

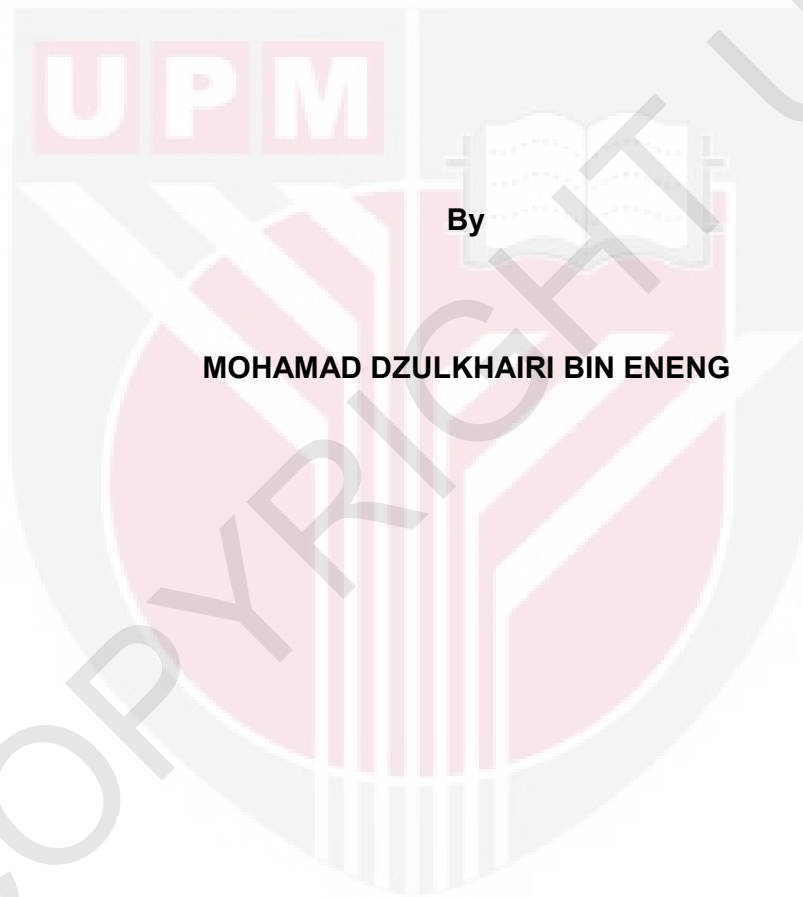


***VISITORS' SATISFACTION TOWARDS TOURISM FACILITIES AT TUSAN  
BEACH, MIRI***

**MOHAMAD DZULKHAIRI BIN ENENG**

**FH 2018 107**

**VISITORS' SATISFACTION TOWARDS TOURISM FACILITIES AT TUSAN  
BEACH, MIRI**



By

**MOHAMAD DZULKHAIRI BIN ENENG**

**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**

**2018**

## **DEDICATION**

Specially dedicated to:

My beloved father, Hj. Eneng bin Manan,

My late mother, Allahyarhamah Hjh. Baby Mahani bt Hj Umi,

May her soul be placed with those who believe and do righteous deeds

**AL-FATIHAH...**

My siblings, brothers and sisters,

My nephew, Muhamad Naqib bin Roslie for helping a lot,

Thank you for your concern, encouragement, patience, understanding and continuous support

## ABSTRACT

Tusan Beach was rarely known to visitors or even locals. It began to be a popular beach after the 'Blue Tears' phenomenon was found and become viral through social media. To cope with the recent beach popularity, the two neighboring villages work together to provide basic facilities at the beach. As the beach is still undergoing development, authorities and management are unsure of visitors' satisfaction with the beach tourism facilities. Therefore, this study evaluates the level of visitors' satisfaction on tourism facilities at the beach. A total of 221 questionnaire was distributed to visitors between January and February 2018. Satisfaction levels of visitors towards tourism facilities were measured using the 5-point Likert Scale. Socio-demographic of visitors were also identified. Overall, visitors were moderately satisfied with the tourism facilities provided at Tusan Beach ( $M = 3.45$ ). The attribute 'visitors will promote the beach to others' earned the highest mean ( $M = 3.97$ ) while adequate parking areas obtained the lowest mean ( $M = 2.86$ ). Multiple regression analysis results show five significantly influence factors towards the overall visitors' satisfaction which are, visitors' revisiting ( $t = 2.315, p = 0.022$ ), monthly income ( $t = 2.169, p = 0.031$ ), religion ( $t = 1.722, p = 0.087$ ), education level ( $t = 1.746, p = 0.083$ ) and visitors' accompaniment ( $t = -1.752, p = 0.081$ ).

## ABSTRAK

Pantai Tusan sebelum ini kurang dikenali pengunjung termasuklah dalam kalangan penduduk tempatan. Ia mula menjadi pantai yang popular dan tular di media sosial selepas fenomena Air Mata Biru dijumpai. Untuk mengatasi populariti pantai yang semakin meningkat, dua buah kampung berhampiran telah bekerjasama untuk menyediakan kemudahan asas di pantai. Oleh kerana Pantai Tusan masih dalam proses pembangunan, pihak berkuasa dan pihak pengurusan tidak pasti kepuasan pengunjung dengan kemudahan pelancongan di pantai ini. Oleh itu, kajian ini dijalankan untuk menilai tahap kepuasan pengunjung terhadap kemudahan pelancongan di Pantai Tusan. Sejumlah 221 borang soal selidik telah diedarkan kepada pengunjung antara Januari dan Februari 2018. Tahap kepuasan pengunjung terhadap kemudahan pelancongan diukur dengan menggunakan Likert skala 5. Sosio-demografi pengunjung yang datang ke pantai turut dikenal pasti. Secara keseluruhannya, pengunjung berpuas hati dengan kemudahan pelancongan yang disediakan di Pantai Tusan ( $M = 3.45$ ). Atribut 'para pengunjung akan mempromosikan pantai kepada orang lain' memperoleh min tertinggi ( $M = 3.97$ ), manakala kawasan tempat letak kereta yang mencukupi memperoleh min terendah ( $M = 2.86$ ). Dari keputusan analisis regresi berganda, ia telah menunjukkan lima faktor pengaruh yang signifikan ke arah keseluruhan kepuasan pengunjung iaitu, lawatan semula pengunjung ( $t = 2.315, p = 0.022$ ), pendapatan bulanan ( $t = 2.169, p = 0.031$ ), agama ( $t = 1.722, p = 0.087$ ), tahap pendidikan ( $t = 1.746, p = 0.083$ ) dan iringan pelawat ( $t = -1.752, p = 0.081$ ).

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May Allah S.W.T. bless all of you. Thank you.

## APPROVAL SHEET

I certify that this research project report entitled “**Visitors’ Satisfaction Towards Tourism Facilities at Tusan Beach, Miri**” by Mohamad Dzulkhairi bin Eneng had 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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## LIST OF ABBREVIATIONS

RM	Ringgit Malaysia
UNESCO	United Nations of Educational Scientific and Cultural Organizations
UNWTO	United Nation of World Tourism Organization
MCC	Miri City Council
SDC	Subis District Council
WOM	Word of Mouth
UPM	Universiti Putra Malaysia
SPSS	Statistical Packages for Social Sciences
<i>M</i>	Mean / Min



# CHAPTER 1

## INTRODUCTION

### 1.1 Tourism Malaysia

Tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. These dynamics have turned tourism into a key driver for socio-economic progress. The tourism activity has even managed to compete well with other key industries such as petroleum and automobiles does the tourism activity has become one of main income sources for the developing countries. Tourism involves the movement of people outside of their normal places of work and residence. Tourism will provide tourist the memorable experience that they will bring back to their origin its either good or bad that will later reflect their motivation to come again or not. Malaysia is one of the developing countries that received high number of tourist arrival annually as Malaysia has its own attractiveness, natural and uniqueness. The numbers of tourist arrival are keep on increasing year by year. According to United Nation of World Tourism Organization (UNWTO) (2016), it recorded that Malaysia has about 26.8 million tourist arrivals in 2016 which has been increased one million from the year of 2015. The total receipts expenditure also increases for about 20 billion Ringgit Malaysia (RM) which is about 82.1 billion (RM). As for the competitiveness among the countries Malaysia rank 26<sup>th</sup> in the world and 2<sup>nd</sup> in South East Asia behind Singapore (World Economic Forum, 2017).

## **1.2 Tourism of Sarawak, Land of Hornbill**

Sarawak is located in Borneo Island which also consists of Sabah and international border with Indonesia at Kalimantan and Brunei Darussalam. Sarawak is the largest state in Malaysia with its total area 124,449.5 square kilometers. There are more than 30 ethnics groups in Sarawak with multi language, different culture and lifestyle. Sarawak is one of the state that contributes to 26.8 million tourist arrivals at Malaysia in 2016 with about 4.7 million arrivals of tourist. The state has the entire requirement needed to become tourist attraction such as the natural beauty of beaches and forest, historical and cultural places and other elements does make the Sarawak State are also known as the Land of Hornbills (Ministry of Tourism, Art, Culture, Youth and Sports Sarawak,2016).

## **1.3 Miri Division**

Miri are one of 4 early divisions that forming Sarawak state. Currently, Sarawak has 12 divisions in total with Miri as a second largest division. The division is located at the northern region of Sarawak which comprises Bintulu, Miri, Limbang and Lawas. It also located very close to the border of Brunei Darussalam with Sungai Tujuh as border checkpoint. Before granted as a city, Miri is known as Oil Town as it is the birthplace of Malaysia's petroleum industry. Miri Division has a total population of 364,561 people (Department of Statistics Malaysia, 2010).

In 2005, May 20 (20 05 2005) has remarked a new chapter and history at Miri as the Oil Town has been granted the city status that has made it become the first non-capital states in Malaysia that has bestowed city status. Every city in Malaysia is known with their own tagline such as Bandar Melaka as a Historical City, Kuching City of Unity and Shah Alam Industrial City. With that Miri is known as a Resort City. As fulfilling the Resort City status, Miri has becoming the northern gate away for several places of attraction and tourism spots within Miri Division such as gate away to 4 national parks that are UNESCO World Heritage Gunung Mulu National Park, Niah National Park, Lambir Hills National Park, Loagan Bunut National Park and recent discovered diving spots Miri/Sibuti Marine National Park (Miri City Council,2017).

Administration strata of Miri Division are divided to 2 main administrations that are Miri City Council (MCC) and Miri Resident Office. Miri Resident Office as for now covering 5 district that are Miri, Subis, Marudi, Beluru and Telang Usan.

#### **1.4 Beach Tourism in Miri**

According to David, (2012), Malaysia is one of great country that having some of the world's most idyllic beaches and islands. Malaysia covers about 4,600 km coastline and dozens of wonderful islands to choose. Miri City are one of it with about more than 40km coastline stretch along the Miri Coastal Road from

Sibuti up to Kuala Baram area. Here are some of the beaches along Miri City area that has becoming tourist spot and also still yet undiscovered it's potential. There are Bungai Beach, Peliau Beach, Tusan Beach, Bakam Point, Hawaii Beach, Luak Esplanade, Tanjung Lobang Beach, Marina Beach and other beaches. Some of the beach also has been undergo the development process especially on the development of tourism facilities.

### 1.5 Problem Statement

Tusan Beach before this is rarely known by the visitors or tourists even among the locals. It just a normal beach with a cliff that rarely visit by people. Then it started to become a popular beach after a 'Blue Tears' phenomenon that managed to captured by a photographer, Albert Song in September 2015 and it became viral through up the social media platform (The Borneo Post Online, 2015). The beach also become famous for the look like Drinking Horse rock formation or locally known as *Batu Kuda*, sunset scenery, walking along the beach and foods that being sold at the stall. The beach has also become one of rest area before the visitors continue their journey to Miri City or Bintulu as its location are strategic which situated between Miri and Bintulu.



The popularity of the beach continues as it manages to attract filming company from China (Global China Film (M) Sdn. Bhd.) to shoot film at the beach area and using some of the local as their extra actors. The movie title is Blue Tears Spot. As the beach has become popular among the locals and also manages to attract the foreigner, there is some recommendation and complained on tourism facilities issues that being arises by those visitors.

Complains and recommendations were made on Tusan Beach reviews platform on Trip Advisor (2017). Reviews made by Nurul, she stated that it is a bit dangerous to go down the cliff to reach the beach and there are no proper stairs or railing. She also reminds people to be very careful and the place is not suitable for toddlers and elderly. While another reviewer, Joe is complaining on the cleanliness of the cliff beach. Next, there are also reviews from Shanny. She encourages people to visit the beach however, she mentioned also about the toilet facilities need to improve. Lastly, review made by MSA\_59 urging on the need of proper access to the beach.

Above matter was supported by newspaper clipping, titled 'Tusan Beach visitors annoys with poor access path' (The Borneo Post Online, 2017). The visitor, Abu Bakar has claiming that he saw one visitor falling on the path going down due to no proper railing that being installed for safety. While another visitor, Surinawati Jalil urging for the proper road sign as there are some visitors that has over shoot the junction while drive due to there are no proper alert signs about the beach.

From the Trip Advisor reviews and newspaper clipping, it shows that there are some issues has been raised from the visitors about the tourism facilities at Tusan Beach especially on the poor access path to the beach. Therefore, this study is to identify visitors' satisfaction at Tusan Beach to cope with the beach popularity and to further improve the beach in future.

### **1.6 Objectives**

The general objective of this study is to evaluate the level of satisfactions of the visitors on the provision of tourism facilities at Tusan Beach. The specific objectives of the study are listed as below:

- a. To identify the socio-demographic of visitors at Tusan Beach;
- b. To identify the level of visitors' satisfaction on the tourism facilities at Tusan Beach;
- c. To determine the influencing factors of visitors' satisfaction on tourism facilities at Tusan Beach.

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