



**UNIVERSITI PUTRA MALAYSIA**

***VISITORS' LOYALTY TOWARDS  
GIANT PANDA CONSERVATION CENTRE AT ZOO NEGARA,  
MALAYSIA***

**THOO POH YEE**

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**VISITORS' LOYALTY TOWARDS  
GIANT PANDA CONSERVATION CENTRE AT ZOO NEGARA, MALAYSIA**

By

**THOO POH YEE**

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

**December 2017**

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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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**December 2017**

**Chair : Shazali bin Johari, PhD  
Faculty : Forestry**

Loyalty has been a major highlight in the tourism industry for being a crucial component to a sustainable business by ensuring a stable flow of visitors in future. It has always been a vital objective of service providers. Visitors are the main focus of any successful tourism business as the need to attract and retain visitors is definitely important to face the concept of quality, productivity, efficiency, growth and survival challenge in this field. Many studies of service quality have proven that these will lead to visitors' satisfaction and results in visitors' loyalty. However, many researchers have also identified that a satisfactory purchase experience is not enough to develop loyalty. Visitors' positive memorable tourism experiences (MTEs) are also very crucial as it is proven to be a more potent driver of future behaviour such as loyalty. MTEs have recently emerged to become an important study for tourism destinations to compete in this rapid growing marketplace. Therefore, in order to create a visitors' loyalty, bestowing visitors with great service quality and development of positive memorable tourism experiences (MTEs) are essential. Yet, there are currently lacks of studies regarding the relationship among these three dimensions. In conjunction with the sudden drop of total number of visitors in Zoo Negara Malaysia in the year 2015 even after the establishment of Giant Panda Conservation Centre (GPCC), it is crucial for GPCC, Zoo Negara to understand and gain loyal visitors since the giant pandas will be here for 10 years. Hence, the main objective of this research is to examine the factors that influence loyalty in relation to service quality and memorable tourism experience among visitors at GPCC in Zoo Negara. Moreover, this study is to close the theoretical gap by developing a model with these three dimensions which are still scarce in the literature. A quantitative research design was employed in this study. A self-administered survey was carried out with a sample of 217 visitors. A pilot survey was done to test the effectiveness of the questions in the instrument prior to the actual survey. Descriptive analysis and multiple regression analysis were used to analyse the data. The results showed that the visitors of GPCC have various socio-demographic and economic backgrounds. Overall, the visitors are positive of service quality, MTEs and loyalty towards GPCC. From the socio-demographic characteristics, visitors' education level and gross monthly salary are found to affect the visitors' loyalty.

Lastly, the relationship among service quality, MTEs and loyalty had been determined and become clearer. Service quality and MTEs are indeed the antecedents of loyalty. In addition, MTEs has been found to mediate the relationship between service quality and loyalty with a full mediation which has helped to expand the current literature. In a nutshell, apart from providing a high quality of service, understanding the visitors' MTEs is important when implementing segmentation and positioning strategies for a tourism destination as it will affect a visitor's loyalty.



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

**KESETIAAN PENGUNJUNG TERHADAP  
PUSAT KONSERVASI PANDA GERGASI DI ZOO NEGARA, MALAYSIA**

Oleh

**THOO POH YEE**

Disember 2017

**Pengerusi : Shazali bin Johari, PhD**  
**Fakulti : Perhutanan**

Kesetiaan telah menjadi tumpuan utama dalam industri pelancongan kerana ia merupakan komponen yang penting untuk perniagaan yang mampan dengan memastikan aliran pengunjung yang stabil pada masa akan datang. Ia sentiasa menjadi objektif yang penting kepada pembekal perkhidmatan. Pengunjung adalah focus utama dari mana-mana perniagaan pelancongan yang berjaya kerana keperluan untuk menarik dan mengekalkan pengunjung semestinya penting untuk menghadapi konsep kualiti, produktiviti, kecekapan, pertumbuhan dan pertahanan cabaran dalam bidang ini. Banyak kajian tentang kualiti perkhidmatan telah membuktikan bahawa ini akan membawa kepada kepuasan pengunjung dan menghasilkan kesetiaan pengunjung. Walau bagaimanapun, ramai penyelidik juga telah mengenal pasti bahawa pengalaman pembelian yang memuaskan tidak mencukupi untuk menghasilkan kesetiaan. Pengalaman kenangan pelancongan pelancong yang positif juga sangat penting kerana ia terbukti menjadi pemacu tingkah laku masa depan yang lebih kuat seperti kesetiaan. Baru-baru ini pengalaman kenangan pelancongan muncul menjadi kajian yang penting bagi destinasi pelancongan untuk bersaing dalam pasaran yang berkembang dengan pesat ini. Oleh itu, untuk mewujudkan kesetiaan pengunjung, mengurniakan pelawat dengan kualiti perkhidmatan yang hebat dan pembangunan pengalaman kenangan pelancongan yang positif adalah sangat penting. Walau bagaimanapun, pada masa ini terdapat kekurangan kajian yang mengenai hubungan antara ketiga-tiga dimensi tersebut. Bersempena dengan penurunan jumlah pelawat secara tiba-tiba di Zoo Negara Malaysia pada tahun 2015 walaupun selepas penubuhan Pusat Konservasi Panda Gergasi (PKPG), ia adalah penting untuk PKPG, Zoo Negara untuk memahami dan menarik pengunjung yang setia kerana panda gergasi tersebut akan berada di sini selama 10 tahun. Oleh itu objektif utama penyelidikan ini adalah untuk mengkaji faktor-faktor yang mempengaruhi kesetiaan berhubung dengan kualiti perkhidmatan dan pengalaman kenangan pelancongan di kalangan pengunjung di PKPG di Zoo Negara. Selain itu, kajian ini adalah untuk menutup jurang teori dengan membina model menggunakan ketiga-tiga dimensi yang masih serba kurang dalam kesusasteraan. Reka bentuk kajian kuantitatif telah digunakan dalam kajian ini. Kajian tinjauan sendiri telah dijalankan dengan sampel sebanyak 217 pengunjung. Tinjauan

perintis telah dilakukan untuk menguji keberkesanan soalan-soalan dalam instrumen sebelum tinjauan sebenar. Analisis deskriptif dan analisis regresi berganda telah digunakan untuk menganalisis data tersebut. Keputusan menunjukkan bahawa pengunjung PKPG mempunyai pelbagai latar belakang sosio-demografi dan ekonomi. Secara keseluruhannya, pengunjung adalah positif terhadap kualiti perkhidmatan, dan pengalaman kenangan pelancongan dan kesetiaan terhadap PKPG. Dalam ciri-ciri sosio-demografi, tahap pendidikan pengunjung dan gaji bulanan kasar didapati mempengaruhi kesetiaan pengunjung. Akhirnya, hubungan antara kualiti perkhidmatan, pengalaman kenangan pelancongan dan kesetiaan telah diketahui dan menjadi lebih jelas. Kualiti perkhidmatan dan pengalaman kenangan pelancongan memang merupakan penyebab utama kesetiaan. Di samping itu, pengalaman kenangan pelancongan telah didapati menjadi pengantara diantara hubungan kualiti perkhidmatan dan kesetiaan dengan pengantaraan penuh yang membantu mengembangkan kesusasteraan semasa. Singkatnya, selain memberikan perkhidmatan yang berkualiti, memahami pengalaman kenangan pelancongan pengunjung adalah penting apabila melaksanakan strategi segmentasi dan kedudukan untuk destinasi pelancongan kerana ia akan menjejaskan kesetiaan pengunjung.

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I certify that a Thesis Examination Committee has met on 7 December 2017 to conduct the final examination of Thoo Poh Yee on her thesis entitled “Visitors’ Loyalty Towards Giant Panda Conservation Centre at Zoo Negara, 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.

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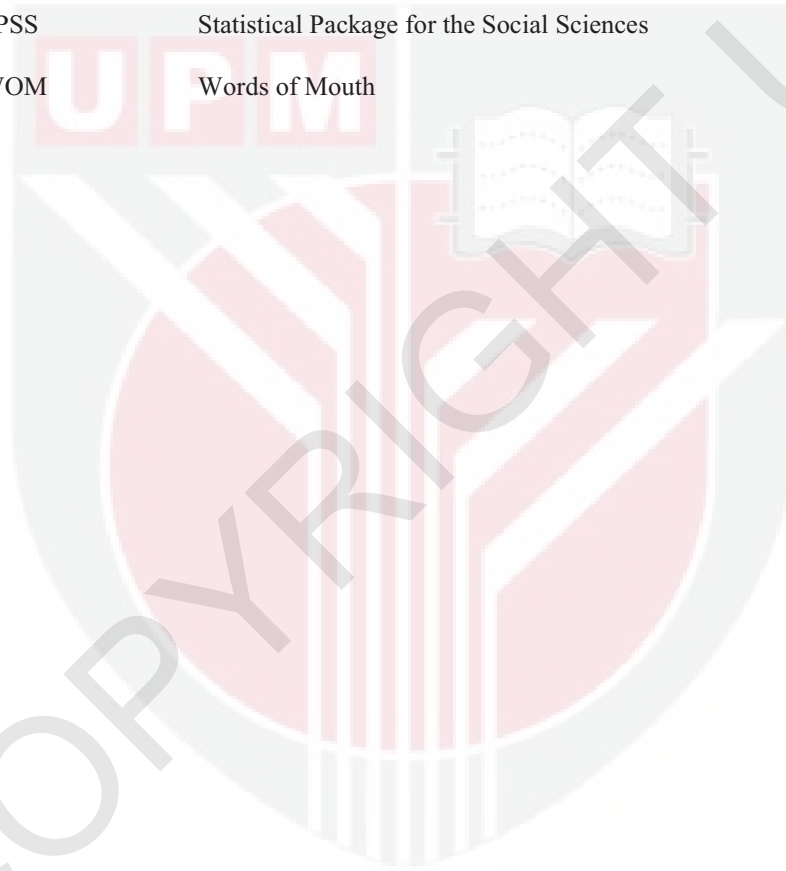


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## LIST OF ABBREVIATIONS

GPCC	Giant Panda Conservation Centre
MTE	Memorable Tourism Experience
RM	Ringgit Malaysia
USD	United States Dollar
SPSS	Statistical Package for the Social Sciences
WOM	Words of Mouth



## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

A zoological park, or normally known as zoo, is an important tourism destination where the public can view and learn about all types of animals especially animals that are endangered, threatened or rare. In a zoo, animals are confined within enclosures where it is displayed to the public and some animals are trained for animal shows. Therefore, zoos are suitable for people of all ages and abilities especially for family gatherings and company's family days. Zoo was evolved from the ancient time where the royal family had a collection of captive animals, often exotic, kept for display in a menagerie which situated within a garden of a palace.

Currently, zoos not only cater for wildlife observation or viewing, but are also committed to wildlife conservation, education, recreation, training and research. Nowadays, one of the main missions for most of the zoos in the world is mainly for conservation of wildlife. Conservation of wildlife is the practice of protecting wild animal species and their habitats. The goal of conservation is to secure wildlife species for future generations to appreciate and to acknowledge the importance of wildlife towards the environment and humans. Most wildlife conservations are done by government agencies and non-governmental organization (NGOs).

In Malaysia, there are a wide range of wildlife centres apart from zoos such as state mini zoos, wildlife conservation centres, aquariums, wildlife parks, animal parks in integrated resorts and theme parks, and butterfly and reptile farms (Table 1.1).

**Table 1.1: List of wildlife centres in Malaysia**

<b>Categories</b>	<b>Names &amp; Location</b>
<b>Zoos</b>	<ul style="list-style-type: none"><li>• Zoo Negara, Kuala Lumpur</li><li>• Zoo Melaka, Melaka</li><li>• Zoo Taiping, Perak</li></ul>
<b>Wildlife Conservation Centres</b>	<ul style="list-style-type: none"><li>• National Elephant Conservation Centre, Pahang</li><li>• Kuala Gula Wildlife Conservation Centre (Seabirds), Perak</li><li>• Malay Tapir Conservation Centre, Selangor</li><li>• Matang Wildlife Centre, Sarawak</li><li>• Bornean Sun Bear Conservation Centre, Sabah</li></ul>
<b>Aquarias</b>	<ul style="list-style-type: none"><li>• Aquaria KLCC, Kuala Lumpur</li><li>• Langkawi Underwater World, Langkawi</li></ul>

	Island
<b>State Mini Zoos</b>	<ul style="list-style-type: none"> <li>• Green Connection Aquarium, Sabah</li> <li>• Zoo Johor, Johor</li> <li>• Kuala Krai Mini Zoo, Kelantan</li> <li>• Taman Teruntum Mini Zoo, Pahang</li> <li>• Kemaman Mini Zoo, Terengganu</li> <li>• Saleng Zoo, Johor</li> <li>• Turn Red Mini Zoo, Sarawak</li> </ul>
<b>Wildlife Parks</b>	<ul style="list-style-type: none"> <li>• Kuala Lumpur Bird Park, Kuala Lumpur</li> <li>• Penang Bird Park, Pulau Pinang</li> <li>• Lok Kawi Wildlife Park, Sabah</li> <li>• Langkawi Wildlife Park, Pulau Langkawi</li> <li>• Kuala Lumpur Deer Park, Kuala Lumpur</li> </ul>
<b>Animal Parks in Integrated Resorts &amp; Theme Parks</b>	<ul style="list-style-type: none"> <li>• A' Famosa Animal World Safari, A' Famosa Resort, Melaka</li> <li>• Wildlife Interactive Zoo, Sunway Lagoon, Selangor</li> <li>• Petting Zoo, Lost World Of Tambun, Perak</li> <li>• Ecopark, Bukit Merah Laketown Resort, Perak</li> <li>• Orang Utan Island, Bukit Merah Laketown Resort, Perak</li> <li>• Mini Zoo, Danga Bay Waterfront City, Johor</li> <li>• KL Tower Animal Zone, Kuala Lumpur</li> <li>• Genting Skyway Amazing Ten Animal Kingdom, Genting Highlands</li> </ul>
<b>Insect &amp; Reptile Farms</b>	<ul style="list-style-type: none"> <li>• Kuala Lumpur Butterfly Park, Kuala Lumpur</li> <li>• Penang Butterfly Park, Pulau Pinang</li> <li>• Cameron Highlands Butterfly Park, Pahang</li> <li>• Butterfly &amp; Reptile Sanctuary, Melaka</li> <li>• Snake &amp; Reptile Farm, Perlis</li> <li>• Bukit Jambul Orchid, Hibiscus and Reptile Farm, Penang</li> <li>• Cameron Highlands Honey Bee Farm, Pahang</li> <li>• Langkawi Crocodile Farm, Pulau Langkawi</li> <li>• Ayer Keroh Crocodile Farm, Melaka</li> <li>• Sandakan Crocodile Farm, Sabah</li> <li>• Jong Crocodile Farm, Sarawak</li> </ul>

Adapted from Zoo Chat (Kathir, 2011)

Among all these centres, there are three famous zoos in Malaysia which are the Zoo Negara in Kuala Lumpur, Zoo Melaka in Melaka and Zoo Taiping in Perak. All these three zoos are managed by different entities: an NGO for Zoo Negara, private sector for Zoo Melaka and city council for Zoo Taiping. Since there are more and more wildlife centres in Malaysia, zoos are being threatened as wildlife tourism destinations even though they consist of the widest range of wildlife. Being highly dependable on visitors' revenue especially management by NGO where there are limited budgets, visitors' loyalty are indeed very important for the zoos in order to survive for the coming years of growing competitions. According to tourism marketing point of view, retaining repeat visitors to a tourism destination is more cost-effective than attracting new visitors (Meleddu, Paci & Pulina, 2015).

Malaysia has recently loaned two giant pandas from China, and Zoo Negara has been chosen to house the two giant pandas instead of Putrajaya's Wetlands Park as it is well-equipped in terms of facilities provided and well-trained staffs to care for the giant pandas. This has made Zoo Negara as the latest addition to the panda zoo around the world. Currently there are 51 giant pandas that live in 13 different countries around the world besides Malaysia. They are Australia, Austria, Belgium, Canada, France, Japan, Mexico, Scotland, Singapore, Spain, Taiwan, Thailand, and the United States of America. The first giant panda that was sent out of China was called Su Lin. It arrived at the Brookfield Zoo, Chicago, U.S.A. on 8<sup>th</sup> of February 1937. Malaysia's Zoo Negara received two pandas named Fu Wa and Feng Yi on 21<sup>st</sup> of May 2014 which is to mark the 40th Anniversary of Diplomatic Relationship between Malaysia and People's Republic of China in 2014. The two giant pandas are on loan from China to Malaysia under the Malaysia-China Giant Panda International Conservation Agreement programme. The agreement was signed on 15<sup>th</sup> of June 2012 and it was interpreted as an exchange for trade and investment deals. It is a 10 years loan. For China and the recipient countries including Malaysia, the pandas have become important diplomatic symbols. With the pandas, it enhances the image of Malaysia's tourism sector and it also promotes greater awareness on the importance of conservation works in Malaysia. In addition, it is also a way to boost the Malaysia's wildlife tourism industry as it will attract more visitors to visit Zoo Negara since giant panda is ranked as the top species in the world in WWF's "All Time Top 10 Species to See" (World Wildlife Fund, 2012).

Although zoos have always been an important tourist destination, they are remarkably under-researched (Cohen & Fennell, 2016; Mason, 2000; Reade & Waran, 1996). Tomas, Scott and Crompton (2002) investigated the relationships between quality of service performance, benefits sought, satisfaction and future intention to visit among visitors to a zoo where their findings confirmed that there is a strong relationship between overall quality of service performance and visitor satisfaction. However, they suggested that managements' evaluations should concentrate on the service quality performance rather than visitors' satisfaction level. Woods (2002) has done a study on the visitor experiences in captive settings which came out with the best and worst experiences in captive environments while O'hara et al. (2007) did a study about augmented visitor experience in London zoo. For GPCC, studies have shown a relationship between service quality and visitors' satisfaction (Nuraishah & Siow, 2016), and also the MTE with visitors' loyalty dimensions such as willingness to recommend and re-visit intention (Chan & Kunasekaran, 2015). According to Chan and

Kunasekaran (2015), the visitors of GPCC have positive memorable experiences with all 8 MTE dimensions adapted from Kim, Ritchie and McCormick (2012) but the author suggested that further testing on the MTE scale and establishing the relationships with other constructs such as loyalty should be done.

## 1.2 Problem Statement

Giant Panda Conservation Centre (GPCC) is the centre in Zoo Negara where the enclosure of the two giant pandas named Fu Wa and Feng Yi are located. The construction of this centre was started in July 2013 and completed in December 2013. Currently, for Malaysians, the entrance fees to GPCC are included in the Zoo Negara's entrance fees which are RM 44 per adult (RM 21 for senior citizen 60 years and above) and RM 16 per child (free admission for kids below 36 months). Therefore, GPCC is the latest main attraction in Zoo Negara.

Even though the giant pandas have boosted the number of visitors in year 2014, it was not sustainable. The total number of visitors to Zoo Negara has been decreasing since 2015 (Figure 1.1). According to Malaysian Zoological Society's Giant Panda Conservation Centre and Veterinary Services Director Dr. Mat Naim Ramli, the total number of visitors in 2015 is the lowest number in the last 20 years and it shows that the giant pandas factor did not help to increase the number of visitors for its second year, even though it started to bring crowds back to the zoo in the first year (M. N. Ramli, Director of Giant Panda Conservation Centre and Veterinary Services, Zoo Negara, personal communication, March 20, 2016). Visitors are important income generation source for Zoo Negara as their main revenue comes from the entrance fees of the visitors. Therefore, it is crucial for them to have loyal visitors and also new visitors especially for GPCC since the giant pandas will be here for 10 years and all their maintenance expenses are borne solely by Zoo Negara.

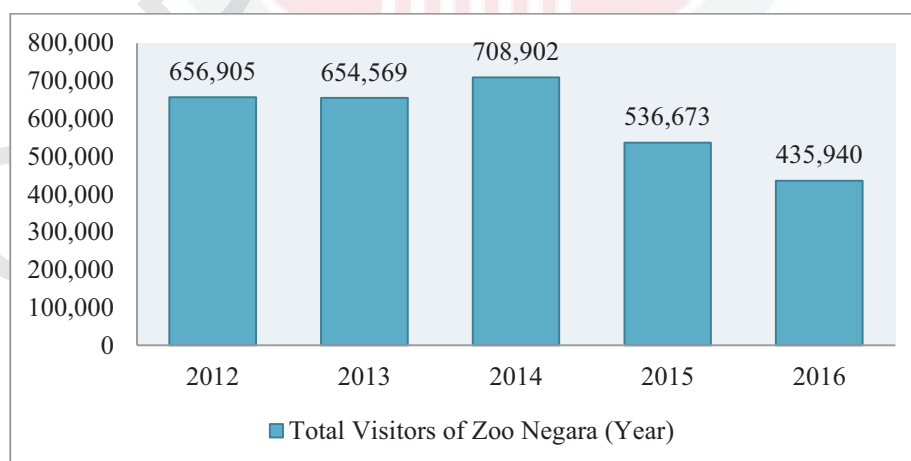


Figure 1.1: Total number of visitors of Zoo Negara between years 2012-2016

Loyalty has been a vital objective of service providers since determining long-term profit levels come from the high retention or a low defection rate of visitors (Zeithaml, Berry & Parasuraman, 1996). Visitors' loyalty has been a powerful tool in tourism marketing as it helps a destination to retain their visitors and also attract more new visitors. Enhancing visitors' loyalty at a destination and managing visitors' service satisfaction effectively have been addressed by marketing practitioners (Zeithaml et al., 1996). Through loyalty, the costs for marketing can be reduced as loyal visitors will help to recommend the destination to others by providing positive word-of-mouth (WOM) and revisiting the destination again willingly (Meleddu et al., 2015). In addition, with the current technology, most people will share their experiences at a particular destination through their social networking websites where positive words from them are very crucial to the destination. Research shows good quality of services and positive memorable tourism experiences are some of the elements that can highly influence visitors' loyalty towards a destination (Alegre & Juaneda, 2006; Ali, Hussain & Ragavan, 2014; Baker & Crompton, 2009; Boulding, Kalra, Staelin & Zeithaml, 1993; Chandralal & Valenzuela, 2013; Ganesh & Haslinda, 2014; Kim & Ritchie, 2014; King, 2002; Thomas & Earl, 1995; Wirtz, Kruger, Scollon & Diener, 2003; Wu, 2016; Wu, 2017).

Recently, there are several studies that have been done specifically at GPCC in Zoo Negara which include effects of preference and nutritional values of local bamboo towards growth performance of captive giant pandas (Ishak et al., 2016), visitors' attitudes (Afiq Akmal & Shazali, 2016) and awareness of domestic visitors (Nurul Afifah & Siow, 2016) towards Giant Panda Conservation Programme, visitors' satisfaction towards facilities (Thoo & Shazali, 2016), performance of services and facilities (Nuraishah & Siow, 2016), motivation to visit (Fatin & Ramachandran, 2016), wildlife value orientations (Wan Ainnur & Kunasekaran, 2016), and types of MTEs (Chan & Kunasekaran, 2016). Despite that, none of the studies has linked service quality, MTE and destination loyalty in their studies. This shows that there is a significant gap in the extant literature for GPCC and also for the services marketing. Hence, this study will close up the gap that exists by combining the service quality, memorable tourism experiences and destination loyalty as a model. Since the competition of tourist destinations is increasing, differentiating one's offerings base on the experiences they offer definitely can benefit the tourism companies and destinations (Lee & Smith, 2015). Therefore, this study is to help GPCC in Zoo Negara to increase their understanding of their service quality, MTE and destination loyalty at the same time covers the gap between the three dimensions for zoo setting.



### 1.3 Research Questions

From the problem statement, this research was intended to answer a question on “How do we need to determine loyalty among visitors at Giant Panda Conservation Centre (GPCC), Zoo Negara?”. To answer this, a sub-question of “What are the factors that influence loyalty among visitors at GPCC, Zoo Negara?” was imposed. This study argues by integrating constructs of service quality and memorable tourism experiences to understand loyalty among visitors. Sub-questions related to research are:

- 1) Do the visitors of GPCC covers a wide range of socio-demographic characteristics?
- 2) Are the visitors loyal towards GPCC?
- 3) Do the visitors feel that GPCC is providing high service quality?
- 4) Do the visitors have positive memorable tourism experiences?
- 5) Do the socio-demographic characteristics influence the visitors' loyalty towards GPCC?
- 6) Does memorable tourism experience play a mediating role in the relationship between service quality and loyalty?

### 1.4 Objectives

The main objective is to examine the factors that influence loyalty in relation with service quality and memorable tourism experience among visitors at Giant Panda Conservation Centre (GPCC) in Zoo Negara. The specific objectives of the study are listed as below:-

1. To identify the socio-demographic characteristics of visitors of Giant Panda Conservation Centre (GPCC).
2. To determine the level of visitors' loyalty, service quality and memorable tourism experiences for GPCC.
3. To determine the factors that influence visitors' loyalty towards GPCC.
4. To examine the mediating effect of memorable tourism experience on relationship between service quality and loyalty.

## **1.5 Significance of the Study**

The rationale of this study is to expand the body of knowledge of Expectation Confirmation Theory (ECT) in tourism sector especially in the context of wildlife tourism. The exchanging of the Satisfaction dimension of ECT into Memorable Tourism Experience (MTE) is to blend in the tourism essence into ECT to make it more robust in the tourism environment. In addition to that, MTE will be tested as the mediator variable between service quality and loyalty.

Furthermore, from marketing and business perspective, this study enables marketing managers of GPCC to understand the quality of service and memorable experiences demanded by visitors. Moreover, in terms of management, this study will assist the management of GPCC in making better informed-planning decisions to create more loyal visitors through providing the best service quality and positive memorable tourism experiences for the visitors. Although results are relatively specific to the study area, the research process can be applied to other wildlife tourism areas, especially captive breeding conservation centres.

## **1.6 Definition of Key Terms**

### **1. Visitor**

A visitor is a person who travels to a destination outside his or her usual environment for not more than a year and with purposes such as business, leisure or other personal purposes such as visiting relatives except being employed by a resident entity in the place visited (World Tourism Organization [WTO], 2008). In this study, visitor refers to the visitor who had visited Giant Panda Conservation Centre (GPCC) at Zoo Negara, Malaysia.

### **2. Loyalty**

Loyalty represents an irrational behaviour which is resulted from a deeply held commitment to re-patronise or re-purchase a preferred product or service consistently (Oliver, 1999). In this study, loyalty is interpreted as a commitment to re-visit GPCC consistently and spread positive Word of Mouth of GPCC.

### **3. Visitors' Loyalty**

A visitor is one who is willing to continue to patronize a company or business over a long period, purchasing and using its services and goods on a repeated and preferably exclusive manner, and recommend the firms' products to others such as family and friends voluntarily (Lovelock, 2010). In this study, visitors' loyalty refers to visitors who are willing to re-visit GPCC, recommend GPCC to others and pay for a higher entrance fees for GPCC. It is measured by items related with revisit intention, intention to recommend and high tolerance for price premium.

4. Service Quality

Service quality is an overall assessment of a destination on the quality of opportunities available there, and it is also considered mostly to be related to a visitor's quality of experience (Crompton & Love, 1995). In this study, service quality refers to the overall evaluations of GPCC's service experience that visitors had at GPCC as measured by functional and technical qualities.

5. Tourism

Tourism is the consumption of experience which assigns those aspects of visitor behaviours that are related to the fantasy, emotive and multisensory aspects of a person's experience of a destination (Hirschman & Holbrook, 1982).

6. Memorable Tourism Experience

A tourism experience that can be remembered positively or negatively and recalled even after the event has occurred (Kim et al., 2012). In this study, memorable tourism experience refers to the positive memorable experience of the visitors at GPCC which are measured by the 7 positive MTE dimensions confirmed by Kim et al. (2012) namely hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge.

## 1.7 Research Outline

This thesis is composed of five chapters: chapter one for introduction, chapter two for literature review, chapter three for methodology, chapter four for result and discussion and, lastly, chapter five for conclusion and implications.

**Chapter one** begins with the background of the study and the problem statement. It reveals the research questions and the objectives of the study. Besides that, it also explores significance of the study, definition of key terms and research outline.

**Chapter two** covers a review of literatures related to tourism, wildlife tourism, sustainable wildlife-based tourism and conservation and visitor management. Furthermore, a comprehensive review of literatures related to the concept of service quality, memorable tourism experience and loyalty is discussed. In addition, a proposed conceptual framework is also included.

**Chapter three** discusses on the methodology of the study where it reveals the research design, technique and procedure used in this research. It covers the sampling, instrumentation, pilot test, data collection process and data analysis procedures using Statistical Package for Social Science (SPSS).

**Chapter four** is about the results and discussions. Generally, it shows the results gained from the descriptive analysis and multiple regression analysis, and the discussions on the results.

**Chapter five** summarises this study by concluding the results and reviewing the implications of the study. Apart from that, it recommends for future research directions and limitations of the current study.





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