

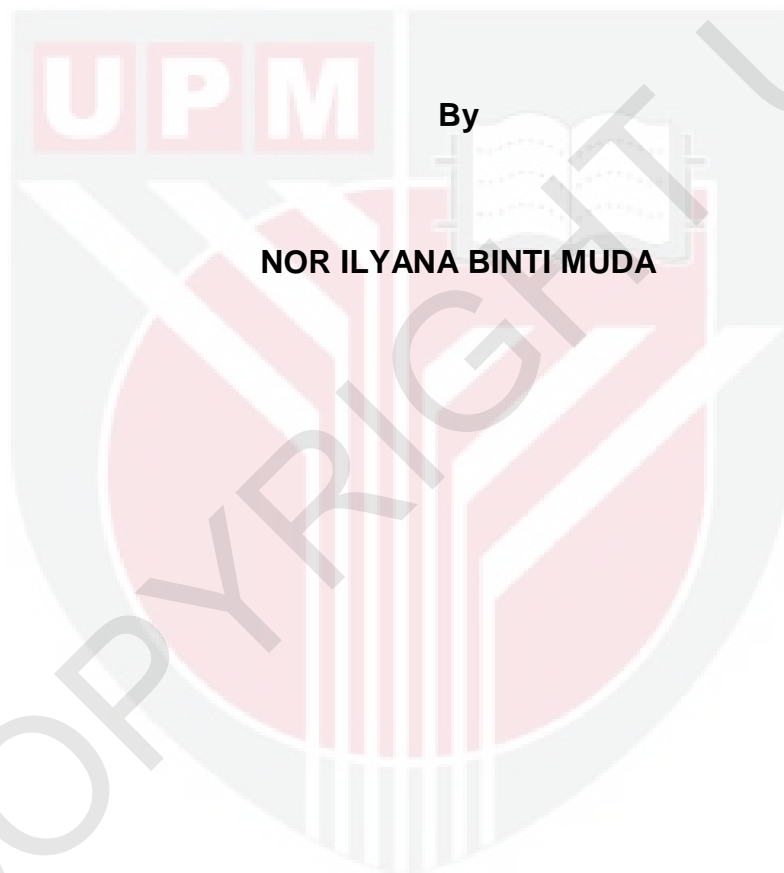


***VISITORS' SATISFACTION TOWARDS WILDLIFE OBSERVATION TOWER  
IN TAMAN NEGARA, KUALA TAHAN, PAHANG***

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**FH 2019 98**

**VISITORS' SATISFACTION TOWARDS WILDLIFE OBSERVATION  
TOWER IN TAMAN NEGARA, KUALA TAHAN, PAHANG**



**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

Specially dedicated to:

My sweetheart Nasiron bin Sallehudin,  
For your patience through these years, encouragement, help and  
involvement with this project,

My cute little buddies Damia Balqis, Darwish Irfan and Darwish Iqwan,  
For inspiration and happiness in my life,  
Thank you for your unconditional love and time together

My late father, Hj. Muda bin Sulong,  
May Allah SWT forgive his sin and place him among the faithful. Al-Fatihah  
My beloved mother, Hjh. Khadijah binti A.Rahman,  
My families; brothers, sisters, nephew and niece  
Thank you for your concern, encouragement, patience, understanding and  
continuous support

## ABSTRACT

The wildlife observation tower, a structure built to observe wildlife, was first built in the early 1960s in Taman Negara, Kuala Tahan, Pahang. There are six towers that were built, but only four can be used. This paper discussed the level of visitors' satisfaction and determined the factors that influence the level of satisfaction of the wildlife observation towers. Data captured from visitors was used to achieve the objective of this study by conducting a questionnaire survey at Taman Negara, Kuala Tahan, Pahang from 15 January to 31 March 2019. Visitor satisfaction levels towards the wildlife observation tower were measured using the five-point Likert Scale. Results of the questionnaire survey of 100 respondents shows that visitors were satisfied with the overall facilities provided with an overall satisfaction index of 3.63 of 4.00. The highest mean score was 4.38 obtained for "Recommendation of the activity to others". The lowest mean score was 2.94 obtained for "Provide bins to visitors ease". Multiple regression analysis results show six factors significantly influencing overall visitors satisfaction which are, visitor satisfaction on cleanliness carries the strongest predictors, followed by good hospitality services by local community, easy accessibility, provided bins to each tower, sufficient of the facilities provided and information board provided. Park management needs to maintain the standard of facilities provided to ensure that the product offered guarantees the satisfaction of visitors and is able to obtain the ideal tourist experience for visitors by focusing on the travel motives and the quality of service delivered at the park.

## ABSTRAK

Menara pemerhatian hidupan liar, satu struktur yang dibina untuk memerhati hidupan liar yang pertama dibina di Taman Negara, Kuala Tahan, Pahang ialah pada awal 1960-an. Terdapat enam menara yang dibina tetapi hanya empat daripadanya boleh digunakan. Kertas ini membincangkan tahap kepuasan pelawat dan menentukan faktor-faktor yang mempengaruhi tahap kepuasan pelawat terhadap menara pemerhatian hidupan liar. Data yang diperolehi dari pelawat telah digunakan untuk mencapai matlamat kajian ini dengan menjalankan kajian soal selidik di Taman Negara, Kuala Tahan, Pahang dari 15 Januari hingga 31 Mac 2019. Tahap kepuasan pelawat terhadap menara pemerhatian hidupan liar telah diukur dengan menggunakan Skala Likert 5-mata. Hasil analisis dari 100 pelawat melalui borang kaji selidik menunjukkan pelawat berpuashati dengan keseluruhan kemudahan yang disediakan dengan indeks kepuasan 3.63 dari 4.00. Markah min tertinggi ialah 4.38 untuk "Cadangan aktiviti kepada orang lain". Markah min terendah ialah 2.94 untuk " Menyediakan tong sampah untuk kemudahan pengguna". Keputusan analisis regresi berganda menunjukkan enam faktor pengaruh yang signifikan ke arah keseluruhan kepuasan pengunjung, iaitu kepuasan pengunjung terhadap kebersihan merupakan faktor terkuat, diikuti oleh perkhidmatan hospitaliti yang baik oleh masyarakat setempat, kemudahsampaian, penyediaan tong sampah, kemudahan yang mencukupi dan penyediaan papan maklumat. Pihak pengurusan taman perlu mengekalkan standard kemudahan yang disediakan untuk memastikan produk yang ditawarkan menjamin kepuasan pelawat dan memastikan pelawat mendapat pengalaman pelancongan yang ideal melalui kualiti perkhidmatan yang diberikan selain daripada motif pelancongan.

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## APPROVAL SHEET

I certify that this research project report entitled “**Visitors’ Satisfaction towards Wildlife Observation Tower in Taman Negara, Kuala Tahan, Pahang**” by Nor Ilyana Binti Muda has been examined and approved as a partial fulfillment 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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## LIST OF ABBREVIATIONS

DWNP	Department of Wildlife and National Parks Peninsular Malaysia
MOTAC	Ministry of Tourism Arts and Culture Malaysia
JUPEM	Department of Survey and Mapping Malaysia
DOSM	Department of Statistics Malaysia



# CHAPTER 1

## INTRODUCTION

### 1.1 Tourism in Malaysia

Malaysia with a total area of 330,534 square kilometers is one of the popular destinations of South-east Asia for overseas visitors. It consists of thirteen states and three federal territories, separated by the Southern China Sea into two equal parts of size which is West Malaysia (Peninsular Malaysia) and East Malaysia (Sabah and Sarawak). According to the Department of Statistics Malaysia (DOSM), Malaysia's current population is 32.6 million in the fourth quarter of 2018.

Most tourism is recreational, which most of the visitors do many activities for personal pleasure and satisfaction during their leisure times. It will divide into some category which is nature-based tourism, adventure tourism, wildlife tourism and eco-tourism. Tourism industry has skilled persevered growth and deepening diversification to turn out to be one of the quickest developing economic sectors within the world. Tourism offers visitors with memorable experience that they may convey back to their origin it's either exact or terrible with a purpose to later reflect their motivation to return.

Malaysia is one of the growing countries that obtained high range of visitor arrival yearly as Malaysia has its own elegance, natural and specialty. It has lots of beautiful islands and beaches, fabulous and delicious food, dynamic and historic buildings and greenery forest that make it worth visiting. The numbers of visitor arrival are keep on increasing year by year. As stated by Ministry of Tourism and Culture, formerly known as Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in 2018, it shows that Malaysia received the 25.8 million visitors' arrival from all over the world.

## **1.2 Tourism in Pahang**

Pahang is the largest state in Malaysia. It covers area 35,965 square kilometers and a population of 1,572,700 million people (Pahang State Government, 2018). It consists of eleven districts which are Kuantan, Temerloh, Jerantut, Pekan, Rompin, Bera, Maran, Raub, Lipis, Bentong dan Cameron Highlands.

There are many places in Pahang that become a factor for the arrival of outbound and domestic tourists. Through Pahang Tourism (2019), there are 39 events that will be carried out all over to promote the districts, including Taman Negara Bird Count, Cameron Night Run and Jom Hogoh Merapoh. Through Pahang Tourism portal, visitors can choose different experience while they visiting this state. They can go and enjoy the beautiful Tioman Island

beach or have a good boat ride to reach Taman Negara. Pahang also has a theme park in Kuantan and mostly lots of recreational parks.

### **1.3 Ecotourism in Taman Negara, Kuala Tahan, Pahang**

Taman Negara, Kuala Tahan, Pahang is one of the protected areas which managed by Department of Wildlife and National Parks Peninsular Malaysia (DWNP) since 1972. It is the most famous gateway between the four entrances to the National Park. As we know, Taman Negara National Park was established in Malaysia in 1938/1939 as the King George V National Park. It was renamed after independence as Taman Negara and has great geographical characteristics in Peninsular Malaysia. Taman Negara Pahang, which has two main entrances (Kuala Tahan and Sungai Relau), covered the largest area of 2,477 square kilometers (54%), while Taman Negara Kelantan and Terengganu 1,043 (24%) and 853 (19%) square kilometers sequentially.

This park is one of the most famous ecotourism destinations in the world. As stated by Laarman and Durst (1987), ecotourism as nature tourism in which the visitor is attracted to a destination due to his or her interest in a single or extra features of that destination's natural history. The visit combines training, activity and adventure. Through the National Ecotourism Plan (2016-2025), they plan to maximize the potential of ecotourism and ensure sustainability of ecotourism site (Ministry of Tourism, Arts and Culture Malaysia,2018).

Table 1.1: Total Arrival of Tourist to Taman Negara, Kuala Tahan, Pahang 2013-2018

Year	International Visitors	Local Visitors	Total
2013	45,177	36,755	81,932
2014	44,731	37,191	81,922
2015	35,183	28,660	63,843
2016	44,454	29,210	73,664
2017	44,949	30,370	75,319
2018	48,576	33,429	82,005

Source: DWNP, 2019

As we can see through the statistic from the DWNP above (Table 1.1), the number of tourists has shown decreased and increased through the years. In 2015, the number of visitors decreased rapidly due to the heavy flood in December 2014 which also affected the facilities and entrance to national park. Through observation, there are a lot of facilities that were rebuilt after year 2015.

#### **1.4 Recreational Activities in Taman Negara, Kuala Tahan, Pahang**

There are various recreational activities available at Taman Negara, Kuala Tahan, Pahang. According to DWNP, there are twelve activities listed as the main attraction for visitors throughout the holiday here. Some of these activities require guidance by tour guide and fees controlled by DWNP and MOTAC.



Visitors' can experience the world's longest bridge 45 meters from the ground, along the river and rapids by logging boats, exploring the limestone caves such as Gua Luas, Gua Daun Menari, Gua Kepayang Besar and Gua Kepayang Kecil or stay in one of the wildlife observation towers to see wildlife such as tapir, tiger, elephant and fox. In addition, visitors can also conduct fishing activities on permissible rivers, conduct bird watching such as hornbill, pheasant, barbet, trogon and flycatcher or visit native people from Bateq tribe in the riverbanks. For those who are interested in extreme sports, they can try to climb the mountain called Mount Tahan, which is the highest peak in Peninsular Malaysia.

## **1.5 Problem Statement**

Taman Negara, Kuala Tahan, Pahang is identified as one of the most popular natural areas in the country. The number of visitors that still exceeds 50,000 annually proved that this entrance still has a demand in the tourism industry. Various species of flora and fauna found in Taman Negara, Kuala Tahan, Pahang are visitor attractions, especially from abroad. One of the attractions here is the wildlife observation tower or better known as hide. The potential for wildlife viewing is high if they stay overnight there. Although the first observation tower was built in late 1960's, not much study had been done to evaluate user's satisfaction with the development of the facilities and the environment. Kang (2002), previously studied perception and factors

influencing visitors' perception of the Taman Negara wildlife observation tower. It shows the results of the overall tower.

Through the researcher observation, the condition of the basic facilities inside the wildlife observation tower that can be used for overnight, mostly cannot be used by the tourist. As an example, the bathroom is not functioning well and the door cannot be locked. These things will lead to visitors' safety risk. They give bad impressions for those who want to spend a night here.

According to the wildlife officer of DWNP's Ecotourism Division, Miss Nurshirah binti Mustapha (personal communication, 15 October 2018), she is not sure whether the visitors are satisfied or not, but so far she has not received any complaints about the facilities provided. In addition, according to the Chairman of Tour Guide Association Taman Negara, Mohamad Anas Bin Zainudin (personal communication, 25 December 2018), overnight package in cave has more demand than overnight package in hide. Most visitors prefer to go to cave probably because of the recommendations by their friends due to the condition of the facilities in hide was not good enough.

In this study, data of respondents' demographic profile, visiting patterns and satisfaction of visitors' towards the facilities on wildlife observation tower will

be collected by using questionnaires from the visitors who have done the activity, including overnight stays.

This research would help the management to contribute future development in order to improve the quality of the facilities of the wildlife observation tower. Hopefully it will meet visitors' needs and satisfaction in the future and encourage them to come back.

#### **1.6 Objectives of the Study**

The main purpose of this study is to determine visitors' satisfaction towards wildlife observation tower in Taman Negara, Kuala Tahan, Pahang. Therefore, the specific objectives of the study are:

- i. To identify the level of visitors' satisfaction towards wildlife observation tower in Taman Negara, Kuala Tahan, Pahang
- ii. To determine factors influencing the visitors' satisfaction level on wildlife observation tower in Taman Negara, Kuala Tahan, Pahang

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