



ASSESSMENT OF ACTIVITIES AND FACILITIES IN GUNUNG STONG STATE PARK

by

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DECLARATION

I declare that this thesis entitled “Assessment of Activities and Facilities in Gunung Stong State Park” 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.

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Assessment of Activities and Facilities in Gunung Stong State Park

ABSTRACT

Gunung Stong State Park is one of the place that offers ecotourism and adventure activities in Kelantan. The natural resources such as rich in flora and fauna, waterfalls and the outstanding view of GSSP have increased the tourist visitation year by year. Objectives of this research were, to identify the existing tourism activities, to assess the facilities supporting tourism activities and to provide suggestion and recommendations on tourism activities and facilities in GSSP and nearby area. Data gathering method is by using questionnaire survey was used to evaluate the activities and facilities related to the tourism in this area. The data have been analysed by using IBM SPSS Statistics that generate the relevant bars and graphs from the data that has been gathered. According to Table 4.2.3, the result shows that tourism activities such as hiking and camping are the most preferred activities among the tourist. The facilities provided in study areas are good. However, improvements should be made in the future to ensure that the needs of visitor and the local people are met.

Penilaian Aktiviti dan Kemudahan Asas di Taman Negeri Gunung Stong

ABSTRAK

Taman Negeri Gunung Stong adalah salah satu tempat yang menawarkan aktiviti eko-pelancongan dan aktiviti pengembaraan di Kelantan. Sumber-sumber semula jadi yang kaya dengan flora dan fauna, air terjun dan pemandangan yang memukau. Taman Negeri Gunung Stong telah meningkatkan kedatangan pelancong dari tahun ke tahun. Objektif kajian ini adalah untuk mengenal pasti aktiviti pelancongan yang sedia ada, juga untuk menilai kemudahan yang menyokong aktiviti pelancongan dan menyediakan cadangan serta mengesyorkan mengenai aktiviti dan kemudahan pelancongan di Taman Negeri Gunung Stong dan kawasan sekitarnya. Data kaedah perhimpunan data adalah dengan menggunakan borang kaji selidik tentang aktiviti dan kemudahan asas berkaitan pelancongan di kawasan tersebut. Data tersebut telah dianalisis dengan menggunakan Statistik IBM SPSS yang menunjukkan bar dan graf yang berkaitan dengan data yang telah dikumpulkan. Analisis aktiviti dan kemudahan asas telah dinilai berdasarkan pengedaran borang soal selidik. Berdasarkan Jadual 4.2.3, hasil kajian mendapati bahawa aktiviti seperti mendaki gunung dan berkhemah merupakan aktiviti yang paling digemari para pelancong yang datang. Kemudahan asas yang disediakan di kawasan kajian pelancongan adalah bagus. Walau bagaimanapun, penambahbaikan perlu dibuat pada masa akan datang untuk memastikan bahawa keperluan pengunjung dan penduduk tempatan dipenuhi.

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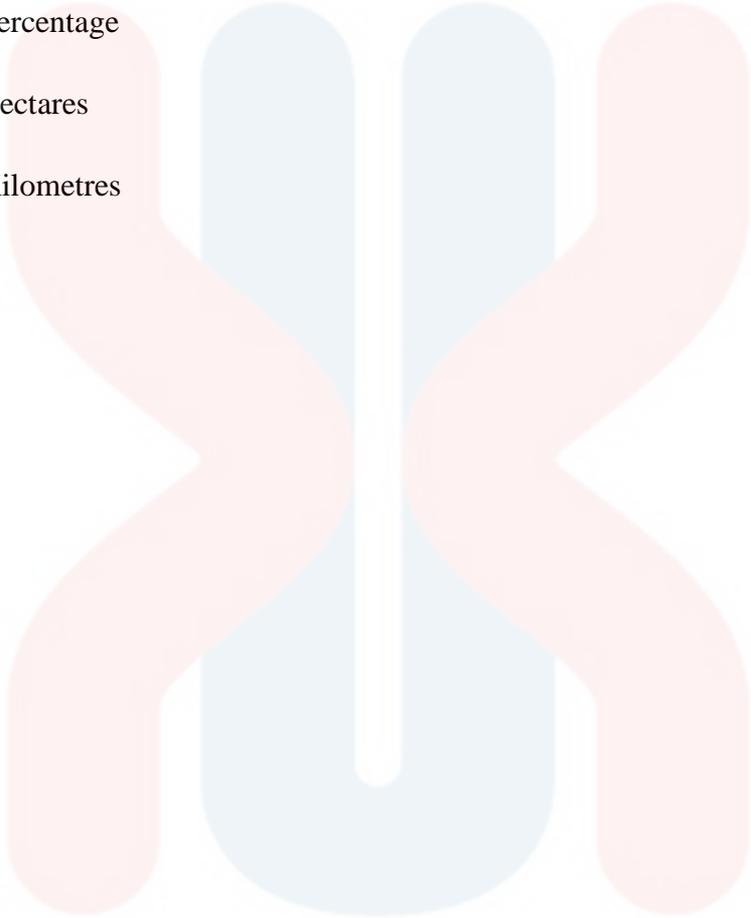
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LIST OF ABBREVIATIONS

GSSP	Gunung Stong State Park
IUCN	International Union for Conservation of Nature
JPSM	Jabatan Perhutanan Negeri Kelantan
SPSS	Statistical Package for the Social Sciences
TIC	Tourism Information Centre
UNDP	United Nation Declaration Programme
WTO	World Tourism Organization
WWF	World Wildlife Fund

LIST OF SYMBOLS

%	Percentage
ha	Hectares
km	Kilometres



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CHAPTER 1

INTRODUCTION

1.1 Background of Study

The tourism industry experienced a continued growth and diversification to become one of the largest and fastest growing in the world economic. According to the World Tourism Organization (2015), international tourist arrivals grew by 4.4% to reach a total of 1,184 million of travellers. Fifty million more tourists which are overnight visitors travelled to international destinations around the world last year as compared to 2014. The East Asia and Pacific country recorded 13 million more international tourist arrivals last year to reach 277 million, with uneven results across destinations. Oceania and South-East Asia rose 7 % and 5 % respectively. While South Asia and in North-East Asia recorded an increase of 4 % of tourist.

Malaysia is one of the countries in the world that promotes the tourism industry. In Malaysia, the tourism industry is the second largest factors that revenue generator manufacturing industry (Yahaya et al., n.d.). In fact, Malaysia is ranked at 25 out of 141 countries in the world according to Travel and Tourism Competitiveness Report, 2015. Besides, Malaysia is ranked seventh position in the Asia Pacific region. Malaysia is positioning itself on cultural and natural diversity, and Kelantan is a well-placed to offer the strength in culture and nature.

Kelantan, which is situated in northeast Peninsular Malaysia, has a lot of natural tourism destination such as beaches, waterfall, tropical rain forests, and mountain surrounded by abundance of beautiful flora and fauna.

One of the nature attractions of Kelantan is Gunung Stong State Park (GSSP), in the district of Dabong covering an area about 21,950 ha. The GSSP was gazetted as a state park with the management responsibilities retained by the State Forestry Department, Kelantan. It is strategically a good area for ecotourism and it is popular since the last 20 years (Maseri, 2009).

Ecotourism is known as travelling to relatively undistributed or unspotted natural areas with the specific objectives of studying, admiring and enjoying the scenery and its wild flora and fauna, as well as any existing cultural manifestation (both past and present) found in these areas (Ceballos, 1987). Ecotourism consists of three main factors such as natural-based, educational and sustainable management.

Looking at the growth of Kelantan's tourism, GSSP is a major outdoor recreation and nature destination, due to its mountain peaks and one of the highest waterfalls in Asia. The state park is not only biologically diverse, but also have physical attraction and activities that visitors can participate in, that includes swimming in its many waterfalls and climbing its peaks. This study aims to list all the activities offered in GSSP, their duration, pricing, expectation and level of satisfaction of visitors.

Nevertheless, visitors to GSSP need support facilities to cater to them, and this includes transportation services, food, accommodation, provisions, wilderness and guides. The aim of this study is to assess these support facilities and operations in GSSP and assess them according to the expectations of the tourists. Besides, suggestion and recommendation from the tourist will be including as inputs for better improvement and enhancement in the future.

1.2 Problem Statement

GSSP is a popular nature destination in Kelantan. Nevertheless, there are challenges of which is the supporting facilities and services available to the tourist and their level of satisfaction. These inputs could assist the related agencies to plan and give the direction of GSSP toward the right approach in tourism management. Providing support and service facilities not only create business opportunities to the locals but also increase their support to the place. It is also will increase the number of tourist visit Kelantan, especially GSSP.

The ecotourism sector may generate revenue to the local economy and also create awareness and appreciation of nature to the locals and visitors. Nevertheless, there is must be a certain level of satisfaction to the tourist, for them to return or recommend to others. Level of satisfaction is also related to the level of activities and support facilities available in GSSP and the type of tourists that visit GSSP.

Given the scenario of ecotourism in Kelantan, some of the issues that could be asked are:

- a) What is the potential, attraction, key element and criteria that determine the GSSP as the most popular place for ecotourism in Kelantan?
- b) What types of activities are provided in GSSP and what are the preferred activities?
- c) Does the facilities provided in GSSP and its surrounding areas to cater the needs of the tourist, and are they satisfied with them?

1.3 Objectives

The aim of the study is to identify the activities and facilities provided in GSSP and its surrounding areas and evaluating the level of tourist satisfaction. Hopefully, these will be considered in the ecotourism planning process. The objectives of the study are as follows:

1. To identify the existing tourism activities in Gunung Stong State Park and surrounding areas.
2. To assess the facilities supporting tourism activities in Gunung Stong State Park and surrounding areas.
3. To provide suggestion and recommendations on tourism activities and facilities in GSSP and surrounding area.

CHAPTER 2

LITERATURE REVIEW

2.1 Concept of Tourism

The World Tourism Organization, (WTO) defines tourism as people who travel to and stay in places outside their residential area and environment for more than 24 hours and not more than one consecutive year from within the place visited. Tourism can also be defined as interdisciplinary and integrates a variety of subjects, disciplines and focuses that can be seen from the numerous points of view and approaches. Moreover, tourism comprises three elements,,: a dynamic element which involves travel to a selected destination, a static element, which involved staying in the destination, and a consequential element resulting from the two elements earlier, with effects on physical, social, cultural and interaction between locals and tourists (Jafari et al., 1981).

Tourism is divided into two broad categories which are mass tourism and low impact, sustainable tourism. Mass tourism involves large number of tourists visiting a particular destination such as beaches, shopping centres, sport events and others. While low impact, sustainable tourism include nature tourism, where greater numbers of tourist are not necessary welcomed as it diminishes the wilderness experience.

2.2 Sustainable Tourism

In sustainable tourism, tourist numbers is not the priority, the experience of the tourist in a relatively undeveloped area with physical and natural resources are more important. Sustainable tourism includes nature tourism (ecotourism and adventure tourism), that benefits biodiversity conservation and local community.

Nature based tourism refers to all tourism that depend on the natural resources in a relatively undeveloped area, including scenery, topography, water features, vegetation and wildlife (Fennell, 1999). Nature-based tourism comprises many rapidly growing and leading sub-tourism including soft and hard adventure activities.

Ceballos (1996) defined nature tourism as all tourism that directly depends on natural resources in a relatively undeveloped state, including scenery, topography, water features, vegetation and wildlife, ecosystem and biodiversity.

2.2.1 Ecotourism

Ecotourism is about the promotion of nature and natural resources, which are its central elements (Urry, 1995). Since nature and natural resources are located in wilderness areas, where local communities are generally poor, nature-based tourism is also give benefits to them to improve their livelihoods by providing facilities and services to the visitors. With reference to GSSP, the locals are already benefiting through their involvement in small hospitality, guiding, food stall and sundry provisions.

In addition, ecotourism has the most emphasis on sustainability and promotion of sustainability through the emphasis on low impact activities and operations like the practice of re-use, recycling and reducing the waste by operators

of hospitality establishments and natural resources. This has provided a unique marketing edge for these operators who could charge higher prices for their places. The ecotourism market also places greater emphasis on certification and accreditation of operators as part of promoting nature conservation and sustainability.

2.2.2 Adventure Tourism

Adventure tourism is related to guide commercial tours, but nature where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, risky and exciting for the tour clients (Buckley, 2006). This tourism segment has grown rapidly in recent years as outdoor recreation is becoming increasingly commercialized (Buckley, 2000). This segment attracts people with reasonable incomes, fitness levels who want some excitement and adventure away from their normal lives. Adventure tourism involved both mental and physical challenges, as well as some element of risk that make it exciting.

In adventure tourism, there are fewer emphases on environmental, sustainability and comfort if it compared to ecotourism. However, there is a certain respect for nature and physical setting, since it happens in less developed areas.

2.3 Nature Tourism Destination Assessment

Nature tourism is balance between the visitors and sustainability in the tourism destination. According to Azizan et al., (2010), the nature based tourism focusing on tourist demands and satisfaction against their expectation rather than the quality of the destinations. However, the nature based tourism area are becoming more deteriorated due to the over exploitation and uses of natural resources without

any control or proper management. At this moment, the increasing growth of nature based tourism, in areas such as National Park, and State Park is in pressure probably due to numbers exceeding the carrying capacity.

Carrying capacity refers to the carrying capacity of the biophysical and social environment with respect to tourist activity and development (Zaaba, 1999). In fact, carrying capacity is the maximum level of visitor use and related to infrastructure that an area can accommodate. If it is uncontrolled, the resources in that area such as natural resources will diminish or destroyed. This is due to the tourist behaviours and activities in the area. Nonetheless, carrying capacity has been used for land use planning in order to control the consequences of development.

Next, tourist expectations must match with their experiences, and if the experience is for negative, it will affect the reputation of a destination (Azizan et al., 2010). Thus, the need for development of a formal evaluation and rating system for protected area and natural area is needed. First, tourists will often visit more than one destination during a trip, and all mass tourists are potential nature tourists even when spending a short period in ecotourism areas.

Pricing is also a factor in nature tourism sites, especially in protected area, to recover the operating costs, and as an instrument to regulate visitor numbers and their impacts. However, pricing also must meet the tourist's expectations and experiences.

Nature based tourism depends on the quality of the environment to as primary attraction for tourists. If the environment met the tourist's satisfaction, they will not pollute the place. However, the behaviour of the tourists is less sensitive toward the environment while travelling, with too many environmental impacts that degrade the

nature and the wilderness of the sites. Since sustainability is important, the area must be monitored against the negative impacts and numbers limited as need be.

2.4 IUCN Protected Area Categories.

The International Union for Conservation of Nature, IUCN introduced the first simple classification in its publication UN List of Protected Areas in 1966 which include national park, scientific reserve and monument of nature alike. The categorisation form is based on management goals of the category in a certain areas that determined the primarily from how the area is planned to be in the future. Therefore, there are no precisely set rules that can be applied to any given area. Instead, the decision on a category is often the result of assessment and agreement. There are six categories of protected area that have been classified by IUCN as shown in Table 2.4.

Table 2.4: IUCN Protected Area Categories.

IUCN Category	Description	Definition
Ia	Strict nature reserve	Area of land and/or sea possessing some outstanding or representative ecosystems, geological or physiological features and/or species, available primarily for scientific research and/or environmental monitoring.
Ib	Wilderness area	Large area of unmodified or slightly modified land and/or sea, retaining its natural character and influence, without permanent or significant habitation, which is protected and managed so as to preserve its natural condition.
II	National park	Natural area of land and/or sea, designated to a) protect the ecological integrity of one or more ecosystems for present and future generations, b) exclude exploitation or occupation inimical (harmful) to the purposes of designation of the area, and c) provide a foundation for spiritual, educational, recreational and visitor opportunities, all of which must be environmentally and culturally compatible.
III	Natural monument or feature	Area containing one, or more, specific natural or/cultural feature which is of outstanding or unique value because of its inherent rarity, representative or aesthetic qualities or cultural significance.
IV	Habitat/species management area	Area of land and/or sea subject to active intervention for management purposes so as to ensure the maintenance of habitats and/or to meet the requirements of specific species.
V	Protected landscape/seascape	Area of land, with coast and sea as appropriate, where the interaction of people and nature over time has produced an area of distinct character with significant aesthetic, ecological and/or cultural value, and often with high biological diversity. Safeguarding the integrity of this traditional interaction is vital to the protection, maintenance and evolution of such an area.
VI	Protected area with sustainable use of natural resources	Area containing predominantly unmodified natural systems, managed to ensure long term protection and maintenance of biological diversity, while providing at the same time a sustainable flow of natural products and services to meet community needs.

Source: IUCN (1994)

GSSP is placed in Category II in IUCN protected area. The Kelantan State Government has gazetted GSSP as a protected area by creating an additional category of forest reserve and the state park committees were formed to support the protected area as well.

2.5 WTO Criteria for Tourism Site.

In year 1992, World Tourism Organization (WTO) and United Nation Declaration Programme, (UNDP) had proposed the criteria for accessing the suitability of certain area as a tourism site where it is compiled and classified into four group. There are flagship attraction, complementary and supporting attraction, accessibility and regional infrastructure and general political and social framework (Stecker, 1996).

Flagship attraction of tourism sites in natural area are distinctive features of natural factors found in such an area. The best characterised the area are the strong reason for tourist to visit that place.

Complementary attraction indicates the natural or cultural factors of a specific area. However, they do not possess the same degree as flagship attractions. They increase the addition value to that area.

Supporting attraction are artificial factors which is significant for providing tourist with support and services in that place. However, they are not the main reason for tourist to visit a specific area. For instance, the nature-lover tourists do not care about the comfortable of the place.

Accessible refers to keep the nature tourism area as natural as possible, without any negative impact to that area. Nevertheless, the area should be accessible to the tourist. Infrastructure is also an important element for tourist to enjoy a tourism

area. For example, the telecommunication services such as telephone, fax, internet, shop, food stall and others.

Lastly, the political stability is one of the factors that attracts the tourist to visit a specific area. The roles of local authority and communities contribute to these factors.

2.6 Tourism Activity

GSSP is a popular place to visit on weekends and holidays and it is a destination that offers a variety of activities that would appeal to both nature-lovers and adventure seekers. For example, mountain climbing, bird watching, cave expedition, jungle trekking, abseiling, picnic, river dipping and hydrotherapy session.

The number of tourist visiting GSSP was gradually increased annually. Statistics shows that walking, hiking and trekking were the major activities engaged by tourists when visiting Malaysia comprising 46.3 percent in 2009 (Anon, 2009). This show that tourists still have an interest doing these activities even though they know it is dangerous. The emphasis is on low-key recreation in the natural environment, where people enjoy themselves in simple ways without lots of development or artificial activities.

2.6.1 Types of Activities in GSSP

The activities that provided to the tourist in GSSP such as :

i. Mountain Climbing and Hiking

The most common activities present in GSSP are mountain climbing and hiking that has been mostly operated by Baha Adventure Team at Baha's Camp. There are numerous trails in GSSP for hiking purpose. Normally all the trails provided by The Baha's Team lead to the summits. The range of these activities from half-day trips, to the more challenging 5 to 7 day hikes. Mountains are wild and attractive destinations which offer lot of activities that are risky and dangerous. Mountaineering is classified as a risk recreation and risky sport for the participants who join it. For the participants who enjoy this activity, they will perceive it positively and for those who not, they will feel anxiety and fear (Pomfret, 2006).

ii. Swimming and Picnic

Besides, some of the tourists visit GSSP for swimming and picnic, because seem it has one of the highest waterfalls in South East Asia. For the hikers that linkers around the Baha's Camp, there also several places that are suitable for them to swim such as Princess Pool (Kolam Tuan Puteri) that only takes a few minutes to walk over to the pool from Baha's Camp, Seven Wells (TelagaTujuh) which a series of smaller waterfalls that empty into mini pools and also The Y Waterfalls Known as the Last Waterfalls which separate waterfalls from two mountains, Gunung Stong and Gunung Ayam (Maseri, 2009).

iii. Bird Watching

The GSSP is a place for 130 species of birds, due to its natural and near natural habitats. As we know, GSSP is the place where there are plenty of interfaces between primary forests, disturbed forests, and fruit farms that belong to the locals. Birders need not climb to the peaks of GSSP to observe the birds, they just need to take a walk near the big waterfall, the Dabong caves, or along the Sg. Galas, for their birding trips.

The adventure tourism activities in GSSP are considered safe for everyone. Nevertheless, both tourists and management should be responsible in order to ensure the safety levels in mountain based adventure tourism activities are always the priorities to avoid any accidents happen. The actions for both parties are important as it also covers of the safety management system that is provided for tourists in GSSP.

2.7 Tourism Supporting Facilities

Facilities are one of the most important factors that influence the level of satisfaction to the tourist. The absence or insufficiency of simple and basic needs at the destinations will make tourism rarely succeeds because it will spoil the enjoyment of visitors.

In general, South Kelantan has very low levels of tourism facilities and in relation to Jelawang and Dabong they tend to be on the basic side. However, there must be a basic level of standards of facilities that cater to the tourist enjoyment in GSSP.

2.7.1 Types of Supporting Facilities in GSSP

In the study area, the provisions of basic facilities are :

i. Accommodation

There variety type of accommodation in GSSP and nearby area. The level and quality of accommodation suits the budget and as well as meet the tourist expectation. However, the accommodation in the study area still limited. Following are the accommodation categories found in the study area :

- i. Hotel/motel – Located in nearby area of GSSP such as in Jeli and Gua Musang area which are 50 to 60 kilometres from GSSP. The visitors who stay in hotel or motel usually seek comfortable and reasonable priced accommodation.
- ii. Chalets- Located in GSSP and Baha's Camp. The chalets provided are very limited in numbers. This is for those visitors who seek budget accommodation and prepared to receive modest services.

- iii. Homestay – There are a lot of homestay in nearby area of GSSP. For example in Jelawang and Dabong. The visitors can visit the GSSP and experience local culture as well. Normally, foreign tourists will choose to stay in homestays for better interaction with locals.
- iv. Camping- Camping is the most popular form of accommodation among the tourist who visit GSSP. The camping site operated at Baha's Camp usually act as a resting point to the hikers before continue their hiking to the peak. This is for those who love the nature and adventure activity.

ii. Public Amenities

The public amenities are resources that give benefits not only for the visitor but to the locals as well. Examples of the public amenities in GSSP are restrooms, parking space, information display and mosques. The locations of all the public amenities in GSSP are accessible, but very poor in condition.

iii. Food Stall

There are a few food stalls in GSSP and its nearby area which provide food services to the tourist. Tourists have variety of choices in choosing their food during their visit. The food sell are normally based on the local tastes. Mostly, the locals take opportunities to set up a small business in the form of food services. The income helps to complement their live hoods.

iv. Transportation Network

The GSSP and its nearby has a good transportation network. It is accessible either by road or rail network from major tourism hubs such as Kuala Lumpur, Penang, Johor and Singapore. from Kuala Lumpur. If travel by cars, take the North-South Expressway heading north and exit at Kuala Kangsar. From the exit, head towards Gerik and then proceed along the East-West highway towards Jeli. At Jeli town, follow Route 66 leading to Dabong. Alternately, take the East Coast Expressway from KL towards Bentong. From there, follow Route 8 to Gua Musang, and then get on Route D29 to Dabong. There also has a railway station in Dabong, 5 km away, where trains pass by from Kuala Lumpur or Johor Bahru to Tumpat. There are shuttle buses and taxis available in the area.

The tourism facilities provided in study area are good. However, improvements should be made in the future to ensure that the needs of visitor and the local people are met. For example, providing better accessibility throughout the study area not only improves the access for visitors but will also make differences to the day-to-day lives of the local people.

CHAPTER 3

METHODOLOGY

3.1 Study Area

The study area, GSPP is situated at the longitude 102.0145 and latitude 5.3698 in Dabong, Kelantan as shown in Figure 3.1. It is one of the protected areas in Kelantan. The GSPP was officially opened in October 2005 and gazetted as a state park with the management responsibilities retained by the Kelantan State Forestry Department, Kelantan. The GSPP covers an area of 21,950 ha with the presence of several prominent mountain peaks that are favourite for hikers. GSPP known as mountainous and hilly areas with the landscape form in west and north region of the district (Dony et al., 2015). GSPP is surrounded by the Basor Forest Reserve, Gunung Stong Utara Forest Reserve, Gunung Stong Selatan Forest Reserve, Balah Forest Reserve and Berangkat Forest Reserve (Maseri, 2009).

The GSPP is a home to a great species number of flora including the world's largest flower *Rafflesia*, the split bamboo, a kind of purple herb (*Didymocarpus calcareous*) and unique palm species (*Licuala stongesis*) and fauna such as the Asian elephant, seladang, great argus pheasant, Malayan tiger, serow and tapir (Jayaraj et al., 2012)

The GSPP is located 40 km from South of Jeli and about 75 km from Kuala Krai. The GSPP is surrounding by the communities from Dabong and Jelawang which stay nearby the GSPP.

The GSSP is accessible through motor vehicle. If travel by cars, from Kuala Lumpur, take the North-South Expressway heading north and exit at Kuala Kangsar. From the exit, head towards Gerik and then proceed along the East-West highway towards Jeli. At Jeli town, follow Route 66 leading to Dabong. Alternately, take the East Coast Expressway from KL towards Bentong. From there, follow Route 8 to Gua Musang, and then get on Route D29 to Dabong.

There also has a railway station in Dabong, 5 km away, where trains pass by from Kuala Lumpur or Johor Bahru to Tumpat and back with local morning and evening services from Tumpat to Gua Musang and return. The village of Jelawang is administrated by Majlis Daerah Dabong, and is within the Kuala Krai district.

The locals people that stay nearby the GSSP where in Dabong and Jelawang areas are also included in this study.

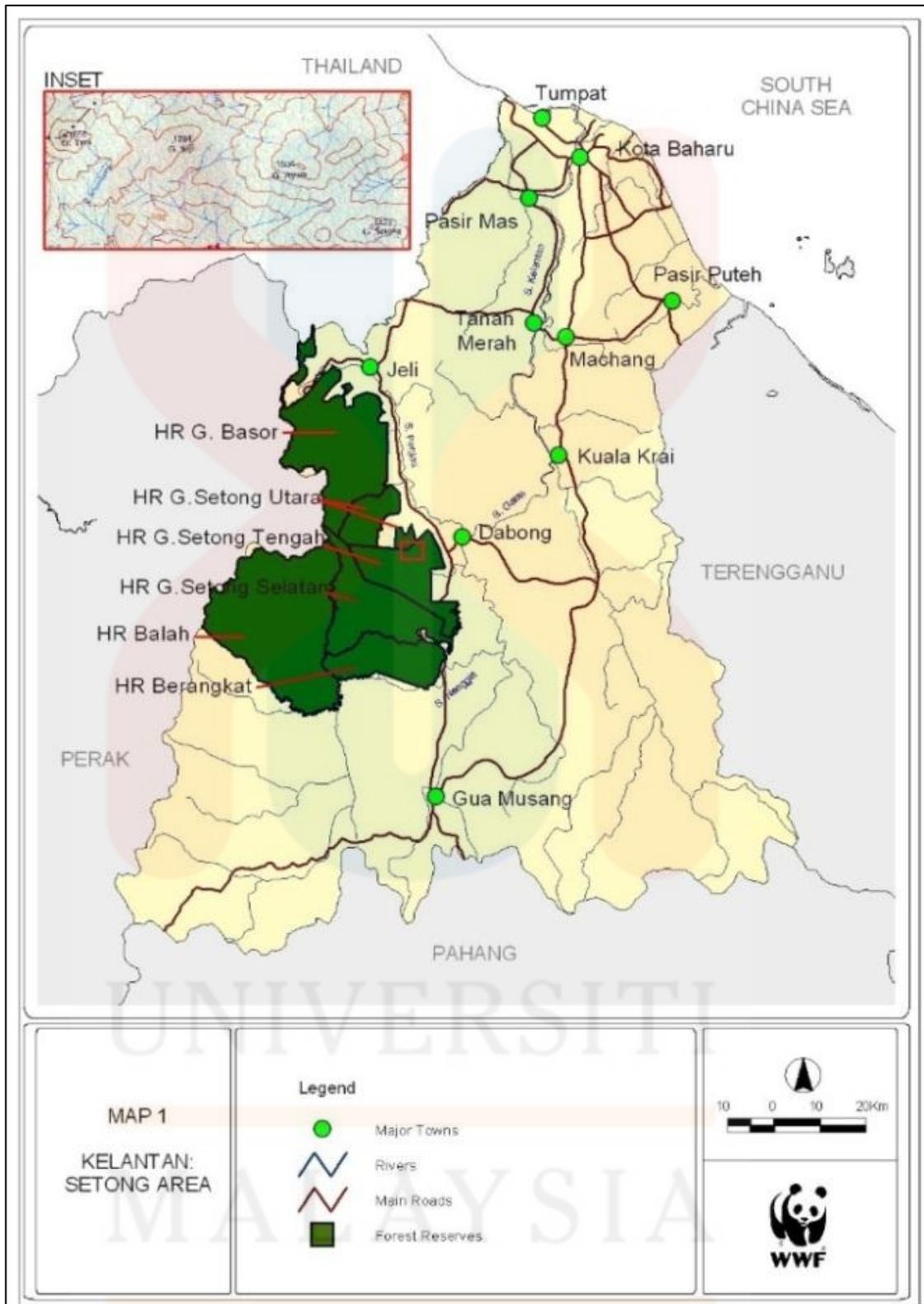


Figure 3.1 : The Map of Gunung Stong State Park

Source : Gunung Stong State Park : A Guidebook . WWF-Malaysia.

3.2 Data Collection Method

i. Primary Data Collection.

For primary data collection, the field observation was conducted in particular site of GSSP and nearby area. The survey was assessed the facilities such as homestays, transportation, food stall, number of guides and others. Moreover, the tourist's level of satisfaction was also examined during this survey. This method of survey by using Likert Scale measurement was adopted from Priskin (2001).

ii. Secondary Data Collection

The secondary data used in this study is the data were derived from the reports of government agencies, local agencies, tourism journals and books, universities, NGOs and research institutions. The data also obtained from related tourism department such as the Kelantan Tourism Information Centre, the Forestry Department of Peninsular Malaysia (JPSM), the Tourist Department of Malaysia, and the World Wildlife Fund (WWF).

3.2.1 Questionnaire Survey

In questionnaire survey, respondents were interviewed by using questionnaire at the study area.

In the interviews, the respondents are the local and international tourists, with total sample of 100. The questionnaires were distributed to the tourist in GSSP. In order to avoid data biasness, the visitors were randomly selected by the study.

The questionnaire are divided into five sections, where the first section describe the tourist profile, the second section elaborate the tourist information in GSSP, the third and fourth section are inform on activities and facilities in GSSP respectively. The fifth section is recommendation and comments, in effort to improve the GSSP as an ecotourism destination in the future.

For sections two to four, the questionnaires are in the form of Likert scale and in numerical range which are from one to five. Number one is represents not applicable, whereas number five is represents very good.

3.3 Analysis and Synthesis

The observation data and information from the secondary data were analysed by using IBM SPSS Statistic and the results were used as a basis to derive both activities and supporting facilities in GSSP. The IBM SPSS Statistic was generated the relevant bars and graphs of tourism activities and facilities. There are 3 tests that applied in data analysis.

3.3.1 Data Reliability and Validity Tests

Reliability test is the analysis to judge whether questionnaire measuring result is precise or not. In other words, it is a reliability test for data results. Validity refers to the degree to which the items on an instrument relate to the relevant theoretical construct (Devon et al., 2007). Construct validity is a quantitative value rather than a qualitative distinction between 'valid' and 'invalid'. It refers to the degree to which the intended independent variable (construct) relates to the proxy independent variable (Hunter et al., 1990). Validity test is the analysis on the validity of the data which is collected from questionnaires. In other words, it tests to what degree has the collected data reflects the reality. Meanwhile, structural validity test to introduce the collected data into SPSS to go through reliability and validity tests.

3.3.2 Descriptive Analysis

Descriptive analysis is the analysis to measure and summarize all the data in the questionnaire survey. Besides, it also provides summary information about data, for example, the number of tourists who are male or female, or the average age of tourist. All the data was tabulated in table and pie chart form. Percentage, ratios rates and average are the basis calculation of the analysis.

3.3.3 Correlation Analysis

According to characteristics such as gender, locality, education background, age, occupation, income, travel times per year, visit times to a certain scenic spot, information acquiring channels and travel types, all the samples are classified to facilitate the research on different groups attitudes towards tourist satisfaction.

Pearson chi-square is adopted to conduct a correlation analysis on different gender, employee groups, aiming to analyse from the perspective of dimensions with low satisfaction on activities and facilities provided in GSSP and nearby area. Therefore, influential factors the lead to low satisfaction can be found.

Last but not least, recommendations and suggestions to improve on activities, facilities, and the services in GSSP. The flow diagram of the study was summarized in Figure 3.2.

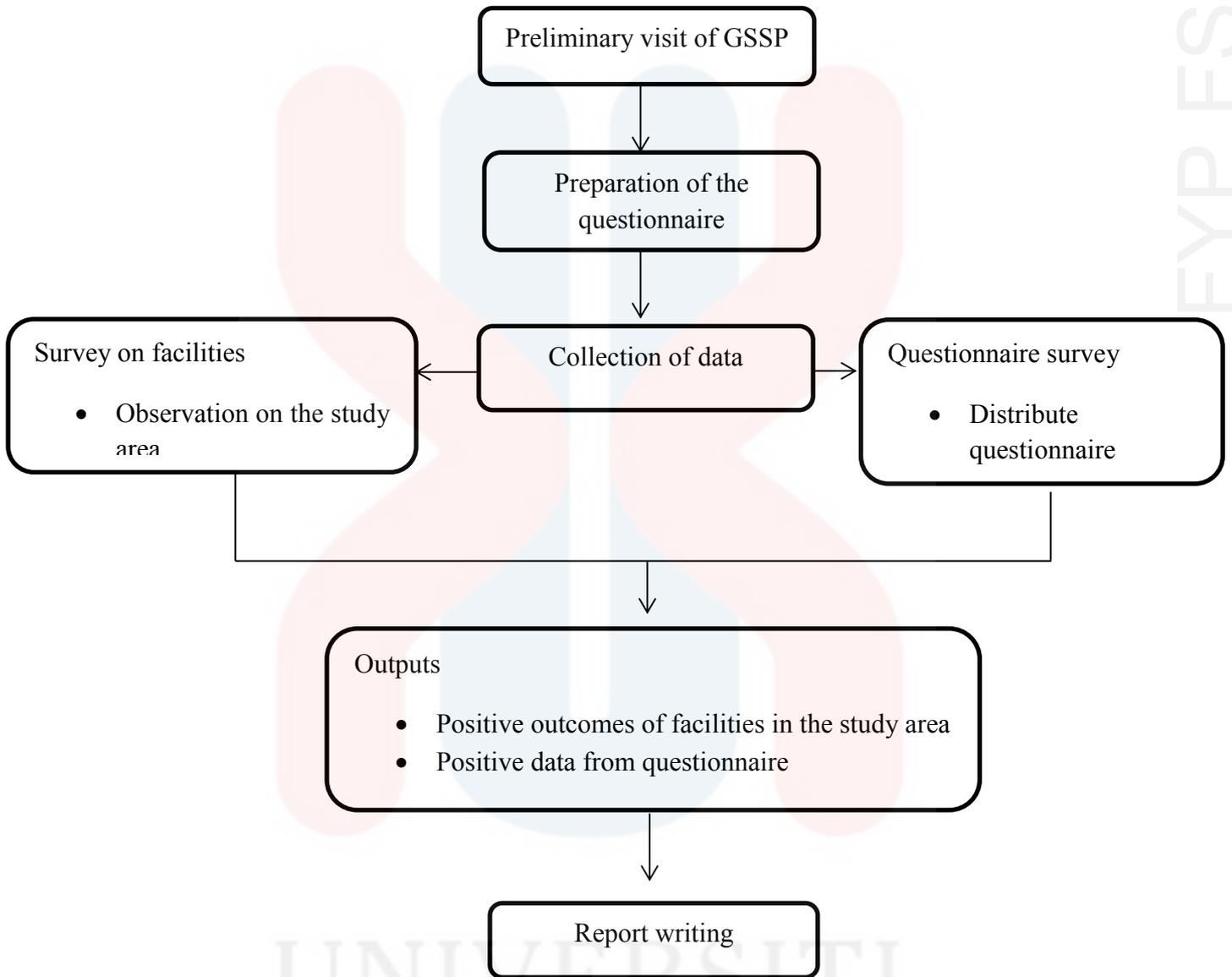


Figure 3.2 : Research Flow Chart

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

In this section, the result obtained from secondary data and data that have been collected from questionnaire survey. The questionnaire survey was carried out in May 2016. The questionnaire were analysed by using IBM SPSS Statistics. Activities and facilities are the main focus in this survey. This chapter also discusses on existing tourism activities and the facilities supporting tourism activities in GSSP.

4.2 Result

Table 4.2.1 shows the demographic profile of the respondents, providing information on gender, nationality, race, age group, marital status, education and occupational background.

Table 4.2.1: Result of the Demographic Profile

Respondents Profile	Elements	Percentage (%)
Gender	<ul style="list-style-type: none"> • Male • Female 	60.0 40.0
Nationality	<ul style="list-style-type: none"> • Malaysia • Others 	87.0 13.0
Race	<ul style="list-style-type: none"> • Malay • Chinese • Indian • Others 	77.0 19.0 3.0 1.0
Age group	<ul style="list-style-type: none"> • ≤ 10 • 11-20 • 21-30 • 31-40 • 41-50 • ≥51 	0.0 6.0 71.0 17.0 4.0 2.0
Marital status	<ul style="list-style-type: none"> • Single • Married • Others 	70.0 29.0 1.0
Education background	<ul style="list-style-type: none"> • UPSR • PMR • SPM • Degree • Others 	1.0 0.0 29.0 55.0 15.0
Occupational Background	<ul style="list-style-type: none"> • Student • Employed • Unemployed • Retired 	36.0 52.0 10.0 2.0

(Source: Field Survey, 2016)

From the table, it shows that 100 questionnaire were completed by the respondents, comprising 60 % males and 40 %, females. The Malaysians make up 87 % of the respondents. Non- Malaysians respondents comprising 13 %, those comes from Singapore, Indonesia, Brunei and China.

Among the races recorded, Malays make up 77 %. While, Chinese, Indian and others recorded 19.0 %, 3.0 % and 1.0 % respectively. 71.0 % of the respondents are in the 21-30 group ages. 70 % of the respondents are singles. In terms of educational background, 55 % of them were the degree holder, SPM, 29 %, matriculation and diploma holders is 15 %, UPSR, 1.0 % and PMR, 0.0%. 52.0 % of the respondents are employed, 36.0 %, students, unemployed and retired were 10.0% and 2.0 % respectively.

From the findings, it shows that the youths are the majority of visitors into GSSP. These indicate that the youth are more preferred to experience the ecotourism in GSSP compared to other group of age of the respondents. This is probably because at their age, they have strength and active to get involved with this kind of activities.

Table 4.2.2 shows the tourist information about GSSP. This section of the survey reveals information relating to the source of information of the area, intention of the visit, the frequency of their visits to GSSP, their duration of they stay recommend GSSP to others.

Table 4.2.2: Tourist Information in GSSP.

Description	Element	Percentage (%)
Source of information about the area	• Friend/relatives	66.0
	• Media(Tv/Radio)	18.0
	• Newspaper	2.0
	• Internet	9.0
	• Others	5.0
Intention of visit	• Leisure	50.0
	• Business	7.0
	• Academic trip	20.0
	• Others	23.0
How many times have been visited GSSP ?	• One	57.0
	• Two	14.0
	• Three	7.0
	• More than 3 times	22.0
How long have been in GSSP ?	• One	33.0
	• Two	43.0
	• Three	18.0
	• More than 3 day	6.0
Will recommend GSSP to others ?	• Yes	100.0
	• No	0.0

(Source: Field Survey, 2016)

66 % respondents know about GSSP from their friends and relatives, 18 % by media (TV/ Radio), 9 %, internet, 5 % from others, and the least, 2 % from newspapers. These show lack of promotion about GSSP through another media. There are 50 respondents that visit GSSP for purpose of leisure. The respondents tend to spend their holidays in GSSP.

57% of the respondent visits the GSSP for the first time. 43.0 % of the respondents spent two days at GSSP, 33 %, one day, 18 %, 3 days, 6 % more than 3 days. This is because of hiking activity which is possible to be finish in one day due to long hiking session. All of the respondents recommended GSSP to others as an ecotourism site to visit which prove that GSSP one of ecotourism hotspot in Kelantan.

Table below shows the percentage of preferred activities by the tourists in GSSP. There are 11 indicators which were evaluated by using Likert Scale measurement. 1 is not interested, 2 is slightly interested, 3 is moderate interested, 4 is interested, and 5 is very interested.

Table 4.2.3: Perception of preferred activities in GSSP.

Description	Element	Percentage (%)
Hiking	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	0.0 0.0 1.0 13.0 86.0
Observation of flora	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	1.0 11.0 13.0 46.0 29.0
Observation of fauna	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	1.0 11.0 11.0 38.0 39.0
Casual walking	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	0.0 0.0 19.0 26.0 55.0

Boat trips	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	68.0 4.0 15.0 7.0 6.0
Photography	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	3.0 15.0 62.0 4.0 16.0
Bird watching	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	29.0 35.0 14.0 10.0 12.0
Camping	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	0.0 11.0 18.0 40.0 31.0
Participant in research projects	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	36.0 24.0 16.0 11.0 13.0
Swimming	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	10.0 9.0 23.0 32.0 26.0
Fishing	<ul style="list-style-type: none"> • Not interested • Slightly interested • Moderate interested • Interested • Very interested 	43.0 21.0 13.0 12.0 11.0

(Source: Field Survey, 2016)

The result show that 86.0 % of the respondents are very interested in hiking activity followed by casual walking, 55.0%, observation of fauna, 39.0%, camping, 31.0 % and observation of flora, 29.0 %. This indicates the tourists that were visited GSSP tend to get involved in adventure tourism activities. This also influenced by the group of age of the tourists that visited GSSP. Most of the tourist that visited GSSP comes from the group between ages 21 to 30 years old.

However, there are four activities that are least preferred by the respondents that visit GSSP. This is because the activities are listed as seasonal activities and only requested by the tourist during those seasons only. Examples of the activities are boat trips, 68.0 %, fishing, 40.0 %, participating in research projects, 36.0 % and bird watching, 29.0 %.

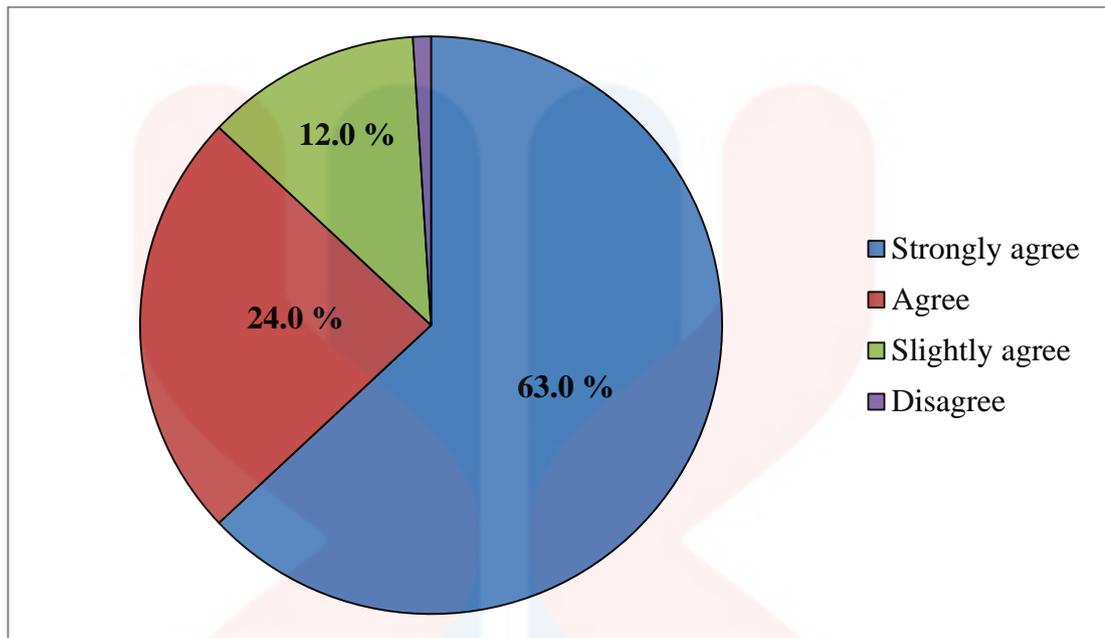


Figure 4.2.4: Expectation of quality.

According to the pie chart, 63.0 % of the respondents strongly agreed that GSSP have met their quality of expectations. Only 1.0 % of the respondents disagreed GSSP do not have the quality as tourism destination.

From the findings, it shows that GSSP is one of the places that can offer visitors with their nature attractions and adventure activities as well. GSSP succeed to conform all the tourist's expectations during their visit.

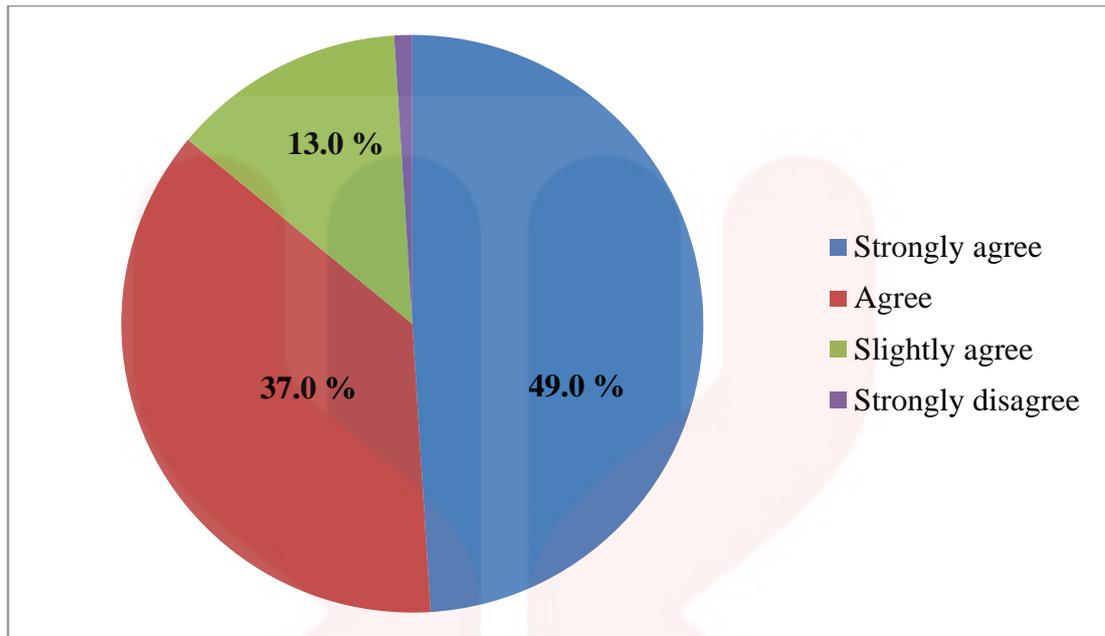


Figure 4.2.5: Perception on reasonable cost of activity.

From the pie chart, it shows that 49.0 % of the tourists strongly agreed that the costs of their activities are reasonable. There are only 1.0 % of the respondent strongly disagreed with the cost charges.

This address that the tourists were satisfied with the cost of activities, and they are willing to pay for all activities provided.

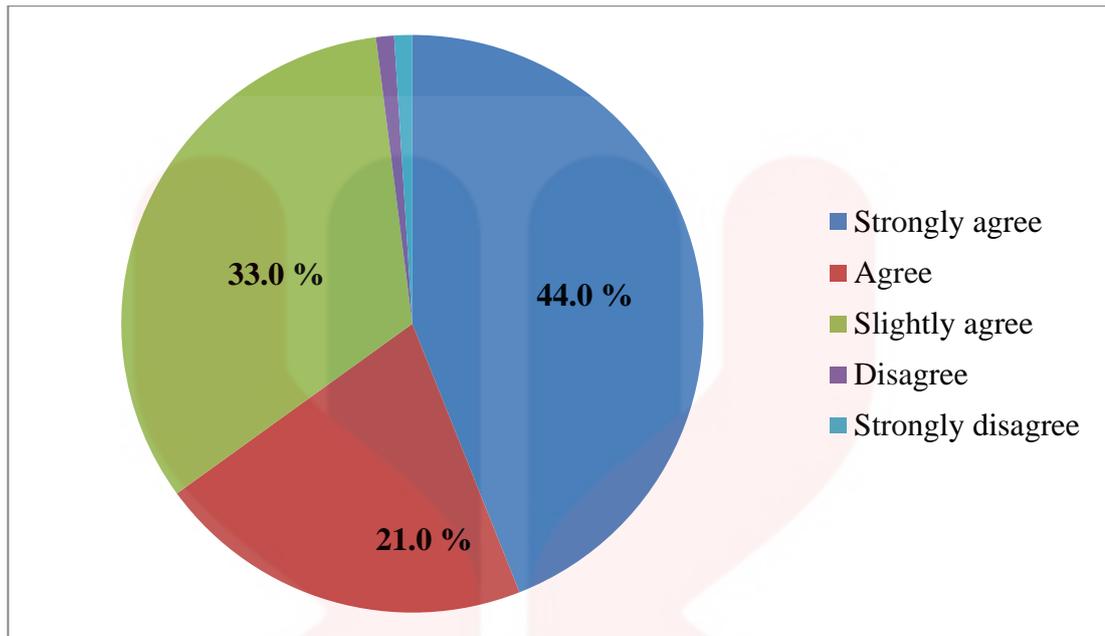


Figure 4.2.6: Perception of space provided.

From the survey, 44.0 % of the respondents strongly agreed that the space provided in GSSP was appropriate. Only 33.0 % of the respondents were slightly agreed with the statement. Others respondents were agreed, 21.0 %, strongly disagreed, 1.0 %, and disagreed, 1.0 %.

It shows that the space provided in GSSP was appropriate. GSSP can accommodate large number of tourists at one time, as the spaces are extensive.

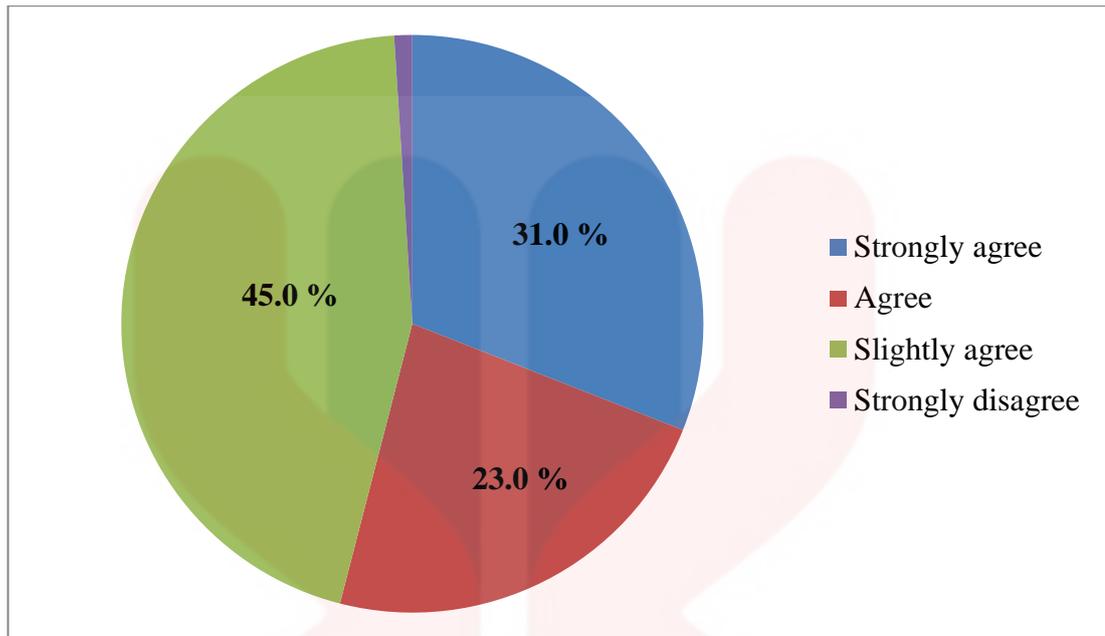


Figure 4.2.7: Perception on appropriation of equipment provided.

The appropriate equipment would help the tourist feel comfortable, easy access while hiking and staying in GSSP. Examples of the equipment provided such as tent, rope, tour guides, and others.

As for equipment that are provided in GSSP, 45.0 % of the respondents said that the equipment provided were slightly agreed to them, it does not matter to them. About 31.0 % of respondents were strongly agreed and 23.0 % of the respondents were agreed with the statement. The equipment is said to be sufficient based on the activities carried out.

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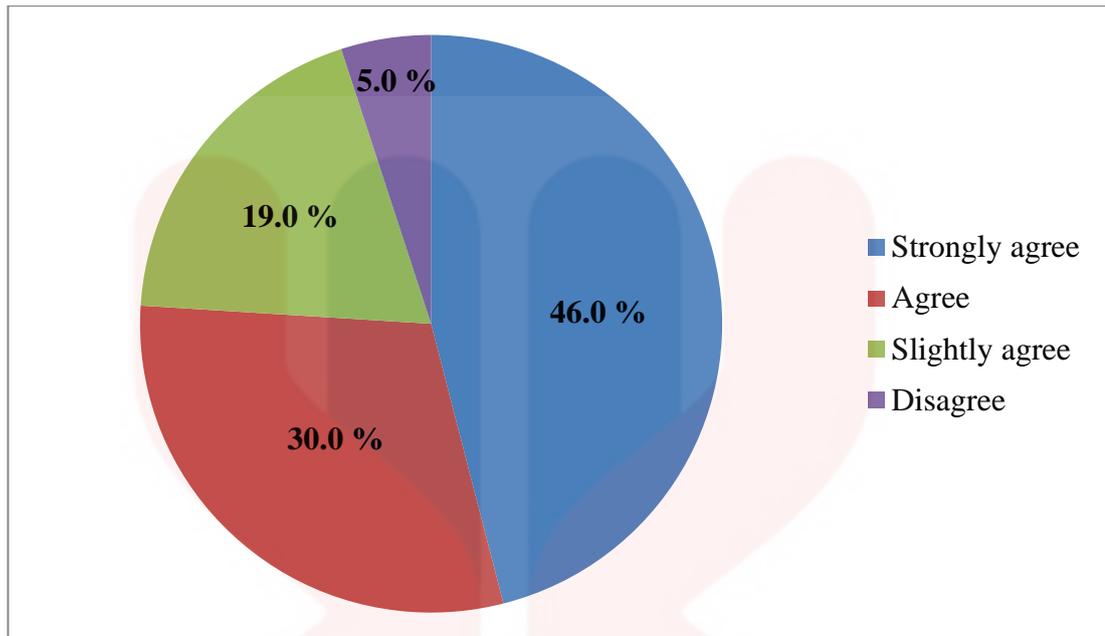


Figure 4.2.8: Perception on knowledgeable of mountain guide.

A mountain guide refers to someone that considered an expert in mountaineering. They are well trained and very experience in mountaineers and professionals who guides climbers up a mountain.

46.0 % of the respondents strongly agreed that the mountain guides in GSSP are knowledgeable. While, 30.0 % of the respondents agreed with the statement. Respondents who were slightly agreed comprising 19.0 % and disagreed are 5.0 %.

From the result, most the respondent felt safe under their guide during hiking in the GSSP. This is because, the mountain guides are knowledgeable in mountaineering which can make the respondents complete their hiking session safely under their guide.

As for the characteristics of a mountain guide, five characteristics were evaluated by using Likert Scale Measurement. 1 is not relevant, 2 is slightly relevant, 3 is neutral, 4 is important and 5 is very important. All the characteristics of the mountain guide that were evaluated are summarized in the bar chart below:

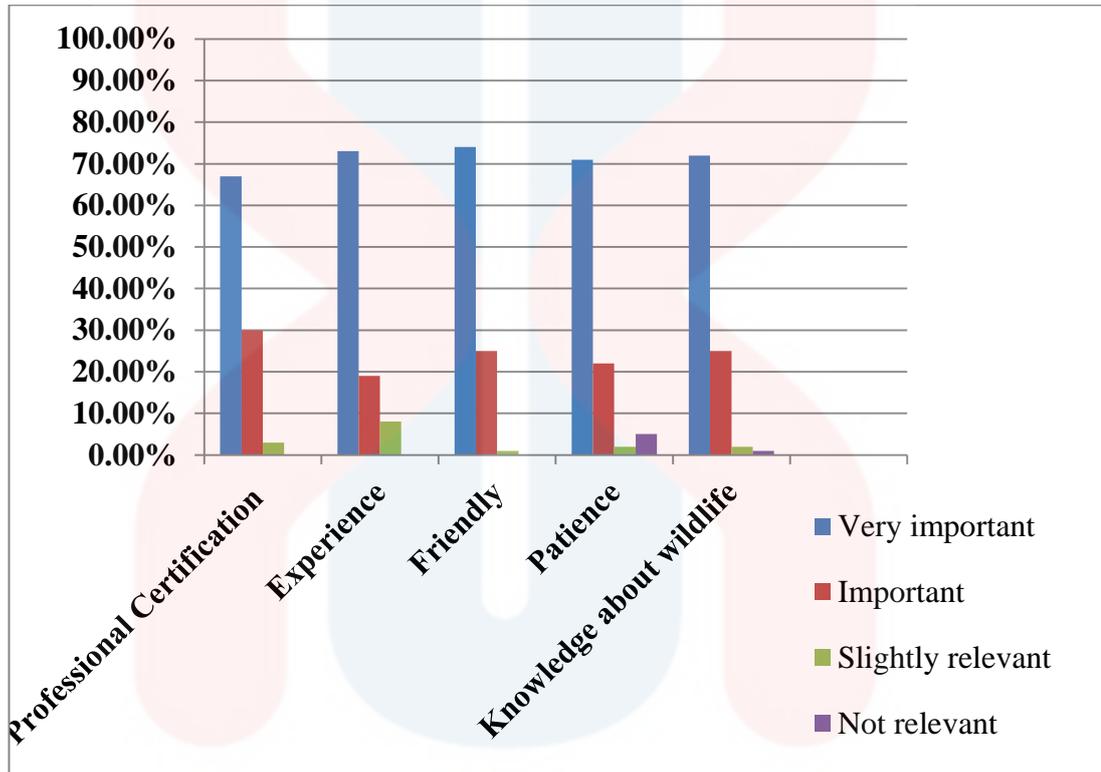


Figure 4.2.9: Characteristics of the mountain guide.

The results shows, 67.0 % of the respondents said that the professional certification as a mountain guide is very important and 30.0 % of the respondents said that it is important. 3.0 % of the respondents feel slightly relevant about the professional certification of the mountain guide. As for the response to experience in mountaineering, 73.0 % said it is very important, 19.0 % of the respondents said that it is important and 8.0 % of the respondents are slightly relevant. Next, most of the respondents said that being friendly is very important character. 25.0 % of the respondents said it is important. Only 1.0 % of the respondent was neutral for this

characteristic as a mountain guide. There are 71.0 % of the respondents said that patience is a very important character for a mountain guide the hiking session. 22.0 % of the respondents said it is important, 5.0 %, not relevant, 2.0 %, slightly relevant. As characteristic on knowledge about wildlife, 72.0 % of the respondents said that it is very important, 25.0 % is important 2.0 %, and 1.0 % slightly relevant and not relevant respectively. The responses to this question indicate that most of the respondents agreed on this quality.

From the finding, the professional mountain guide is one of important characteristic in mountaineering. This is because, the guides have responsibility that requires and capable guides the tourists successfully during their visit in GSSP. It is also important if the tour guide have specially experienced in mountaineering. This is because, the experienced mountain guide have specialised and expertise of the surrounding area which can make the tourists feel safe and more enjoying the moment when they are in GSSP. Friendly characteristic is very important as it marked highest voted as a characteristic of mountain guide. This is because, the mountain guide make the tourists feel comfortable with them. Besides, they are easy going with tourists that can make the journey of hiking more interesting and enjoyable. Patience also one of the characteristic mountain guides are needed. The patience tour guide probably will make the tourists calm when they are under pressure during hiking in GSSP.

From the result obtained, a good mountain guide is someone that should have knowledge about the wildlife. This is because, the tour guide will give better understanding to the tourists on biodiversity of GSSP.

For the assessment of the facilities in GSSP and nearby areas, 10 indicators were evaluated by using the Likert Scale Measurement. 1 is very poor, 2 is poor, 3 is neutral, 4 is good and 5 is very good.

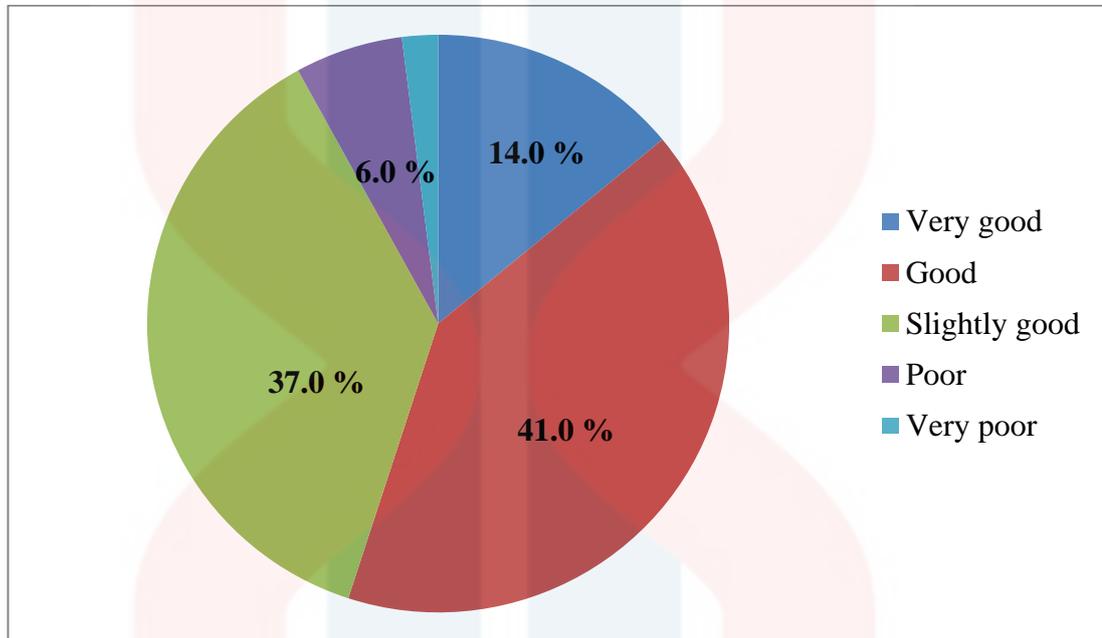


Figure 4.2.10: Facility location.

For facility location, 41.0 % of the respondents feel that the locations of facilities in GSSP are good. 37.0 %, slightly good, 14.0 %, very good, 6.0 %, poor, and 2.0 %, very poor. The result indicates that the GSSP has good locations of facilities. Good location of the facility will help tourist to access GSSP easily. Besides, good locations of the facilities also make the tourist comfortable with the place and achieve their expectation of their holidays as well.

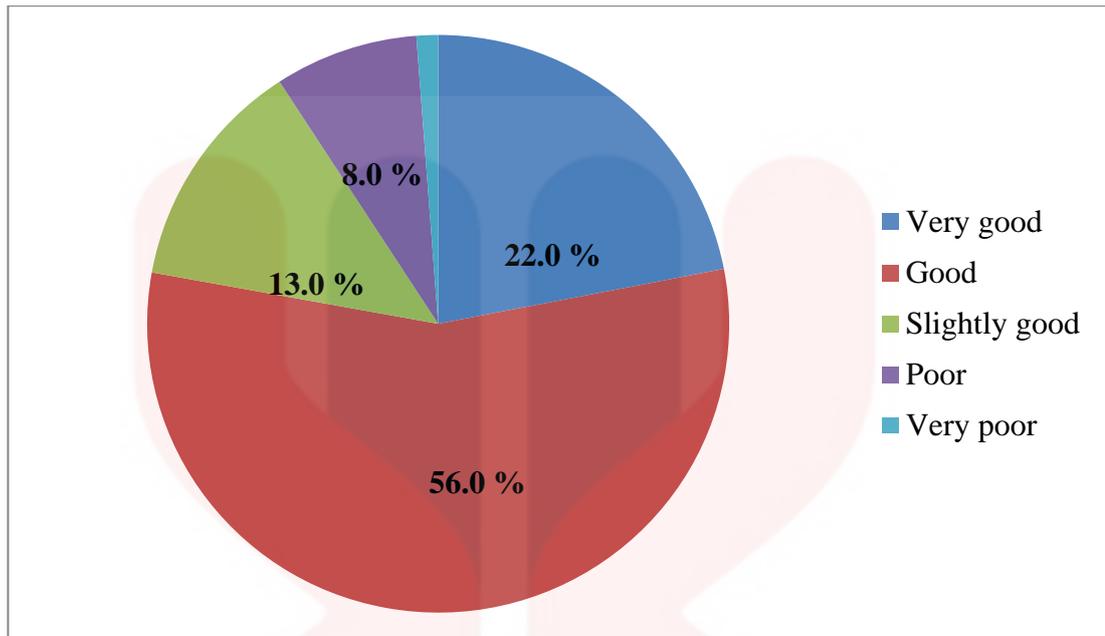


Figure 4.2.11: Parking area.

For the parking area, 56.0 % and 22.0 % of the respondents say that the parking areas are good and very good respectively. While, 13.0 % of the respondents slightly good in their opinions, 8.0 % is poor and 1.0 % is very poor.

The parking area is significant to the tourists. The parking area is one of the important facilities because some of the tourist needs to park their vehicles for days when they spend their holidays in GSSP. The good condition of the parking area also includes the safety of the area.

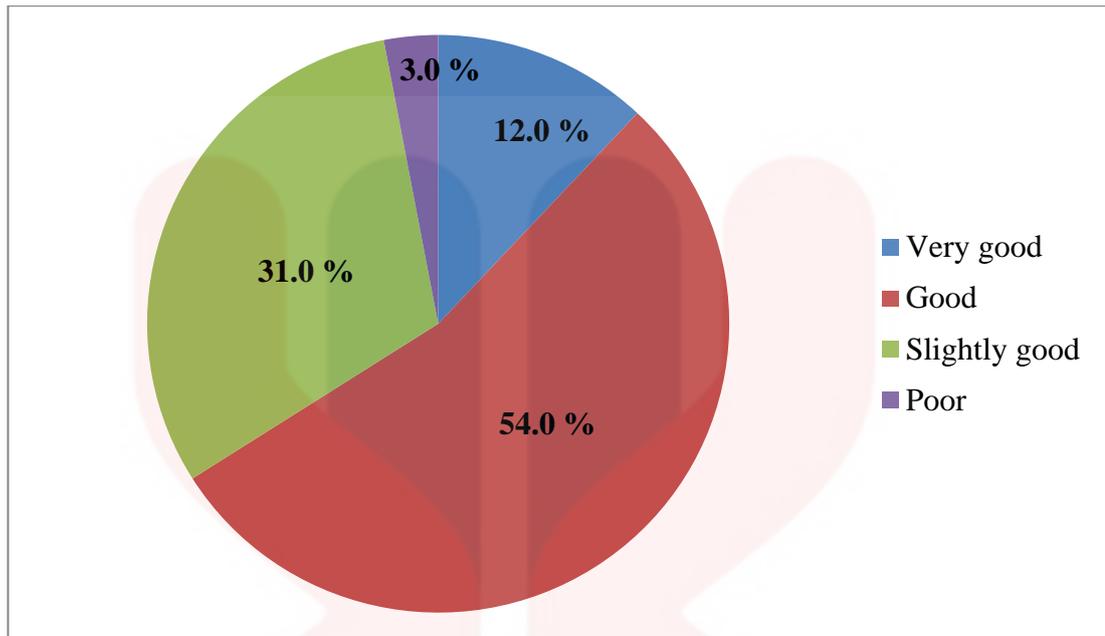


Figure 4.2.12: Signages.

From the pie chart above, 54.0 % of the respondents said that the signage is in good place and condition. 31.0 % of the respondents said it is slightly good and 12.0 %, very good. Only 3.0 % of the respondent said that the signage is in poor condition.

The signage is the signs that have information which use to communicate with people. It is important in ecotourism and adventure activities because it is high in risks. Most of the tourist needs to follow the messages that have been state at the signboard and all the laws and legislations that have been state by the authorities in GSSP as well.

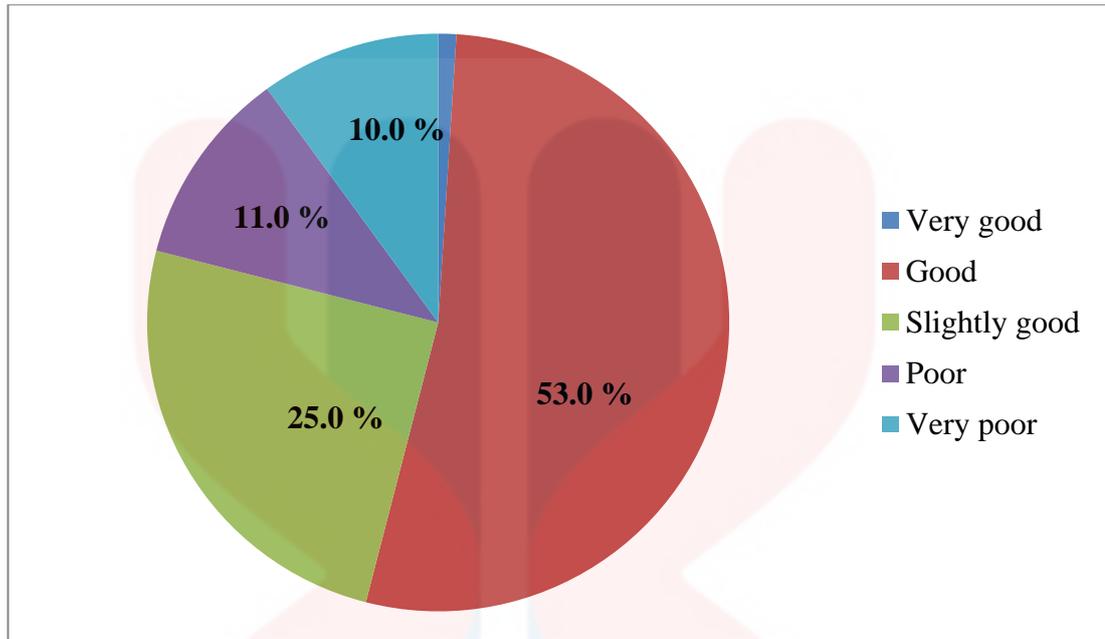


Figure 4.2.13: Staffs.

As for staffs who work in GSSP, 53.0 % of the respondents say the staffs are good. 25.0 %, slightly good, 11.0 %, poor and 10.0 %, very poor in handling big amount of tourist. The respondents that feel the staffs working in GSSP poor, probably because of the staffs cannot treat them according to their need due to large number of tourists in one time.

The result shows that the staff those workings in GSSP are good. This is because, all the staff in GSSP should have expertise dealing with adventure activities. Besides, all the staff should give an orientation on conservation practices which can give awareness to the tourists.

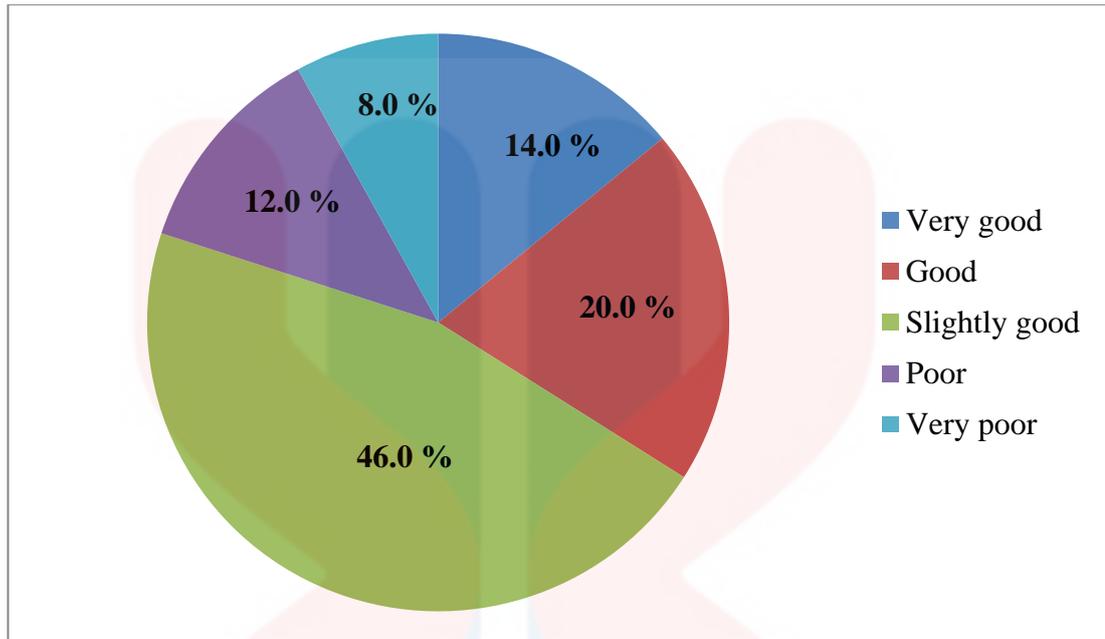


Figure 4.2.14: Cleanliness.

As for the cleanliness in GSSP, 46.0 % of the respondents said that the condition was slightly good. 20.0 %, good and 14.0 %, very good. 12.0 % and 8.0 % of the respondents say that the cleanliness at very poor and poor level accordingly.

The ecotourism sites always faced this kind of problem because the awareness level among tourist and local people are still low. Besides, the authorities should play their role in effort to manage the cleanliness in GSSP.

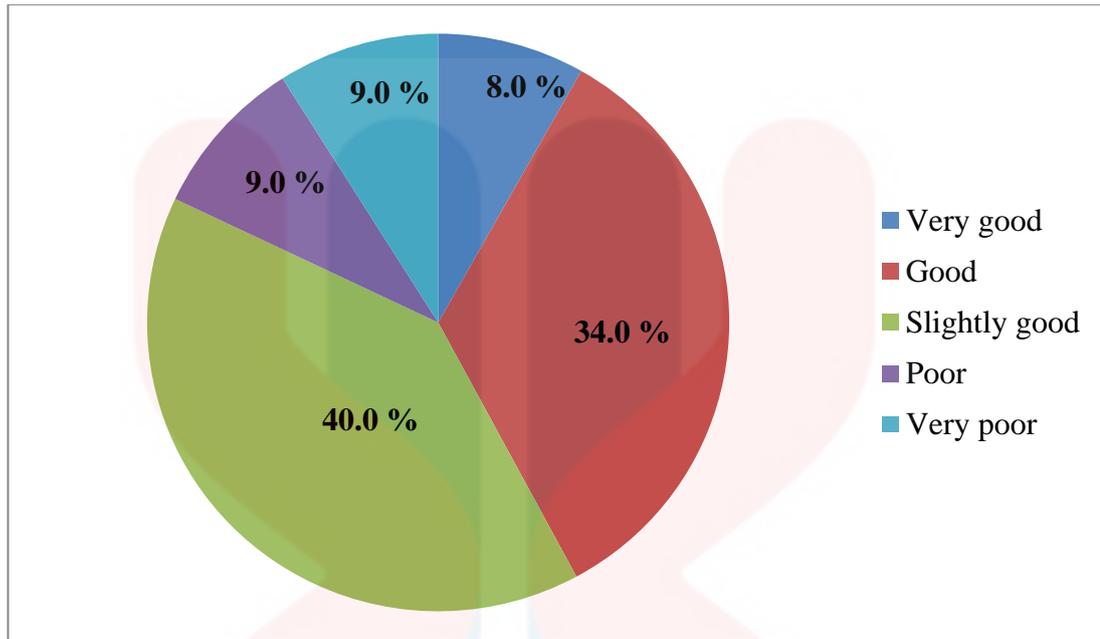


Figure 4.2.15: The equipment quality and maintenance.

40.0 % of the respondents are slightly good on the opinion that the equipment quality and maintenance. 34.0 %, good, and 9.0 %, poor and very poor respectively. Only 8.0 % of the respondents said that the equipment and maintenance in GSSP are in very good condition.

Good equipment and maintenance give positive feedback about the GSSP as an ecotourism site. For instance, well maintained trekking trails will reduce the environmental impact as well it will bring satisfy to the tourist to feel close to nature. Furthermore, it will also increase the number of tourist who wants to experience GSSP themselves.

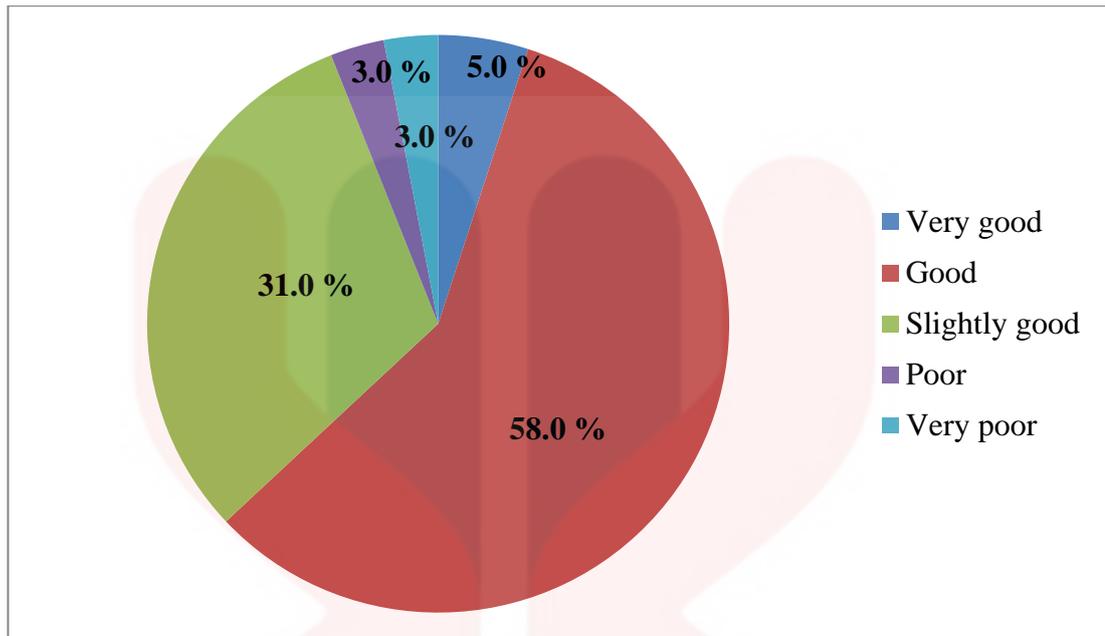


Figure 4.2.20: Public amenities.

Public amenities such as toilet and surau are the basic facilities provided in GSSP. 58.0 % of the respondents say that the public amenities in GSSP are good. 31.0 %, slightly good, and 5.0 %, very good. 3.0 % of the respondents agreed that the public amenities are very poor and poor respectively.

However the public amenities are good, they still need to properly manage by the local authorities. Good management of the public amenities will increase the satisfaction of their tourists.

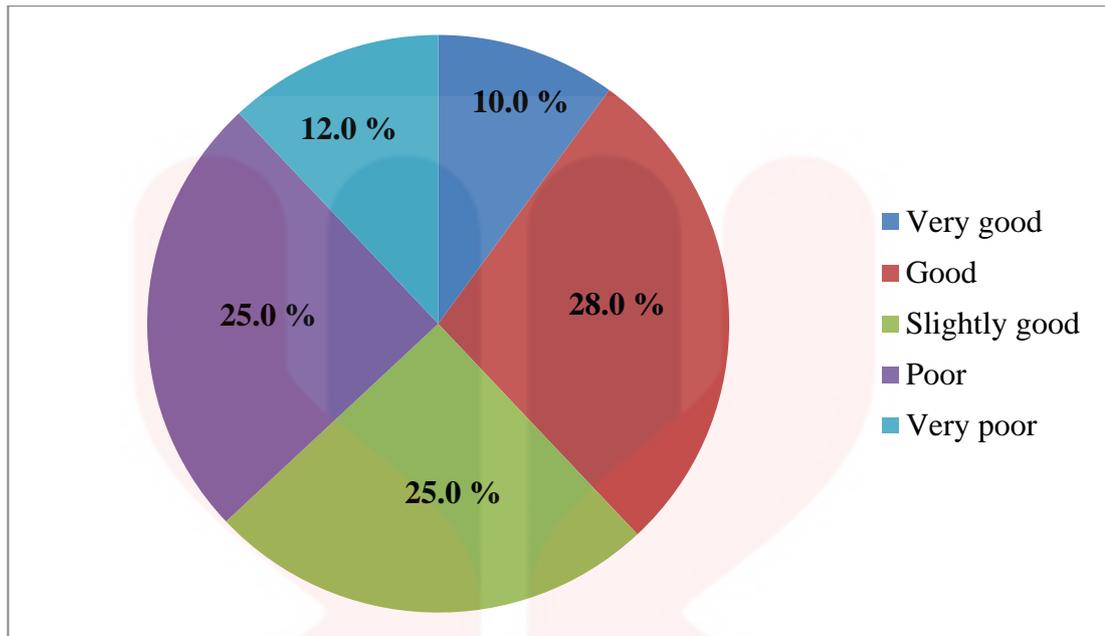


Figure 4.2.17: Accommodation.

Good accommodation will increase the excitement of the tourist as they are comfortable spend their holidays in GSSP. There variety type of accommodation in GSSP and nearby area. The pie chart above shows that, 28.0 % of the respondents agreed that the accommodation in GSSP and nearby area are in good condition and have met their budget. 25.0 % of the respondents give poor and slightly good opinions in accommodation aspect respectively. While, very poor comprised of 12.0 % and very good is 10.0 %.

The implementation of accommodation quality in GSSP should be maintained under environmental friendly concept to prevent degradation to the environment.

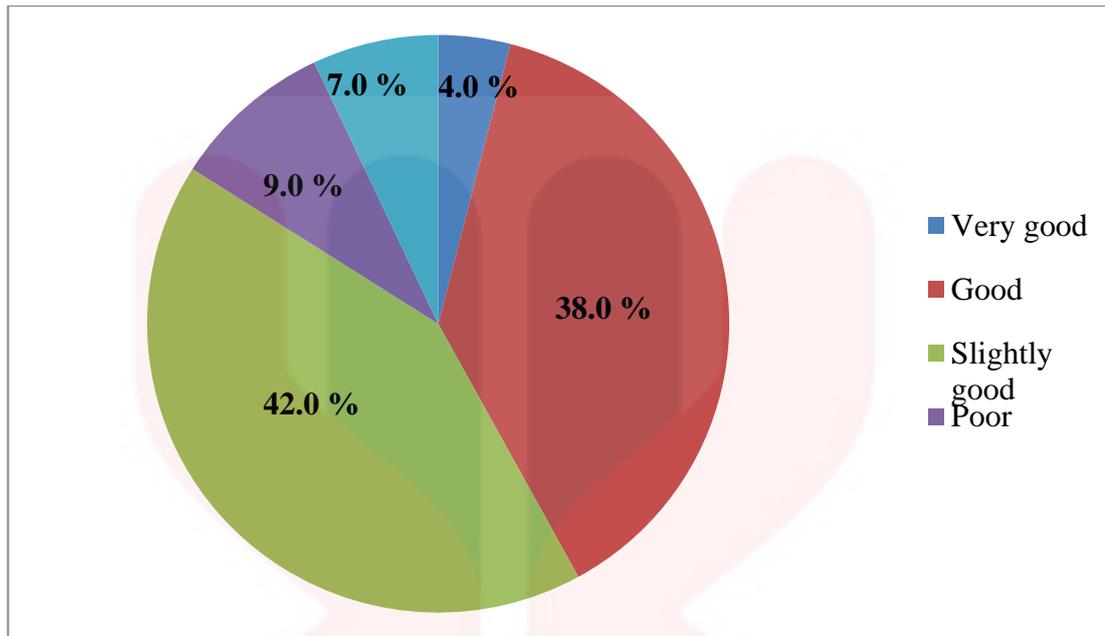


Figure 4.2.18: Food stall.

From the pie chart, 42.0 % of the respondents give slightly good opinion regarding the food stall in GSSP and its nearby areas. 38.0 %, good, 9.0 %, poor, 7.0 %, very poor. Only 4.0 % of the respondents said the food stall in GSSP and nearby area are very good.

From the result, the food stalls in GSSP give lack of variety of foods to the tourists. Hence, it is recommended if the local communities should take these opportunities to generate their income by starting business in form of food stall. This food stall can generate their income and increase their livelihoods as well. Besides, the new food stall also will add variety of food choice available to serve the tourist.

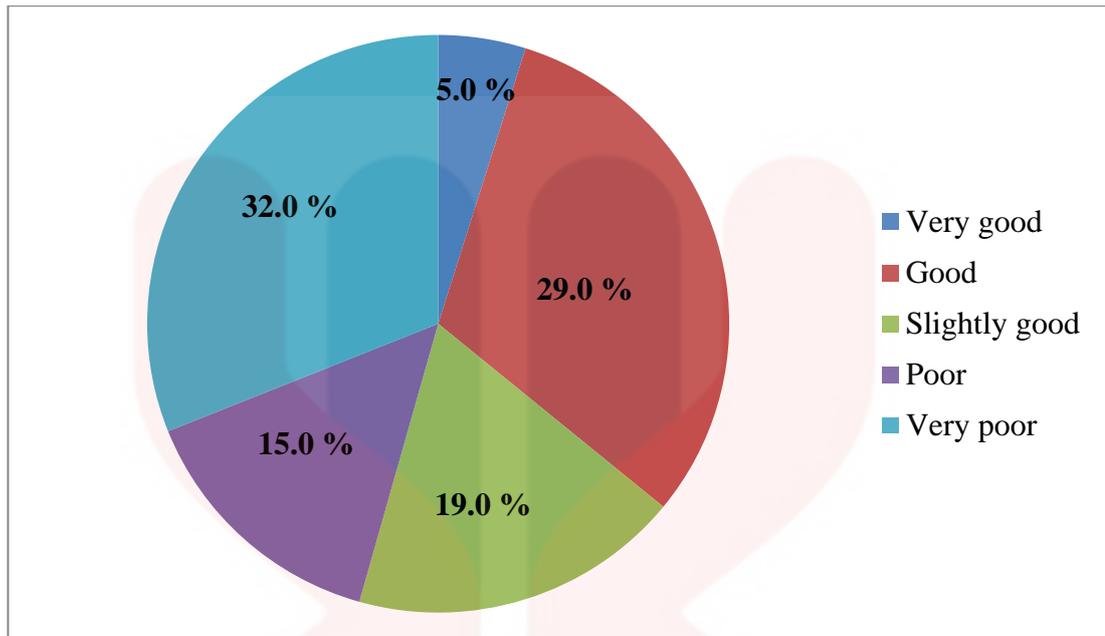


Figure 4.2.19: Tourist information centre.

A good tourist information centre not only work as an office to be visited by the tourists, but also help in distribute information about the place to them.

As for tourist information centre, 32.0 % of the respondents said that the tourist information centre is in very poor condition, while good comprise of 29.0 %, 19.0 % is slightly good, 15.0 % is poor, and 5.0 % is very good.

The finding indicated that the tourist information centre is in very poor condition and not satisfied to them. These due to no proper tourist information centre in GSSP. Tourist Information centre is an important medium to the tourists to get information of visited place. So that, the tourists will know about the place easily.

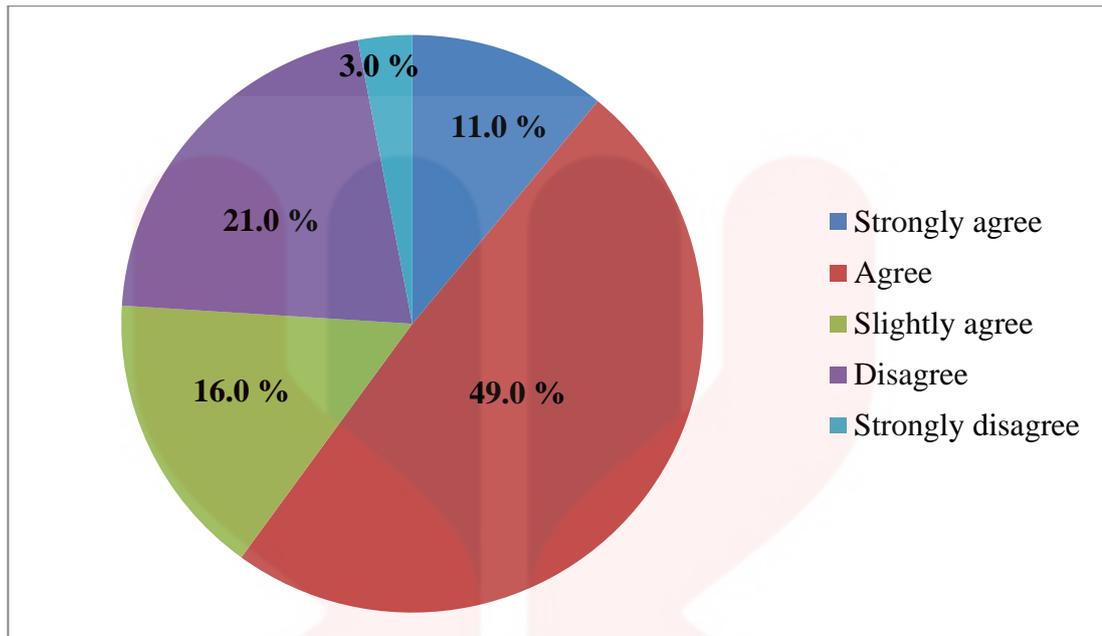


Figure 4.2.20: The facility is conveniently located.

There are 49 respondents among 100 respondents agreed that the facility in GSSP is located conveniently. Other than that, there are 21 of respondents disagreed that the facility is conveniently located. This is maybe because, they feel difficult to assess to that facility when they need it.

The results obtained shows that the facilities are conveniently located in GSSP. These make the tourists comfortable to get attach to the facilities provided in GSSP. Therefore, the facility aspect should consider to be improvised in order to meet the needs of tourist.

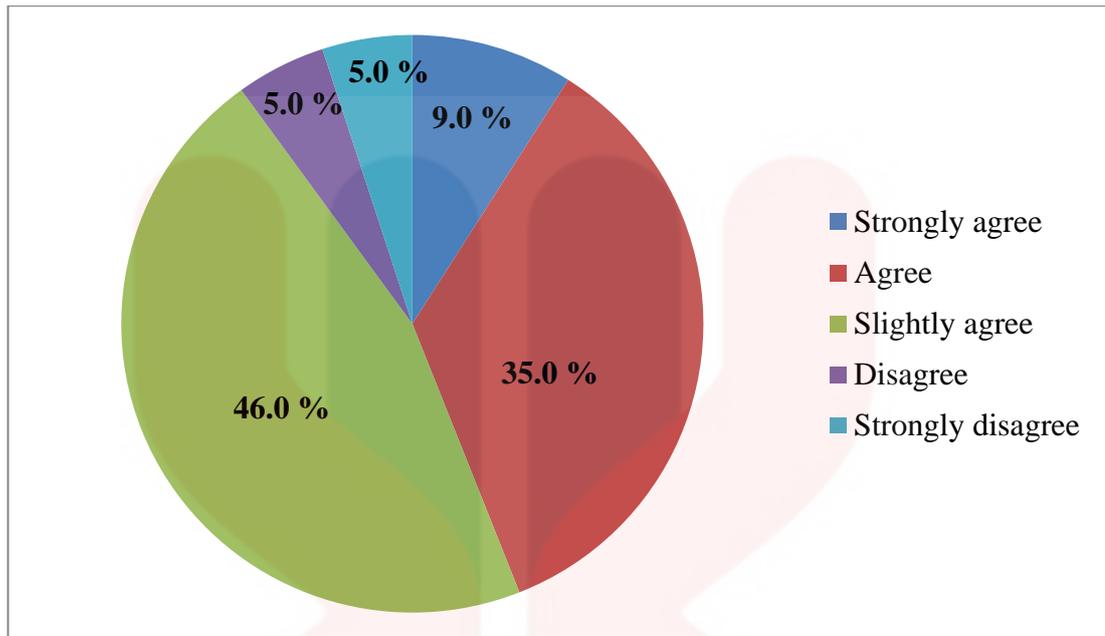


Figure 4.2.21: There is adequate parking in GSSP.

For the parking aspect, 46.0 % of the respondents feel are slightly agreed response to the statement. While 35.0 % of them agreed that the parking was adequate, 9.0 % of the respondents strongly agreed on parking aspect. 5.0 % disagreed and strongly disagreed accordingly.

From the survey, most of the tourists visits GSSP for hiking purpose which tourist need to spend at least 2 or 3 days in GSSP. The tourists need to park their vehicles for days at parking area provided. Therefore, the management of GSSP have to ensure that the parking facilities are adequate to serve the tourist at any one time especially during the peak holiday season.

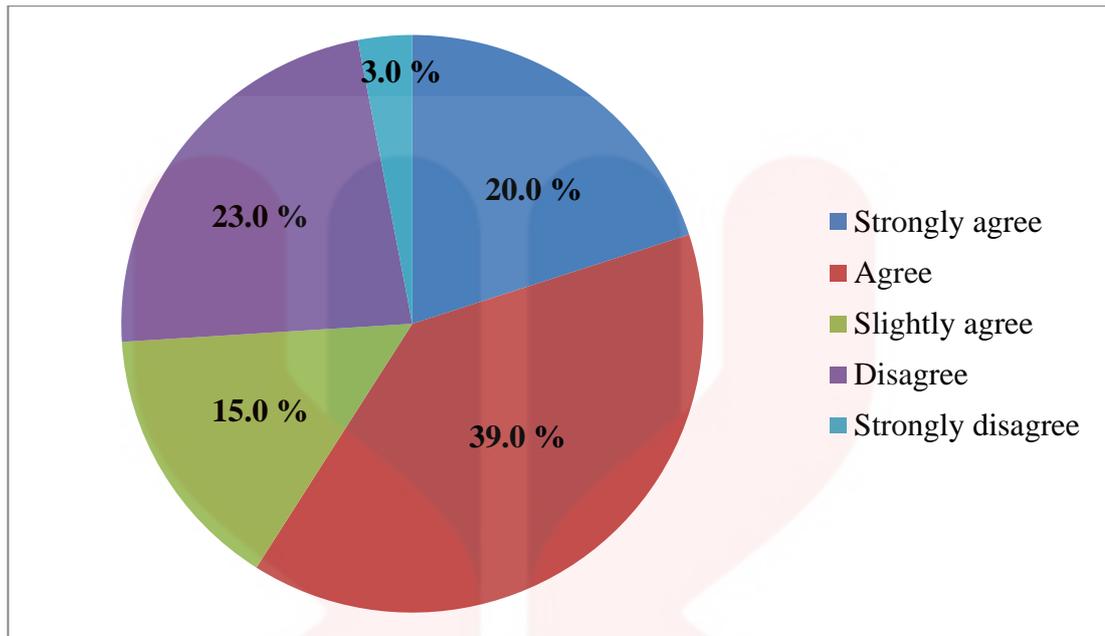


Figure 4.2.22: The facility is easily accessible.

39.0 % of the respondents agreed that the facility is easily accessible, 23.0 %, disagreed, 20.0 % strongly agreed, and 15.0 %, slightly agreed. Only 3.0 % of the respondents strongly disagreed that the facility is easily accessible.

The results of the facilities are accessible is significant. However, the local authorities should take an action to satisfy the tourist. If it is possible, the facilities should easy to access by the tourists without any difficulties.

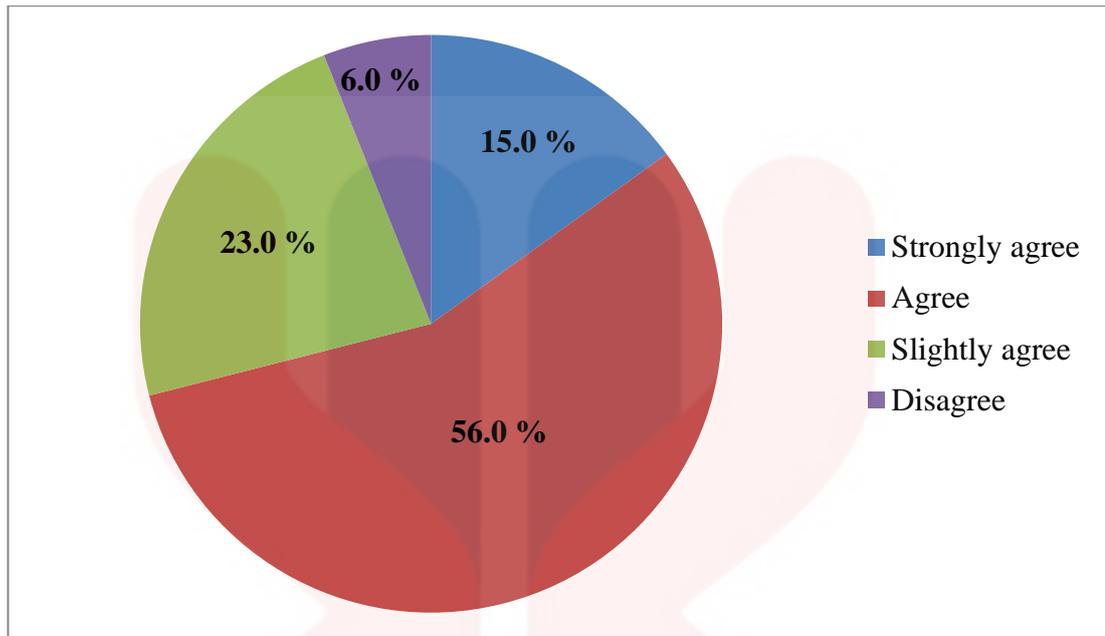


Figure 4.2.23: Signages are easy to locate.

Good location of signage might help the tourist to get the information, and as a guideline to the tourists while they are in GSSSP.

According to the pie chart, 56.0 % of the respondents agreed that the signages in GSSSP were easy to locate by the tourist. While, 23.0 % comprise slightly agreed and 15.0 %, strongly agreed. Only 6.0 % of the respondents said that the signages in GSSSP are not accessibly located.

The result shows that the signages are easily accessible to the tourists. Signages are important in ecotourism area, as it gives guideline to the tourists and awareness as well.

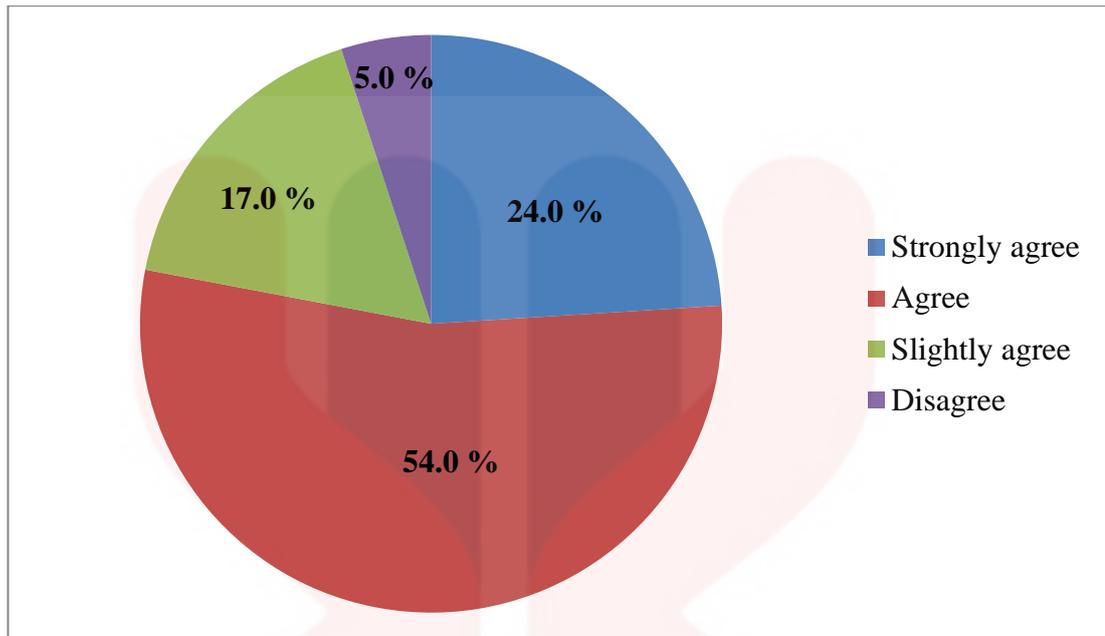


Figure 4.2.24: Signages are easy to understand.

There are 54.0 % of the respondents agreed that the sign in GSSP were easy to understand by them, 24.0 %, strongly agree and 17.0 %, slightly agreed. Whereas, 5.0 % of the respondents are not agree that the sign were easy to understand and follow.

The results of the signs are easy to understand are significant to the tourists. The signages in GSSP are dual languages which are Bahasa Melayu and English. This is because GSSP is an international ecotourism place that attracts tourists from foreign country. Signs are important in ecotourism area, as it gives guideline to the tourists and awareness as well.

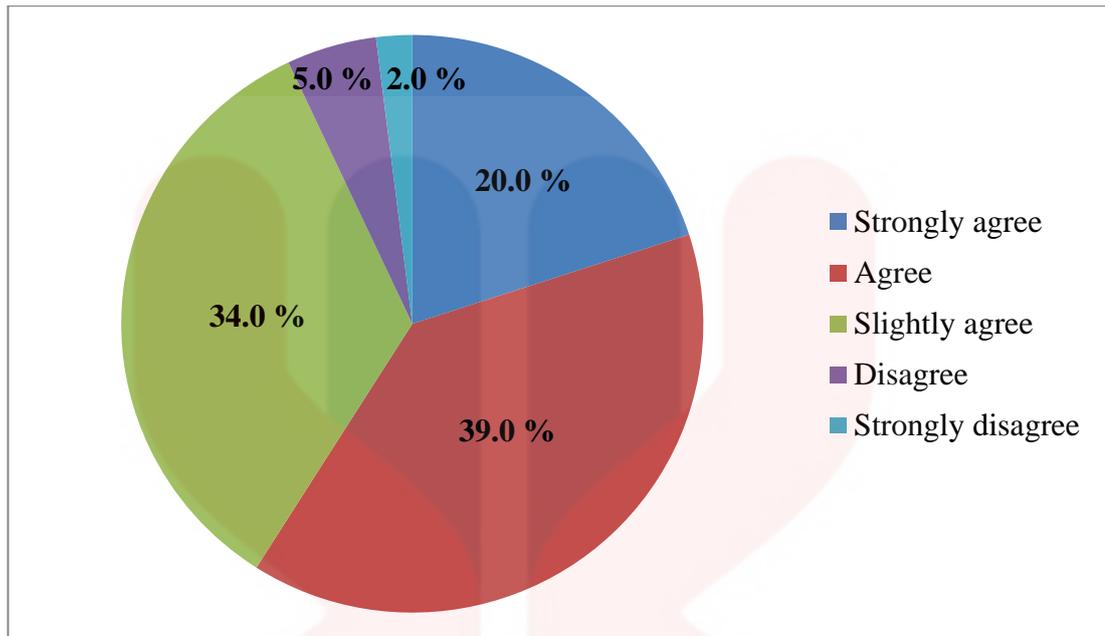


Figure 4.2.25: The staffs was able to contact.

Figure above illustrate the level of difficulty of staff to contact by the tourists. From the pie chart, it shows that 39.0 % of the respondents agreed that the staff that work in GSSP was able to contact when tourist need their expertise. Respondents who are slightly agreed comprise 34.0 %, strongly agreed, 20.0 %, and disagreed, 5.0 %. Only 2.0 % of the respondents strongly disagreed on this statement.

The finding shows that the staffs are great and has the ability to listen to the tourist's need. This is so crucial for providing good services.

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Table 4.2.4 : Result of Correlation

		Hiking	Observation of flora	Observation of fauna	Casual walking	Boat trips	Photography	Bird watching	Camping	Research project	Swimming	Fishing	Facilities location
Hiking	Pearson Correlation	1	-.009	-.040	.247*	-.352**	.034	-.096	.126	-.127	.131	-.222*	.025
	Sig. (2-tailed)		.926	.694	.013	.000	.739	.344	.211	.207	.195	.026	.802
	N	100	100	100	100	100	100	100	100	100	100	100	100
Observation of flora	Pearson Correlation	-.009	1	.907**	.069	.123	.164	.271**	.345**	.248*	.074	.217*	.063
	Sig. (2-tailed)	.926		.000	.494	.223	.103	.006	.000	.013	.464	.030	.536
	N	100	100	100	100	100	100	100	100	100	100	100	100
Observation of fauna	Pearson Correlation	-.040	.907**	1	-.190	.106	.067	.230*	.157	.153	-.156	.128	.082
	Sig. (2-tailed)	.694	.000		.058	.294	.507	.021	.119	.128	.122	.204	.419
	N	100	100	100	100	100	100	100	100	100	100	100	100
Casual walking	Pearson Correlation	.247*	.069	-.190	1	-.297**	-.032	-.289**	.416**	-.181	.414**	-.071	-.092
	Sig. (2-tailed)	.013	.494	.058		.003	.753	.004	.000	.072	.000	.485	.365
	N	100	100	100	100	100	100	100	100	100	100	100	100
Boat trips	Pearson Correlation	-.352**	.123	.106	-.297**	1	.485**	.709**	-.057	.679**	.181	.331**	-.033
	Sig. (2-tailed)	.000	.223	.294	.003		.000	.000	.576	.000	.071	.001	.747

	N	100	100	100	100	100	100	100	100	100	100	100	100
Photography	Pearson Correlation	.034	.164	.067	-.032	.485**	1	.652**	.307**	.436**	.207*	.081	-.010
	Sig. (2-tailed)	.739	.103	.507	.753	.000		.000	.002	.000	.039	.421	.920
	N	100	100	100	100	100	100	100	100	100	100	100	100
Bird watching	Pearson Correlation	-.096	.271**	.230*	-.289**	.709**	.652**	1	.013	.823**	.246*	.411**	.007
	Sig. (2-tailed)	.344	.006	.021	.004	.000	.000		.895	.000	.013	.000	.945
	N	100	100	100	100	100	100	100	100	100	100	100	100
Camping	Pearson Correlation	.126	.345**	.157	.416**	-.057	.307**	.013	1	.176	.502**	.256*	.171
	Sig. (2-tailed)	.211	.000	.119	.000	.576	.002	.895		.080	.000	.010	.089
	N	100	100	100	100	100	100	100	100	100	100	100	100
Research project	Pearson Correlation	-.127	.248*	.153	-.181	.679**	.436**	.823**	.176	1	.554**	.658**	.007
	Sig. (2-tailed)	.207	.013	.128	.072	.000	.000	.000	.080		.000	.000	.948
	N	100	100	100	100	100	100	100	100	100	100	100	100
Swimming	Pearson Correlation	.131	.074	-.156	.414**	.181	.207*	.246*	.502**	.554**	1	.639**	.005
	Sig. (2-tailed)	.195	.464	.122	.000	.071	.039	.013	.000	.000		.000	.960
	N	100	100	100	100	100	100	100	100	100	100	100	100

Fishing	Pearson Correlation	-.222*	.217*	.128	-.071	.331**	.081	.411**	.256*	.658**	.639**	1	.156
	Sig. (2-tailed)	.026	.030	.204	.485	.001	.421	.000	.010	.000	.000		.121
	N	100	100	100	100	100	100	100	100	100	100	100	100
Facilities location	Pearson Correlation	.025	.063	.082	-.092	-.033	-.010	.007	.171	.007	.005	.156	1
	Sig. (2-tailed)	.802	.536	.419	.365	.747	.920	.945	.089	.948	.960	.121	
	N	100	100	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

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

A few correlation tests between the tourism activities and facilities location in GSSP were carried out to find the relationship between those variables. The relationship between the existing tourism activities in GSSP and supporting facilities that provided in GSSP were investigated by using Pearson product moment correlation coefficient.

From the result, it shows positive weak correlation from each of the variable. Besides, the results shows there are no significant. These prove that even though the facilities provided in GSSP is not that good, but then the demand of existing activities in GSSP such as hiking and camping are increasing. Anyhow, the relationship among those aspect are positive, the higher the quality of facilities provided in GSSP, the higher the number of tourists visit GSSP. Therefore, good facilities could motivate more tourists to visit GSSP.

CHAPTER 5

CONCLUSION & RECOMMENDATIONS

5.1 Introduction

Gunung Stong State Park is an ecotourism site in Kelantan that plays an important role in conserving the biological diversity as it rich in flora and fauna (Maseri, 2009). Throughout this survey, it will promote awareness, education and aesthetic values among the visitors.

Moreover, GSSP is already attracting tourists to visit them due to the flagship attraction that rich in biodiversity and its outstanding view. Besides, GSSP is a strategic place as an ecotourism site according to the World Tourism Organization (WTO/UNDP 1992) criteria for assessing ecotourism destination.

5.2 Conclusion

From the study, the activities provided in GSSP are based on adventure tourism activities. From the survey, it shows that hiking and camping are the most preferred activities among tourist. Other activities that can be conducted in GSSP include swimming, bird watching and photography session according the tourist's demand to the responses in the questionnaires. From all the activities that provided in GSSP, it possibly can attract more tourists and generate much income to the locals and state as well.

In term of facilities, most of the tourists agree with facilities that provided in GSSP are in good condition. This is because, the facilities that provided in GSSP can cater all the needs of tourists at any one time. However, there are some suggestions made by the respondents in order to improve the condition of facilities in future.

5.3 Recommendations

Based on the survey, most of the respondents agree that the condition of facilities such as tourist information centre, entrance and the public toilets need to be improved. This is because, there is no specific tourist information centre and entrance in GSSP. Tourist information centre will help the tourist to get information about GSSP and its nearby area easily. In addition, the local authorities and management of GSSP should be concern with the cleanliness issues of the GSSP especially public toilets. The local authority and private investors surrounding GSSP also should an action to look forward in effort to improve the condition of facilities in GSSP.

Based on the questionnaires, there are 66 % of the respondents visited GSSP based on word of mouth recommendations of friends and relatives. Perhaps, GSSP could also be actively promoted in other media.

To sum up, government agencies and private investors should collaborate and expand further promotion of GSSP as an ecotourism site in Kelantan. The GSSP can generate much benefit to the local communities in the area. The local communities can participate in the tourism industry, generating their income and the implementation and improvement of activities and facilities in GSSP could increase the amount of tourists and the government revenue as well. From this research, it is hoped that the government and private sector can pick up and promote the activities that one of interest to the tourists.

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APPENDIX A



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QUESTIONNAIRE

TITLE

Survey on Assessment Of Activities And Facilities in Gunung Stong State Park
Soal Selidik Penilaian Aktiviti Dan Kemudahan Asas di Taman Negeri Gunung Stong

NAME

Za Za Amira bt Zainol Abidin (E13A348)

OBJECTIVE

To Assess The Activities And Facilities That Supporting The Ecotourism in GSSP
(Untuk menilai aktiviti dan kemudahan asas yang membantu pembangunan ekopelancongan di
Taman Neeri Gunung Stong)

CONFIDENTIALITY

All information obtained from this survey will only be used for the research purpose. Your responses will be completely confidential. We would be grateful if you can take a few minutes of your time to complete this questionnaire.

Semua maklumat hasil daripada soal selidik hanya akan digunakan untuk penyelidikan. Maklum balas anda adalah sulit. Kami menghargai kerjasama yang anda berikan dengan menjawab borang soal selidik ini.

SECTION A : TOURIST PROFILE.

1. Gender/ Jantina : Male/Lelaki Female/Perempuan
2. Nationality/ warganegara : Malaysia
 Others/lain-lain : _____
3. Race/bangsa: Malay/melayu Chinese/cina
 Indian/india Other/lain-lain: _____
4. Age/umur: ≤ 10 11-20 21-30
 31-40 41-50 ≥ 51
5. Marital Status/status : Single/bujang Married/berkahwin
 Other/lain-lain : _____
6. Education/pendidikan : UPSR PMR SPM
 Bachelor Degree/ ijazah
 Other/lain lain: _____
7. Job Status/pekerjaan: Student/pelajar
 Employed/bekerja
 Unemployed/tidak bekerja
 Retired/bersara
8. Income : RM 1000- RM 5000 RM 5001-10000
 RM 11001- RM 15000 ≥ RM 15001

SECTION B: TOURIST INFORMATION IN GSSP.

1. How did you know about this area?/ Bagaimanakah anda mengetahui tempat ini?

- Friend/Relatives/rakan/saudara Media (Tv/ Radio)/media
 Newspaper/suratkhobar Internet/internet
 Others/lain-lain

2. What is your intention to visit GSSP?/ Apakah tujuan anda melawat tempat ini ?

- Leisure/percutian Business/bisnes
 Academic Trip/ akademik Others/lain-lain

3. How many times have been visited GSSP?/ Berapa kalikah anda melawat tempat ini?

- One/satu kali Two/dua kali Three/tiga kali
 More than 3 times/lebih dari 3 kali

4. How long have you been in GSSP?/ Berapa lamakah anda berada disini?

- One/satu hari Two/dua hari Three/tiga hari
 More than 4 days/lebih dari 4 hari

5. Will you recommend GSSP to other people (Friend, Family, Colleagues)?/ Adakah anda akan mengesyorkan tempat ini ?

- Yes No, because _____

SECTION C: ACTIVITIES IN GSSP

Please assign a rating of 1 to 5 where 1 = not applicable and 5= very good

Sila berikan penarafan 1 hingga 5, dimana 1= tidak berkaitan dan 5=sangat bagus

1. What is the your preferences activities of GSSP?/
Apakah aktiviti yang menjadi keutamaan anda di GSSP?

	Very Intereste d/sangat berminat	Interested/ berminat	Moderat ely intereste d/ sederhan a berminat	Slightly intereste d/ kurang berminat	Not intereste d/ tidak berminat
Hiking/mendaki	5	4	3	2	1
Observation of flora/pemerhatian flora	5	4	3	2	1
Observation of fauna/pemerhatian fauna	5	4	3	2	1
Casual walking/ berjalan	5	4	3	2	1
Boat trips/perjalanan bot	5	4	3	2	1
Photography/fotografi	5	4	3	2	1
Bird watching/melihat burung	5	4	3	2	1
Camping/berkemah	5	4	3	2	1
Participation in research projects/ menjalankan kajian	5	4	3	2	1
Swimming/bermandi-manda	5	4	3	2	1
Fishing/memancing	5	4	3	2	1

(1 = not interested; 5 = very interested)

2. Please indicate how much you agree with the following statements/

Sila nyatakan sejauh mana anda bersetuju dengan kenyataan berikut.

	Strongly agree/ sangat setuju	Agree/ setuju	Neutral/ natural	Disagree/ Tidak setuju	Strongly disagree/ Sangat tidak setuju
This visit met my quality expectation/lawatan itu memenuhi jangkaan saya.	5	4	3	2	1
The cost of the activity was reasonable/kos aktiviti adalah berpatutan.	5	4	3	2	1
The space provided was appropriate/ruang yang disediakan adalah sesuai.	5	4	3	2	1
The equipment provided was appropriate/peralatan yang disediakan adalah sesuai.	5	4	3	2	1
The mountain guide was knowledgeable/pembimbing yang berpengetahuan.	5	4	3	2	1

3. Characteristic of mountain guide, how important are the following qualities: /

Ciri-ciri pembimbing, bagaimana penting kualiti berikut :

	Very important / Sangat penting	Important/ penting	Neutral/ natural	Slightly Relevant / Sedikit berkaitan	Not relevant/ tidak berkaitan
Professional certification/ pensijilan profesional	5	4	3	2	1
Experience/pengalaman	5	4	3	2	1
Friendly/ramah	5	4	3	2	1
Patience/sabar	5	4	3	2	1
Knowledge of wildlife/ Berpengetahuan tentang hidupan liar	5	4	3	2	1

(1 = not relevant; 5 = very important)

SECTION D: FACILITIES IN GSSP AND NEARBY AREA

Please assign a rating of 1 to 5 where 1 = not applicable and 5= very good

Sila berikan penarafan 1 hingga 5, dimana 1= tidak berkaitan dan 5=sangat bagus

1. Please indicates your level of satisfaction with the following facility- related elements :/

Sila nyatakan tahap kepuasan anda dengan kemudahan yang disediakan :

	Very good/ Sangat bagus	Good/ bagus	Neutral/ natural	Poor/ teruk	Very poor/ Sangat teruk
Facility location/ lokasi kemudahan	5	4	3	2	1
Parking/ tempat meletak kereta	5	4	3	2	1
Facility accessibility/ kebolehcapaian kemudahn	5	4	3	2	1
Signs/ papan tanda	5	4	3	2	1
Facility staff/ pekerja kemudahan	5	4	3	2	1
Facility cleanliness/ kebersihan kemudahan	5	4	3	2	1
Equipment quality and maintenance/ kualiti peralatan dan penyelenggaraan	5	4	3	2	1
Public amenities/ kemudahan awam	5	4	3	2	1
Accommodation/penginapan	5	4	3	2	1
Food stall/kedai makan	5	4	3	2	1
Tourist information centre/ pusat maklumat pelancongan	5	4	3	2	1

(1 =very poor; 5 = very good)

2. Please indicate how much you agree with the following statements./

Sila nyatakan sejauh mana anda bersetuju dengan kenyataan berikut.

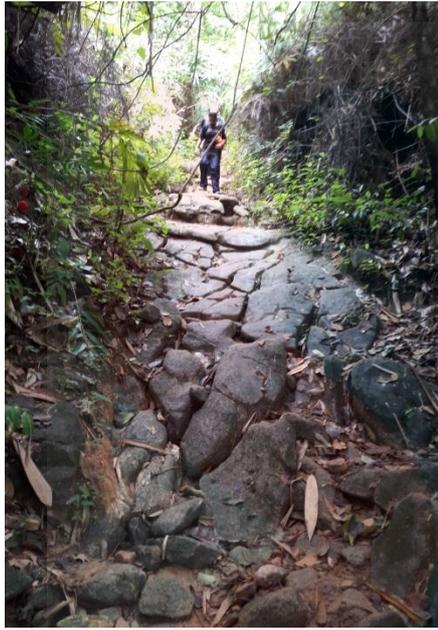
	Strongly agree/ sangat setuju	Agree/ setuju	Neutral/ natural	Disagree/ Tidak setuju	Strongly disagree/ Sangat tidak setuju
The facility is conveniently located/ Kemudahan terletak di tempat yang sesuai	5	4	3	2	1
There is adequate parking/tempat meletak kereta yang mencukupi	5	4	3	2	1
The facility is easily accessible (no barriers to physically entering and getting around /Kemudahan boleh di akses dengan mudah	5	4	3	2	1
Signs were easy to locate/ papan tanda mudah dicari	5	4	3	2	1
Sign were easy to understand/papan tanda mudah difahami	5	4	3	2	1
I was able to contact a staff person without difficulty/mudah berhubung dengan pekerja setempat	5	4	3	2	1

(1 = strongly disagree; 5 = strongly agree)

SECTION E : RECOMMENDATION AND COMMENTS

THANKYOU FOR YOUR TIME AND COOPERATION

APPENDIX B



The condition of the hiking trails in GSSP.

APPENDIX C



The conditions of public toilet in GSSP.

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APPENDIX D



Signages in GSSP.

APPENDIX E



The conditions of the campsite area.

APPENDIX F



The parking area and tourist information centre.

APPENDIX G



RnR Jelawang and food stall in GSSP.

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APPENDIX H



Accommodation in GSSP.

APPENDIX I



Surau

APPENDIX J



The souvenir shop in GSSP

APPENDIX K



Entrance of Baha's Camp in GSSP