Applying sustainability indicators to eco-tourism development: The case of Jeram Linang Amenity Forest, Kelantan

Jabil Mapjabil¹, Mazdi Marzuki², Rosmiza Mohd Zainol³, Ahmad Tharmizzie Mat Jusoh⁴, Ruzannna Syamimi Ramli¹

¹Unit Penelitian Etnografi dan Pembangunan, Fakulti Kemanusiaan, Seni dan Warisan, Universiti Malaysia Sabah, ²Jabatan Geografi, Fakulti Sains Kemanusiaan, Universiti Pendidikan Sultan Idris, ³Pusat Pengajian Sosial Pembangunan dan Persekitaran, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia, ⁴Pusat Pengajian Ilmu Kemanusiaan, Universiti Sains Malaysia

Correspondence: Jabil Mapjabil (email: jabil@ums.edu.my)

Abstract

Sustainability is key to any long term eco-tourism development and particular performance indicators may be developed and applied to monitor the sustainable development of unique eco-tourism attractions. Jeram Linang Amenity Forest is unique in its scenic waterfalls, flora and fauna, and elevated river flows. This study examined the level of sustainable development of this Kelantan’s eco-tourism resource based on visitors’ perceptions of sustainable indicators set by the World Tourism Organisation (WTO). A total of 140 respondents participated in this study. The study found waste dumping as a major problem in this amenity forest where the littering by irresponsible visitors had lead to the destruction of its beautiful scenery. Open burning within the area vicinity was also found to be undermining the pristine state of the forest despite its being a protected area under the jurisdiction of Ulu Sat Forest Reserve. All this point to the imperative of well planned and well executed remedial actions involving all stakeholders.

Keywords: recreational forest, sustainability indicators, sustainable tourism, sustainability monitoring, tourist perception, World Tourism Organisation