destination for most of the domestic and international tourists because of the weather and beauty scenic. MADRI also set up an agrotechnology park in Cameron Highlands; it would believe that Cameron Highlands can be the agrotourism domain in Malaysia. However, the context of this study can be expanded to the whole of Malaysia.

5.4.2 Measure direct effect

This research mainly studies the residents' attitude towards agrotourism. In fact, attitude is referred to the feelings and emotions of favour or disfavour towards something happened; it acts as the immediate response or reactions that are shown by a person. Therefore, this research examines the direct perception of residents towards the agrotourism. Nevertheless, the actions

of showing their support towards agrotourism are worth to be investigated too. Therefore, the future researchers are recommended to study about the support for agrotourism as the dependent variable and attitude as a mediating variable.

5.4.3 Primary Data Collection Methods

The data collection methods used in this research is only through quantitative methods. It is because of the quantitative method, which also called close-ended questions able to ease up the process of data collection and data coding. The data that collected is more straightforward to analyse in statistical form, and the answers from respondents are more consistent and easy to compare among the respondents. However, the data collection may also use the qualitative methods or open-ended question. The data that collected through this method may able to strengthen the results by giving the residents' feedback and ideas about the agrotourism.

5.5 Recommendations for Future Research

In this study, there are some recommendations can introduce to others researchers for future studies. For instances, the natural environment and tourism infrastructure referred to the components that developed by Albu and Cimpean (2017) to evaluate the tourism offer and potential in Models for Assessing Tourism Offer. Therefore, it is worth for them to examine the relationship between these two variables and the residents' attitude towards agrotourism. For the perceived social benefits and perceived barriers that based on SET, these two variables shall make contributions for examining the relationship with residents' attitude in theory for future researchers to have a further explanation (Zadel et al., 2014).

However, this research revealed that only two variables (natural environment and perceived social benefits) are significant as predictors to examine residents' attitude and the other two variables (tourism infrastructure and perceived barriers) are insignificant. Hence, future researchers are recommending for carrying on evaluating the independent variables especially for the tourism infrastructure and perceived barriers.

In other words, residents need those tourism infrastructures to run their agrotourism operation in daily life, and the tourism infrastructure is able to help them in their business. The attitude of positive and negative shown the importance of tourism infrastructure and may bring up the improvement of tourism infrastructure by the related authorities or government. Perceived barriers, if the residents observed that there are any unfavourable circumstances exist when having agrotourism, they are more likely to show their negative attitude towards having it in their residential areas or vice versa. Thus, both tourism infrastructure and perceived barriers are worth to be further investigating in future research.

Moreover, the future researchers are suggested to study about the agrotourism in a broader scope because the activities of agrotourism not only can focus on mountain areas, but it also can be explored through plains areas such as MARDI station at Pulau Langkawi, Melaka Tropical Fruit Farm, and Tenom Agriculture Park in Sabah. Therefore, the future researchers can widen the study's context to whole Malaysia.

Furthermore, this research only focused on the residents' attitude. Thus future researchers are recommended to place the attitude as the mediating variable and support for agrotourism as the dependent variable in their studies. The residents' attitude is affected by the perception of the social benefits that gained or the barriers that faced from agrotourism and it followed by the actions of support towards agrotourism based on the attitude that formed. This indicated that there is a direct relationship between residents' attitude and the support for agrotourism. Therefore, the future researcher may have further study on the after effect and behaviour of residents towards agrotourism.

The future researchers are recommended to collect their data regards to the related topic in two ways, which can be using both quantitative methods and qualitative methods. This two methods will able to enhance their findings by collecting more information and unique opinion from the respondents. As a result, the data that collected through qualitative methods may strengthen the results or discussion in the findings.

5.6 Conclusion

The agrotourism's trend is growing slowly and become the favourite types of tourism for those domestic and international tourists as their travel or vacation choice. With this in mind, the objective of this research is to find out the factors affecting residents' attitude towards agrotourism. Therefore, the proposed framework of the research presented that the natural environment, tourism infrastructure, perceived social benefits, and perceived barriers as independent variables while attitude as the dependent variable. In order to achieve the objective, Cameron Highlands has been chosen as the sampling location because it is famous with rich of natural resources and a popular tourist destination for tourists to travel there. Residents are the target population in this research because residents' attitude can influence the development of agrotourism. When they have the positive attitude towards agrotourism, they are more likely to understand and even show their support towards agrotourism.

The results that generated from Multiple Linear Regression after collected through questionnaires shows that the two independent variables (natural environment and perceived social benefits) are significant to the residents' attitude, while for the other two independent variables (tourism infrastructure and perceived barriers) are insignificant to the attitude. In other words, both of the natural environment and perceived social benefits can influence the residents' attitude towards agrotourism in this study while the other two independent variables are not able to do so. It may be due to the perception of residents of both tourism infrastructure and perceived

barriers that discussed in this research are not able to give impacts towards agrotourism. In particular, this research able to suggest to the policymakers and tourism-related parties understand the residents' attitude towards agrotourism and what are the matters they need to emphasise more when require the residents' cooperation. Lastly, some recommendations have been given to future researchers for further studies on the related topic to overcome the limitations of this research.

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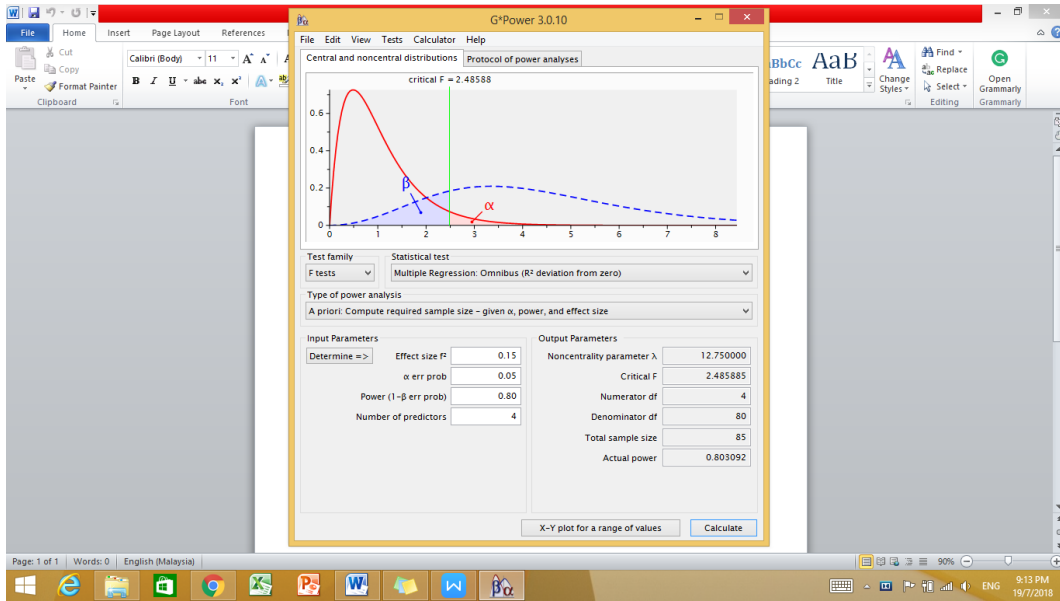
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Appendices

Appendix 3.1: Determination for sample size of research (GPower)



Appendix 3.2: Questionnaire (English Version)



Universiti Tunku Abdul Rahman (UTAR)

**FACTORS AFFECTING RESIDENTS' ATTITUDE TOWARDS
AGROTOUSIM: A CASE STUDY IN CAMERON HIGHLANDS**

SURVEY QUESTIONNAIRE

Dear Respondents,

We are students from Bachelor of Business Administration (Hons) currently conducting our final year project at UTAR, Kampar campus. The purpose of this study is to determine the factors that affect the residents' attitude towards agrotourism in Cameron Highlands. We would like to seek your assistance to help us in completing the survey. It will take 10-15 minutes of your time. All the information collected from this survey will be kept confidential and solely used for academic purpose. Thank you in advance for your cooperation and willingness to answer the questionnaire attached.

Instructions:

1. There are **TWO (2)** sections in the questionnaire. Please answer **ALL** questions in **ALL** sections.
2. The questionnaire consists of two sections. **Section A** consists of variables that will affect the residents' attitude towards agrotourism while **Section B** consists of respondents' demographic.
3. The contents of this questionnaire are **strictly confidential**.

If there is any enquiry, please do not hesitate to contact:

Student Name	Email	Course/Year
Goh Kang Ling	karingoh95@gmail.com	BA/ Y3S3
Purdy Chooi Jia Ni	purdy1783@gmail.com	BA/ Y3S3
Koo Sye Li	kslyr689@gmail.com	BA/ Y3S3
Choong Hui Xin	choonghuixin1126@gmail.com	BA/ Y3S3

Are you a resident of Cameron Highlands?

Yes

No

Please be informed that accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, UTAR is hereby bound to make notice and require consent in relation to collection, recording, storage, usage retention of personal information.

Acknowledgement of Notice

I have been notified by you and I hereby understood, consented and agreed per UTAR notice.

I disagree; my personal data will not be processed.

Last but not least, please read the instruction carefully before answering the question. Thank you for the cooperation and willingness to answer the questionnaire. Your response will be kept confidential and used solely for academic purposes.

Section A:

Agrotourism can be defined as the activities involved of agricultural activities such as visitation a farm with the purpose of learning and enjoyment.

Please circle only ONE appropriate number that BEST represents your agreement with the scale 1 to scale 5 on the following statements.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Part 1:Natural Environment

No.	Item	SD	D	N	A	SA
1.	Cameron Highlands has pleasant climate.	1	2	3	4	5
2.	Cameron Highlands has natural scenic beauty.	1	2	3	4	5
3.	Cameron Highlands has variety of natural attractions (i.e. waterfalls, forests, rivers, and flora and fauna).	1	2	3	4	5
4.	The quality of water in Cameron Highlands is important for agrotourism.	1	2	3	4	5
5.	The cleanliness of environment in Cameron Highlands is important for agrotourism.	1	2	3	4	5

Part 2:Tourism Infrastructure

No.	Item	SD	D	N	A	SA
1.	The agrotourism in Cameron Highlands can provide business opportunities for the local residents.	1	2	3	4	5
2.	The road infrastructure is important for providing convenient accessibility to the local residents and tourists.	1	2	3	4	5
3.	There are plenty of car parks made available for tourists in Cameron Highlands.	1	2	3	4	5
4.	There are plenty of accommodations provided for staying purpose.	1	2	3	4	5
5.	There are many farms in Cameron Highlands available for visitation purpose.	1	2	3	4	5
6.	There are various restaurants made available in Cameron Highlands.	1	2	3	4	5

Part 3: Perceived Social Benefits

No.	Item	SD	D	N	A	SA
I think that agrotourism						
1.	Can provide employment opportunities.	1	2	3	4	5
2.	Can educate the public about agriculture.	1	2	3	4	5
3.	Provide opportunities to meet tourists and interact with them.	1	2	3	4	5
4.	Provide opportunities to gain entrepreneurial skills and knowledge.	1	2	3	4	5
5.	Can help to preserve natural areas with cultural practices of Cameron Highlands.	1	2	3	4	5

Part 4: Perceived Barriers

No.	Item	SD	D	N	A	SA
1.	I think that the operations of agrotourism project requires large sum of capital.	1	2	3	4	5
2.	I think that there are lacking of manpower to develop agrotourism.	1	2	3	4	5
3.	I think that establishing of agrotourism in Cameron Highlands is far too complex.	1	2	3	4	5
4.	I think that the process to establish agrotourism in Cameron Highlands is time-consuming.	1	2	3	4	5
5.	I think that there are insufficient marketing activities by the tourism board to promote agrotourism in Cameron Highlands.	1	2	3	4	5
6.	I think that there are insufficient experiences by the farmers to upkeep agrotourism in Cameron Highlands.	1	2	3	4	5
7.	I think that most of the farmers are operating under Temporary Occupation Licence (TOL) status in Cameron Highlands.	1	2	3	4	5

Part 5: Attitude

No.	Item	SD	D	N	A	SA
I think that having agrotourism in Cameron Highlands is...						
1.	good idea	1	2	3	4	5
2.	pleasant	1	2	3	4	5
3.	fun	1	2	3	4	5
4.	wise decision	1	2	3	4	5
5.	interesting	1	2	3	4	5
6.	valuable	1	2	3	4	5
7.	actively encouraged	1	2	3	4	5
8.	desirable	1	2	3	4	5

Part 6: Support for agrotourism

No.	Item	SD	D	N	A	SA
1.	I support the development of Cameron Highlands based on agrotourism initiatives.	1	2	3	4	5
2.	I support for nature conservation in Cameron Highlands through agrotourism.	1	2	3	4	5
3.	I support public funding to promote on agrotourism in Cameron Highlands.	1	2	3	4	5
4.	I support more facilities provided by the government for agrotourism in Cameron Highlands.	1	2	3	4	5
5.	I support agrotourism as one of the utmost important development for Cameron Highlands.	1	2	3	4	5
6.	Overall, I support for agrotourism development in Cameron Highlands.	1	2	3	4	5

Section B: Personal Details

Please tick (✓) for the most appropriate answer in the following items.

1. Gender:

- Male
- Female

2. Age:

- 20 years old and below
- 21-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- 61-70 years old
- 71 years old and above

3. Race:

- Malay
- Chinese
- Indian
- Others (Please specify) _____

4. Religion:

- Islam
- Hinduism
- Buddhism
- Christian
- Others (Please specify) _____

5. Marital Status:

- Single
- Married
- Others

6. Level of Educational:

- Primary School and below
- Secondary School
- College or diploma level
- Undergraduate level
- Postgraduate level
- Other (Please specify) _____

7. Income level (monthly):

- RM 1,000 and below
- RM1,001 – RM2,000
- RM2,001 – RM5,000
- RM5,001 – RM8,000
- RM 8,001 and above

8. Length of residency:

- Less than 5 years
- 5 - 10 years
- 11 - 20 years
- 21 - 30 years
- 30 years and above

9. Occupation

- Government servant
- Hired/ Employed
- Student
- Farmer
- Pensioner
- Have own business
- Currently not employed

10. Work or business related to tourism:

- Yes
- No

Thank You for Your Precious Time and Cooperation.

* END*

Appendix 3.3: Questionnaire (Malay Version)



Universiti Tunku Abdul Rahman (UTAR)

**FAKTOR-FAKTOR YANG MENPENGARUHI SIKAP PENDUDUK
TERHADAP AGROPELANCONGAN: SUATU KAJIAN DI CAMERON
HIGHLANDS**

BORANG KAJI SELIDIK

Kepada Responden,

Kami ialah pelajar dari Sarjana Muda Pentadbiran Perniagaan (Kepujian) yang sedang memenuhi Projek Ilmiah Tahun Akhir (FYP) di UTAR, Kampar. Objektif kajian ini adalah untuk mengenalpasti faktor yang mempengaruhi sikap penduduk terhadap agropelancongan di Cameron Highlands. Kaji selidik ini hanya akan mengambil masa selama 10 – 15 minit untuk disiapkan. Maklumat yang diperolehi daripada kajian ini adalah sulit dan hasil kajian ini hanya digunakan untuk akademik sahaja. Setinggi-tinggi penghargaan buat anda yang sudi meluangkan masa bagi menjawab keseluruhan soalan kaji selidik yang telah disediakan.

Arahan:

1. Terdapat 2 seksyen terkandung dalam kaji selidik. Sila jawab SEMUA soalan dalam SEMUA seksyen.
2. Boroang soal selidik terdiri daripada 2 seksyen. Seksyen A terdiri daripada faktor yang mempengaruhi sikap penduduk terhadap agropelancongan manakala seksyen B terdiri daripada data demografi responden.
3. Kandungan dalam boring kaji selidik ini adalah sulit.

Sebarang soalan, sila hubungi:

Nama Pelajar	Emel	Kursus/Tahun
Goh Kang Ling	karingoh95@gmail.com	BA/ Y3S3
Purdy Chooi Jia Ni	purdy1783@gmail.com	BA/ Y3S3
Koo Sye Li	kslyr689@gmail.com	BA/ Y3S3
Choong Hui Xin	choonghuixin1126@gmail.com	BA/ Y3S3

Adakah anda penduduk di Cameron Highlands?

Ya

Tidak

Mengikut Akta Perlindungan Data Peribadi 2010 (“PDPA”) yang dikuatkuasakan pada 15 November 2013, UTAR diminta mematuhi syarat supaya semua responden dimaklumkan dan perlu memberi kebenaran untuk mengumpul, merekod, menyimpan, dan menggunakan sebarang maklumat peribadi mereka.

Notis Perakuan

Saya telah dimaklumkan dan dengan ini faham, membenarkan dan bersetuju seperti mana yang dimaklumkan.

Saya tidak bersetuju, data peribadi saya tidak akan diproses.

Akhir sekali, sila baca arahan dengan sebaiknya sebelum menjawab semua soalan. Terima kasih diatas kerjasama dan kesudian untuk menjawab kaji selidik ini. Jawapan anda akan dianggap sulit dan akan digunakan untuk kajian akademik semata-mata.

Seksyen A:

Agropelancongan didefinisikan sebagai aktiviti-aktiviti yang melibatkan pertanian seperti berkunjung ke ladang bertujuan sama ada untuk belajar atau juga kepuasan diri.

Sila bulatkan hanya SATU nombor yang mewakili PERSETUJUAN anda dengan pernyataan di bawah dengan menggunakan skala berikut:

Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Neutral (N)	Setuju (S)	Sangat Setuju (SS)
1	2	3	4	5

Bahagian 1: Persekitaran Semula Jadi

No.	Perkara	STS	TS	N	S	SS
1.	Cameron Highlands mempunyai iklim yang menyenangkan.	1	2	3	4	5
2.	Cameron Highlands mempunyai pemandangan semula jadi yang cantik.	1	2	3	4	5
3.	Cameron Highlands mempunyai pelbagai semula jadi yang menarik (contoh: air terjun, hutan, sungai, flora dan fauna).	1	2	3	4	5
4.	Kualiti air di Cameron Highlands adalah penting untuk agropelancongan.	1	2	3	4	5
5.	Kebersihan persekitaran di Cameron Highlands adalah penting untuk agropelancongan.	1	2	3	4	5

Bahagian 2: Infrastruktur Pelancongan

No.	Perkara	STS	TS	N	S	SS
1.	Agropelancongan di Cameron Highlands boleh memberi peluang perniagaan untuk penduduk tempatan.	1	2	3	4	5
2.	Infrastruktur jalan raya di Cameron Highlands adalah penting untuk memberikan kemudahan kepada penduduk tempatan dan pelancong.	1	2	3	4	5
3.	Terdapat banyak tempat letak kenderaan disediakan untuk pelancong di Cameron Highlands.	1	2	3	4	5
4.	Terdapat pelbagai jenis tempat penginapan disediakan di Cameron Highlands.	1	2	3	4	5
5.	Terdapat banyak ladang di Cameron Highlands untuk dikunjungi oleh pelancong.	1	2	3	4	5
6.	Terdapat pelbagai jenis restoran didirikan di Cameron Highlands.	1	2	3	4	5

Bahagian 3: Pemahaman tentang Kebaikan Sosial

No.	Perkara	STS	TS	N	S	SS
Pada pendapat saya, agropelancongan boleh						
1.	Membuka banyak peluang pekerjaan.	1	2	3	4	5
2.	Boleh memberi kesedaran kepada orang awam tentang pertanian.	1	2	3	4	5
3.	Membuka peluang untuk bertemu dengan pelancong dan berinteraksi dengan mereka.	1	2	3	4	5
4.	Memberi peluang untuk mendapat kemahiran keusahawanan dan ilmu pengetahuan.	1	2	3	4	5
5.	Membantu memelihara kawasan semula jadi dengan praktik kebudayaan di Cameron Highlands.	1	2	3	4	5

Bahagian 4: Pemahaman Cabaran

No.	Perkara	STS	TS	N	S	SS
Pada pendapat saya,						
1.	Projek agropelancongan memerlukan modal yang besar.	1	2	3	4	5
2.	Tenaga kerja adalah kekurangan untuk membangunkan agropelancongan.	1	2	3	4	5
3.	Pembangunan agropelancongan di Cameron Highlands adalah rumit dijalankan.	1	2	3	4	5
4.	Proses pembangunan agropelancongan di Cameron Highlands akan memakan jangka masa yang panjang.	1	2	3	4	5
5.	Aktiviti pemasaran daripada lembaga pelancongan tidak mencukupi untuk mempromosi agropelancongan di Cameron Highlands.	1	2	3	4	5
6.	Pengalaman dari peladang-peladang adalah tidak mencukupi untuk memelihara agropelancongan di Cameron Highlands.	1	2	3	4	5
7.	Kebanyakan peladang mengendalikan ladang atas status pemilikan tanah sementara di Cameron Highlands.	1	2	3	4	5

Bahagian 5: Sikap

No.	Perkara	STS	TS	N	S	SS
Pada pendapat saya, agropelancongan di Cameron Highlands adalah...						
1.	Idea yang baik	1	2	3	4	5
2.	Menyenangkan	1	2	3	4	5
3.	Menyenorokkan	1	2	3	4	5
4.	Keputusan yang baik	1	2	3	4	5
5.	Menarik	1	2	3	4	5
6.	Bernilai	1	2	3	4	5
7.	Sangat digalakkan	1	2	3	4	5
8.	Diingini	1	2	3	4	5

Bahagian 6: Sokongan terhadap agropelancongan

No.	Perkara	STS	TS	N	S	SS
1.	Saya menyokong pembangunan Camaron Highlands berdasarkan inisiatif agropelancongan.	1	2	3	4	5
2.	Saya menyokong pemeliharaan alam semula jadi di Cameron Highlands melalui agropelancongan.	1	2	3	4	5
3.	Saya menyokong sumbangan orang awam untuk mempromosikan agropelancongan di Cameron Highlands.	1	2	3	4	5
4.	Saya menyokong lebih banyak kemudahan disediakan untuk agropelancongan supaya dapat menarik lebih ramai pelancong di Cameron Highlands.	1	2	3	4	5
5.	Saya menyokong agropelancongan sebagai salah satu pembangunan terpenting di Cameron Highlands.	1	2	3	4	5
6.	Keseluruhannya, saya menyokong pembangunan agropelancongan di Cameron Highlands.	1	2	3	4	5

Seksyen B: Maklumat Demografi

Sila tandakan (√) di dalam kotak yang berkenaan dengan jawapan yang tepat.

1. Jantina:

- Lelaki
- Perempuan

2. Umur:

- Bawah 20 tahun
- 21-30 tahun
- 31-40 tahun
- 41-50 tahun
- 51-60 tahun
- 61-70 tahun
- 71 tahun dan ke atas

3. Bangsa:

- Melayu
- Cina
- India
- Lain-lain (Nyatakan) _____

4. Agama:

- Islam
- Hindu
- Buddha
- Kristian
- Lain-lain (Nyatakan) _____

5. Status Perkahwinan:

- Bujang
- Berkahwin
- Lain-lain

6. Kelayakan Akademik:

- Sekolah rendah atau ke bawah
- Sekolah menengah
- Kolej atau Diploma
- Sarjana Muda
- Sarjana
- Lain-lain (Nyatakan) _____

7. Pendapatan (bulanan):

- Bawah RM 1,000
- RM1,001 – RM2,000
- RM2,001 – RM5,000
- RM5,001 – RM8,000
- RM 8,001 ke atas

8. Tempoh bermastautin:

- Kurang daripada 5 tahun
- 5 - 10 tahun
- 11 - 20 tahun
- 21 - 30 tahun
- 30 tahun ke atas

9. Pekerjaan:

- Pegawai Kerajaan
- Bekerja
- Pelajar
- Peladang
- Pesara
- Usahawan
- Tidak bekerja

10. Bekerja berkaitan dengan pelancongan:

- Ya
- Tidak

Terima Kasih kerana sudi meluangkan masa untuk menjawab soalan kaji selidik ini.

TAMAT

Appendix 3.4: Questionnaire (Mandarin version)



Universiti Tunku Abdul Rahman (UTAR) 拉曼大学

探讨影响金马伦高原居民对农业旅游态度的因素

问卷调查

致各位金马伦高原的居民：

您好，我们是来自金宝拉曼大学的商业管理的大三生，我们团队现在正在进行一项与农业旅游有关的研究报告。这项研究主要针对这几个因素如何影响当地居民对于金马伦高原将开发成农业旅游的态度。此问卷大约需要 10 至 15 分钟来作答。我们承诺：本问卷采用匿名方式，调查结果仅供学术研究所用，我们将对您所填写的资料和内容绝对保密。请您放心。我们先在此感谢您的配合与协助。

指示：

1. 此问卷包含 2 个部分。请务必填写每个部分的所有问题。
2. 此问卷共分为 2 个部分，甲部分是关于这些因素会不会影响居民们对于农业旅游的态度，乙部分是有关被访者的个人信息。
3. 此问卷内容将绝对保密。
4. 若有任何疑问，请联络我们团队里的任何一位团员，以下是个人信息：

Student Name 学生姓名	Email 电子邮件	Course/Year 课程/年份
Goh Kang Ling	karingoh95@gmail.com	BA/ Y3S3
Purdy ChooiJia Ni	purdy1783@gmail.com	BA/ Y3S3
Koo Sye Li	kslyr689@gmail.com	BA/ Y3S3
ChoongHuiXin	choonghuixin1126@gmail.com	BA/ Y3S3

您是不是金马伦高原的居民？

[] 是

[] 不是

拉曼大学以个人资料保护法 2010 (2013 年 11 月 15 号开始生效) 以此通告和请求同意来收集，录制，储存，和控制利用个人信息。

通告认证

[] 本人已知悉和明白并同意拉曼大学的每个通告。

[] 如果本人不同意，本人的个人信息将不会被处理。

最后，在还没有回答问题之前，请仔细注意各个指示。我们在此谢谢您的配合和愿意回答此问卷。我们将对您所填写的资料绝对保密，调查结果也仅供学术研究。

甲部分：

农业旅游是利用农业活动和农业景观吸引游客前来参观及了解农业，迎合人们对精神上的享受。

请在下列问题中依据您最真实的情况，从编号 1 至 5 里选出最符合您的真实想法。

Strongly Disagree (SD) 非常不同意	Disagree (D) 不同意	Neutral (N) 中立	Agree (A) 同意	Strongly Agree (SA) 非常同意
1	2	3	4	5

第一项：自然生态环境

No.	事项	SD	D	N	A	SA
1.	金马伦高原的气候很凉爽。	1	2	3	4	5
2.	金马伦高原拥有优美的风景。	1	2	3	4	5
3.	金马伦高原拥有各种各样的自然生态景点比如瀑布，树林，河流和花草树木。	1	2	3	4	5
4.	水的质量在金马伦高原的农业旅游里扮演着重要的角色。	1	2	3	4	5
5.	环境的清洁度在金马伦高原的农业旅游扮演着重要的角色。	1	2	3	4	5

第二项：旅游设施

No.	事项	SD	D	N	A	SA
1.	农业旅游将提供金马伦高原的居民有机会发展他们的事业。	1	2	3	4	5
2.	道路设施方便居民和游客到达目的地。	1	2	3	4	5
3.	金马伦高原提供很多停车场。	1	2	3	4	5
4.	金马伦高原提供很多住宿。	1	2	3	4	5
5.	金马伦高原有很多田园可以让游客们参观。	1	2	3	4	5
6.	金马伦高原提供很多餐厅。	1	2	3	4	5

第三项：对社会效益的看法

No.	事项	SD	D	N	A	SA
	我觉得农业旅游可以					
1.	提供就业机会。	1	2	3	4	5
2.	教导大众与农业相关的知识。	1	2	3	4	5
3.	提供机会让居民和游客互动。	1	2	3	4	5
4.	提供机会让居民学习创业技巧和知识。	1	2	3	4	5
5.	利用金马伦高原的文化实践来保护自然环境。	1	2	3	4	5

第四项：对障碍的看法

No.	事项	SD	D	N	A	SA
1.	我觉得农业旅游需要庞大的资金来操作。	1	2	3	4	5
2.	我觉得农业旅游需要较多的人力资源来发展。	1	2	3	4	5
3.	我觉得成立农业旅游在金马伦高原是一件很复杂的工程。	1	2	3	4	5
4.	我觉得农业旅游的程序很耗费时间。	1	2	3	4	5
5.	我觉得旅游局缺乏市场活动来推广农业旅游。	1	2	3	4	5
6.	我觉得农民们缺乏经验发展金马伦高原的农业旅游。	1	2	3	4	5
7.	我觉得多数农夫在金马伦高原只拥有暂时性的土地权。	1	2	3	4	5

第五项：态度

No.	事项	SD	D	N	A	SA
我觉得金马伦高原被开发成农业旅游是。。。						
1.	很好的主意	1	2	3	4	5
2.	令人愉快的	1	2	3	4	5
3.	供娱乐用的	1	2	3	4	5
4.	明智的决定	1	2	3	4	5
5.	有趣	1	2	3	4	5
6.	会让金马伦高原变得更有价值	1	2	3	4	5
7.	值得鼓励的	1	2	3	4	5
8.	让人渴望的	1	2	3	4	5

第六项：支持农业旅游

No.	事项	SD	D	N	A	SA
1.	我支持农业旅游是能帮助发展金马伦高原的说法。	1	2	3	4	5
2.	我支持通过农业旅游来保护金马伦高原的大自然。	1	2	3	4	5
3.	我支持利用大众的资金来帮忙推广金马伦高原的农业旅游。	1	2	3	4	5
4.	我支持多建设一些设施以便可以吸引旅客到金马伦高原观光。	1	2	3	4	5
5.	我支持农业旅游成为金马伦高原重点发展之一	1	2	3	4	5
6.	总结来说，我支持金马伦高原发展农业旅游。	1	2	3	4	5

乙部分：个人资料

请在最符合自己的选项里打(√)

1. 性别:

- 男
- 女

2. 年龄:

- 20 岁或以下
- 21 岁至 30 岁
- 31 岁至 40 岁
- 41 岁至 50 岁
- 51 岁至 60 岁
- 61 岁至 70 岁
- 71 岁或以上

3. 种族:

- 马来人
- 华人
- 印度人
- 其他（请在旁边列明）_____

4. 宗教:

- 回教
- 兴都教
- 佛教
- 基督教
- 其他（请在旁边列明）_____

5. 婚姻状态:

- 单身
- 已婚
- 其他

6. 教育程度:

- 小学毕业或以下
- 中学毕业
- 文凭毕业
- 学士毕业
- 本科学位
- 其他（请在旁边列明）_____

7. 月收入:

- RM1000 或以下
- RM1, 001- RM2, 000
- RM2, 001- RM5, 000
- RM5, 001- RM8, 000
- RM8, 001 或以上

8. 居住时间长短:

- 少过 5 年
- 5 至 10 年
- 11 至 20 年
- 21 至 30 年
- 30 年以上

9. 职业:

- 公务员
- 职员
- 学生
- 农夫
- 退休人士
- 自己经营生意
- 现阶段的无业人士

10. 工作或生意上与旅游业有关吗:

- 有
- 没有

感谢您抽出宝贵的时间配合我们完成这份问卷调查。

结束

Appendix 3.5: Personal Data Protection Statement

Personal Data Protection Statement

Please be informed that in accordance with **Personal Data Protection Act 2010 (PDPA)** which came into force on 15 November 2013, **Universiti Tunku Abdul Rahman (UTAR)** is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purpose for which your personal data may be used are inclusive but not limited to:-

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purpose consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligation to you in respect of the purpose and all such other purpose that are related to the purpose and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

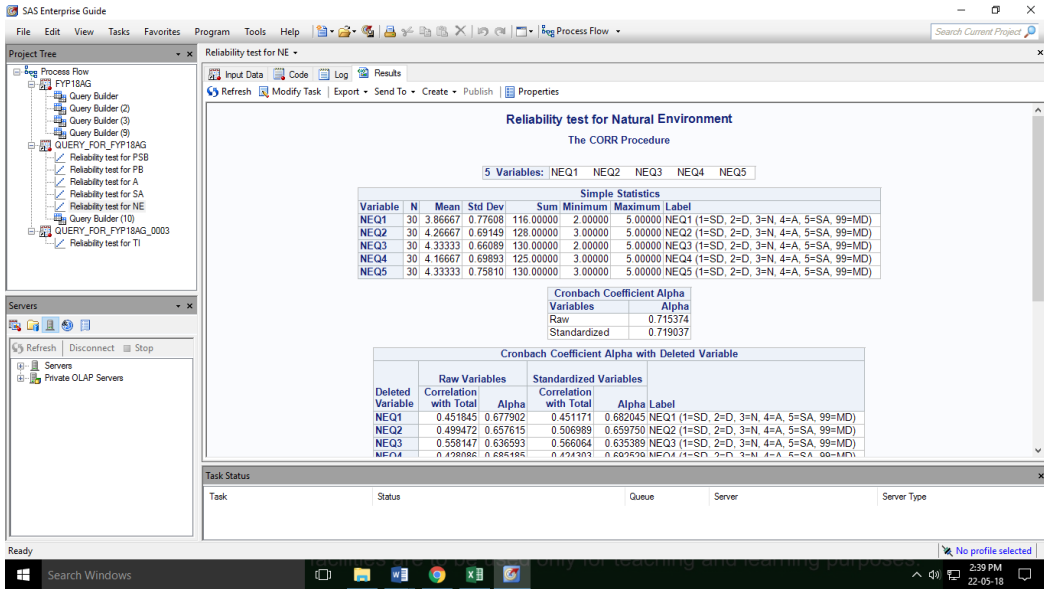
Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purpose and/or for any other purposes relate to the purpose.

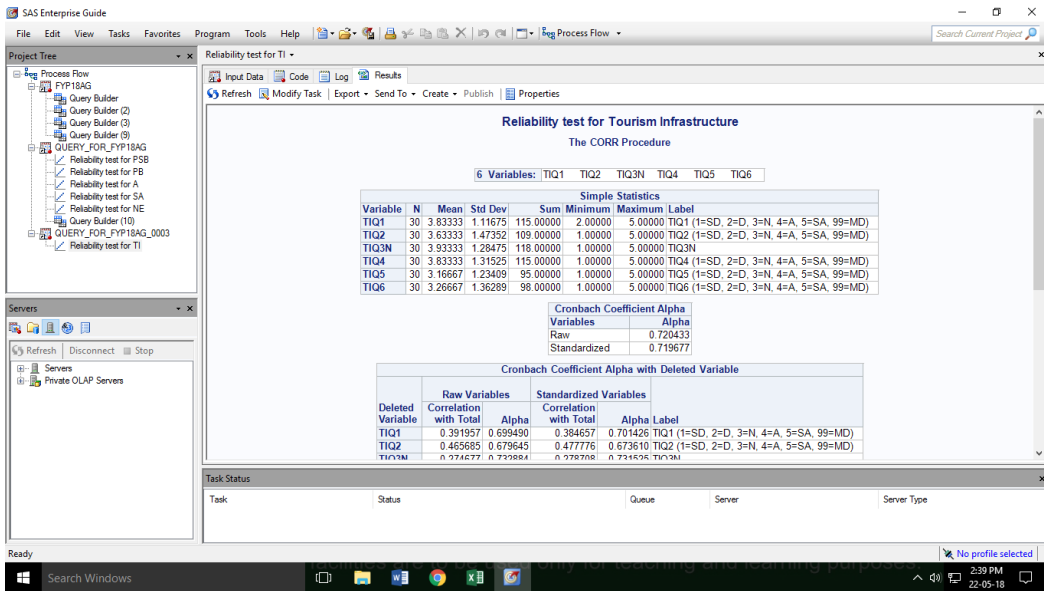
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purpose and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at ahr@utar.edu.my.

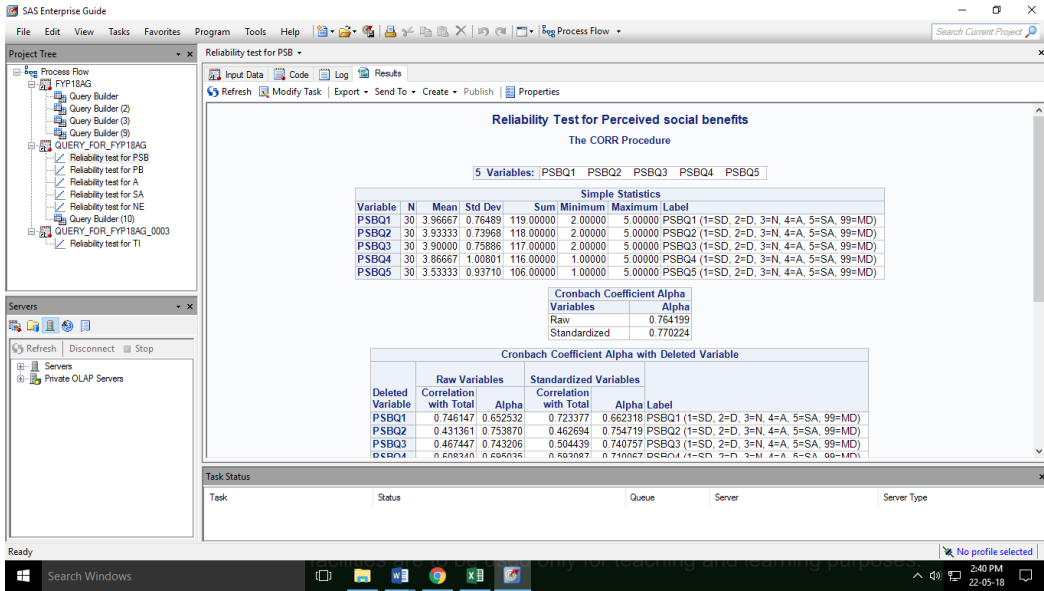
Appendix 3.6: Reliability Test Result – Natural Environment (Pilot Test)



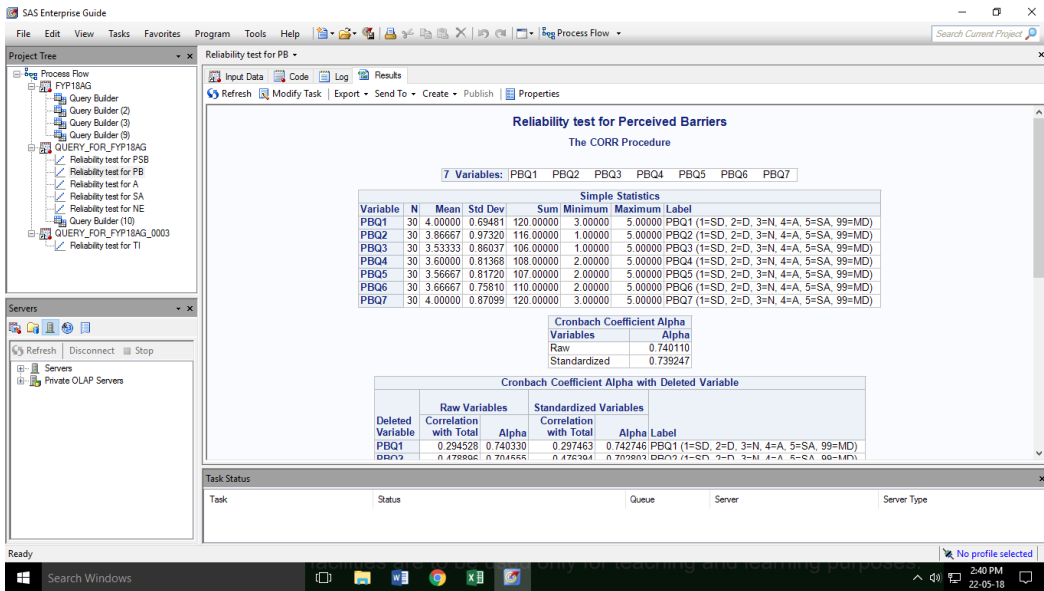
Appendix 3.7: Reliability Test Result – Tourism Infrastructure (Pilot Test)



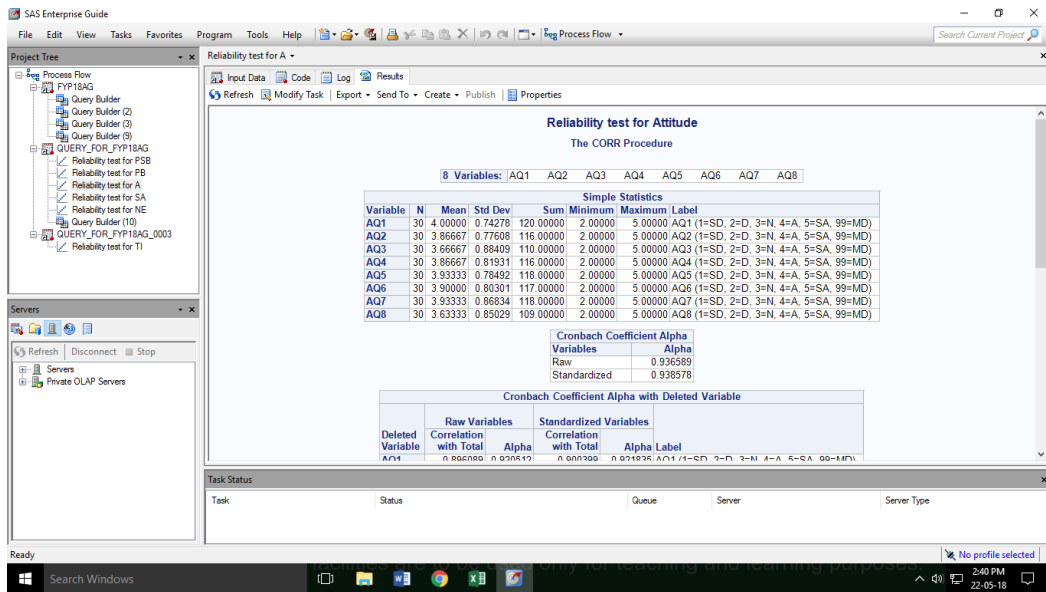
Appendix 3.8: Reliability Test Result – Perceived Social Benefits (Pilot Test)



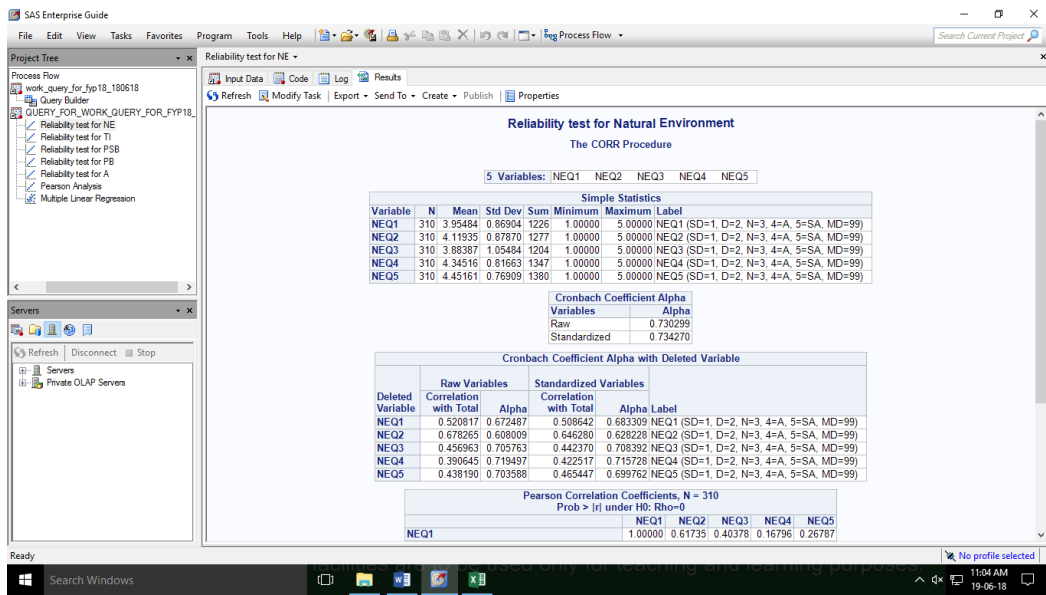
Appendix 3.9: Reliability Test Result – Perceived Barriers (Pilot Test)



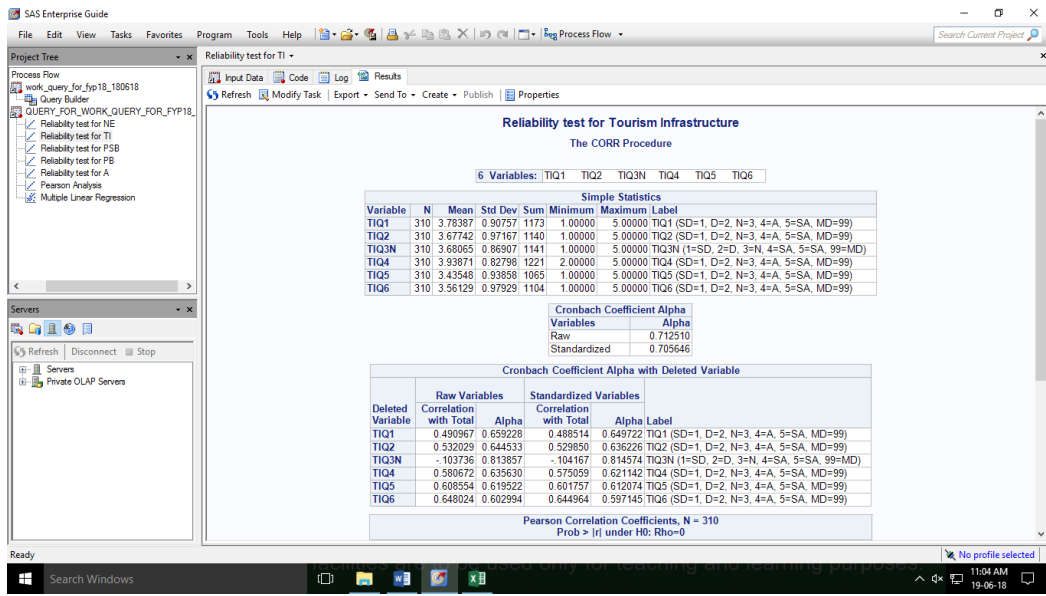
Appendix 3.10: Reliability Test Result – Attitude (Pilot Test)



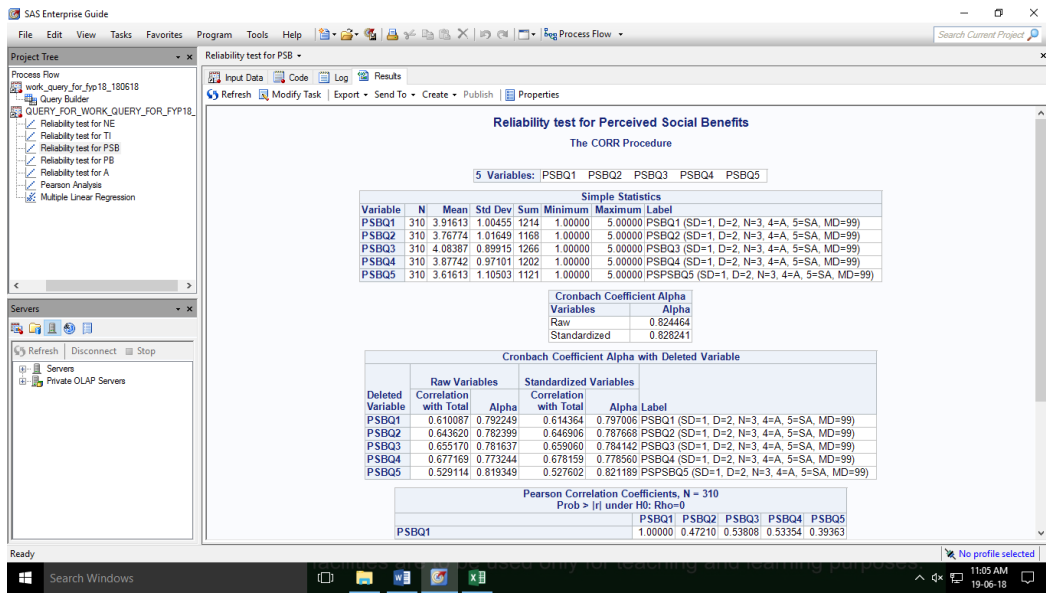
Appendix 4.1: Reliability Test Result – Natural Environment (Full Test)



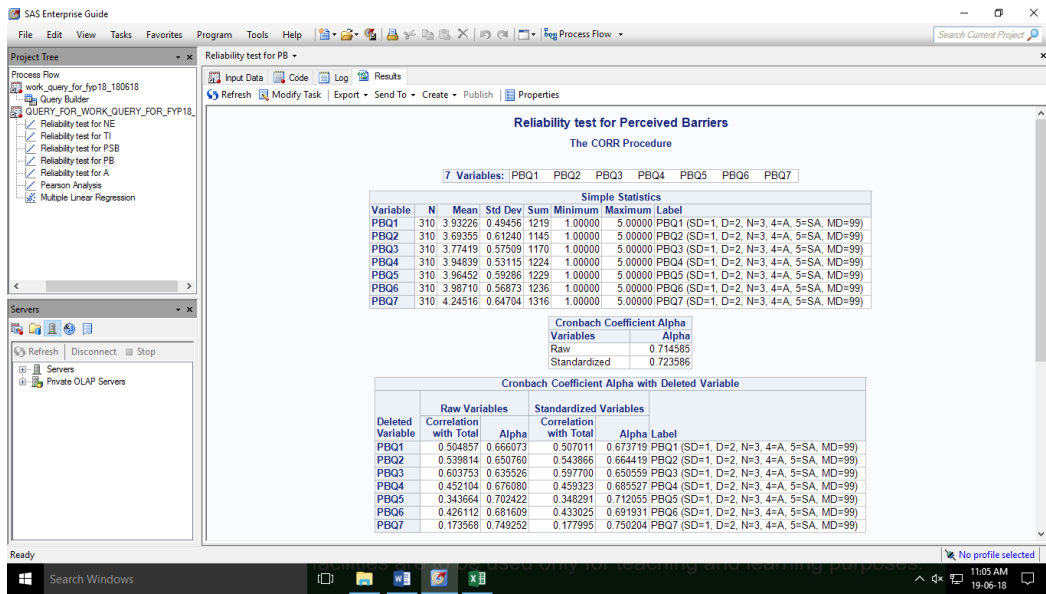
Appendix 4.2: Reliability Test Result – Tourism Infrastructure (Full Test)



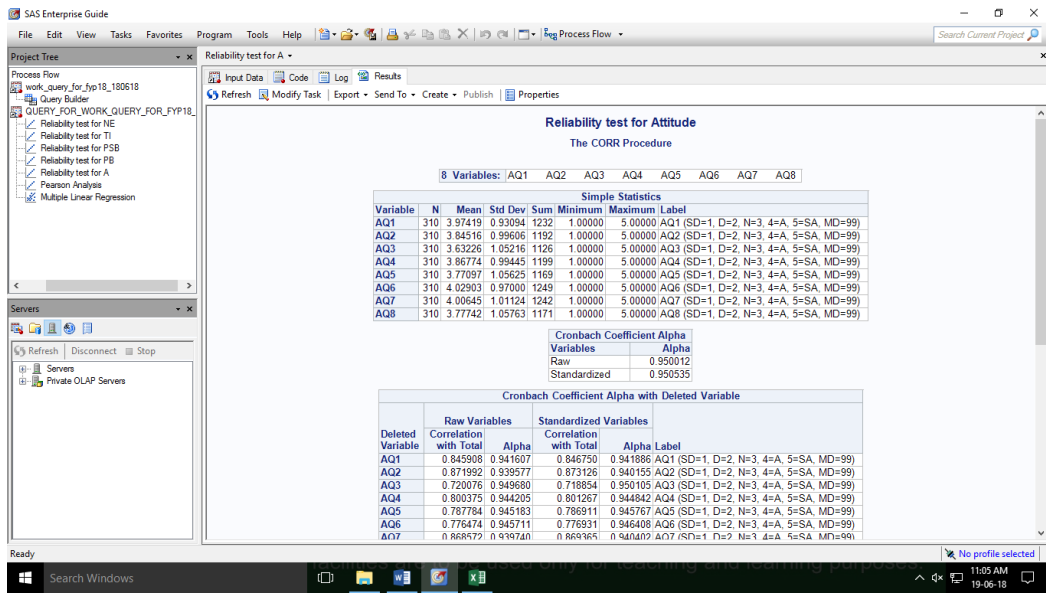
Appendix 4.3: Reliability Test Result – Perceived Social Benefits (Full Test)



Appendix 4.4: Reliability Test Result – Perceived Barriers (Full Test)



Appendix 4.5: Reliability Test Result – Attitude (Full Test)



Appendix 4.6: Multiple Linear Regression Analysis

Multiple Linear Regression Results
 The REG Procedure
 Model: Linear_Regression_Model
 Dependent Variable: Attitude Attitude

Number of Observations Read 310
 Number of Observations Used 310

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	91.64933	22.91233	49.35	< .0001
Error	305	141.61781	0.46432		
Corrected Total	309	233.26714			

Root MSE	0.68141	R-Square	0.3929
Dependent Mean	3.86290	Adj R-Sq	0.3849
Coeff Var	17.63986		

Parameter Estimates						
Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	Intercept	1	-0.29428	0.52656	-0.56	0.5767
NE	NE	1	0.24001	0.07298	3.29	0.0011
TI	TI	1	0.07989	0.07796	1.02	0.3063
PSB	PSB	1	0.56031	0.05969	9.39	< .0001
PB	PB	1	0.18005	0.11165	1.61	0.1079

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Multiple Linear Regression Results
 The REG Procedure