



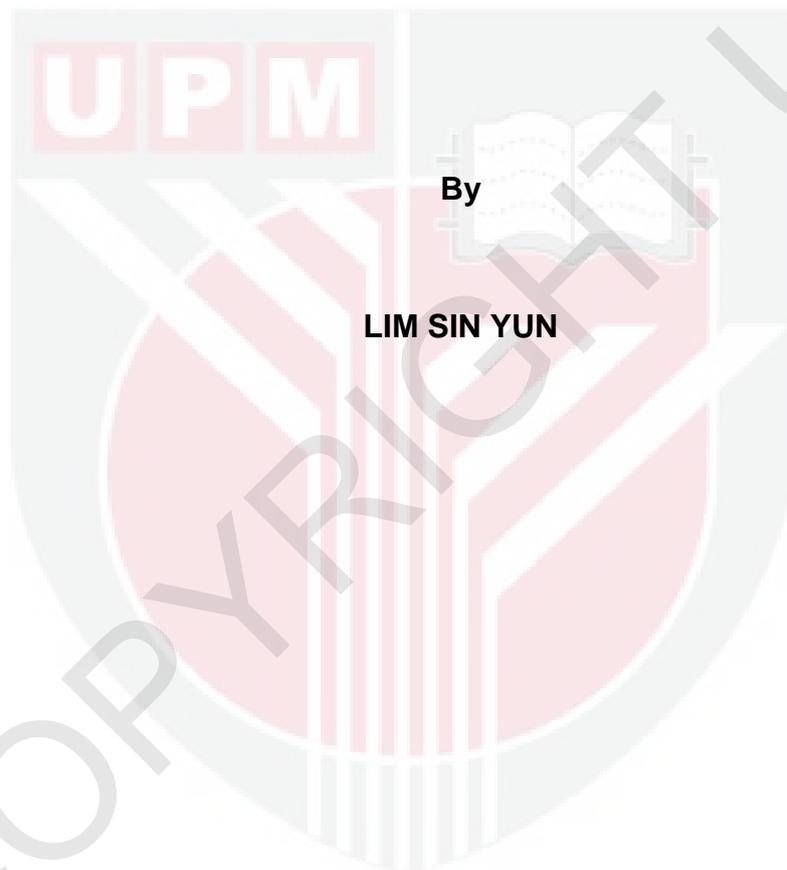
**UNIVERSITI PUTRA MALAYSIA**

***FACTORS INFLUENCING VISITORS' PERCEPTION ON CONGESTION  
IN GIANT PANDA CONSERVATION CENTRE (GPCC), ZOO NEGARA***

**LIM SIN YUN**

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**FACTORS INFLUENCING VISITORS' PERCEPTION ON CONGESTION IN  
GIANT PANDA CONSERVATION CENTRE (GPCC),ZOO NEGARA**



By

**LIM SIN YUN**

**A Project Report Submitted in Partial Fulfillment of the Requirements  
for Degree of Bachelor of Parks and Recreation Science in the  
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## ABSTRACT

Giant Panda Conservation Centre (GPCC) is one of the significant attractions in Zoo Negara. The arrival of Giant Pandas (Fu Wa) Xing Xing and (Feng Yi) Liang Liang in 21 May 2014 symbolizes the 40th anniversary of Malaysia-China diplomatic ties which attract worldwide lens attention. Besides that, there is a significantly increase of the total number of visitors after the panda cub (Nuan Nuan) was release to public in 17 November 2015. The increasing number of visitors has created some impacts such as crowdedness to the site and facilities. Therefore the factors affecting visitors' perception on acceptable level of congestion in GPCC must be determined. Besides that, it also aimed to study the socio-demographic variables in GPCC. The variables were measured using a four points Likert scale through questionnaire survey of 250 respondents. The result shows the respondents were acceptable to the congestion condition in GPCC. The highest acceptable level toward congestion condition was obtained by the information center in GPCC which is the area where visitors enter after the entrance while the lowest acceptable level toward congestion condition was obtained by the zoovenir shop, which is the souvenir shop in GPCC. Besides, visitors' overall acceptable level toward congestion was affected by the method of visitors choose to reach GPCC; visitors get the source of information from brochures, magazine and newspaper and secondary education level. In conclusion, the management should not neglect the acceptable level of visitors toward the congestion problems because it will affect the intention of visitor to revisit the zoo.

## ABSTRACK

Pusat Konservasi Panda Gergasi (PKPG) adalah salah satu tarikan utama dalam Zoo Negara. Kedatangan Panda Gergasi (Fu Wa) Xing Xing dan (Feng Yi) Liang Liang pada Mei 21,2014 melambangkan hubungan diplomatik Malaysia-China dan berjaya menarik perhatian seluruh dunia. Selepas kelahiran bayi panda pada 17 November 2015 ,bilangan kedatangan pelawat meningkat berbanding dengan tahun yang lepas .Selain itu , peningkatan jumlah pelawat telah mewujudkan kesan-kesan negatif seperti kesesakan dan ketidakpuasan pengunjung dalam PKPG.Tujuan kajian ini adalah untuk mengkaji faktor –faktor yang boleh mempengaruhi persepsi kebolehterimaan pelawat tentang kesesakan dalam PKPG dan mengkaji sosio-demografi pelawat .Tahap pelawat yang boleh diterima terhadap kesesakan PKPG diukur dengan menggunakan skala Likert empat mata dan borang soal selidik daripada 250 responden. Hasil kajian menunjukkan responden boleh menerima keadaan kesesakan di PKPG. Tempat beruang pusat maklumat menerima tahap keterimaan yang paling boleh diterima oleh pelawat manakala kedai cenderamata menerima tahap keterimaan yang paling rendah oleh pelawat. Pelawat berjalan ke PKPG, pelawat mendapatkan sumber maklumat daripada risalah, majalah ,akhbar dan tahap pendidikan menengah telah dikenalpasti sebagai faktor-faktor yang boleh mempengaruhi keseluruhan tahan kebolehterimaan pelawat di PKPG. Kesimpulannya, pihak pengurusan tidak boleh mengabaikan kebolehterimaan pelawat terhadap masalah kesesakan kerana ini akan memberi kesan kepada niat pelawat untuk melawat semula PKPG.Tahap kebolehterimaan pelawat mestilah memberi perhatian untuk memenuhi kepuasan pelawat.

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## APPROVAL SHEET

I certify that this research project report entitled “**Factors Influencing Visitors’ Perception on Congestion in Giant Panda Conservation Centre (GPCC), Zoo Negara**” by Lim Sin Yun has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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Dr. Shazali bin Johari  
Faculty of Forestry  
Universiti Putra Malaysia  
(Supervisor)

---

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

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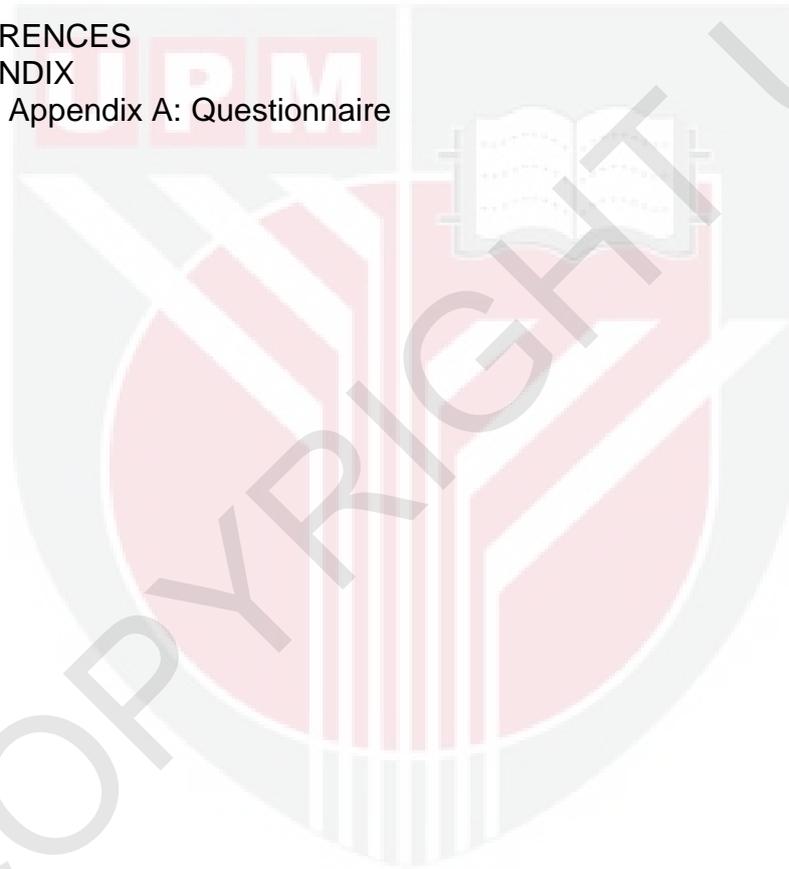
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## LIST OF ABBREVIATIONS

<b>GPCC</b>	Giants Panda Conservation Centre
<b>SPSS</b>	Statistical Package for the Social Science
<b>WOM</b>	Words of Mouth



## CHAPTER 1

### INTRODUCTION

#### **1.1 Giant Panda Tourism in Malaysia**

According to Tourism Malaysia statistic, the tourist arrivals to Malaysia were increase dramatically from 15.7million visitors to 27.44 million visitors since 2004 until 2014. In June 2012, Wildlife Conservation Association and the Malaysian government were marked a deal regarding to grant a loan of a pair of pandas, Feng Yi(Liang Liang) and Fu Wa(Xiang Xing). Besides, the panda programme commemorates the 40th anniversary of Malaysia-China diplomatic relations and it is a follow-up to the cooperation agreement signed between Malaysia and China on June 15, 2012. (Chinadaily European, 2012).

According to Ministry of Foreign Affairs Malaysia, Datuk Seri G.Palanivel, the arrival of the pair of pandas would spur the national tourism industry due to the coincided with the Visit Malaysia Year 2014 in April. In addition, Malaysia had made preparations to plant bamboo in 2012 to ensure sufficient supply for the pandas for the 10years period they would be in Malaysia. Moreover, six-hectare site had been determined in the Wetland Park, Putrajaya while another 10 hectares already had healthy bamboo clumps, which is certainly platitudinous for immediate needs.

The pandas would need profusion of food for instance 20 to 25kg of bamboos a day as their staple food .Bamboo cakes are one of their source of food which were processed from bamboo powder, bamboo shoots, apples and carrots. Nevertheless, in order to fully comprehend the taking care

process of the pandas, representatives from Malaysia had been sent to China for training so that they will be more skillful and professional in handling pandas' wellness. In fact, through the project, research on giant panda conservation and developing local experts become a valuable and precious opportunity for Malaysia to conduct. (Datuk Seri G. Palanivel, 2014).

### **1.2 Giant Panda Conservation Centre (GPCC) on Zoo Negara**

Giant Panda Conservation Centre was launched by the Prime Minister, Datuk Seri Najib Tun Razak on 25<sup>th</sup> of June 2014 and the name of pandas Xing Xing (Fu Wa) and Liang Liang (Feng Yi) was announced. The centre was simulated definitely as original home in Sichun province, China. (The Star Online, 2014)

The Malaysian Government initially planned to accommodate Feng Yi and Fu Wa at the Putrajaya Wetland Park, but it was changed to Zoo Negara in Kuala Lumpur to be the final decision to accommodate the giant pandas Feng Yi and Fu Wa. Natural Resources and Environment Minister Datuk Seri Douglas Uggah Embas explained the reason of choosing zoo Negara instead of Putrajaya's Wetlands Park is because considering feedback from various organizations and the public. Furthermore, Zoo Negara has better equipment and facilities to care for the pandas. The complex construction will begin in July 2013 and forecast to be completed by April 2014 so the pandas can be brought to Zoo Negara a month later when his visitation.

According to Tourism Minister Datuk Seri Dr Ng Yen Yen (2014), foreign tourists were flock to Malaysia to see the giant pandas once they were brought to Giant Panda Conservation Centre (GPCC) on Zoo Negara .The launching of the two giant pandas (Fu Wa and Feng Yi) will directly enhance the tourism industry in Malaysia as it attracts more foreign visitors especially Indonesia and Singapore.

On 18 August 2015, a panda cub was born by Feng Yi (Liang Liang) .According to Natural Resources and Environment Department ,they had received a panda cub's name list from the 22,830 entries received for the "Name the Giant Panda Cub" contest and the summarized name list of the panda cub's name will submitted to the Chinese authorities to approve .This is because the panda cub was no ordinary baby as the governments of two countries will be involved in picking the suitable name for panda cub. (Datuk Seri Dr Wan Junaidi Tuanku Jaafar, 2016). On 8<sup>th</sup> April 2016, the name of the panda cub was announced. Nuan Nuan , the name in Mandarin means friendliness, was the best name to exemplify the friendly relationship between the two countries.

### 1.3 Problem Statement

The arrival of Giant Pandas Xing Xiang and Liang Liang symbolizes the 40th anniversary of Malaysia-China diplomatic ties and was successfully caught an attention of worldwide lens. Chinese ambassador to Malaysia Dr Huang Hui Kang mentioned the pandas' arrival proven to be an attraction in Zoo Negara. The adorable panda were favorably attracting 365,000 visitors to the centre in 2014. Giant Panda Conservation Center (GPCC) is one of the attractions in Zoo Negara. GPCC will open from 9am to 5pm daily. Visitors were requested to queue up at the entrance of GPCC to wait for their turn .This was a first-come-first-served basis because there were a limit of quantity of visitor to visit per session .The complex can only accommodate up to 3,500 visitors a day. The zoo's vice-president Rosly @ RahmatAhmat Lana professed that they can allow up to 4,000 visitors a day if there is a necessary need to extend the operating hours due to some special events or holiday. For example public holiday and school holiday in order to handle the immense influx of visitors and school children.

In GPCC , there are divided into several areas will well equip facilities like waiting area ,bear information centre ,panda enclosure ,panda cub room, kitchen ,souvenir shop (zoovenir), panda cafe ,toilet ,photo printing shop and resting area. According to Malaymail Online, GPCC only allow up to 150 visitors per session, which lasts 20 minutes. For normal day like weekdays, the numbers of visitors are still acceptable and easily handle by the staffs. However, during weekend, public holiday and school holiday, the large number of visitors visiting will somehow create some conflict such as

congestion at the entrance and waiting area. Therefore, in order to maintain and increase the standard of GPCC, visitors' perception of their acceptable level toward sites and facilities on GPCC are important in to boost the giant panda tourism in Malaysia.

According to the staff, En .Akmal Hadi (personal communication, 2015), the increasing number of visitors have created some impacts such as crowdedness to the site and facilities as well .Besides, visitors for waiting too long during public holiday and school holiday and inactive pandas during their visitation were complained by some visitors .They felt unsatisfied because they may reach their limit of acceptable level. Therefore, we need to do studies to ascertain the factors affecting visitors' acceptable level on respective area and facilities as well. This is because it helps to provide manager with the information necessary to make decision about appropriate use level.

According to previous studies, researchers mainly identify visitors' acceptable level in forested terrestrial habitat. However, it is now widely use in a variety of other locales ,including marine parks (Roman, Dearden & Rollin, 2007) .The acceptable level of visitors toward congestion in Zoo Negara is necessary because judgment of acceptability required not only the viewpoints of managers and the researchers but of the visitors as well. The word "acceptable" was selected because it emphasized the idea that amount change that occurs reflects a judgment made about it appropriateness.

On 18 August 2015, Panda Liang Liang gives birth to female cub in Malaysia's Zoo Negara. The charming panda cub, NuanNuan was proudly presented by national zoo on 17 November 2015. There is a significantly increase of the total number of visitors which is 13200 visitors (10 per cent) of the total number of visitors after the panda cub was release to public appearance.

National Zoo deputy president RoslyAhmat Lana said the number of visitors to the zoo until 24 Nov was 12,000, and in less than a month the number of visitors rose by 1,200. The zoo would care for the cub for two years before handing it over to the Chinese government. According to Malaymail (16 November), Zoo Negara are fully prepared to control the situation if too many visitors came at one time. However, as the number of visitors will dramatically increase after panda cub released, the acceptable level toward congestion of visitor must pay a concern to ensure that the level of satisfaction of visitor toward GPCC are keep improving. No doubt it is believe the arrival of Giant pandas and panda cub will attract more and more visitors to pay a visit to GPCC. In order to maintain visitors' satisfaction, it is important to know the limit of visitors' acceptable level to retain and attract new visitor. The visitor's perception on acceptable level study in the area and facilities is important in order to maintain their satisfaction and will create attachment to the visitors in order to increase tourist experiences.

#### **1.4 Objectives**

- To identify the socio-demographic characteristics of visitors to the Giant Panda Conservation Centre (GPCC).
- To determine the level of visitor perception for acceptable levels of congestion in Giant Panda Conservation Centre (GPCC).
- To determine the factors affecting the visitor perception on acceptable level of congestion in Giant Panda Conservation Centre (GPCC).

#### **1.5 Justification**

This study will be conducted to measure the visitors' acceptable level toward the provision of area and facilities in GPCC .Visitors' acceptable level is vital because it can helps the management to understand their limit of acceptable change in order to satisfy the visitors' need . Besides, this study can measure the perception of visitors about area and facilities' conditions which are unacceptable so that management can undertake remedial action to improve the area and facilities provided .It helps the manager to identify the problem ideally before it becomes unacceptable .In addition , it encourages the manager to come out an action plan that is needed in certain situation .Therefore, management of GPCC can improve the quality and effectiveness of management and take actions on the matters on concern .Hence, this will helps to attract more visitors, retain the existing visitor and repeating visitor as well.

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