



UNIVERSITI PUTRA MALAYSIA

***ATTRACTIVENESS OF FOREST RESEARCH INSTITUTE OF MALAYSIA
CANOPY WALKWAY AS A NATURE-BASED TOURISM PRODUCT***

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By

MOHD ASWAD BIN RAMLAN

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of
the requirement for the degree of Master of Science

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Faculty: Faculty of Forestry

FRIM Canopy Walkway is one of the main attractions for visitors at the Forest Research Institute Malaysia (FRIM). Since its opening, the walkway has recorded visitations from all over the world thus bringing good revenues to the management. As a new niche, canopy tourism is still in its initial stages and is currently lack in research. Hence, information regarding FRIM canopy tourism is essential for the managers in enabling them to assist and better manage the canopy walkway. Due to this, a study was conducted to assess visitors' perception towards the attractiveness of FRIM Canopy Walkway as a nature-based tourism product. The study was also carried out to draw visitors' information associated with the socio-demographic backgrounds, travel characteristics as well as determining the discriminating variables, which can best differentiate between users and non-users of the walkway. Questionnaires were

distributed to the visitors between March and June 2010 whereby a total of 736 surveys were completed.

The conceptual framework in this study was constructed based on the Fishbein's Multi-attribute model. The results from the study indicate that the model provides beneficial means for the evaluation on multiple attributes as well as measurement on the attractiveness of FRIM canopy tourism. From this approach, it was revealed that the attractiveness factor of FRIM Canopy Walkway is the 'view from the walkway'. Through the Importance-Performance Analysis (IPA), it was also revealed that the attribute 'view from the walkway' as the strength of FRIM Canopy Walkway, whereas the 'numbers of interpretive signage' as the weakest attribute. However, non-users are found to deem 'existence of entrance fee' as not important while the users ranked 'usage of guides at the walkway' as low. The results of the study further revealed that the function characterized as 'time spent with quality service facility' is regarded as the best predictors in discriminating the user and the non-user groups.

In conclusion, this study is significant in providing an in-depth insight on the attractiveness of FRIM Canopy Walkway as a nature-based tourism product. Hence, the results from this study would not only be valuable to the managers and stakeholders of the facility, but also served to show the importance of conservation of the resources. Idyllically, it is hoped that the findings from this study will be used as a preliminary guideline for the management of FRIM Canopy Walkway as well as for the management of Malaysian canopy tourism in general.

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

**DAYA TARIKAN TITIAN KANOPI INSTITUT PENYELIDIKAN
PERHUTANAN MALAYSIA SEBAGAI SALAH SATU PRODUK
PELANCONGAN ALAM SEMULAJADI**

Oleh

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Titian kanopi merupakan salah satu tarikan utama yang terdapat di Institut Penyelidikan Perhutanan Malaysia (FRIM). Sejak ianya dibuka, titian ini telah merekodkan kunjungan pengunjung dari serata dunia justeru mendatangkan sumber kewangan kepada pihak pengurusan. Sebagai satu produk pelancongan yang baru, pelancongan kanopi masih lagi berada di peringkat awal yang mana kajian yang dibuat berkenaannya juga didapati masih kurang. Dengan sebab ini, informasi berkaitan pelancongan kanopi FRIM dilihat sebagai sangat penting kepada pihak pengurusan yang mana ianya boleh dijadikan panduan bagi pengurusan titian kanopi. Oleh itu, satu kajian telah dijalankan bertujuan menilai persepsi pengunjung terhadap daya tarikan yang terdapat di Titian Kanopi FRIM sebagai satu produk pelancongan alam semulajadi. Kajian ini juga dijalankan bagi mendapatkan maklumat berkenaan sosio-demografik dan ciri-ciri lawatan pengunjung

serta turut bertujuan bagi mengenalpasti pembolehubah yang dapat membezakan antara pengunjung dan bukan pengunjung di titian kanopi tersebut. Borang soal selidik telah diedarkan kepada pengunjung di antara bulan Mac hingga Jun 2010 di mana sebanyak 736 jumlah soal selidik telah berjaya dikumpulkan.

Model berbilang-atribut oleh Fishbein telah digunakan sebagai kerangka kerja bagi kajian ini. Hasil daripada kajian telah menunjukkan bahawa model ini berguna didalam menilai dan mengukur pelbagai atribut serta daya tarikan pelancongan kanopi di FRIM. Melalui kaedah ini, atribut 'pemandangan daripada titian' telah dipilih sebagai faktor daya tarikan bagi Titian Kanopi FRIM. Hasil analisa *Importance-Performance Analysis (IPA)* pula telah menunjukkan bahawa pengunjung telah memilih atribut 'pemandangan daripada titian' sebagai kekuatan bagi Titian Kanopi FRIM manakala 'jumlah papan tanda interpretif' pula dianggap sebagai atribut yang paling lemah. Walau bagaimanapun, 'kewujudan yuran masuk' telah dipilih sebagai atribut yang paling lemah kepentingannya oleh kumpulan bukan pengguna manakala 'kegunaan pemandu pelancong di titian kanopi' pula telah dipilih sebagai atribut yang paling lemah kepentingannya oleh kumpulan pengguna. Hasil kajian turut menunjukkan bahawa fungsi yang dicirikan sebagai 'masa yang dihabiskan bersama perkhidmatan dan kemudahan yang berkualiti' sebagai faktor peramal terbaik yang membezakan antara kumpulan pengguna dan bukan pengguna.

Sebagai kesimpulan, kajian ini dilihat signifikan dalam membekalkan maklumat terperinci berkaitan daya tarikan Titian Kanopi FRIM sebagai salah satu produk pelancongan alam semulajadi. Oleh yang sedemikian, hasil daripada kajian ini bukan sahaja bernilai kepada pihak pengurusan atau kepada pemegang taruh, malah ianya juga berperanan penting didalam memastikan kelestarian sumber semulajadi yang sedia ada. Justeru, adalah diharapkan agar maklumat dari hasil kajian ini akan dapat digunapakai oleh pihak pengurusan sebagai panduan asas bagi pengurusan Titian Kanopi FRIM juga bagi pengurusan pelancongan kanopi di Malaysia secara amnya.



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I certify that a Thesis Examination Committee has met on **15 August 2012** to conduct the final examination of **Mohd Aswad bin Ramlan** on his thesis entitled “**The Attractiveness of FRIM Canopy Walkway as a Nature-based Tourism Product**” 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 Master of Science.

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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 any other institution.

MOHD ASWAD BIN RAMLAN

Date: 15 August 2012

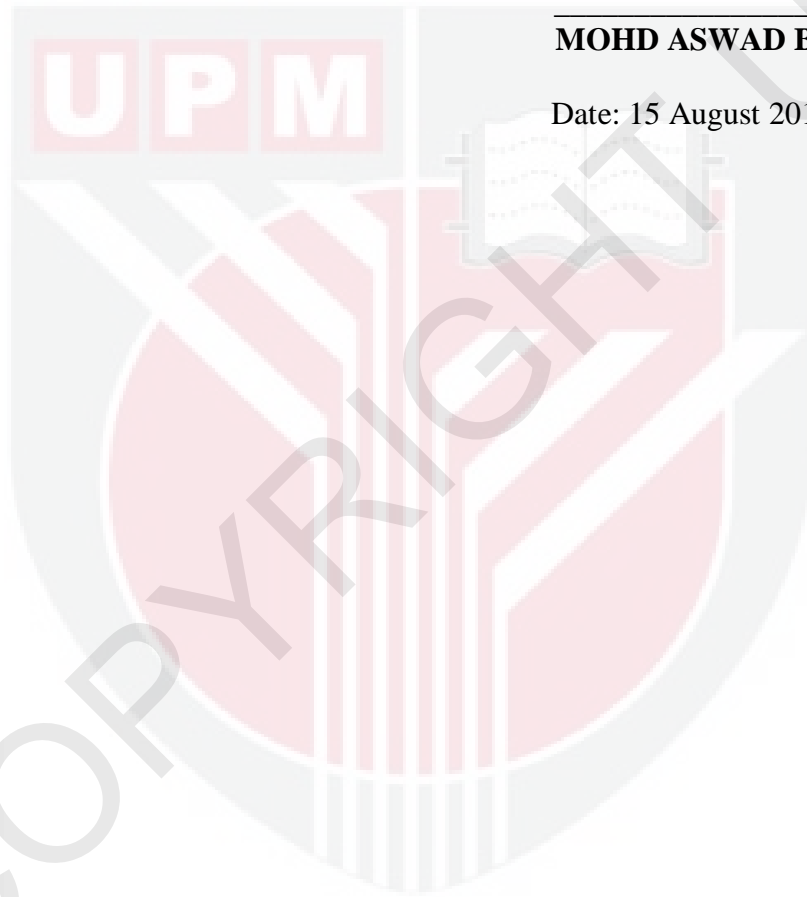


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