



**EVALUATION OF VISITOR'S PERCEPTION  
AND ATTITUDE TOWARDS THE  
SUSTAINABILITY OF ECOTOURISM  
RESOURCES IN TAMAN  
NEGARA KUALA KOH, GUA MUSANG,  
KELANTAN**

by

**SITI ZUBAIDAH BINTI JUNUS**

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A thesis submitted in fulfilment of the requirements for the degree of  
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MALAYSIA KELANTAN**

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## Declaration

I declare that this thesis entitled Evaluation of Visitor's Perception and Attitude towards Sustainability of Ecotourism Resources in Taman Negara Kuala Koh is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
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## **Evaluation of Visitor's Perception and Attitude towards Sustainability of Ecotourism Resources in Taman Negara Kuala Koh, Gua Musang, Kelantan**

### **ABSTRACT**

Ecotourism is one of the fastest growing tourism that contributes to the national income and development. Taman Negara Kuala Koh (TNKK) is one of the ecotourism spots that offers fascinating view and resources to visitors. However, the satisfaction of the visitors to repeat and gain their benefit of enjoying ecotourism resources is depending on the existing capacity of natural resources and facilities provided at the park. The purpose of this study is to analyse the visitor's perceptions and attitude toward sustainability of ecotourism resources in TNKK. A survey with closed ended questionnaire format was administered to 113 visitors during their visits to TNKK. SPSS 20.0 statistical software was used to carry out descriptive and inferential analysis to show the sample distribution, the differences in the perception of, and the levels of attitude towards sustainability of eco-tourism resources among visitors from different backgrounds. The results showed that the visitors have generally positive perceptions and attitudes toward the ecotourism resources conservation at TNKK even though the park was not well managed after devastating floods in 2014. Most of the visitors were addressed that TNKK management should improve the facilities and maintained the ecotourism resources. The study concluded that the visitors' who visited TNKK were satisfied and willing to behave positively and revisit again in future. However, the park management should take the necessary efforts and actions in order to improve and sustain the ecotourism resource at TNKK. The fascinating view and resources in TNKK would attract more visitors to come thus indirectly will increase the fund for the park development in future.

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## **Penilaian Pandangan dan Sikap Pelawat terhadap Kemapanan Sumber Ekopelancongan di Taman Negara Kuala Koh, Gua Musang, Kelantan**

### **ABSTRAK**

Ekopelancongan adalah salah satu pelancongan yang paling cepat berkembang dan menyumbang kepada pendapatan dan pembangunan negara. Taman Negara Kuala Koh (TNKK) merupakan salah satu tempat ekopelancongan yang menawarkan pemandangan dan sumber yang menarik kepada pengunjung. Walau bagaimanapun, kepuasan pengunjung untuk mengulangi dan memperoleh faedah menikmati sumber ekopelancongan bergantung kepada kemampuan sumber daya alam dan kemudahan yang ada di taman negara tersebut. Tujuan kajian ini adalah menganalisis pandangan dan sikap pelawat terhadap kelestarian sumber ekopelancongan di TNKK. Satu tinjauan dengan format soal selidik soalam tertutup diedarkan kepada 113 pelawat semasa lawatan mereka ke TNKK. Perisian statistik SPSS 20.0 digunakan untuk menjalankan analisis deskriptif dan analisis untuk menunjukkan pengedaran sampel, perbezaan persepsi, dan tahap sikap terhadap kelestarian sumber eko-pelancongan di kalangan pelawat dari latar belakang yang berlainan. Hasil kajian menunjukkan bahawa para pengunjung mempunyai pandangan dan sikap yang positif terhadap pemuliharaan sumber ekopelancongan di TNKK walaupun taman negara tersebut tidak diurus dengan baik selepas banjir yang melanda pada tahun 2014. Kebanyakan pelawat telah menyatakan bahawa pihak pengurusan TNKK harus memperbaiki kemudahan dan mengekalkan sumber ekopelancongan sedia ada. Kajian ini turut menyimpulkan bahawa pelawat yang melawat TNKK berpuas hati dan bersedia untuk menunjukkan sikap yang baik dan melawat kembali TNKK pada masa akan datang. Walau bagaimanapun, pihak pengurusan taman perlu mengambil langkah dan tindakan yang sepatutnya untuk meningkatkan dan mengekalkan sumber ekopelancongan di TNKK. Pemandangan dan sumber menarik di TNKK akan menarik lebih banyak pelawat untuk datang dan secara tidak langsung akan meningkatkan dana untuk pembangunan taman negara tersebut pada masa akan datang.

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## LIST OF ABBREVIATIONS

TNKK	Taman Negara Kuala Koh
SPSS	Statistical Package Social Science
NGO	Non-Governmental Organisation

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## LIST OF FORMULA

1) Slovin's sample size

$$n = \frac{N}{1 + N_e^2}$$



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## CHAPTER ONE

### INTRODUCTION

#### 1.0 Background of study

The tourism industry is one of the sectors that has been developed rapidly in the world. This sector helps in increased revenues of some industries including restaurants, transportation, hotels, entertainments, suppliers, money exchange and medicals. The steady growth of the economy lead to the improved quality of life of the world's population that allows peoples to earn a sustainable income and more leisure time, thus increasing the number of people that travel for recreational, vacation and other purposes (Sufihani et.al,2016).

Ecotourism is one of the form of tourism activity that is focusing more on natural environment. According to TIES (2015), ecotourism is defined as a responsible travel to natural areas that conserves their environment, sustains the well-being of the locals, and involves education and interpretation. Here, education refers to both the tourist and the staffs while interpretation increases the awareness towards the environment and provides understanding and appreciation about the nature, the locals, and their cultures. Examples of ecotourism destinations that is famous in Malaysia including Mulu Caves National Park, Royal Belum State Park, Forest Research Institute Malaysia, Penang National Park, and Pulau Perhentian Terengganu. (Michelle, 2014).

Ecotourism resources in an ecotourism destination can be defined as a natural feature that is considered valuable and attractive by the visitors, including activities organized for the visitors and, the cultures of the local community. (Beerli, 2004) also stated that the destination's appearance is the main element of tourism attraction that motivate visitors to visit a particular tourism destination. Meanwhile, sustainable ecotourism resources is refers to resources that are well managed and have minimal impact to the environment.

Taman Negara Kuala Koh is situated in Gua Musang town, Gua Musang, Kelantan. There are many activities offered in TNKK such as hiking, fishing, sightseeing with boat and camping. Visitors that visit TNKK need to pay RM 1 for the entrance free. Table 1.1 shows the total number of visitors in Taman Negara Kuala Koh (TNKK) from the year 2010 to 2017. Based on the table, the number of visitors from the local decreased constantly from 2010 to 2013 but not consistent for the following years. Besides, the number of foreign visitors also have the inconsistent trends from 2010 to 2014. There was a drastic decrease of total number of foreign visitors from 2013 (42.04%) to 2014 (13.87%) and the number of foreign visitors kept decrease from 2015 to 2017.

The main reason for the decrease of the total number of visitors after 2014 was due to the massive flood that occurred in 2014. Thus, they were many facilities including canopy walkway, suspension bridges, and chalets had been damaged. Some of these facilities have not been repaired at the time of survey including chalets and suspension bridge. Furthermore, activities were not made available after the flood.

**Table 1.1:** Total number of visitors in TNKK categories as local and foreigner in between 2010 to 2017

Year	Number of visitors				Total
	Local	Percentage from year to year (%)	Foreigner	Percentage from year to year (%)	
2010	6683	19.14	251	13.55	6934
2011	5253	15.04	196	10.58	5449
2012	4796	13.73	238	12.84	5034
2013	3001	8.59	779	42.04	3780
2014	5079	14.54	257	13.87	5336
2015	3265	9.35	63	3.40	3328
2016	4242	12.15	37	2.00	4279
2017	2601	7.45	32	1.73	2633
	Total:34920		Total:1853		
				<b>Overall total</b>	36773

Source: TNKK, 2018

The psychographic factors have been widely studied and applied in the tourism industry including the perceptions of visitors and their attitudes towards a tourism destination in tourism marketing strategies (Gnanapala, 2015). Perception is refers to the visitors' impressions towards a destination in terms of expected benefit and consumption (Tapachai, 2000).

On the other hand , the attitude of the visitors towards the environment is a measure of how tourists or visitors would like to experience the environment based on their own preferences that related to cultural, social and environmental aspect (Kaltenborn, 2011). Numerous studies have been conducted to understand the attitudes of the publics and the visitors towards environment, ecotourism activities and management of national park (Miller, 2001; Kaltenborn, 2011; Fawole, 2016)

The aim of this study is to investigate the visitor's perception and attitude towards the sustainability of ecotourism resources in Taman Negara Kuala Koh, Kelantan. The findings of this study are important to the management team of Taman Negara Kuala Koh to re-evaluate their management framework and services to meet visitors' perception and thus increase the total number of visitors of both locals and foreigners in future.

### **1.2 Problem statement**

Problem statement for this research is regarding to the issue of decreasing total number of visitors at Taman Negara Kuala Koh over the period investigated. For instance, the number of visitors that come to Taman Negara Kuala Koh had decreased 12.15% for local visitors and 2% for foreign visitors from the year 2016 to 2017 by referring to Table 1.1. The decrease of the visitors in Taman Negara Kuala Koh is caused by the lack of understanding on visitors' perception on ecotourism resource management in Taman Negara Kuala Koh. In addition, it also can give impacts to a Malaysia as ecotourism is one of the sectors that contributes to country's revenue.

Therefore, it is important to know the perception of visitors towards ecotourism resource management so that better management plan can be implemented to increase and sustain the number of visitors in Taman Negara Kuala Koh. An study conducted by Yacob (2010) on the perception of ecotourism management in Redang Island proposed that majority of the visitors were strongly agreed some necessary improvements to improve the accessibility to the place, enhance the information for educating people, increase efficiency in the ecological management, and to provide more job opportunities to the local people.



Meanwhile, Ahmad et al. (2016) proposed that the reducing in number of visitors that visit the wetland. The finding of the research shows that the reduced in number of visitors in Putrajaya Wetland does not influenced by the services, facilities, and attraction attributes but might due to other unidentified factors. In addition, the results of the visitors' perception can helps to improve the management of Putrajaya Wetland with the useful information on visitors' satisfaction and perception to the place by determining the visitors' preferences for each of the attractions in Putrajaya Wetland. It also helps the management team to use their resources in a proper way.

In this research, visitors' perception regarding the ecotourism resource management and ecotourism activities in the tourist destination also visitors' attitude at the destination site were studied. This study also intended to fill the gap of knowledge in the literature by investigating the attitudes of visitors and their perception towards the sustainability of ecotourism resources in Taman Negara Kuala Koh.

### **1.3 Objectives**

1. To determine visitors' perception and attitude toward sustainability of ecotourism resources in Taman Negara Kuala Koh.
2. To determine the relationship between visitors' perception and attitude toward sustainability of ecotourism resources in Taman Negara Kuala Koh.

### **1.4 Significance of the study**

This study is about evaluating the visitors' perception and attitude towards ecotourism resource in Taman Negara Kuala Koh. Evaluation on visitors' perception towards ecotourism resources would help to improve the management of Taman Negara Kuala Koh to provide good quality of services and facilities that can fulfil visitors' satisfaction, thus improving the reputation of management of Taman Negara Kuala Koh. Through the improvement also, it will help to increase the number of visitors that come to Taman Negara Kuala Koh.

### **1.5 Scope of the study**

This study focuses on Taman Negara Kuala Koh that is situated in Gua Musang. Gua Musang is one of the largest districts in Kelantan. It is bordered by three states comprising Pahang at the South, Terengganu at the East and Perak at the West. Gua Musang is administered by Gua Musang District Council. In this study, questionnaires were distributed to the visitors either from locals or abroad randomly. The questionnaires were about visitor's attitude towards ecotourism in TNKK including the visitors' attitude during the visit and attitude towards ecotourism and conservation effort.

For the perception, visitor's opinion on the facilities, services and management of Taman Negara Kuala Koh was assessed. A pilot survey was conducted to test the questionnaire in terms of grammar and the clarity of the questionnaire to avoid unclear questions. Cronbach's Alpha used to determine the reliability of the questionnaires.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Tourism

##### 2.1.1 Definition of tourism

UNWTO (2018) defines tourism as an activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for business, leisure and other purposes. People often travels for business, healthcare and medical, leisure and lifestyle such as shopping and entertainment activities and educational purposes.

##### 2.1.2 Importance of tourism

Tourism sector has giving many contributions to economic sector such as increase in job opportunities through direct employment, indirect placement and induced recruitment (Lean, Chong, & Hooy, 2014). Liu and Liu (2008) also stated that many studies inferred that multiplier effect vary upon the nature and size of local economy whereby, the more developed the local economy, the higher the multiplier value. Other than that tourism also increase the diffusion of technical knowledge, encourages research and development as well as increases the human capital accumulation (Brida & Risso, 2010).

### **2.1.3 Tourism industry in Malaysia**

In Malaysia, the government has launched many campaigns in order to attract international visitors to visit the country. Some examples of the campaigns are Malaysia Year of Festivals (MYFEST 2015), '*Cuti-Cuti 1Malaysia Dekat Je*' and Visit Malaysia 2020 ("Tourism Malaysia," 2017). The first example is Malaysia Year of Festivals (MYFEST 2015) which is the continuation of the campaign Visit Malaysia 2014. This campaign aims to promote and celebrate the diverse cultures and festivals as a tourist attraction. This campaign also aims to make Malaysia as the top of tourist travel destination and encourage the visitors to stay longer in Malaysia in order to enjoy the festival that has been offered by the country.

The next campaign which is '*Cuti-Cuti 1Malaysia Dekat Je*' is an improve version of '*Cuti-Cuti Malaysia*' campaign that is initiated in 2009. This campaign encourages people especially Malaysian citizen to travel to nearby places in the country for a weekend gateway especially. The aim of this campaign is to foster a good relationship between friends and family.

## **2.2 Ecotourism**

### **2.2.1 Definition and concept**

One of the early definitions of ecotourism stated that ecotourism is a form of nature tourism which the traveller is attracted to the destination due to their interest in one or more features of that destination's natural history (Laarman & Durst, 1987). Wallace and Pierce (1996) defined that ecotourism is the travels to the undisturbed natural areas for research, enjoyment or volunteer activities and concerns about flora, fauna, ecosystems of the area, the cultures, needs and the relationship of people who

lived nearby the areas to the land. Wallace and Pierce (1996) proposed six principles of ecotourism which as follows:

- Require a type of use that mitigates the negative impacts towards the environment and the locals.
- Increase the awareness and understanding of visitors on the area's natural and cultural systems and their subsequent participation in associated issues.
- Contribute to the conservation and management of the protected area and other natural areas.
- Provide chances for the local people and the employees of nature tourism to utilise, visit natural areas, and learn about the existing resources to attract the visitors.
- Direct economy and other benefits to the locals through increased job opportunities that which can increase their income.
- Maximise the early and long-term involvement of the local community in the decision-making process that in-turn determines the types and total number of visitors across different periods.

Sharma and Parkash (2014) proposed ecotourism is part of a broader nature-based tourism which is that primarily focuses on natural resources including the relatively undisturbed parks and natural areas, wetlands and wildlife reserves.

According to TIES (2015), ecotourism is a responsible travel to natural areas that conserves the environment, sustains the well-being of the locals, and involves the education and interpretation. Here, education refers to both to the tourist and the staff while interpretation is about to increase their awareness, understanding, and appreciation towards the nature, the locals, and their cultures.

### **2.2.2 Ecotourism resource**

Tourism resources comprising features that are considered valuable by the visitors. Resources that are well- managed will become a source of attraction for the visitors for every tourism destination. Tourism resource can be divided into two which are tangible and intangible. Example of tangible resources are the natural landscapes such as caves, mountains, and jungle while the intangible resources are like local culture, food, and legend and myths (Kadir, 2008). Similar to tourism resource, Sustainable Tourism Center (2018) stated that ecotourism resource comprising features that are considered valuable by the visitors. However, ecotourism resource involve preserving the natural area by mitigating the development activity in an ecotourism site. A well-planned management of ecotourism resource in an ecotourism site will help increase the satisfaction of visitors and enjoyment.

### **2.2.3 Importance of ecotourism**

Ecotourism can give many positive impacts towards the social, environment and economic aspect. Ecotourism contributes to the conservation of biodiversity and natural environment by developing national parks, marine parks, and wildlife sanctuaries. Sources of the fund for the conservation can be generated from the tourists through their payments on entrance fee, license permit, safari tours, and local taxes (Carole, 2018).

Shultis and More (2011) proposed that ecotourism could increase job livelihood opportunities, community, and the financial status for the local people. For examples, the local people can work as a tourists guide, involve in cultural

performances, and sell the handicrafts to the visitors. Therefore, they can generate more income thus improving their standards of living.

Furthermore, ecotourism also improves the infrastructure with improved access of publics and visitors to the conservation areas. For examples, construction of roads and development of new facilities that can bring satisfaction towards the visitors who come to the ecotourism destination.

### **2.3 Visitors perception**

Perception can be defined as a process which involves people to choose, organize and interpret the response into a significant and logical picture (Kotler, 2001). Perception is the process of gaining awareness or understanding the information through communication with the purpose to change someone's belief or attitude.

Meanwhile, Jafari (2001) mentioned that visitors' perceptions are important for the development of tourism industry as it can influence the societies, local economies, cultures, environments, and their intention to visit a destination again.

In the study conducted by Jayasinghe (2015) on the factors that affect tourists' perception and satisfaction in Nuwara Eliya, Sri Lanka, the findings indicated several factors that could affect perception of visitors including accommodation, guide services, tourist attraction, local people and staffs, and infrastructure facilities.



## 2.4 Visitors attitude

McDougal (1994) claimed that attitude consist of three components, namely affective (like or dislike), cognitive (knowledge and belief), and behavioural (action or intent to act). Boone (2004) proposed that attitude refers to a person's emotions or action tendencies towards some object or data.

Bogardus (2018) defined the attitude as a trend of pros and cons that gives negative or positive value towards the environmental element. Meanwhile, the other definition of attitude is a sustainable organisation of belief towards an object or situation that lead an individual to react according to the preferred manner (Bogardus, 2018). Kaltenborn (2011) proposed that an attitude toward the environment is a measure of how tourists or visitors would like to experience the environment based on their own preferences that related to the cultural, social, and environmental aspects.

In addition, the attitude of visitors towards tourism site is important as the positive attitude indicates that the visitors' satisfaction towards the tourism site.

## 2.5 National Parks

National parks can be referred to a large natural or near natural areas set aside to protect large-scale ecological processes, along with the complement of species and ecosystem characteristics of the area, which also provide a foundation for environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities (IUCN, 2017). In addition, IUCN (2017) also stated that the primary objective of establishment of national park is to protect natural biodiversity along with its underlying ecological structure and supporting environmental processes, and to promote education and recreation. Policies that have

been designed for national parks are different across the states in the country with the main concern is to preserve the valuable piece of the nature for the future generations (Stemberk et al., 2018)

The establishment of national parks is also driven by the enjoyment of visiting peoples through the recreational purposes (Paul & Haynes, 2002). One of the major factors that will affect the impact of tourism upon the natural values of parks is the type of tourism activity in the national parks, the distribution of visitor use within the park, and the monitoring and management of visitor impacts (Balmford et al., 2009).

## CHAPTER 3

### MATERIALS AND METHODS

#### 3.1 Study area

Taman Negara Kuala Koh is located in the area of Gua Musang, Kelantan that is near to the borderlines of Terengganu and Pahang. It is also located within the Forest Reserve of Lebir and Bukit Hantu. Taman Negara Kuala Koh is 96 kilometres away from the Gua Musang town. It can be accessed via Gua Musang- Kuala Krai road, either by own transportation or by taxi from the Gua Musang town.

The diversity of flora and fauna of the tropical rainforest ecosystem has become the main attraction to visitors and for the Research and Development (R&D) activities. In order to guarantee visitors' satisfaction and comfortability during their stay in Taman Negara Kuala Koh, a range of infrastructures and service have been provided including the chalet and hostel, meeting room, restaurant, campsite boat service and parking lot (PERHILITAN, 2017).



Source: (PERHILITAN)

Figure 3.1: Map of Kuala Koh National Park

### 3.2 Data source

In this study, the primary data refer to the information that was gathered from the visitors through the questionnaires distributed at the visitor's attraction areas in Taman Negara Kuala Koh. The questionnaires were given to the visitors and then collected after 5 to 10 minutes. Meanwhile, the secondary data were also used based on from the existing studies, articles, thesis, and the websites.

### 3.3 Sample Size

In this research, the sample size (n) was determined by using Slovin's formula as follows:

$$n = \frac{N}{1 + Ne^2} \quad (3.2)$$

Where,

N = population size

e = margin error

1 = constant value

For most research, a suitable sample size is larger than 30 and less than 500 (Roscoe, 1975). In this research, the total number of the respondents chosen is consist of 113 visitors of TNKK. All of the respondents were chosen randomly. For a group of visitors, only one of them was asked to answer the questionnaire as a representative in order to avoid redundancy. The questionnaire focuses on the perception of visitors towards ecotourism, ecotourism resources management, and the attitude of visitors during the visit and the attitude towards ecotourism and conservation effort in TNKK.

### 3.4 Questionnaire design

A set of questionnaires were designed comprising both open-ended and closed-ended questions. Open-ended refers to the questions that require the respondents to answer in their own perspectives whereas close-ended questions required respondent to answer the questions based on the options given.

The questionnaires, comprising four main sections, namely the socio-demographics of the visitors, the visitors' visit characteristics, visitors' perception, and their attitude towards ecotourism in TNKK. For the demographic profile, the collected information of the visitors including their gender, citizenship, age, education level, average income per month, and types of occupation. Visitors visit characteristics comprising the information for their visit to TNKK including the purpose of visit, frequency of the visitors come to TNKK, and the source of information about TNKK.

For the perception of visitors, the section was divided into two parts comprising the perception on ecotourism and the perception on ecotourism resource management in TNKK. Similarly, there also two subsections for the attitude of visitors towards ecotourism comprising their attitude during the visit and attitude towards ecotourism and the conservation effort. For the perception and attitude section, a Likert scale was used with the scale from 1 to 5 that indicates the respondents are "strongly disagree," "disagree," "neutral," "agree," and "strongly agree." Respondents are required to choose only one option from the given scale.

### **3.5 Reliability Test**

The Pilot test was conducted to test the questionnaire in term of grammar, the clarity of the questionnaires and to avoid unclear questions. Cronbach's Alpha was used to determine the reliability of the questionnaires. It is important as it contributes to the validity of the questionnaires (Bolarinwa, 2015). From the result, values which are nearest to 1.00 indicate that the investigated factors can be measured. (Fraenkel, 2011) stated that the reliability of items is acceptable if the alpha is within 0.70 and 0.99. For this study, the pre-testing of the questionnaire during the pilot test was

distributed to a sample of 30 respondents which comprises of visitors that visited TNKK.

In this research, 11 items in the perception section and 13 items in the attitude section were measured. Based on the Table 3.1, the overall value of Cronbach’s alpha for a total of 11 variables in the perception section is 0.844. That is, the Cronbach’s alpha values for perception on ecotourism and ecotourism resource management were 0.760 and 0.794 respectively. Both values here within the acceptable range.

**Table 3.1:** Result for the reliability test for visitors’ perception on ecotourism and ecotourism resource management

<b>Factors</b>	<b>Number of items</b>	<b>Cronbach’s Alpha</b>	<b>Cronbach’s Alpha for the whole item</b>
Perception of ecotourism	6	0.760	0.844
Perception on ecotourism resource management	5	0.794	

Source: Author’s survey (2018)

For the attitude section, the overall value of Cronbach’s alpha for the 13 items was 0.900. The Cronbach’s alpha values for the attitude during the visit and the attitude towards ecotourism and conservation effort were within the acceptable range with 0.874 and 0.859, respectively.

**Table 3.2:** Result for the reliability test for visitors’ attitude

<b>Factors</b>	<b>Number of items</b>	<b>Cronbach’s Alpha</b>	<b>Cronbach’s Alpha for the whole item</b>
Visitors’ attitude during the visit	6	0.874	0.900
Attitude towards ecotourism and conservation effort	7	0.859	

Source: Author’s survey (2018)

### **3.6 Data analysis**

The completed questionnaires were analysed based on the IBM Statistical Package Social Science (SPSS) analytical tool software. Two types of analysis were performed namely descriptive analysis and correlation analysis.

#### **3.6.1 Descriptive Analysis**

Descriptive was used to calculate the percentage and frequency of distribution of the respondent socio-demographic factors including age, occupation, education, and incomes. This analysis was used also to present the result for visitors' visit characteristic and visitors' knowledge on ecotourism. The results obtained were summarised in the table form.

#### **3.6.2 Correlation Analysis**

Correlation analysis is defined as an analysis that is done in order to determine a possible two-way relationship between two continuous items ((Mukaka, 2012). It is measured by the statistic which called correlation coefficient that will represent the strength of the correlation between the variables. Other than that, the range for measurement of correlation coefficient is between the values of -1 to +1. The greater the correlation coefficient, the stronger the correlation. As been stated in the book by Wechsler (1997), as the value reach -1 or +1, it indicates that the variables has a perfect linear relationship. Meanwhile, zero correlation coefficient indicates that there is no linear correlation relationship. For this research, Pearson's coefficient is used because the data is in normal distribution. Hinkle et. al (2003) stated that the rule of thumb is



used to measure the size and interpret the correlation coefficient based on Table 3.3 below.

**Table 3.3:** Rule of Thumb

Size of correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation

Source: Hinkle et.al

For this research, the correlation analysis is use to determine the relationship between the perception and attitude of the visitors towards ecotourism resource management in TNKK.

## CHAPTER 4

### RESULT AND DISCUSSION

Overall, the results can be divided into four categories, namely demographic profile of the respondents, respondent visit characteristics, respondent's knowledge on ecotourism also respondents' perception and attitude towards ecotourism at Taman Negara Kuala Koh. 113 answered questionnaires was used in this survey for the analysis.

#### 4.1 Respondent demographic profile

The demographic profile of the respondents is about the visitors' background including gender, citizenship, age, education level, occupation and average income per month. The descriptive analysis that displays the frequency and the percentage of the data was used to analyse the demographic profile of the respondent. Based on Table 4.1, they were 95 out of 113 visitors are male visitors and the remaining 18 were the female visitors.

The analysis for the age group shows that the majority of the visitors are from 21 to 30 year (47% of total number of respondents). It is followed by visitors from 31 to 40 years old (30%) and visitors under 20 years old (9%). The total number of visitors from the age group 51 years old and above was the least among all the age groups with only 3% of the total number of respondents. It indicates that young visitors prefer to experience the ecotourism activities compared to the older visitors.

Based on the analysis for the highest education level achieved by the visitors, the results showed that 49 % of the total number of visitors achieved secondary school,

followed by 37 % of them who were from university level and 11% total number of visitors which got the highest education level were in college. Meanwhile, the remaining groups which were primary school and never been to school both recorded only 2% of total number of visitors for each group. In term of analysis of occupation, 26% of total number of visitors work in the government sector and 20% of them are self- employed. The majority of visitors which is 45 out of 113 visitors (40%) are from the private sector while the remaining 9% of total number of them are students and 5% of the visitors are unemployed.

As the last part for the demographic profile which is income per month, similar to the studies conducted by (Kadir Wahab & Yacob, 2014; Nor Hizami, Mohd Rusli, & Alias, 2014) majority of the visitors (45%) had earned income range from RM 1000 – RM 2000. It then followed by visitors who earned RM 2100 – RM 3000 (19%), 17% of total number of visitors earned in the range from RM 0 – RM 900, and 10% of them earned their income between RM 3100 – RM 4000. Meanwhile, only 5% from the total of 113 visitors earned in between RM 4100– RM 5000 and above RM 5100 with only. This indicated that the visitors that came to TNKK had the average amount of income.

**Table 4.1:** Frequency distribution analysis of respondents’ demographic profile

<b>Items</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Genders</b>		
Male	95	84.1
Female	18	15.9
<b>Citizenship</b>		
Malaysian	113	100
Others	0	0
<b>Age</b>		
<20 years old	10	8.9
21 – 30 years old	53	46.9
31 – 40 years old	34	30.3
41 – 50 years old	13	11.7

>51 years old	3	2.7
<b>Education level</b>		
Primary school	2	1.8
Secondary school	55	48.7
Never been to school	2	1.8
College	12	10.6
University	42	37.2
<b>Occupation</b>		
Government	29	25.7
Self-employment	23	20.4
Retired	0	0
Private	45	39.8
Unemployed	6	5.3
Student	10	8.8
<b>Average income per month</b>		
RM 0 – RM 900	19	16.9
RM 1000 – RM 2000	51	45.1
RM 2100 – RM 3000	21	18.6
RM 3100 – RM 4000	11	9.8
RM 4100 – RM 5000	6	5.3
>RM 5100	5	4.5

Source: Author's survey (2018)

#### 4.2 Respondents visit characteristics

For the respondent's visit characteristics, it comprising about the experiences of visitors whether they have visited TNKK before, the frequency of visit, the source of information about TNKK, the involvement of visitors in the environmental group or Non-Governmental Organisation (NGO), the purpose of visit, and the trip beneficial or not. The results were analysed based on the descriptive analysis of frequency as shown in Table 4.2.

**Table 4.2:** Summary of respondents' visit characteristics for a total of 113 respondents in TNKK

<b>Items</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Frequency visit to TNKK</b>		
First time	47	41.6
Second time	35	31.0
Third time	21	18.6
More than three times	10	8.8
<b>Information on TNKK</b>		
Friends/ family	97	85.8
Internet	38	33.6
Newspaper/ television	9	8.0
School	5	4.4
Brochure	3	2.7
Others	3	2.7
<b>Members of environmental group or NGOs</b>		
No	110	97.3
Yes	3	2.7
<b>Purpose of Visit</b>		
Vacation	35	31.0
Scientific research	4	3.5
Business	3	2.7
Others	71	62.8
<b>Benefit from the trip to TNKK</b>		
Yes	112	99.1
No	1	0.9

From the analysis, 58% of the visitors had already visited TNKK. 31% of them had visited TNKK twice, 19% of them that had visited thrice and 9% of the visitors had visited TNKK more than three times. Meanwhile, 42% of total number of visitors never been to TNKK before this. From this data, it shows that many visitors tend to repeat their visit to TNKK to enjoy the scenery and to participate the activities that are available in TNKK. Besides, in the questionnaires also asked about the visitors' source of information regarding on TNKK. There are six categories for the source of information comprising friends or family, internet, newspaper or television, school, brochure, and others category. Out of 113 visitors, 86% of them claimed that they know about TNKK from friends and family, 34% of the visitors knew about TNKK

from the internet, 8% visitors get information from newspaper or television, while 3% of the visitors knew about TNKK from brochures and the other sources. Besides, majority of the visitors, did not involve in any environmental group or NGOs, only three of them participated in environmental group or NGOs such as Malaysian Nature Society (MNS), Krai Outdoor Team, and Rimba.

For the purpose of visits, there were four options listed comprising the vacation, scientific research, business, and others. Out of 113 visitors, 31% of them expressed that vacation is their purpose of visit to TNKK, 3% of them went to TNKK for business, and 4% of them came up for scientific research purpose. The highest number of visitors, 71 visitors (63%) visited TNKK for other purposes including camping, fishing, trekking, and for work purpose. Overall, majority of the visitors agreed that the trip to TNKK were beneficial to them.

#### **4.3 Visitors knowledge on ecotourism**

In this research, the opinions of visitors about the most important aspects on an ecotourism site were also asked, with the purpose to know their levels of understanding on ecotourism. The Table 4.3 shows that majority of the visitors agreed that ecotourism site should provide knowledge about the environment and wildlife (77%). The rest of them also agreed that an ecotourism site is about back to mother nature (57%), related to minimising the negative impact and involves in conservation and preservation efforts (59%). Meanwhile, some of the visitors agreed that ecotourism gives a contribution to the wellbeing of the local people (34%).

**Table 4.3:** Visitors knowledge on ecotourism

<b>Items</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Visitors knowledge on ecotourism</b>		
Provide knowledge about the environment and wildlife	87	77.0
Minimise the negative environmental impact	66	58.4
Back to mother nature	64	56.6
Involve in conservation and preservation efforts	67	59.3
Give contribution to the socio-economic (wellbeing) of the locals	38	33.6

#### **4.4 Visitor's perceptions on ecotourism in TNKK.**

In this part, visitors were asked about their general perception on ecotourism and their perception on ecotourism management in TNKK. In this part, a Likert scale was used to indicate the opinions of visitors. Visitors were required to rate the statements from the scale 1 to 5 in the order: 1 indicates strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree.

##### **4.4.1 Visitors' perception of ecotourism in TNKK**

For the first part, the statements are about visitors' perception of ecotourism in TNKK. It includes the role of TNKK for ecotourism activities. The statement that has the highest mean is the development of ecotourism activities in TNKK needs to be sustained in order to minimise the negative environmental impacts (4.22). Nevertheless, there are no recent development activities that occur in TNKK. Meanwhile, the statement that had the lowest mean was about TNKK offers a lot of activities for the visitors (2.99). For example, some of the activities that were provided in TNKK are no longer available, and activity such as water tubing cannot be done due to safety reason. As for now, the activities that are available are camping, jungle

trekking, sightseeing with boat and fishing. In addition, some of the facilities including suspension bridge and canopy walkway had been destroyed during the flood in 2014

Based on Table 4.4(i) also, the majority of the visitors are strongly agreed that development of ecotourism activities need to be sustained to minimise the negative impact of environmental impacts (34%), 32 % of total number of visitors think that ecotourism in TNKK can help on conservation and protection of wildlife while 29% of total number of visitors stated that vacation at TNKK give enjoyment to them. On the other hand, only 11 % of total number of visitors think that ecotourism provides benefits to local people by providing them with job opportunities. This is because TNKK is situated far from the residential area and no job opportunities available for them.

**Table 4.4 (i): Perception of ecotourism in TNKK**

No.	Statement	Scale Mean	1	2	3	4	5
		Frequency (%)					
i.	Vacation in TNKK gives enjoyment to the visitors	4.06	0 (0.0)	5 (4.4)	16 (14.2)	59 (52.2)	33 (29.2)
ii.	TNKK offers lots of activities for the visitors to enjoy	2.99	7 (6.2)	36 (31.9)	27 (23.9)	37 (32.7)	6 (5.3)
iii.	Ecotourism in TNKK can help in conservation and protection of wildlife	4.11	0 (0.0)	3 (2.7)	16 (14.2)	57 (50.4)	36 (31.9)
iv.	TNKK is a place that is suitable for scientific research and education	3.97	0 (0.0)	4 (3.5)	18 (15.9)	68 (60.2)	23 (20.4)
v.	The development of ecotourism activities needs to be sustained.	4.22	0 (0.0)	2 (1.8)	9 (8.0)	64 (56.6)	38 (33.6)
vi.	Ecotourism provide job opportunities to the locals	3.00	10 (8.8)	39 (34.5)	17 (15.0)	35 (31.0)	12 (10.6)

Note: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree



#### 4.4.2 Perception on Ecotourism Resource Management in TNKK

In this part, visitors need to express their opinions regarding on ecotourism resources management in TNKK including the accessibility accommodations and facilities, cleanliness level of TNKK, number of staffs, and job opportunities for the locals nearby TNKK. The highest mean values for all the statements is 4.59 for accommodations and facilities provided in TNKK need to improve while the lowest mean is 3.33 for job opportunities in TNKK for the local people need to be increased. By referring to Table 4.4 (ii), most of the visitors strongly agreed that accommodations and facilities provided in TNKK need to improve (66% of total number of respondents). This is because the current accommodations and facilities were not properly maintained. For example, there were some chalets and hostel that cannot be used anymore due to the flood damage in 2014 and these facilities were still not repaired yet. Meanwhile, facilities like the restaurant was not operated anymore which that caused difficulty for the first time visitors to get food and drink.

Furthermore, 52.2 % of total number of visitors thought that the cleanliness level in TNKK needs to be improved. For example, facilities such as the toilets which were not cleaned properly make visitors feel uncomfortable to use and the *surau* also were dirty and dusty making it uncomfortable for Muslims visitors to perform their prayer. Next, about half of the total number of the visitors are strongly agreed that the accessibility of visitors to access TNKK needs to be improved (44%). This is due to the poor condition of the road. There was also no proper signage for the direction to or location of TNKK.

**Table 4.4 (ii): Perception on Ecotourism Resource Management in TNKK**

No.	Statement	Scale	1	2	3	4	5
		Mean					Frequency (%)
i.	The accessibility of visitors to TNKK needs to improve.	4.29	0 (0.0)	5 (4.4)	7 (6.2)	51 (45.1)	50 (44.2)
ii.	The accommodations and facilities provided in TNKK need to improve.	4.59	0 (0.0)	1 (0.9)	6 (5.3)	31 (27.4)	75 (66.4)
iii.	The number of staffs in TNKK need to be increased.	3.56	4 (3.5)	20 (17.7)	18 (15.9)	51 (45.1)	20 (17.7)
iv.	Job opportunities in TNKK for the local people need to be increased.	3.33	4 (3.5)	30 (26.5)	27 (23.9)	29 (25.7)	23 (20.4)
v.	Cleanliness level in TNKK need to improve.	4.32	3 (2.7)	3 (2.7)	8 (7.1)	40 (35.4)	59 (52.2)

Note: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

#### 4.5 The environmental function of TNKK

According to Table 4.5, visitors were told to rate their opinions on the environmental functions of TNKK from the scale 1 to 5 in the order: 1 indicates very unimportant, 2 for unimportant, 3 for neutral, 4 for important, and 5 for very important. There were 44 % of total number of visitors strongly agreed that TNKK is important as a protected area for flora and fauna, 38% of the visitors strongly agreed that TNKK is a suitable place for recreation or ecotourism activities and 31% of them also strongly agreed that TNKK is important for supplying fresh air.

**Table 4.5:** The environmental function of TNKK

No.	Statement	Scale	1	2	3	4	5
		Mean	Frequency				
							(%)
i.	Recreation/ Ecotourism	4.26	1 (0.9)	0 (0.0)	11 (9.7)	58 (51.3)	43 (38.1)
ii.	Education and scientific research	4.01	0 (0.0)	1 (0.9)	14 (12.4)	81 (71.7)	17 (15.0)
iii.	Fresh air supply	4.18	2 (1.8)	1 (0.9)	7 (6.2)	68 (60.2)	35 (31.0)
iv.	Protected area for flora and fauna	4.33	1 (0.9)	1 (0.9)	8 (7.1)	53 (46.9)	50 (44.2)
v.	Others	0.39	0 (0.0)	0 (0.0)	8 (7.1)	0 (0.0)	4 (3.5)

Note: 1: Very unimportant 2: Unimportant 3: Neutral 4: Important 5: Very important

#### 4.6 The attitude of visitors towards ecotourism activities in TNKK

For the attitude of visitors towards ecotourism activities in TNKK, it was divided into two parts comprising the attitude of visitors during their visit in TNKK and their attitude towards ecotourism and conservation efforts in TNKK.

##### 4.6.1 Attitude of visitors during the visit to TNKK

Table 4.6 (i), shows that all the statements recorded an average value of 4.24. This indicates that the visitors who visited TNKK had a good attitude during their visit to TNKK. 57.5% of the visitors are strongly agreed that they should keep their litters during trekking activities while 44% strongly agreed that they should not pluck any leaves or flowers that they found in TNKK. They also need to walk within the walk

trails to prevent any environmental impacts. Overall, the results indicate that visitors were aware of that their attitude can give negative impact towards the environment.

**Table 4.6 (i):** Attitude during the visit to TNKK

No.	Statement	Scale	1	2	3	4	5
		Mean					Frequency (%)
i.	Visitors that visits TNKK aware that they should not feed the wildlife that they found in TNKK.	3.87	4 (3.5)	1 (0.9)	24 (21.2)	61 (54.0)	23 (20.4)
ii.	Visitors need to keep their litter during the trekking activities	4.46	2 (1.8)	1 (0.9)	5 (4.4)	40 (35.4)	65 (57.5)
iii.	Visitors should not pluck any leaves or flowers that they found in TNKK.	4.32	0 (0.0)	1 (0.9)	12 (10.6)	50 (44.2)	50 (44.2)
iv.	Visitors need to walk within the walk trails to prevent any environmental impacts.	4.31	1 (0.9)	1 (0.9)	9 (8.0)	53 (46.9)	49 (43.4)
v.	Visitors need to follow the instructions that written on the sign boards that they found in TNKK.	4.19	1 (0.9)	3 (2.7)	7 (6.2)	65 (57.5)	37 (32.7)
vi.	Visitors are aware that they should not collect any nature specimens for their own collection.	4.30	1 (0.9)	0 (0.0)	7 (6.2)	61 (54.0)	44 (38.9)

Note: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

#### 4.6.2 Attitude towards ecotourism and conservation in TNKK

For Table 4.6 (ii), 50.4% of the total number of respondents strongly agreed that ecotourism can helps to conserve the beauty of the nature in TNKK. There are 50.4% of visitors thought that ecotourism can help to protect wildlife from extinction in TNKK. Generally, the visitors agreed that the beauty and the uniqueness of the nature in TNKK were the main attractions of visitors (46.9%). Meanwhile, 12.4 % of

the visitors strongly disagreed that ecotourism in TNKK can improve the quality of life of the local community. Overall, the results indicate that visitors generally agreed that ecotourism and conservation efforts in TNKK can give benefits to the environment and the wildlife.

**Table 4.6 (ii):** Attitude towards ecotourism and conservation in TNKK

No.	Statement	Scale Mean	1	2	3	4	5
			Frequency (%)				
<b>i.</b>	Ecotourism helps in improving visitors' awareness on the important of conservation.	4.33	1 (0.9)	0 (0.0)	9 (8.0)	54 (47.8)	49 (43.4)
<b>ii.</b>	Ecotourism contributes to the effort of saving the forests.	4.39	0 (0.0)	1 (0.9)	8 (7.1)	50 (44.2)	54 (47.8)
<b>iii.</b>	Ecotourism helps in protecting the wildlife from extinction.	4.32	1 (0.9)	0 (0.0)	8 (7.1)	57 (50.4)	47 (41.6)
<b>iv.</b>	Ecotourism helps to conserve the beauty of the nature in TNKK.	4.43	1 (0.9)	0 (0.0)	5 (4.4)	50 (44.2)	57 (50.4)
<b>v.</b>	TNKK become the main attraction of visitors due to its beauty and the uniqueness of the nature.	4.21	2 (1.8)	4 (3.5)	8 (7.1)	53 (46.9)	46 (40.7)
<b>vi.</b>	Ecotourism assist the development of the surrounding communities.	2.97	11 (9.7)	41 (36.3)	20 (17.7)	22 (19.5)	19 (16.8)
<b>vii.</b>	Ecotourism improved the quality of life of the local communities.	2.89	14 (12.4)	40 (35.4)	20 (17.7)	22 (19.5)	17 (15.0)

Note: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

#### 4.7: Correlation Analysis

The bivariate correlation analysis argues that perception of visitors towards ecotourism resources in TNKK is positively connected with both attitude of visitors during their visit and attitude towards ecotourism and conservation effort in TNKK. A moderate positive relationship was found between with perception of visitors with the attitude towards ecotourism resource in TNKK which include attitude during the visit ( $r = 0.517, p < 0.01$ ) and attitude towards ecotourism and conservation effort ( $r = 0.573, p < 0.01$ ). Inter- correlation between attitude of visitors during the visit and attitude of visitors towards ecotourism and conservation effort is ( $r = 0.585, p < 0.01$ ). From the result, it can be concluded that perception of visitors towards ecotourism resources in TNKK influenced their attitude during the visit and attitude towards ecotourism and conservation effort in TNKK.

**Table 4.7:** Correlation between the main variables with perception of visitors toward ecotourism resources in TNKK

Variable	A1	A2
Perception towards ecotourism resources in TNKK (P)	0.517**	0.573**
Attitude during the visit (A1)	-	0.585**
Attitude towards ecotourism and conservation effort (A2)	-	-

\*\* . Correlation is significant at  $p < 0.01$  level (2-tailed).

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

The objectives of this research is to determine visitors' perception and attitude toward sustainability of ecotourism resources in Taman Negara Kuala Koh and to determine relationship between visitors' perception and attitude toward sustainability of ecotourism resources in Taman Negara Kuala Koh. Based on the findings above, it can be concluded that most of the visitors that are visiting TNKK are young visitors. Overall, the attraction of visitors to TNKK was for fishing activity. Most of the visitors both young and old that have visited TNKK tend to visit TNKK again especially for fishing. Besides, majority of the visitors know about TNKK from their friends and family.

For the perception of visitors towards ecotourism management in TNKK, majority of the visitors agreed the management of TNKK should be improved for the facilities and accommodations including toilet, *surau*, camping site, and chalets. For the visitors' perception on ecotourism in TNKK, there were positive feedbacks for scientific research purposes, conservation and preservation efforts of wildlife, and visitors 'enjoyment in TNKK. For the attitude aspect, visitors were aware that they need to show good attitudes such as walks through the trails, keeping their litters during trekking, follow instruction or signage and many more.

Based on the result of the correlation analysis, it can be concluded that the attitude of visitors towards ecotourism is influenced by their perception on ecotourism in TNKK.

## **5.2 Recommendation**

This study indicates that the management of TNKK should improve their accommodation and facilities in order to improve the satisfaction of visitors during their visit. Besides that, management team of TNKK should hire an expert or trained tour guide who can share information about the attractions with the visitors. Management team of TNKK can promote conservation efforts towards visitors through educational activities. Lastly, in order to increase the number of visitors that visit TNKK, management team of TNKK needs to improve the current activities that were conducted in TNKK and do promote TNKK to visitors in social media and the internet so that they are attracted to visit TNKK.



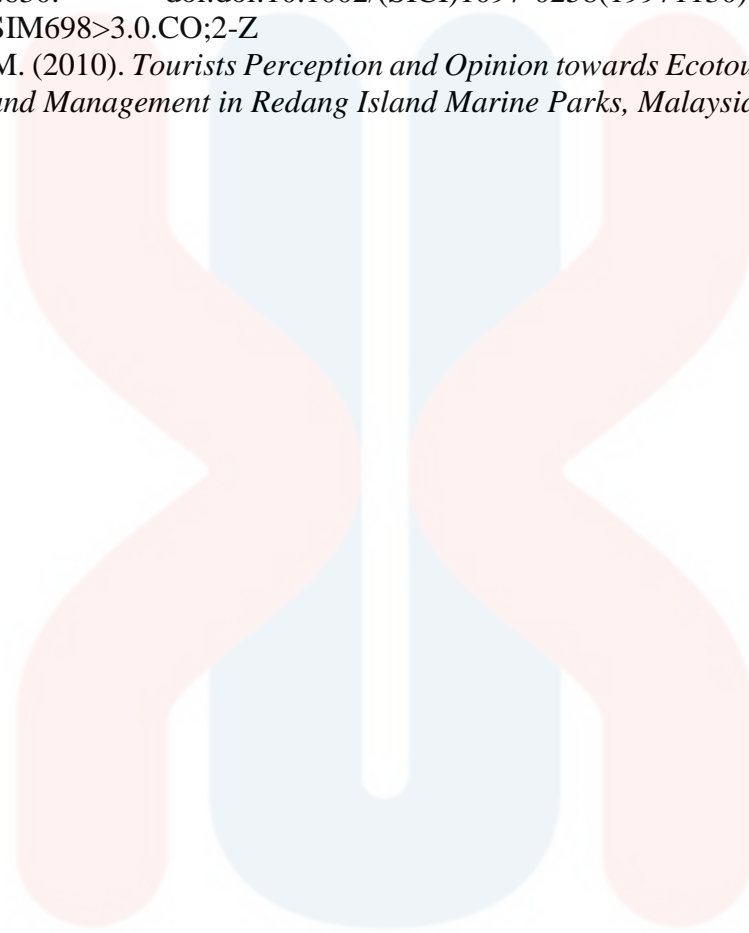
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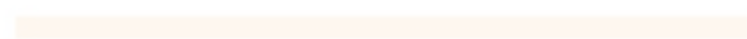
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## APPENDIX 1

Date / Tarikh : \_\_\_\_\_

Time Begin / Masa Mula : \_\_\_\_\_

Time Finish / Masa Tamat : \_\_\_\_\_



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**VISITOR SURVEY FORM**  
**EVALUATION OF VISITOR'S PERCEPTION AND ATTITUDE TOWARDS**  
**THE SUSTAINABILITY OF ECOTOURISM RESOURCES IN TAMAN**  
**NEGARA KUALA KOH, KELANTAN**

All your answer will be kept strictly confidential

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The main objectives of this study is to analyse visitors perception toward sustainability of ecotourism resources in Taman Negara Kuala Koh (TNKK) and to analyse visitors' attitude towards ecotourism resources in Taman Negara Kuala Koh (TNKK). This questionnaires will be asked about visitors' perception on ecotourism resource management and ecotourism activities also on attitude of visitors towards ecotourism in TNKK. The finding of this study will provide more information on ecotourism development in Taman Negara Kuala Koh. Your answer will be kept completely confidential and only been used for research purposes.

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For information please contact;

SITI ZUBAIDAH BINTI JUNUS

014-2259439

**Section A/Seksyen A:****Respondent Profile/Profil responden**

A1. Please state your gender/ *Sila nyatakan jantina anda.*

Male/ <i>Lelaki</i>	<input type="checkbox"/>	Female/ <i>Perempuan</i>	<input type="checkbox"/>
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A2. What is your citizenship?/*Apakah kerakyatan anda?*

Malaysian/ <i>Rakyat Malaysia</i>	<input type="checkbox"/>	Others( <i>Lain-lain</i> ):	<input type="checkbox"/>
		_____	

A3. Please state your age/*Sila nyatakan umur anda.*

\_\_\_\_\_

A4. Please state your education level/*Sila nyatakan Tahap pendidikan anda.*

Primary school / <i>Sekolah rendah</i>	<input type="checkbox"/>	College/ <i>Kolej</i>	<input type="checkbox"/>
Secondary school/ <i>Sekolah menengah</i>	<input type="checkbox"/>	University/ <i>Universiti</i>	<input type="checkbox"/>
Never been to school/ <i>Tidak pernah pergi ke sekolah</i>	<input type="checkbox"/>		

A5. What is your occupation?/*Apakah pekerjaan anda?*

Government/ <i>Pekerja kerajaan</i>	<input type="checkbox"/>	Private / <i>Pekerja swasta</i>	<input type="checkbox"/>
Self-employment/ <i>Bekerja sendiri</i>	<input type="checkbox"/>	Student/ <i>Pelajar</i>	<input type="checkbox"/>
Retired / <i>Pesara</i>	<input type="checkbox"/>	Unemployed/ <i>Tidak bekerja</i>	<input type="checkbox"/>

A6. Please state your average income per a month/*Sila nyatakan purata pendapatan isi rumah anda untuk sebulan.*

\_\_\_\_\_

**Section B/Seksyen B**

**Respondent's Visit Characteristics/Ciri-ciri lawatan responden**

B1. If yes, how many times have you visit TNKK?/*Jika ya, berapa kalikah anda telah melawat TNKK?*

\_\_\_\_\_

B2. Where did you get information about TNKK? (*Dari manakah anda mendapat maklumat mengenai TNKK?*)

Friends/family( <i>Kawan/keluarga</i> )		School ( <i>Sekolah</i> )	
Internet( <i>Internet</i> )		Brochure( <i>Brosur</i> )	
Newspaper/television( <i>Surat khabar/ televisyen</i> )		Others( <i>Lain-lain</i> ): _____	

B3. Are you a member of any environmental group or NGO (Non-Governmental Organization)?(*Adakah anda salah seorang ahli untuk kumpulan alam sekitar atau NGO (Badan Bukan Kerajaan)?*)

Yes/ <i>Ya</i>		No/ <i>Tidak</i>	
----------------	--	------------------	--

If yes , please state the name of the group.(*Jika ya, sila namakan nama kumpulan tersebut*):

\_\_\_\_\_

B4. What is the purpose of your visit to TNKK?(*Apakah tujuan anda melawat ke TNKK?*)

Vacation/ <i>melancong</i>		Business/ <i>Bisnes</i>	
Scientific research/ <i>Kajian saintifik</i>		Others( <i>Lain-lain</i> ): _____	

B5. Is your trip to TNKK brings benefit to you?/*Adakah lawatan ke TNKK memberi faedah kepada anda?*

Yes/ <i>Ya</i>		No/ <i>Tidak</i>	
----------------	--	------------------	--

**Section C/Seksyen C:**

**Perception towards Ecotourism at TNKK/Persepsi terhadap eko-pelancongan di TNKK**

**Visitor's knowledge on ecotourism/Pengetahuan pengunjung tentang eko-pelancongan.**

C1. In your opinion, what is the most important aspects of ecotourism site?(Pada pendapat anda, apakah aspek penting bagi tapak eko-pelancongan?)

Provide knowledge about the environment and wildlife. (Menyediakan pengetahuan mengenai alam sekitar dan hidupan liar)	
Minimise the negative environmental impact.(Mengurangkan kesan negative terhadap alam sekitar)	
Back to mother nature.(Kembali kepada alam semulajadi)	
Involve in conservation and preservation efforts. (Terlibat dalam usaha pemuliharaan dan pemeliharaan)	
Give contribution to the socio-economic (wellbeing) of the locals.(Memberi sumbangan terhadap sosio-ekonomi (kesejahteraan) penduduk setempat)	

C2. Please state your opinion about the following statements that shows whether you are:

1	2	3	4	5
Strongly disagree/sangat tidak setuju	Disagree / tidak setuju	Neutral/ neutral	Agree / setuju	Strongly agree / sangat setuju

No.	Statement (Kenyataan)	1	2	3	4	5
<b>a. Visitors perception on ecotourism in TNKK/ (Pendapat pengunjung terhadap eko-pelancongan di TNKK)</b>						
	Vacation in TNKK gives enjoyment to the visitors.(Percutian di TNKK memberi keseronokan kepada pengunjung.)					
1.	TNKK offers a lots of activities for the visitors to enjoy.(TNKK menawarkan pelbagai aktiviti untuk keseronokan pengunjung.)					
2.	Ecotourism in TNKK can help in conservation and protection of wildlife.(Eko-pelancongan di TNKK dapat membantu dalam pemuliharaan dan perlindungan hidupan liar)					
3.	TNKK also is a place that is suitable for scientific research and education.(TNKK juga ialah tempat yang sesuai untuk kajian saintifik dan pendidikan)					
4.	The development of ecotourism activities need to be sustain in order to minimise the negative impact towards the environment also the local people.(Pembangunan aktiviti eko-pelancongan perlu di lestarikan untuk mengurangkan impak negative terhadap alam sekitar dan penduduk setempat)					
5.	Ecotourism also provide benefits towards the local people by providing them with job opportunities.( Eko-pelancongan juga memberi faedah kepada penduduk setempat dengan menyediakan mereka dengan peluang pekerjaan.)					
<b>b. Visitors perception on ecotourism resources management in TNKK/ (Pendapat pengunjung terhadap pengurusan eko-pelancongan di TNKK)</b>						
1.	The accessibility of visitors to TNKK need to be improve.(Kebolehcapaian pelawat untuk mengakses TNKK perlu ditingkatkan.)					

2.	The accommodations and facilities provided in TNKK need to be improve.( <i>Penginapan dan kemudahan yang disediakan di TNKK perlu ditambah baik.</i> )					
3.	The number of staffs in TNKK need to be increase.( <i>Bilangan staf di TNKK perlu ditambah.</i> )					
4.	Job opportunities in TNKK for the local people need to be increase. (Peluang pekerjaan untuk penduduk setempat perlu ditingkatkan.)					
5.	Cleanliness level in TNKK need to be improve. (Tahap kebersihan di TNKK perlu ditingkatkan.)					

C3. The statements shown below are the examples of **benefit of Taman Negara Kuala Koh (TNKK)**. Please state your opinion about the statements whether you think that it is:

*Kenyataan di bawah ialah contoh kebaikan Taman Negara Kuala Koh (TNKK). Sila nyatakan pandangan anda mengenai kenyataan tersebut sama ada anda fikirkan bahawa ianya:*

1	2	3	4	5
Very unimportant/ sangat tidak setuju	Unimportant / tidak penting	Neutral / neutral	Important / penting	Very important/ sangat penting

No.	Statement ( <i>Kenyataan</i> )	1	2	3	4	5
1.	Recreation/ Ecotourism ( <i>Rekreasi/ Eko-pelancongan</i> )					
2.	Education and scientific research ( <i>Pendidikan dan kajian saintifik</i> )					
3.	Fresh air supply ( <i>Bekalan udara yang segar</i> )					
4.	Protected area for flora and fauna ( <i>Kawasan perlindungan untuk flora dan fauna</i> )					
5.	Others( <i>Lain-lain</i> ): _____					

C4. In your opinion, what is the improvement that need to be done by the management team of TNKK?/*Pada pendapat anda,apakah penambahbaikan yang perlu dilakukan oleh pihak pengurusan TNKK?*

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## Section D

(Seksyen D)

### Respondent Attitude towards ecotourism at Taman Negara Kuala Koh (TNKK)

(Sikap responden terhadap eko-pelancongan di Taman Negara Kuala Koh (TNKK))

Please state your opinion about the following statements that shows whether you are:

1	2	3	4	5
Strongly disagree/sangat tidak setuju	Disagree/ tidak setuju	Neutral/ neutral	Agree / setuju	Strongly agree / sangat setuju

#### a. Attitude during the visit at TNKK

(Sikap semasa lawatan di TNKK)

No.	Statement (Kenyataan)	1	2	3	4	5
1.	Visitors that visits TNKK aware that they should not feed the wildlife that they found in TNKK. (Pengunjung yang melawat TNKK sedar bahawa mereka tidak sepatutnya memberi makan terhadap hidupan liar yang mereka jumpai di TNKK)					
2.	Visitors need to keep their litter during the trekking activities. (Pengunjung perlu menyimpan sampah mereka semasa aktiviti meredah hutan)					
3.	Visitors should not pluck any leaves or flowers that they found in TNKK. (Pengunjung tidak sepatutnya memetik sebarang bunga atau daun yang mereka jumpa di TNKK)					
4.	Visitors need to walk within the walk trails to prevent any environmental impacts. (Pengunjung perlu berjalan dalam jejak berjalan kaki bagi mengelakkan sebarang impak terhadap alam sekitar)					
5.	Visitors need to follow the instructions that written on the sign boards that they found in TNKK. (Pengunjung perlu mematuhi arahan yang di tulis di papan tanda yang mereka jumpa di TNKK)					
6.	Visitors are aware that they should not collect any nature specimens for their own collection. (Pengunjung menyedari bahawa mereka tidak sepatutnya mengutip sebarang spesimen alam semulajadi sebagai koleksi peribadi mereka)					

#### b. Attitude towards ecotourism and conservation effort

(Sikap terhadap eko-pelancongan dan usaha pemuliharaan)

No.	Statement (Kenyataan)	1	2	3	4	5
1.	Ecotourism helps in improving visitors' awareness on the important of conservation. (Eko-pelancongan membantu dalam meningkatkan kesedaran pengunjung terhadap kepentingan pemuliharaan.)					
2.	Ecotourism contributes to the effort of saving the forests. (Eko-pelancongan menyumbang kepada usaha menyelamatkan hutan)					

3.	Ecotourism helps in protecting the wildlife from extinction. <i>(Eko-pelancongan membantu dalam melindungi hidupan liar daripada kepupusan)</i>					
4.	Ecotourism helps in preserving the natural beauty of TNKK <i>(Eko-pelancongan membantu memelihara kecantikan semula jadi TNKK)</i>					
5.	TNKK become a main attraction of visitors due to its beauty and the uniqueness of the environment. <i>(TNKK menjadi tarikan utama pengunjung kerana kecantikan dan keunikan persekitarannya)</i>					
6.	Ecotourism assist the development of the surrounding communities. <i>(Eko-pelancongan membantu pembangunan masyarakat sekeliling)</i>					
7.	Ecotourism improved the quality of life of the local communities. <i>(Eko-pelancongan meningkatkan kualiti hidup masyarakat setempat)</i>					

**THANK YOU FOR YOUR COOPERATION**

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## APPENDIX 2

### a. Reliability Analysis (Perception)

Reliability for perception on ecotourism in TNKK

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.760	0.788	6

#### Item Statistics

	Mean	Std. Deviation	N
c2ai	4.03	0.850	30
c2aaii	3.27	1.143	30
c2aaiii	3.97	0.718	30
c2aaiiv	4.07	0.785	30
c2v	4.20	0.714	30
c2vi	3.53	1.074	30

Reliability for perception on ecotourism resource management in TNKK

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.794	0.800	5

**Item Statistics**

	Mean	Std. Deviation	N
c2bi	4.10	.845	30
c2bii	4.47	.681	30
c2biii	4.13	.973	30
c2biv	4.07	.980	30
c2bv	4.10	1.029	30

Reliability for overall perception

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.844	0.857	11

**Item Statistics**

	Mean	Std. Deviation	N
c2ai	4.03	0.850	30
c2aai	3.27	1.143	30
c2aiii	3.97	0.718	30
c2aiv	4.07	0.785	30
c2v	4.20	0.714	30
c2vi	3.53	1.074	30
c2bi	4.10	0.845	30
c2bii	4.47	0.681	30
c2biii	4.13	0.973	30
c2biv	4.07	0.980	30
c2bv	4.10	1.029	30

**b. Reliability Analysis (Attitude)**

Attitude during the visit

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.874	0.892	6

**Item Statistics**

	Mean	Std. Deviation	N
dai	3.47	0.937	30
daii	4.30	0.750	30
daiii	4.13	0.681	30
daiv	4.17	0.747	30
dav	4.27	0.785	30
davi	4.23	0.679	30

Attitude towards ecotourism and conservation effort

**Reliability Statistic**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.859	0.887	7

**Item Statistics**

	Mean	Std. Deviation	N
dbi	4.20	0.664	30
dbii	4.20	0.664	30
dbiii	4.23	0.679	30
dbiv	4.33	0.606	30
dbv	4.10	0.845	30
dbvi	3.63	1.217	30
dbvii	3.53	1.224	30

Reliability for overall attitude

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	0.919	13

**Item Statistics**

	Mean	Std. Deviation	N
dai	3.47	0.937	30
daii	4.30	0.750	30
daiii	4.13	0.681	30
daiv	4.17	0.747	30
dav	4.27	0.785	30
davi	4.23	0.679	30
dbi	4.20	0.664	30
dbii	4.20	0.664	30
dbiii	4.23	0.679	30
dbiv	4.33	0.606	30
dbv	4.10	0.845	30
dbvi	3.63	1.217	30
dbvii	3.53	1.224	30

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### APPENDIX 3

#### Correlations

		Perception	Attitude during the visit	Attitude towards ecotourism
Perception	Pearson Correlation	1	0.517**	0.573**
	Sig. (2-tailed)		.000	.000
	N	113	113	113
Attitude during the visit	Pearson Correlation	0.517**	1	0.585**
	Sig. (2-tailed)	.000		.000
	N	113	113	113
Attitude towards ecotourism	Pearson Correlation	0.573**	0.585**	1
	Sig. (2-tailed)	.000	.000	
	N	113	113	113

\*\* . Correlation is significant at the 0.01 level (2-tailed).