

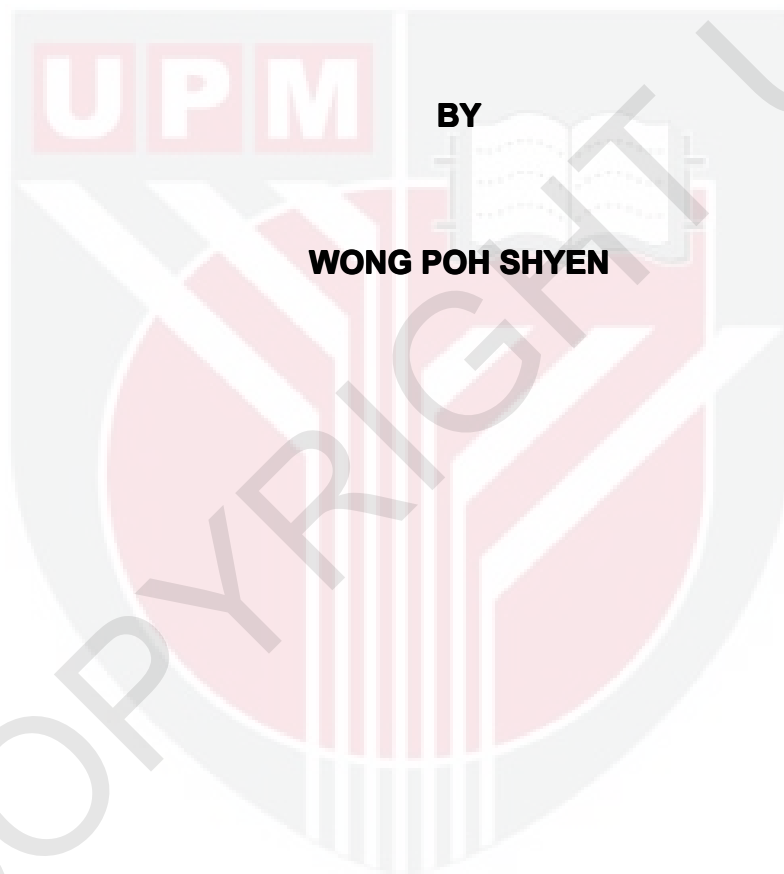


***VISITORS' SATISFACTION TOWARDS FACILITIES AT GUNUNG LANG
RECREATIONAL PARK, PERAK***

WONG POH SHYEN

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**VISITORS' SATISFACTION TOWARDS FACILITIES AT GUNUNG LANG
RECREATIONAL PARK, PERAK.**



BY

WONG POH SHYEN

**A Project Report Submitted in 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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DEDICATION

To
My beloved family members:
Wong Yean Yee (Daddy)
Goh Mei Lin (Mummy)
Wong Kar Keat (Brother)
Wong Wei Jie (Little Brother)

My lecturers, classmates and friends,

Thank you so much for your support and guidance. I hope I have made all of you proud.

ABSTRACT

The study has been conducted at Gunung Lang Recreational Park (GLRP) due to the negative news reported regarding the facilities provided at the park have disappoint the visitors. GLRP is one of the recreational park located in the state of Perak and it has become a famous tourist destination in recent years. The main objective of this study is to determine the level of visitors' satisfaction towards facilities provided at GLRP. The socio-demographic characteristics and factors that affects visitors' satisfaction towards facilities have been studied. Questionnaire was used to collect data and 250 respondents were selected purposively. Data was analyzed using Descriptive Analysis and Multiple Linear Regression. The level of satisfaction was measured using Likert scale. Visitors overall satisfaction index towards the facilities provided at GLRP was 3.12 This indicates that visitors were less interested and consideration towards the facilities provided, which the existence of facilities is not the main concern of visitors. The condition of the wooden village houses obtained the highest mean score (3.66). The attractiveness of ticketing counter obtained the lowest mean score (2.55). Five significant factors affecting visitors' satisfaction level were identified through this study, which were visit companion, re-visit intention, marital status, ethnic and mode of transportation.

ABSTRAK

Kajian ini telah dijalankan disebabkan oleh berita negatif yang dilaporkan berkenaan fasiliti yang disediakan di Taman Rekreasi Gunung Lang (TRGL) telah mengecewakan pengunjung. TRGL adalah salah satu taman rekreasi yang terdapat di negeri Perak dan ia telah menjadi satu destinasi tarikan pelancongan pada kebelakangan tahun. Tujuan utama kajian ini adalah untuk menilai tahap kepuasan pengunjung terhadap fasiliti yang disediakan di TRGL. Ciri-ciri socio-demografik dan faktor-faktor yang mempengaruhi tahap kepuasan pengunjung telah dikaji. Soal-selidik digunakan untuk mendapatkan data dan seramai 250 responden telah dipilih berdasarkan kriteria yang telah ditentukan dalam kajian ini. Semua data dianalisis dengan Analisis Deskriptif dan Regresi Linear Berganda. Tahap kepuasan pengunjung diukur menggunakan Likert scala. Indeks kepuasan keseluruhan pengunjung terhadap fasiliti adalah sebanyak 3.12. Ini bermaksud pengunjung mempunyai minat dan pertimbangan yang rendah terhadap fasiliti yang disediakan di TRGL, di mana fasiliti yang sedia ada bukan tumpuan utama mereka. "Keadaan rumah kampung kayu" mempunyai purata mata min yang tertinggi (3.66). "Tarikan di kaunter tiket" mendapat purata mata min yang terendah (2.55). Lima faktor ketara yang mempengaruhi tahap kepuasan pengunjung yang telah dikenalpasti melalui kajian ini ialah teman melawat, keinginan melawat semula, status pekahwinan, etnik dan mod pengangkutan.

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APPROVAL SHEET

I certify that this research project report entitled **"Visitors' Satisfaction Towards Facilities at Gunung Lang Recreational Park, Perak"** by Wong Poh Shyen 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.

Dr. Azita Ahmad Zawawi
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria bin Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

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LIST OF ABBREVIATIONS

GLRP	Gunung Lang Recreation Park
TRGL	Taman Rekreasi Gunung Lang
SPSS	Statistical Package for the Social Sciences



CHAPTER 1

INTRODUCTION

1.1 Tourism in Malaysia

The development of Malaysia tourism industry has gradually expanding over the years. It can be proved as according to World Tourism Organization (UNWTO), in its 2014 edition report Malaysia was ranked as the third most visited destination in Asia and the Pacific region, which after China and Hong Kong. Besides, Expedia UK has listed the capital city, Kuala Lumpur as one of its Top 5 destination of the World's 25 Best Shopping Cities in 2016. Other than that, the Travel and Tourism Competitiveness Report 2017 by World Economic Forum has ranked Malaysia at 26th out of 136 countries as it's contribution to the development and competitiveness in tourism industry.

According to Tourism Malaysia website, Malaysia Tourism Promotion Board (MTPB) is the department which focus on promoting Malaysia, and it is well known by public as Tourism Malaysia. MTPB is formerly known as Tourist Development Corporation of Malaysia (TDC), which was established officially on 10th August 1972. The mission of Tourism Malaysia is to market Malaysia as a destination of excellence and to make the tourism industry a major contribute to the socio-economic development of the nation.

1.2 Recreation Park

According to Clawson and Knetsch (1963), recreation is defined the activities that one wants to do willingly to get refreshment of health and spirits while recreation park is a place where people carry out the activity or utilize the space to get refreshment by relaxation and enjoyment during their leisure time. A recreation park can be filled with various facilities or without any as recreation can carry out without the existence of facilities. Taiping Lake Garden which located at Taiping and Japanese Garden in Ipoh is some of the potential recreation parks that can be found in the state of Perak.

1.3 Problem Statement

Gunung Lang Recreational Park (GLRP) is a famous recreation park in the city center of Ipoh, Perak which surrounded by extremely beautiful mountain views and it can be accessed by short and inexpensive boat riding. This amazing limestone view had attracted more visitors to visit to GLRP over the years. Unfortunately, there are negative news reported regarding the park has disappoint the visitors. According to Francis (2011), despite time and money spent on this place, the park still fails to achieve its desired objectives, which is to be a recreational park as a getaway for city folks and also a tourist destination.

In GLRP, there are lots of amenities and facilities provided to the visitors such as gazebos, benches and sheds for the visitors to rest and refresh, aviaries for visitors to see the animals and a platform for the visitors to feed the fishes. There is also a playground for the children to play around. The lookout tower was built for the visitors to climb up and enjoy the full view of GLRP. The authorities have also prepared motorboats for sending the visitors across the lake. Others facilities such as toilets and traditional village houses for cultural purposes also provided in GLRP.

However, there are news about the unkempt and broken maintenance on facilities in GLRP have been reported on newspaper and social media. These negative reviews about GLRP will influence the perception of the visitors. Also, the broken facilities might affect the satisfaction of the visitors which they expected more than what they had experience. According to New Straits Times online news (2017) 'Tourist Attraction: Visitors let down by unkempt Gunung Lang Park', the editor mentioned that visitors want the authorities to do more on maintaining the facilities there since the poor-maintained area has disappointed them (Appendix B). Another report from Francis (2016) 'Potential of Gunung Lang Park Not Tapped', it did mentioned that pack motorboat operated during school holiday (Appendix B). Moreover, the poor maintenance of the park has disappointed the visitors. Yet, this news doesn't represent of all the visitors.

Therefore to strengthen the quality and improve the park, a research study on visitors' satisfaction towards the facilities provided should be carried out as a initial step to determine visitors' needs and concern (Guntoro & Hui, 2013). Despite year 2017 was the Visit Perak Year and it was over, but the authorities still have the chance and potential to make improvement on the park and facilities to attract more tourists in the future, or will make a success in the next Visit Perak Year.

1.4 Objectives

The main objective of this study is to determine the visitors' satisfaction level towards facilities provided at GLRP. Besides, there are two more specific objectives of this study, which are listed as below:-

- a) To identify the socio-demographic characteristics and visiting patterns of visitors at GLRP
- b) To identify the factors that affecting visitors' satisfaction level towards the facilities provided at GLRP

1.5 Justification

This study has been conducted to determine the visitors' satisfaction level towards facilities provided at GLRP in order to help the management to understand the visitors' satisfaction level. The information obtained from this study can assist the management or authorities to make improvement on facilities as a guideline in order to maintain or increase the number of visitors in the future. Besides, this study has been developed in order to enhance the basic human right for leisure and recreation because as a recreation user, visitors have the right to use the facilities which are in good condition and well maintained. This is to ensure that the visitors needs and wants are fulfilled and their expectation can be achieved.

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