



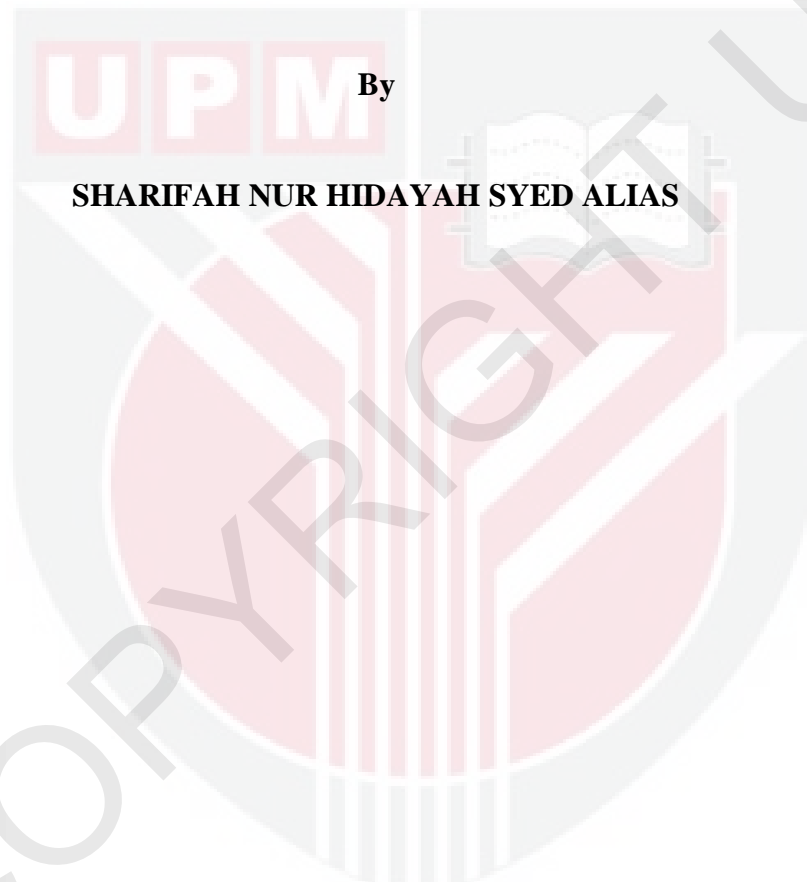
**UNIVERSITI PUTRA MALAYSIA**

***ATTRACTIVENESS OF KUALA TAHAN NATIONAL PARK AS PERCEIVED  
BY DOMESTIC AND INTERNATIONAL ECOTOURISTS***

**SHARIFAH NUR HIDAYAH SYED ALIAS**

**FH 2012 12**

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BY DOMESTIC AND INTERNATIONAL ECOTOURISTS**



**By**

**SHARIFAH NUR HIDAYAH SYED ALIAS**

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

**July 2012**

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**SHARIFAH NUR HIDAYAH SYED ALIAS**

**MASTER SCIENCE  
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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 Science

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**July 2012**

**Chairman : Associate Professor Azlizam Aziz, PhD**

**Faculty : Forestry**

The purpose of this study was to assess the attractiveness of Pahang National Park at Kuala Tahan as perceived by the domestic and international tourists in Malaysia. This study was also set to determine which attributes or types of attraction were perceived as the most and the least important in tourists' decision to visit Kuala Tahan National Park and to compare such perception between the domestic and international tourists. In addition, the overall perceived attractiveness of the park was measured and differences in opinion between the domestic and international tourist was gathered. By using the multi attribute model, thirteen attractions were evaluated, which were **oral history, local culture and lifestyle, diversity of flora, diversity of fauna, architectural of building at Kuala Tahan National Park, nature trails, shopping opportunity, canopy walkway, caves, stream and rapids, fishing, Mount Tahan and adventure activities**. Findings indicated that the **adventure activities** appeared as the most important attraction in decision making, followed by **nature trails** and **diversity of fauna**. While **shopping opportunity** was rated as the least important in the tourists' travel decision

making, followed by the **architectural of building at Kuala Tahan**, and the **local culture and lifestyle**. Between the domestic and international tourists, domestic tourists preferred **adventure activities** as their most important attraction, followed by **Mount Tahan** and **canopy walkway**, while international tourists tend to prefer **diversity of fauna**, followed by **nature trail** and **diversity of flora** as the most important attraction at Kuala Tahan National Park. Domestic tourist had evaluated Kuala Tahan National Park as attractive while for international tourist had evaluated it as quit attractive. From the segmentation result, it can be concluded that there were not much differences on the respondent profile between the groups (Pessimist, Neutral and Optimist) based on their individual attractiveness evaluation in term of nationality and gender. It was also concluded that the most important attraction in tourist decision making to visit Kuala Tahan National Park was not necessarily also the most available in the park and this might effect on tourist travel experience and satisfaction. Through this study a better understanding on the concept of destination choice among tourist in making decision when traveling will provide the park management with sound alternatives in attracting more tourists and at the same time suggesting ways for preserving the natural resources. Assessing the attractiveness is a fundamental for managing and marketing ecotourism destinations as this will measure the destination performance in meeting the need and preferences of ecotourist.

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

**PANDANGAN PELANCONG EKO TEMPATAN DAN ANTARABANGSA  
TERHADAP DAYA TARIKAN TAMAN NEGARA KUALA TAHAN**

Oleh

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Tujuan kajian ini adalah untuk mengakses pandangan pelancong eko domestik dan antarabangsa terhadap daya tarikan Taman Negara Pahang di Kuala Tahan. Kajian ini juga dijalankan untuk menentukan tarikan yang mana paling dan kurang penting di antara pelancong tempatan dan antarabangsa dalam keputusan pelancong untuk melawat. Selain daripada itu, melalui kajian ini daya tarikan Taman Negara Kuala Tahan secara keseluruhan dapat diukur dan perbezaan pendapat di antara pelancong tempatan dan antarabangsa diperolehi. Dengan menggunakan model pelbagai atribut, tiga belas tarikan dinilai iaitu **sejarah lisan, cara hidup dan kebudayaan tempatan, kepelbagaian flora, kepelbagaian fauna, senireka bentuk bangunan di Taman Negara Kuala Tahan, denai semulajadi, peluang membeli-belah, titian kanopi, gua, jeram dan sungai, memancing, Gunung Tahan dan aktiviti-aktiviti lasak**. Penemuan daripada kajian ini menunjukkan **aktiviti lasak** muncul sebagai tarikan paling penting dalam membuat keputusan diikuti **denai semulajadi** dan **kepelbagaian fauna**. Manakala **peluang membeli-belah** dinilai sebagai tarikan paling kurang penting diikuti **senireka bentuk**

**bangunan di Taman Negara Kuala Tahan dan cara hidup serta budaya tempatan** dalam membuat keputusan untuk melawat. Diantara pelancong tempatan dan antarabangsa, pelancong tempatan memilih **aktiviti lasak** sebagai tarikan paling penting diikuti **Gunung Tahan** dan **titian kanopi** sementara pelancong antarabangsa cenderung memilih **kepelbagaian fauna** diikuti **denai semulajadi** dan **kepelbagaian flora** sebagai tarikan paling penting di Taman Negara Kuala Tahan. Pelancong tempatan menilai Taman Negara Kuala Tahan sebagai menarik sementara pelancong antarabangsa menilai ia sebagai agak menarik. Daripada keputusan segmentasi, boleh disimpulkan bahawa tidak terdapat banyak perbezaan dari segi warganegara dan jantina diantara tiga kumpulan (Pesimis, Neutral dan Optimis) berdasarkan penilaian daya tarikan secara individu. Ia juga boleh disimpulkan bahawa tarikan yang terpenting dalam membuat keputusan untuk melawat Taman Negara Kuala Tahan tidak semestinya juga yang paling sedia ada di taman dan ini mungkin memberi kesan terhadap pengalaman melancong dan kepuasan pelancong. Melalui kajian ini, pemahaman konsep pemilihan destinasi oleh pelancong dalam membuat keputusan untuk melawat akan memberi pengurusan taman dengan alternatif yang bagus untuk menarik ramai pelancong dan pada masa yang sama mencadangkan pelbagai kaedah untuk memelihara alam semulajadi. Mengakses daya tarikan adalah keperluan bagi mengurus dan memasarka destinasi ekopelancongan di mana ia akan mengukur prestasi destinasi tersebut dalam memnuhi keperluan dan kehendak pelancong eko.

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Wassalam.



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## DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. 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.

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Date :



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