



***LOCAL VISITORS SATISFACTION TOWARDS CROWDING AT TASIK
DAYANG BUNTING, LANGKAWI, KEDAH***

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By

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for the Degree of Bachelor Park and Recreation Science in the
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DEDICATION

I would like to dedicate my final year project to my family and friends. My mother, Shamsiah Binti Haji Mat and my sister, Amiratul Aisyah Binti Tajuddin who are always my main supporters.

I also dedicate this dissertation to my many friends who are from Langkawi, as well as residents of Langkawi who have help me throughout the process. Not to forget, this project is dedicated to all my lecturers and UPM staff for all their support, guidance and facilities.



ABSTRACT

Tasik Dayang Bunting, Langkawi is one of the main nature-based tourism and it is a very famous place for vacation to local and foreign tourist. Understanding local visitors' satisfaction towards crowding in Tasik Dayang Bunting is important because there were several tourists stated about the situation of crowding there. It is one of the popular tourism places, so many tourists go there and some complication on crowding happen. The first objective is to determine the perception of visitors on crowding condition in Tasik Dayang Bunting. Second objective is to examine the impact of crowding on visitor's satisfaction. There was only two item or place which is trail and café that measured the perception of local visitors on crowding showed the highest percentage with 46% and 44%. It can be concluded that the Tasik Dayang Bunting is not really crowded during this study was conducted. Based on the result, the local visitors TDB had very suitable and good nature-based tourism also visitors able to enjoy their trip or vacation to the TDB with this condition there.

ABSTRAK

Tasik Dayang Bunting, Langkawi adalah salah satu pelancongan berasaskan alam semula jadi dan ia merupakan tempat yang sangat terkenal untuk bercuti pelancong tempatan dan asing. Dalam memahami kepuasan pelawat tempatan terhadap kesesakan di Tasik Dayang Bunting adalah penting kerana terdapat beberapa pelancong yang menyatakan mengenai keadaan kesesakan di sana. Ia adalah salah satu tempat pelancongan popular, begitu banyak pelancong pergi ke sana dan beberapa masalah pada kesesakan berlaku. Objektif pertama adalah untuk menentukan persepsi pelawat tentang keadaan kesesakan di Tasik Dayang Bunting. Objektif kedua adalah untuk mengkaji kesan kesesakan pada kepuasan pengunjung. Terdapat hanya dua item atau tempat yang merupakan laluan dan kafe yang mengukur persepsi pelawat tempatan pada kesesakan menunjukkan peratusan tertinggi dengan 46% dan 44%. Dapat disimpulkan bahawa Tasik Dayang Bunting tidak benar-benar sesak semasa kajian ini dijalankan. Berdasarkan kepada hasil analisis data, pelawat tempatan TDB mempunyai tempat pelancongan yang sangat sesuai dan baik berasaskan alam semula jadi dan juga pelawat yang dapat menikmati percutian mereka ke TDB dengan keadaan di sana.

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APPROVAL SHEET

I certify that this final year project entitled '**Local Visitors Satisfaction Towards Crowding at Tasik Dayang Bunting, Langkawi, Kedah**' by Ahmad Ilham Bin Tajuddin has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, University Putra Malaysia

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LIST OF ABBREVIATIONS

SPSS	Statistical Package for Social Science
TDB	Tasik Dayang Bunting
WHO	World Health Organization
LADA	Langkawi Development Authority



CHAPTER 1

INTRODUCTION

This chapter highlighted the background of the study, problem statement and objectives of the study. The background of the study discusses the relationship between crowding and the customer satisfaction in doing recreation activities. The problem statement discusses the importance and why this study was conducted.

1.1 Nature Based Tourism

Nature-based tourism is defined as a substantial and growing market for many countries and deals with tourists' demand for nature-based experiences during their vacation (Laarman, Durst, Dutrow, McKean & McDill (1987). Consequently, nature-based tourism is accepted as a growing part of the tourism industry with significant potential to ensure sustainable growth in rural environments. Based on Fredman & Tyrveinen (2010) tourist will get the best experience towards nature-based activities when they start actively in the activities while being there. Other than that tourist firms will utilize the various nature-based elements of motorized products in order to attract tourists (Lyngnes & Prebensen, 2014).

Ecotourism promotes nature-based tourism activities, environmental conservation, and generation of tourism related-benefits to local communities in ecotourism destinations. Perception of people around that place also needed to determine whether the activities or facilities achieved their satisfaction. Knowledge of the area and its socio-demographic background will be different if their perception is also different between one person and another. Three elements that can be identified, environmentally, by exchange process really attached to each other. Economic and social / cultural perception of the impacts of tourism on residents — costs and benefits can be concluded. Agreement scales can be used in this area of studies to measure perceptions of impacts or attitudes.

Activity include majority of leisure and tourism that also have an element of active participation and involvement in the activity. In everyday life people will try to find out something with different memorable and extraordinary experience (Mossberg, 2007). Sometimes the authenticity of several places will be damaged because of the conflict between a story that they make. Otherwise, in nature and culture-based tourism would be managed by staging and facilitating in conflict with protecting and preserving. There are a lot of nature-based resources that can be divided into topography, climate, hydrology, wildlife, vegetation and location (Weaver & Lawton, 2010). From here we know that attractive experiences in nature are important towards tourism industry.

1.2 Background of the Study

Increasing number of visitors to the natural areas give impacts to the tourism, especially ecotourism in the context of socio-economic and sustainability development (Neuts & Nijkamp, 2012). Malaysia is full of unique natural attractions which have become the magnets to draw in foreign visitors into the country. This increasing in numbers of visitors contributes to their tendency to visit natural places like National Park or State Park. Certain issues such as crowding, recreational conflicts, and degraded environment can occur when natural places are populated heavily, which can reduce the recreational quality of users.

A number of recreational places are facing heavy pressure because of the increasing number of visitors. The quality of the visitor's nature experience depends on the condition or settings within the area. Therefore, management authority should preserve the quality experience of the users to a substantial degree, which can be done by controlling the environment and social density (Jin, 2009). The management authority needs to know how visitors perceive actual recreational impact and how those impacted area affecting their visiting experience.

When the quality of the visitor's nature experience is disturbed, visitors are expected to provide responses through the emotions; whether they are

happy, excited, sad or dissatisfied with their visiting experiences. According to Mehrabian and Russell (1974), there are three types of emotions consist of “Pleasure”, “Arousal” and “Dominance”. These emotions are then classified into positive and negative. Responses of the visitors through these emotions will determine the ways visitors used to cope with the crowded situation.

Visitors sometimes would try to avoid such undesirable conditions by applying the coping behaviour. This kind of reaction mechanism is to maintain the level of overall satisfaction and desired recreation quality of the visitors (Johnson & Dawson, 2004). The information about visitor’s coping behaviours is needed for responding to the stress or crowded situation. If visitors are displaced from the parks because of site social condition, it may indicate that the management authority is not managing the site in a proper way within the visitor’s goal. As a conclusion, visitors have to adapt to the crowded condition to get pleased moment during their visit to the park. Visitors will preserve their experience and they will avoid from crowded situation to get fill satisfaction.

1.3 Problem Statement

Visitor satisfaction is the common issue that face by the company which is provided the services. Nowadays, the number of visitors to the park and outdoor recreation sites is indeed, increasing. In Malaysia, the number of

eco—tourists have visually increased between 2003 until 2013. When the number of visitors increases, it pressurizes the resources in the park or recreational areas which will affect the quality of outdoor recreation experiences. This may decrease the visitor's experience and satisfaction among them. Demands for natural areas where outdoor recreational activities can be made to have increased dramatically in recent years.

As the number of visitors increases, the ability of visitors to have unconfined recreational experiences sadly may decrease during their visit to the recreational area. Visitors are confronted with the crowded condition, which challenges their ability to have a satisfied recreational experience. It may rectify this dissonance through one or more of coping behaviours. In addition, visitors who experienced the crowding in one place will tell to others on how he coped with the pressure. This, in return, will negatively affect the number of visitors who visit the recreational places.

When Visitors experience crowding, they may undertake a variety of coping mechanism to overcome the effect of crowding. One option is they may be displaced to other natural area or visiting at another time. One possible explanation for this phenomenon offered by recreation researcher is that visitors found behavioural and cognitive ways to cope with the stress or crowded conditions on the site (Johnson & Dawson, 2004). Several studies

have been found to be associated with the problem of crowding, the use of coping mechanisms in recreation and the causal factors that led to their use.

In addition, crowding is important to be studied in relation to the emotional dimension and coping behaviour because this would improve visitor's satisfaction, emotion. And experience of visitors. Crowding brings serious impacts as it will affect the nature office outdoor recreational experience itself. Crowding and conflict are the most fundamental issues in recreation. Last but not least, the emergence of this study is due to there is a need to study on crowding condition and its influence on visitors to discover the emotion and coping behaviour.

Crowding issues arise when a large number of people are gathered together, and the usage of environmental and/or social resources exceeds the limit by physical environment (Lee & Graefe, 2003). In this case, visitors perceive the density of people on the spot as too high and feel the negative effects of crowding that could lead to lower customer satisfaction.

VISITORS ARRIVAL TO LANGKAWI JAN-DEC 2018

MONTH	SEA						AIR						TOTAL	
	JETI KUAH, CRUISE, YACHT, PULAU PAYAR & LANGKAWI PORT						AIRPORT (SCHEDULE FLIGHT, CHARTERED FLIGHT)							
	DOMESTIC			INTERNATIONAL			DOMESTIC			INTERNATIONAL				
	2017	2018	%	2017	2018	%	2017	2018	%	2017	2018	%	2017	2018
JANUARY	162,920	132,790	(18.5)	35,392	47,939	35.5	104,013	102,396	(1.6)	11,365	15,027	32.0	313,710	298,152
FEBRUARY	135,658	169,367	24.8	29,510	31,723	7.5	97,331	93,644	(3.8)	9,248	17,266	86.7	271,747	312,000
MARCH	204,808	185,817	(9.3)	27,010	39,583	46.5	109,358	94,606	(13.5)	9,915	14,880	50.1	351,091	334,886
APRIL	156,904	140,769	(10.3)	24,890	27,380	10.0	105,099	90,277	(14.1)	9,590	13,222	37.9	296,483	271,648
MAY	135,730	115,984	(14.5)	20,275	15,968	(21.2)	91,928	75,642	(17.7)	9,405	12,813	36.2	257,338	220,407
JUNE	146,429	141,561	(3.3)	17,660	18,756	6.2	84,301	88,884	5.4	11,040	17,104	54.9	259,430	266,305
JULY	147,074	132,141	(10.2)	12,121	5,962	(50.8)	108,870	105,388	(3.2)	13,073	17,633	34.9	281,138	261,124
AUGUST	166,731	178,306	6.9	6,820	11,320	66.0	112,193	106,273	(5.3)	14,035	16,931	20.6	299,779	312,830
SEPTEMBER	156,374	162,451	3.9	14,001	6,117	(56.3)	92,658	86,593	(6.5)	11,429	11,998	5.0	274,462	267,159
OCTOBER	162,108	136,104	(16.0)	30,704	23,754	(22.6)	95,206	88,571	(7.0)	12,551	12,520	(0.2)	300,569	260,949
NOVEMBER	166,859	194,225	16.4	30,552	48,445	58.6	95,707	98,349	2.8	12,473	13,272	6.4	305,591	354,291
DECEMBER	303,882	296,304	(2.5)	38,972	35,115	(9.9)	109,675	118,845	8.4	15,291	18,936	23.8	467,820	469,200
GRAND TOTAL	2,045,477	1,985,819	(2.9)	287,907	312,062	8.4	1,206,339	1,149,468	(4.7)	139,435	181,602	30.2	3,679,158	3,628,951

Figure 1: Statistic Tourist in Langkawi
Sources: Langkawi Development Authority (2019)

Figure 1 showed the detail and statistic of visitors' arrival at Langkawi. The data showed that number of visitor arrival to Langkawi was high in 2017 and 2018. The number of visitors' arrival in 2018 was drop a little compare to 2017 but Langkawi still have a huge number of visitors. So, Langkawi was very crowded with visitors and Tasik Dayang Bunting also happen this situation because of TDB is one of the popular tourisms in Langkawi.

1.4 Objective

The main aim of this research is to identify visitor's satisfaction towards crowding condition at Tasik Dayang Bunting.

- a. To determine the perception of visitors on crowding condition in Tasik Dayang Bunting.
- b. To examine the impact of crowding on visitor's satisfaction.



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