



UNIVERSITI PUTRA MALAYSIA

VISITOR'S PERCEPTION ON RECREATION IN TAIPING LAKE GARDEN.

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**VISITOR'S PERCEPTION ON RECREATION IN TAIPING LAKE
GARDEN.**

BY

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ABSTRACT

Outdoor recreational experience is one of the services provided in many natural areas. This study is conducted in Taiping lake garden, Perak. This study aims to investigate perception of visitors towards Taiping Lake Garden as a recreation. Visitor perception toward the criteria of recreation tourist attraction in Taiping Lake Garden was captured through a self administered questionnaire. Different group of respondent are categorized by age, gender, current employment and education level. The respondent were selected based on a convenient sampling technique. The result show that, Taiping Lake Garden did possed all the attributes to be a recreation and tourist attraction. Descriptive analysis was used to asses the perception level of visitor. The studies found that ,majority of respondent are local and frequently come to Taiping Lake Garden. Most of them came for sightseeing. High quality open space, park and green areas are the most attraction of tourist attraction considered by visitor. Overall, visitor's perception level are moderate. Management need to improve the attributes on Taiping Lake Garden to attract more tourist and local visitor.

ABSTRACT

Pengalaman rekreasi luar merupakan satu daripada perkhidmatan yang ditawarkan oleh banyak kawasan alam semulajadi. Kajian ini dilakukan di Taman Tasik Taiping, Perak. Tujuan kajian ini adalah untuk mengkaji persepsi pengunjung terhadap Taman Tasik Taiping dijadikan tempat berekreasi. Persepsi pengunjung terhadap kriteria tempat berekreasi and tarikan pelancong di Taman Tasik Taiping adalah berdasarkan soalan soal selidik yang diberikan pada mereka. Pelbagai kumpulan pengunjung di asingkan mengikut umur, jantina, pekerjaan dan tahap pendidikan mereka. Jumlah responden di ambil berdasarkan teknik sampling. Hasil kajian menunjukkan Taman Tasik Taiping mempunyai semua ciri-ciri pusat rekreasi dan pelancongan. Analisa penjelasan digunakan untuk mengakses tahap persepsi pengunjung. Selain itu juga hasil kajian mendapati kebanyakan respondent adalah penduduk tempatan di kawasan tersebut dan kerap datang di kawasan tersebut. Majoriti yang hadir melakukan aktiviti bersiar-siar. Berdasarkan persepsi pengunjung kawasan yang terbuka dan menghidupkan adalah tarikan utama kepada pelancong. Secara keseluruhan tahap persepsi yang diberikan oleh pengunjung adalah sederhana jika Taman Tasik Taiping dijadikan pusat rekreasi dan pelancongan. Pihak pengurusan Taman Tasik Taiping perlu melakukan pembaikan terhadap ciri-ciri pusat rekreasi dan pelancongan yang terdapat di Taman Tasik Taiping untuk menarik lebih pelancongan dan penduduk tempatan untuk hadir berekreasi.

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APPROVAL SHEET

I certify that this research project entitled "Visitor's Perception On Recreation in Taiping Lake Garden " by MUHAMMAD HANIF BIN ISMAIL has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor Park and Recreation Science in the Faculty of Forestry, University Putra Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 Background Study.

Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country. Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourism is an important. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

In Malaysia tourism the government agency in charge of promoting tourism in Malaysia is Tourism Malaysia or the Malaysia Tourism Promotion Board (MTPB). On 20 May 1987, the Ministry of Culture, Arts and Tourism (MOCAT) was established and TDC moved to this new ministry. TDC existed from 1972 to 1992, when it became the Malaysia Tourism Promotion Board (MTPB), through the Malaysia Tourism Promotion Board Act, 1992.

In 1999, Malaysia launched a worldwide marketing campaign called "Malaysia, Truly Asia" which was largely successful and brought in over 7.4 million tourists. The extra revenue generated by tourism helped the country's economy during the economic crisis of 2008. In an effort to diversify the economy and make Malaysia's economy less dependent on exports, the government pushed to increase tourism in Malaysia. As a result, tourism has become Malaysia's third largest source of foreign exchange income and accounted for 7% of Malaysia's economy as of 2005

Recreation is an activity of leisure, leisure being discretionary time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be fun. Recreation is an essential part of human life and finds many different forms which are shaped naturally by individual interests but also by the surrounding social construction. Recreational activities can be communal or solitary, active or passive, outdoors or indoors, healthy or harmful, and useful for society or detrimental. A list of typical activities could be almost endless including most human activities, a few examples being reading, playing or listening to music, watching movies or TV, gardening, hunting, hobbies,

sports, studies, and travel. Some recreational activities such as gambling, recreational drug use, or delinquent activities may violate societal norms and laws.

Public space such as parks and beaches are essential venues for many recreational activities. Tourism has recognized that many visitors are specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in their creation, maintenance, and organization, and whole industries have developed merchandise or services.

Outdoor recreational activities being conducted in forest settings have become popular among youths. In the early days, hunting and the act of conquering unfriendly territories in forest wilderness have been associated with men's fascination of the wild. Nowadays, many terms have been used to describe these activities that happen in forest settings such as nature recreation. Forest setting is often synonymous with nature and wilderness or adventurism.

The increase in the demand for recreational uses has produced great pressure to natural resources in the forest areas. Since there is serious competition for scarce resources in Malaysia, ecotourism or wilderness based recreation development has to be justified by exhibiting its value and benefits to society. The existence of many varieties of flora and fauna, fresh air and tranquil surroundings has transformed the forest into an area suitable for recreational activities. In Peninsular Malaysia, there are 130 forest recreational areas which have been developed for recreational purposes.

1.2 Problem Statement.

The Taiping Lake Gardens was originally a mining ground before it was established as a public garden in 1880. The idea of a public garden was the brainchild of Colonel Robert Sandilands Frowd Walker. The garden was developed by Charles Compton Reade (1880–1933), who was also responsible for planning the Kuala Lumpur garden town, together with Lady Swettenham.

The abandoned tin mine ground was donated by Chung Thye Phin as a recreation park for public use. In 1884 the gardens were planted with grasses, flowers and trees; a part of the gardens was fenced, to keep bulls out. The 64 hectares (160 acres) site was the first public garden in Malaya, and was cherished for its beauty it has been well-maintained since its opening. There are ten scenic lakes and ponds, which highlight the gardens. Along Residency Road, near the gardens, were golden rain trees Malay *angsana*, *pterocarpus indicus* planted along the pathway.

Nowadays demand of recreation are increasing. This happens because growing of social and economics in society. In the future, demand of outdoor recreation will increasing drastically in Malaysia. In recreational area it must have a diversity of activities that can done . Increasing are visitors in a recreation area are depends on the type of activities they can do in addition to other factors such as the facilities provided , the safety of consumers who use recreation areas ,the freshness of air and the environment.

Taiping Lake Garden need to be protected and consider its damages if any development occurs in the surrounding areas. Surface contamination, drainage systems, land slope, tree cutting, transportation, public/visitors education and

warenes and many other things that may disturbed the beauty and nature of Taiping Lake garden(Prof Dr Ahmad Ismail,July 2012).

Taiping Lake Gardens was an abandoned tin mine. TAIPING: The Taiping Lake Gardens was formerly an abandoned tin mine. Twenty-one years after it was abandoned by Hai San clan leader Kapitan Chung Keng Kwee, work to develop the park started in 1884. It was officially opened to the public by then Perak British Resident Frank Swettenham on Nov 17, 1893.

According to the Selangor Journal dated Jan 12, 1894, Swettenham's wife, Constance Sydney Holmes, got the help of a mining inspector, William Scott, to turn the area into a scenic place and subsequently a park. The concept behind the creation of the lake gardens is attributed to the nostalgia brought by the Lake District of England and the Highland of Scotland.

The park's proximity to the foot of Bukit Larut (formerly Maxwell Hill) makes it look more majestic and its beauty was an inspiration to artists, writers and singers. It is divided into several components, namely the green belt; Silver Jubilee Memorial Jetty; Taiping Jubilee Memorial Pavilion; Fountain; Red Bridges and other bridges; Bougainvillea Point; Sevens Sister Point; Bamboo Point; Lotus Point; Turtle Bay; Jungle Lake; West Lake; Almada Pond; Oblong Pond; Central Jungle; Turtle Point; and The Raintrees.

The original size of the park was 61.93ha but after additional acquisition by the Perak Government, is now located on a 96.44ha site. It is fully administered by the Taiping Municipal Council, which also runs the Taiping Zoo located within the park.

To date, the council has officially tagged 113 raintrees at the park and also maintains over 1,300 other types of trees with help from arborists and experts from the Forest Research Institute of Malaysia.(The Star Online,Tuesday 31 July 2012).

Therefore the research is to know visitor perception towards Taiping Lake Garden. This area was chosen because of the growing development and become a tourist attraction.

1.3 Research Objectives.

The main objective of this study is to investigate visitor perception towards Taiping Lake Garden as a recreation. However, to be more specific on the aim of this study, the objectives were divided into several specific objectives. The specific objectives are as follows:

1. To identify the features that affect visitors decision in choosing Taiping Lake Garden as recreation.
2. To explore visitors perception towards Taiping Lake Gardens as recreation.

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