



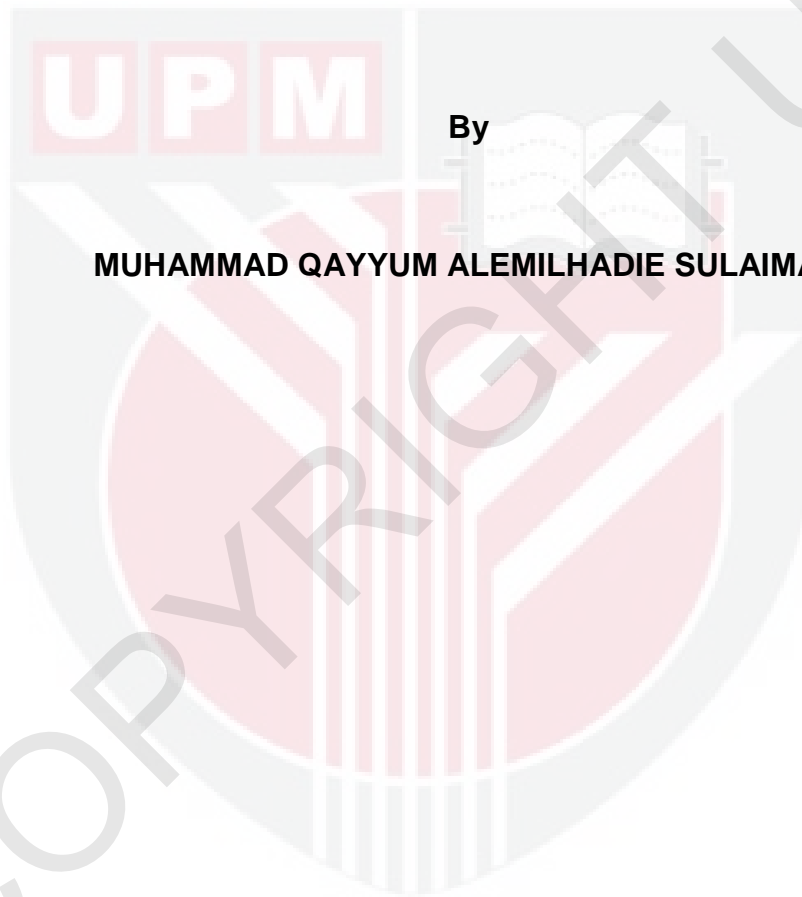
UNIVERSITI PUTRA MALAYSIA

***TOURIST MOTIVATION TO VISIT THE KILIM KARST GEOFOREST
PARK IN LANGKAWI ISLAND, KEDAH***

MUHAMMAD QAYYUM ALEMILHADIE SULAIMAN

FH 2016 12

**TOURIST MOTIVATION TO VISIT THE KILIM KARST GEOFOREST PARK IN
LANGKAWI ISLAND, KEDAH**



By

MUHAMMAD QAYYUM ALEMILHADIE SULAIMAN

**A Project Report Submitted in Partial Fulfilment of the Requirements for
the Degree of Bachelor of Park and Recreation Science in the
Faculty of Forestry
Universiti Putra Malaysia**

2016

DEDICATION

**THIS THESIS IS SPECIALLY DEDICATED
TO MY FAMILY AND FRIENDS
THANKS FOR ALL YOUR SUPPORT AND GUIDANCES**



ABSTRACT

The issue of Langkawi is in danger of losing its Unesco Geopark status following the world body's move to issue a "Yellow Card" warning because of the local authorities' failure to abide by conservation and sustainable practice requirements. A study was conducted to determine tourist motivation to visit the Kilim Karst Geoforest Park in Langkawi Island, Kedah. This research also conducted to determine the push and pull factor of tourist to visit the Kilim Karst Geoforest Park. Factor such as family togetherness, self-exploration, convenience of facilities and key tourist and safety were used to identify the push and pull factors. This study also related the socio demographic background which is nationality, gender, age, marital status, ethnic, religion, education level, occupation and income. Two hundred respondents were interviewed using structured questionnaire. The data was collected between January until February 2016. Descriptive analysis and multiple regressions were used in analysing data. The result showed that the push factor was having fun with family and friends and the pull factor was tourism destination with attractive interpretive signage. From the visitor recommendation, the responsible party in this park should create more attractive interpretive signage to attract more visitors to visit the park.

ABSTRAK

Isu Langkawi yang berada dalam keadaan bahaya apabila hampir kehilangan status Unesco Geopark ekoran langkah badan dunia itu untuk mengeluarkan "Kad Kuning" amaran kerana kegagalan pihak berkuasa tempatan untuk mematuhi pemuliharaan dan amalan mampan keperluan. Satu kajian telah dijalankan untuk menentukan pelancong motivasi untuk melawat Taman Geohutan Kilim Karst di Pulau Langkawi, Kedah. Kajian ini juga dijalankan untuk menentukan faktor penolak dan faktor penarik pelancong untuk melawat Taman Geohutan Kilim Karst. Faktor seperti kekeluargaan, penerokaan diri, kemudahan kemudahan dan pelancongan utama dan keselamatan telah digunakan untuk mengenal pasti faktor penolak dan faktor penarik. Kajian ini juga berkaitan latar belakang sosio demografi yang kewarganegaraan, jantina, umur, status perkahwinan, etnik, agama, tahap pendidikan, pekerjaan dan pendapatan. Dua ratus responden telah ditemubual menggunakan soal selidik berstruktur. Data yang telah dikumpulkan di antara Januari hingga Februari 2016. Analisis deskriptif dan berbilang regresi telah digunakan dalam menganalisis data. Hasil kajian menunjukkan bahawa faktor penolak itu meluangkan masa dengan keluarga dan rakan-rakan dan faktor penarik yang merupakan destinasi pelancongan dengan papan tanda tafsiran yang menarik. Dari cadangan pengunjung, pihak yang bertanggungjawab di taman ini perlu mewujudkan papan tanda tafsiran yang lebih menarik untuk menarik lebih ramai pengunjung untuk melawat taman.

ACKNOWLEDGEMENT

All praise to Allah swt for the strength and His blessing in completing this thesis. In preparing final year project, I was contact with several persons such as researchers and academicians. They have contributed towards my understanding and thoughts. In particulars, I wish to express my appreciation to my supervisor, Dr. Siti Suriawati Isa for her encouragement, advises, suggestions and her invaluable guidance. Not forgotten, my appreciation to my examiner, Assoc. Prof. Dr. Azlizam Aziz for the support, knowledge and comment regarding this topic.

I am also very thankful to the staff of the Kilim Karst Geoforest Park, Langkawi and Langkawi Development and Authority (LADA) for such a good assistance in providing the information for the purpose of my study.

I also wish to convey my deepest gratitude to my parents, brothers and sister and also my close friends for their encouragement, concern and support through the duration of study. I am grateful to all my members in UPM.

APPROVAL SHEET

I certify that this project report entitled “**Tourist Motivation to Visit the Kilim Karst Geoforest Park in Langkawi Island, Kedah**” by Muhammad Qayyum Alemilhadie Sulaiman has been examined and approved as a partial fulfilment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

Dr. Siti Suriawati Isa
Recreation and Tourism Department
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

Date: May, 2016

TABLE OF CONTENT

	PAGE
DEDICATION	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
APPROVAL SHEET	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER	
1 INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Objectives	5
2 LITERATURE REVIEW	6
2.1 Geopark and Geoforest Park	6
2.2 Motive, Motivation Theory and Motivation Direction	8
2.3 Pull Factors	9
2.4 Push Factors	10
2.5 Relationship Between Pull Factors and Push Factors	12
3 METHODOLOGY	14
3.1 Introduction	14
3.2 Study Area	14
3.3 Source of Data	15
3.4 Sample Size	16
3.5 Instrument	17
3.6 Data Analysis	18
4 DATA ANALYSIS	20
4.1 Introduction	20
4.2 Socio-Demographic Profiles of the Respondents	20
4.2.1 Nationality	21
4.2.2 Gender	22
4.2.3 Age	23
4.2.4 Marital Status	24
4.2.5 Ethnic	25
4.2.6 Religion	26
4.2.7 Education Level	27
4.2.8 Occupation and Income	28
4.3 Trip Characteristics of the Visitors	32
4.3.1 Transportation	32
4.3.2 Travel party	33
4.3.3 Number of Information Sources	34
4.3.4 Frequencies of Visitation	35
4.3.5 Time Spend at KKGP	36

4.3.6	Travelling Distance from Hotel	37
4.4	Factor Analysis of Push Factors and Pull Factors	40
4.4.1	Push Factor	40
4.4.2	Pull Factor	43
4.5	Multiple Regression	45
5	CONCLUSION AND RECCOMENDATION	48
5.1	Conclusion	48
5.2	Recommendation	49
REFERENCES		50
APPENDIX		53
	Appendix A: Questionnaire	53
PUBLICATION OF THE PROJECT UNDERTAKING		60

LIST OF TABLES

TABLE		PAGE
1	The Calculation for a Population Size	18
2	Socio-Demographic Profiles of Respondents	30
3	Trip Characteristic of Visitors	38
4	Family Togetherness and Study	41
5	Self-Exploration	42
6	Convenience of Facilities	43
7	Key Tourist and Safety	44
8	Regression Model Summary	46
9	Regression Analysis Result	46

LIST OF FIGURES

FIGURE		PAGE
1	Map of Langkawi Island	3
2	Location of the Kilim Karst Geoforest Park.	15
3	Nationality of Visitors in Percentage	21
4	Gender of Respondents in Percentage	22
5	Age of Respondents in percentage	23
6	Marital Status of Respondents in Percentage	24
7	Ethnic of Respondents in Percentage	25
8	Religion of Respondents in Percentage	26
9	Education Level of Respondents in Percentage	27
10	Occupation of Respondents in Percentage	28
11	Income of Respondents in Percentage	29
12	Transportation of Respondent in Percentage	32
13	Travel Party of Respondent in Percentage	33
14	Information Sources of Respondent in Percentage	34
15	Frequencies of Visitation of Respondents in Percentage	35
16	Time Spend in KKGP of Respondents in Percentage	36
17	Traveling Distance of Respondents from Hotel in Percentage	37

CHAPTER 1

INTRODUCTION

1.1 Background

Everyone has their own reasons that motivate them to visit a place. Motives are the “whys” of behaviour – the needs or want the drive behaviour and explain what we do. We don’t actually observe a motive; rather, we infer that one exists based on the behaviour we observe (Nevid, 2013). Generally, motives represent someone purpose, interest, push and pull factors, what he or she choose to act and psychological cause to behave on something. The term motivation refers to factors that activate, direct and sustain goal-directed behaviour.

According to Lascurain (1983) ecotourism is that tourism that involves travelling to relatively undisturbed natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas. Ecotourism implies a scientific, aesthetic or philosophical approach, although the ‘ecotourist’ is not required to be a professional scientist, artist or philosopher. The main point is that the person who practices ecotourism has the opportunity of immersing him or herself in nature in a way that most people cannot enjoy in their routine, urban existences.

The International Ecotourism Society TIES (1990) state that, ecotourism is “responsible travel to natural areas which conserves the environment and improves the welfare of the local people”. Ecotourism in Malaysia has the

potential to become as tourist choice due to its natural attractions and a unique geographical landscape.

Ecotourism sector in Malaysia has the potential due to its natural attractions and unique geographical landscape. Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations (Lascurain, 1993). According to Tourism Malaysia (2008), Malaysia is one of the 12 mega-biologically diverse countries in the world and large numbers of flora and fauna. As many as 15,000 species of flowering plants, 286 species of mammals, 150,000 species of invertebrates and 4,000 species of fishes. Ecotourism in Malaysia has become one of the growing industries and important investments for the growth of the economy. Malaysian government has invested a significant amount of money to develop the ecotourism sectors.

According to Ibrahim Kamoo (2010), world geopark status was given to Langkawi Island on 2007. Three of its main conservation areas in Langkawi Geopark are Machincang Cambrian Geoforest Park, Kilim Karst Geoforest Park and Dayang Bunting Marble Geoforest Park (Island of the Pregnant Maiden Lake). In figure 1 shows that these three parks are the most popular tourism area within Langkawi Geopark.

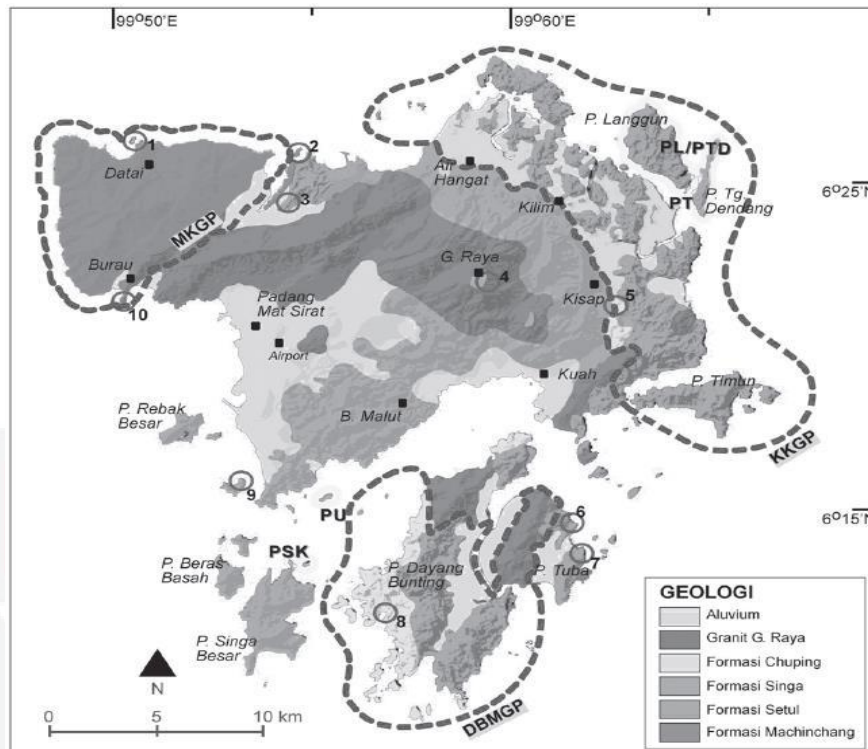


Figure 1: Map of Langkawi Island
Source: Leman (2010)

A geoforest park is a special conservation area within a Permanent Reserved Forest (PRF) with outstanding geological and biological resources where protection and wise utilization of these resources are geared towards sustainable recreation, promoting multidisciplinary research and enriching community awareness about the natural integration of various forest resources (Ismail 2004, 2005). The three geoforest parks introduced in Langkawi are the Machinchang Cambrian, Kilim Karst and Dayang Bunting Marble Geoforest Parks each of them is named after its geographic name and the most significant geoheritage features within the area. The total area of these three geoforest parks covers nearly 40 percent of the total area of the Langkawi Archipelago. All

these geoforest parks contain a large area of permanently exposed rocks within which most of the geoheritage sites of Langkawi are found.

According to ABC Langkawi's article (2009), Langkawi is a duty-free island. Langkawi is a duty-free shopping haven offering an attractive range of local and imported goods for those with a yen for shopping. Among the many choices for shoppers include souvenir items such as pewter, handicraft, batik, crystals and glassware. Others include confectionery, liquor, silk fabrics, perfumes and fragrances, cosmetics, shoes and seafood items.

1.2 Problem Statement

Langkawi is one of the popular tourist destinations which is always crowded with visitors either local or foreign visitors. The number of visitors who had visited this place is increasing from 2.8M to 3.6M.

According to McIntyre and Bhatt (2014), Langkawi, is in danger of losing its Unesco Geopark status following the world body's move to issue a "Yellow Card" warning because of the local authorities' failure to abide by conservation and sustainable practice requirements.

A routine audit by the world body's Geopark inspectors last year revealed a lack of promotion and infrastructure to support its Geopark status, other than the Langkawi Geopark heritage signage found in various places around the islands. UNESCO has said the educational and marketing aspects of Langkawi's

geopark status are below par, and will retract the endorsement if the authorities do not redeem themselves when the next round of inspection takes place in March 2015.

Thus this research is important to find out the reason that motivate tourist to visit Langkawi. This research also may help the responsible party to improve their quality of promotion of Geopark in Langkawi in order to strengthen the world geopark status. Therefore, the research about tourist motivation to visit Kilim Karst Geoforest Park in Langkawi is needed to be conducted.

1.3 Objectives

The objectives of this study:

- To identify the push and pull factor of tourist to visit the Kilim Karst Geoforest Parks in Langkawi Island, Kedah.
- To determine the most significant factors influencing visitors to visit the Kilim Karst Geoforest Park, Langkawi.

REFERENCES

- Cordes K. A. and Ibrahim H. A. (1996). *Applications in recreation and leisure for today and the future*. Mosby-Year Book, Inc.
- Fakeye P.C. and Crompton J.L. (1991). Image difference between prospective, first-time, and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*, 30(2), 10–16.
- Galloway G. (2002). 'Psychographic Segment of Park Visitor Markets: Evidence for the Utility of Sensation Seeking', *Tourism Management*, 23(1), 581-596.
- Gnoth J. (1997). Tourism Motivation and Expectation Formation. University of Otago, New Zealand. *Middle East Journal of Scientific Research*, 7(1), 161-165
- Hamdan N. S, Yusof A. (2014). *An Examination of Sport Tourists' Profiles and Motives as for Visiting Langkawi*.
- Hassan S. (2009). *Segmentation of Visitors Using Travel Motivation Approach at the Kuala Gandah National Elephant Conservation Center*, M.S Thesis, Universiti Putra Malaysia, Malaysia.
- Iso-Ahola S.E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256–262.
- Kim S.S., Lee C.K., and Klenosky D.B, (2003). 'The Influence of Push and Pull Factors at Korean National Parks', *Tourism Management*, 24(2), 169-180.
- Klenosky D.B. (2002). The pull of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40(4), 385-395.
- Kozak M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221–232.
- Leman M. S., Kamoo I., Mohamed K. R., Ali C. A. and Unjah T. (2007). Geopark as an answer to geoheritage conservation in Malaysia – The Langkawi Geopark case study. *Geological Society of Malaysia*, 53(1), 95 – 102.
- Lewis T. O. Cheung, (2015). The Effect of Geopark Visitors' Travel Motivations on their Willingness to pay for Accredited Geo-guided Tours. *Geoheritage Researchgate*, 12(2), 44-50.
- Loker-Murphy L. (1996). Backpackers in Australia: A Motivation Based Segment Study. *Journal of Travel and Tourism Marketing*, 54(4), 23-45.

Matthew N. K., Shuib A., Ramachandran S., and Herman S. (2014). *Profile and Characteristics of the Visits of International Visitors to the Kilim Karst Geoforest Park, Langkawi*, 11(1), 73–80.

McKeever P.J. (2011). The Global Geoparks Network: celebrating earth heritage, sustaining local communities. In: Li E, Ng YCY, Leung R (eds) *Geo conservation and Sustainable Development 2011*. The HKIE Geotechnical Division, Hong Kong, 105.

Niggel C. and Benson A. (2008). Exploring the Motivations of Backpackers: The Case of South Africa. In K. Hannan, & I. Ateljevic (Eds.), *Backpacker Tourism: Concepts and Profiles*, 22(3), 144-156.

Norzaini A., Sharina A. H., Ong P. L and Ibrahim K (2011) The Langkawi Global Geopark: local community's perspectives on public education, *International Journal of Heritage Studies*, 17(3) 261-279.

Pearce P. L., and Caltabiano M. L. (1983). Inferring Travel Motivation from Travellers' Experiences. *Journal of Travel Research*, 22(2), 16-20.

Pearce P. L. (1993). Fundamentals of Tourist Motivation. In D. Pearce, & R. Butler (Eds.), *Tourism Research: Critiques and Challenges*. London: Routledge and Kegan Paul, 85-105.

Petropoulos A. B. (2006). Arq. Hector Ceballos-lascurain, the Architect of Ecotourism, *International Ecotourism Journal*, 4(85), 1-9.

Richards G., and Wilson J. (2004). The Global Nomad: Motivations and Behavior of Independent Travelers. In G. Richards, & J. Wilson (Eds.), *The Global Nomad: Backpacker Travel in Theory and Practice*, 14-39.

Ross E. I. D., and Iso-Ahola S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(1), 226–237.

Ryan C. (1991). *Recreational tourism: A social science perspective*. London: Routledge. *International Journal of Heritage Studies*, 12(9) 224-231.

Saman F. M., Ayob M. Z., Hussin Z. and Jusoff K. (2009). Tourists' Satisfaction on Kilim River Mangrove Forest Ecotourism Services, *Geoheritage Researchgate*, 2-4.

Sapari M.S., Shuib A, Ramachandran S. and Herman S. (2000). *Analysis of Tourist Satisfaction Models*, 4-9.

Sapari M.S., Shuib A, Ramachandran S. and Herman S. (2000). *Visitors' Satisfaction Towards Service and Facilities in Kilim Karst Geoforest Park, Langkawi*, 2-5.

Tak K.H., David W. and Miao F.C. (2008). *Chinese tourists visiting Singapore: Pull and push factors* In *Advances in Hospitality and Leisure*, 229-244.

Uysal M. and Hagan L. (1993). *Motivations of pleasure travel and tourism*. In M. Khan, M. Olsen, & T. Var (Eds.), *Encyclopaedia of hospitality and tourism*. New York: Van Nostrand Reinhold.

Zhang Y. and Peng Y. (2014). 'Understanding travel motivations of Chinese tourist visiting Cairns', *Journal of Hospitality and Tourism Management*, 21, 44-53.

