

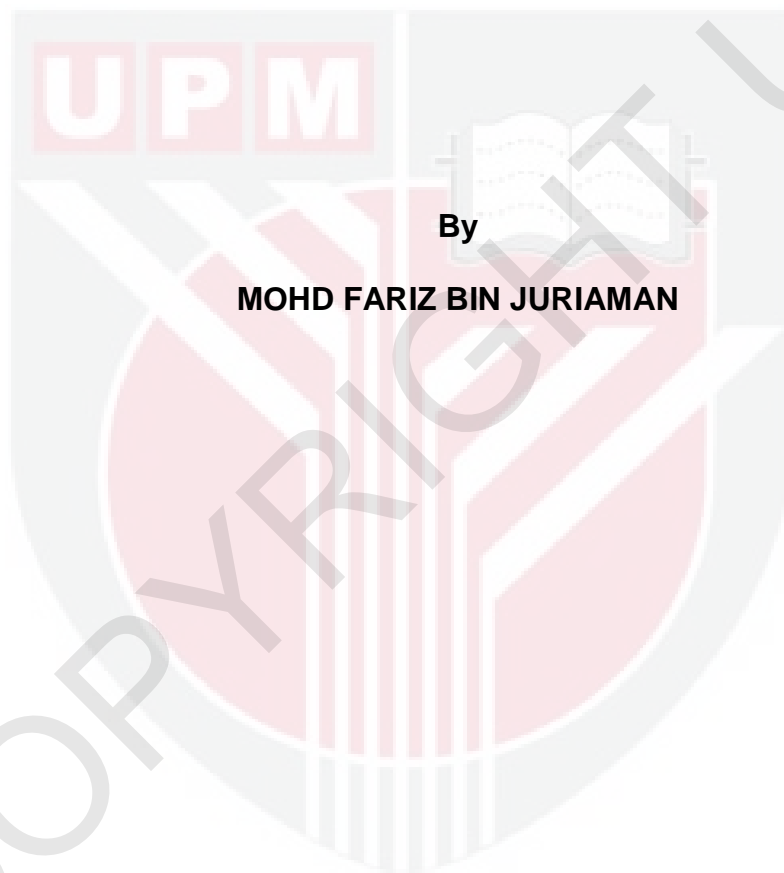


***VISITORS' PREFERENCES ON RECREATIONAL ACTIVITIES AT  
POLUMPUNG MELANGKAP VIEW CAMPSITE***

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**FH 2019 103**

**VISITORS' PREFERENCES ON RECREATIONAL ACTIVITIES AT  
POLUMPUNG MELANGKAP VIEW CAMPSITE**



**By**

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

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## DEDICATION

This study is wholeheartedly dedicated to our beloved parents, who have been our source of inspiration and gave us strength when we thought of giving up, who continually provide their moral, spiritual, emotional, and financial support.

To our brothers, sisters, relatives, friends, and classmates who shared their words of advice and encouragement to finish this study.

And lastly, we dedicated this book to the Almighty God, thank you for the guidance, strength, power of mind, protection and skills and for giving us a healthy life. All of these, we offer you.



## ABSTRACT

Recreational Activities is an outdoor activity that has attracted the attention of locals and general coverage in the mass media, especially in social media lately. However, the issue regard to recreational activities nowadays is many people are less doing recreational activities at this time. Therefore, this study will examine the relative importance of recreational activities and the level of satisfaction with the activities and facilities provided PMVCS. There are two objectives in this study: i) to identify the potential of recreational activities preferred by visitors at PMVCS, Kota Belud ii) to provide information on the most demanding recreational facilities at PMVCS, Kota Belud. The study of this research was an exploratory approach by applying quantitative methods as the main research method. Respondents of this study consist of 150 visitors at Polumpung Melangkap View Camp Site Kota Belud, Sabah. The data collection techniques used are questionnaire and indirect interview with the employers. The results show that there are some attraction factors that encourage respondents to do recreational activities, i.e. clear and cool river water, the beauty of the scenic view, the activities provided and the location. Furthermore, respondents' satisfaction levels on activities provided at PMVCS such as river bathing activities, photography activities, scenic view activities, picnic activities, and videography activities. In addition, the highest demand for facilities available at PMVCS is a camping facilities, water facilities and equipment for rent such as tents, cooking utensils, tables and more. In conclusion, this study is useful for the entrepreneurs in particular, as well as future researchers and as well as policy makers to ensure camping camp in Sabah especially in Kota Belud is more advanced and well-known at higher level.

## ABSTRAK

Aktiviti Rekreasi adalah sebuah aktiviti rekreasi luar yang telah mendapat perhatian penduduk tempatan dan liputan meluas dalam media massa terutamanya di media sosial sejak akhir-akhir ini. Namun begitu, isu berkaitan dengan aktiviti rekreasi ini adalah masih ramai yang kurang melakukan aktiviti-aktiviti rekreasi pada masa ini. Oleh itu, kajian ini akan meneliti berkaitan dengan satu tempat aktiviti rekreasi dari aspek faktor tarikan kunjungan dan tahap kepuasan terhadap aktiviti dan kemudahan yang disediakan. Terdapat 2 objektif dalam kajian ini, iaitu i) untuk mengenal pasti potensi aktiviti rekreasi yang diinginkan oleh pengunjung di PMVCS, Kota Belud ii) memberi maklumat mengenai kemudahan rekreasi yang paling tinggi permintaan di PMVCS, Kota Belud. Reka bentuk kajian yang digunakan ialah pendekatan penerokaan dengan mengaplikasikan kaedah kuantitatif sebagai kaedah penyelidikan yang utama. Responden kajian ini terdiri daripada 150 orang pengunjung di Polumpung Melangkap View Camp Site Kota Belud, Sabah. Teknik pengumpulan data yang digunakan adalah kaedah borang soal selidik dan temu bual tidak langsung bersama pihak pengusaha. Hasil kajian menunjukkan terdapat beberapa faktor tarikan yang mendorong responden untuk melakukan aktiviti rekreasi iaitu air sungai yang jernih dan sejuk, keindahan pemandangan sekitarnya, aktiviti yang ditawarkan dan kedudukan lokasi. Seterusnya, tahap kepuasan responden terhadap aktiviti yang disediakan di PMVCS seperti aktiviti bermandi sungai, aktiviti fotografi, aktiviti melihat pemandangan, aktiviti piknik, dan aktiviti videografi. Selain itu, permintaan tertinggi untuk kemudahan yang terdapat di PMVCS ialah kemudahan tempat berkhemah, kemudahan air dan kemudahan peralatan yang disewakan seperti khemah, peralatan memasak, meja dan lain-lain. Kesimpulannya, kajian ini adalah berguna kepada pihak pengusaha khususnya, juga kepada penyelidik masa akan datang serta kepada pembuat dasar untuk memastikan aktiviti rekreasi di Sabah khususnya di Kota Belud adalah lebih maju dan terkenal pada peringkat yang lebih tinggi.

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Last but certainly not the least, I'm indebted to my dear family for their love, constant encouragement and support. I'm more than blessed of having them beside me. My family's encouragement and conviction will always inspire me.

This work is dedicated to all the people mentioned.

## APPROVAL SHEET

I certify that this research project report entitled **“Visitors’ Preferences on Recreational Activities at Polumpung Melangkap View Campsite”** by Mohd Fariz Bin Juriaman has been examined and approved as a partial fulfilment 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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## TABLE OF CONTENTS

	<b>Pages</b>
DEDICATION	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENTS	v
APPROVAL SHEET	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATION	xi
CHAPTER	
1 INTRODUCTION	1
1.1 An Overview of Recreation	1
1.2 Problem Statement	3
1.3 Objectives	4
2 LITERATURE REVIEW	5
2.1 Experience Preference	5
2.2 Camping Tourism	6
2.3 Outdoor Recreation	7
2.4 Types of Camp	9
2.4.1 Religious Camp	8
2.4.2 Family Camp	8
2.4.3 Special Needs Camp	9
2.4.4 Agency Camp	9
2.4.5 Backpacking Camp	10
2.4.6 Educational Camp	10
2.5 Leisure Time	11
2.6 Physical Component of Campground	12
2.7 Facility in Campground	13
3 METHODOLOGY	15
3.1 Study Area	15
3.2 Data Collection	20
3.2.1 Instrument	21
3.2.2 Type of Question	22
3.2.2.1 Close Ended	22
3.2.2.2 Open Ended	23
3.2.2.3 Likert-Scale	23
3.3.3 Survey Distribution	24
3.3 Data Analysis	25
4 RESULTS AND DISCUSSION	26
4.1 Demographic Profile	26
4.1.1 Gender	26



4.1.2	Race of Respondent	27
4.1.3	Marriage Status of Respondent	28
4.1.4	Age of Respondent	29
4.1.5	Place of Origin Respondent	30
4.1.6	Job Status	33
4.1.7	Education	33
4.2	Travel Pattern and Motive	34
4.2.1	Motive	35
4.2.2	Frequency of Visit	35
4.2.3	Travel Party	36
4.2.4	Duration of Visit	37
4.2.5	Source of Information at PMVCS	38
4.2.6	Reason to Visit PMVCS	39
4.2.7	Mode of Transportation	40
4.3	Visitor Satisfaction of Activities, Facilities and Services	41
4.3.1	Existing Activities	42
4.3.2	Proposed Preferred Activity	43
4.3.3	Existing Facilities	44
4.3.4	Proposed Preferred Facilities	46
4.3.5	Existing Services	47
4.3.6	Proposed Preferred Services	48
5	CONCLUSION AND RECOMMENDATION	49
5.1	Conclusion	49
5.2	Recommendation	50
	REFERENCES	52
	APPENDICES	54
	Appendix 1: Questionnaire	54
	Appendix 2: Attachment	62

## LIST OF TABLES

Tables	Pages
1 Mean age of respondent	30
2 Place of origin respondent	32
3 Visitors' Motive	35
4 Respondents satisfaction towards existing activities at PMVCS	42
5 Respondents satisfaction towards proposed preferred activities at PMVCS	44
6 Respondents satisfaction towards existing facilities at PMVCS	45
7 Respondents satisfaction towards proposed preferred facilities at PMVCS	46
8 Respondents satisfaction towards existing services at PMVCS	47
9 Respondents satisfaction towards proposed preferred services at PMVCS	48

## LIST OF FIGURES

<b>Figures</b>		<b>Page</b>
1	Map of Sabah	16
2	Kota Belud town	19
3	Map of Polumpung Melangkap View Campsite	19
4	Main entrance Polumpung Melangkap View Campsite	20
5	Gender of respondent	27
6	Race of respondent	28
7	Marriage status of respondent	29
8	Age of respondent	30
9	Job status	33
10	Education	34
11	Frequency of visit respondent	36
12	Travel party of respondent	37
13	Duration of visit of respondent	38
14	Source of information at PMVCS	39
15	Reason to visit PMVCS	40
16	Transportation mode of respondent	41
17	Taking picture and interview with the owner of PMVCS En. Sambatan Gunsalahon	62
18	Environment of camping area at PMVCS	63
19	Some of list existing facilities and services at PMVCS	64
20	Picture of my respondents during answer my questionnaire	65

## LIST OF ABBREVIATION

PMVCS	Polumpung Melangkap View Campsite
NGO	Non-Governmental Organizations
SPSS	Statistical Packages for Social Science
YMCA	Young Men's Christian Association



# CHAPTER 1

## INTRODUCTION

### 1.1 An Overview of Recreation

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 constructions. It can be defined as the activities that individual or groups carry during their leisure time. Recreational activities are often done for enjoyment, amusement, or pleasure and considered it to be 'fun'. The term recreation implies participation to be healthy, refreshing mind and body.

Nowadays, amount of public involving in recreation activities have increased because they bring a lot of benefits including physical and physiological. There are many factors that will influence someone to be involved in the recreational activity. One of the factor is because of economic background. They have more money spend for leisure time in their daily life to make some experiences and more satisfaction.

Word of recreation derived from the Latin word 'Recreate' which mean to refresh or to restore. This term is suitable with the benefit of doing some recreation activities which can refresh the body of individual after doing it. Recreation defined as activity that rest men from work often giving them change (distraction, diversion) and restores (recreates) them for work. According to Brockman and Merrian (1979), recreation can have many implications. It's involved any activity which is participated in, anytime, anywhere, merely for the enjoyment it effort.

Furthermore, recreation can be defined in term of human behavior. Firstly, it's is an experience that results from recreational engagement requires a commitment by the recreationist to develop a formal or informal course of action and self-rewarding. Moreover, recreation engagement requires the recreationist to make personal and free choices. Lastly, recreation engagement occur during non-obligated time is block of time during which we are bound by sense of urgency or importance to continue a given course of action such as work, civic activities and household chores.

## 1.2 Problem Statement

Camping tourism activity has begun to get the attention of the community and gained widespread coverage in the mass media in Malaysia, especially through social media lately. In Sabah, this activity is focus on various parties as the state has a beautiful natural treasure and is suitable as a camping site. For example, at Hounon Ridge Farmstay & Camping Kundasang which is on the view of Mount Kinabalu plus cool weather. While in Kota Belud, there is an increasingly trending campsite since 2017 until now at Polumpung Melangkap View Camp Site Kota Belud which is known for its view of Mount Kinabalu as well as the clear and cool water as the river's water sources originate from Mount Kinabalu. The proof is many visitors from within the country and abroad have preferred this location as their campsite.

The issues related to the PMVCS are the services they provide are still in a less satisfactory manner for visitors who come there. Ica Juwita Sambatan (Personal Communication, Director of PMVCS, 2018) mentioned that visitors are dissatisfied with the conditions facilities of bathrooms and toilets that available at PMVCS. Additionally, further study need to be conduct for the future planning of activities and facilities at PMVCS. In terms of research, this study is still new and rarely done in Malaysia generally and Sabah in particular. According to Faraheein (Personal Communication, May 31, 2018) issues related to this PMVCS have not been studied yet. So far, the documentation is only in the secondary sources of

social media and press reports. Therefore, less studies have been done in connection with this place. Other than that, to fulfill the requirements of the responsible service provider which are the criteria of high quality of the facilities, services and activities will ensure the high quality of recreational experience (Lepkova, 2013)

### **1.3 Objectives**

Overall, the aim of this project is to study the Visitors' Preferences on Recreational Activities at Polumpung Melangkap View Campsite. The two sub-objectives in order to achieve the main objective which are:

- a. To identify potential recreational activities that preferred by the visitor at PMVCS, Kota Belud
- b. To provide information on the most demanding of recreational facilities at PMVCS, Kota Belud.



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