



UNIVERSITI PUTRA MALAYSIA

***A CHOICE EXPERIMENT TO ESTIMATE VISITOR PREFERENCES FOR
ECOTOURISM ATTRIBUTES AT KENYIR LAKE, MALAYSIA***

WAN NORHIDAYAH W MOHAMAD

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**MASTER OF SCIENCE
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By

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

March 2013

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

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March 2013

Chairman : Associate Professor Alias Radam, PhD
Faculty : Economics and Management

Kenyir Lake is one of the popular ecotourism destinations in Malaysia which offers spectacular scenic beauty to the visitors. Water transportation is the main method of travel here and the popular water transportation is the house boat service. Tourism industries at Kenyir Lake generate large financial income from house boat attractions, and therefore improvement of these services and the determination of relevant policies for management and maintenance are vital for future development.

The objectives of this research are to evaluate the attitude and perception of the visitors towards the recreational aspects of Kenyir Lake and to evaluate the visitors' preferences for house boat services attributes at Kenyir Lake. Data was obtained by using questionnaires as part of a face-to-face interview with the visitors who rented house boats during their vacation at Kenyir Lake. A total of 285 respondents were interviewed over

January to March 2012. The results show that most of the visitors are satisfied with the ecotourism resources and services at Kenyir Lake. Many of them are first time visitors to the lake while the rest have visited more than once.

The data was analysed by using descriptive analysis and the choice experiment method (CE). Descriptive analysis is used to analyse the socio-economic profile of the visitors and the attitude and perception of the visitors towards the ecotourism services at Kenyir Lake. The visitors' preferences for house boat services were estimated by using a Choice Experiment. In the CE part, five categories of non-market values of house boat services were defined including: tourist guide, safety equipment, communication system, activity packages and extra package prices.

The results demonstrated the respondents positive willingness to pay (WTP) for three attributes of house boat services, namely the tourist guide, safety equipment and premium package activities with averages of WTP of 8.98%, 23.85% and 26.8% respectively. These findings indicate that respondents are willing to pay for an improvement from the status quo to a better level of services. The findings of this study may guide and assist policy makers, authorities and local managers to better consider the consequences of maintaining the current condition of the services provided to the visitors.

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

**KAEDAH EKSPERIMEN PILIHAN UNTUK MENGANGGARKAN
KEUTAMAAN PENGUNJUNG BAGI ELEMEN EKOPELANCONGAN DI TASIK
KENYIR, MALAYSIA**

Oleh

WAN NORHIDAYAH W MOHAMAD

Mac 2013

Pengerusi : Professor Madya Alias Radam, PhD

Fakulti : Ekonomi dan Pengurusan

Tasik Kenyir merupakan salah satu kawasan ekopelancongan terkenal di Malaysia yang menawarkan keindahan pemandangan yang menakjubkan kepada pengunjung. Pengangkutan air merupakan kaedah pengangkutan utama di sini dan pengangkutan air yang popular adalah rumah bot. Sektor pelancongan di Tasik Kenyir telah menjana pendapatan yang lumayan daripada tarikan perkhidmatan rumah bot. Oleh itu, penambahbaikan dalam perkhidmatan dan penentuan dasar-dasar yang berkaitan untuk pengurusan dan penyelenggaraan adalah penting untuk pembangunan di masa depan.

Objektif kajian ini adalah untuk menilai sikap dan persepsi pengunjung terhadap aspek rekreasi dan menilai keutamaan pengunjung bagi elemen atau sifat-sifat perkhidmatan rumah bot di Tasik Kenyir. Data diperolehi dengan menggunakan soal selidik dalam temubual bersemuka dengan pengunjung yang menyewa rumah bot sepanjang percutian mereka di Tasik Kenyir. Sebanyak 285 responden telah ditemubual daripada bulan Januari hingga Mac 2012. Hasil kajian menunjukkan kebanyakan pengunjung berpuas hati dengan sumber dan perkhidmatan ekopelancongan di Tasik Kenyir. Kebanyakan pengunjung pertama kali melawat Tasik Kenyir manakala selebihnya telah melawat lebih daripada sekali.

Data dianalisis dengan menggunakan analisis deskriptif dan Kaedah Eksperimen Pilihan (CE). Analisis deskriptif digunakan untuk menganalisis profil sosio-ekonomi pengunjung serta sikap dan persepsi pengunjung terhadap perkhidmatan ekopelancongan di Tasik Kenyir. Manakala keutamaan pengunjung untuk perkhidmatan rumah bot telah dianggarkan dengan menggunakan kaedah eksperimen pilihan. Di dalam bahagian CE, lima kategori nilai bukan pasaran rumah bot didefinisikan termasuk: pemandu pelancong, peralatan keselamatan, sistem komunikasi, pakej aktiviti dan tambahan pakej harga.

Keputusan menunjukkan kesanggupan membayar (WTP) pengunjung adalah positif untuk tiga elemen rumah bot, iaitu pemandu pelancong, peralatan keselamatan dan pakej aktiviti premium. Purata-purata kesanggupan membayar adalah 8.98%, 23.85% dan 26.8% untuk pemandu pelancong, peralatan keselamatan dan pakej aktiviti premium.

Penemuan ini menunjukkan bahawa responden bersedia untuk membayar peningkatan dari status quo ke tahap perkhidmatan yang lebih baik. Kesimpulannya, hasil daripada kajian ini mungkin boleh membantu penggubal dasar, pihak berkuasa dan pengurus tempatan ke arah pertimbangan yang lebih baik berdasarkan keadaan semasa perkhidmatan yang disediakan kepada pengunjung.



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I certify that a Thesis Examination Committee has met on 29 March 2013 to conduct the final examination of Wan Norhidayah Binti W Mohamad on her thesis entitled “A Choice Experiment To Estimate Visitor Preferences For Ecotourism Attributes At Kenyir Lake, Malaysia” 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.

Members of the Thesis Examination Committee were as follows:

Shaufique Fahmi Ahmad Sidique, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Khalid Abd. Rahim, PhD

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

Zaiton Samdin, PhD

Associate Professor
Faculty of Forestry
Universiti Putra Malaysia
(Internal Examiner)

K. Kupperan Viswanathan, PhD

Professor
Faculty of Economics
University Utara Malaysia
(External Examiner)

NORITAH OMAR, PhD

Associate Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 23 May 2013

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

Alias Radam, PhD

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

Mohd Rusli Yaacob, PhD

Senior Lecturer
Faculty of Environmental Studies
Universiti Putra Malaysia
(Member)



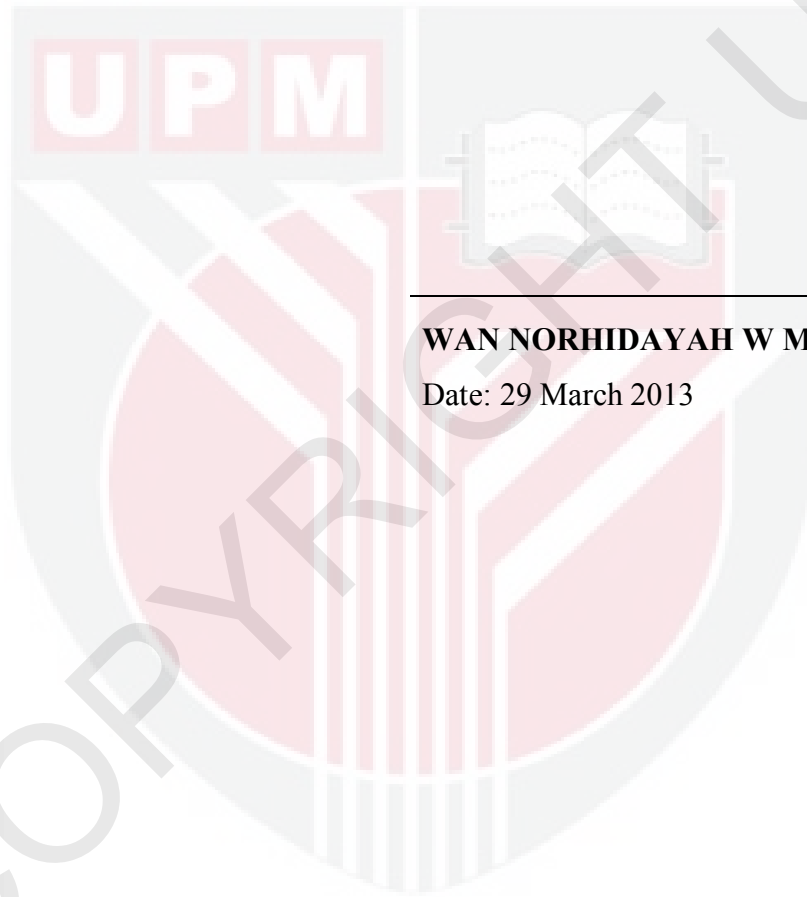
BUJANG BIN KIM HUAT, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

DECLARATION

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



WAN NORHIDAYAH W MOHAMAD

Date: 29 March 2013



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