

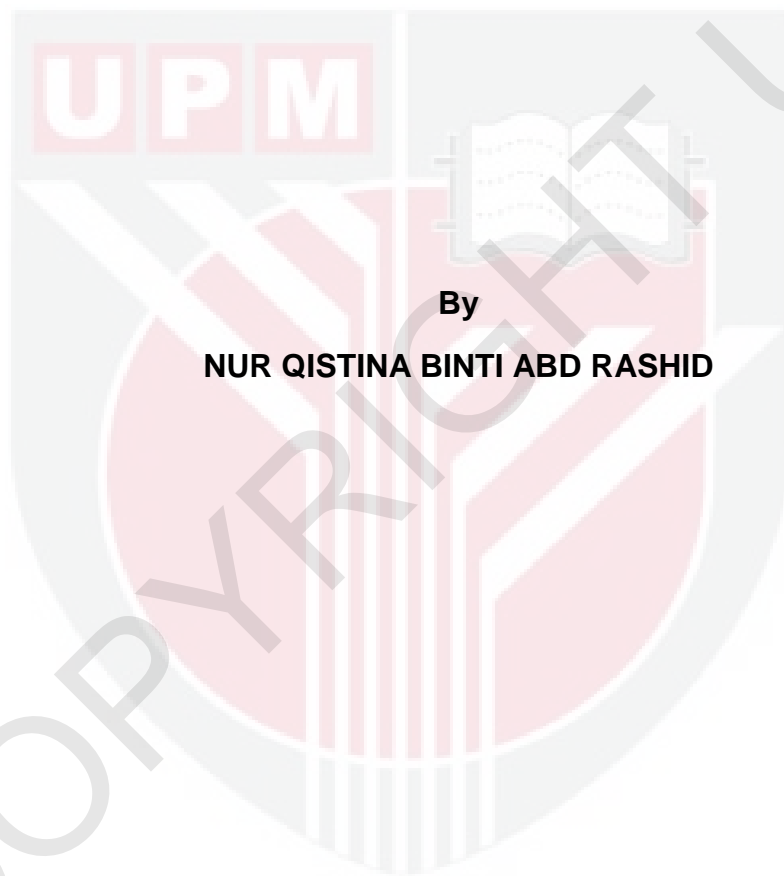


***EFFECTIVENESS OF INTERPRETIVE SIGNAGES IN TAMAN
BOTANI NEGARA SHAH ALAM***

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FH 2018 129

**EFFECTIVENESS OF INTERPRETIVE SIGNAGES IN TAMAN
BOTANI NEGARA SHAH ALAM**



By

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**A Project Report Submitted in Partial Fulfilment of the Requirements for
the Degree of Bachelor of Parks and Recreation Science in the
Faculty of Forestry
Universiti Putra Malaysia**

2018

DEDICATION

Specially Dedicated To My....

Parents

Abd Rashid, Wan Atikah

Supervisor

Assoc. Prof. Dr. Manohar Mariapan

Taman Botani Negara Shah Alam Team

And

My best friends

Thank you very much!

Without you none of this work would be possible

ABSTRACT

The purpose of Taman Botani Negara Shah Alam (TBNSA) developed was aimed to be a center of excellence in education, scientific research and conservation for the development of botanical, horticultural, agricultural and other related fields. There are various types of interpretation products in TBNSA consisting of signages, panel boards, exhibits, replicas, maps, and more. To ensure that all information and messages conveyed through interpretation products are effective and understandable to visitors, the contents of the information and messages in the product need to be explained on the basis of six key principles of interpretation by Freeman Tilden. Not only that, the design of interpretation products such as signboards, should also be based on interpretation standards such as the correct use of writing types and signs. Hence, this study aims to identify the effectiveness of message content on interpretive signages in TBNSA based on principles of interpretation and objectives of interpretation. It also aims to evaluate the design features of interpretation products, especially signages in TBNSA based on interpretation standards. The results show that most interpretation products, especially signages in TBNSA, adhere to principles of interpretation, especially 'relate' and 'provoke' principles, but there are many interpretation products such as signages and panel boards that do not have message theme. This can make readers confused about the actual objective to be delivered through such messages or information. Additionally, most of the designs of interpretive signages at TBNSA achieve interpretation standards such as the use of the correct size of the writing and colour of the signages that related with the site. In conclusion, improvements to interpretation products in TBNSA, especially signages, need to be done to ensure the effectiveness of message contents and information to visitors and interpretation objectives can be achieved.

ABSTRAK

Tujuan TBNSA dibangunkan adalah sebagai pusat kecemerlangan negara dalam bidang pendidikan, penyelidikan saintifik dan pemuliharaan bagi pembangunan botani, hortikultur, pertanian serta bidang-bidang lain yang berkaitan dengannya. Terdapat pelbagai jenis produk interpretasi di TBNSA yang terdiri daripada papan tanda, papan panel, pameran, replika, peta, dan lain-lain lagi. Untuk memastikan segala maklumat dan mesej yang disampaikan melalui produk interpretasi berkesan dan difahami pembaca, kandungan maklumat dan mesej didalam produk tersebut perlu dijelaskan berdasarkan enam prinsip utama interpretasi oleh Freeman Tilden. Bukan itu sahaja, reka bentuk produk interpretasi seperti papan tanda, juga perlu berdasarkan piawaian interpretasi seperti penggunaan jenis tulisan dan warna papan tanda yang betul. Oleh itu, kajian ini adalah bertujuan untuk mengenal pasti keberkesanan pada mesej papan tanda interpretasi di TBNSA berdasarkan prinsip interpretasi dan objektif interpretasi. Ia juga bertujuan untuk menilai ciri-ciri reka bentuk bagi produk interpretasi terutama papan tanda yang ada di TBNSA berdasarkan piawaian interpretasi. Hasil kajian menunjukkan kebanyakan produk interpretasi terutama papan tanda di TBNSA mematuhi prinsip interpretasi terutama 'relate' dan 'provoke', namun terdapat banyak produk interpretasi seperti papan tanda dan papan panel yang tidak mempunyai tema mesej. Hal ini boleh memberi kekeliruan kepada pembaca tentang objektif sebenar yang ingin disampaikan melalui mesej atau maklumat tersebut. Selain itu, kebanyakan reka bentuk papan tanda interpretasi di TBNSA mencapai piawaian interpretasi seperti penggunaan saiz tulisan dan warna papan tanda yang betul dan sesuai dengan tempat tersebut. Kesimpulannya, penambahbaikan terhadap produk interpretasi yang ada di TBNSA, terutama papan tanda, perlu dilakukan bagi memastikan keberkesanan kandungan mesej dan maklumat dapat diterima oleh pengunjung dan objektif interpretasi dapat dicapai.

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I have no valuable words to express my thanks, but my heart is still full of the favours received from every person. Thank you!

APPROVAL SHEET

I certify that this research project report entitled “**Effectiveness of Interpretive Signages in Taman Botani Negara Shah Alam**” by Nur Qistina binti Abd Rashid had been examined and approved as a partial fulfillment of 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 Background

Agrotourism

Agrotourism is doing any activities involving active participation, enjoyment, and educational in farm area or agricultural settings (Gao, Barbieri, & Valdivia 2014). The experience in doing recreational activities in agricultural settings is always different to other places. According to Aznar, Marsat, and Rambonilaza (2007) as cited by Gao et al. (2014), the beauty of nature, uniqueness of countryside living, and attractiveness of culture are the strong appearances of agricultural settings that influence the decision-making-process of people to visit the areas. From this, the owners of the landscapes would get benefits such as revenue through agrotourism fees by giving opportunities for public to enjoy through activities and experiences at their landscapes.

Parks

According to Siti Rasidah, Noriza, and Siti Syamimi (2015), park is an important space that gives chances for people to do physical activities, health behaviour, and can reduce some disease such as diabetes. One of the

important components in city area is public parks. People will usually seek for recreational activities when they come to the park. Siti Rasidah et al. (2015) further said that in the cities and urban areas, parks and green space are provided and maintained for the health equity of public. This is because being exposed to outdoor activities in nature areas is related with mental wellbeing of people.

Interpretation

According to the definition by Tilden (1957), interpretation refers to the educational ways of explaining the connections and meanings not only by just giving the fact information, but by using the main items, experiences and illustrative media. From that, interpretation is basically information that is being delivered to the visitors in various creative ways. Provoke, relate, reveal, address the whole, and strive for message unity, are five basic principles for interpretation. Usually, interpretation is being delivered through pamphlets, brochures, tour guides, exhibits, and mostly by signages.

Signage

Signage refers to one of the tools that commonly be used in mostly all over the places in the world. People in the world especially in the cities are very used to signages where they see them every day on the streets and at their

work places. Signage is the medium to deliver information to the people because signages are always available at all the time. Signages by using teleological information compared to ontological information are more useful to modify general visitor behaviour (Marschall, Granquist, & Burns, 2017).

Interpretive Signage

Interpretive signage is important in educating the visitors who visit certain places. Hence, it is a must for the signs to be informative, interesting, and simple to ensure that all the information will be received by visitors. However, since each visitor belongs to different type of groups, it is possible to create the different types of interpretive experiences through programs or signages (Moscardo, 2003).

Taman Botani Negara Shah Alam (TBNSA)

Taman Botani Negara Shah Alam (TBNSA) which was known as Bukit Cerakah Agriculture Park and previously known as Taman Pertanian Malaysia was developed on 24 April 1986 and officially opened by Almarhum Sultan Salahuddin Abdul Aziz Shah Al-Haj ibni Hisamuddin Alam Shah Al-Haj during 1991 (Taman Botani Negara Shah Alam, 2017).

The main objectives of establishment of the park are to become an agricultural-based tourism centre, provide learning process along with the recreation facilities based on Malaysian cultural features, and encourage the environmental sustainability along with flora and fauna. TBNSA is established to become a centre for conserving natural resources for the improvement to botanical, horticultural, floricultural, and agriculture field in Malaysia. It is also developed to become one of the national scientific education centres in Malaysia (Taman Botani Negara Shah Alam).

Table 1: Rate of Charged Fees Imposed

Item	Rates	
	Weekdays	Weekend/ Public Holiday
• Adult ticket (12 – 54 years)	RM3	RM3
• Children ticket (6 – 11 years)	RM1	RM1
• Senior citizens (55 years and above)	RM1	RM1
• Visitors aged 6 years and below, orphanage and the disabled	Free Entry	Free Entry

Source: Taman Botani Negara Shah Alam (2017)

1.2 Problem Statement

According to Moscardo, Woods, and Saltzer (2004), interpretive signage are usually be displayed for visitors when they visit restricted areas, natural areas, or any new areas that rare for visitation. From that, Branch (1995) stated that interpretive signage will not only give great experience by learning during recreation activities, but also increase visitors' understanding. Hence, it is crucial for TBNSA to provide interpretive signages to the attractions and other areas so that it will enhance visitor understandings and experiences during their visitation. Cited by Moscardo (1998), Society for Interpreting Britain's Heritage defined that interpretive signage is the medium to interact with people in explaining about the significance and meanings of a place or object so the visitors can have fun, understand the heritage, culture, and environment better, and at the same time spreading greater attitude towards conservation.

Based on one of the staffs at the information centre in TBNSA, Nik Izyan (personal communication, September 19, 2017), they currently do not receive any complaints from visitors regarding the signages provided; however the management of TBNSA are currently in discussion for upgrading and adding some signages in the park. This means that, the park is still not completed with signages and some of the current signages need to be looked back. From my first visit to TBNSA, I was not satisfied with the signages that provided at each attraction and some areas. This is because most of the

interpretive signages are in Bahasa Malaysia only. Not only that, Moscardo et al. (2004) claimed that interpretive signs are important in national parks that consist with wildlife as one of the attractions because it will be used to provide information about the wildlife and perform warnings about getting close or interacting with wildlife. In addition, TBNSA management said that all signages in TBNSA were not designed based on interpretive elements, which is why all message contents in signages have very few interpretive elements. From that, most of the signages in TBNSA are limited, some are broken, and some are just full with information without any interpretative elements. Therefore, this has been difficult for TBNSA to educate and influence visitors' emotions and understanding about the hidden history behind each attraction, and at the same time promoting conservation.

1.3 Objectives

The goal of this study is to evaluate the effectiveness of interpretive signages in attractions of Taman Botani Negara Shah Alam (TBNSA). The specific objectives are listed below:

- a To identify effectiveness on message content of interpretive signages in TBNSA based on interpretation principles.
- b To identify effectiveness on message content of interpretive signages in TBNSA based on interpretation objectives.
- c To assess the suitability of interpretive features on signages in TBNSA based on interpretation standards.

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