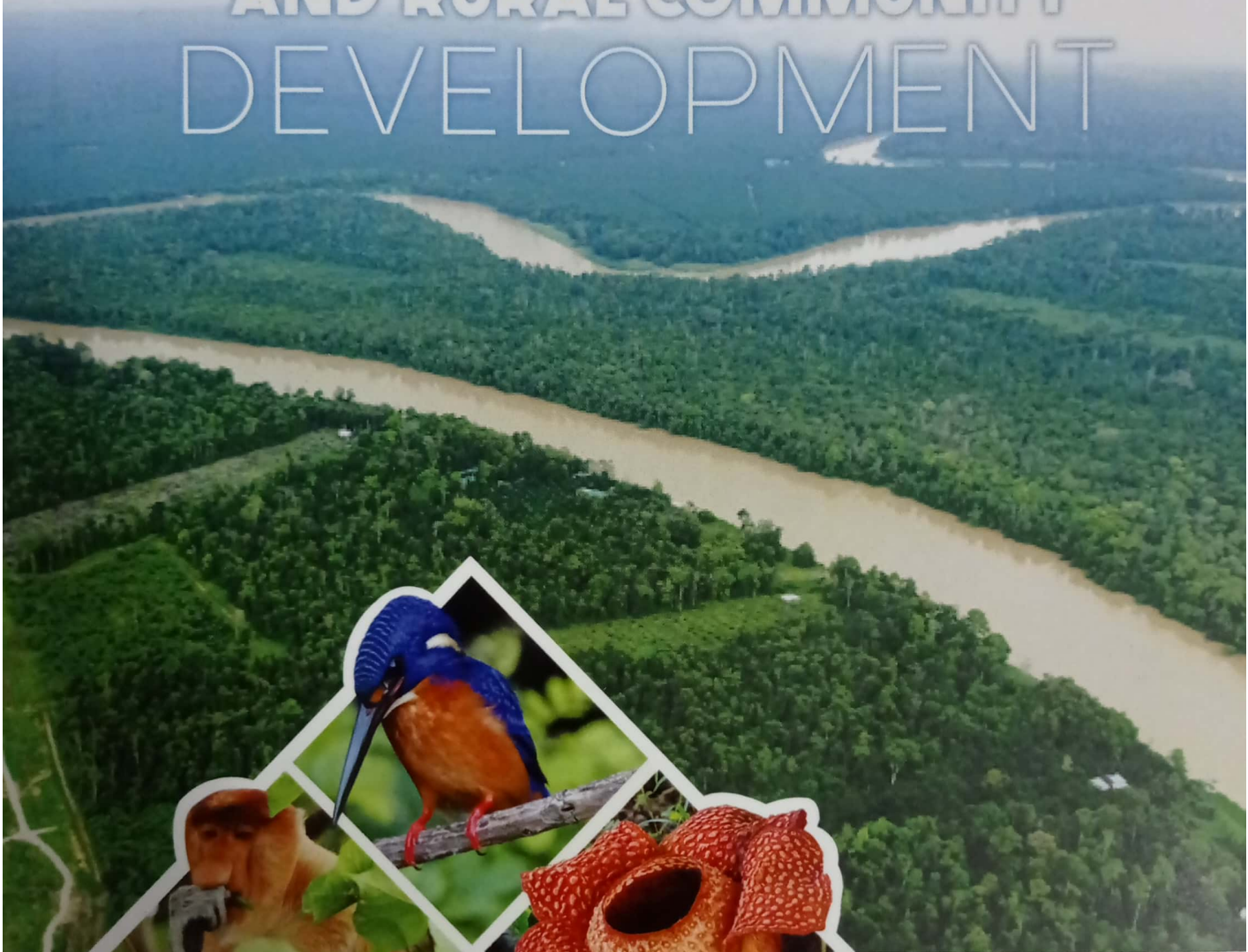


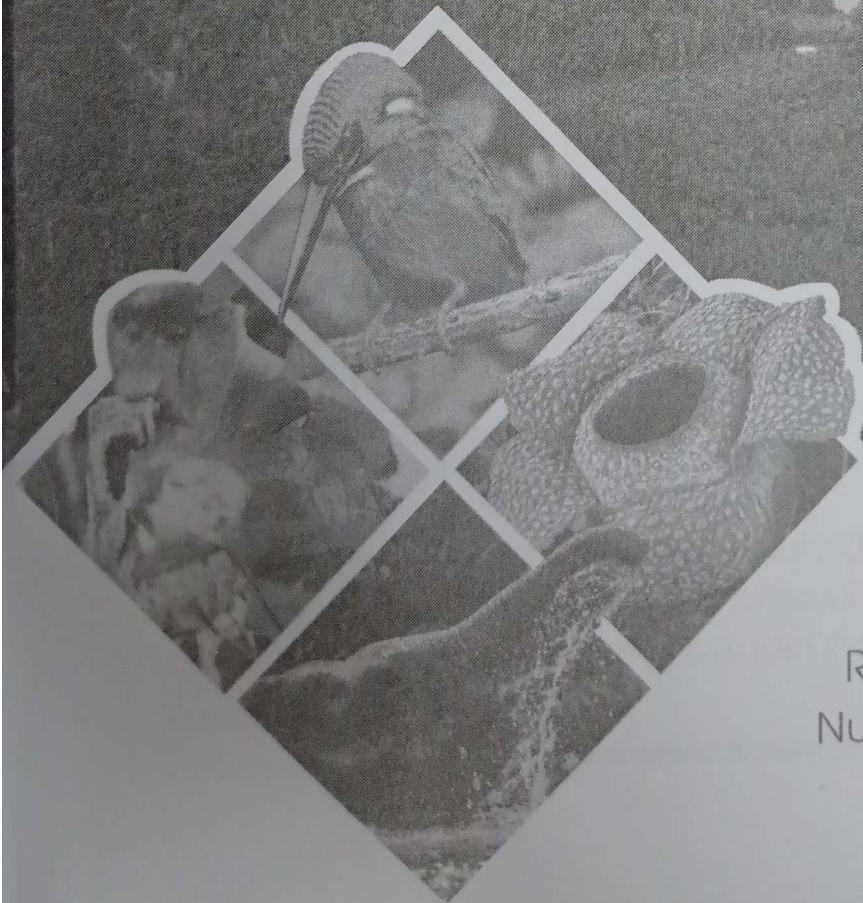
ECOTOURISM

AND RURAL COMMUNITY DEVELOPMENT



Editors :
Velan Kunjuraman
Roslizawati Che Aziz
Nurzehan Abu Bakar

ECOTOURISM AND RURAL COMMUNITY DEVELOPMENT



Editors :
Velan Kunjuraman
Roslizawati Che Aziz
Nurzehan Abu Bakar

Copyright UMK PRESS, 2021

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the UMK Press

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

ECOTOURISM AND RURAL COMMUNITY DEVELOPMENT / Editors Velan Kunjuraman,

Roslizawati Che Aziz, Nurzehan Abu Bakar.

ISBN 978-967-2912-42-2

1 Ecotourism--Economic aspects--Malaysia.

2 Rural development.

3 Community development.

4 Government publications--Malaysia

I Velan Kunjuraman. II. Roslizawati Che Aziz

III. Nurzehan Abu Bakar.

338 4791595

Executive Producer: Azman Hashim. Copy Editor: Amirul Firdaus Zilah, Tuan Zulkipeli Tuan Yeh, Raihana Sulaiman
Acquisition Editor: Siti Asma Mohd Rozid. Art Director: Yusroyka Karim. Designer: Mohd Faris Fauzi.
Technical Assistant: Mohd Suhairi Mohamad

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16310 Bachok, Kelantan.

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA) Membership Number : 201903)

Printed by:

PERCETAKAN MESBAH

(819193-K)

No. 11, 13, & 15, Jalan Tun Perak 6,

Taman Tun Perak, 43200 Cheras,

Selangor Darul Ehsan

Tel: 03-91056473

Faks: 03-91056469

TABLE OF CONTENTS

LIST OF CONTRIBUTORS	vii
LIST OF FIGURES	ix
LIST OF TABLES	ix
PREFACE	xi
Chapter 1	
INTRODUCTION TO ECOTOURISM AND RURAL COMMUNITY DEVELOPMENT	1
<i>Velan Kunjuraman, Roslizawati Che Aziz & Nurzehan Abu Bakar</i>	
Chapter 2	
RESEARCH PARADIGMS IN ECOTOURISM RESEARCH: A RESEARCHER'S PERSONAL REFLECTION	5
<i>Velan Kunjuraman</i>	
Chapter 3	
TOURIST SATISFACTION ON SERVICE QUALITY AT BANGHURIS HOMESTAY SELANGOR MALAYSIA	21
<i>Ahmad Albattat</i>	
Chapter 4	
MOBILE APPS FOR ECO-FRIENDLY TRAVELLERS	37
<i>Nurzehan Abu Bakar & Saiyida Nafisa Rosdi</i>	
Chapter 5	
SUSTAINABILITY OF MALAYSIAN HOMESTAYS: STAKEHOLDER PERSPECTIVES	49
<i>Ann Selvaranee Balasingam</i>	
Chapter 6	
WHY AND HOW TO INTEGRATE THE APPRECIATIVE INQUIRY APPROACH IN TOURISM RESEARCH: A NEW PARADIGM IN THE DIGITAL ERA OF RURAL TOURISM	65
<i>Roslizawati Che Aziz, Velan Kunjuraman & Raja Norliana Raja Omar</i>	

Chapter 7		
SUSTAINABLE ECOTOURISM AND ECO-TRAVELLERS' BEHAVIOUR		85
<i>Md. Mominul Islam</i>		
Chapter 8		
RURAL COMMUNITY DEVELOPMENT THROUGH ECOTOURISM IN TURKEY: CHALLENGES AND OPPORTUNITIES IN THE EASTERN BLACK SEA REGION		97
<i>Mehmet Seremet, Faruk Alaeddino ulu Ramazan & Ramazan Okudum</i>		
Chapter 9		
LOCAL COMMUNITY ATTITUDES TOWARDS COMMUNITY-BASED CULTURAL TOURISM IN NILGIRIS, INDIA		117
<i>A. Saravanan</i>		
Chapter 10		
RELATIONSHIP BETWEEN RURAL SUSTAINABLE DEVELOPMENT AND ECOTOURISM		135
<i>Simge ŞALVARCI, F. Kübra AYLAN & Hatice SARI GÖK</i>		
Chapter 11		
CONCLUSION		161
<i>Velan Kunjuraman, Roslizawati Che Aziz & Nurzehan Abu Bakar</i>		
INDEX		163
EDITORS' BIOGRAPHIES		165