



**UNIVERSITI PUTRA MALAYSIA**

***EVALUATION OF TOURISM PRODUCTS AS PULL FACTORS AT  
PUTRAJAYA BOTANICAL GARDEN BY LOCAL VISITORS***

**ASMAH BINTI YAHAYA**

**FH 2012 10**

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BY LOCAL VISITORS**

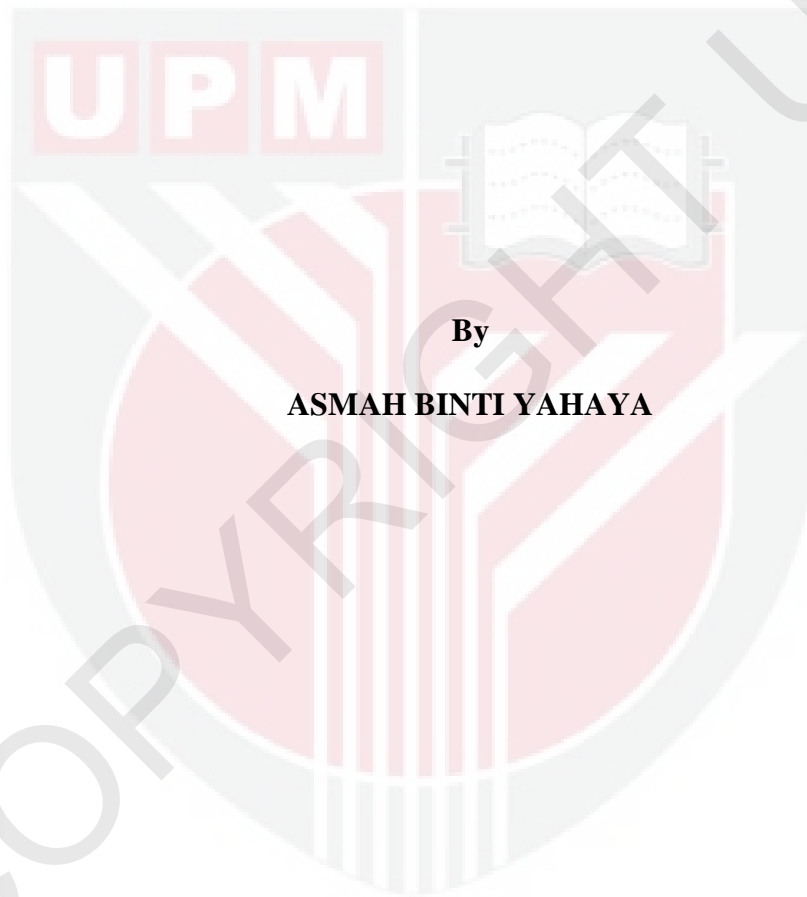


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**MASTER OF SCIENCE  
UNIVERSITI PUTRA MALAYSIA**

**2012**

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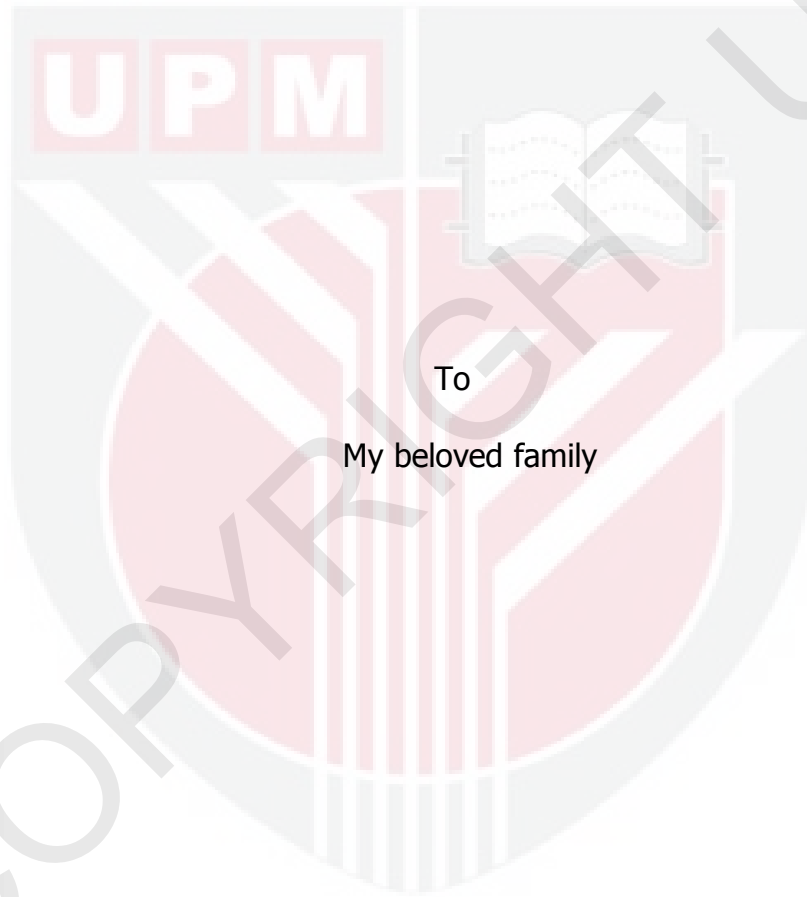
**By**

**ASMAH BINTI YAHAYA**

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

**June 2012**

## DEDICATION



To

My beloved family

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

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PUTRAJAYA BOTANICAL GARDEN BY LOCAL VISITORS**

By

**ASMAH BINTI YAHAYA**

**June 2012**

**Chairman: Abdullah Mohd, PhD**

**Faculty : Forestry**

Park visitation is a popular recreational activity among urban residents. The decision to visit a park is related to the park's attraction as the pull factor. These attractions are related to park's products such as park's facilities, services and programmes that enable visitors to enjoy their visit and have memorable experience. In many situations, the lacks of attractive products or recreational opportunities especially in thematic nature park in this country have contributed to the decline in its visitation. Between 2005 and 2009, Putrajaya Botanical Garden faced a similar situation where its declined in visitation could be associated to unexciting product features offered by the park's management. In this study, an evaluation upon products performance in attracting people to visit the park was conducted. The data were collected through questionnaire survey.

Eighteen park attributes were chosen as park attractions or pull factors to determine their relationships with socio-demographic background of visitors and their extent of visitation. It was found that the main source of park's information was from word-of-mouth and the "park tranquil setting" is the park's biggest attraction among other attributes. Income and education attainment were identified as the significance factors that contributed to visitation to Putrajaya Botanical Garden. Based on factor analysis, three common pull factors for the park were identified. They were labelled as: "park settings and facilities", "key visitors' attractions and services" and "programmes and activities". Meanwhile, there is a significant correlation between two key factors; i.e., "park settings and facilities", "key visitors' attractions and services" and the extent of visitation to the park. The result indicates that as "park settings and facilities" and "key visitors' attractions and services" as a pull factors increased, the park visitations would also increase.

The findings from this study has enabled park management to identify the performance of each park attributes in attracting various segments of visitors to the park. Based on the information, several recommendations have been put forward as mitigation measures in order to sustain visitations and to plan strategies that may improve the frequency of visitations to the park. In addition, the findings have also contributed to increase current understanding of pull factors that influence park visitation to Putrajaya Botanical Garden as thematic nature park.

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

**PENILAIAN PELAWAT TEMPATAN KE ATAS PRODUK  
PELANCONGAN SEBAGAI FAKTOR TARIKAN DI TAMAN BOTANI  
PUTRAJAYA**

oleh

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Taman merupakan satu lokasi yang popular di kalangan penduduk bandar bagi melakukan aktiviti rekreasi. Pemilihan taman untuk dikunjungi bergantung kepada faktor daya tarikan yang terdapat di sesebuah taman berkenaan. Daya tarikan ini termasuklah produk yang ditawarkan di taman berkaitan seperti kemudahan dan perkhidmatan yang terdapat di taman dan program-program yang disediakan oleh pihak pengurusan taman. Dalam beberapa situasi, kekurangan produk yang menarik atau peluang pengunjung untuk berekreasi menyumbang kepada penurunan jumlah pengunjung ke taman berkenaan. Situasi yang sama berlaku di Taman Botani Putrajaya dimana diantara tahun 2005 hingga 2009, jumlah pengunjung ke taman berkenaan menunjukkan trend penurunan. Keadaan ini berkemungkinan mempunyai kaitan dengan tahap daya tarikan pada produk-produk yang ditawarkan

oleh pihak pengurusan taman berkenaan. Dalam kajian ini, penilaian ke atas prestasi produk dalam menarik orang ramai untuk melawat taman tersebut telah dijalankan. Data berkaitan telah diperolehi melalui soal selidik daripada orang ramai yang mengunjungi taman berkenaan.

Lapan belas jenis item yang terdiri dari pelbagai kategori produk taman telah dikenalpasti dan dipilih sebagai daya tarikan taman atau faktor tarikan untuk menentukan hubungan mereka dengan latar belakang sosio-demografi pengunjung dan sifat-sifat lawatan mereka. Antara penemuan kajian mendapati kebanyakan pengunjung mendapat maklumat berkaitan taman melalui kawan dan keluarga. "suasana yang tenang dan damai" adalah merupakan daya tarikan taman yang terbesar, yang juga menjadi motif utama pengunjung memilih untuk melawat Taman Botani Putrajaya. Tahap pendapatan dan pendidikan pengunjung telah dikenal pasti sebagai faktor penting yang menentukan tahap lawatan ke taman berkenaan.

Berdasarkan analisis faktor, tiga faktor utama telah dikenal pasti sebagai daya tarikan bagi taman ini. Faktor berkaitan dilabelkan sebagai: "suasana taman dan kemudahan taman", "tahap layanan dan tarikan utama pelawat" dan "program-program dan aktiviti taman". Sementara itu, terdapat hubungan yang signifikan antara dua faktor utama iaitu: "suasana taman dan kemudahan taman" dan "tahap layanan dan tarikan utama pelawat" terhadap keinginan mengunjungi taman berkenaan. Hasil kajian juga menunjukkan bahawa apabila dua tarikan utama



berkenaan; iaitu “suasana taman dan kemudahan taman” dan “tahap layanan dan tarikan utama pelawat” ini meningkat dari segi tahap daya tarikannya, ianya juga mampu menaikkan jumlah lawatan ke taman.

Penemuan-penemuan ini menyediakan maklumat yang diperlukan oleh pihak pengurusan taman berkenaan dalam menyediakan produk yang sesuai sebagai pilihan kepada pelawat dari pelbagai latarbelakang. Selain itu; ianya juga menyumbang kepada idea yang penting untuk pemahaman semasa berkaitan faktor daya tarikan yang mampu mempengaruhi lawatan ke Taman Botani Putrajaya sebagai taman tema berunsurkan alam semula jadi.

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I would like to dedicate this work for my beloved family for their prayer, patience and understanding throughout this journey. I have gained a lot from this experience not only in academic exposure but in appreciating more the value of hardwork, perserverence and friendship in completing this challenging task.

I certify that a Thesis Examination Committee has met on 25 June 2012 to conduct the final examination of Asmah binti Yahaya on her thesis entitled "Evaluation Of Tourism Products As Pull Factors at Putrajaya Botanical Garden By Local Visitors" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Master of Science in Park and Recreation Management.

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## DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledge. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



---

**ASMAH BINTI YAHAYA**

Date: 25 June 2012



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