

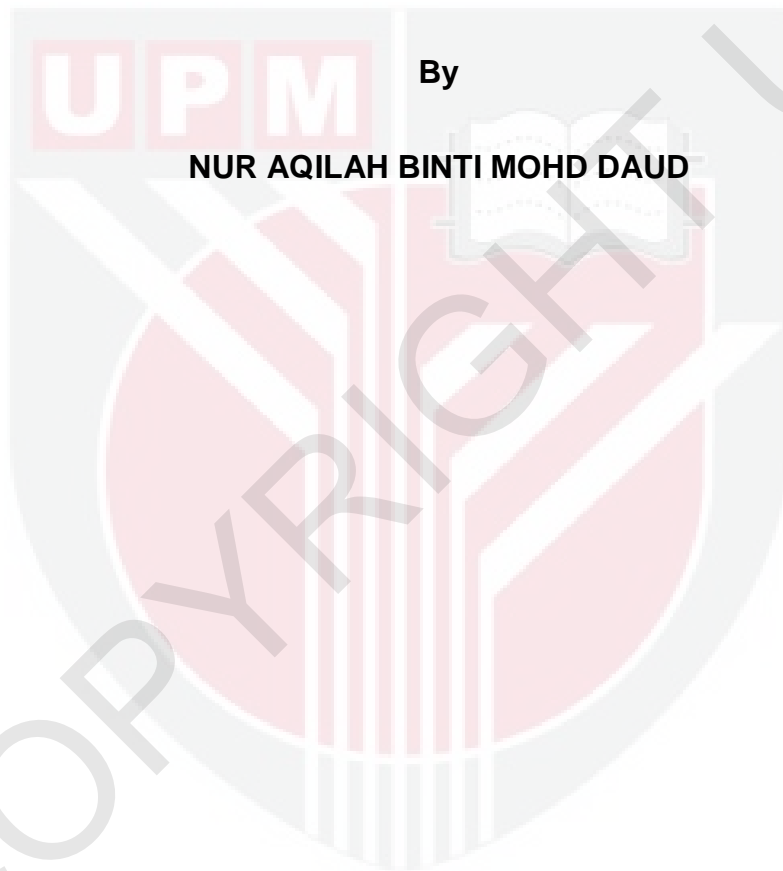


***NON-VISITORS PROFILE FOR BUKIT BAKAR RECREATION FOREST
IN KELANTAN***

NUR AQILAH BINTI MOHD DAUD

FH 2019 95

**NON-VISITORS PROFILE FOR BUKIT BAKAR RECREATION FOREST
IN KELANTAN**



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

2019

SPECIAL DEDICATION FOR...
AYAH, MOHD DAUD MOHD ALI,
EMAK, FAUZIAH MUHAMAD,
SIBLINGS,
BESTFRIEND, IRFAN MASRI,
AND ALL MY FELLOW FRIENDS.
THANKS FOR EVERYTHING.

ABSTRACT

This study was conducted to describe the profiling of non-visitors market at Bukit Bakar Recreation Forest. Through sampling and interviewers, guided by structured questionnaires to identify the constraint factors that caused the visitors to not go and visit Bukit Bakar Recreation Forest was determined. A total of 100 respondents were interviewed face to face at Machang Town. This research is done to discover the background of non-visitors such as demographic and factors that may be the constraint for the visitors to come and visit this recreation forest. Descriptive analysis was done to evaluate information given by the respondents. Frequency analysis was used to compute percentages of selected variables. From the results, there are five main constraints, identified in the study: worry about personal safety, family members, friends or group are more interested in visiting other attractions, not enough time to visit, not enough information available about the park and their programs and do not like to do any outdoor activities. This study also found a significant correlation between age and worry about personal safety ($r = 0.015$) also distance to the park is too far ($r = 0.038$); income and distance to the park is too far ($r = 0.014$). Besides, there have significant correlation between marital status and do not like to do any outdoor activities ($r = <0.0001$) also between gender and family members, friends or groups are more interested in visiting other attractions ($r = 0.027$). Some research implications were elaborated in order to help the related authorities in understanding and managing these factors which may hinder visiting Bukit Bakar Recreation Forest.

ABSTRAK

Kajian ini dijalankan untuk menggambarkan profil pasaran bukan pelawat di Hutan Lipur Bukit Bakar. Melalui pensampelan dan temu ramah, dipandu oleh borang soal selidik berstruktur untuk mengenal pasti faktor-faktor kekangan yang menyebabkan pengunjung tidak pergi dan melawat Hutan Lipur Bukit Bakar telah ditentukan. Seramai 100 orang responden ditemu bual di Pekan Machang. Kajian ini dilakukan untuk mengetahui latar belakang bukan pelawat seperti demografi dan faktor-faktor yang mungkin menjadi kekangan bagi pelawat untuk datang dan melawat hutan rekreasi ini. Analisis deskriptif dilakukan untuk menilai maklumat yang diberikan oleh responden. Analisis kekerapan digunakan untuk mengira peratusan pembolehubah yang dipilih. Hasilnya, terdapat lima kekangan utama, yang dikenal pasti dalam kajian ini: risau terhadap keselamatan diri, ahli keluarga, rakan atau kumpulan lebih berminat untuk melawat tarikan lain, tidak cukup masa untuk melawat, maklumat tidak cukup tentang taman dan program mereka dan tidak suka melakukan aktiviti luar. Kajian ini juga mendapati korelasi yang signifikan antara umur dan risau terhadap keselamatan diri ($r = 0.015$) juga jarak ke taman terlalu jauh ($r = 0.038$); pendapatan dan jarak ke taman terlalu jauh ($r = 0.014$). Di samping itu, terdapat korelasi yang signifikan antara status perkahwinan dan tidak suka melakukan aktiviti luar ($r = <0.0001$) juga antara jantina dan ahli keluarga, rakan atau kumpulan lebih berminat melawat tarikan lain ($r = 0.027$). Beberapa implikasi penyelidikan telah dikemukakan untuk membantu pihak berkuasa berkaitan memahami dan menguruskan faktor-faktor ini yang mungkin menghalang pelawat untuk melawat Hutan Lipur Bukit Bakar.

APPROVAL SHEET

I certify that this research project report entitled “**Non-Visitor Profile For Bukit Bakar Recreation Forest In Kelantan**” has been examined and approved as a partial fulfillment of the requirement for the degree of Bachelor of Park and Recreation Science, Faculty of Forestry, Universiti Putra Malaysia.

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© Date: June 2019

ACKNOWLEDGEMENT

First of all, praise to Allah the most gracious and the most merciful. His grace and guidance had lead me down a path and give me strength to complete my final year project. I would like to express my deepest appreciation and highly indebted to my supervisor, Assc. Prof. Dr. Azlizam Aziz for his guidance, supervision, idea, patience and constructive comments throughout the accomplishment of this project. Also, special thanks to my examiner, Dr. Evelyn Lim Ain Lin for the advice, help and evaluation.

I would like to express my gratitude towards my parents and family members for their kind co-operation, encouragement and money, which help me in completion of this project. My thanks and appreciations go to my colleagues (BSTR Kenaboi) in developing the project and people who have willingly helped me out with their abilities.

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. Big thanks to all of you.

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CHAPTER 1

INTRODUCTION

1.1 General background

The forest is many things to many people, but it is only one thing to many others. It is a place for growing a timber, a place to keep sacred and undisturbed or a place to keep and store water or wildlife. Each of an individual need a forest. It is because there are a lot of activities that can be done in the forest for instance hiking, photography, bird watching and camping. Moreover, forests provide wild areas where activities such as mountain biking, orienteering and other challenging activities can be pursued. People are willing to participate in recreation activities and are willing to pay for the opportunities in order to gain the recreational benefits especially when do recreation at recreation forest. It is possible to escape from the stresses of modern life, to connect with nature, experience tranquil and scenic places as forests provide these environment.

The development of forest recreation is important as it benefit to society. Recreation activities operate within the social environment and form a part of the total social of the community and nation. They are a conspicuous part of the pattern of social interaction in many communities. In areas where the neighbourhood has lost its social significance as an organizing device for human association, recreation activities are the primary arena beyond work

and kinship. In communities with high rates of mobility, recreation may be more effective than kinship as a social nucleus. By doing recreation activities, they can satisfy their basic human need, promote their health and release tension.

Two sets such that the variety that exists under one condition is less than the variety that exists under another is a relation of constraint. Ashby (1956) defined constraint as the total variety possible between the variables which were selected by the observer. Ashby explained that "The cybernetician looks at what does not happen". Constraints have been identified as barriers, inhibitor, obstacles, or retraining factors, objective or subjective that influence an individual's participation frequency, intensity, duration, quality or freedom of choice in a leisure activity (Goodale & Witt, 1989).

Official Website Forestry Department Peninsular Malaysia stated that Tropical Rain Forest in Peninsular Malaysia is one of the most complex ecosystems in the world. In addition, a unique natural heritage has been in existence for more than a million years. It is rich in a variety of different plants and wildlife, includes 2500 species of trees, 200 species of mammals, 600 species of birds, 110 species of snakes, 80 species of lizards and thousands of insects. Our forests are part of a natural heritage and plays an important role in the protection and conservation of biodiversity. It sequesters carbon and functions as carbon sink. Our natural forests have unique and beautiful landscape that meets recreation and ecotourism needs. Establishment of Forest Eco Park in forest reserves is

consistent with the National Forestry Policy, 1978 (revised 1992) to maintain a sufficient number of areas as a place for recreation, ecotourism and public awareness on forestry. Recreation in Forest Eco Park Peninsular Malaysia. Forest areas with attractive and natural environment that serves as areas to stay away from the noise and busy city life are termed as amenity or recreational forests. This emphasized in the one of the statement of the National Forestry Policy, for community forestry programs to provide for recreational facilities and tourism.

Kelantan Forestry Department established in the year 1958 with the appointment of Mr D.S. Lawson as the first State Forestry Officer. The department has given the responsibility by the Kelantan Government to run and administer all forest area in this state. The state of Kelantan Darul Naim has a total land area of 1,502,200 hectares. The diversity of land subsistence with a population of about 1.56 makes the state's natural resources a valuable treasure and is an important legacy of heritage and needs to preserve sustainably. Of the total area of almost 865,017 hectares is a forested area covering 57.6%. The forested area is comprised of Permanent Reserved Forests covering an area of 623,849 hectares, Government Land Forests of 137,086 hectares, National Park of 103,082 hectares and 69,696 hectares of Forests.

The Territory of Machang got its name from a village named Kampung Machang. This village opened in 1880 by a group of villagers from Pasir Tumboh in Kota Bharu, led by one Mr. Senik. Early in its inception, the villagers' main economic activity consisted of agriculture and commerce. Geographically, the Machang Territory lies right in the centre of Kelantan Darul Naim. Kota Bharu borders it to the north, to the south is the Territory of Kuala Krai, and to the west is the Territory of Tanah Merah while the Territory of Pasir Puteh is in the east. Around 1949, Machang delineated as a minor Territory. Then on 1st January 1952 due to the rapid pace of development and its active economic sector, Machang was made a full Territory. It covers an area of 546.26-kilometer square. Of this, 129-kilometer square falls under the jurisdiction of the Machang District Council.

Bukit Bakar Recreation Forest in Machang first opened in 1975. It covers some 3.14 hectares, within the Ulu Sat Forest Reserve. It is located 9 kilometre from Machang Town. Furthermore, Bukit Bakar itself located in Bukit Bakar Forest Reserve. The type of forest of Bukit Bakar is hill dipterocarp forest.

According to Forestry Officer (personal communication,2018) although Bukit Bakar Recreation Forest is an interesting place to visit and do recreation activities, but not all the tourist want to go there. Therefore, research must conducted to identify the constraining factors to go Bukit Bakar Recreation Forest.



Figure 1.1: Forest Eco Park in Peninsular Malaysia
Source: Official Website Forestry Department Peninsular Malaysia
(2018)

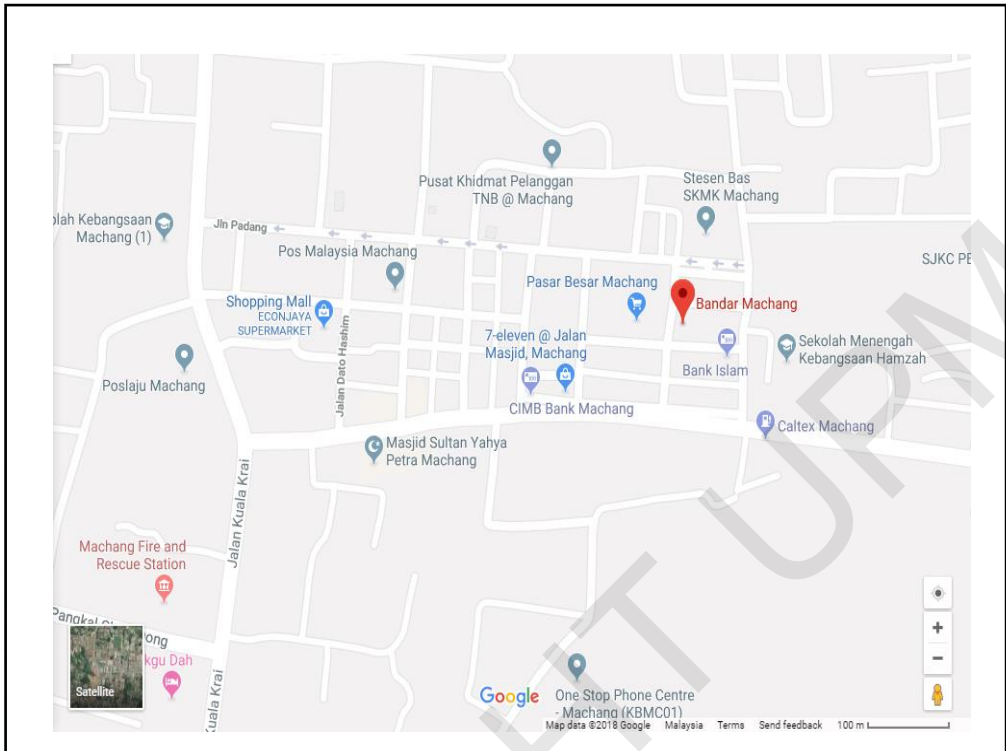


Figure 1.2: Location of Machang Town
Source: Google Map (2018^a)



Figure 1.3: Location of Bukit Bakar Recreation Forest
Source: Google Map (2018^b)

1.2 Problem statement

Ecotourism future development and marketing has goal, which is to promote the products, that able to satisfy current market needs with eyes wide open on education and resource conservation. It also form of tourism that strives to minimize ecological or other damage to areas visited for their natural or cultural interest. This form of tourism is giving priority on conservation aspect. In fact, economic participation of local people in this area is very important to achieve this goal. Toward achieving such goal, a research needed especially on the marketing aspect for the area as we need to find out why people choose to not visit Bukit Bakar Recreation Forest.

Bukit Bakar Recreation Forest is one of the popular recreation place in Kelantan. The large area of this recreation forest and many activities that can done will make people choose Bukit Bakar as a place to spend during leisure. However, the number of visitors that visit Bukit Bakar declined by year (Utusan Online, 2013). It might be because they had the lack of information about the place and no proper management, which can attract visitors to go there. Similarly, Kelantan State of Forestry Department's Officer (personal communication, 2018) stated that those fifteen years ago, many visitors come to Bukit Bakar to do recreation activities, but year-by-year, the number of visitors reduced. One of the local community, Wan Khatijah (personal communication, 2018) stated that a long time ago this area became the focus of many visitors especially during the school holidays and weekends due to

the interesting and scenic area. However, now this situation have changed as the number of visitors reduced. Non-visitors poses as a unique segment of tourism market since they not fully understood and untapped markets. By ignoring the non-visitors, tourism industry will miss the potential to develop broader market for tourism. We still do not know the reason for the lack of interest in visiting this place especially among non-visitors for the area.

Therefore, this study is design to understand the reason why people do not come to Bukit Bakar Recreation Forest. It is interesting to find out what are other factors contributing to lack of visitors come to visit Bukit Bakar Recreation Forest. Similarly, it was also set to examine variables that become the constraint factors for them to make the decisions to visit that area. Such information are crucial or important for future marketing tourism attractions. Hope that the result of this study can help tourism of Kelantan to develop a plan on how to promote this recreation forest to attract non-visitors to come to Bukit Bakar Recreation Forest.

1.3 Research objectives

The goal of this study is to gather as much information as possible on non-visitors group to Bukit Bakar Recreation Forest including their socio-demographics, trip characteristics and travel behaviour. Specifically the objectives of the study are:

- i. To describe the profile of the non-visitors market.
- ii. To identify the constraint factors occur among non-visitors.
- iii. To examine relationship between those constraining factors with selected socio-demographics.

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