



Relationship between Tourism Attractiveness and Marine Park Sustainability

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ABSTRACT

This paper examines Pulau Tioman tourist views on their appreciation of the marine park as a tool for recreational. Data were collected through quantitative method using questionnaire towards tourist. The results of this study are presented the relationship between attractiveness and sustainability. There are positive relationship between attractiveness and sustainability. The conclusions point to the needs for awareness attractiveness aimed not only at ensuring community engagement within the development of Pulau Tioman but also at generating tourist sustainability at Tioman marine park.

Keywords: Tourism Attractiveness, Marine Park, Sustainability

JEL Classifications: L83, Q55, Z32

1. INTRODUCTION

The concept of destination attractiveness and its measurement have received much attention from tourism researchers, practitioners and policymakers. Some of these studies evaluate destination attractiveness by studying the inventory of existing destination resources and attractions (Formica and Uysal, 2006; Ferrario, 1979); others explore the perceptions that tourists have of destination resources and attractions (Hu and Ritchie, 1993; Kim, 1998; Ritchie and Zins, 1978).

The approach attractiveness (Gearing et al., 1974) are the criteria by which tourist attractiveness judge and employ the judgements of experts in making evaluation.

The criteria by which tourist attractiveness judge employ the judgements of experts in making evaluation are amenities/environment, charismatic species and recreational activities.

A site is considered by visitors within the larger context of a destination and is evaluated based on its tourism attractiveness

(Castro et al., 2015). Tourism attractiveness has been utilized to understand visitors' decision making processes and is dependent on availability of attractions and associated perceived importance (Formica and Uysal, 2006).

2. LITERATURE REVIEW

Formica and Uysal (2006) study the destination resources and attractions that attract tourists and explore the perceptions tourists have of a destination. They found that tourism regions are not created equal and reveal significant spatial differences in terms of resource availability and actual perception of these resources.

Castro et al. (2015) in their studies to determine the determinant of attributes that affect the tourism attractiveness national parks is a strategic planning tool for protected areas. The results demonstrated that tourism attractiveness in the national parks can be predicted through reputation, recreation facilities, attractions in the region and population density. Results show that both internal park attributes and external setting characteristics are considered by visitors.

Lee et al. (2010) in their studies to explore the opinions of an expert panel on factors affecting the attractiveness of forest recreation tourism in Taiwan. The relative importance of these determinants was analyzed by a panel of experts using the analytical hierarchy process method. They found that the uniqueness of forest landscapes and scenery and special climate phenomena are two of the most important attributes determining the attractiveness of forest recreation tourism.

Gearing et al. (1974) found that the four most important attractiveness to the tourists are natural beauty, climate, artistic and architectural features, and folk festivals. In order to study destination resources and attractions that attract tourists; to explore the perceptions tourists have of a destination by using a panel expert investigation method.

3. METHODOLOGY

According to Creswell (2008), research design can be seen variety of purposes, such as exploratory research, descriptive research. As this study focuses on investigation of social phenomenon or behavior among tourists. A descriptive and inferential research becomes as the approach to provide detail about situation and social relationship.

Through a descriptive and inferential research, a survey investigation was attempt to describe the perception of tourists and operator's towards recreational in Tioman marine park. The questionnaire was design to utilize in data collection through face-to-face. Thus, all measuring scales was measured by five point Likert scales ranging from 1 to 5.

A total of 400 self-administered questionnaire were distributed to tourist, of which 389 were returned, representing a response rate of 97%.

4. RESULT

4.1. Descriptive Analysis and Correlation

The total of number respondents' responses in this study is the representative of those tourist from two side category who are Malaysian and non-Malaysian. A descriptive analyses on the respondent responses was first conducted in order to determine the actual number of respondent. The percentage of Malaysian respondents' response is 54% and non Malaysian is 46% (Table 1).

Table 2 shows that the activities tourist at Tioman Marine park most like. Based on descriptive analysis, the activity tourist most like is snorkelling (74.03%) followed by the beaches likes swimming, relax (61.95%), enjoy the nature (51.41%). The entire frequency of respondents in each tourist activities profile is depicted in Table 2.

4.2. Recreational: Attractiveness

Table 3 presents the recreational attractiveness results of the sample.

4.3. Recreational: Sustainability

Table 4 presents the sustainability of the economy.

4.4. Relationship between Sustainable and Attractiveness

Correlation is a bivariate analysis that measures the strengths of association between two variables. In statistics, the value of the correlation coefficient varies between +1 and -1. When the value of the correlation coefficient lies around ± 1 , then it is said to be a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker. Usually, in this research, we used Pearson correlation in order to investigate the relationship between sustainability with attractiveness.

The result in Table 5 shows that variable sustainability had moderated positively correlated with the attractiveness with Pearson correlation (r) 0.596 which had significant value (P) of 0.000. The hypothesis that predicted a significant association between sustainability and attractiveness was supported.

Table 1: The number of samples and respondents replied

Nationality	Number of respondents Frequency (%)
Malaysian	210 (54.0)
Non-Malaysian	179 (46.0)
Total	389 (100)

Table 2: Tourist activities at Tioman Marine park

Activity	Frequency (%)
Diving	152 (39.07)
Snorkelling	288 (74.03)
Island hopping	115 (29.56)
Jungle trekking	118 (30.33)
The beaches	241 (61.95)
Enjoy the nature	200 (51.41)
Sunset	185 (47.56)
Sightseeing	131 (33.68)
History place	32 (8.23)
Research	28 (7.20)
Fishing	12 (3.08)
Others	4 (1.03)

Table 3: Recreational: Attractiveness

No.	Items	Mean \pm standard deviation
1	Is known as a famous holiday destination	3.97 \pm 0.862
2	Good water quality	3.88 \pm 0.791
3	Good air quality	4.07 \pm 0.731
4	Local/traditional food	3.56 \pm 0.879
5	Good weather	4.03 \pm 0.723
6	The variety of activities are provided	3.79 \pm 0.831
7	The beautiful of flora (e.g.: Coral reef, mangrove, cave, seagrass, etc.)	4.17 \pm 0.794
8	The variety of fauna (e.g.: Variety of fish, turtle, etc.)	4.02 \pm 0.846
9	Special tourist attraction (e.g.: Bird watching, fishing, jungle trekking, etc.)	3.74 \pm 0.853
10	The beautiful of view	4.15 \pm 0.835

Table 4: Sustainability: Economy

No.	Items	Mean±standard deviation
1	Price are expensive	3.49±1.066
2	Enough space for different activities	3.66±0.815
3	I will recommend other tourists	3.89±0.823
4	Tourism has the potential to increase income for local entrepreneurs	3.98±0.814
5	Tourism provide job opportunities to locals	4.01±0.817
6	I will come again in the next five years	3.50±1.104
7	No sosial problem	3.73±0.868
8	Not depressed with surrounding communities	3.74±0.838
9	Not distracted by other tourists	3.85±0.834
10	The programs in Tioman Marine park compatible with the visitor	3.94±0.797
11	Local people have a positive view towards tourists	4.01±0.797
12	Climate-temperature, rains, sunshine constant	3.99±0.744
13	Natural beauty is maintained (landforms, hills, rocks, gorges, terrain, etc.)	3.93±0.826
14	Water is good quality (lakes, ponds, rivers, waterfall, springs, etc.)	3.81±0.854
15	The beautiful of flora and fauna are maintained (beaches, wildlife, islands, etc.)	3.95±0.846
16	No pollution	3.52±0.994
17	Level of noise are low	3.78±0.926

Table 5: Result of Pearson correlation between sustainable and attractiveness

Characteristic	Sustainable	Attractiveness
Sustainable		
Pearson correlation	1.000	0.596**
Significant (one-tailed)		0.000
N	353	353
Attractiveness		
Pearson correlation	0.000	1.000
Significant (one-tailed)		
N	353	353

5. DISCUSSION AND CONCLUSION

According to this research findings, attractiveness has a significant relationship between attractiveness and sustainability. Attractiveness is known as the one of the main factor towards sustainability. Based on Lee et al. (2010) stated that that the uniqueness of landscapes and scenery and special climate

phenomena are two of the most important attributes determining the attractiveness for the recreation tourism. Clearly, the beautiful of flora (e.g.: Coral reef, mangrove, cave, seagrass, etc.) can be one of the attractiveness that can attract the tourist to come at marine park. Based on the result descriptive analysis, snorkelling is the main favourite activity for tourist.

In marine park, there are gallery which exhibit marine life replica. Therefore, the government need to change from replica marine life to real marine life to give the tourist the real feelings the underwater world. Besides, special tourist attraction such as, bird watching, fishing, jungle trekking, etc., need to pay attention as well as the beautiful of view in Tioman marine park and so on.

An improved understanding of the impact of sustainable features that attractiveness in marine park would be beneficial for all people, in order to maintain the beautiful flora and fauna in Tioman marine park.

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