



UNIVERSITI PUTRA MALAYSIA

***THE ATTRACTIVENESS OF LARUT MATANG MANGROVE
FOREST RESERVE AS A RECREATIONAL SITE***

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**THE ATTRACTIVENESS OF LARUT MATANG MANGROVE FOREST
RESERVE AS A RECREATIONAL SITE**

By

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**A Project Report Submitted in Partial Fulfilment of the Requirements for
the Degree of Bachelor of Park Science and Recreation Science in the
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DEDICATION

“Take the chances when you still have the time”



Hidayah, Setia, Rodziah, Nasuha, Syukirah, Faiz

Thank you for all your time and endless support

ABSTRACT

Larut Matang Mangrove Forest (LMMF) is situated in Perak under jurisdiction of Department of Forestry Perak. LMMF provides lots of marine sources for the residents. There are crabs, fish, cockles and shrimps. Not only that, mangrove forest gives out lots of benefits like timber, many activities such as sight-seeing, river cruising and birding can be done there. This study is focused to measure the attractiveness of the place through quality of activities, facilities, accessibilities and also the branding of this place. The socio demographic of the respondents were researched on to find the influence in the attractiveness of LMMF. Attractiveness is something subjective. Variety of opinions was found in literature reviews to show the meaning of attractiveness from past studies. 300 respondents were asked to fill in the questionnaires in order to find out what make the mangrove attractive for them. The result shows that its location is the main attribute of factor analysis, followed by the interesting experience offered and also the facilities and interpretation. In the study, only education levels of socio demographic gave significant values for t-test with $R^2 = 70.9\%$. While, education and number of visit to LMMF showed the significant effects of attractiveness to the respondents. The benefits of the study will directly contribute to the betterment of the management of LMMF and improving the quality of facilities that have already been provided. Besides, it will definitely allows visitors to gain great experience especially when when the management team takes action to solve the problems occurring.

ABSTRAK

Hutan Paya Laut Larut Matang terletak di Perak di bawah bidang kuasa Jabatan Hutan Perak. Hutan Paya Laut dipenuhi dengan sumber-sumber laut untuk penduduk setempat. Antaranya ialah ketam, ikan, kerangan dan juga udang. Selain itu juga, hutan paya laut turut menyumbang pelbagai kebaikan seperti hasil balak dan pelbagai aktiviti rekreasi seperti melihat pemandangan, menyelusuri sungai dan juga melihat burung. Kajian ini memfokuskan untuk mengkaji tarikan di Hutan Paya Laut Larut Matang menerusi faktor-faktor seperti kualiti aktiviti, kemudahan, ketersampaian serta penjenamaan. Selain itu, sosio-demografi responden turut dikaji untuk melihat pengaruh tarikan di Larut Matang. Tarikan ialah sesuatu yang sangat subjektif. Terdapat pelbagai maksud dan faktor yang boleh dimaksudkan sebagai tarikan. 300 orang responden dipilih untuk menjawab kaji selidik demi mengetahui maksud tarikan paya laut terhadap mereka. Hasil kajian dalam *factor analysis* menunjukkan lokasi menjadi faktor utama tarikan diikuti dengan pengalaman kemudian ketersampaian dan juga interpretasi. Dalam kajian, hanya taraf pendidikan menunjukkan kesan di dalam *t-test* dengan nilai $R^2=70.9\%$. Selain itu, bilangan lawatan ke Hutan Laut Larut Matang menunjukkan kesan terhadap tarikan. Antara kebaikan kajian ini adalah memberi pelunag kepada pihak pengurusan untuk mempertingkatkan kualiti kemudahan di samping memberi peluang kepada pengunjung untuk merasai pengalaman yang lebih baik.

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APPROVAL SHEET

I certify that this research project report entitled “**The Attractiveness of Larut Matang Mangrove Forest Reserve**” by Nor Fazlina binti Rosli has been examined and approved as a partial fulfilment of the requirement of the requirement for the degree of Bachelor of Park Science and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

KMO	Kaiser-Meyer-Olkin
LMMF	Larut Matang Mangrove Forest
SPSS	Statistical Packages for Social Science



CHAPTER ONE

INTRODUCTION

1.1 General Background

Ecotourism is a term that related to the parks and wilderness visit .Therefore, mangrove is part of the ecotourism. Mangrove is well known with muddy, high salinity, alternate condition of aerobic and anaerobic, sub strum that always shifting and unstable. A part from that, mangrove forest grows only at tropical and subtropical near the equator as it cannot stand the freezing weather. Mangrove trees have their own unique characteristics that enable them to stand the condition of their growing areas. The leaves restrict the stomata from opening too much. Only small amount of pores will be open to release carbon dioxide during photosynthesis. This helps the tree to conserve its fresh water. The roots of the tree are interesting as it is above ground root that called pneumatophores. Means the roots allow oxygen to enter.

The research before showed that there are many benefits and important of mangrove forest especially at Larut Matang Mangrove Forest, Perak. Before, mangrove was forgotten by many people. Nowadays, mangrove started to become one of the famous tourism destinations in Malaysia. To make sure people satisfy while going to Larut Matang Mangrove Forest, a research is done on the attractiveness of Larut Matang Mangrove Forest. The research will be focusing on the facilities, activities and etc. that we have around Larut Matang Mangrove Forest.

1.2 Recreation

Recreation is a leisure activities that give the feeling of fun, relief and relax. Mostly people will do recreation during free times, gaps and holidays like weekend, school and public holidays. There are two types of recreation that is outdoor and indoor. Outdoor recreation will be do outside building and allowed people to be free running and jogging. For examples, parks and playgrounds. Indoor recreation more focus on court games like badminton and squash. Next, gardening, reading, listening to radios are parts of the recreation as it gives pleasure to us.

Furthermore, recreation relate to health. So, there are benefits of recreation like being healthy, avoid obesity as we being active and stroke. After they do some recreation, they will feel more less tired, healthier and less anxious (Lohmann, 1996).Therapeutic recreation also quiet famous now especially for cancer and autism people to give them sense of calmness and relax. As therapeutic helps people with a good environment instead of taking medicine.

1.3 Aesthetic of mangrove

Many people especially youngsters do not know the important of the mangrove forest. Because of the smelly smell people thinks that the mangrove has no function. That was totally wrong. Research had been conducted that mangrove gives benefits to people, animals as well as our “Mother Earth”. Flashing back the world highly killed people during Tsunami

on December 2004 showed the most important of mangrove all over the world.

Some of the benefits of mangrove are sources of food of marine lives, breeding area for marines, transit of migratory birds, timber sources, charcoal sources, prevention of soil erosion, sources of lives stock feed, natural resources of industrial effluences, medicinal and food sources for human being (Ahmad, 2009). Mangrove has own attraction that people might not know about it. It is rich with marine food like shrimps and crabs. Not only that, mangrove can be used to do recreational activities like river cruising and fishing (Ahmad, 2009). It is not only to human, mangrove also attracting fish. It had been habitats for marine lives especially to avoid preys and tides. The prop roots also part of the shelter for the fish (Nagelkerken & Faunce, 2008). Mangrove is really important in terms of economic and environmental and helps to avoid natural disasters like tsunami and climate change and help to generate income for the villagers.

Besides, mangrove has good scene of view that gives pleasure and calmness to everyone. Mudskippers and variety types of unique crabs give different view to the people who come. The tide also can amaze people who come to visit this area.

1.4 Importance of attractiveness quality in mangrove area

Larut Matang Mangrove Forest had been famous since people realise the important of it. Mangrove at Larut Matang protected some part of Malaysia from being hit up by the tsunami. Therefore, this place started to receive more people every day especially during school holiday. Despite being natural protective, there are more reasons that people come to visit this place.

Hopefully, the forestry department can have the data of socio demographic of visitors that come to Larut Matang Mangrove Forest whether this is the first time or etc. Socio demographic can help knowing the visitors better as different visitors have own pull factor in visit a place.

Besides, useful information about the attractiveness of this place can help the Forestry Department of Perak to enhance the quality of the Larut Matang Mangrove Forest based on the attributes that had been study such as facilities and the activities provided.

1.5 Larut Matang Mangrove Forest

Larut Matang Mangrove Forest is located in the Taiping, Perak. This mangrove forest is about 40,466 hectares which is calculated as 50 per cent of the mangroves in Malaysia. Since 1920s, the mangrove has been gazette as protected forest. Larut Matang is estimated to cover 40.151 hectares of mangrove in Peninsular Malaysia.

Currently, 20 per cent of the areas are reserved for environmentally purpose only. Illegal activities especially logging is restricted. Mangrove Forest has been a heritage to the country as it has its own benefits. Special attention is needed to make sure this mangrove still can be functional to human being, flora and fauna.

Fishery production natural habitats, charcoal production and migratory of birds are among roles that had been played by mangrove forest for decades. Among of the reasons that attract fish to choose mangrove as their habitats is the unique characteristics of the root (Nagelkerken & Faunce, 2008).

1.6 Problem Statement

This study is conducted to determine the attractiveness of Larut Matang Mangrove Forest. As we know, attractiveness is really subjective. It is depends on the person to verify the meaning of attractiveness to them. Using theory of demands, attractiveness can be measure based on people preferences and how they think the places have a good quality. No one can argue each person's preferences because it is their own choices. People may think that one's opinion but, must accept it without prejudice.

Since the visitors have their own objectives, this research aim to study the factors that attract users to prefer Larut Matang Mangrove Forest Reserve based on quality and benefits that users can get through Larut Matang

Mangrove Forest. This is because, without the attractiveness people would not come there.

1.7 Objectives

The main objective from this finding is to determine the attractiveness of Larut Matang Mangrove Forest, Perak. This finding can help the Department of Forestry Perak to enhance the quality of their attractiveness through the attractiveness attribute that will be determined through my research study.

- I. To evaluate the attractiveness of Larut Matang Mangrove Forest Reserve.
- II. To identify factors affecting the attractiveness using attractiveness attribute.
- III. To identify the social demographic of the respondents that came from and other than Perak.

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