

**SEGMENTATION OF ECOTOURISTS IN PAHANG NATIONAL PARK  
BASED ON TRAVEL AND MOTIVATION ATTRIBUTES**

**By**

**ROSMALINA BINTI ABDUL RASHID**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra  
Malaysia, in Fulfilment of Requirement for the Degree of Master of Science**

**November 2005**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in  
fulfilment of the requirement of the degree of Master of Science

**SEGMENTATION OF ECOTOURISTS IN PAHANG NATIONAL PARK  
BASED ON TRAVEL AND MOTIVATION ATTRIBUTES**

By

**ROSMALINA BINTI ABDUL RASHID**

**November 2005**

**Chairman : Associate Professor Abdullah Mohd, PhD**

**Faculty : Forestry**

The success of a national park as an ecotourism site depends on the visitation of ecotourists. The physical and social impacts of mass tourist at the Taman Negara (Pahang) National Park may invite conflicts between ecotourists and other tourists. The purpose of the present study was to segment ecotourists based on their motivations of visits in order to understand the conflicts among ecotourist. This study eventually leads to behavioural differences related to their ecotourism attributes. Multiple Discriminant Analysis (MDA) test was administered to segment and predict ecotourist types. A total of 389 respondents were studied using convenience sampling design. From the analysis, the ecotourists in Kuala Tahan, Taman Negara (Pahang) National Park were consequently segmented into (1) Hard-Core ecotourists, (2) Mainstream ecotourists, (3) Dedicated

ecotourists, and (4) Casual ecotourists. The ecotourist groups were then differentiated by fourteen variables of motivational items and three variables of travel characteristics using the discriminant function analysis. Function 1, labelled as *freedom of choice*, which made up of motivation factors include *knowledge, lifestyle, adventure* and *novelty*, while Function 2 was labelled as *wisdom for pursuing travel*, which include *leisure* and *travel characteristics* of ecotourists. The Multiple Discriminant Analysis model has shown that there were several relationships between ecotourist types and motivations and travel characteristic variables. Nevertheless, the ecotourists segmentation procedure showed that there was variation in terms of their awareness towards ecotourism attributes namely nature, learning and education, environment, and socio-cultural consciousness. Hard-core ecotourists were revealed as “true” ecotourists compared to the other types of ecotourists because they placed higher importance upon nature learning and education and environmental consciousness. Because distinctively different ecotourist types exist at the park, management and promotional efforts should also be approached and implemented differently by the Park’s management and authority in order to fulfill the needs of the different types of ecotourists, specifically the Hard-core ecotourists. The practice should also be parallel to the country’s objectives of the Park’s nature conservation. Here, the inclination of the Hard-core ecotourists toward nature necessitates more nature in-depth and cultural programmes.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**PENSEGMENAN EKO-PELANCONG DI TAMAN NEGARA PAHANG  
DENGAN MENGGUNAKAN ATRIBUT PERJALANAN DAN MOTIVASI**

Oleh

**ROSMALINA BINTI ABDUL RASHID**

**November 2005**

**Pengerusi : Profesor Madya Abdullah Mohd, PhD**

**Fakulti : Perhutanan**

Kejayaan sesebuah taman negara sebagai kawasan eko-pelancongan adalah bergantung kepada kedatangan eko-pelancong ke kawasan tersebut. Jumlah kemasukan pelancong yang ramai mengundang kepada impak fizikal dan sosial ke atas Taman Negara (Pahang) yang membawa kepada konflik terhadap keperluan rekreasi di antara eko-pelancong dengan pengunjung yang lain. Tujuan kajian ini adalah untuk mensegmen eko-pelancong berdasarkan motivasi mereka mengunjungi Kuala Tahan, Taman Negara (Pahang) agar dapat memahami konflik di antara mereka. Kajian ini juga menunjukkan terdapatnya perbezaan sikap mereka terhadap atribut eko-pelancongan. Analisis Multiple Discriminant (MDA) telah dijalankan bagi mengenalpasti pembolehubah-pembolehubah yang dapat meramalkan segmen-segmen eko-pelancong. Sejumlah 389 pengunjung telah di sampel menggunakan teknik pensampelan

mudah. Pengseghmenan eko-pelancong ini telah dikenalpasti sebagai 4 segmen iaitu; (1) eko-pelancong *hard-core*, (2) eko-pelancong *mainstream*, (3) eko-pelancong *dedicated*, dan (4) eko-pelancong *casual*. Kumpulan ini dibeza oleh dua fungsi diskriminasi dengan empat belas pembolehubah motivasi dan tiga pembolehubah atribut perjalanan. Fungsi 1 dinamakan sebagai *kebebasan untuk memilih* merangkumi faktor motivasi pengetahuan, gaya hidup, pengalaman dan kebaharuan, manakala Fungsi 2 iaitu *kewajaran berfikir* bergantung kepada faktor motivasi *senggang* dan atribut perjalanan. Model MDA ini menunjukkan terdapat beberapa perkaitan di antara jenis eko-pelancong dan pembolehubah motivasi dan atribut perjalanan. Walaubagaimanapun, penseghmenan eko-pelancong ini jelas menggambarkan terdapat variasi sikap terhadap atribut eko-pelancongan iaitu pembelajaran dan pendidikan alam semula jadi, kesedaran persekitaran, dan sosio-budaya. Segmen eko-pelancong *hard-core* mencirikan kepada eko-pelancong “sejati” berbanding dengan jenis eko-pelancong yang lain oleh kerana segmen ini mementingkan pembelajaran dan pendidikan alam semula jadi dan kesedaran persekitaran. Disebabkan oleh perbezaan yang wujud, pendekatan pengurusan dan promosi yang berbeza perlu dibentuk bagi memenuhi keperluan dan peluang rekreasi terutama bagi segmen *hard-core*. Ini juga sejajar dengan objektif Taman Negara sebagai kawasan semula jadi yang terpelihara dan terlindung. Justeru itu, program khusus dan mendalam berkenaan alam semula jadi dan budaya berkecenderungan untuk menarik lebih minat segmen eko-pelancong *hard-core* ini.

## ACKNOWLEDGEMENTS

*With the Name of ALLAH, The Merciful Benefactor, The Merciful Redeemer.*

Praise goes to ALLAH Almighty for I am blessed with strength and ardour to finally accomplish this thesis.

I would like to express my deepest gratitude to my supervisor Assoc. Prof. Dr. Abdullah Mohd for his guidance and assistance during this study. Also, my sincere thanks to my committee members Dr. Azlizam Aziz and Dr. Manohar Mariapan, for all the advice given to me for the completion of my study. Not to forget, all the staff of Taman Negara National Park, the Department of Wildlife and National Parks, Kuala Tahan and the people of Kuala Lumpur for their cooperation during my data gathering.

I would like to dedicate this study to my family especially my parents' Zaiton Osman, and Abdul Rashid Sabirin. With their prayer and constant encouragement throughout my master program. Also to my ForGrad members; Roslina, Buk Ayu, Pak Tata, Inthavy, Fazrie, Nawi, Fida, Puan, Yip, Boun, Kak Fatimah and Tuan Haji Abdul Rahman Derus thanks for being such a supportive friends during my study. Thanks to my field enumerators for helping me to finish the interviews on time. Lastly, I wish I could name everybody and all the sweet memories throughout my master program remain endless in my heart. This thesis would never have been written without the support and patience.

I certify that an Examination Committee has met on 17<sup>th</sup> November 2005 to conduct the final examination of Rosmalina Abdul Rashid on her Master of Science thesis entitled “Segmentation of Ecotourists in Pahang National Park Based on Travel and Motivation Attributes” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Putra Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

**KHAMURUDDIN MOHD NOOR, PhD**

Lecturer  
Faculty of Forestry  
Universiti Putra Malaysia  
(Chairman)

**AHMAD SHUID, PhD**

Associate Professor  
Faculty of Economics and Management  
Universiti Putra Malaysia  
(Internal Examiner)

**ZAHID EMBY, PhD**

Lecturer  
Faculty of Ecology  
Universiti Putra Malaysia  
(Internal Examiner)

**NOOR AZLIN YAHYA, PhD**

Forestry and Conservation Division  
Forest Research Institute Malaysia (FRIM)  
(External Examiner)

---

**HASANAH MOHD. GHAZALI, PhD**

Professor/Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:

This thesis submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee are as follows:

**ABDULLAH MOHD, PhD**

Associate Professor  
Faculty of Forestry  
Universiti Putra Malaysia  
(Chairman)

**AZLIZAM AZIZ, PhD**

Lecturer  
Faculty of Forestry  
Universiti Putra Malaysia  
(Member)

**MANOHAR MARIAPAN, PhD**

Lecturer  
Faculty of Forestry  
Universiti Putra Malaysia  
(Member)

---

**AINI IDERIS, PhD**

Professor/Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:

## DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

---

**ROSMALINA BINTI ABDUL RASHID**

Date:

# TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	ii
<b>ABSTRAK</b>	iv
<b>ACKNOWLEDGEMENTS</b>	v
<b>APPROVAL SHEETS</b>	vi
<b>DECLARATION</b>	viii
<b>LIST OF TABLES</b>	xi
<b>LIST OF FIGURES</b>	xiii
<b>LIST OF ABBREVIATIONS</b>	xiv
<b>CHAPTER</b>	
<b>1 INTRODUCTION</b>	
1.1 Tourism in Malaysia	1
1.2 Problem Statement	3
1.3 Objectives	6
1.4 Significance of the Study	7
1.5 Limitation of the Study	8
<b>2 LITERATURE REVIEW</b>	
2.1 Theoretical Framework	10
2.2 Tourism in General	13
2.3 Ecotourism as Alternative Tourism	17
2.3.1 The Taman Negara (Pahang) National Park as an Ecotourism Area	23
2.4 Tourist Typology	29
2.5 Theory of Motivation	34
2.6 Market Segmentation	38
2.6.1 Ecotourist Segmentation in Park's Management	43
2.6.2 Motivation Segmentation	47

<b>3</b>	<b>METHODOLOGY</b>	
3.1	Study Area	53
3.2	Conceptual Framework	58
3.3	Research Design	61
3.4	Sampling Design	62
	3.4.1 Sample of the Study	65
	3.4.2 Pre-Test	66
3.5	Research Instrument	67
3.6	Data Analysis	70
<b>4</b>	<b>RESULTS AND DISCUSSION</b>	
4.1	Socio-demographic Characteristics of Respondent	75
4.2	Travel Behaviour Characteristics of the Respondents	84
4.3	Segmentation of ecotourist group	91
	4.3.1 Validation of Ecotourist Groups	99
4.4	Descriptive Profile for the Ecotourist Groups in Kuala Tahan	102
	4.4.1 Travel Characteristics among Ecotourist Groups	109
	4.4.2 Motivational Attributes of Ecotourist Groups	119
4.5	Ecotourism Behaviour of Ecotourist Groups	130
<b>5</b>	<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b>	
5.1	Summary of Findings	135
5.2	Conclusion	143
5.3	Recommendation for Management and Marketing Purpose	144
5.4	Recommendation for Future Research	148
	<b>REFERENCES</b>	150
	<b>APPENDICES</b>	166
	<b>BIODATA OF THE AUTHOR</b>	182