



**KUALA PAHANG SEAFOOD COMPLEX:
FISHERIES BASED PRODUCTS AND
RESTAURANT AS PREFERRED
DESTINATION AND TOURISM ATTRACTION**

UMP

UNIVERSITI MALAYSIA PAHANG

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EXECUTIVE SUMMARY

University Malaysia Pahang (UMP) has been entrusted by the East Coast Economic Region (ECER) Malaysia to advance the local area of Kuala Pahang Seafood Complex as a preferred destination of fisheries-based products and seafood restaurant in Malaysia by local, domestic and foreign tourists. Thus, this research project was conducted to develop and suggest the possible concept and business model for Kuala Pahang. Site visit, interviews and survey using research questionnaire had been conducted in this case study. According to the survey and interviews conducted, the potential to attract customers and visitors is highly anticipated for this Kuala Pahang Seafood Complex. This project is perceived to increase the standard of living for local people through income generation opportunity while contribute for the socio-economic development of Pahang state and Malaysia as a whole. Various activities and strategies are recommended in order to develop the area where the collaboration of various parties including government agencies, state agencies, tourism agencies, restaurants' owners and locals is very crucial to achieve all the key factors of the strategy.

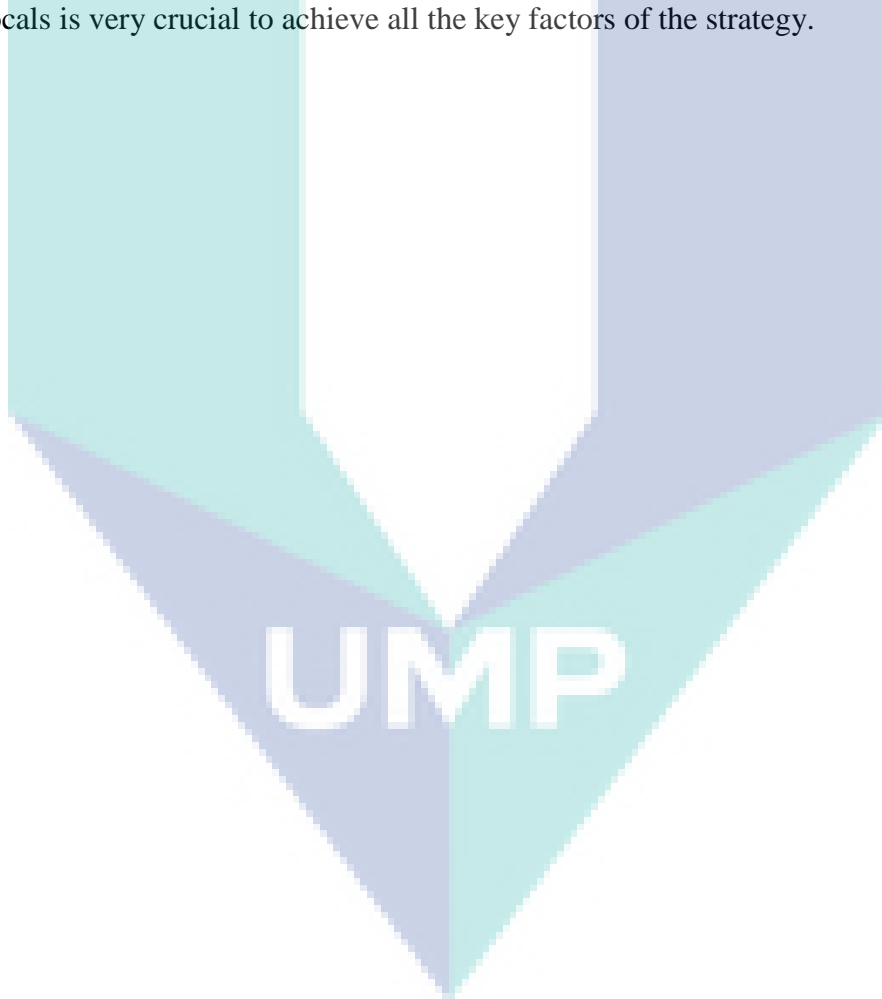


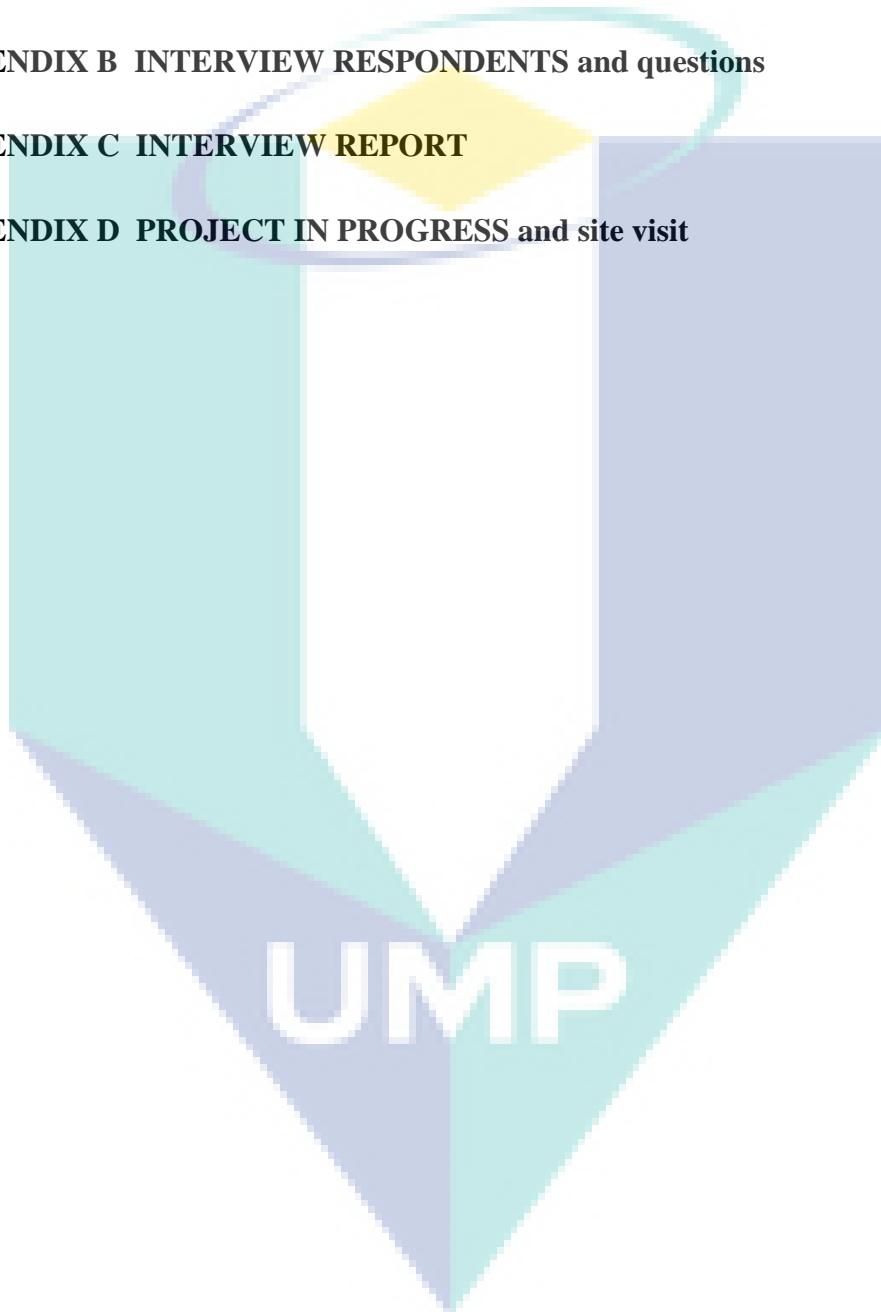
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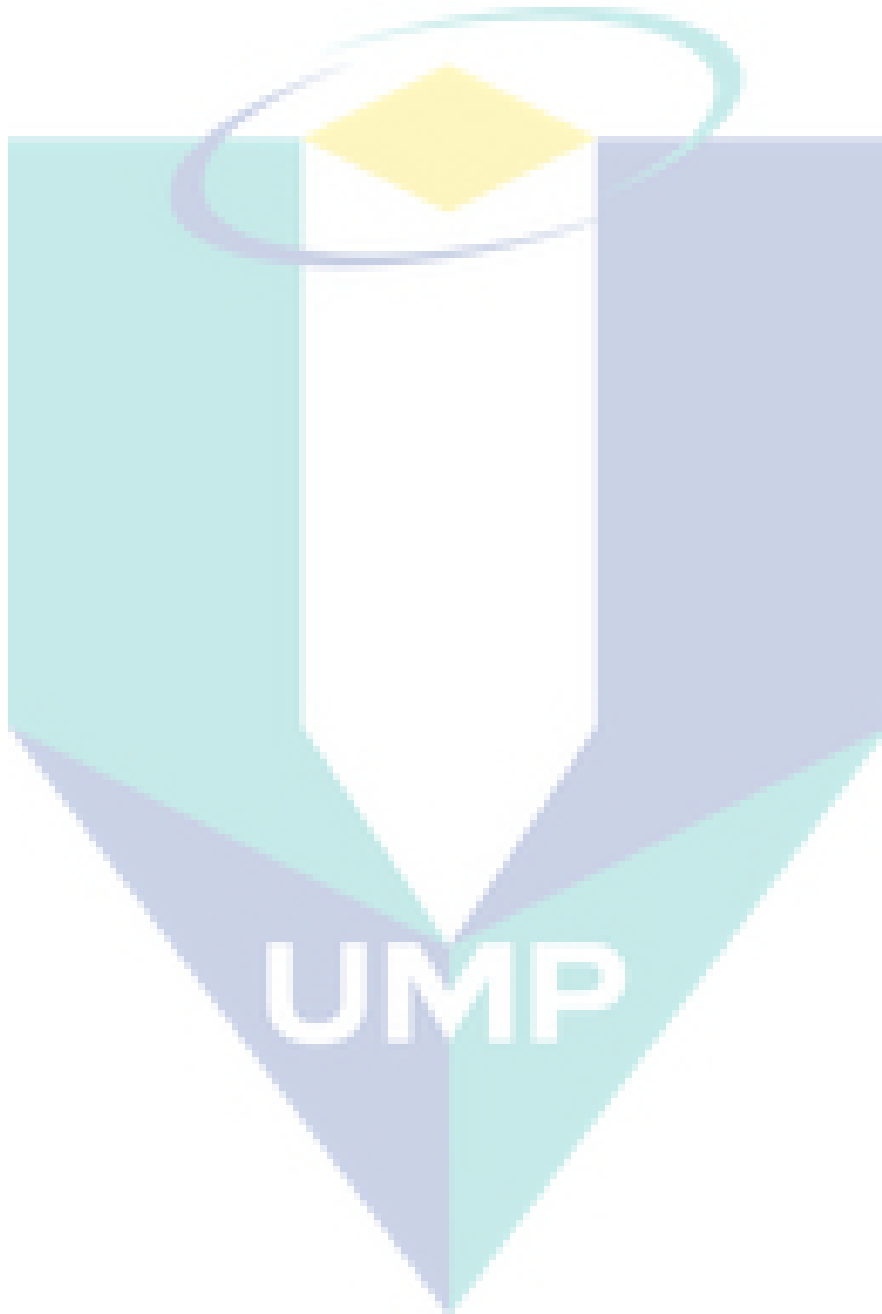
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CHAPTER 1

INTRODUCTION

1.1 Project Background

University Malaysia Pahang (UMP) has been entrusted by the East Coast Economic Region (ECER) Development Council to advance the local area of Kuala Pahang as a Seafood Fishing Village. Kuala Pahang is a small town in Pekan, Pahang, Malaysia located about 13 kilometres north of the town which consists of several fishing village. The prime focus for this project is to determine the concept and direction of Kuala Pahang as “a preferred destination” by local, domestic and foreign tourists.



Figure 1.1 Location of Kuala Pahang

Kuala Pahang, Pekan is a perfect place to be a tourist spot because of the vast sea area and beautiful view of seaside area. However, it is found that there are lack of visitors to Kuala Pahang which might be due to less and unattractive area development. Thus, this may be a hindrance that will prevent the development of Kuala Pahang Seafood Complex.

1.2 Research Objective

The main objective of this research is to create the ultimate business model for Kuala Pahang Seafood Complex as a “one stop center” and preferred destination for local and international tourists.

1.3 Research Questions

In order to achieve the research objective, several research questions are to be answered as follows:

- i. What is the demographic profile of the population (occupation, income, gender, age, cost of living, etc.) and the type of activities carried out in Kuala Pahang, Pekan?
- ii. What are the info-structure and infrastructure that has been taken and planned to do in Kuala Pahang?
- iii. What are the activities that can help to improve the income of the residents of Pekan District?
- iv. What kind of services offered by international and local seafood restaurants?
- v. What factors influence the preferences of seafood restaurants by customers i.e. the practice, products, type of food served, taste, price, freshness, facilities / premises / mosque / Wi-Fi, branding and social consciousness, etc.?
- vi. What types of seafood can be found in Kuala Pahang and most preferred seafood products by customers?
- vii. What is the demographic profile of international tourists (country, occupation, gender, age), the type of activity carried out, handicrafts brought back to their countries and when they usually visit?
- viii. Is there are any charity agencies that need help in Pahang?
- ix. What are the cultural inheritance, arts or tourism spots that Pahang State wants to highlight and promote to tourists?
- x. What is a sustainable business model that can be embodied in Kuala Pahang, Pekan?

1.4 Significance of Study

This project is important in order to develop Kuala Pahang, Pekan as a tourist destination. It will be able to demonstrate a business model for Kuala Pahang which will help develop the socio-economic development of the local people while contributing for the national gross domestic products and income.

This market study will identify what the market demands and the potential for particular products /services and should consider the following:

- The nature and quality of the existing visitor experience in terms of, products and services.
- Identification of possible products and services based on the resources as well as location of the communities.
- The identification of appropriate target market segments.

Then, an action oriented strategy will be developed based on the market study stated. This will able to:

- Determine how Kuala Pahang can become part of the bigger area in order to increase opportunities for income generation/employment for local villagers.
- Determine ways that people can participate in tourism related activities with attractions either in Kuala Pahang or in other areas, and with private tourism facilities (e.g. hotels, guesthouses, local restaurants) in other areas of the province.
- Provides appropriate scale and direction for tourism activities/businesses that match with the local needs, take into consideration cultural and environmental sensitivity, and match with the possible market for the area.
- Ensures that tourism-related SMEs are viable in the long-run.

1.5 Report Overview

Chapter 1 explains about the objectives and significance of study.

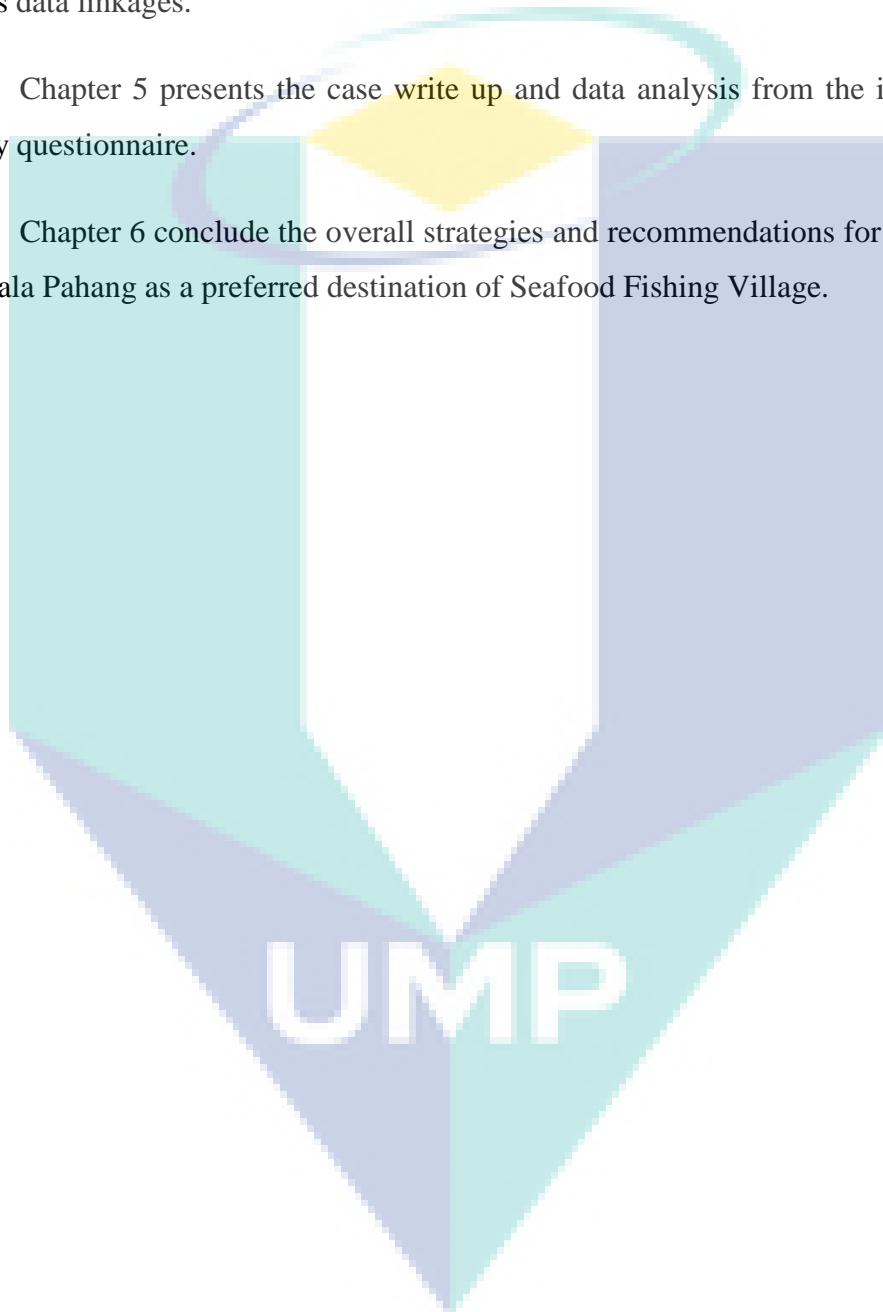
Chapter 2 provides detail background of Kuala Pahang including population demographic profile, organizations/authorities responsible for its development as well as Pahang cultural and tourism attractions.

Chapter 3 reviews the factors that lead to a successful seafood fishing village by studying the existing concept and business model of international and local seafood restaurant.

Chapter 4 explains the methodology of the study highlighting the respondents and its data linkages.

Chapter 5 presents the case write up and data analysis from the interview and survey questionnaire.

Chapter 6 conclude the overall strategies and recommendations for development of Kuala Pahang as a preferred destination of Seafood Fishing Village.



CHAPTER 2

BACKGROUND OF KUALA PAHANG

2.1 Introduction

This chapter will give a background of Pekan and Kuala Pahang to give a better understanding of the demographics of Kuala Pahang. It also discusses the relevant bodies responsible for its development.

2.2 Overview of Pekan District

Pahang State is one of the largest states in the Malay Peninsula with an area of 35,515 square kilometres. The state is divided into eleven districts of Kuantan, Pekan, Rompin, Maran, Temerloh, Jerantut, Bentong, Raub, Lipis, Cameron Highlands and Bera. Pekan is the royal town of Pahang. This official status was declared when the royal family decided long ago to choose the town as their place of residence. It is located near the mouth of the Pahang River.

Pekan district is the fourth largest district in Pahang located approximately 6437 km from the South China Sea; on the banks of Pahang River which is the longest river in peninsula Malaysia i.e. 477.97 km (297 miles). Pekan district covers 3,805 square kilometres (380,500 hektar) which include 11 sub-districts i.e. Pekan, Bebar, Temai, Lepar, Kuala Pahang, Langgar, Ganchong, Pahang Tua, Pulau Manis, Pulau Rusa and Penyor. This district is the most populous region in Pahang. The population of Pekan in 2013 were 112, 700 people and it has increased to 142, 716 people in 2015. Approximately 72% from these total population are living in rural areas.

2.3 Development of Pekan District

The East Coast Economic Region Development Council (ECERDC) is a statutory body established to lead the socio-economic development of the East Coast Economic Region (ECER). The ECER of Malaysia covers Kelantan, Terengganu, Pahang and the district of Mersing in Johor. It occupies an area of 66,000 sq km or 51% of the total area of Peninsular Malaysia. The ECER Master Plan, approved by the Government in 2008, was formulated as a basis to guide the development of ECER until 2020. It identifies projects and programmes to reduce regional socio-economic disparities, eradicate poverty and improve income and wealth distribution in a sustainable manner.

Pekan is one of the targeted area under Node 1 for ECER Special Economic Zone (ECER SEZ). ECER SEZ is being developed in line with the objective of achieving concentrated decentralization. It is envisioned to be the key engine of economic growth in ECER and serves as the growth center where liveability will be elevated to world class standards through improvements in infrastructure, public transport and logistics. The integrated development approach consists of commercial, residential, education, industries, service and knowledge components that are closely interlinked. ECER SEZ accounts for 80% of the Region's economic output and 45% of job opportunities i.e. approximately 90,000 by 2020.

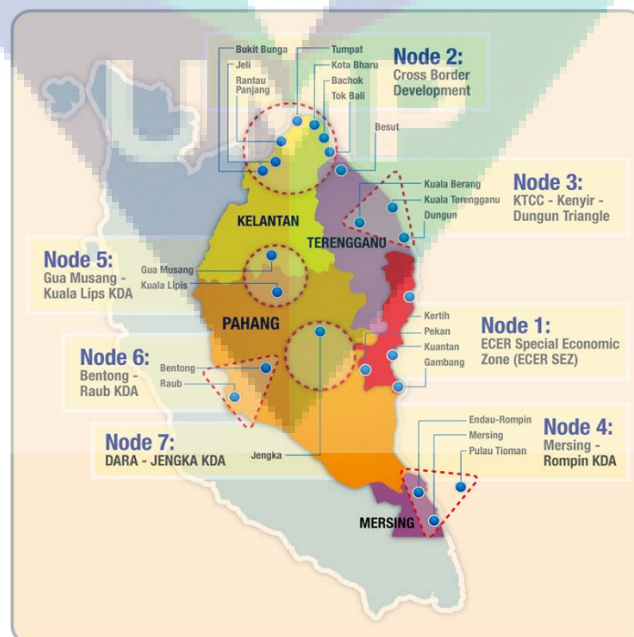


Figure 2.1 Key Development Areas

ECER projects and programmes are planned and implemented with the view to improving the livelihood of the local people and increasing their income in a sustainable manner. They are provided opportunities to serve as out growers or satellite farmers to anchor companies in the crops, livestock and fisheries sectors. Pekan is one of the area anticipated in ECER as agropolitan projects along with South Kelantan and Besut-Setiu Terengganu which will operate agro-based projects on a commercial scale. This agropolitan programme is a poverty eradication initiative based on the agriculture platform, under which where hardcore poor participants are resettled and employed in agriculture plantation and the livestock industry. Housewives are encouraged to work in secondary economic activities while the school-going children of the participants are given opportunities to attend motivational classes and tuition classes to improve their academic grades. Runchang, Batu 8 Lepar and Tanjung Batu, Pekan have been selected for this program.

Under ECER also, another Empower program has been conducted in 27 areas which include Kuala Pahang. Empower ECER adopts a rural community and development approach to reach students and adults such as unemployed, underemployed, single parents and aspiring youths to make them a vital force in ECER's transformation. The objective of empower ECER is to tap the potential of disadvantaged individuals to ensure that they have the mindset and skill set to seize opportunities in the growing economy of ECER. There are two types of program provided under Empower ECER that are academic training program and skills and entrepreneurship training program. UMP has been directly involved as one of the responsible institute to provide such training opportunities since 2012.

On the other hand, High Impact Aquaculture Project (HIP) aimed at developing the Aquaculture Industrial Zone (ZIA) by identifying suitable land and waters to be developed into a commercial-scaled aquaculture project has been carried out by LKIM. Until 2013, 44 Fishermen's Associations (PN) ventured into aquaculture as an economic project which involved National Fisherman Association (NEKMAT), State Associations and Area Fishermen's Associations which include Taman Akuakultur LKIM Badong, Pahang. Fishermen's Association aquaculture project include the fish

cage farming, fish tank farming, fish nursery in the tank and prawn farming. Poverty Eradication Project (SUKRAN) is also executed by LKIM which provide a profit distribution scheme to the poor via aquaculture projects. The project is carried out commercially to ensure profitability and distribution to participants. Kuala Pahang is one of the project location besides Naka, Kedah; Tok Bali, Pasir Putih, Kelantan; and Pagoh, Johor. It is highly anticipated that through the development initiatives by ECERDC and LKIM with fully support by Local Authorities and Pahang Tourism, Pekan, specifically Kuala Pahang area will be successfully developed to be attractive tourist spot.

2.4 Background of Kuala Pahang

Kuala Pahang, where the Seafood Complex is built, located about 15 kilometres from Pekan centre. There are 12 scattered villages under Kuala Pahang with approximately 10, 000 villagers. Kuala Pahang is an area that has a strategic geographic to perform activities of fishermen since it is the estuary area and is highly potential to be promoted as an attractive tourist spot with the existence of three popular islands in Pekan District that are Teja Island, Abib Hassan Island and Ular Island. There are lot of other areas suitable to be developed as tourist attraction for its beautiful coastal scenery and small islands surrounded it.



Figure 2.2 Kuala Pahang

In term of administration, Kuala Pahang is under purview of Pekan Land and District Office (LDO). LDO Pekan is regulating the affairs of the local socio-economic

development where they plan, administer and manage the local authorities in the area as well as execute the development projects and services for the local residence. LDO Pekan also manages and authorizes the applications of budget allocation for small development projects at district level. LDO Pekan also responsible to handle overall administrative districts which is headed by a *Penghulu Mukim* and is assisted by the headmen and members of the Village Development and Security Committee (JKKK).

For any business activities, Pekan District Council (PDC) is the local authority that regulates the licensing, provision and maintenance of public infrastructure in Kuala Pahang. PDC executes its functions under Local Government Act 1976 (Act 171) which allows PDC to implement activities as well as enforce policies and regulations related to the affairs of the Local Authorities. Main functions of PDC include the following:

- License and control the business, advertisement and hawkers
- Plan and manage development including structure plan
- Coordinate and assist in development of Pekan or new towns
- Control building, advertisement and signage
- Supervise and maintain the beautification of city and its landscape.
- Build and maintain roads, drainage systems as well as traffic management
- Provide and manage maintenance of public facilities such as supermarkets, stores, halls, sports complexes, children's playgrounds, bus stops and many others such as recreation facilities, catering and leisure amenity
- Manage solid waste disposal and urban cleaning
- Provide health services, food and hygiene control at sales centres and control of infectious diseases
- Improve basic facilities, upgrade of the standard of living for the village that promotes viable economic activities.

There are also Rural Transformation Centre (RTC) Kuala Pahang under purview of Ministry of Rural and Regional Development and Kuala Pahang Fisheries Complex under purview of Fisheries Development Authority of Malaysia (LKIM) which contribute in the socio-development of Kuala Pahang area.

2.5 Demographic Profile of Kuala Pahang

According to the information retrieved from LDO Pekan, in general, Kuala Pahang residents of total number 8, 652 people consist of fishermen, entrepreneurs or small medium enterprise owners of marine and sea products, private sectors workers and civil servants. There are about 21 business owners of sea products that include processing of *keropok lekor*, fish crackers and salted fish. There are also restaurants and food stalls owners that sell varieties of dishes especially traditional food such as *sata*. However, their location do not focus at specific area but rather scattered in the villages throughout the district. Despite there is small town centre with RTC building facilities, but the socio-economic activities are still at slow pace.

From the site visit, surveys and interviews with local villagers, it is found that most of them, especially fishermen families, do not have fixed income. This is because of the monsoon season and small target market. Usually the father or the elder son will set out to catch fish at the sea. They will sell them to fishmongers, restaurant owners or individuals (mostly housewives who then make extra income by making and selling processed sea products i.e. *keropok lekor*, fish crackers, *sata* and etc.). On the other hand, the youth generation are assisting their families in this activities and seemed to be contented with their life status. The youth are more interested to spend their leisure time by playing sports such as football without much passion in expanding their families' small business. The headmen mentioned their concerns on finding ways to improve the standard of living and development of community in Kuala Pahang.

2.6 Pahang Cultural and Tourist Attractions

Project of Kuala Pahang Seafood Complex is perceived to be able to boost socio-economic development of local communities by providing more systematic and structured business spaces in a complex as well as increasing employment opportunities for local people, especially the youth. On top of that, the project requires incredible efforts by various parties especially Pahang Tourism in order to promote Kuala Pahang as preferred tourist spot among the other existing tourist attraction spots and factors such as food, arts, and cultural heritage.

2.6.1 Food and Special Dishes

Fish-based dishes are almost a necessary feature, because both salt and fresh water fish are easily available in Pahang. Pahang is well-known for the prized fish such as '*patin*', '*jelawat*', '*temalian*', '*kelah*' (Malay Masheer) and '*baung*'. Prepared in traditional Malay cooking style, they are very much sought after for their exquisite tastes. Royal pudding is one of the famous traditional desserts in Pahang. It is originally served only for Pahang royal family but now is highly praised as one of the delicious desserts of Malaysia. "*Sambal Hitam*" is another famous Pahang traditional food. Pahang boasts of a tremendous variety of delicacies of Malay, Chinese, Indian, Thailand, and other fusion and contemporary food served by local restaurants and hotels which will be attractive for all sorts of tourists.

2.6.2 Arts and Handicrafts

Royal Pahang Silk is produced at the Pahang Silk Weaving Centre at Sungai Soi in Kuantan and Pulau Keladi in Pekan. At these centers, visitors also get a chance to watch the actual silk weaving process. Batik printing cottages, on the other hand, can be found at Kampung Balok, Cherating and Tanah Putih. Apart from watching the printing or painting process, visitors could try designing their very own batik. Tourists may also visit Kampung Pandan for-souvenirs made from woven *pandan* (pandanus) leaves.

Wood sculpture also represents a unique product of Pahang. Usually, the local would collect wood floating on the river and the beach as their source. High carving skilled and patience are two essential elements required to turn the driftwood into a unique and valuable arts. Wood sculpture is often carved into decorative door, wall or mirror frame. Cloud motif, wave, stream, fire, roots and branches are used as engraving theme to produce the sculptures on driftwood. Tourists may be very interested in engraving driftwood either to have hands on experience or to buy them as souvenirs. Besides that, Pahang is also known for its *Orang Asli* Community that produce wide range of handicrafts especially rattan products.

2.6.3 Tourism Spots

When looking for handicrafts, there is no substitute to finding them at the handicraft centres themselves which will be attractive spots for tourists. Besides that,

they may visit various various shopping malls in Kuantan, such as the Berjaya Mega Mall, East Coast Mall, Kuantan Parade, Kuantan Plaza, Teruntum Complex and Tourist Square could present a pleasant surprise for attractive bargains.

Specifically in Pekan area, there are various places to be attractive spots for tourists. These include Sultan Abu Bakar Museum and Palace, Watercraft Gallery, Silk Weaving Gallery, the Tun Razak Memorial Hall, Lata Mentagan Waterfall, Teladas Umbut Waterfall and so on. There are homestay program provided at Kampung Baru Salong and Kampung Sri Makmur where tourists may experience living with local community.

Pahang provides an adventure of the world's oldest Tropical Rain Forest where tourists can do activities ranging from bird watching to white water rafting and four-wheel drive adventure to big game fishing. This ancient Tropical Rain Forests estimated to be around 130 million years old dominate its hinterlands so called Pahang National Park. Five of Malaysian's major hill resorts are also located in the state, namely Cameron Highlands, Genting Highlands, Fraser's Hill, Bukit Tinggi, and Janda Baik. So is the highest peak in Peninsula Malaysia, Gunung Tahan which stands at 2,187 meters above the sea level.

Pahang also offers the finest in beaches famous Cherating Beach, Teluk Chempedak and Beserah Beach. About 58 kilometres off Peninsular Malaysia's east coast, in the South China Sea, lies Tioman Island, a tear-shaped island paradise which is another one of Pahang famous tourist spots. Tioman Island, measuring 38 kilometres long and 19 kilometres at its widest, is the largest in a group of the 64 volcanic islands. The striking profile of the twin peaks of Simukut Mountain provides a remarkable landmark to this beautiful island, reputed to be one of the ten most beautiful and idyllic island in the world.

2.6.4 Traditional Dance and Folk Songs

'*Tarian Joget Pahang*' is a traditional Malay dance and is one of the most popular dances in Malaysia. It is performed during a cultural celebration, celebrating weddings and other occasions. Usually this dance will be performed by a pair of dancers and the rhythm is quite fast. It is unique but easy to learn and may attract public interest especially international tourists. Folk songs such as *Lagu Tu Bulan Tu Bintang*,

Lagu Anak Kambing Cantik-Cantik, Lagu Ya Habibun, Lagu Tebang Tebu, Lagu Burung Kenek-kenek and Lagu Galah Mudik. Moreover, Lagu Menghilir Sungai Pahang, Lagu Kayuhlah Weh / Jengkayu, Lagu Dirgahayu Tuanku, Lagu Pelanduk and Lagu Makwe Koi also will be attractive tourist points. They may dance by companion of these traditional Pahang folk songs.

2.7 Chapter Summary

This chapter provides detailed background of Kuala Pahang and development initiatives carried out by the related parties such as ECER Development Council and LKIM. It is found out that the development rate of Kuala Pahang is rather slow and may be unattractive for the visitors. Thus, further literature reviews on successful business models of existing seafood restaurant are discussed in the following chapter to ensure the feasibility of Kuala Pahang Seafood Complex.



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CHAPTER 3

LITERATURE REVIEW

3.1 Introduction

This chapter provides overview of current condition of fisheries-based products consumption in Malaysia followed by reviews on several successful fishing village both local and international. The existing business concepts of seafood restaurants is also discussed.

3.2 Market Potential and Drivers

Report of Malaysia Retail Foods 2016 by USDA Foreign Agricultural Service mentioned that Malaysia is one of the more affluent nations in Asia with a GDP per capita of US\$ 10,000 in 2015. The economy grew 5 percent in 2015, higher than expected due to strong domestic demand. Moderate growth of 4-4.6 percent continues in 2016 despite the uncertainty globally, fiscal consolidation and cheaper oil prices. Malaysia has a young population with almost 70 percent in the 15-64 year age range. Some 97 percent of the working population continues to be gainfully employed. About half of the population is in the middle to high income group with growing purchasing power. Lifestyles are becoming more sophisticated and modern, leading to increasing consumption of imported food and beverages from western countries.

In the same report, it is quoted that with a Muslim population of 60 percent, the demand for halal foods by Malaysian consumers has increased over the years. The Malaysian government and many companies are marketing the halal standards as a new benchmark for quality, hygiene and safety. Food products and ingredients that have halal certificates are perceived to have added marketing value in Malaysia. Hence, most retailers, foodservice operators and food manufacturers are inclined to ask for halal certificates for non-meat based food products and ingredients.

The Malaysian food and beverage retail market is expected to grow by around 10 percent per annum. Malaysian households spend around 24 percent of their household income on the purchase of food and beverage on average. Consumption of fish and seafood is expected to grow in line with growth in overall disposable household income. Aquaculture is becoming economically more important as a way of increasing local fish production for food security. However, production is still very small when compared to capture fisheries: it contributes less than 0.2 percent to GDP. The bulk of Malaysia's imports are food ingredients, rather than retail packed products because Malaysia has a large and strong processed food and drinks industry that supplies both the local market and export markets in Asia and the Middle East. The main imports are unprocessed cereals, edible oils, cocoa and its products, sugar and its products and fish and seafood.

The global financial crisis has slowed income growth, leading consumers to shift towards cheaper private label products. The selection of private label products in Malaysia's major supermarket chains is growing. Compared to other countries only a small proportion of processed food consumption in Malaysia is private label products, suggesting significant scope for growth. The increasing market share of supermarkets and a growing private label range within those supermarkets suggests private label sales will increase rapidly. Urbanization, rising incomes and longer working hours are driving greater demand for convenience and ready-made packaged foods. There is a growing prevalence of conveniently packaged food products designed for consumption both at and away from home. Demand for convenient and healthy food products including those safe for people with diabetes is expected to continue to grow.

The health properties of food are an increasingly important factor among a rising population of health conscious Malaysian consumers. More food products are being developed and marketed to target health conscious consumers. Some brands are offering free health services to promote the health benefits of their products. For example, Fonterra Brands has offered a free health scan and nutrition check for families. There will be a greater selection of healthy food such as products with low salt, fat and artificial additives. Marketing and labelling will emphasize these factors as a selling point.

3.3 Fish and Seafood Consumption in Malaysia

In article released by New Zealand Trade and Enterprise (2013), Malaysia has the largest daily intake of fish and seafood consumption per capita within the ASEAN group of countries, with around one third of this being imported product. Fish and seafood sales have increased at modern retailers for younger shoppers, though wet markets still dominate. Article released by The Star Online dated 19 June 2014 stated that Malaysians are among the world's top fish consumers, eating at least 56.5 kg of fish per person each year; way above the world average of below 20 kg per capita and even slightly ahead of Japan. It is also quoted that the first Malaysia's comprehensive "Fish Supply-Demand Study" released by Infofish found that Malaysians were increasingly buying imported and more expensive "high-value fishery products" such as cod, salmon, mussels, oysters and abalone, pushing up the price of Malaysia's fish imports. On average, Malaysian households spend about RM 100 a month to buy a variety of fish for home preparation, with mackerel, squid and shrimp the most popular varieties.

According to the same survey, 56% of consumers prefer to buy fish from traditional wet markets or *pasar tani*, citing higher quality and lower price as the top two reasons. Almost half the respondents said they spent an average of RM 20 to RM 50 on fish during every shopping trip, while 23% said they spent less than RM 25. Mackerel is the most popular fish among Malaysians, followed by squid, Asian seabass, grouper and shrimp. For Chinese consumers, salmon is the most preferred species, followed by grouper. Among the freshwater species, freshwater prawn (*udang galah*) is the most preferred among Malay consumers while tilapia is popular among Chinese and Indian consumers. However, the demand for fish in Malaysia, according to the survey, is expected to be almost stagnant or grow at a slower pace in the future, in line with population growth.

In another survey conducted by Ken Research (2016), the fish and seafood market in Malaysia is forecast to register high growth during 2015-2020. Malaysian consumers prefer fresh fish and seafood products. However, with growing interest in healthier food habits, manufacturers and suppliers are focusing more on the health aspects such as rich in protein, low in fat, and a natural source of Omega-3. Products with a halal certification stamp on their labels are seen as more trustworthy or viewed

as a genuine product in Malaysia and offers fresh growth opportunities in an otherwise less differentiated fish and seafood market. Fish and seafood market accounted for more than two-fifth share in the overall food retail sales in Malaysia. Among the six categories analysed, frozen fish and seafood will be the fastest growing value category, registering a compound annual growth rate (CAGR) of 8.5% during 2015-2020. Buying behaviour of consumers is inclined toward value for money and innovative products.

3.4 Concept of Fishing Village Tourism

As cited by Jung (2014), the concept of fishing village tourism was first introduced by S. Kim of Korea Maritime Institute in 2001. However, the concept of fishing village tourism has not yet clearly been defined, and fishing village tourism is often confused with marine tourism, coastal tourism, or island tourism. Also, tide-lands, which constitute a part of fishing village tourism, is often confused as part of ecological tourism. Fishing village tourism may be defined to mean the activities to revitalize local fishing villages through the promotion of interchanges between city residents and fishing village residents by utilizing the accommodations operated by a fisherman's family, as well as the various tourism resources, such as the life, culture, and natural resources of fishing villages. The scope of fishing village tourism can be summarized as follows:

First, fishing village tourism shall be the tourism activities that can be conducted at fishing villages. Sea bathing cannot be included as part of the scope of fishing village tourism unless done at the bathing beach in a fishing village. In some cases, marine sports, such as yachting and windsurfing, may not be included as part of fishing village tourism depending on locations. But from the perspective of this first point, it may be appropriate to include some marine sports activities as part of the scope of fishing village tourism by positioning fishing village tourism as a subordinate concept of marine tourism.

Second, fishing village tourism shall be tourism activities that can be linked to a substantial portion of a fisherman's income. This is the reason fishing village tourism heavily emphasizes the policy initiative to provide income sources outside fisheries to fishermen. Third, fishing village tourism shall be the tourism activities that are directly or indirectly linked to fishery activities in fishing villages and by fishermen. These

activities include using part of fishery activities as tourism (in case of experience-type tourism), using fishing boats for use by fishermen, utilization of fishing ports and the surface of seawater and use of facilities operated by fishermen such as accommodation and eateries.

With all these things considered, fishing village tourism can be defined to mean all the activities related to tourism, leisure, and sports utilizing those resources that would exist in the coastal and ocean space in a fishing village such as the sea, small islands and beaches. In terms of the resources for fishing village tourism, natural resources include bathing beaches, tidelands, habitats for migratory birds, and fishing spots. Fishing village tourism is mainly conducted by fishermen. As the fishermen are still engaged in fishing as their main business, fishing village tourism has various advantages, such as these fishermen having strong attachments to and relevant knowledge about local areas. On the other hand, it has its limitations because the fishermen cannot acquire the level of expertise about tourism that tourism operators usually have (Jung, 2014).

As fishing village tourism is operated by fishermen by utilizing mainly local resources, the business scale and invested capital tend to be small. Smallness is one of the limitations inherent in this type of tourism operation. However, fishing village tourism has the advantage of being able to generate substantial results if properly operated by taking the best advantage of geographical conditions. Fishing village tourism starts from a pure fishing village, evolves into fishing village tourism equipped with various recreational facilities, and then further develops into a touristy fishing village (Kim et al., 2001; Kim, 2007). In terms of the spatial structure of fishing village tourism, natural resources, such as the hinterlands, beaches, and seas can be utilized in combination. In terms of the time structure, seasonally unique fishing and other natural phenomena can be utilized as tourism resources as cited in Jung (2014).

A fishing village is a village, usually located near a fishing ground, with an economy based on catching fish and harvesting seafood. The village needs to provide a safe way of landing fish and securing boats when they are not in use. Fishing villages may operate from a beach, particularly around lakes. Village fishing boats are usually characteristic of the stretch of coast along which they operate. Traditional fishing boats evolve over time to meet the local conditions, such as the materials available locally for

boat building, the type of sea conditions the boats will encounter, and the demands of the local fisheries. Some villages move out onto the water itself, such as the floating fishing villages of Ha Long Bay in Vietnam, the stilt houses of Tai O built over tidal flats near Hong Kong, and the kelong found in waters off Malaysia, the Philippines and Indonesia. Other fishing villages are built on floating islands, such as the Phumdi on Loktak Lake in India, and the Uros on Lake Titicaca which borders Peru and Bolivia.

Apart from catching fish, fishing villages often support enterprises typically found in other types of village, such as village crafts, transport, schools and health clinics, housing and community water supplies. In addition, there are enterprises that are natural to fishing villages, such as fish processing and marketing, and the building and maintenance of boats. Until the 19th century, some villagers supplemented their incomes with taking valuables from nearby shipwrecks and smuggling. Some traditional fishing villages persist in ways that have changed little from earlier times.

In more developed countries, traditional fishing villages are changing due to socioeconomic factors like industrial fishing and urbanization. Over time, some fishing villages outgrow their original function as artisanal fishing villages. In recent times, fishing villages have been increasingly targeted for tourist and leisure enterprises. Recreational fishing and leisure boat pursuits can be big business these days, and traditional fishing villages are often well positioned to take advantage of this. For example, Destin on the coast of Florida, has evolved from an artisanal fishing village into a seaside resort dedicated to tourism with a large fishing fleet of recreational charter boats. The tourist appeal of fishing villages has become so big that the Korean government purposely building 48 fishing villages for their tourist drawing power.

3.5 International Fishing Village

3.5.1 Authentic Fishing Village in United States and Canada

On Nova Scotia's eastern coast near Halifax, Lunenburg is a colorful sample of maritime life in Canada. Well-preserved 18th-century British-Colonial-style buildings, part of a UNESCO World Heritage site, sit close together in a community originally designed around the offshore Atlantic fishery. Old salts works as a big fleet of deep-sea trawlers, and one of North America's largest fish processing plants is based here. Walking the waterfront, visitors can see tradespeople building boats at the Fisheries

Museum of the Atlantic, hear live maritime fiddle music floating from seafood restaurants, and tour the iconic Bluenose II schooner that appears on the tail side of the Canadian dime. Lobsters and scallops are popular catch at Lunenburg. Downtown's Salt Shaker Deli is known for smoked seafood chowder and fresh mussels in eight different flavors. A favorite for lobster is the Old Fish Factory, housed in a former fish processing plant on the waterfront.

In Newport's historical Bayfront, forklifts constantly move loads of fresh seafood. Crab pots sit in stacks on docks, and marine supply stores are steps away from Oregon's largest commercial fishing fleet. Here, local fishermen keep the seafood processing companies working around the clock. Famous catch are Dungeness crab, shrimp, albacore tuna. Fishermen netted more than 7 million pounds of Dungeness crab and 14 million pounds of Pacific pink shrimp. In this historical working port, trendy restaurants and shops sit alongside well-worn fisherman hangouts. The sound of barking sea lions fills the air in summer. Visitors also able to enjoy the exquisite view of two light houses.

Stonington, Deer Isle, Maine is famous for its lobster, crabs, scallops and shrimp. Almost 90 percent of all American lobster is trapped in Maine. And the majority of those tasty crustaceans meet their doom on the 300+ lobster boats in Stonington and Deer Isle. The town is the state leader in pounds and dollar value of lobster landings. Although lobstering is the economic mainstay, the boats and picturesque harbor inspire the artists who live here and work at the popular Haystack Mountain School of Crafts. Their studio galleries dot the island. Self-guided tour, go antiquing, or see live theater in Stonington's 100-year-old Opera House are among the many sights that give this small downtown a back-in-time look and feel.

Kodiak Archipelago, Kodiak Island, Alaska located about 400 miles south of Anchorage, is consistently one of the top three in the U.S. for volume and value of fish hauled in. In Kodiak, one in three jobs is related to commercial fishing. The best place to hear big-fish stories is at Harborside Coffee & Goods, often a crew's first stop after a day's work. Kodiak's fishing history can be traced at the Alutiiq Museum and the Russian Baranov Museum downtown. Two-thirds of the island is protected in the Kodiak National Wildlife Refuge, where visitors can also take a tour to see Kodiak bears.

Bayou La Batre, Alabama is known for the shooting location of Forrest Gump or the History Channel's Big Shrimpin' reality series. The closest hotel is across the bridge on the touristy Dauphin Island. Bayou La Batre is as authentic as it gets. Instead of shops and upscale restaurants, the waterfront is lined with shrimp boats by the hundreds, processing plants, and oyster shells piled in 100-foot heaps. Fishing is back in full swing since recovering from the BP oil spill. Shipbuilding is also big business here. The Black Pearl, of Disney's Pirates of the Caribbean, was built and launched in Bayou La Batre.

Menemsha, Chilmark, Martha's Vineyard, Massachusetts is a photogenic fishing village claimed for the most dramatic sunsets on Martha's Vineyard. Eating a takeout seafood dinner on the beach while watching the sunset is a Menemsha tradition. By day, visitors can see the draggers work their massive nets and the lobstermen land their catches. There are a few places to buy off-the-boat seafood at the dock. Visitor can call in the morning to order a takeout lobster dinner, cooked and precracked, at Larsen's Fish Market. For the less prepared, there's The Bite, a small clam shack en route to the beach, where visitors line up at the window for New England quahog chowder and fried clams.

Tilghman Island, Maryland is a true working waterman's village where locals are more at home on a boat than on land. Visitors can go boat crabbing or dock crabbing then have the restaurant or hotel steam their feast. Besides that, visitors may also enjoy climbing aboard a skipjack for a day cruise. These traditional oystering boats are part of the last commercial sailing fleet in North America.

3.5.2 Ocean City, Maryland

The town remained a sleepy fishing village until 1875, when the Atlantic Hotel began welcoming visitors. The following year, the railroad bridged Sinepuxent Bay, and a resort was born. In 1900, the first boardwalk was constructed. Trimper's Amusements opened. Engineers made the inlet permanent, and with its new harbor, Ocean City became one of the east coast's premier sport fishing and established itself as the favorite resort for visitors from all over the eastern seaboard. Today, Ocean City stretches along 10 miles of beautiful beach from the Inlet to the Delaware state line.

Their also provide a facilities which are more than 9,500 hotel rooms and 21,000 condominiums also meeting area.



Fishing is the most main attraction with opportunity to win huge cash prizes every summer in the White Marlin Open, the world's biggest billfish tournament. Competitors may catch various fish such as trout and sea bass in the bay to blue marlin, white marlin, bigeye, bluefish and yellowfin tuna just a few miles offshore. They also provide many water activities such as boating, canoeing, kayaking, parasailing and personal watercraft.

Ocean City, Maryland provides accommodations perfect for a vacation getaway, with oceanfront rooms just steps from the sand and bay side options with spectacular views. Visitors can find a huge selection of hotels and motels with a variety of room types. Plus, amenities like pools, room service, pet-friendly facilities. Ocean City nightlife officially begins at dinnertime with varieties of food and delicacies to choose, serving up world-renowned Chesapeake Bay crab cakes and fresh seafood caught just offshore.



3.5.3 Santee Cooper Lakes, South Carolina

Since 1968, the official regional tourism office has started to enhance the recreation and development in the area around the Santee Cooper lakes. The center is opened to public from 8:30 am to 4:30 pm daily. They manage and provide equipment for water activity such as boat, jet sky, and kayak etc. at affordable price. The main event conducted is The Big Fish Big Bucks Fishing Derby sponsored by the Santee Cooper Counties Promotion Commission. It is the fishing competition that offer the value prizes for the winner so that attract many visitor to come.



Sportsmen may also take time out from fishing to golf or hunting at the prime fields and woodlands in Santee Cooper Country with excellent outdoor adventure stalking whitetail deer, wing shooting or taking plentiful small game. There are plenty of places to stay, from full service motels to lake cabins with over 1,000 campsites located along the shores of the lakes. Visitors can have wonderful dining experience by sampling good old Southern home cooking, traditional barbecue or local favourites, fried catfish and catfish stew. There are also nearest museums, parks, breath-taking flower gardens, nature trails, historic battlegrounds, lake and river tours and much more. There are also many U-Pick Farms where visitors can pick or purchase.

3.5.4 Aberdeen Fishing Village, Hong Kong

Aberdeen Fishing Village is located not far from the city of Hong Kong. The fishermen and their families still live (at least for some 9 months of the year) on various kind of old-fashioned junks and sampans to modern boats and yachts complete with mobile phones and satellite dishes. Aberdeen Fishing Village and the Aberdeen

Harbour are a feast for photographers providing a sense for what things were like long ago and how modern life is catching up to the old traditions.

The Aberdeen Promenade that runs along the coast has been newly renovated, where visitors can find bathroom facilities, vending machines, and nice areas to linger around. Dried Seafood Stalls and Seafood Market with the daily catch, seafood restaurants and wholesalers can be found along promenade. There are also ferries to the Floating Restaurants and sightseeing sampans.



3.5.5 Lake Kawaguchi Bass Fishing, Japan

This fishing village were popular worldwide as a prime fishing fish competition that presented Japan as a tourism place. Currently, the only areas where stocking of these fish has been allowed in Japan are Lake Kawaguchi, Lake Yamanaka, and Lake Sai in Yamanashi Prefecture and Lake Ashino in Kanagawa Prefecture. Among these lakes, Lake Kawaguchi is particularly famous nationwide as a bass fishing hot-spot, and the lush rainbow trout stocking brings in numerous fishers every day. The area is home to a plentiful array of boat rentals and fishing equipment shops, making it easy to enjoy fishing even if you drop by without any equipment. They also charge Recreational fishing fee 1,500 yen for one day.



Other than fishing activities, there is fire cracker festival conducted at Lake Kawaguchi. This event is stated as annual summer festivals of the Fujigoko area as a ritual believed to purify and wash away all the evil spirit. They also let out several hundred lanterns to float in small boats over the lake. The main ceremony is preceded by over 5,000 fireworks. Besides that, fruit picking activity is also organized around Kawaguchi Lake which provides the family or tourist to enjoy their visiting time. They can pick either strawberry or blueberry. For strawberry the harvest time from January until May and for blueberry is from June until August.

3.5.6 South Korea Fishing Villages

The Ministry of Maritime Affairs and Fisheries South Korea announced a 470 billion won budget plan for the development of a total of twenty-four model-fishing villages by 2009. There are three types of fishing village concepts introduced i.e. Type-I villages (fishing villages + fishing ports), Type-II villages (multi-functional fishing ports) and Type-III villages (fishing village tourist complexes). Types are developed according to their characteristics as beaches and places of scenic beauty. The West Sea coast is developed as places for rest and cultural experiences as well as places where visitors can have a first-hand experience of life in fishing villages. Development on the South Sea coast on the other hand is focused on offshore sightseeing as well as on a first-hand experience of life in fishing villages. Basic plans is established by consulting with local residents about proposed projects in order to help them enhance their income. The selection of sites was made in consultation with experts and relevant local administrative units in consideration of social and economic conditions, on-the-spot surveys and development potential. The tourism/leisure corporate city is proposed to

accommodate a marine sports facility, golf course, senior citizens nursing home, hospital, hotel and residential complex.

Despite the fact that over a third of South Korea's entire fishing industry is based in Busan, most of its fishing village charm has been lost among the millions of people and the shadows of massive container ships. However, they still preserve the culture and heritage that is unique to a small Korean fishing village such as at Geoje City. Gye-do, an island northwest of Geoje City is special not only because it is a facility officially appointed by the government, but also because it is a great place for families and groups to experience a genuine part of Korean culture.

Visitors are treated to a short boat tour with vast views of the mainland's coastal mountain as well as thousands of white buoys, marking the large square formations of shellfish farms. There is recreational fishing spot where visitors can rent everything from fishing tackle and traditional Korean fishing rowboats, to large stationary houseboats equipped with running water and a full kitchen at reasonable prices. Visitors may enjoy varieties kind of seafood dishes such as steamed mussels, savory pancake with green onions and seafood and so on freshly caught from the fishing site. It is famous for pulling the meal right out of the water, cleaning and eating it as fresh as it can be i.e. served as sashimi.

Gunghang, a small village about six miles southwest of Tong-Yeong provided similar amenities as Gye-do. However, without as many of the houseboats, camping is allowed on the small island owned by this village. During low tide on this small island, visitors can dig with the village elder for their own short-neck clams. There are thousands of fishing villages in Gyeongsangnam Province, but only certain ones provide these kinds of amenities. Jangho Fishing Village, for example, takes the job of hosting visitors very seriously: scuba diving, fishing, canoeing, sea rafting and snorkeling options are available daily for a family-friendly interactive trip. A vast network of information and tour packages for Gyeongsangnam Province fishing villages can be found at the Korean Tourism websites. Unfortunately, these sites are mostly not in English.

3.5.7 Bali, Indonesia

Bali blends spectacular mountain scenery and beautiful beaches with warm and friendly people, a vibrant culture and out of this world resorts. Also known as the Land of the Gods, Bali appeals through its sheer natural beauty of looming volcanoes and lush terraced rice fields that exude peace and serenity. Bali enchants with its dramatic dances and colorful ceremonies, its arts and crafts, to its luxurious beach resorts and exciting night life. For this exotic island has much to offer, from inspirational spirituality to fine dining and meeting experiences, from world class surfing and diving to exhilarating treks in the wild. And everywhere you will find intricately carved temples.

After decades of popularity, Bali continues to amaze both local and international visitors alike. Many beautiful resorts offer fine lodgings. Most of the starred hotels are located near the beach. Otherwise, they usually have their own private spots at certain beaches. Bali's white beaches are favourite for family holidays. There are a variety of water sports available, such as surf, banana boats, parasailing or jet skiing, swimming or plain sunbathing. Cruises to the surrounding islands can be taken from here as well as submarine dives to watch the tropical underwater life from within safe compartments.

Bali also offers first class adrenaline pumping white water rafting down the spectacular Ayung River by Ubud and bungy-jumping from a cliff down to almost touch the river. Ubud and its surrounding is a wonderful town to bike around. Mountain climbers may want to climb up Gunung Agung. For serious trekking, visitors can head for the Bali Barat National Park at the western part of the island. Another interesting eco-tour is a trip through the Mangrove forests via elevated wooden boardwalks located near Benoa Harbour at Suwung Kau, some 21 km. south of Denpasar.

In Bali, dance and dramas are an inseparable part of daily temple devotion and celebrations, and many are held sacred. Each village has a different date of festivities, and a visitor may therefore, accidentally watch dance performances that are not staged for tourists. However, Bali villages do offer cultural performances catering to tourists. Bali also produces great artists and artisans, where creativity exudes from every village. Painters, woodcarvers and dancers are experts, with artistic traditions handed down

from generation to generation. Bali today has become the leader of Spas in South East Asia. Almost all de-luxe hotels offer unique top class Spa facilities where guests enjoy luxurious treatment and pampering, for which Indonesia is so justly famous. Here visitors will be spoilt with aromatherapy massages, herbal wraps and scrubs with essential oils, foot reflexology, detoxification, from highly respected traditional treatments.

3.5.8 Aroma Laut Restaurant, Pantai Pasir Padi, Indonesia

Aroma Laut Restaurant, Pantai Pasir Padi, Indonesia, on the other hand, provides difference concept for their customers where they can experience dining on the boat and beautiful seaside scenery. It opens during day time only and is targeting the middle and higher income families.



Figure 3.1 International Boat Restaurant Concepts

3.6 Malaysian Fishing Village and Seafood Restaurant

There are two concepts of local seafood restaurant that have been identified i.e. full meal concept and snack concept. The operational hour is also depending of these

two concepts. The similarity that both concept has is the target market which is families and public.

Ana Ikan Bakar Restaurant Kuantan and Alor Akar Seafood Restaurant for example, start their operation at six pm until late night. Various menus are served from Malay, Thai and Chinese style. They also provide takeout service, parking lot, orders and waiters/waitresses.

In Terengganu, the famous seafood restaurant, Warung Pok Nong serves the snack concept with various menus of seafood-flour-dipping including fish, prawns and squid. It operates from 3:30 pm to 7 pm with self-services concept where the customers queue up and choose their own preferences of food. The specialty of this shop is the fresh raw materials used and special spicy sauce. In other states such as Malacca, Sabah and Sarawak, the cheap price, surrounding beach location and facilities provided are among the attractive factors that maximize the customers. Children and special disability person-friendly environment also helps to attract the customers.



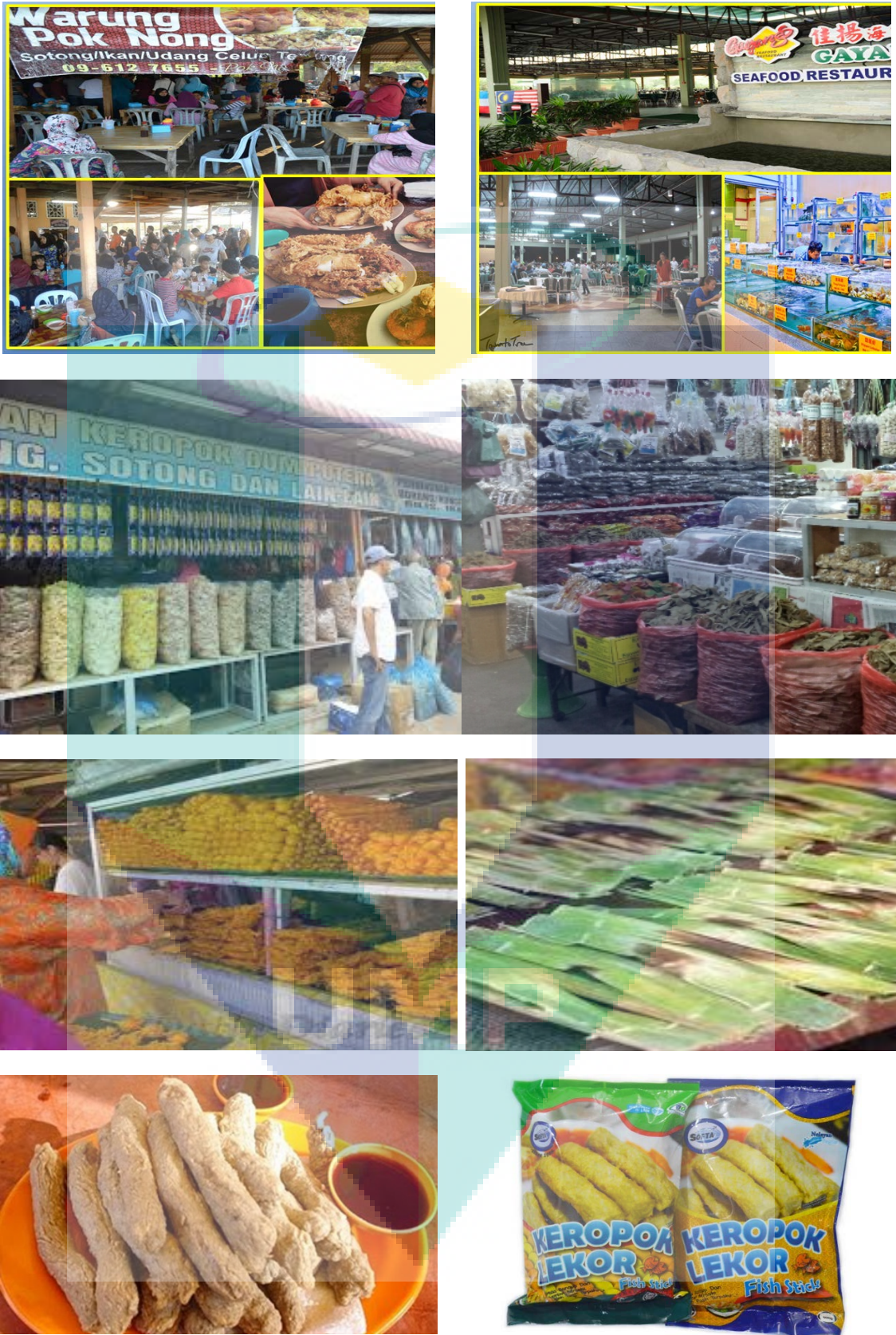


Figure 3.2 Local Seafood Restaurants and Fisheries-based Products

3.7 Chapter Summary

This chapter provide insights that fish and seafood consumption of local Malaysians is high and always be in great demand. From the reviews of existing international and local fishing village and seafood restaurants, it can be summarized that the following items are important for successful business model.

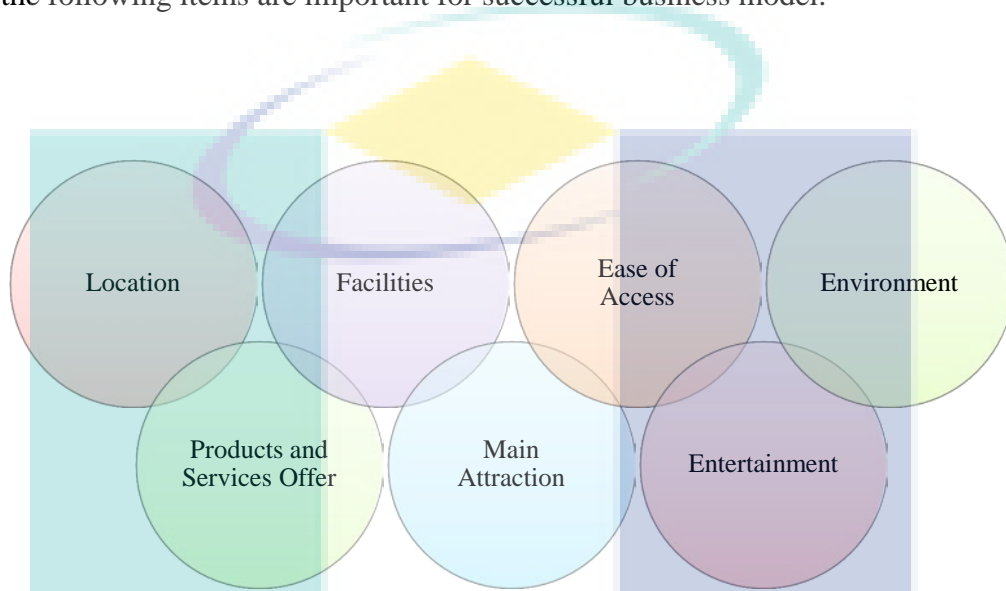


Figure 3.3 Elements for Successful Fishing Village and Seafood Restaurant Model

Kuala Pahang Seafood Complex is potentially becoming a preferred destination provided that several attractive factors are taken care of. Next chapter will discuss further on research methodology.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter describes the methodology that have been used for this research. It commences with the overall research design followed by the analysis tools that are used. Table of data linkages is presented to conclude the methods used to answer the research questions.

4.2 Research Design and Tools of Analysis

This research is a case study method where the primary data collected in this study is obtained through interviews, focus group discussions and survey. Relevant documents also are revised in order to obtain more information especially for the history and development of Kuala Pahang as well as finding in depth information and data on research background through desk-study. There are six (6) groups of respondents for this study. The groups of respondents, the number of respondents, methods of data collection and research questions to be answered are listed in the data linkages Table 4.1.

From the findings of survey, interviews and site visit, SWOT and PESTLE analysis will be conducted. SWOT analysis provides internal analysis that looks at the strength and weaknesses of the research subject, while external analysis refer to potential opportunities and threats. This helps the business to make decisions on the marketing strategies based on current situation, identify possible future direction of the company whether to entry, sustain or exits the industry. PESTLE analysis is a tool which determines the external marketing factors (commonly known as macro environment factors) that may affect the project. The outcome of PESTLE analysis pinpoints certain threats and weaknesses that a business might be unknowingly exposed to.

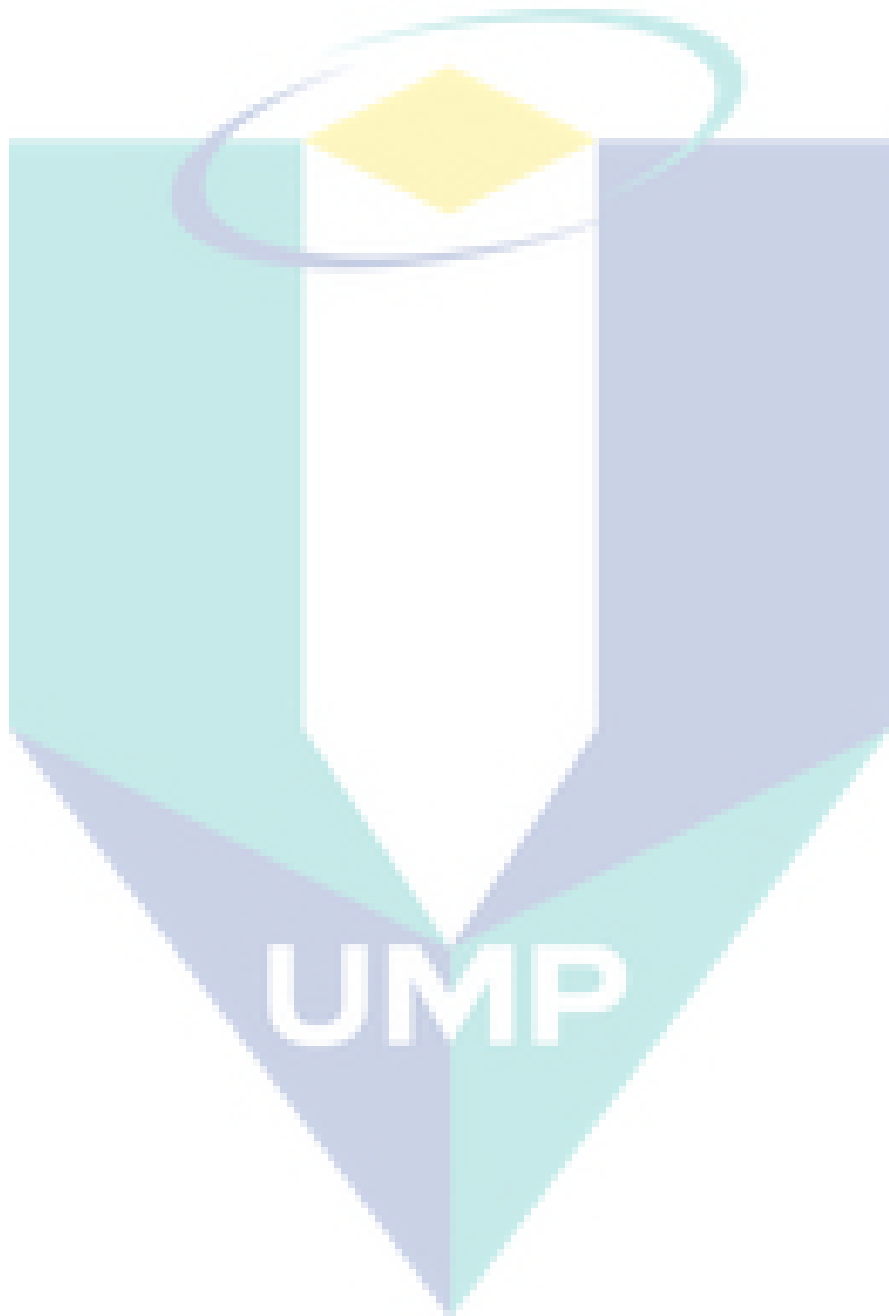
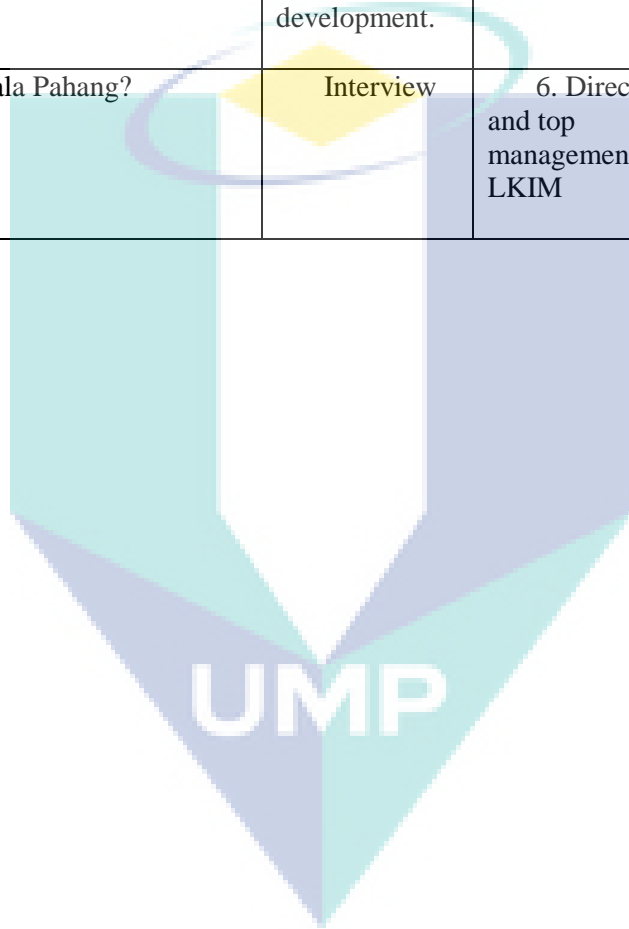


Table 4.1 Data Linkages

Research Questions		Method	Group of Respondents		Action
<p>What is the factors influencing the preferences for seafood resurant?</p> <p>-practice, type of food served, taste, price, freshness, Facilities / premises / mosque / Wi-Fi, branding and social consciousness, Location, atmosphere, quality service.</p> <p>What is the culinary techniques that can be used to ensure the preservation of the environment?</p>	Interview	1. Competitors of grilled seafood restaurants	<p>Owner of two (2) restaurants from three (3) states, which is from Kelantan, Terengganu and Pahang.</p> <p>Total 6</p>	(Azlina, Zidah and Wan)	
<p>What kind of seafood product that people like at East Coast.</p> <p>Living cost in East Coast- see demographic profile.</p>	Survey	2.Customer	<p>Customers from six selected restaurant. There will be twenty customers for each restaurants. The customers will be select with different demographic profile-income level, age and occupation.</p> <p>Total 120</p>	(Azlina, Zidah and Wan)	
<p>What is the demographic profile of the population of Kuala Pahang (state, occupation, income, gender , age, cost of living)</p> <p>-The type of activities carried out?</p> <p>What are the activities that can help to improve the income of the residents of Pekan District?</p> <p>-Charity agency that need help?</p>	<p>Focus Group and Survey.</p> <p>Joint venture opportunities with the stakeholders.</p>	3. Residents of Pekan District	<p>Consists of :</p> <ul style="list-style-type: none"> • The village chief and his deputy- 1 • teacher / educational- 5 • Owner of small business- 3 • The owner of a seafood restaurant - 2 • Owner of charity organizations- 3 • Housewife- 2 	(Ishak, Hasnah, Shukur, Ridzuan)	

Research Questions	Method	Group of Respondents	Action
			<ul style="list-style-type: none"> • Students -5 • Fishermen - 2 • Hoteliers- 2 • Travel Agent • Big Event Organizers (DRB-HICOM) • Head of Bijaya Royal Palace Abu Bakar- Dato Sabjan <p>Total 30</p>
<p>What are the favorite of foreign and citizens tourists about type of seafood products served, ambience, cost, quality?</p> <p>What is the demographic profile of international tourists (country, occupation, gender, age), the type of activity carried out, handicrafts brought back to their countries and when they usually visit?</p> <p>What are the cultural states wants to be highlight?</p>	<p>Interviews and documents :</p> <p>Data tourists</p> <p>Cultural activities conducted</p>	<p>4. Directors and top management of Tourism Board</p>	<p>1.PKBF- Bukit Fraser</p> <p>2.Tourism Malaysia Pahang</p> <p>3.EXCO – Dato’ Mohamad Sharkar Shamsuddin</p> <p>4.ECER- Project Manager at Pekan</p> <p>Total 4</p>
<p>What are the info-structure and infrastructure taken and planned to do in Kuala Pahang?</p> <p>Is there are any charities agencies that need help in Pahang?</p>	<p>Interview and document:</p> <p>-Pekan development planing plan.</p> <p>-Project that cannot be implemented.</p>	<p>5.Directors and top management of Pekan District office</p>	<p>Total 3</p>

Research Questions	Method	Group of Respondents	Action
	-Blueprint of Pekan development.		
What types of seafood can be found in Kuala Pahang?	Interview	6. Directors and top management of LKIM Representative from LKIM and Fishermen's Association. Total 2	(Shukor, Ridzuan)



CHAPTER 5

CASE WRITE UP AND ANALYSIS

5.1 Introduction

This chapter provides the findings from the interviews and secondary data. SWOT and PESTLE analysis have been discussed followed by the overview of existing projects that are currently in progress in Kuala Pahang area.

5.2 Findings from Site Visit and Interviews

Kuala Pahang is a strategic area that can attract the attention of visitors such as the Pahang riverside. Basic facilities such as mosques, public toilets, and so on are available in Kuala Pahang. Several interviews session with various stakeholders had been conducted to gain depth insights of Kuala Pahang development plan and current condition. From the meeting with the Chairman, board members and executives of Pahang Tourism and Cultural Affairs, it is found that current tourist package offers one to two days trip. Usually they opt for one day trip only consist of visiting museum, weaving centre and Orang Asli community. During visit, tourist would love to see Pahang's culture such as dance, tradisonal foods and handicraft. Year 2017 is the year of visit Pahang. This will be a great opportunity to promote Kuala Pahang to the tourists either local or international.

However, Kuala Pahang is located in remote area with limited access. There is not enough budget allocation to develop it unless the small medium enterprise owners are willing to do themselves. Several initiatives to develop Kuala Pahang are facing failure such as Lagenda Golf Club, Serambi Pekan, Angkasa Hotel and RTC. This may be due to small population in Kuala Pahang. Despite this, Pahang Tourism provides positive feedback and is willing to support on the initiatives of promoting Kuala Pahang Seafood Complex.

In another meeting with head of villagers, teachers and youth representatives of Kuala Pahang, they agree that this project will give lot of benefits to the local residents. This is because mostly villagers especially fishermen families are doing small business from their house which is not a stable income. Thus, from the development of Kuala Pahang Seafood Complex, it is believed that more business and job opportunities are created. The residential are willing to support and promote this project because they believe that this is for their own good.

They also positively stated that Kuala Pahang can be a nice tourism spot because of its uniqueness. Kuala Pahang is exactly located in the fishing village and visitors can see themselves how the fishermen work as well as trying various seafood products including special “*lempeng ikan*”. Kuala Pahang still maintained by the original shape with a lot of trees and old jetty that people used. Youth representatives also gave a positive feedback saying that they are willing to support the project especially for cultural performances. Kuala Pahang has traditional culture like “*Dikir Bana*” which can be used to attract people come to Kuala Pahang. Unfortunately, they lack of performance equipment such as “*kompang*” as well as no proper stage to have the cultural performance. The road light along Kuala Pahang area is also very less which caused safety issues and provides bad impression. In addition, Kuala Pahang also faces social problems caused by unemployed young people. The cleanliness and hygiene of the area is also a big concern.

Since the establishment of UMP Pekan Campus, residents especially the youth prefer to work with the university at various job position and level. The youth are not really interested in doing small family business. These small family businesses also face difficulties because they grown up adults and elders running the business activities are lacking in marketing and entrepreneurship skills. Seller should know the new way to promote their product which will help them to expand the business.

5.3 SWOT Analysis

The overall strength, weaknesses, opportunities and threats of Kuala Pahang are summarized in following table.

Table 5.1 SWOT Analysis

Strengths	Weaknesses
<p>Strategic area</p> <ul style="list-style-type: none"> - Easy supplies of fresh seafood products - Quiet place for recreational and relaxation purpose - Still retains a traditional fishing village concept <p>Existing of basic public facilities and amenities such as mosque and toilet.</p> <p>Positive and strong support from local residents</p>	<p>Area too remote</p> <ul style="list-style-type: none"> - Limited public access - Less development <p>Lack of equipment, other facilities and attractives spot</p> <ul style="list-style-type: none"> - Dangerous during night time - No signage - Unable to perform cultural performance <p>Facing social problem</p> <p>Residents lack of knowledge and skills of business, marketing and entrepreneurship.</p>
Opportunities	Threats
<p>Pekan is one of key development area under ECER</p> <p>Kuala Pahang is one of the project areas to be supported under LKIM</p> <p>Demand for fish and seafood products especially local Malaysians are high</p> <p>Support from local authorities and Pahang Tourism</p>	<p>Existing other attractives fishing village tourism and local seafood restaurants such as Cherating, Beserah, and so on.</p> <p>Moonsoon season</p> <p>Limited budget allocation to develop the area</p>

5.4 PESTLE Analysis

5.4.1 Political

Political factors determine how the government's decisions, such as tax and trade policies, affect a company's economy and business. Based on the interview with seafood product seller, they said that they have to increase the price after the implementation of Good and Services Tax (GST). Fortunately, governments charged moderate fees for operating fishing equipment and fishing boats.

5.4.2 Economic

According to article released by The Straits Time Online dated 18 January 2017, three issues are worrying the ordinary Malaysian i.e. rising prices, the fall of the ringgit and the outflow of capital. Each is an issue in its own right, but they are also all interlinked. One-off factors influencing retail prices, such as the removal of the cooking oil subsidy, the weather affecting vegetable output or the slight recovery of the world oil price. In another article dated 24 March 2017, consumer prices in Malaysia rose at the fastest pace in more than eight years in February, adding to the central bank's policy dilemma as it tries to keep interest rates low to support the economy. Inflation has spiked in recent months due to higher fuel prices, adding pressure on the central bank to raise interest rates. Malaysia also facing the declining value of Ringgit. Despite all this, the tourism and hotel business is perceived to thrive since it is cheaper for foreigners to visit Malaysia.

5.4.3 Social

The society is continually changing. One of the most significant differences is the growing popularity of social media. Social networking sites like Facebook have become very popular among the younger people. The young consumers have grown used to mobile phones and computers. The younger generation prefers to use digital technology to shop online. Older people will perhaps stick to their traditional methods. Thus, future business strategies and marketing plan should consider this factor. Besides that, the fast pace and highly prone to stress-related working environment provides great opportunity for a divine, quiet relaxation place.

5.4.4 Technological

Technological factors hold a significant importance because they help in eradicating inflation and recession. The latest technology is beneficial for effective businesses. Information technology has given businesses a wider horizon of creativity and global reach. Technology shapes business models and the way a business' products and services are distributed. It introduces the most efficient ways of communicating with the target market. LKIM may help the seller to provide the machine for making the fish product and the give the subsidies so that the seller can pay for the machine in a low price. This may help the SME to improve and expend their business.

5.4.5 Legal

Factors such as consumer rights and product safety are included in legal factors. It is necessary that companies must know their legal rights and limitations and act according to the underlying laws and regulations. All the fishery or seafood seller they need to get the ISO in order to gain the trust from customer and to promote the product outside Kuala Pahang.

5.4.6 Environmental

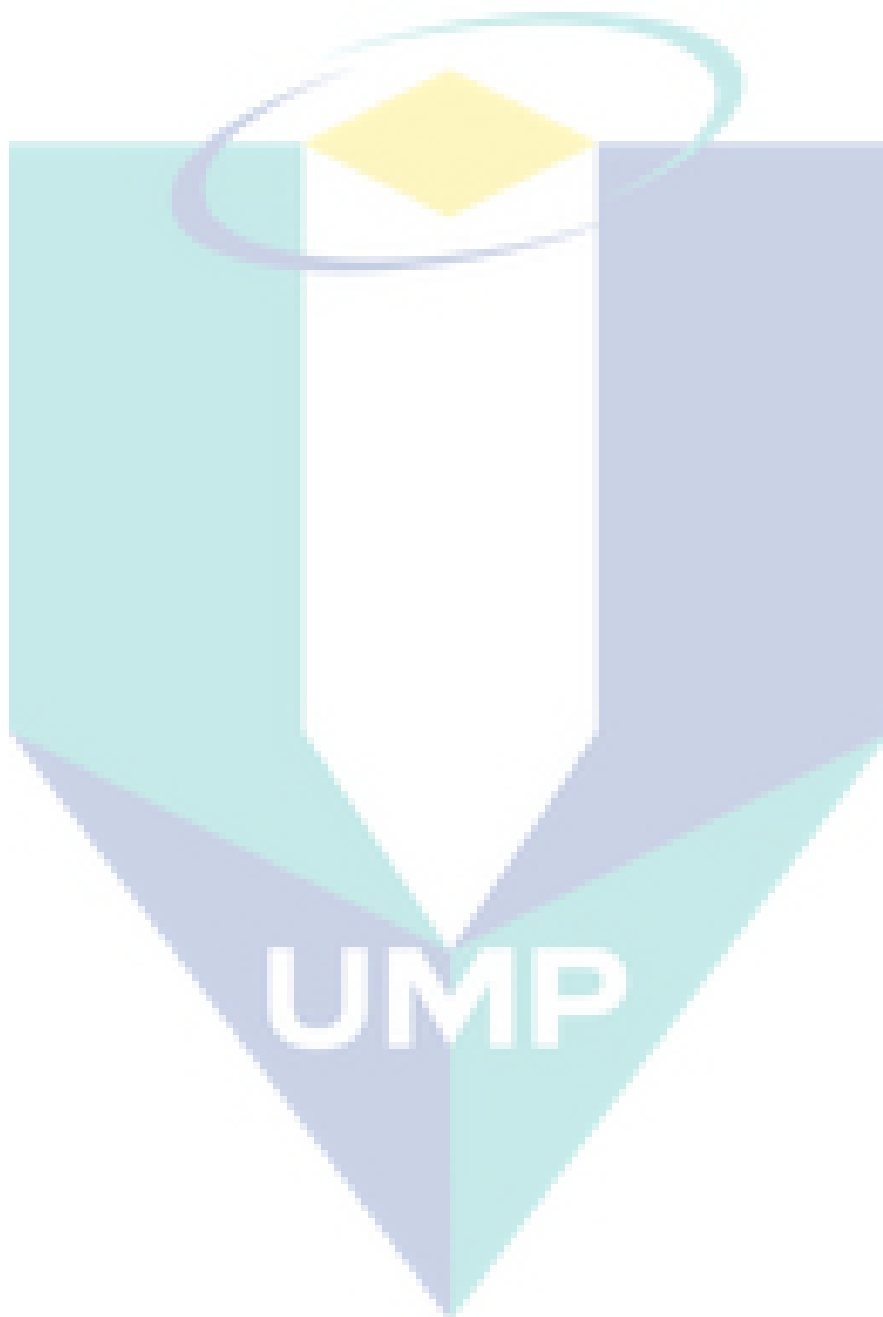
Environmental factors are important because it is necessary to focus on a business that is productive and ethical at the same time because consumers of this day and age demand that the products must be produced using green methods sustainable resources. Based on the side visit, we find out the seller of fish cracker and salted fish still using the manual procedure so that the hygiene of the working place are not secure. To improve their product quality we need to implement a new invention or produce the suitable working place in order to secure the hygiene and the quality.

5.5 Potential Customers Analysis

This part of research aims to identify the values to offer for the potential customers at seafood restaurant in Kuala Pahang. Various research methodology had been used including interviews, field visit and questionnaires. Total of 200 respondents had participated in the survey including villagers from Kuala Pahang area, staff from UMP Pekan and parents of the children at ABS Nur Iman Genius Kindergarten, Tanjung Lumpur.

5.5.1 Respondents Analysis

From 200 respondents, 122 of them are female and 78 are male respondents with 98% are Malays (196 respondents) and 87% age range of 20 to 40 years old. 62% of respondents are married while 37% are still single. Most respondents have 1 to 3 number of dependents i.e. 73% of total respondents. More than 70% of respondents are having monthly income less than RM 3000 with total respondents of 62% spend average of RM 2000 below for their monthly living cost. All data are as tabulated in the charts below.



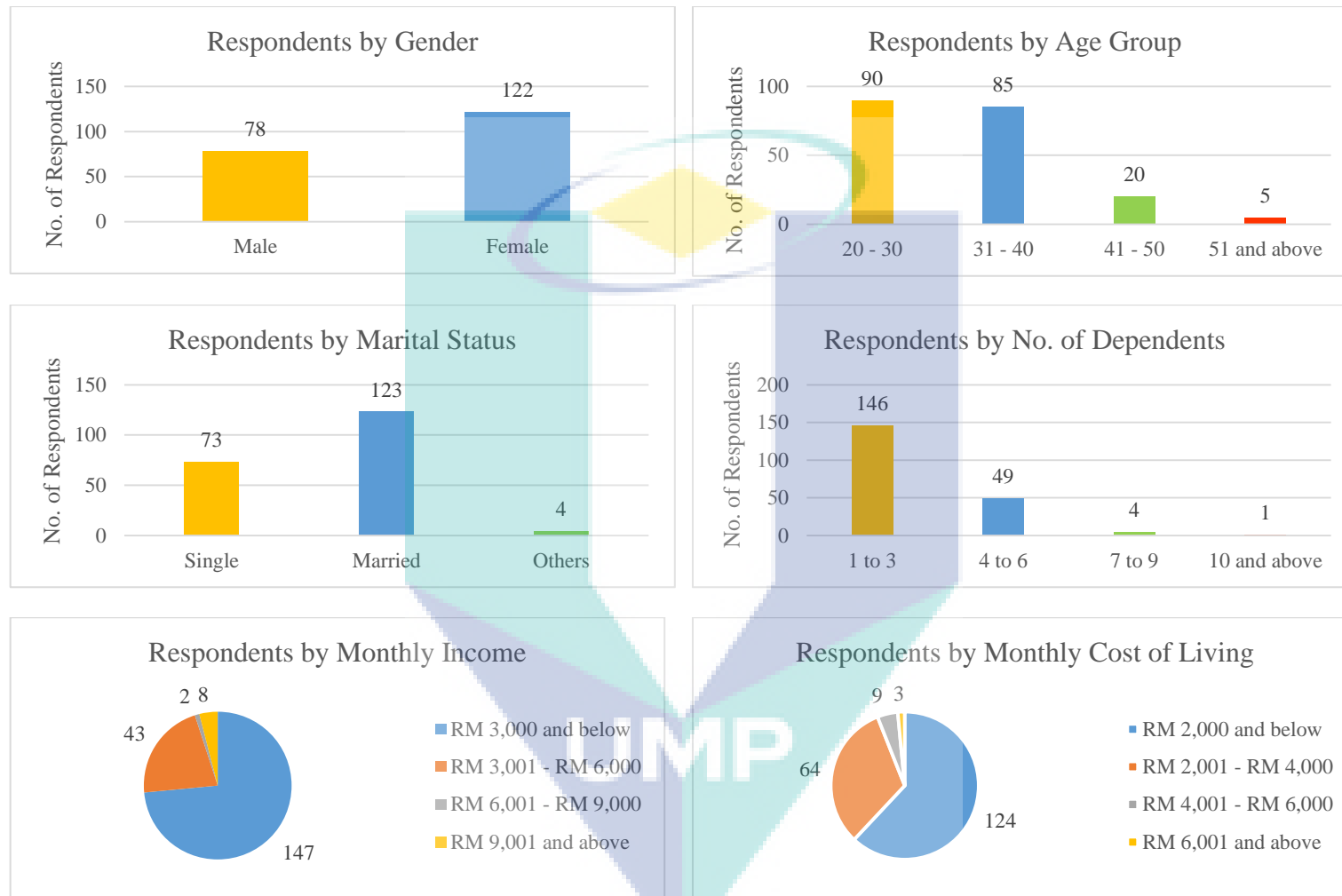


Figure 5.1 Demographic Profile of Respondents

5.5.2 Respondents' Preferences towards Seafood Restaurant

Figure 5.2 shows that most respondents (85%) answered that they are visiting seafood restaurant at least 1 to 2 times in a month with 48% of them are bringing 3 to 4 people for each visit averagely. Only 6% of respondents bring more than 10 members as shown in Figure 5.3.

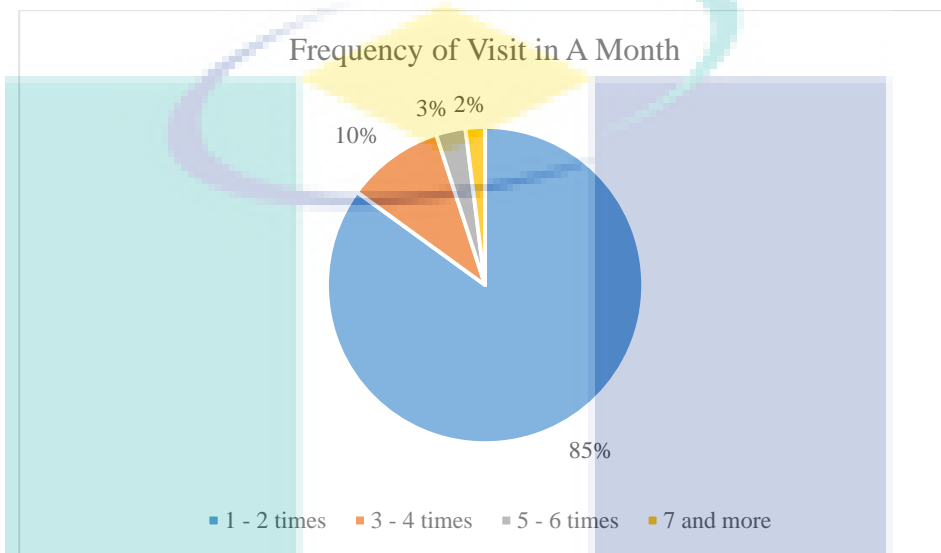


Figure 5.2 Frequency of Visit to Seafood Restaurant in A Month

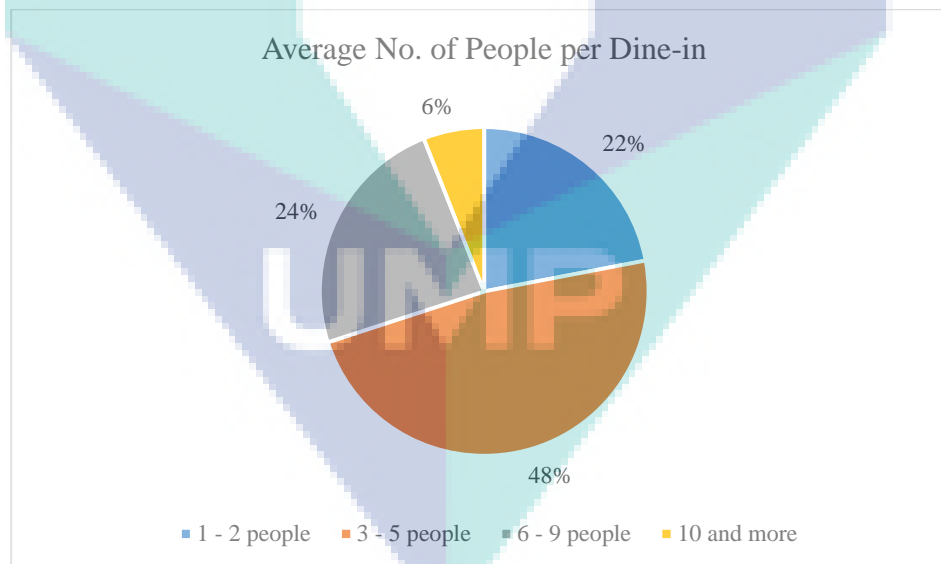


Figure 5.3 Average Number of People per Dine-in in Seafood Restaurant

For the menu preferences, most respondents choose fish (35%) followed by prawn and squid; 27% and 25% respectively as shown in Figure 5.4.

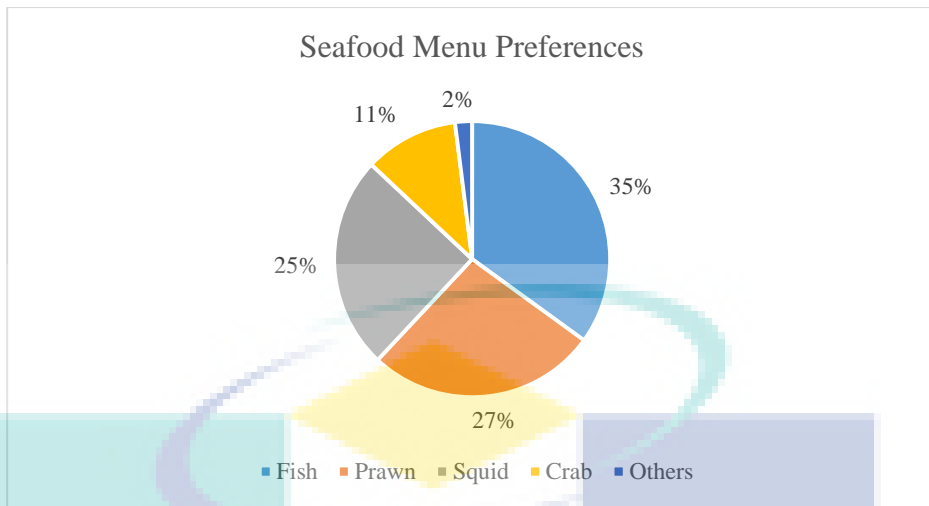


Figure 5.4 Seafood Menu Preferences by Respondents

From the open-ended questions, five preferred menus by respondents are identified that are *ikan masak merah*, *ikan masak Thai*, *udang goreng tepung*, *kerang bakar* and *udang masak tiga rasa* as shown in Figure 5.5. The following Figure 5.6 shows that most of the respondents spend around RM 100 to RM 150 each time dine-in at seafood restaurant.

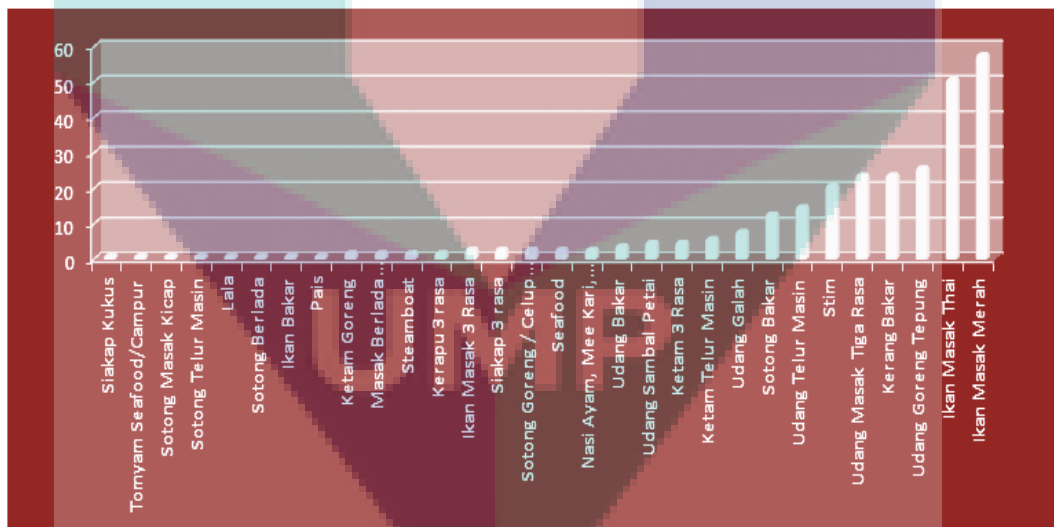


Figure 5.5 Menu Preferences by Respondents

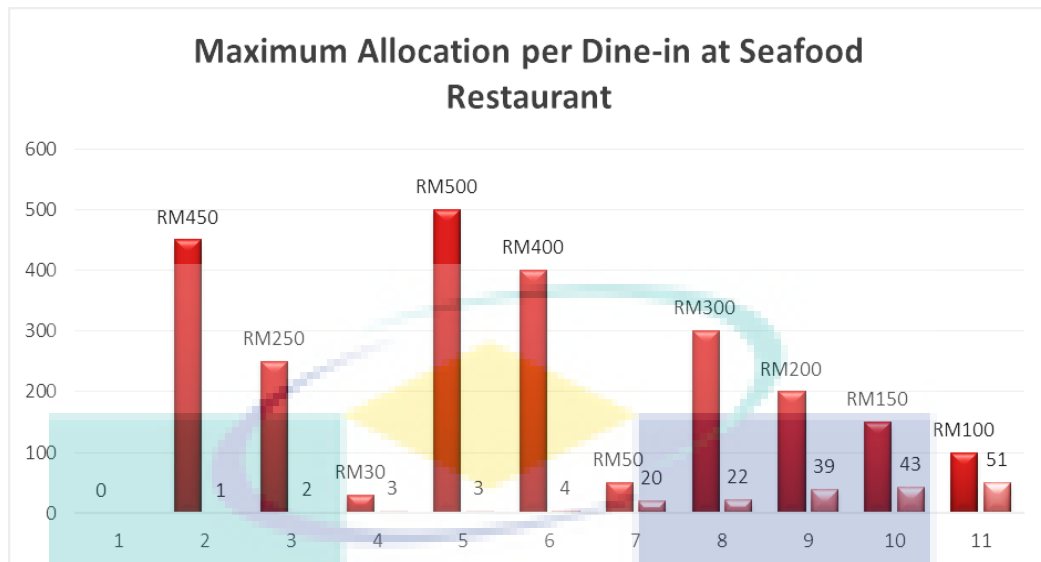


Figure 5.6 Maximum Allocation per Dine-in

5.5.3 Factors Influencing Respondent's Preferences towards Seafood Restaurant

There are various factors that influence the selection of seafood restaurant by the respondents as shown in Figure 5.7. Five most influencing factors are taste (19%), price (16%), freshness of the raw materials (14%), halal certification (14%) and strategic location (9%). Respondents are willing to choose a distant location of seafood restaurant provided that the menu is delicious and tasty. But, they prefer healthy menu over tasty food. They also prefer the seafood restaurant with special or attractive concept.

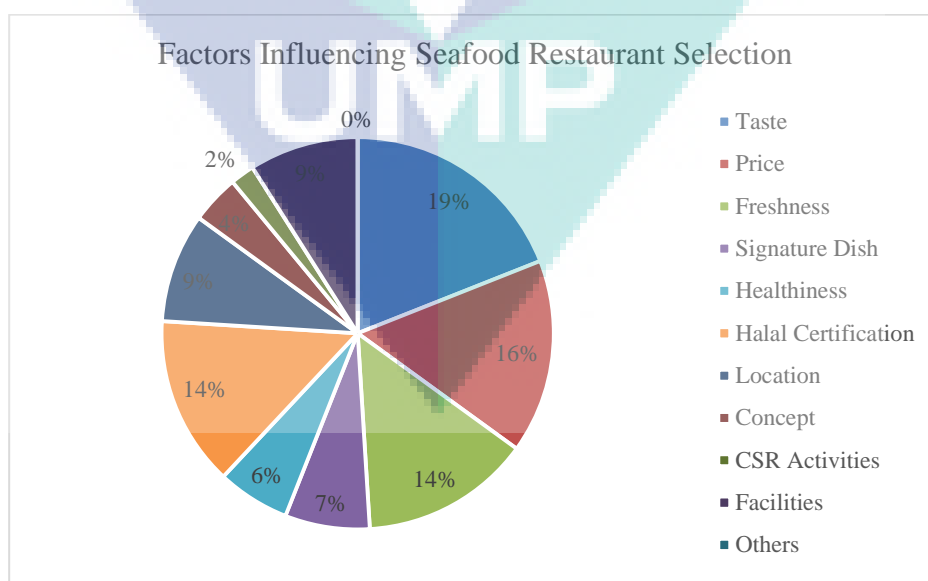


Figure 5.7 Factors Influencing the Selection of Seafood Restaurant

From the open-ended question of “What would be the most attractive factors influencing the customers for seafood restaurant?” mostly respondents state that cheap and affordable prices is most attractive factors. In addition to good service quality, competence, cleanliness and halal certification.

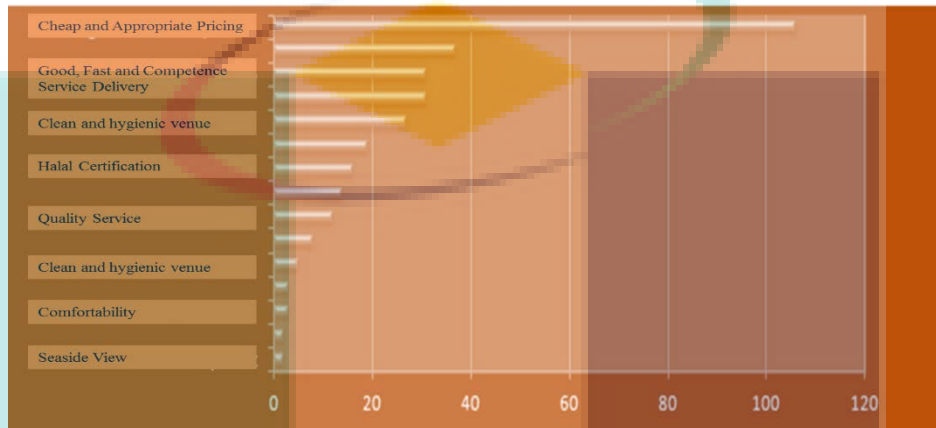


Figure 5.8 Most Attractive Factors Influencing Customers for Seafood Restaurant

Other initiatives or factors that should be taking care of by a seafood restaurant owners are illustrated in the following figure.

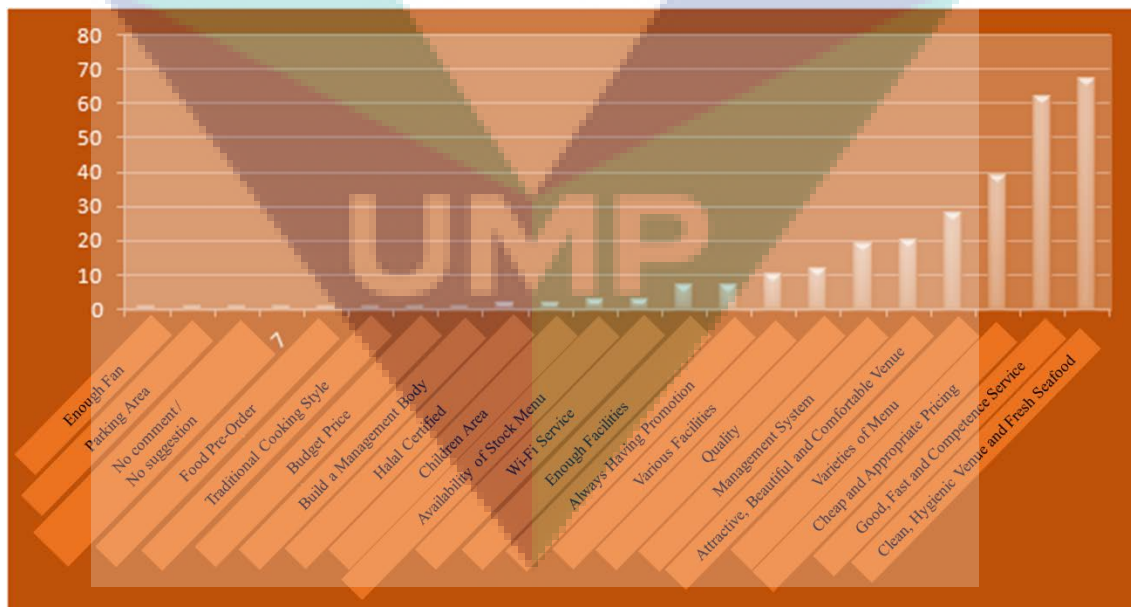
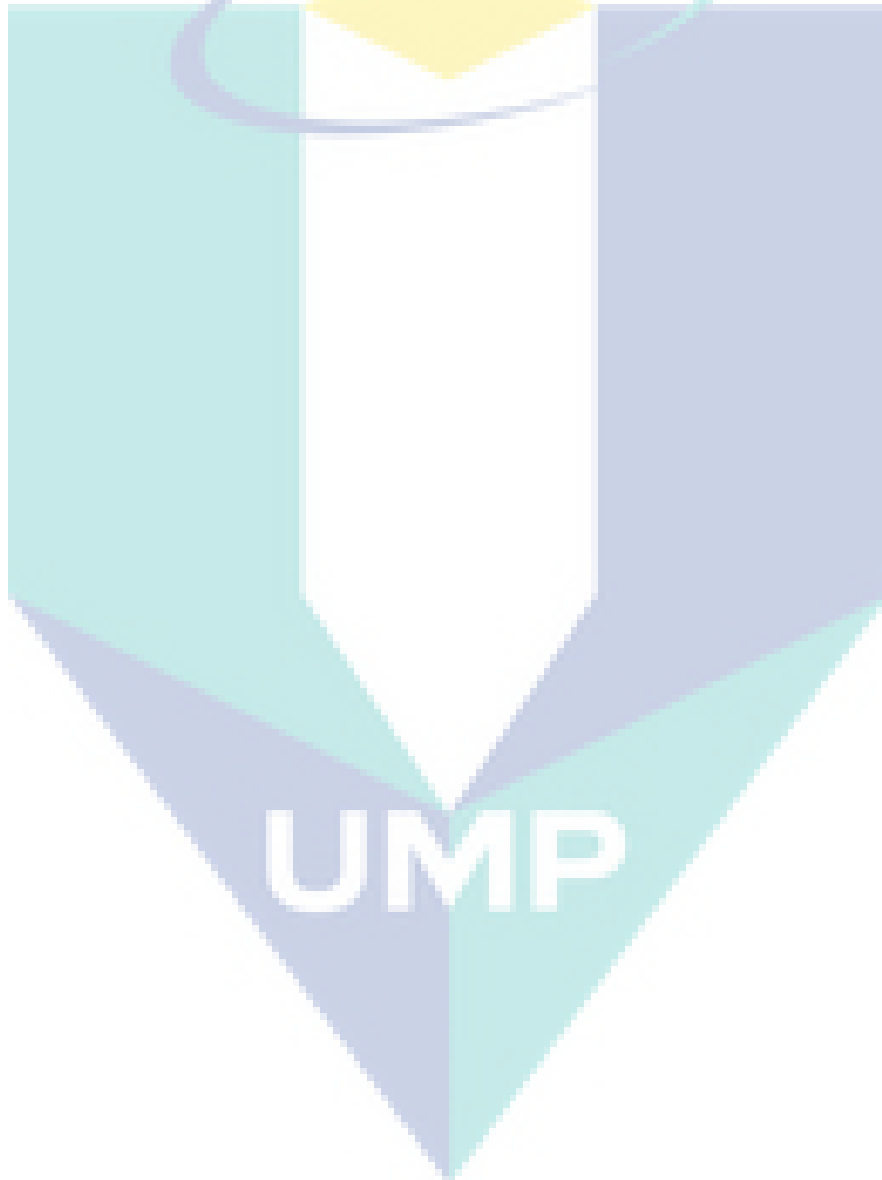


Figure 5.9 Other Attractive Factors Influencing Customers

5.6 Chapter Summary

From the analysis, it is found that local residents as well as local authorities and related stakeholder are giving positive feedbacks on the development of Kuala Pahang Seafood Complex as tourism attraction. However, many factors must be considered to ensure the successfulness of Kuala Pahang Seafood Complex. Following chapter concludes the recommendation and strategies suggested by various stakeholders involves in the development of Kuala Pahang as a preferred destination for tourism.



CHAPTER 6

RECOMMENDATIONS AND CONCLUSION

6.1 Introduction

This chapter provides the overall recommendations and strategies suggested by all respondents of research mapped with the findings from literature reviews.

6.2 Recapitulation of Research Findings

Fish and seafood products are among demanded food items of Malaysians. Development project of Kuala Pahang Seafood Complex is highly anticipated to accommodate the demand while contributing to the development of socio-economic of local residents in the respective area. However, this project may be threaten by the less developed area, lack of facilities and scarce attractive tourism elements. Providentially, all stakeholders interviewed and surveyed in this research are willing to provide supports and assistance to ensure the successfulness of the project. Therefore, the project is likely to have higher rate of probability to success. Provided that the attractive factors influencing the visitors and customers are taken care of.

There are various factors influencing the preferences of customers towards seafood restaurants. Most of the respondents agreed that cheap and affordable price is attractive factor that will influence the customers to dine in at seafood restaurant. In addition with the following factors such as good customer service, fast and efficient serving, cleanliness and halal certification are also important factors. From the respondents perspectives, the initiatives that should be considered for seafood restaurants services include all the above i.e. cleanliness of the restaurant and its surrounding area, good, fast and quality customers' service, competent chef/cook, and tasty food at cheap and affordable price.

6.3 Recommendations / Strategies for Development of Kuala Pahang

Besides internal factors stated, external factors such as development of surrounding area, attractive visiting spots, collaboration with various stakeholders and additional value-added activities may also influence the visitors to Kuala Pahang. Further detailed strategies obtained through the survey and interviews conducted are recommended.

6.3.1 Official Proclamation of Kuala Pahang as Tourism Industry Area

Local Authorities i.e. Land and District Office Pekan (LDO Pekan) and Pekan District Council (PDC) should proclaim the Kuala Pahang as an area of development of tourism industry for fisheries-based products. Special allocation should be requested from the State and Federal Government to improve the infrastructure level and public amenities such as improving road condition, landscape beautification, and signage installation etc. LDO Pekan should explore the potential islands in Kuala Pahang and do research to develop appropriate projects thus encourage tourists to visit and stay in the developed area.

Make Kuala Pahang more attractive by planting variety of flowers around the village.

Through district administration, LDO Pekan should pool the support and efforts to identify the relevant target groups to drive business activities and maintenance of the complex, especially the youth. These target group should be given necessary training and skills required to manage a business and additional activities as well as support services at the complex. For example, making a group of the boat operators for the 'river cruise', a group of entertainers or artists performing culture performance that is able to provide local traditions to the visitors such as the *dikir rebana* group, traditional dance, traditional games and so on. In fact, ordinary daily activities such as repairing nets can also be used as a tourist attraction if conducted in the proper and interesting way.

6.3.2 Magnificent Complex Concept

6.3.2.1 Signature Dishes and Special Menu

Local community should play crucial role to promote local traditional food products which might be long forgotten such as *lempeng ikan* and so on by attractively packing them and served as special complimentary item for menu dishes offered to visitors.

Besides “keropok”, “satar” and “otak-otak”, it goods to create a grilled seafood and fish food court that offered varieties of dishes with special serving concept. In order to attract people to come to Kuala Pahang, the operator also must make sure the quality, price and the foods is clean. The foods must taste delicious with an affordable price. The restaurants and grilled fish food court have to serve with fresh seafood. Tourism Pahang also gave an idea to provide enough food for tourists in time they arrive there. It is good if the tourist arrive at time the fisherman back from the sea. The tourist can see the fisherman life.

6.3.2.2 Cooking Package

Cooking package refers to the opportunity given for the customers to cook their own menu and dishes with the families or friends. The customers or visitors can barbecue, grill and so on in according to their preferences. Prior to that, they have to book and pay their session with the restaurant owner. This will secure the win-win situation between two parties in case the session has to be cancelled or postponed.

6.3.2.3 Corporate Social Responsibility

Kuala Pahang Seafood Complex may apply social enterprise concept by providing corporate social responsibility activities such as fund-raising activity or donation for charitable organization etc.

6.3.3 Big Scale Promotion and Collaboration

6.3.3.1 Annual Kuala Pahang Celebration

Promotion body of Pahang Tourism should help to introduce and highlight Kuala Pahang to the public by organizing national events such as running marathon,

cycling, rowing, kite competition and treasure hunting etc. General public participation is possible through activities organized in conjunction with big event such as celebration anniversary of His Majesty Sultan, public holidays and annually special celebration day such as Teachers' Day, Mother's Day, and etc. special annual event for Kuala Pahang can also be organized.

6.3.3.2 Fishermen's Market (*Pasar Nelayan*)

Local authorities through collaboration with Fisheries Development Authority of Malaysia (LKIM) and Federal Agricultural Marketing Authority (FAMA) also can help promote Kuala Pahang as a business focus from the sea by organizing 'Fishermen's Market' on certain days of the week. For example on Saturday or Sunday and provide space specifically for marine and agricultural products marketed directly by the local community to visitors. Such model can be copied from the weekly Farmers' Market (*Pasar Tani*) activities, night markets and car boot sales held every week at UTC Kuantan parking lot organized by the Kuantan Municipal Council. The site for Kuala Pahang Fishermen's Market can be placed at the complex grounds, thus, provide opportunity for visitors to also visit the complex. On other days, the collaboration with LKIM and FAMA is also required to ensure that the complex will always have enough supplies.

6.3.3.3 Billboard and Advertising Medium

Promotion signboards and advertising is crucial for the public interest. Particularly for travellers from Pekan and Kuantan to Kuala Lumpur by placing large, significant and interesting billboards in both routes to Kuala Lumpur from the main road Kuantan-Pekan i.e. at the intersection of Tanah Putih and intersection of Taman Maulana in front of Hotel Royal Ancasa. Great billboards design will be able to attract the interest of the Kuantan-Pekan road users which is also one of the main routes connecting the states of Pahang and Johor.

Billboard promotion at other strategic places will be one of the ways to attract more visitors and customers at large scale to visit Kuala Pahang Seafood Complex, in addition to advertisement and promotional materials via hardcopy pamphlet and online medium. All program, facilities, activities offered and updated schedule should be promoted to public through all possible medium. Utilizing the social media network

such as Facebook, Instagram, and etc. will able to attract people from all over the world. This can be done through pop-up notifications and promoting website links etc. This will be done only by the great collaboration with various parties including tourism agencies, ministry, state offices, universities, and so on.

6.3.3.4 Official Event and Entertainment Visit

Education institutions like Universiti Malaysia Pahang (UMP), DRB-HICOM University of Automotive Malaysia (DHU), Federal and State Government agencies, corporate group and large companies operating in Pekan District and etc. can also promote Kuala Pahang Seafood Complex by organizing entertainment visits to the complex for their honourable guest. Team building activity for the organization can also be planned and conducted in Kuala Pahang area.

6.3.4 Complimentary and Value-added Tourism Activities

6.3.4.1 Edu-Tourism

Promotion Body of Pahang Tourism should also mobilize efforts to promote Kuala Pahang by organizing special collaboration with hoteliers, chalets owners and travel agencies. One of the various ways is by organizing Edu Tourism package. The homestay concept may be applied where tourist can stay at the homestay and eat at the food court.

During staying, tourist can fulfil their time with activities like factory visit and gain experience to make local food products such as “*keropok*” and “*satar*”. Other experiential learning can be conducted such as making and repairing fish net, traditional Pahang silk weaving, wood sculpture and making boat. Gallery for boat exhibition will sure attract the tourist. Furthermore, a place to learn “*mencanting batik*” will also be a great opportunity to attract tourist especially foreigners to experience that kind of learning.

6.3.4.2 River Cruise

River cruise along the river of Kuala Pahang is highly recommended. Tourist may be given option to board a boat and release their own fishing nets to experience fishermen life. The best idea would be cooperation with travel agencies for “Fisherman

Village Tours” concept. This concept can be provided by the travel agencies in their package offered to visitors. Hotel Royal Ancasa can help promoting boat ride for their residence staying in the hotel. Besides that, competition among fishermen for the most ttractive boat can be done during the river cruise or boat ride.

6.3.4.3 Fishing and Squid Jigging Package

This package can be offered to visitors by the fishermen where they can share the skills and techniques for fishing and squid jigging. It will be special hands-on experience since this kind of activity is not very often executed in urban area. However, the cooperation from the fishermen and villagers are very crucial to ensure the successfulness of this activity.

6.3.4.4 High Profile Sport

High profile sport such as GP Joran Berita Harian 2015 Carnival as shown in which had successfully attracted more than 300 participants of anglers and many companies to officially invest in this carnival. Through this event, the beach in Kuala Pahang area received tremendous publicity and thus has the potential to be a popular sport in upcoming years.



Figure 6.1 GP Joran Berita Harian 2015 Carnival

6.3.4.5 Snorkelling Package

This package can also be offered as alternative to other seaside activities which will attract more visitors.

6.3.4.6 Spa and Traditional Massage Package

Spa and traditional massage package is seemed to attract parents and visitors while spending time with families or during leisure visits to Kuala Pahang. This kinds of package are highly attractive and popular as being offered at Bali, Indonesia and Phuket, Thailand.

6.3.4.7 Historical and Cultural Activities

Various activities along the beachside area can be scheduled to attract more visitors such as Special Stage Performance that focus on Pahang cultural inheritance with the assistance and collaboration with tourism agencies, universities and Ministry of Tourism and Culture Malaysia, Pahang Office.

In addition to the above activities, it is highly suggested to attract more visitors by promoting the historical and other interesting tourism spots at surrounding area such as Pahang Royal Palaces, museums, waving center, art gallery and so on.

6.3.5 Proactive Local Community

This is one of the most crucial elements to ensure the successfulness rate of Kuala Pahang as preferred destination for tourism. This is because local community are the heart of Kuala Pahang. Visitors will be delighted to enjoy their visit if they find the interaction with local community is positive and vibrant.

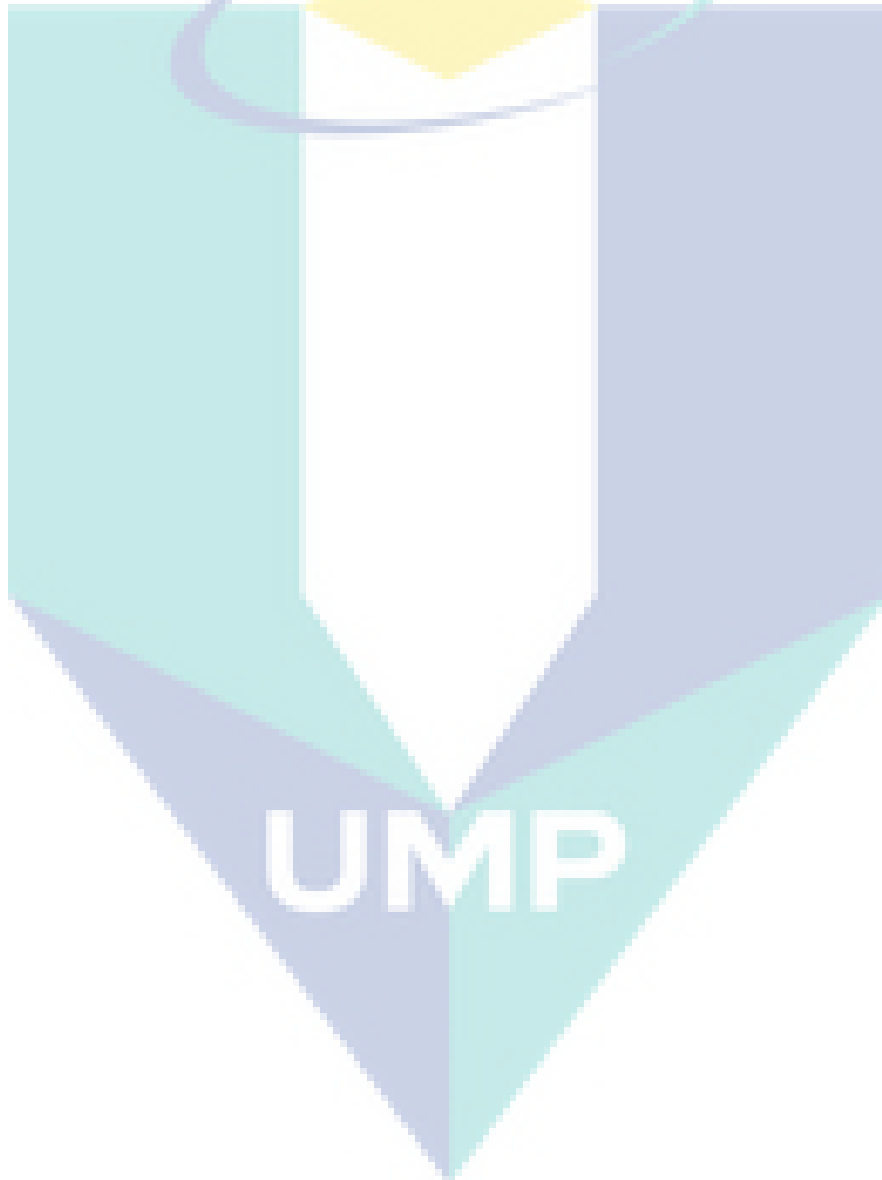
Local community should enhance their skills and capabilities to cater the expectation of visitors. They should attend any special training or session offered by local authorities, institutions or Private Corporation such as business and marketing class, entrepreneurship training and communication class.

6.4 Conclusion

Based on the assessment, it is clear that Kuala Pahang do not have a strong competitive advantage compared to other nearby attractions. There are very little tourism infrastructure and facilities to accommodate tourists in the area i.e. accommodation, restaurants, local transportation, information about the attractions etc.

Further assess on market conditions and tourism possibilities within the larger regional setting would be good.

In spite of current condition, the local community shows a great interest in supporting and participating the development of Kuala Pahang as tourism destination. Positive feedbacks and supports from other important stakeholders such as Local District Office, Pahang Tourism, hoteliers, travel agents and so on will ensure the successfulness of Kuala Pahang Seafood Complex as a tourism attraction.



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APPENDIX A

RESEARCH QUESTIONNAIRE



KAJIAN ANJUNG MAKANAN HASIL LAUT UNTUK TARIKAN PELANCONG

Sila tandakan betul (✓) bagi pilihan yang tepat.

Please tick (✓) on the option correct option.

A. DEMOGRAFIK / DEMOGRAPHIC

- a) Gender/gender: Lelaki/Male Perempuan/Female
- b) Umur/age: 20-30 tahun/years old 31-40 tahun/ years old
 41-50 tahun/years old 51 tahun dan ke atas/
years old and above
- c) Status perkahwinan/
Marital status: Bujang/Single Berkahwin/Married
 Lain-lain, sila nyatakan/
Others, please state: _____
- d) Bangsa/Race: Melayu/Malay Cina/Chinese
 Lain-lain, sila nyatakan/
Others, please state: _____
- e) Jumlah pendapatan
bulanan/Total monthly
income: RM3,000 atau kurang/
or less RM 3001-6000
 RM 6001-9000 RM 9001 atau lebih/or more
- f) Jumlah tanggungan/
Number of
independent 1 - 3 orang/person 4 - 6 orang/person
 7 - 9 orang/person 10 orang atau lebih/
person or more
- g) Kos sara hidup
bulanan/Monthly
living cost RM2,000 atau kurang/
or less RM2,001-RM4,000
 RM4,001-RM6,000 RM6,000 atau lebih/or more

B. PANDANGAN PELANGGAN / CUSTOMER'S OPINION

Rujuk soalan 1 dan 2, sila tandakan betul (✓) bagi pilihan yang anda paling setuju.

Referring to question 1 and 2, please tick (✓) on the most accurate option.

1 Berapa kerapkah anda makan di restoran makanan laut dalam sebulan?

How frequent you dine at seafood restaurant in a month?

<input type="text"/>	1-2 kali/ <i>times</i>	<input type="text"/>	3-4 kali/ <i>times</i>
<input type="text"/>	5-6 kali/ <i>times</i>	<input type="text"/>	7 kali atau lebih/ <i>times or more</i>

2 Berapakah purata bilangan ahli keluarga dan rakan-rakan yang anda bawa setiap kali ke restoran makanan laut?

How many people in group (in average) every time you dine-in at a seafood restaurant?

<input type="text"/>	1-2 orang/ <i>person</i>	<input type="text"/>	3-5 orang/ <i>person</i>
<input type="text"/>	6-9 orang/ <i>person</i>	<input type="text"/>	10 orang atau lebih/ <i>person or more</i>

3 Apakah jenis makanan laut yang paling kerap menjadi pilihan utama anda setiap kali ke restoran makanan laut?

What is the main seafood dish you frequently chose at a seafood restaurant?

<input type="text"/>	Ikan/ <i>Fish</i>	<input type="text"/>	Sotong/ <i>Squid</i>
<input type="text"/>	Udang/ <i>Prawn</i>	<input type="text"/>	Ketam/ <i>Crab</i>
<input type="text"/>	Lain-lain, nyatakan: <i>/Others, please state:</i>	<hr/>	

4 Apakah faktor yang paling anda pentingkan dalam memilih restoran makanan laut?

What is the most significant factor in your consideration for choosing a seafood restaurant?

<input type="text"/>	Rasa/ <i>Taste</i>	<input type="text"/>	Kemudahan / <i>Facilities</i>
<input type="text"/>	Harga/ <i>Price</i>	<input type="text"/>	Lokasi/ <i>Location</i>
<input type="text"/>	Kesegaran/ <i>Freshness</i>	<input type="text"/>	Konsep/ <i>Concept</i>
<input type="text"/>	Menu istimewa/ <i>Signature Dish</i>	<input type="text"/>	Sumbangan kepada badan amal/ <i>Contribution for CSR activities</i>
<input type="text"/>	Kesihatan/ <i>Healthiness</i>	<input type="text"/>	Lain-lain, nyatakan/ <i>Others, please state:</i>
<input type="text"/>	Status Halal/ <i>Halal certification</i>	<hr/>	

Sila tandakan (√) bagi skala terbaik untuk setiap pernyataan berikut. (Pilih satu)

Please tick (√) on the best scale to represent each statement. (Select one)

1	2	3	4	5
Sangat tidak setuju <i>Strongly disagree</i>	Tidak setuju <i>Disagree</i>	Sederhana <i>Neutral</i>	Setuju <i>Agree</i>	Sangat setuju <i>Strongly agree</i>

1 (Low) \longrightarrow 5 (High)

No.	Item	1	2	3	4	5
1.	Harga makanan di restoran makanan laut lebih mahal dari restoran biasa. <i>Food price of seafood restaurant is more expensive than regular restaurant.</i>					
2.	Restoran makanan laut menyediakan makanan lebih segar berbanding restoran biasa. <i>Food prepared at seafood restaurant is fresher compared to regular restaurant.</i>					
3.	Saya sukakan restoran yang berkonsep. <i>I prefer a concept restaurant..</i>					
4.	Saya memilih menu makanan yang lebih sihat berbanding keenakannya. <i>I prefer to have a healthy menu rather than delicious menu.</i>					
5.	Restoran yang menjadi pilihan saya ialah restoran yang mempunyai pengesahan Halal. <i>My choice of restaurant is a restaurant with Halal cerification.</i>					
6.	Restoran makanan laut yang berkonsep budaya tradisional pasti menjadi pilihan utama pelanggan tempatan dan luar. <i>A seafood restaurant with traditional culture concept would be more preferable by local and foreign customer.</i>					
7.	Makanan laut ialah menu yang sesuai dimakan setiap hari. <i>A seafood menu is suitable to be as daily menu.</i>					
8.	Lokasi restoran di jalan utama menjadi pilihan utama saya. <i>I prefer to go to the restaurant which located near to the main road.</i>					
9.	Kemudahan sampingan yang disediakan (seperti surau, taman permainan kanak-kanak dan tandas) sangat penting bagi saya dalam pemilihan restoran. <i>Facilities provided (such as prayer room, playground area and rest room) are very important in consideration choosing a restaurant.</i>					
10.	Saya tidak kisah menunggu makanan sedikit lama jika saya mendapat layanan yang baik oleh pihak restoran. <i>I could consider waiting a little bit longer if I got a good treatment by the restaurant.</i>					
11.	Lokasi yang terpencil tidak menjadi penghalang untuk saya pergi ke restoran makanan laut yang menyediakan makanan yang enak. <i>Remote location is not a hindrance for me to go to a seafood restaurant which offers a good taste dish.</i>					

Sila jawab soalan-soalan di bawah.

Please answer all questions.

12. Apakah menu kegemaran yang sering anda pesan ketika berkunjung ke restoran makanan laut?
What is your favorite menu at a seafood restaurant?

13. Berapakah jumlah (maksimum) yang anda peruntukkan setiap kali anda makan di restoran makanan laut?
How much (maximum) you allocate to spend for each time you dine-in at a seafood restaurant?

14. Pada pendapat anda, apakah daya tarikan utama pelanggan untuk datang ke restoran makanan laut?
In your opinion, what is the main attraction for a customer to dine at a seafood restaurant?

15. Pada pandangan anda, apakah inisiatif yang perlu diambil oleh sesebuah restoran makanan laut untuk mempertingkatkan mutu perkhidmatan atau kualiti makanan yang mereka tawarkan kepada pelanggan?
In your opinion, what should be the initiative to be taken by a seafood restaurant to improve their service and food quality to be offered to the customers?

Terima kasih atas kerjasama anda 😊
Thank you for your kind cooperation 😊

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APPENDIX B

INTERVIEW RESPONDENTS AND QUESTIONS

RESPONDENTS

1. Local District Office

- Pekan District Structure Development Plan and Blueprint
- Incomplete projects
- Document Reviews
- Request for focus group interview session

2. Local Residents (30 respondents):

- Head of villagers and assistant heads 1
- Teachers 5
- Small business owners 3
- Seafood Restaurants Business Owners 2
- Owners of Charity Organization 3
- Housewives 2
- Students 5
- Fishermen 2
- Hoteliers 2
- Travel Agent
- Big Organisers Event (DRB HICOM)
- Pengelola Bijaya DiRaja Istana Abu Bakar- Dato Sabjan

QUESTIONS FOR SEAFOOD RESTAURANT BUSINESS OWNERS

1. What are types of food or menu offered?
2. How do you prepare (cooking technique) and serve them? – Traditional style (using coconut shell, customers sitting on mat)
3. What about the restaurant ambient – music, aromatic perfume, etc?
4. What about the connection with travel agents and hoteliers?
5. Do you contribute the profit from restaurant to charity organization? If yes, what is the organization stated?
6. How do you obtain raw materials?
7. What is your restaurant attractive factors? (Signature dish, taste, price, freshness, facilities provided such as mosque, wifi, etc., branding, social consciousness, location, ambience, service quality)

QUESTIONS FOR FOCUS GROUP OF LOCAL RESIDENTS

Demographic: age, occupation, gender, income, hobby and interest, marital status, family members, cost of living, types of preferred seafood menu.

1. What are daily activities conducted by local residents in Kuala Pahang?
2. What kind of development they want in Pekan District?
3. What do they usually do during school holiday and leisure time?
4. What are their role to assist the development of Pekan District?
5. If Kuala Pahang Seafood Complex is built in Kuala Pahang, will they go and visit it?
6. What do they suggests for the following aspects: types of food served, taste, price, freshness, facilities and services provided, branding, social consciousness, location, ambient and service quality?

QUESTIONS FOR FOCUS GROUP 2

(Hoteliers, Travel Agent, Big Organisers Event (DRB HICOM), Pengelola Bijaya DiRaja Istana Abu Bakar- Dato Sabjan)

Outcome anticipated: Strategic Collaboration

1. What are activities conducted by them?
2. What kind of development they want in Pekan District?
4. What are their role to assist the development of Pekan District?
5. If Kuala Pahang Seafood Complex is built in Kuala Pahang, will they go and visit it?
6. What do they suggests for the following aspects: types of food served, taste, price, freshness, facilities and services provided, branding, social consciousness, location, ambient and service quality?
7. What kind of collaboration they can offer?

QUESTIONS FOR FOCUS GROUP 3

a). PKBF- Bukit Fraser

1. What are Tourism Development Plan in term of promotion and direction?
2. Possibility of building “health tourism”?

b) Pahang Tourism

1. What is common visiting period?
2. Demographic profile of tourist – local and international; city of origin, age, gender, occupation, activities involved during visit, types of crafts bought?
3. What are the culture (music, dance, food and norm) that Pahang would like to highlight?
4. When is the period of highest numbers of tourists? How many?
5. Collaboration with Kuala Pahang Seafood Complex?

QUESTIONS FOR FOCUS GROUP 4

Dato' Mohamad Sharkar Shamsuddin

1. What are the issues may cause failure of executing “tourism belt east coast”?

ECER- Regional Manager (Pekan Projects)

1. What are the big projects that may help promoting Kuala Pahang Seafood Complex?

Chairman and Higher Executive of LKIM

1. Are they willing to collaborate with Kuala Pahang Seafood Complex? (supplying fresh fish and seafood)
2. If yes, how?



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APPENDIX C

INTERVIEW REPORT

MEETING WITH PAHANG TOURISM AND CULTURAL AFFAIRS

Date: 11 Januari 2015

Interviewees:

Dato Sri Haji Mohd Sharkar bin Haji Shamsudin. Pahang State Executive Councillor, Chairman of Pahang Tourism and Culture Committee.

Mohd Faharuddin Hatmin, State Director, Tourism Promotion Board Ministry of Tourism and Culture Malaysia- 0951771111.112/115;faharuddin@tourism.gov.my

Haji Idros bin Yahya. Director, Ministry of Tourism and Culture Malaysia, Pahang. motac phg office- 09-5171111; idros2motac.gov.my

1. Problem-challenges to develop Kuala Pahang:
 - It is too remote. No easy access to kuala pahang.
 - No budget to develop it. If peniaga kecil can do it then ok.
 - No development to date. Some initiative failed - golf club Legenda also has closed down; Serambi pecan - not working, Hotel Arcasa not working; RTC failure.
 - Population not many. Have to bring in people from outside
2. Tourists package:
 - So far- package is 1 or 2 days – Daytime convention. Half day afternoon- visit museum, weaving and orang asli. Night time – put up in Kuantan for accommodation.
 - Usually tourists come for day trip only.

Suggestions by Mr. Farhanudin:

- Do for corporate groups, team building.
- Edu Tourism- educate tourists- experiential learning – how to do tenunan kain Pahang or let them visit SMEs that manufactures food from fish - *keropok kering, lekor, ikan masin*.
- Then they can visit UMP. Visit:

- UMP's website- <http://www.upm.edu.my/berita/details/tuankucanselorrasmibm-thet> have camping site for tourists- researchers, enjoying flora and fauna – enjoy natural environment
- Grilled fish can be one of the shop lots but focus should be on experiential learning of tourists on processing/manufacturing of fish based products
- River cruise, fishing
- Would be good if main trust is on experiential learning- processing or manufacturing of food, weaving Pahang
- Social enterprise/ responsibility- training ground for SMEs/ population of Kuala Pahang, donate for charitable course- Tahfiz (non-partisan). Will inform later.

MEETING WITH TOURISM MALAYSIA PAHANG

Date: 29 March 2016 (4:15 – 5:15 pm)

Attendees from University Malaysia Pahang:

- Profesor Dato' Dr. Ishak Bin Ismail
- Profesor Dato' Dr. Hasnah Binti Haron
- Dr. Mohd Ridzuan Bin Darun
- Puan Norazidah Binti Shamsudin
- Nuur Amaliena Bt Rosdi

Interviewee from Pahang Tourism:

- Dato' Ishak Bin Mokhtar

Question 1: What kind of Pahang's culture that tourist would love to see?

Answer: Tourist would love to see Pahang's culture such as dance, tradisonal foods and handicraft.

Question 2: What kind of foods that will be good to sell at Kuala Pahang?

Answer: Besides “keropok”, “satar” and “otak-otak”, it goods to create a grilled seafood and fish food court.

Question 3: How to attract tourist to go to Kuala Pahang?

Answer: According to Dato' Ishak Mokhtar, 2017 is the year of visit Pahang. This is a great opportunity to promote Kuala Pahang to the tourists either local or international. In other to do that, first, we have to make sure from the contractors that the project in

progress can be complete before 2017. Besides that, he also gave an idea to cooperate with the travel agencies on “Fisherman Village Tours” concept. This concept can be providing by the travel agencies in their package.

In order to attract people to come to Kuala Pahang, the operator also must make sure the quality, price and the foods is clean. The foods must taste delicious with an affordable price. The restaurants and grilled fish food court have to serve with fresh seafood. Tourism Pahang also gave an idea to provide enough food for tourists in time they arrive there. It is good if the tourist arrive at time the fisherman back from the sea. The tourist can see the fisherman life.

Question 4: What else do you think can be done to attract tourist?

Answer: The homestay also can be built. The tourist can stay at the homestay and eat at the food court. The tourist can full fill their time with activities like visit factory and gain experience to make local food products such as “keropok” and “satar”. Furthermore, a place to learn “mencanting batik” will surely be a great opportunity to the tourist to experience that kind of learning. Moreover, cultural performance is one of the activities that can be doing at Kuala Pahang. Therefore, we can promote Pahang’s culture to the tourists.

Question 5: What do you think about the boat ride at Kuala Pahang and who can provide and operate it?

Answer: Hotel Angkasa can help to create boat ride for the tourist to Kuala Pahang. This boat ride can be one of the attractions at Kuala Pahang.

Question 6: How tourism Malaysia Pahang can assist to promote Kuala Pahang to the tourist?

Answer: Tourism Pahang will help to organize one meeting with the travel agencies, hotelier in Pekan like Angkasa and press. For this meeting, we will also bring this entire people visit the site. Besides that, a lots of events like fun run and cycling also will be organize to attract people come to Kuala Pahang.

Conclusions:

This meeting was success because the tourism Pahang has gave their words to help us in this project. Besides that, this interview also has gave a lots of ideas to make Kuala Pahang more attractive. An idea to cooperate with hotelier and travel agencies will surely help us to make this project success.

Agenda for next meeting:

Tourism Pahang will help to organize one meeting with the travel agencies, hotelier in Pekan like Angkasa and press. For this meeting, members will visit the site.

MEETING WITH LOCAL RESIDENTS

Group of respondents:

- All of the head of Villagers at Kuala Pahang
- Teaches at Kuala Pahang
- Youth representative from Kuala Pahang

Q1: What is the demographic profile of the population at Kuala Pahang (total villages, the highest educational level, main job)?

There are six (6) villages at Kuala Pahang, each village has a head village chief and the main occupation is as a fishermen.

Q2: What is your opinion for this project? Is it going to give a big impact for the residential at Kuala Pahang?

Respondents said that it is good to have this project because it will give a lot of benefits to the residential at Kuala Pahang. Before this they just do their business from their house. By having this project, the residential of Kuala Pahang can promote their products to the people more effectively. Besides that, the residential also can get a stable income and work to do at Kuala Pahang.

Q3. Compared to Tanjung Lumpur, Beserah and Cherating, what is the different that can be offer in Kuala Pahang?

Respondents said that every place have its own attraction. The atmosphere at Kuala Pahang is different where it is exactly located in the fishing village and the atmosphere there is unique because visitors can see themselves how the fishermen work. In addition, Kuala Pahang is very different from the others because it still maintained by the original shape with a lot of trees and old jetty that people used.

Q4: What is your suggestion on how to attract people to come to Kuala Pahang?

By renewing the old gazebo and provides boat for the tourist to rent it for them to experience fisherman activities.

Q5. Why Kuala Pahang is unique? What are the products and cultural activities that can highlight?

For food, Kuala Pahang is special for its “lempeng ikan”. Only in Kuala Pahang people can taste this type of food. Besides that, Kuala Pahang also has traditional culture like “Dikir Bana” that was played by the villagers. This “Dikir Bana” can be used to attract people come to Kuala Pahang.

Q6: What is the suitable concept for this project?

Kuala Pahang is near the sea. So the products must base on seafood. The fisherman can supply seafood for the people who operate the business that use seafood for their products.

Q7: What are the infrastructure, info-structure and facilities that are needed for Kuala Pahang to attract tourist?

The residential at Kuala Pahang need a place for them to make their cultural performance. Besides that, they also need light along the road to Kuala Pahang. The signboard also should be put, so that it can help people to come to Kuala Pahang.

Q8: In what ways the residential can help to contribute for the successful of this project?

The residential can help by support and promote this project. They think that they need to be more proactive to promote their products the tourist. The residential need to work together for their own good.

Q9: Did the youth want to participate?

The respondents gave a positive feedback and said they will ask the youth to make cultural performance at Kuala Pahang. In addition, respondents also said that the youth wanted to participate but they lack of the equipment such as “kompong” to perform.

Q10: In your opinion, why tourist have to visit Kuala Pahang?

This is because Kuala Pahang is different compared to others place. They have their own culture to attract the tourist to come.

Q11: In your opinion, how we can promote Kuala Pahang to attract the tourist especially in the year of Visit Pahang 2017?

The respondents suggested that create river cruise along the river up through Kuala Pahang. In addition, respondents also gave suggestions where tourist will board a boat and release their own fishing nets because we want them to experience fishermen life. Besides that, gallery for boat exhibition will sure attract the tourist.

The respondents said things should be publicized is their product and their culture and customs that is different from the others. Products such as fish cracker and “keropok lekor” and many more have received a positive response because people from the outside as from Terengganu, Kelantan and many residents of Kuala Pahang like to buy the products.

Q: Others suggestion?

- Make Kuala Pahang more attractive by planting variety of flowers around the village.
- Make a competition among the fishermen who have the most attractive boat.
- Make marathon and kite competition.
- Have cultural performance by schedule it. So that, people know when the performance will be have.

Note. All minutes of meeting were prepared by Nour Amaliena Rosdi.

APPENDIX D

PROJECT IN PROGRESS AND SITE VISIT



Kuala Pahang Seafood Complex



Site Visit and Interview of Potential Investors

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