



***VISITORS' ASSESSMENT ON RECREATION ACTIVITIES IN PORING HOT
SPRING, KINABALU PARK, SABAH***

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**VISITORS' ASSESSMENT ON RECREATION ACTIVITIES IN PORING HOT
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By

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**A Project Report Submitted In Partial Fulfillment of the Requirements for the
Degree of Bachelor of Park and Recreation Science in the
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DEDICATION

This study is dedicated to my parents Samuian Tadong, Juini Mosikal and my beloved family Sylviani, Christianus, Stephanie, Frederik, and Falley Calvin. There are nothing in this world that is worth achieving more than love from the family. Thank you to my priceless family for all the support throughout this study.



ABSTRACT

There is an increasing awareness in the Malaysian society regarding the needs in recreation activities that offers variety of experiences and benefits. The purpose of this study is to determine the respondent's pattern on recreational activities, their preferences and the management priorities in Poring Hot Spring. The sample involved 150 respondents which includes local and foreign visitors. Most of them revealed that their main purpose of visiting Poring Hot Spring is to have fun. In addition, they also want to spend time with their family and to enhance family relationships. Based on the result, it shows that the highest percentage of respondents' preference towards recreational activities were soaking in the outdoor hot water tubs (68%), swimming in rock pools (64.7%), visiting canopy walkway (56%), and trekking to Langanan waterfall (42.7%). However, besides new experiences, new challenges and increase family togetherness, there are also issues that prevents respondents from having fun doing recreation activities at Poring Hot Spring such as overcrowding of visitors, unclean pools and lack of facilities. Therefore, based on the results of this study, it is suggested that new recreational activities can be implement besides helping the Poring Hot Spring management under the jurisdiction of Sabah Parks to prioritize on the current issues and improve the quality of recreational activities provided in the park.

ABSTRAK

Kesedaran terhadap keperluan aktiviti rekreasi bagi menyediakan pelbagai faedah dan pengalaman sedang meningkat di kalangan rakyat Malaysia. Objektif kajian ini bertujuan untuk mengenal pasti corak penglibatan responden dalam aktiviti rekreasi, keutamaan dan keutamaan pengurusan di Taman Air Panas Poring. Sampel kajian melibatkan 150 orang responden yang terdiri daripada pengunjung tempatan dan pelancong asing. Kebanyakan mereka menyatakan bahawa tujuan utama kunjungan mereka ke Taman Air Panas Poring adalah untuk bersuka-ria. Selain itu, mereka juga ingin meluangkan masa bersama keluarga untuk mengeratkan silaturahim kekeluargaan. Kajian ini menunjukkan bahawa peratus tertinggi persepsi responden terhadap jenis aktiviti rekreasi termasuklah mandi di kolam air panas terbuka (68%), berenang di kolam batu (64.7%), melawat ke jambatan atas pokok (56%), dan '*trekking*' ke air terjun Langanan (42.7%). Namun, selain mendapatkan pengalaman baru, cabaran baharu, dan mengeratkan silaturrahim antara ahli keluarga, terdapat juga isu yang mengelakkan responden bersuka-ria semasa menyertai aktiviti rekreasi di Poring Hot Spring iaitu kesesakan pengunjung, air kolam renang kurang bersih dan kekurangan kemudahan. Oleh itu, berdasarkan kajian ini, aktiviti rekreasi baharu dicadangkan agar diimplementasi selain membantu pihak pengurusan Air Panas Poring di bawah bidang kuasa Taman-Taman Sabah untuk mengutamakan isu semasa dan memperbaiki kualiti aktiviti rekreasi yang disediakan untuk para pengunjung di taman tersebut.

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APPROVAL SHEET

I certify that this research project report entitled **“Visitors’ Assessment on Recreation Activities in Poring Hot Spring, Kinabalu Park, Sabah”** by Christerina Samuian 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, University Putra Malaysia

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LIST OF ABBREVIATION

ATV An all-terrain vehicle



CHAPTER 1

INTRODUCTION

1.1 General Background

Recreation is a social activity that is highly personal. People usually visit a particular destination which fulfills their requirements or what they really need based on attraction and activities provided. Recreation activities are important to fulfill people needs and to fulfill their leisure time. People had acknowledged and are aware that recreation activities be a lifestyle to all peoples. Besides, many argue that the trends towards a sedentary lifestyle are recognized as a major contributor towards many of people's health and social issues. The involvement in the recreation activities will inject a variety of benefits and experience concerning quality life. Recreation is a need for people to obtain the immediate and inherent satisfaction that could reward them physically and psychologically and also to increased awareness of these issues, park and recreation professionals better understand the benefit the recreation activities that may play in addressing these concern.

There are certain essential human needs which are required to be fulfilled. There are certain essential human needs which are required to be fulfilled. Other than about command requirements and human needs to fulfill their life and fulfill their satisfaction, there are factors or changes which have given rise to the widespread recognition of the need and importance of recreation in the modern life. According

to Aafid (2016), recreation carries different meaning to different individual and it is applied to a great variety of activities.

1.2 Recreation in Malaysia

Nature tourism is fast becoming an important industry in the changing world of international tourism today. This trend has emerged mainly because of an increasing appreciation of plants and animals in their natural habitats and there is also an increasing general awareness of the great biological diversity of the tropical rain forests.

Malaysia is popular with the oldest and richest Tropical Rainforest in the world. It provides many of the attractive recreational spots which are able to offer a high level of interest in the tourism industry especially to the nature tourists. Presumably, most tourists interested in nature will eventually visit protected areas, since these offer the best guarantee of providing natural attractions and solitude that the visitors lack at home.

In Malaysia there are several types of recreational spots such as playground, gardens, beaches, theme parks, islands, forest recreation areas, forest reserves and so on. Most people will choose a recreational area that can fulfill their recreation

needs and get the maximum satisfaction. For example, people came to Poring Hot Spring not only to go swimming in the pool and soaking in the bathtub to feel the hot sulfur water but also intend to go hiking and trekking in the *Langanan* Waterfall to experience the coolness and beauty surroundings of the parks. Choices of recreational areas will also depend on the available services, facilities, and feeling of safety in participating in the recreation activities.

In Malaysia, there has 16 national parks, ten of them are situated in Sarawak which are include Kubah, Bako, Batang Ai, Tanjung Datu, Loagan Bunut, Gunung Gading, Gunung Mulu, Lambir Hills, Niah Caves, and Semilajau. Taman Negara Kuala Tahan, Pahang is situated in west of Peninsular Malaysia which is also the most well-known ecotourism destination and the other national park is in Johor which are including Gunung Ledang, Pulau Kukup, Tanjung Piai-Johor and Endau-Rompin. The other national parks in Malaysia is Kinabalu National Park, Crocker Range National Park, and Pulau Tiga National Park which is situated in Sabah.

Often, most of the activity programmers use to simply consider every reaction activities and accommodation services that were provided to the visitors are effective and meeting the visitor's needs and desires. This thinking which is quite wrong will lead to the inefficient and unprofessional development and delivery of the activities, service and facilities for the visitor's. Developing recreation activities, which is not in line with visitor's needs and expectations will ruin the value and function of a

programmer to serve an appropriate activity and service which can produce maximum satisfaction and expectation. Therefore, in term of marketing it might reduce the ability to make profit.

The assessment of the recreation activities and accommodation services in the recreation area will help the agency concerned detect visitor's needs and required activities, services and facilities. Therefore, activities and services planning can be properly integrated and developed to meet the agency's objectives and mission and at the same time provide maximum benefits to the users and visitors.

1.3 Problem Statement

Poring Hot Spring is a relatively popular recreation in Ranau area which is part Sabah. The Poring Hot Spring is the part of the Kinabalu Park, which is under the jurisdiction of the Sabah Park. To attract the visitors to come visit in Poring Hot Spring, there are several factors that Sabah Parks do to make the Poring Hot Spring area is the best attraction to the visitors. Among these are the natural conditions in the area, activities provided with facilities and services provided, the price offered is fair which means is affordable to the visitor. Recreation activities that are offered in Poring Hot Spring will create opportunities for the visitors to experience and appreciate nature's uniqueness and beauty. This park also has a large area to create many activities to offer to the visitors.

However, does the offered and provided activities meet the visitor's needs? No answer can be given to this question because there has been no study to assess the actual needs and opinion of the visitors in terms of activities participation patterns and preferences, satisfaction and opinion towards the recreation activities that provided there. Without knowing, understanding and reviewing the actual needs of tourists, this will undermine the awareness of the management. The Poring Hot Spring also well-known Park in Ranau Sabah that has variety of Recreation activities such as hot spring with indoor and outdoor hot water tubs, swimming pool, jungle trekking, water fall, canopy walkway and butterfly garden.

Poring Hot Spring is well known with the characteristic of hot spring that containing sulfur minerals in helping for freshening up. There is pool provided which are an indoor hot tub or they call it as private heated pools and outdoor pool and hot tubs to give opportunities to the visitors to feel the uniqueness of the natural water hot spring and freshen up their body by soaking in the tubs with the hot water.

The Poring Hot Spring also have 3 water falls inside and fully conserving by the Sabah parks. The waterfall is known as Langanan Waterfall and this waterfall is one of the tallest waterfalls in Sabah. On the way to the huge waterfall, people will pass by the smaller Kipungit Waterfall and a bat Bat Cave, and nearly enjoy four kilometers of a nature trail rainforest. The Kipungit Waterfall is an area for picnic and swimming for natural refreshing and cooling water, and there are also a camping ground

nearby. Kipungit is the most accessible waterfall of Poring with a height only 10 to 12 Meters. Kipungit is nothing if compared to the 120-Meters gigantic Langanan Waterfall.

However, according to the staff of Poring Hot Spring (Personal Communication, 3 February 2018), visitor's statistics at the Poring Hot Spring for the month of January 2017 and January 2018, the number of visitor were not encouraging. The total number of visitor's in January 2017 were 38,904 while in January 2018 the total number of visitor were 24,537. Therefore, the arrival of inconsistencies visitors come to visitors to the Poring Hot Spring Parks are needs to be reviewed and investigated to maintain even increase the number of visitor arrivals and to give benefit to the visitor's as well as the management of Parks.

Through this study, some elements will be determined such as participant's preferences for activities participation, opinion on the recreation activities, and what the management priority is and suggested recreation activities as revealed by the visitors.

1.4 Objectives of Study

The main purpose of this study is to determine visitor's opinion of the existing recreation activities in Poring Hot Spring, Kinabalu Park, Sabah. The specific objectives of the study.

- a. To identify motivation influencing visitors to visit Poring Hot Spring.
- b. To determine visitor's patterns and preferences towards the existing recreation activities in Poring Hot Spring, Kinabalu Park, Sabah.
- c. To identify the management priorities for the recreation activities as suggested by the visitors.

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