

Satisfaction Of Local Community And Tourist At Tanjung Emas, Muar For Potential Ecotourism

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ABSTRACT

Ecotourism plays an important role in the community development because the community is considered had been exposed to the knowledge and essentially understand the importance of the incomes from tourism to sustain the country's economic and the community well-being (Nurhazani and Kalsom, 2006). This study is predominantly to assess the resource condition of Tanjung Emas, and examine the issues related to the visitors' impact, ecology, culture and social of Tanjung Emas. The objectives are to identify the satisfaction levels of the visitors towards the facilities in Tanjung Emas, the possibility development of the Tanjung Emas to be develop as an ecotourism spot and also to suggest the effective recommendations for minimizing the visitors' impact to the place. There are three methods had been used in these studies which were direct observation, interview and questionnaire. The satisfaction of the facilities at Tanjung Emas among the localities had showed the significant value which is 0.036, $p < 0.05$; whereas the satisfaction of the tourists had showed non-significant value, 0.910 in which $p > 0.05$.

INTRODUCTION

Background of Study

In order to really understand the meaning and concept of the ecotourism, literature in tourism had listed four main components which are, firstly, the notion of movement or travel from one location to another, next is the nature-based activities that concern travelling to undisturbed natural areas for study, enjoyment or volunteer assistance and also concern with the flora, fauna, geology and ecosystem of an area as well as the people, the conservation-led that aims to protect areas with minimum impact on the physical, social, and cultural environment will contribute to a sustainable future and lastly is the educative role that emphasizes on the nature appreciation, education, and interpretation through the explanation of concept, meaning, and interrelationship of natural phenomena (Nurhazani and Kalsom, 2006).

A truly potential of ecotourism requires that all parties contribute towards achieving a shared set of outcomes that is, a vision which reflects their shared value (Dimitrios, 2004). To understand all the dimension of tourism in an area so that suitable strategies come out to

develop the area, we must recognize that tourism is a part of an interdependent system of causes and effects (McIntosh *et al.*, 1995).

The research of this paper comprises of the satisfaction of the tourist and the local society towards the Tanjung Emas Muar as a potential destination to be developed into an ecotourism spot. Tanjung Emas is a recreational park in town centre and it offers a relaxing relief for the visitors as it overlooks the Muar River. In addition, the Muar Council also put the efforts to place the exercise equipments in the park to benefit the local community. Moreover, the Tanjung Emas also a food court offering local delicacies, children playground and rest shades. Furthermore, there is a mangrove swamp area there to act as a resistant purpose for flooding.

The objectives of this study are:

1. To determine the level of satisfaction of visitors on the recreational activities and facilities provided in Tanjung Emas.
2. To identify the possibility development of the Tanjung Emas as a potential ecotourism spot in Muar.
3. To recommend the effective management planning for minimizing the visitor impact towards the Tanjung Emas

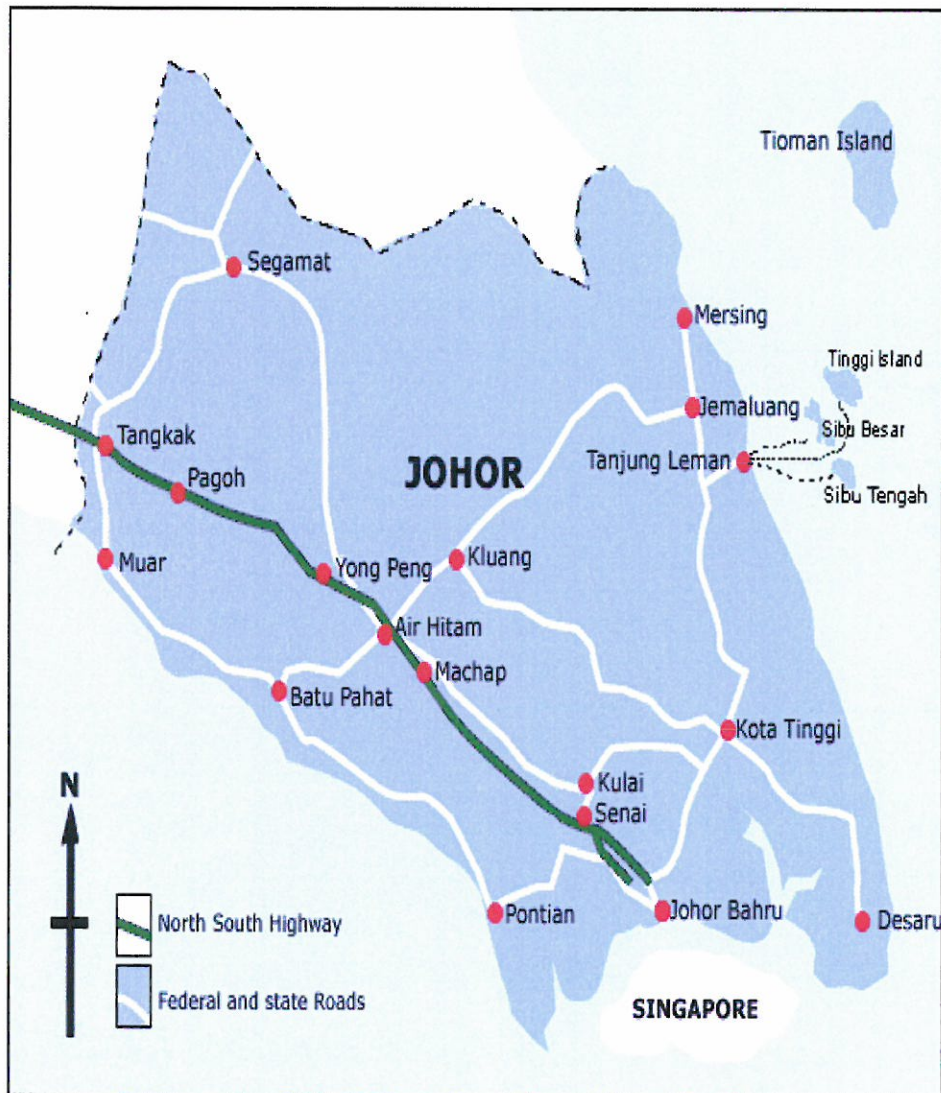
Study Area

Golden Cape or “Tanjung Emas” is a quiet recreational park and located at the estuary of Muar River, northwest of Muar, Johor. District Muar covers an area of 2346.12 km² and with a population of 328 695 in the year 2000. The town of Muar is located at 2°3’N 102°34’E, at the mouth of the Muar River. The town is about 150km southeast of Kuala Lumpur and about 179km northwest of Singapore. It is 45km south of Malacca Town and 50km north of Batu Pahat. Location of Tanjung Emas, Muar, Johor is shown in figure 1.1 and 1.2.

Tanjung Emas is a recreational park area which is located in Sungai Muar estuary. The river bank features a decorative side walk route which provides an attractive view of Sungai Muar.

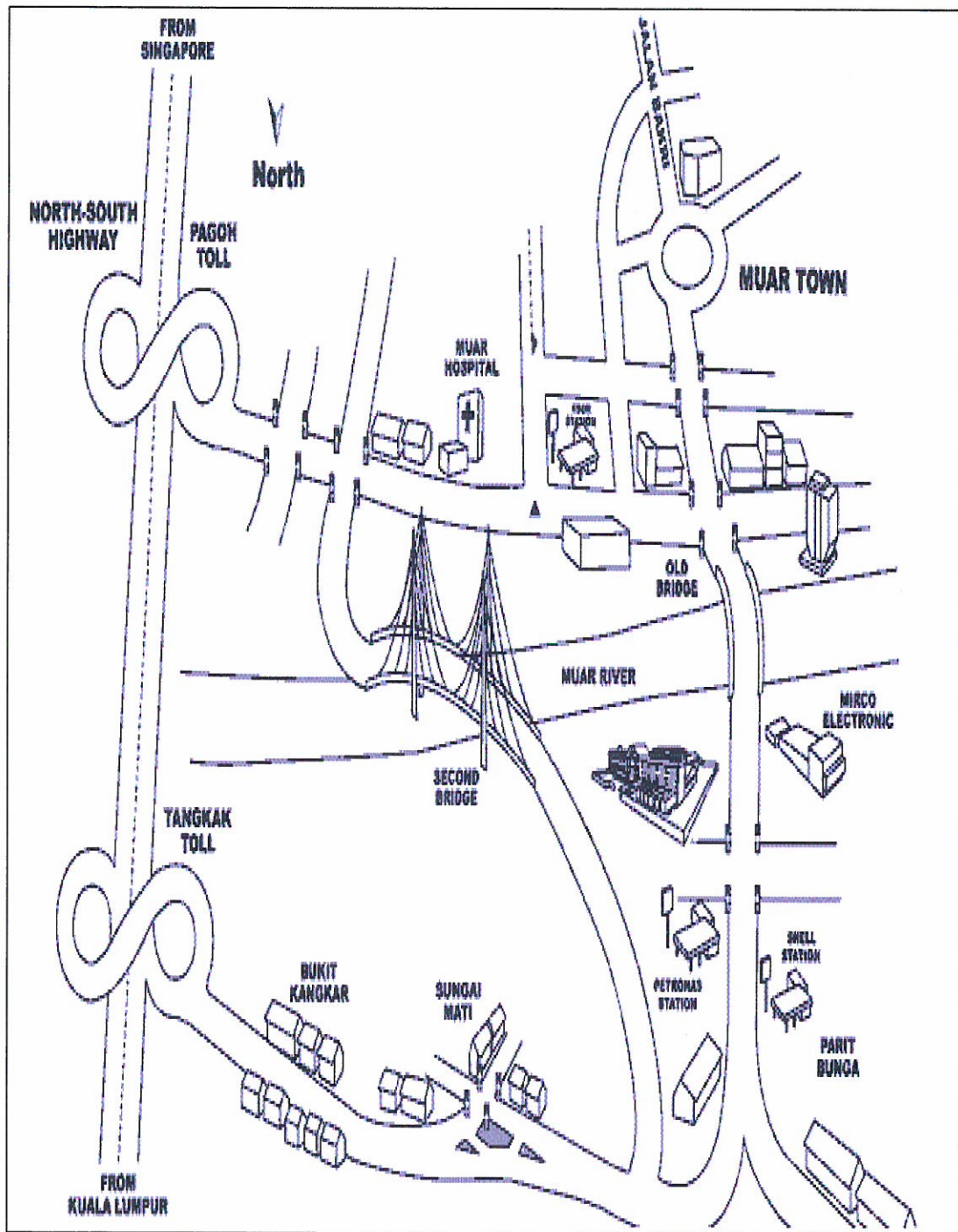
Climate of Golden Cape is sunny and with plentiful of rainfall throughout the year. During the southwest monsoon which occurs during April to September, the amount of rainfall is increasing. It is managed by the Muar Municipal Council (MPM).

At Golden Cape, a lot of facilities were provided. There is playground, park, Sultan Ismail Mosque, food court, 9-hole golf course and also the jetty for Muar River Cruise. Besides that, activities that can be done at the Golden Cape are boat cruising along the Muar River, watching sunset along the riverfront of Muar River, and playing golf, and a visit to the mangrove swamp. Along the coastal line, a lot of monkey or macaques can be found.



(Source: Majlis Perbandaran Muar Johor)

Figure 1.1. overview location map of Muar, Johor.



(Source: Wikitravel)

Figure 1.2. location map to Tanjung Emas, Muar, Johor.



Figure 1.3 mangrove swamp area in Tanjung Mas during high tides.



Figure 1.4 the 9 golf course area.

Ecotourism

Nowadays, the tourism plays an important role in the community development and also contributing to an important part to the development of a sustainable tourists destination. This is because the community is exposed to the knowledge and essentially understand the importance of the incomes from tourism to sustain the country's economic and the community well being (Nurhazani and Kalsom, 2006).

However, there is research on the environment impacts of tourism has demonstrated that it can be as destructive as other industries, if left unchecked and despite its environmentally benign image even ecotourism can induce substantial ecological changes in protected areas (Wall, 1997). In order to develop the ecotourism industry, the development of tourism must be sustainable, intelligent, alternative and soft (Swarbrooke & Horner, 1999).

Components of Ecotourism

There are various conceptual definitions in the worlds of ecotourism in the articles related to the tourism (Said & Pegah, 2011). The National Ecotourism Strategy (NES) (Commonwealth Department of Tourism 1994) had adopted the definition of ecotourism as "ecotourism is a nature-based tourism involves educations and interpretation of the natural environment and is managed to be ecologically sustainable." This definition recognizes that 'natural environment' included cultural components and that 'ecologically sustainable' involves an appropriate return to the local community and long term conservation of the resource." (Blamey, 1995) It notes that ecotourism type should be in sustainable and at the same time provide the satisfaction and education to visitors, local benefits and be environmental friendly to the surroundings and cultural setting.

Table 1.1 a proposed ecotourism opportunity spectrum and examples of setting characteristics.

Setting characteristics	Ecotourism
Management goals	Preservation and protection of the resource
Accessibility factors (difficulty, access type, means of conveyance)	Very difficult or controlled access, mostly by trails or water routes: may be very remote from human habitation
Visual characteristics (acceptability of visitor impacts)	No readily apparent changes to the natural environment or very minimal localized user impacts
Visitor environmental impact factors	Very minimal user impacts and some concentrated user impacts but with some users.
Onsite management factors (existing infrastructure)	Most supporting infrastructure is off site but within the region
Social interaction	Managers expect highly ethical behavior to other users and environment

(Source: Dawson, 2001: 49)

Muar District

Muar District is located in the north-west Johor state, Malaysia. The District constitutes Muar City and also Tangkak's small district. It is located near a border with Malacca in the north, Segamat in the east and Batu Pahat in the south. Muar district is about 2346.12 square kilometres with a population of 328,695 people (census 2000). The word 'Muar' is believed to originate from an estuary. Other possibility is that it is derived from a Hindu word namely "Muna" and "Ar" which mean "Three" and "River" respectively, reflects Muar's River existence that flowed through these cities and also the longest river in Johor (Official Portal Muar Municipal Council).

The uniqueness of the natural surroundings of the Muar has attracted a numerous number of tourists to pay for the visit in this town every year. Muar is one of the distinct of state Johor. Muar is a beautiful place that has exquisite river, fishing villagers, mangrove swamp area, fresh green environment. It also has been renowned as "Bandar Diraja" in 2012 by the Sultan Johor.

METHODOLOGY

Data

Collection

Data collection is any process of preparing and collecting data, for example, as part of a process improvement or similar project. Data collection usually takes place early on in an improvement project, and was often formalized through a data collection plan which often contains the following activity.

- a. Pre collection activity — agree on goals, target data, definitions, methods
- b. Collection — data collection
- c. Present Findings — usually involves some form of sorting analysis and/or presentation.

This research is predominantly to assess the resource condition of Tanjung Emas, Muar, Johor and to examine the issues related to the visitors impact, ecology, culture and social of Tanjung Emas. There are 3 methods for the data collection in this study which includes direct observation, questionnaire, and personal interview. Inventory data will be mapped to establish data collection. Suggestions and solution will be discussed to sustainably develop and improve the management of the area.

1. Direct Observation

Direct observation will be used to identify the existing resources and their condition, visitation rate of tourists, visitors' level of use of the resources and facilities provided at Tanjung Emas. Both direct observation and reflections on what has been observed will be included. Apparatus such as notebooks for data record, camera for snapping photos and recording video will be utilized in order to collect precise and accurate data. According to the David & Lucy (2004), with respect to observational data, it was subdivided into:

- What to look at
- How to observe
- Where and when to look
- What to record

Besides, specific inventory data were also prepared for better understanding of Tanjung Emas area constraints and opportunities.—The diversity of existing resource and

social conditions in Tanjung Emas were examined and evaluated carefully. The evaluation were classified based on indicators namely responses of visitors and impacts, assessment of resources and management decisions. These are used to measure existing environmental conditions and the reflect changes occur in the study area, Tanjung Emas.

2. Interview

This technique can be used to obtain feedback and offers the interviewer the opportunity to explore an issue or service. It allowed the interviewee to express their opinions, concerns and feelings. The fact that it was allowed the conversation to flow where it needed to in order to deal with issues as opposed to cutting someone off because they strayed from the topic.

The personal interview data collection or face-to-face was carried out specifically with the manager, person-in-charge and other agencies or authorities that involved in an attempt to develop and protect the Tanjung Emas. The interview was both an ethical and a political space articulated by acts of witnessing, judging and deciding. An interview schedule was imperative to ask the questions that were likely to yield as much information about the study phenomenon as possible and also be able to address the aims and objectives of the research.

3. Questionnaire

A questionnaire comprises of series of questions asked from the respondents in order to investigate many phenomena, situations, facts or figures. Questionnaires can be conducted for any type of research study but their use is common in social sciences, humanities and in management studies where one has to know the opinion of people regarding any related thing. Consequently, they were relatively quick and easy if clarification of certain questions were required or of there were likely to be literacy or numeracy problems with the respondents.

The questionnaire was designed in a direct and simple mode so that respondents can understand and answer the questions correctly and accurately. Three sections of the questionnaire were categorized. The first section was focused on the general information of respondents such as demographical and visitation analysis. Information of tourists' and local community' experience and satisfaction analysis had been collected in second section. In the last section, specific question were prepared and conducted in an interview with the local administration personnel. These questions were aim to get the information about the management methods so that to maintain, sustain and improve local tourism and solutions to solve problems like conflicts and environmental pollution as well.

Data Analysis

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting, conclusion and be supporting decision making. The data analysis of this study was carried out by using the statistical analysis.

All the data obtained were complied and analyzed so as to give will founded suggestions. This analysis had been used as a guidelines to help define decision making and management action that may be appropriate for Tanjung Emas to mitigate visitors' impact and management constraints. One way ANOVA was used to identify the relationship of the tourist and local community toward the level of satisfaction to the Tanjung Emas.

RESULTS

Questionnaire has been done on 30 opponents each on local community and tourists. There are 17 male and 13 female tourists who age ranges from 14 to 66 years old have been questionnaire. 15 male and 15 female of local community who age ranges from 14 to 66 years old have been questionaired.

Figure 1.1 shows the satisfaction by tourists on the facilities provided in Tanjung Emas. From the figure, it can be clearly seen that tourists very satisfied with the playground facility in Tanjung Emas follows with the accessibility to Tanjung Emas. There are 23 tourists who were satisfied with the playground facility at Tanjung Emas. However, there are 15 tourists who were not satisfied with the information centre at Tanjung Emas, Muar.

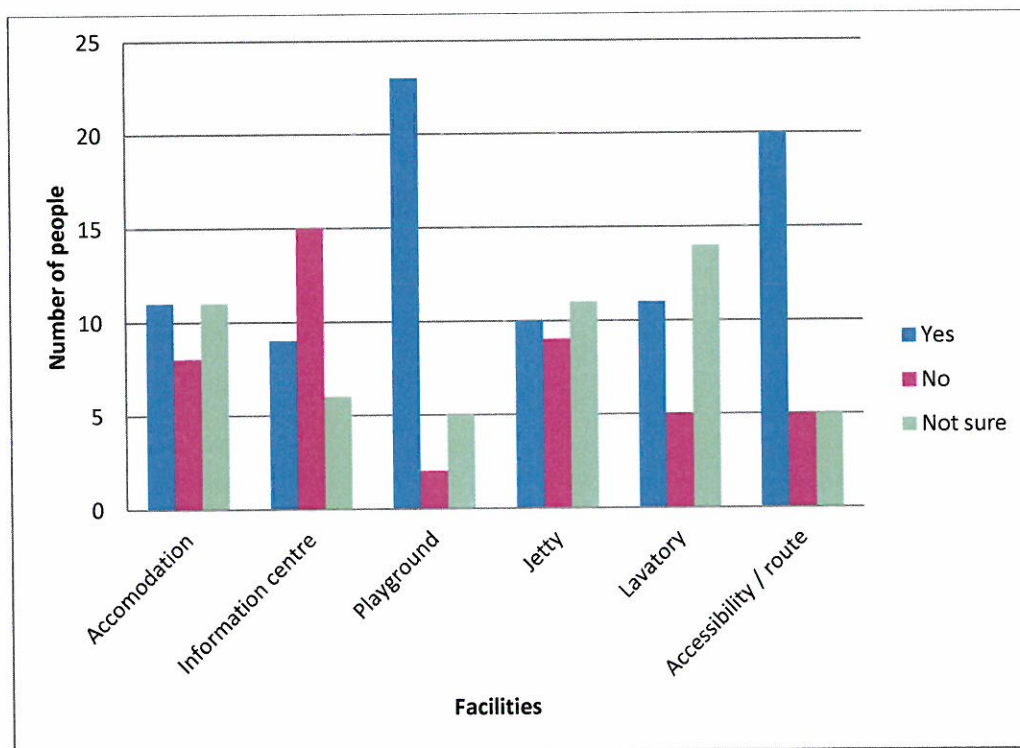


Figure 1.1. Satisfaction on facilities provided in Tanjung Emas by tourists.

Figure 1.2 shows the experiences gained by the tourists from Tanjung Emas. At Tanjung Emas, it manage to provide experiences like mangrove land exploring, picnic, exercise or jogging, golf course, park visitation and river view for tourist. From the figure, there are 21 tourists who have been experiences and enjoy with the park visitation in Tanjung Emas. However, most of the tourists did not sure with the experience on mangrove land exploring in Tanjung Emas.

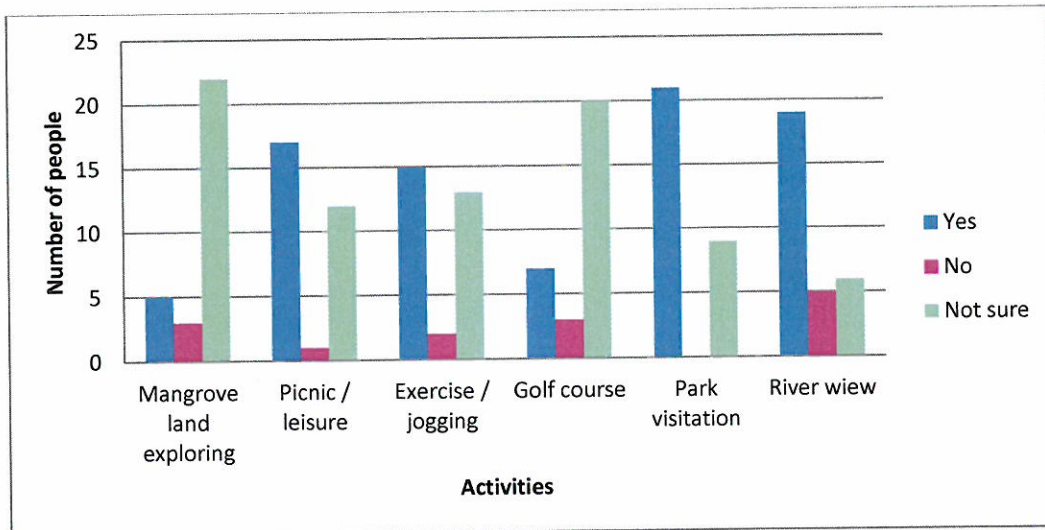


Figure 1.2. Experiences gained by tourists from Tanjung Emas.

Figure 1.3 shows the level of satisfaction by tourists on Tanjung Emas according to three age groups. There are 0 - 22, 23 – 45, and 46 – 68 years old of tourists. Adult tourists are highly satisfied with Tanjung Emas as compare to the teenage and eldest.

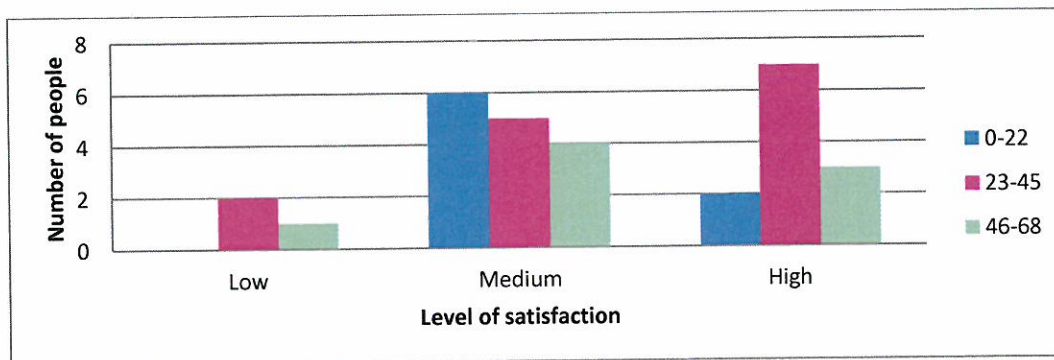


Figure 1.3. Level of satisfaction by tourists on Tanjung Emas.

Figure 1.4 shows the level of satisfaction on the infrastructures provided, cleanliness, secure and safety, frequency of visiting, surrounding environment, information provided and also the difficulty to communicate with the management team by 30 local communities on Tanjung Emas.

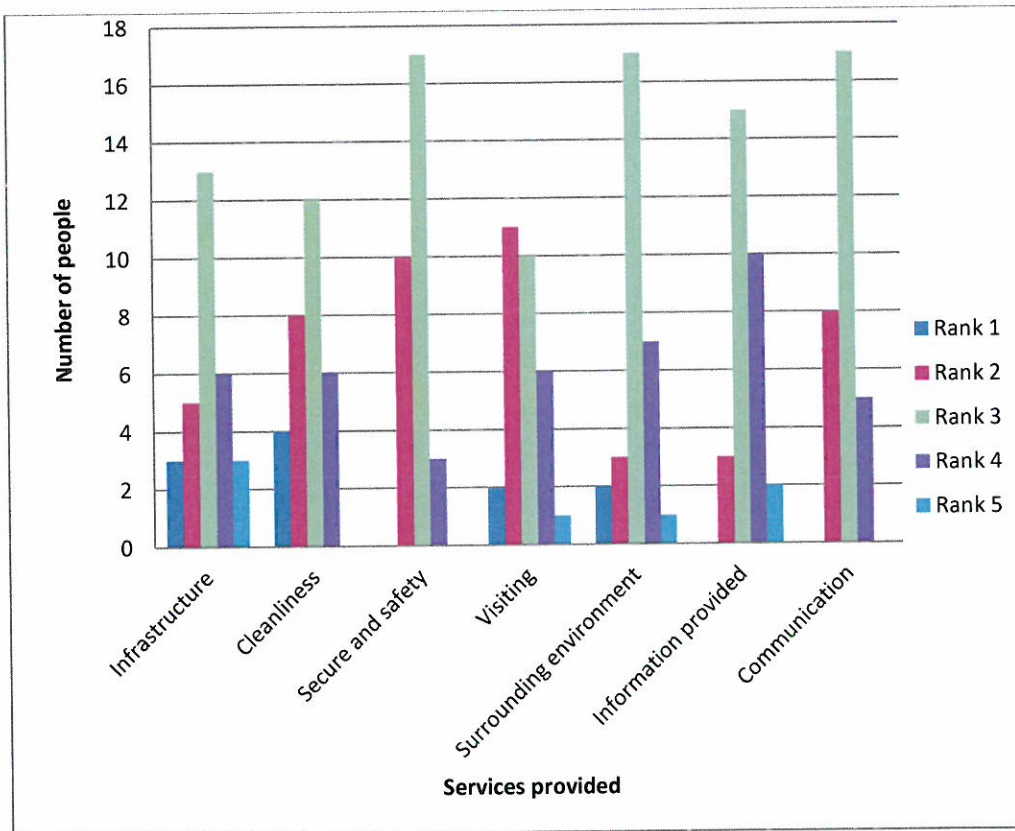


Figure 1.4. Level of satisfaction by local communities on Tanjung Emas.

One Way ANOVA Test

Figure 1.5 shows the result of one-way ANOVA Turkey test on the satisfaction of 30 local community on Tanjung Emas. It significant value is 0.036.

ANOVA

Rank	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.289	6	1.715	2.303	.036
Within Groups	151.910	204	.745		
Total	162.199	210			

Figure 1.5. One-way ANOVA test on the satisfaction of local community on Tanjung Emas.

Figure 1.6 shows one-way ANOVA Turkey test on the level of satisfaction of 30 tourists on Tanjung Emas. It significant value is 0.910.

ANOVA

Rank	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.086	2	.043	.095	.910
Within Groups	12.214	27	.452		
Total	12.300	29			

Figure 1.6. One-way ANOVA test on the level of satisfaction of tourists on Tanjung Emas.

DISCUSSION

Interpretative of data

There are 3 methods of data collections that had been carried out in the determination of satisfaction of local community and tourist at Tanjung Emas, Muar for potential ecotourism. There are questionnaire, interview and direct observation. There are altogether total of 30 persons in the questionnaire of local communities about their satisfaction towards the Tanjung Emas. The results showed that most of them were satisfied with the facilities, infrastructures and information provided at the places. In addition, there are also another total number of 30 tourists that had answered the questionnaire of their satisfaction level towards the Tanjung Emas.

By applying the One-way ANOVA test to the satisfaction of local community to the Tanjung Emas, it had showed the significant value of 0.036 in which $p < 0.05$. This is probably because of the high satisfaction of the localities in the infrastructures and information provided and the surrounding environment which is in a greenery scenario.

On the other hand, by using the One-way ANOVA test to the satisfaction level of tourists toward Tanjung Emas, it had showed an non-significant value, 0.910 in which $p > 0.05$. The value is may be due to the low satisfaction of tourists to the less information centre to provide the transportation, the limited accommodation and also the services of the jetty which only operated once a week.

Potential of Tanjung Emas

Tanjung Emas does have the potential to become a famous ecotourism hotspot in both national and international level. According to Mr. Abdul Razak, the Manager of the Promotion and Advertising Department of Tanjung Emas, one of the main strategies that can be carried on is the ecotourism legislation enhancement by the state government of Muar, Johor.

Ecotourism legislation is mainly to cultivate ecotourism market mechanisms, establish ecotourism market rules and protect ecotourism market order. To improve the ecotourism legislative level, the State Government of Muar should promulgate Ecotourism Law, Ordinance of Ecotourism Development and Management and establish a set of legal system of ecotourism to safeguard the smooth development of the Tanjung Emas. It is necessary not only to supervise their specific administrative conduct there, but also the conduct of its abstract administrative conduct in Tanjung Emas. It can ensure that there are legal and appropriate which are applicable for administrative conduct, but also supervise whether entity content of administrative conduct is legal and appropriate. Only in this way, the role of government of Muar can be improved to investigate the improvement of Tanjung Emas as a tourism destination in both national and international level. In order to effectively supervise the implementation of ecotourism laws and regulations in government, it is necessary to set up the relatively independent supervising mechanism of ecotourism laws and regulations in Tanjung Emas itself, and give greater authority to supervised objects. Therefore, the strategic of strengthen the judiciary's supervision to the implementation of ecotourism law of Tanjung Emas can play the overall efficiency of ecotourism legal supervision in Tanjung Emas.

Besides, the strategies that claimed as "above the line" for the Tanjung Emas is via the electronic media such as TV, radio and so on to advertise the hotspot of Tanjung Emas in order to promote Tanjung Emas to other communities either local or international. The strategies that is noted as "below the line" by the authority of Tanjung Emas is through the distribution of the flyers to the local community to understand more about the Tanjung Emas. Then, the infrastructure upgrade should be done by the authorities of Tanjung Emas so as to attract more visitors and local communities to visit there. Smart infrastructures such as more washrooms, accommodations, car parks, can be listed as the priority choices to attract more visitors. More stand lamp should be implemented for the security of the visitors at night.

The rapid development of Iskandar, Johor that acted as the Comprehensive Development Plan (CDP) of Malaysia is addressing the socio-economic development of Johor in a holistic and sustainable fashion, with particular emphasis being placed on creating a healthy investment climate that is attractive to local and foreign investors. It may input the standard of Tanjung Emas to the eye-view of worldwide. Visitors from the different community may interest for visiting Tanjung Emas and thus it can bring more profits for the development of Tanjung Emas.

According to Mr.Razak, there is no fund is subjected to the development of the Tanjung Emas by State and Federal Government for currently. This is the main reason why the limitations of facilities in Tanjung Emas cannot be solved as there have no financial support for any department and organizations as well. The authority of Tanjung Emas is merely rented the tourism destination of Tanjung Emas from the the Federal Governemnt, and the Muar Marine Bay Restaurant and Catering as the authority of Tanjung Emas. In order to slove the limitations and facilities implemented, they needed to pay to Federal Government of Johor as a rental fee each year. It makes the development of Tanjung Emas facing a very critical financial crisis each year as the only income is from the Muar Marine Bay restaurant, but yet it needed to pay for the rental fee which burdening them.

The reopen of the Malacca Airport might be one of the equipment to increase the high population of foreign tourists to the Tanjung Emas, Muar as it can act as a smart public transportation which enable the tourists to access Tanjung Emas more easily and time-saving. It is a more accessible and optimal choices to be there. This reopen of the Malacca Airport acts as a money making activity that has the potential to boost the local economy and bring

along additional income from tourist taxes for state and federal governments which including the Tanjung Emas, Muar.

The administration of the Tanjung Emas does not outsource the job for monitoring of local environment quality to private company. However, the admin provided policies and guidelines in ensuring the sustainable developments in the waterway systems of Tanjung Emas. Qualitative study is often carried on by the survey team which conducted by mostly of the authority of Tanjung Emas almost a year once. Observations and literature analysis are used to gain the data needed to determine the local environmental quality of Tanjung Emas. The data in this study is presented descriptively. Up to this point, based on the observation of the research team, there are lacking of business activity along the waterway of Tanjung Emas and its environmental quality is considered as good.

Moreover, some of the respondents also frequently emphasized on the famous recreational activities that Tanjung Emas can offer which are fishing and kayaking. Fishing is the best potential recreational activity to be developed in Tanjung Emas. A lot of people according to the respondents, either local or visitors from outside come to Muar to fish for fresh lobster, “Baung” and “Patin”. According to admin of Tanjung Emas, the number of tourists will be doubled during the school holidays. Based on the observation, Tanjung Emas attract visitors not only on weekends but also on weekdays. Beside, fishing as recreational activity, river expedition is another popular activity among the youngster especially among school children and teenagers. Hence, water quality management is one of the important issues that draw the attention of the authorities of Tanjung Emas.

Problems facing

However, Tanjung Emas has been facing pollution problems especially oil spill on the sea water. Cruise ship tourism is proclaimed by the sea trade industry to be a boon, yet for the island nations of the Tanjung Emas, the benefits of the expanding industry may be in opposition with their overall development objectives. While Tanjung Emas tourism associations are projecting better than ever trends in cruise passenger arrivals, unsightly and hazardous pollution problems are mounting on sea floors, in harbors and in coastal areas. Meanwhile international standards for protection of the water resources and regulation of waste disposal are largely ineffective at curbing the escalating pollution problems in Tanjung Emas. The actions that have been carried out to cure this crucial pollution is that the authorities of Tanjung Emas strictly banned for the large ferries or cruise ship to anchor on Tanjung Emas for business purposes. Only mini ferries are allowed on Tanjung Emas to bring the tourists to have a sea-view during the daytime. Hence, it has reduced the oil spill pollution problem and waste disposal, but yet decreases the business activities that bring more income for Tanjung Emas.

In addition, the waste disposal illegally which pollutes Tanjung Emas have destroyed the hotspot on there and becomes an eyesore for most of the tourists and visitors. The authorities can merely depend on the cleansing activities which are carried on every day to solve this problem. No strict laws and regulations are implemented.

Suggestions

The suggestions for tackling the pollutions problems which may be as follow:

- Consider the future role of local authorities, the Environment Agency and other regulatory bodies in dealing with water pollution in Tanjung Emas
- Share best practice on other future actions which need to be considered for the management of diffuse water pollution in Tanjung Emas
- Involvement of the local communities to participate in the cleansing activities including rubbish throwing and clean up the area for hygiene purpose.

There have some other problems faced by the admin in managing the local tourism in Tanjung Emas, Muar such as the security issues. Although there has been security guide for ensure the safety purpose of the Tanjung Emas every day 24 hours, however, it is a failure as there are only limited number of security guides to look after the whole Tanjung Emas's safety, but the limited number of security guides make the inefficient of works and ineffectively, the safety is unsecure. This may due to the reason of lacking of financial problems of Tanjung Emas.

Tanjung Emas can be developed as a future hotspot for tourism industry either locally of internationally if all the limitations is cured and gain both the involvement of state and federal government and including the commitment of community.

CONCLUSION

In conclusion, level of satisfaction by local communities and tourists has been identified through three methods of data collections and determined by the statistical analysis. Level of satisfaction of local communities on the activities and facilities at Tanjung Emas, Muar are more significant compared to the level of satisfaction by tourists. In this study, Tanjung Emas, Muar has been acknowledged as a highly potential spot on developing into the ecotourism area through some implementation of activities by state government which requires the commitment from the local communities besides having enforcement on the rules and regulations at Tanjung Emas.

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