

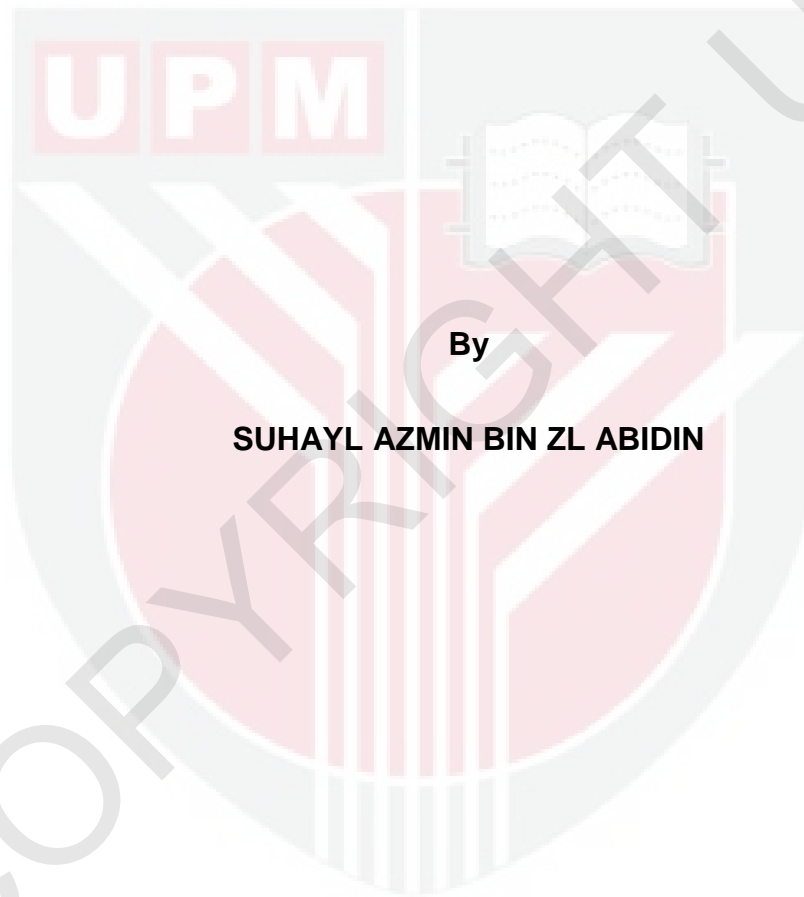


***VISITORS' PERCEPTION TOWARDS BRIGED BAKTI CAMP GOMBAK  
(BBCG), SELANGOR***

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**FH 2018 93**

**VISITORS' PERCEPTION TOWARDS BRIGED BAKTI CAMP GOMBAK  
(BBCG), SELANGOR**



**By**

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**Research Project Report submitted in partial fulfillment of the  
requirements for the Degree of Bachelor of Park and Recreation Science  
in Faculty of Forestry, Universiti Putra Malaysia**

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## DEDICATION

A heartfelt gratitude to my fellow friends,

The best kind of friends are those that enter to my life, and help me to see a blue sky where before there was a cloudy sky.

To my beloved mother and father,

To Wan Attieyyah Rahman because of your helpful, I appreciate you come to my life.

I sometimes forget to say thank you to you guys who make the biggest difference in my life. Who help to make the bad stuff bearable, and the good stuff much more fun. So thank you from the bottom of my heart for being my family.

To my siblings,

You guys are my source of determination.

To myself, keep pressing forward. Do not stop and linger in your journey, but strive for the mark set before you.

## ABSTRACT

Briged Bakti Camp (BBCG), which is located in Gombak is a green space that encourages social interaction and are used for recreational purposes for the enjoyment of participants. However, conflicts have arisen due to different visitors' expectations when using the physical facilities and while participating in recreation activities. A study on the perception of visitors on recreation facilities and activities was conducted on BBCG using self-administrated questionnaire. A total of 148 respondents who were visitors to BBCG participated in the study. Results showed important finding that indicates the association between social demographic, such as gender, marital status, age of visitors, education level and types of program with the perception of visitors on the facilities and recreational activities in BBCG.

## ABSTRAK

Kem Briged Bakti (BBCG), yang terletak di Gombak merupakan sebuah kawasan hijau yang menggalakkan interaksi sosial dan digunakan untuk tujuan rekreasi untuk kepuasan pelawat. Walau bagaimanapun, konflik telah timbul akibat jangkaan pelawat yang berbeza apabila menggunakan kemudahan fizikal dan semasa melakukan aktiviti rekreasi. Satu kajian mengenai persepsi pengguna terhadap kemudahan rekreasi dan aktiviti di BBCG telah menggunakan soal selidik. Seramai 148 orang responden yang merupakan pelawat di BBCG telah menyertai kajian ini. Keputusan hasil dapatan yang penting yang menunjukkan hubungan antara demografi sosial, seperti jantina, status perkahwinan, umur pelawat, tahap pendidikan pelawat dan jenis program dengan persepsi pengunjung mengenai kemudahan dan aktiviti rekreasi di BBCG.

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Finally, my thanks to all the people who have supported me towards the completion of my research work directly or indirectly.

Alhamdulillah.

## APPROVAL SHEET

I certify that this research project report entitled “**Visitors’ Perception in Briged Bakti Camp Gombak (BBCG) Selangor**” by Suhayl Azmin bin ZL. Abidin 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.

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# CHAPTER 1

## INTRODUCTION

### 1.1 General Background

Campsite is a place use for overnight stay in a certain outdoor area. This place is suitable area for family, group to make program or simply pitch a tent. The trends of demand for outdoor recreation increase rapidly among people and changed in several way to do the activity recreation Bell (1997). Nowadays, in Malaysia have various campsites such as Nur Laman Bestari in Selangor, D'Puncak Beris in Kedah and Outrec Camp in Melaka. The growth of campsites in Malaysia is increasing, and only a successful campsite planning can be determined from the amenities and also service provided (Uleck, 1971). For example, amenities such as toilet, campground, dormitory, hall, wide area, and road access for vehicle, parking lot, proper drainage, and cafe are the factors that contributes to the visitor's perception. Givoni (1998) stated that success in fulfilling the social function on campsites may be measured upon the frequency of visitation of visitors. By having a multipurpose area designated area with improvement and varies facility this would not only improve the number of visitation, thus improves the perception of visitors towards BBCG. As Cheshmehzangi (2012) mentioned that, social behaviourism of a place is either controlled by design or developed with it. Therefore, perceptions of BBCG has a mutual relationship with its social behaviourism such as socio-environmental values that may produce either good or bad perceptions on the facilities and recreation activities provided.

BBCG is a new camp that is operated at early 2017 by Briged Bakti Wilayah Persekutuan. Briged Bakti is one of the non-governmental organizational that focuses in recreation, social and volunteering activities. They have an authorized cadet in schools and universities. The purpose of building this camp is to be place for cadet training and at the same time making profits by providing a place for various events such as meetings and gatherings. This research aims to determine different perceptions of visitors on the facilities and recreation activities. The information of visitors' perception would be very useful for the management to make improvement on their activity and facilities that was provided to visitors. Thus, there is a crucial need to determine the perception on facilities and recreation activities in BBCG as bad perception on BBCG can cause a depletion in number of visitors which will eventually affect the business. As supported by Skowronski and Carlston (1987) that in domain of negative perception will therefore receive more weight and result in a negativity effect, whereas in the domain of positive perception, positive information is more diagnostic resulting in positivity effects.

## **1.2 Problem Statement**

Briged Bakti Gombak Camp is a camp that has started operated in early January 2017. Until now, up to 20 programs have been conducted here, which are more towards indoor management class. However, according to Mohd Zulfekar (personal communication, December 8, 2017) the Alang

Camp which situated nearby has there are more programs indoor management camp programs, estimaed to have 32 programs.

Gray and Greben (1974) stated that recreation is an emotional condition in humans that flow from a sense of well being and satisfaction. The visitors needs to have a good facilities to have a good perception. The facilities in Briged Bakti Gombak Camp are not well prepared compared to the other camps existed around the area as there is a poor development plan with less outdoor and wide area suitable for any outdoor activity.

Other than that, most of the visitors will come to the camp with bus, but there are no proper parking place for bus. Following to that, the participant need to walk a bit far to get to the camp. Besides that, there are no hostel or proper room for the participants to stay as they are being used to put amenities such as chairs and beds.

Establishment of a campsite with proper planning will be able to fulfill leisure need of the participant. Through the development of systematic outdoor recreation program and activites, the establishment of the park is expected to open up job opportunities and generate business in Briged Bakti Association.

## 1.2 Research Objectives

The objective of this study are:

- a. To determine the visitor perception towards facilities at Briged Bakti Gombak Camp.
- b. To determine the visitor perception towards recreation activities at Briged Bakti Gombak Camp.



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