



***PUSH AND PULL FACTORS INFLUENCING VISITORS TO PUTRAJAYA
WETLAND PARK***

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**PUSH AND PULL FACTORS INFLUENCING VISITORS TO PUTRAJAYA
WETLAND PARK**

By

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ABSTRACT

Motivation plays a vital role in people live especially when it comes to time of making a decision. The motivation in decision making helps to reveal the factors influencing people choice of activities and their preferred recreational area during their leisure time. This study was conducted at Putrajaya Wetland Park. A total of 140 questionnaires was distributed to the visitors during weekends and school holidays in the month of March 2018. This study finds significant factors influencing participation of visitors such as to spend holiday and to enjoy the natural scenery. The research findings provide further understanding on people needs and wants for their recreational activities where it is useful to the related agency for their future management purposes.



ABSTRAK

Motivasi memainkan peranan penting dalam hidup masyarakat terutama dalam membuat keputusan. Motivasi dalam membuat sesuatu keputusan telah membantu dalam mengenalpasti faktor-faktor yang mempengaruhi pilihan masyarakat dalam pemilihan aktiviti dan kawasan rekreasi pada masa lapang mereka. Kajian ini telah dijalankan di Taman Wetland Putrajaya. Sebanyak 140 borang soal selidik telah diedarkan kepada para pengunjung pada hujung minggu dan cuti sekolah pada bulan Mac 2018. Kajian ini mendapati terdapat beberapa faktor penting yang mempengaruhi penyertaan pengunjung seperti ingin bercuti dan menikmati keindahan alam semulajadi. Hasil kajian ini telah memberikan pengetahuan yang berguna mengenai keperluan dan kemahuan masyarakat untuk melakukan aktiviti riadah di mana ia adalah berguna kepada agensi berkaitan untuk tujuan pengurusan pada masa akan datang,

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APPROVAL SHEET

I certify that this research project entitled “**Push and Pull Factors Influencing Visitors to Putrajaya Wetland Park**” by Mohd Azlizairi Bin Omar has been examined and approved as a partial fulfilment 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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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Parks play a vital role as a venue and a nature resource for leisure and recreational needs of the people. In some localities, parks are set up with special theme offered such as tourism products and attractions. Thus, it is crucial for a park to have the ability to attract repeating visitation throughout the year for its sustenance and ability to serve its function. Park visitation is related with an individual who pursues an outlet for open areas or other amenities such as parks, gardens or wilderness for them to enjoy during their leisure time. The satisfaction to visitors could be brought by the activities and outcomes from the experience on-site and off-site of those areas.

There are several factors linked to park visitation which are recreational opportunities, socioeconomic background and attributes of the park that attract people. The determinants of visitors' arrivals are considered from these factors along with societies' needs and lifestyle. For example, some attractions such as recreational facilities or activities, designed and developed during the planning stage, are no longer needed due to the lack of support by visitors or did not satisfy them. McClung (1991) said that in many situations, however, thematic parks which are usually associated with products niche' as their main

attractions have experienced difficulty in sustaining the visitor base. Hence, reviewing the performance of product attributes which are the pull factors will provide such information for the park management to offer better opportunities to visitors.

1.2 Background of Study

Many researchers from various fields such as sociology, anthropology and psychology has investigated the travel motivation. One of the most applied in the tourism literature was the Maslow's hierarchical theory of motivation. The theory was modelled as pyramid with the base consists if psychological needs, followed by higher level of psychological needs and the need for self-actualization. A lot of tourism scholars have tried to alter the model empirically, with notable success by Pearce (1982), who proposed a free of prepotency assumption of a tourism motivation model that mirrors the model by Maslow.

A look back of the past literature on tourist motivation shows that the analysis of motivations based on the dimensions of push and pull factors have been widely accepted (Yuan & McDonald, 1990). People travel due to they are driven by their internal forces and pulled by attractiveness of the destination attributes are the main concept behind push and pull dimension. Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travellers.

On the other hand, pull factors are the images that emerge as a result of the attractiveness of a destination as it is perceived by travellers. Baloglu and Uysal (1996) stated that they include tangible resources and travellers perception such as novelty, benefit expectation and marketed image of the destination.

Pearce (1996) said that the study of tourist behaviour and motivation has become an active and significant contributor in the overall analysis of tourism based on the tourist motivational theory. Crompton (1979) classified tourist motivation into push and pull factors, a classification now commonly used in tourism research.

Nowadays, Putrajaya Wetland Park has become one of the attractive destination in Putrajaya. It is perfect for those who are seeking for relaxation because of the scenery within the park is very soothing and green. Plus, there are more than 70 species of wetland plants were transplanted from the Putrajaya Wetland Park Nursery which later becomes marshes and swamps. In order to increase their biological diversity, few species of indigenous fish were introduced into the wetland cells. It is always a good idea to start exploring Putrajaya Wetland by visiting Wetland Park first as it is the gateway to the wetlands area.

Hence, this research is an attempt to identify the push and pull factors of tourists to Putrajaya Wetland Park as they demonstrate different domain of behaviour which may contain significant marketing implications to the country. It is also important to recognize the fact that knowing the importance of both factors can help destinations meet the desired needs of individual travellers. At the same time, knowledge of travellers' motivation is critical to predict future travel patterns.

1.3 Problem Statement

Putrajaya Wetland Park is located in presint 13, Putrajaya. It is one of the parks that was established in Putrajaya as a place of attraction for visitors to visit. The main entrance which located just beside the main road make it more visible and easier for the visitors to enter and have fun in the park. It is a well-developed park which come with a lot of facilities and attractions for the visitors. Besides that, the scenery and environment of the park would give tranquillity to visitors.

Outdoor recreation participation may offer resting and mind relaxing as well as fitness and health improvements to the people doing it. Besides that, from outdoor recreation participation, people could gain more knowledge about nature and also make new friends. This is because, all people come from different kind walk of life.

Its harmonies and refreshing environments; a place for urban people to relax, shows that Putrajaya Wetland is representing the dream of urban living. However, the number of visitors decreasing starting the year of 2014 (Ahmad, Ahmad, & Abdullah, 2016). Therefore, there is a need in determining what are the things that desire or caused people to go for outdoor recreation.

The main focus of this study is to determine the push and pull factors influencing visitors to Putrajaya Wetland Park for recreational participation and the most significant factor that influence them. There were many research about Putrajaya Wetland Park itself, but lack of research on this topic.

In a nutshell, this research would become useful for the management of the park in understanding the differences of push and pull factors among the visitors in order to improve visitor satisfaction and to encourage repeating visitation from the visitors. It is important to understand the reason of why the visit Putrajaya Wetland Park.

1.4 Objectives of Study

The main objective of this research is to identify the push and pull factors influencing visitors to Putrajaya Wetland Park. Meanwhile, the specific objectives of this research are:

- a. To identify the push and pull factors influencing recreational participation among visitors.
- b. To determine the most significant factors influencing visitors to Putrajaya Wetland Park.

1.2 Significants of Study

The results of this research is important in order to provide guidelines for the developer or management to improve their recreational services and also provide basic information about what actually is the main thing that attract visitors to the park which could be used by the management department. They can also plan and organize more programs in order to attract more visitors to Putrajaya Wetland Park and also to sustain the number of visitation.

Furthermore, another effective way to promote Putrajaya Wetland Park as one of a popular venue suitable for recreation and relaxing is through further understanding of the recreational push and pull factors motivation which related to the park. These are the steps or interactions that the managerial

department should focus on in order to increase the participation rate or the number of visitation.



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