



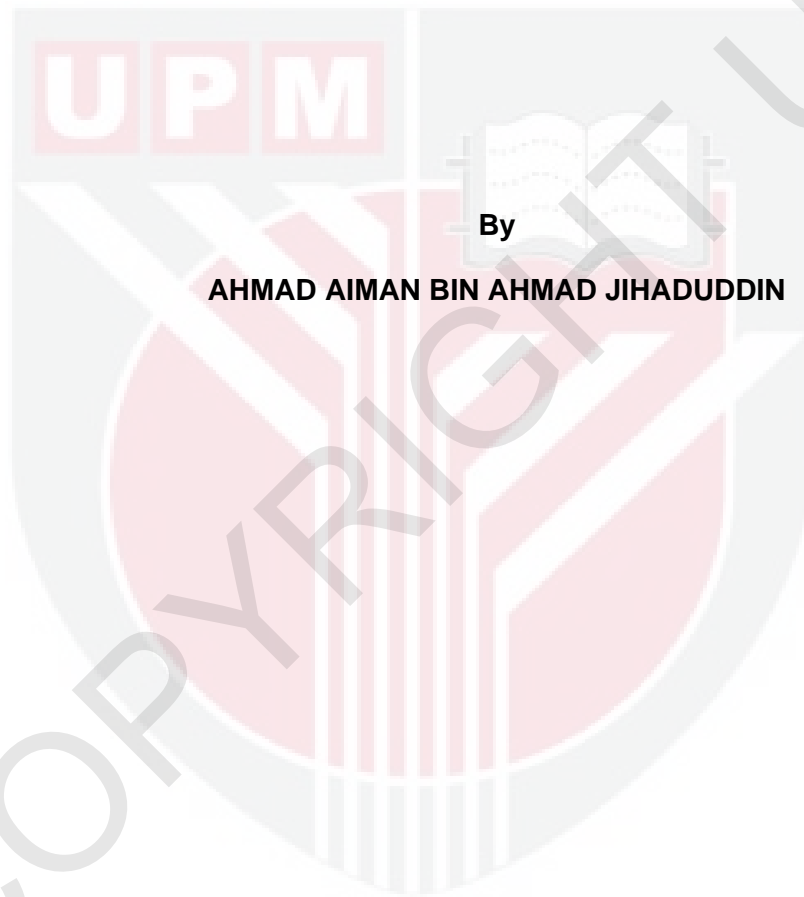
UNIVERSITI PUTRA MALAYSIA

EVALUATING VISITOR'S SATISFACTION TOWARDS FACILITIES AND SERVICES IN NATIONAL ELEPHANT CONSERVATION CENTRE, KUALA GANDAH, PAHANG

AHMAD AIMAN BIN AHMAD JIHADUDDIN

FH 2016 43

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AND SERVICES IN NATIONAL ELEPHANT CONSERVATION CENTRE,
KUALA GANDAH, PAHANG**



By

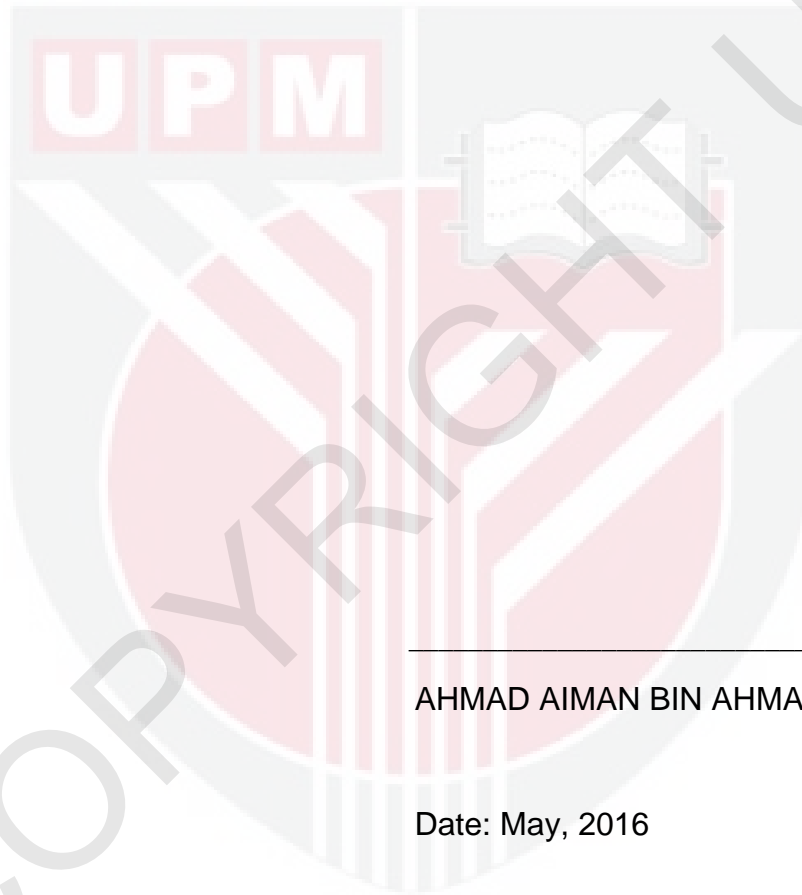
AHMAD AIMAN BIN AHMAD JIHADUDDIN

**A Project Report Submitted in Partial Fulfillment of the Requirements for the Degree
of Bachelor of Forestry Science in the Faculty of Forestry, Universiti Putra Malaysia**

2016

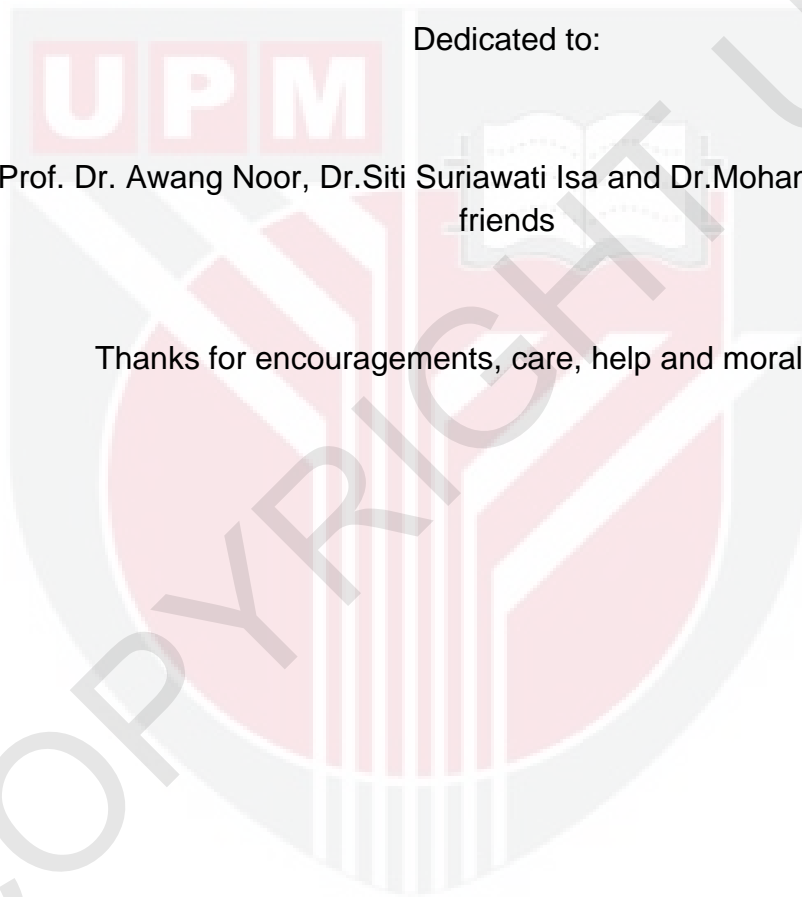
PUBLICATION OF THE PROJECT UNDERTAKING

This is to certify that I have no problem to publish the project entitled “Evaluating Visitors’ Satisfaction Towards Facilities and Services in National Elephant Conservation Centre, Kuala Gandah, Pahang” by the supervisor in a joint authorship. However, it has to be evaluated by the Faculty of Forestry, Universiti Putra Malaysia and published in the form approved by the Faculty.



AHMAD AIMAN BIN AHMAD JIHADUDDIN

Date: May, 2016



Dedicated to:

Prof. Dr. Awang Noor, Dr.Siti Suriawati Isa and Dr.Mohamad Roslan and friends

Thanks for encouragements, care, help and moral support



ABSTRACT

Visitors evaluation is important for any recreation place to carry out research. Visitors evaluation research also important to know the satisfaction level of visitors on the place. In this way, we can know the weaknesses of certain area of the place to be repaired. This study was conducted in National Elephant Kuala Gandah (NECC), Lanchang, Pahang to evaluate visitors' satisfaction towards facilities and services provided at NECC. One hundred respondents were interviewed using a structured questionnaire based on convenience sampling technique. The questionnaire consists of three parts (1) socio demographic, (2) visitors' satisfaction towards facilities, and (3) visitors' satisfaction towards services at NECC. Index of satisfaction towards facilities and services provided by NECC were calculated. Mann-Whitney and Kruskal Wallis test were used to determine any significant differences of satisfaction of selected socio-economic variables levels. The results show that, most of the visitors to NECC were satisfied with the facilities and services provided. It was also founded that, age, nationality, income and marital status were the significant factors influencing visitors' satisfaction. Suggestions on the improvement, one or more staff should be employed as nature interpreters for the visitors. This will increase visitors appreciation of nature.

ABSTRAK

Kajian ini dijalankan di Kuala Gandah (NECC), Lanchang Pahang untuk menilai tahap kepuasan pengunjung terhadap Kemudahan dan perkhidmatan yang disediakan di NECC. Teknik persampelan yang dipilih adalah teknik persampelan mudah dengan 100 responden ditemubual. Responden disoal dan menjawab soalan. Soal selidik ini terdiri daripada tiga bahagian (1) sosio-demografi (2) kepuasan terhadap kemudahan dan (3) kepuasan terhadap perkhidmatan di NECC. Indeks kepuasan terhadap kemudahan dan perkhidmatan yang disediakan akan dikira. Ujian Mann-Whitney dan Kruskal Wallis digunakan untuk menentukan apa-apa perbezaan yang signifikan. Dapatan kajian menunjukkan bahawa secara keseluruhan pengunjung berpuas hati dengan kemudahan dan perkhidmatan yang disediakan. Selain itu, umur, jantina, pendapatan dan status perkahwinan merupakan factor penting yang mempengaruhi kepuasan pengunjung.

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Praise be to ALLAH.....

Thanks to Allah for love, grace and guidance, for giving me strength and patient in completing this project paper

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Last but not least, I would like to thank to all my beloved course mates. Thank you for the time we had bringtogether.

APPROVAL SHEET

I certify that this is research project report entitled "EVALUATING VISITORS' SATISFICATION TOWARDS FACILITIES AND SERVICES IN NATIONAL ELEPHANT CONSERVATION CENTRE, KUALA GANDAH, PAHANG" by AHMAD AIMAN BIN AHMAD JIHADUDDIN has been examined and approved as a partial fulfilment of the requirements for the Degree of Bachelor of Forestry Science, Universiti Putra Malaysia.

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CHAPTER ONE

INTRODUCTION

1.1 General Background

Over the past two decades, national parks and other protected areas have become popular destinations for nature tourism and ecotourism, both of which are rapidly becoming important components of the international tourism industry. According to the World Tourism Organization (WTO, 1998, in International Ecotourism Society, 2002), ecotourism generated revenue of some US \$20 billion a year and in combination with nature tourism, contributed to 20% of global international travel.

Tourism in Malaysia has formally promoted through "Visiting Malaysia Year 1990" campaign. The reasons for launching this campaign were to attract more foreign visitor to Malaysia, and on the other hand, to encourage and introduce local people to participate in various recreation activities in Malaysia. Benefits from recreation participations are the precious experience obtained, either by site attraction, or by time spent with other people.

National Elephant Conservation Centre Kuala Gandah (NECC), or popularly referred to as the Elephant Orphanage Sanctuary, an elephant sanctuary as well as recreational site is located near Lanchang, Pahang. NECC, are accessible by road, about two hours drive using Kuala Lumpur-Kuantan highway. Figure 1 show the map of Elephant Conservation at Kuala Gandah Lanchang, Pahang.

This centre was established at 1989 and managed by the Malaysian Department of Wildlife and National Parks (DWNP), manned by the Elephant Capture & Translocation Unit (ECTU). This Centre also act as a headquarters to Elephant Managemet Team.



Figure 1: Map of National Elephant Conservation Centre Kuala Gandah

This name Kuala Gandah is, itself, taken from the small stream running near the electric compound enclosure which houses the elephants during the day from *.30 a.m to 2.00 p.m before they transferred to the roofed holding area. Prior to this arrangement, the ECTU was a mobile operating team since its establishment in 1974 with a temporary base at the Jengka Pusat plantation where a huge area of jungle was carved to make way for the planting of oil palm and rubber trees and given to poor families to work on as a means of eradicating poverty amongst the rural folks and to rid of subversive hideouts during the communist insurgency days in the 1970s. The clearing of the jungles created consistent confrontations between the wild elephants and the settlers. The unit remained there until 1981 before it moved to Kuala Lompat on the north eastern side of Krau Game Reserve.

ECTU's dedicated and never ending function is to the continued protection and translocation of wild elephants, from areas where there is conflict between wild elephants and humans, into bigger and safer jungle reserves land while educating locals on the correct steps to protect their farms whilst supporting wildlife conservation. This unit is one of its kinds in the world where the possibilities of being charged or trampled by enraged wild elephants happen for two or three weeks every month. Currently, there are 32 full time and 6 contracted staff working, living in and near the centre complete with housing facilities. Water is supplied and piped in from the upper reaches of the cool, clear and clean. Sungai Batu a waterfall which lies within the gazette "Protected Areas" of the Krau Game reserve while electricity supply is on a 24 hour basis.

In addition of being the home to the translocation team and a herd of resident elephant, the centre also carries out public awareness activities related to the conservation issues of elephant in Malaysia. It also supports research activities on elephant translocation and conservation. The centre is open to visitors throughout the year. Visitors can ride the elephant within the centre; assist in bathing and feeding them. The awareness activities strive to educate the public about the importance of the species and habitat protection. Visitors are encouraged to view a video presentation on elephant translocation at the centre. Upon request special programme can be arranged for school groups.

1.2 Problem statements

This study is conducted to evaluate the visitors' satisfaction on the activities towards facilities and services at National Elephant Centre (NECC). The experience and visitor satisfaction are the main objective to tourism and recreation place. NECC is a beautiful and well maintained recreational place in Pahang land it is under supervision of the Malaysia Department of Wildlife and National Parks. It is well facilitated and lot lot of people using it especially on weekends and public holiday. It was observed that the satisfaction level of provided facilities and services is low.

1.3 Objective

The overall objective of this study was to evaluate visitor's satisfaction on activities towards facilities and services provided in National Elephant Conservation Centre Kuala Gandah, Pahang. The specific objectives of the study were:

- a) To determine the socio-demographic characteristics of visitors.
- b) To identify the visitors' satisfaction level towards facilities and services provided in National Elephant Conservation Centre.
- c) To determine factors affecting satisfaction towards facilities and services provided in National Elephant Conservation Centre.

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