



UNIVERSITI PUTRA MALAYSIA

***CAMPER'S PERCEPTION AND AWARENESS TOWARD SAFETY
MANAGEMENT BY THE CAMPSITE OPERATOR IN GOPENG, PERAK***

MUHAMMAD FAKHRUL QAYYUM BIN MOHD SUKELI

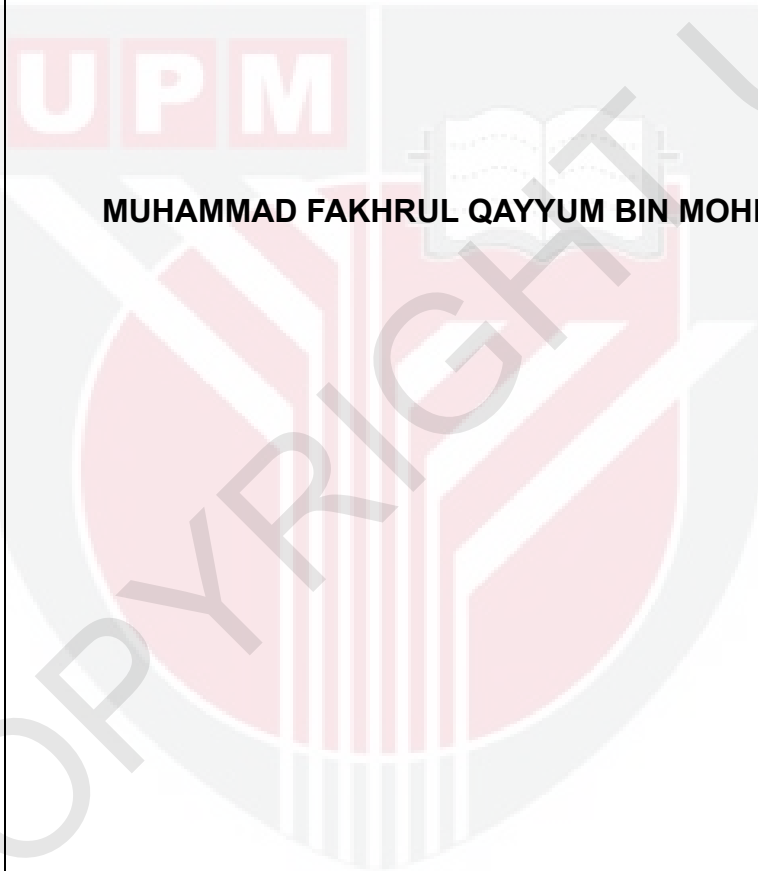
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BAC. OF PARKS & RECREATION SC. (HONS.)

2024



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**FACULTY OF FORESTRY AND ENVIRONMENT
UNIVERSITI PUTRA MALAYSIA**

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By

MUHAMMAD FAKHRUL QAYYUM BIN MOHD SUKELI

**A Project Report Submitted in Partial Fulfilment of the Requirements
for the Degree of Bachelor of Parks and Recreation Science (Honours)
in the Faculty of Forestry and Environment
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2024

DEDICATION

I am grateful to my friends who have helped me glimpse the blue sky after a clouded sky. My kind parents constantly advise and encourage me. You made the largest impact in my life, yet I fail to thank you. Who makes terrible things tolerable and good stuff delightful. Please accept my sincerest gratitude for becoming my family. I am inspired by my siblings, particularly Nur Syafiqah Fatihah, Muhammad Muqri, and Muhammad Fakhru Faiz. To myself, keep going. Do not loiter on your voyage, go for target.



ABSTRACT

Gopeng is a district located in Perak, Malaysia. The area was frequently visited by tourists for recreational activities such as camping. However, the risk of accidents at the campsite may occur due to negligence on the part of the campsite management or the visitors themselves. This study addressed a rising issue of increased accidents at campsites, due to poor infrastructure maintenance and lack of safety guidelines. The study used two types of data analysis, descriptive analysis and ANOVA. This needs to be emphasized because camping activities require careful and appropriate safety management in the area. The objective of this study was to examine the perceptions and awareness of visitors toward safety management at the selected campsite at Gopeng. The study was expected to contribute to the improvement of safety management practices at the campsite. By using a quantitative method, a survey was distributed to every visitor that stayed overnight at the Gopeng campsite. In total, 199 respondents were collected intensively over a period of six days, starting on September 10 till September 16. Overall of this study shows that the campers generally have a positive perception of safety at the Gopeng campsite in Perak. The findings indicated that campers were well-informed about safety management and potential risks. However, the study also identifies specific areas for improvement in safety facilities and equipment. Therefore, the study provides valuable insights into the awareness and perceptions of safety at the campsite and understanding the level of awareness among visitors to enhancing safety practices at the campsite.

ABSTRAK

Gopeng ialah sebuah daerah yang terletak di Perak, Malaysia. Kawasan itu sering dikunjungi pelancong untuk aktiviti riadah seperti berkhemah. Namun begitu, risiko kemalangan di tapak perkhemahan mungkin berlaku kerana kecuaihan pihak pengurusan tapak perkhemahan mahupun pengunjung sendiri. Kajian ini menangani isu peningkatan kemalangan di tapak perkhemahan yang semakin meningkat, disebabkan penyelenggaraan infrastruktur yang lemah dan kekurangan garis panduan keselamatan. Kajian menggunakan dua jenis analisis data, analisis deskriptif dan ANOVA. Perkara ini perlu dititikberatkan kerana aktiviti perkhemahan memerlukan pengurusan keselamatan yang teliti dan bersesuaian di kawasan tersebut. Objektif kajian ini adalah untuk mengkaji persepsi dan kesedaran pengunjung terhadap pengurusan keselamatan di tapak perkhemahan yang dipilih di Gopeng. Kajian ini diharapkan dapat menyumbang kepada penambahbaikan amalan pengurusan keselamatan di tapak perkhemahan. Dengan menggunakan kaedah kuantitatif, tinjauan telah diedarkan kepada setiap pengunjung yang bermalam di tapak perkhemahan Gopeng. Secara keseluruhan, 199 responden telah dikumpul secara intensif selama enam hari, bermula pada 10 September hingga 16 September. Secara keseluruhannya kajian ini menunjukkan bahawa perkhemahan secara amnya mempunyai persepsi yang positif terhadap keselamatan di tapak perkhemahan Gopeng di Perak. Penemuan menunjukkan bahawa perkhemahan mempunyai maklumat yang baik tentang pengurusan keselamatan dan potensi risiko. Walau bagaimanapun, kajian ini juga mengenal pasti bidang khusus untuk penambahbaikan dalam kemudahan dan peralatan keselamatan. Oleh itu, kajian ini memberikan pandangan yang berharga tentang kesedaran dan persepsi keselamatan di tapak perkhemahan dan memahami tahap kesedaran dalam kalangan pengunjung untuk meningkatkan amalan keselamatan di tapak perkhemahan.

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First and foremost, praises and thanks to God Almighty for His showers and blessing throughout the completion of my research work.

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LIST OF ABBREVIATION

ANOVA	Analysis of Variance
RV	Recreational Vehicle
SPM	Sijil Peperiksaan Malaysia
SPSS	Statistical Package for the Social Sciences
STPM	Sijil Tinggi Peperiksaan Malaysia



CHAPTER 1

INTRODUCTION

1.1 General Background

Camping is an outdoor activity that typically takes place in a natural environment. It was the practice of staying in a tent while on vacation (Mauricette Larissa, 2013). The term 'campers' refer to the tourist or person who practices camping. In addition, campers typically leave their homes to spend the night in nature in a tent or facility provided by the campsite.

Camping is a type of recreational activity associated with free time, relaxation, and the enjoyment of holiday-related entertainment. Family camping offers a beneficial way for parents, children, and friends to share leisure moments together, highlighting the value of embracing the natural world according to Wong et al. (2021). Camping tourism is a form of nature-based special interest tourism that is based on the adaptability, transience, and mobility of its accommodation, such as tents, RVs, and mobile homes, as well as its strong connection with the surrounding environment (Blichfeldt & Mikkelsen, 2015). According to Mikuli et al. (2017) and O'Neill et al. (2010), one of the tourist industry's segments has experienced an unexpected rise. According to Brochado & Pereira (2017) and Brooker & Joppe (2014), this section has changed from basic tents to luxurious accommodations surrounded by nature's beauty.

Camping is a popular outdoor activity that allows individuals to connect with nature, escape from the hustle and bustle of urban life, and engage in various recreational activities. Gopeng, Perak is a renowned destination for camping, offering stunning natural landscapes, adventurous activities, and a rich cultural heritage. However, as the popularity of camping continues to grow, it is essential to prioritize safety management at campsites to ensure the well-being of campers.

Restoring public perceptions of safety and attractiveness after a disaster is essential to draw and reassure potential visitors, encouraging them to travel to the destination and by doing so, aiding the affected area in recovering functionality and achieving economic recovery (Alexis, 2017). The perception and awareness of safety management among campers plays a critical role in maintaining a safe and enjoyable camping experience. Understanding campers' perception, knowledge, and awareness related to safety management at campsites in Gopeng, Perak is crucial for improving safety management and enhancing overall safety measures. This study aims to explore campers' perceptions and awareness of safety management at selected campsites in Gopeng, Perak, with the goal of identifying areas for improvement and enhancing overall safety measures.

Background camping in Gopeng, Perak, offers a wide range of outdoor activities, including jungle trekking, caving, river rafting, and rock climbing. While these activities provide an exhilarating experience for campers, they

also present inherent risks and challenges. As such, it was essential for campsites in the area to have robust safety management protocols in place to mitigate potential hazards and ensure the safety of campers. The camping sector relies heavily on substantial infrastructure, amenities, and services to entice and keep visitors on-site or in nearby areas (Grande, 2021; Lee, 2020; Salo et al., 2020).

The natural environment of Gopeng, Perak presents a unique challenges for safety management, including unpredictable weather conditions, rugged terrain, and encounters with wildlife. The sector is expanding worldwide, although not all locations are yet equipped with a full complement of leisure amenities (Brochado & Brochado, 2019; Brooker & Joppe, 2013). Additionally, the diverse range of activities available at campsites requires careful planning and supervision to minimize the risk of accidents and injuries. Campers' perception and awareness of safety management at these campsites were crucial in ensuring that they are equipped with the necessary knowledge and resources to engage in outdoor activities safely.

1.2 Problem Statement

In recent times, many people are getting into camping, enjoying the beauty of nature for a closer connection to nature, fostering bonds among friends and family and improved mental well-being (Hassell et. al., 2015). But there is a concerning problem, more accidents are happening at certain campsites,

such as Batang Kali Campsite at Gohtong Jaya, Selangor (Berita Harian Online, 2023; New Strait Times, 2023). This was mainly because these campsites managers do not take good care of the infrastructure and layout where people camp (Hishan, 2022). The places were not looked after properly, making the camping experience risky, and these areas might be at risk for several dangers, including floods, storms, and other natural disasters as well as man-made calamities. The well-being of campers and the avoidance of possible damage or injury place a high priority on their safety.

Another big issue is that there are no guidelines in campsite safety rules (Hishan, 2022). Campers' perception of the safety of campsites is crucial in the context of potential risks or disasters. Xia et. al. 2020 stated that unable to adequately manage risks at camping sites could lead to various hazards, such as natural disasters (e.g., floods, wildfires), inadequate infrastructure (e.g., unstable tents, faulty electrical systems), or safety threats (e.g., wildlife encounters, insufficient lighting). Risks in tourism safety have been periodically explored concerning potential safety threats (Xie et al., 2021). Ensuring proper risk management is vital because it directly impacts the safety and well-being of campers. Unaddressed risks can result in accidents, injuries, or even fatalities, tarnishing the reputation of the campsite and the broader tourism industry. To manage these risks effectively, campsites should conduct comprehensive risk assessments, implement safety management, and regularly maintain facilities (Basahel, 2021). This proactive approach not only enhances camper safety but also contributes to a positive camping

experience, aligning with the industry's goal of promoting camping as an enjoyable, safe, and well-planned activity in nature. This effort was to gain a more comprehensive understanding of the overall experiences of these visitors (Zhang & Cole, 2016). Examples include installing warning systems for natural disasters, providing clear safety guidelines to campers, and regularly inspecting and maintaining infrastructure. Because of this, the tourism industry came up with the idea of making camping a fun, safe, and well-planned way to spend time in nature (Whitney, 2011).

This research aims to understand the perception and awareness of campers in Gopeng, Perak regarding campsite safety. This research is important because it creates a better camping experience by tackling the main reasons for accidents. By looking into campsite safety management, taking care of their areas, and following procedures, the goal is to give useful advice and make changes that will create a safer and more enjoyable camping experience at Gopeng campsites.

1.3 Research Objectives

The overall objective of this research was to explore campers' Perceptions and Awareness Toward Safety Management by the campsite operator in Gopeng, Perak. The specific objectives of this research are to;

- a) To determine the camper's perception of the important components in campsite safety management.

- b) To evaluate the camper's awareness of safety management practices in selected campsite Gopeng, Perak.
- c) To examine the relationship between the category of campers and the level of awareness of campsite safety management practices.

1.4 Significant of Study

The important of the study are threefold, as follows:

- I. The findings will serve as a guide for relevant authorities as they create improved guidelines for decent camp safety management.
- II. The results of this study can assist managers in understanding the campers' camping type and their perspective, and aid in decision making processes to improve the campsite safety practices.
- III. The findings of this research study highlight the need for further investigation into the factors influencing camper categories and safety awareness, with potential implications for the development of targeted safety management strategies in outdoor recreational settings.

CHAPTER 2

LITERATURE REVIEW

This study aims to explore campers' perceptions and awareness of safety management at campsites. This chapter addresses the campers' perception, awareness, and safety while in the camping area.

2.1 Prospective Research on Camping Tourism

Camping tourism is a growing global trend that is increasing in importance while also undergoing significant changes in its characteristics according to Rogerson & Rogerson (2020). Alongside this growing interest in camping tourism, a demand for high-quality infrastructure developed to meet the diverse requirements, desires, and expectations of an increasingly demanding visitor population (O'Neill et al., 2010). Collins et al. (2020) highlights that the use of the verb 'camping' and the term 'camp' as symbols for mobile dwelling spaces "exist in ambiguous territory." While camping serves as a recreational space and time for affluent and well-housed groups, it may serve as a form of 'informal housing' providing temporary relief from compelled and ongoing mobility for those who are vulnerable, less fortunate, and living in precarious conditions (Kearns et al., 2019; Collins et al., 2020).

According to Clark et al.'s (2009) research on the different perspectives of campers and campsite managers, these differences may be attributable to

campers' social objectives and urban behaviour patterns as opposed to recreation managers' more conventional, naturally oriented expectations.

Additionally, several studies on camping tourism have concentrated on the investigation of camping experiences and their drivers (Mikuli et al., 2017; Garst et al., 2010, Van Heerden, 2010, Triantafillidou and Siomkos, 2013), as well as campsite selections and campground attributes that influence them (Oh et al., 2007). More precisely, Garst et al. (2010) showed that camping experiences have characteristics remarkable experiences including connection with nature, social interaction, and sensations of escape and self-renewal in their study on forest camping experiences and meanings.

2.2 Campsite Preferences Based on Previous Studies

Choi et al. (2003) conducted a study where they examined and compared the influential elements that affect the choice and satisfaction of campers at two different types of campgrounds. The findings revealed that out of the 17 characteristics of campsites, the four most significant to campers are the ability to see the lake, pond, or river from the campsite, the distance between campsites to ensure privacy, the amount of vegetation surrounding the campsite for shade and screening, and the absence of overcrowding in nearby campsites. The authors conclude that managers of less developed campsites should reassess the amount of vegetation that is maintained surrounding the campsites, while managers of more developed campsites may contemplate

increasing the distance between adjacent campgrounds. Oh et al. (2007) examined the relative significance of several characteristics of campsites and the preferred degree of development for these traits among different groups of campers seeking different types of camping amenities. Consistent with prior studies, their results demonstrated that campers preferred campsites with distinct attributes, including robust security measures, spacious surroundings, and sufficient toilet facilities. These desired attributes are likely classified as essential traits and play a pivotal influence in campers' selections when choosing a campsite. The authors found that the preference for need qualities was similar across different types of campers. They also stated that campground management that includes these necessary attributes is likely to increase the chance of campers using the site since it is more likely to meet their expectations.

It is crucial to understand the specific sorts of campsites, with different facilities and pricing systems, that motivate campers to visit state campgrounds and sites more often and for longer periods. Several research projects (Choi & Dawson, 2001; Schroeder & Louviere, 1999) have contributed to our understanding of the features of campsites and the process of choosing a site, although they are limited to locations. Hence, the generalizability of our research findings to other campsites is likely to be restricted (Manning, 2000). State-level planning and management choices need a comprehensive understanding of campers' preferences for selecting campsites at a larger scale. The assumption is that managing campsites to cater to campers'

specific interests would enhance camper happiness, boost visitation, and thus lead to an increase in income at the state level. Hence, the objective of this research is to ascertain the preferences of campers about the criteria considered while selecting a campground and to formulate an ideal combination of these features to enhance management tactics.

2.3 Visitors Perception of Recreational Activity

The perception of an area for visitors is mostly based on two factors: emotive and cognitive assessments (San et al.; Walmsley & Young, 1998). The emotive components represent visitors' or potential visitors' sentiments about a location, while the cognitive component relates to the views of visitors or knowledge about that destination. When the two elements work together to create a positive perception of the place, travelers are more likely to return and tell others about it (Giles et al., 2013; Marchiori et al., 2015; Qu et al., 2011). A good perception, particularly for places of spirituality, fosters societal cohesion, guarantees security and stability, strengthens personal convictions, and preserves mental health (Homayouni, 2011). Therefore, one might argue that maintaining or developing a positive destination image is essential to continuing the growth of religious tourist destinations.

The connections that visitors retain in their recollections form the basis of their views of a location (Cai, 2002). Various information sources may have an impact on these recollections. via offline efforts like creating travel guides and

documentation and online promotion via popular media, destination marketing groups and commercial agents attempt to establish a positive brand image (Gartner, 1993; Gunn, 1988). People may also get information from their friends, acquaintances, and other travelers' blogs about their experiences back home. According to recent research, a lot of travelers like exchanging information, feelings, and first-hand accounts in virtual communities (Buhalis & Law, 2008; Jacobsen & Munar, 2012). All this research points to the importance of word-of-mouth in influencing travelers' perceptions of a place (Beerli & Martin, 2004).

2.4 Concept of Safety Awareness

Awareness refers to the condition of being cognizant or possessing perceptual understanding that is focused on either oneself or the surrounding environment (Duval & Wicklund, 1972). He emphasized that awareness is acquired through the comprehension of something through self-assessment, which is based on personal experiences or formal education. As stated by Ashchi & Martinelli (2012), awareness refers to being able to perceive, experience, comprehend, or be conscious of occurrences.

The level of environmental awareness among individuals is influenced by the cultural traits, beliefs, and values prevalent within a society. People's inherent values and beliefs shape their perception of the world around them, suggesting that fundamental national cultural values play a role in shaping

environmental awareness and subsequent behavioral patterns within a country (Halkos & Tzeremes, 2013; Gould et al., 2018).

In addition, Duval & Wicklund (1972) underlined that a self-aware person would try to change his current state to bring it into conformity with the criteria of correctness. This indicates that after a person has established his knowledge of a given subject, he will act in a manner that is consistent with the standard of accuracy for that field. For example, if campers were to decide whether the place where they were camping was safe to camp in, they would need to have some sort of idea, such as gathering information about the area where they were camping. Evaluating camper awareness involves assessing their knowledge of safety protocols, emergency procedures, and the availability of safety resources. Previous studies emphasize the need for regular safety briefings, interactive training sessions, and the dissemination of educational materials to enhance camper awareness.

2.5 Visitors' Sense of Tourism Safety

Safety in the context of tourism refers to the state of being shielded from danger, risk, or harm. It is a fundamental attribute of destinations and encompasses various factors such as personal safety, political stability, civil unrest, human rights violations, and crime rates. Research on tourism safety has explored different dimensions, but the overarching theme remains consistent. For instance, Xie et al. (2021) defined travel safety as the level of

risk acceptable during travel, reflecting a state of balanced, stable, and orderly tourism activities.

Tourists' perceived safety involves their evaluations of potential threats, losses, or harm during their travels (Chauhan, 2007). The safety climate of a destination captures overall perceptions of safety (Yen et al., 2021), while a sense of safety in a tourism context is described as emotional experiences influenced by how well the external environment and safety conditions align with personal safety needs (Zou & Meng, 2020). While certain tourists seek adventure and thrills, individuals assess safety by considering the likelihood they perceive of encountering accidents, injuries, or even death (Rosselló et al., 2020).

Individuals with passive personalities and low activity levels often associate camping with feelings of peace, calm, enjoyment, and safety, while those with active personalities may experience arousal, stress, and even fear. Despite the existence of adventurous and sensation-seeking tourists, safety evaluations are typically grounded in the perceived likelihood of encountering accidents, injuries, or death (Rosselló et al., 2020). Campers' perceptions of the adequacy and functionality of facilities and equipment directly impact their sense of safety. Research indicates that well-maintained facilities, proper signage, and easily accessible emergency equipment positively influence camper perceptions of safety.

2.6 Research Framework

A conceptual framework was developed following (Mason et al., 2017).

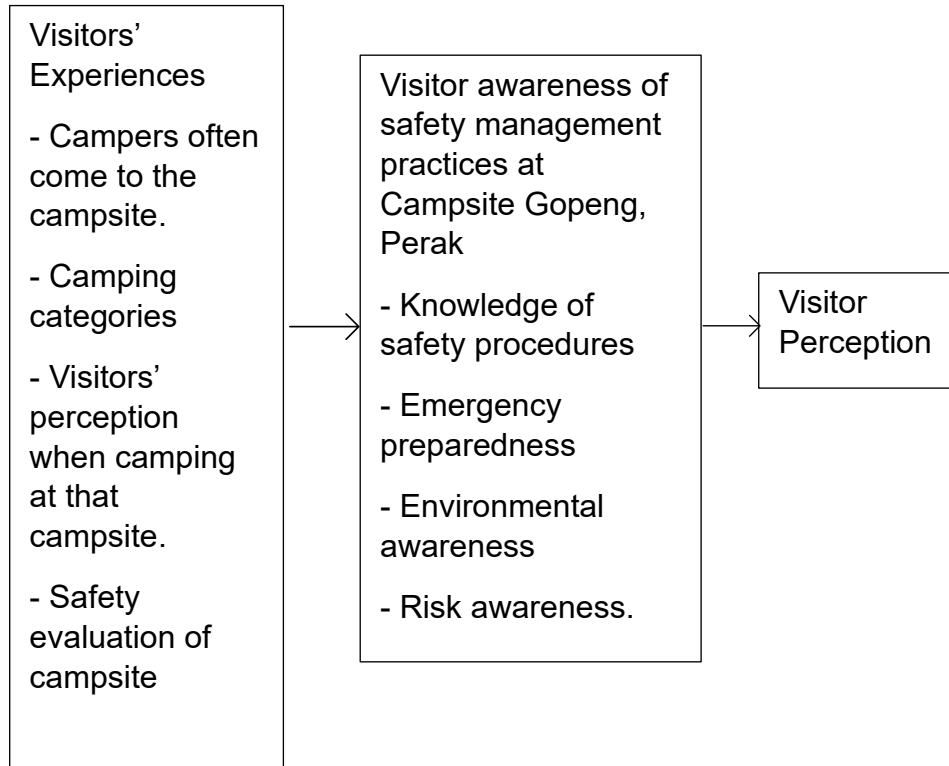


Figure 2.1: Conceptual Framework

Source: by Mason (2017)

CHAPTER 3

METHODOLOGY

3.1 Background of Study Area

Gopeng is a town which is in Mukim Teja, Kampar District, Perak. Approximately, Gopeng is located 20 km south of Ipoh, the capital of Perak. Besides, the town is located on the west side of the North-South Expressway stretch of Tapah to Simpang Pulai. The limestone hills and the Titiwangsa Mountains are visible the expressway penetrates between them and the view of the Tapah - Gopeng stretch is one of the most picturesque areas on the west side of Peninsular Malaysia.

The Thrifty Traveller blog posted on July 9th 2013 stated that Gopeng was once well-known for the tin-mining industry, and now Gopeng had flourished with eco-tourism and outdoor adventure. The town of Gopeng is surrounded by jungles, rivers, waterfalls, mountains, caves (Gua Tempurung), lakes, and villages. These were what made Gopeng a tourism destination.

The study area encompassed a small part of the Gopeng District, as shown in Figures 3.1 and 3.2. Several campsites were selected for the study, including Rex Camp, Riverside Camp, Rock Garden and Himalaya Campsite Resort, Gopeng Glamping Park, and Murni Camp Gopeng.

Rex Camping Site by River Explorer offered a peaceful and scenic environment near a river, perfect for nature enthusiasts. Activities such as water rafting. The site provided basic amenities such as clean bathrooms, BBQ pits, and picnic areas.

Riverside Camp by Radar Adventure was located beside the beautiful, refreshing Kampar River, Gopeng. Riverside Camp had served multi-campers since 2014 as it was ideal for adventure enthusiasts looking for water-based activities. Situated by the riverside, visitors can enjoy river rafting, kayaking, and swimming. The campsite offered rental equipment for water sports and has designated areas for campfires and outdoor cooking. The price of the campsite there were fixed according to the area lot that had been prepared.

Rock Garden and Himalaya Campsite Resort provided a unique camping experience in a lush, rocky landscape. The resort offered various outdoor activities such as cave exploration, hiking, and waterfall abseiling. This campsite provided various facilities, including comfortable camping spots, clean restrooms, and electrical amenities.

Gopeng Glamping Park was known for its luxury camping experience, offering stylish and comfortable tent accommodations. The campsite provided amenities such as private bathrooms, outdoor seating areas, and on-site

dining options. Activities such as cave exploration, waterfall abseiling, and sunset hiking were available for guests to enjoy.

Murni Camp Gopeng offered a serene and peaceful environment for campers, nestled in the heart of nature. The camp provided various outdoor activities such as jungle survival skills workshops, bamboo raft building, and traditional cooking classes. Visitors can also explore the nearby caves and waterfalls, making it an ideal destination for nature lovers and adventure seekers.

The study conducted at each campsite involves a comprehensive assessment of facilities, focusing on safety management, starting from the entrance, and covering the entire campsite area such as observing proper signage, and well-defined spaces to prevent congestion and enhance traffic safety. Each campsite provided various facilities to ensure the safety of visitors, including a variety of tent options, restrooms, lighting, and parking spaces. This included inspecting tent options for structural, maintaining clean and functional restrooms, ensuring adequate lighting in main areas, organizing and evaluating parking spaces, and conducting regular maintenance before and after visitor arrivals. The assessment encompassed preventive measures to address potential risks, emphasizing the importance of proper maintenance, visitor education on safety guidelines, and continuous improvements based on regular reviews. Overall, the goal was to create a secure and enjoyable environment for campsite visitors while minimizing risks and enhancing safety management.

Based on observations, the environment at the campsites was beautiful and clean, providing a safe environment for camping. However, some campsites area that were close to forests and undergrowth were developing and may posed safety concerns to campers. For this reason, these areas were chosen to assess visitors' perceptions of camping sites and to evaluate awareness of safety management at camping sites.

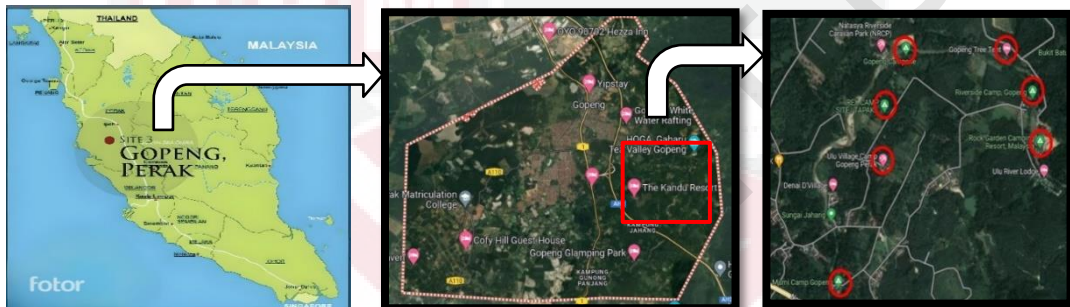


Figure 3.1: Map of Camping site at Gopeng, Perak



Figure 3.2: On-Site Picture of Camping Site at Gopeng, Perak

3.2 Sampling Design

In this research study, method of data collection known as convenience sampling. When conducting a quantitative study, convenience sampling is frequently utilized in education and social sciences where researchers have ready access to existing target populations (Nikolopoulou, 2022). Convenience sampling, a non-probability sampling technique, involves selecting participants based on their accessibility and proximity to the researcher rather than through random selection. This method is characterized by its convenience and practicality, as participants are chosen for their ease of access. Rahi (2017) describes convenience sampling as the process of collecting data from a research population that is readily accessible to the researcher. In distinguishing between probability and non-probability sampling, MacNealy (1999) defines convenience sampling as a technique wherein researchers approach individuals in public settings and invite them to participate. Convenience sampling offers several advantages. Firstly, researchers expend less effort in participant selection compared to other non-random sampling methods. Secondly, it incurs minimal cost for participant selection. Thirdly, researchers save time as the sample is easily accessible from the target population. Lastly, there's no requirement to compile a comprehensive list of all population elements (Alvi, 2016).

3.3 Sample Size

Sample size calculation for this study was using Cochran Formula (Cochran, 1997). The calculation aimed to identify an appropriate sample size capable of providing precise estimation for the entire population. In other words, the sample data must be used to make inferences and generalizations about the population. The inferences pertain to certain population parameters, including the mean, standard deviation, or other characteristics such as the proportion of a specific attribute present in the population (Guwahat, 2013).

$$n_0 = \frac{z^2 pq}{e^2}$$

Where,

n = Sample size

p = the population proportions (p = 0.25)

e = the desired level of precision (e = 0.05)

q = 1 – p

- Reliability level 95% or significance level 0.05; z = 1.96

Therefore, the sample size is calculated as below.

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2(0.25)(0.5)}{(0.05)^2}$$

$$n = 200$$

The sample size for this study is 200 participants. The study effectively gathered an overall total of 199 samples from visitors who were staying at one of the selected Gopeng camping sites.

3.4 Questionnaire Design

In this study, the questionnaire is a set of questions intended to seek and collect data from respondents for research (Babbie, 1973). A questionnaire will directly influence the proficiency and success of the research (Groves et al., 2010). The main advantage of the questionnaire is that all respondents are anonymous (Gul et al., 2012).

In this study, a questionnaire developed was adapted from Clark et al. (2009). The questionnaire was distributed to visitors at Campsites Gopeng Perak to evaluate the visitor perception and awareness toward the safety of campsite management. The questionnaire consisted of responses using a Likert scale, which ranged from 1 (strongly disagree) to 5 (strongly agree), alongside multiple-choice options. Respondents could easily understand and answer the questions in a short time as the questions were short and straightforward.

The questionnaire consisted of 3 sections which were:

Section A: Socio-demographic characteristics

Section B: Visitors' Perception of the important components in campsite safety management

Section C: Campers' awareness of safety management practices.

Section A aimed to provide a comprehensive understanding of the population or sample under investigation. By presenting a detailed overview of the visitors' age, gender, ethnicity, socioeconomic status, educational background, marital status, geographical location, and other relevant characteristics, researchers can establish the context for their study and enhance the understanding of the population being studied.

For Section B, the purpose of the questionnaire was to measure individual perceptions of the level of safety in a particular camping area while also assessing their perceptions of safety at a campground. The goal of the questionnaire was to acquire an understanding of participants' perspectives by collecting data on a variety of variables that might affect their perceptions of safety. The questionnaire was attempted to offer a thorough knowledge of participants' perceptions of safety at the campsite by collecting answers to these questions. This data may be utilized to identify problem locations, strengthen security precautions, and respond to any issues that campers may have.

Section C evaluated the awareness of safety management in campsites in Gopeng, Perak. This section was intended to test their comprehension of the many safety precautions and practices that are crucial for a secure and safe camping trip. The on-site amenities hold high importance levels, but the importance assigned to these amenities may vary across different types of campers, as indicated by Andrey et al. (2014). Therefore, this section's

objective was to measure participants' knowledge of the safety precautions and procedures necessary to keep campsites safe. People may ensure a pleasant and secure camping experience for themselves and others by comprehending and following these rules.

3.5 Data Analysis of Study

The data analyses were performed using the SPSS Version 29. Two types of data analysis were employed in this study.

3.5.1 Descriptive Analysis

the basic characteristics of the data obtained (Kaushik & Mathur, 2014; Loeb et al., 2017). The quantitative descriptive analysis was used to investigate data patterns to determine the characteristics of a phenomenon (Loeb et al., 2017). Descriptive analysis was a simple approach to summarizing a huge quantity of data systematically (Kaushik & Mathur, 2014). By analyzing the data from each section of the questionnaire, the study can gain a comprehensive understanding of visitors' perceptions, concerns, and awareness of campsite safety. This information can be used to develop targeted interventions, improve safety implementation, and ultimately create a safe camping area and more enjoyable camping experience.

3.5.2 ANOVA

ANOVA was a statistical analysis tool that divided an observed aggregate variability found within a data set into two parts: systematic components and random factors (Kenton, 2022). This was done to better understand the relationship between the two types of variability. ANOVA test was utilized to analysed in order to determine the degree to which the independent variables have an impact on the dependent variable in the analysis. According to Oehlert (2010), ANOVA test made it possible to compare more than two groups at the same time to determine whether there was a connection between them. In this study, the groups were the different camping styles such as car camping, mobile camping, static camping, glamping, group camping, and solo camping. The ANOVA will test whether there is a statistically significant difference in the mean knowledge of safety procedures, emergency preparedness, environmental awareness, and risk awareness scores between these groups. If the ANOVA finds a statistically significant difference, it means that there is a real difference in the mean scores between the groups.

3.5.3 Pilot Study

Before starting actual research, it was very important to conduct a pilot test. The pilot test aimed to ensure the sustainability and productiveness of the questionnaires. The pilot test took place at UPM among UPM student and Campsite at Gopeng. The pilot survey had been distributed to 45 visitors.

CHAPTER 4

RESULTS AND DISCUSSION

The results of this chapter were connected to the visitors' evaluation of the campsite management's safety perceptions. An analysis and discussion of the data and information obtained during the field survey were presented in this chapter. A total of 199 participants completed the survey while camping in Gopeng, Perak.

4.1 Distribution of Respondent by Demographic Profile

In this study, visitor data were acquired through the use of a questionnaire, as detailed in Appendix A. All table showed the frequency and percentage distribution of visitors at campsite Gopeng Perak based on various characteristics, such as gender, age, ethnicity, marital status, highest education level, employment background, estimated household monthly income, previous camping experience, frequency of camping per year, previous visits to a campsite in Gopeng, Perak preferred camping category in Gopeng, camping companions, and sources of information about the campsite.

4.1.1 Distribution of Respondents Base on Gender Group

At the Gopeng campsite, 52.3% of the questionnaires were completed by female respondents ($f=106$), while 46.7% were completed by male visitors ($f=93$).

Table 4.1: Distribution of Respondents Based on Gender Group

Gender	Frequency	Percentage (%)
Male	93	46.3
Female	106	53.3
Total	199	100.0

Note. $n = 199$

4.1.2 Distribution of Respondents Base on Age Group

According to Table 4.2, the age of the respondent had been divided into five different categories. According to the data presented in the table, most people who visited Campsite Gopeng were between the ages of 26 and 35. Which accounted for 52.3% ($f=104$) of the total number of visitors. Gopeng Campsite was well-known for its campground in the state of Perak. That was one of the reason why it was a favorite place for family vacations. The age group that placed second in terms of population proportion was the age group that was between the ages of 19 and 25 years old, or 30.7% ($f=61$). This was followed by the age group that was between the ages of 36 and 45 years old, which accounted for 15.6% ($f=31$). The age group that presented the lowest percentage was the 46–55 age group, which only accounted for 1.5% ($f=3$) of

the total population. The age group was the one that had the lowest percentage.

Table 4.2: Distribution of Respondents Based on Age Group

Age	Frequency	Percentage (%)
19 – 25 years old	61	30.7
26 – 35 years old	104	52.3
36 – 45 years old	31	15.6
46 – 55 years old	3	1.5
Total	199	100.0

Note: n = 199

4.1.3 Distribution of Respondents Base on Ethnic Group

Table 4.3 presented an extensive overview of the dispersion of various ethnic groups. According to statistical data, the Malay ethnic group represented the largest proportion, accounting for 74.4% ($f=148$) of the total population. The Chinese ethnic group had a distribution rate of 12.6% ($f=25$), which was the second highest. The Indian ethnic group followed with a distribution rate of 11.6% ($f=23$). The ethnic group of Bidayuh and Bajau had the smallest proportions, each accounting for 0.5% of the total population ($f=1$).

Table 4.3 Distribution of Respondents Based on Ethnic Group

Ethnic	Frequency	Percentage (%)
Malay	148	74.4
Chinese	25	12.6
Indian	23	11.6
Bajau	1	0.5
Bidayuh	1	0.5
Total	199	100.0

Note. n = 199

4.1.4 Distribution of Respondents Base on Marital Status Group

Table 4.4 provides data on the number of visitors and the corresponding percentage of visitors for two different marital statuses. A total of 104 visitors, constituting 52.3% of the total number of visitors, were married. The total number of visitors consisted of 95 single individuals, accounting for 47.7% of the total. The Gopeng Perak camping site is commonly frequented by married visitors seeking to spend quality leisure time with their families.

Table 4.4 Distribution of Respondents Based on Marital Status Group

Marital Status	Frequency	Percentage (%)
Married	104	52.3
Single	95	47.7
Total	199	100.0

Note: n = 199

4.1.5 Distribution of Respondents Base on Highest Education Level Group

Table 4.5 presented a thorough summary of the visitor demographics at Gopeng Perak camping site. Out of all the differences of educational backgrounds, the largest group of visitors consisted of individuals with a Diploma. There were 106 individuals in this group, which accounted for 53.3% of the total number of visitors. Next in line were individuals holding a bachelor's degree, totaling 63 visitors, and representing 31.6% of the overall count. STPM holders comprised of 18 visitors, accounted for a smaller but noteworthy proportion of the total, representing 9.0%. SPM holders and Master's Degree holders constituted a smaller proportions, accounting for 8

visitors or 4.0% and 4 visitors or 2.0% respectively. The distribution of educational backgrounds among visitors at the Gopeng Perak camping site reveals a wide range of qualifications, indicating a diverse group of individuals who choose to spend their leisure time there.

Table 4.5 Distribution of Respondents Based on Highest Education Level Group

Education level	Frequency	Percentage (%)
Diploma	106	53.3
Bachelor's degree	63	31.6
Malaysian higher School Certificate (STPM)	18	9.0
Malaysia Certificate of Education (SPM)	8	4.0
Master's degree	4	2.0
Total	199	100.0

Note: n = 199

4.1.6 Distribution of Respondents Base on Employed Background Group

Table 4.6 displayed the employment status of visitors to the Gopeng Perak camping site. The majority of visitors, comprising 37.2% ($f=74$), were from the private sector. The government sector closely trailed behind, accounting for 29.6% ($f=59$) of the total. The percentage of student visitor was 23.6% ($f=47$). The self-employed visitors constituted 9.5% ($f=19$) of the visitor demographic. The distribution of visitors to the Gopeng Perak camping site indicated a diverse range of occupations, including those in the private, public, and entrepreneurial sectors.

Table 4.6 Distribution of Respondents Based on Employed Background Group

Employed Background	Frequency	Percentage (%)
Private Sector	74	37.2
Government Sector	59	29.6
Student	47	23.6
Self – Employment	19	9.5
Total	199	100.0

Note: n = 199

4.1.7 Distribution of Respondents Base on Estimation of Household Monthly Income Group

Table 4.7 presented a comprehensive analysis of the projected household earnings of those who visited the Gopeng Perak camping site. Out of the total number of visits, a substantial majority of 61.3% ($f=122$) indicated a household income that was lower than RM 4850 per month. The following identified demographic comprised of those with a monthly household income lower than RM 2000, constituting 31.7% ($f=63$) of the overall visits. An additional significant group consisted of person with a family income between RM 4850 and RM 10,970 by making up 6.5% ($f=13$) of the total visit. Among visitors, a lower proportion, namely 0.5% ($f=1$), reported a monthly household income of over RM 10,970, indicating a higher income level.

Table 4.7 Distribution of Respondents Based on Estimation of Household Monthly Income Group Income

Household Income	Frequency	Percentage (%)
< RM 4850 per month	122	61.3
< RM 2000 per month	63	31.7
RM 4850 per month up to RM 10,970	13	6.5
> 10,970 per month	1	0.5
Total	199	100.0

Note: n = 199

4.1.8 Distribution of Respondents Base on Average Camping Per Year Group

Table 4.8 provided a thorough overview of the annual frequency at which visitors participated in camping activities at the Gopeng Perak. A significant majority, including 53.3% ($f=196$) of the total, reported a moderate camping frequency by visiting the site 2 to 6 times per year. The second largest category consisted of persons who camp once a year, making up 43.2% ($f=86$) of the total. There were 86 people in this group. Within the higher frequency range, a specific group of visitors accounted at 3.5% ($f=7$) engaged in camping more than 6 times a year. Among these individuals, 7 respondents indicated a very strong passion for camping activities.

Table 4.8 Distribution of Respondents Based on Average Camping Per Year Group

Camping Per Year	Frequency	Percentage (%)
Once	86	43.2
2 – 6 times	106	53.3
More than 6 time	7	3.5
Total	199	100.0

Note. n = 199

4.1.9 Distribution of Respondents Base on Preferences of Campsite Group

Table 4.9 presented a comprehensive summary of the preferences of visitors to the Gopeng Perak recreational area for several campsites, it was important to highlight that the total frequency in this section exceeded the known population of the study, which is 199. The cumulative frequency in Table 4.9 is reported as 293. This discrepancy may be attributed to the survey design, where respondents were allowed to choose multiple campsites. Rex Campsite stands out as the preferred choice among the available options, with 50.3% ($f=100$) of the respondents preferred this location for their camping experience. Rock Garden & Camp Himalaya Camping Resort attracted the attention of 33.2% ($f=66$) visitors. The Hideout Gopeng is favored by 18.1% ($f=36$) of visitors. Among the responders, Riverside Camp Gopeng is chosen by 23.6% ($f=47$), while Murni Camp Gopeng attracted the attention of 14.6% ($f=29$). Significantly, there was an additional category called "others," which signified that 7.5% ($f=15$) of camping visitors were for sites that were not explicitly mentioned in the choices available.

Table 4.9 Distribution of Respondents Based on Preferences of Campsite Group

Camping name (Can choose more than one)	Frequency	Percentage (%)
Rex Campsite	100	50.3
Rock Garden & Camp: Himalaya Camping Resort	66	33.2
The Hideout Gopeng	36	18.1
Riverside Camp Gopeng	47	23.6
Murni Camp Gopeng	29	14.6
Others	15	7.5
Total	293	100.0

Note. n = 199

4.1.10 Distribution of Respondents Base on Category of Camping Group

The data in Table 4.10 provided a detailed analysis of the different types of campsites selected by visitors at the Gopeng Perak camping site. Group Camping was the group that was chosen by the highest percentage of respondents, specifically 41.7% ($f=83$). The next category is Glamping, which merged the appeal of luxury with conventional camping, attracting the attention of 33.2% ($f=66$) of visitors. Static Camp, which provided more conventional camping experience, was selected by 19.1% ($f=38$) of participants. Car Camping, which referred to camping directly from one's vehicle, was preferred by 3.0% ($f=6$) of visitors. Moreover, 2.0% ($f=4$) of visitors chose Solo Camping, which indicated a preference for separation. Finally, Mobile Camping comprised was appealing to 1.0% ($f=2$) of the participants.

Table 4.10 Distribution of Respondents Base on Category of Camping Group

Camping Category	Frequency	Percentage (%)
Group Camping	83	41.7
Glamping	66	33.2
Static Camp	38	19.1
Car Camping	6	3.0
Solo Camping	4	2.0
Mobile Camping	2	1.0
Total Respondent	199	100.0

Note. n = 199

4.1.11 Distribution of Respondents Based on Sources of Campsite Information Group

According to the data in Table 4.11, 199 respondents shared information on where they got the information about campsites. it was important to highlight that the total frequency in this section exceeded the known population of the study, which is 199. The cumulative frequency in Table 4.11 was reported as 347. For this question, respondents were allowed to tick more than one option. Online search was the preferred method for visitors, making up 57.8% ($f=115$) of the respondents. Social media had a considerable impact, accounting for 73.4% ($f=146$) of the overall total. In addition, 43 individuals, accounting for 21.6% of the total, acquired information through referrals from both others and tour companies.

Table 4.11 Distribution of Respondents Base on Sources of Campsite Information Group

Channel	Frequency	Percentage (%)
Online Search	115	57.8
Social Media	146	73.4
Through Refer from Others	43	21.6
Tour Agency	43	21.6
Total	347	100.0

Note. n = 199

4.2 Respondent's Perception of The Campsite Safety in Gopeng, Perak

Table 4.12 presented an in-depth analysis of campers' viewpoints about the key elements of campsite safety management. This study was carried out in Gopeng, Perak campsite. These components were categorized as safety perception, safety facilities and equipment, environmental and location safety, and risk management and preparedness. Each category had its collection of inquiries, along with corresponding mean and standard deviation numbers.

The relatively high mean of ($M= 4.450$, $SD= 0.3896$) in the first component, safety perception, indicate that campers generally had a positive perception of safety. This was shown by the high value of the mean. The specific inquiries provided more evidence for this optimistic viewpoint. The average score for topics such as "perceived safety at the campsite," "trust in the campsite manager's emergency response," and "the significance of safety management for visitors" were all significantly elevated.

Concerning the second component, safety facilities and equipment, the average score of ($M= 4.114$) and the standard deviation of ($SD= 0.5997$) suggested that the overall impression was positive, but it was noticeably more varied compared to the first component. Although the safety equipment and first aid kits received favorable ratings, the water surge warning system received a lower score, indicating the need for improvement in the facilities offered at the campgrounds.

The third component comprised of environmental and location safety had a high level of positivity, as shown by a mean score of ($M= 4.354$, $SD= 0.4592$). This suggested that the impression was favorable and consistent. Campers perceived the campgrounds' amenities to be well kept, find the interpretive signs to be easily comprehensible, and saw the safety information to be prominently displayed. Conversely, there was a certain level of discord among individuals over the distance that separated the parking places and the tent sites.

Furthermore, concerning the fourth aspect, namely risk management and preparedness, the average score of ($M= 4.323$, $SD= 0.425$) suggested a robust and consistently positive perspective. The campers had conveyed their confidence in the effectiveness of risk management, the readiness of the staff to handle emergencies, the presence of a secure gathering space, and the safety of the activities conducted at the campsites.

Table 4.12 Respondents' Perception of The Important Components in Campsite Safety Management

Safety at The Campsite	Percentage					Mean	Standard Deviation
	SD	D	N	A	SA		
Safety Perception						4.450	0.3896
1. I feel safe when campsite at Gopeng, Perak.	0.0	0.5	5.5	23.6	70.4	4.64	0.611
2. I feel safe camping here.	0.0	0.5	3.0	60.3	36.2	4.32	0.557
3. I am confident that the campsite manager will take appropriate action in emergency situations.	0.0	0.5	5.0	39.7	54.8	4.49	0.618
4. I believe that accidents can be avoided.	0.0	1.0	4.5	61.8	32.7	4.26	0.588
5. I feel that safety management at this campsite is very important to ensure the safety of visitors.	0.0	0.0	2.5	40.7	56.8	4.54	0.548
Safety Facilities and Equipment						4.114	0.5997
1. Safety equipment such as fire extinguishers is provided at the campsite.	1.0	1.5	8.0	37.2	52.3	4.38	0.782
2. Campsites provide first aid kits in a visible location.	0.5	3.5	10.6	52.3	33.2	4.14	0.779
3. The camping area here has a water head warning system.	1.5	10.1	14.1	53.8	20.6	3.82	0.925

Table 4.12 : Continued

Safety at The Campsite	Percentage					Mean	Standard Deviation
	SD	D	N	A	SA		
Environmental and location Safety						4.354	0.4592
1. The campsite area is well-maintained.	0.0	1.0	6.0	36.2	56.8	4.49	0.658
2. The interpretive signs are easily understandable.	0.0	1.0	5.5	58.3	35.2	4.28	0.611
3. The interpretation board is in good condition.	0.0	0.0	8.0	42.7	49.2	4.41	0.636
4. Clear safety information is provided to visitors.	0.5	1.5	6.5	59.8	31.7	4.21	0.669
5. The distance between the parking area and the tent site is appropriate and safe.	0.5	2.0	5.5	39.7	52.3	4.41	0.732
6. The camping site location is free from the risk of disasters (e.g., landslides, sinking ground, debris wind paths).	0.5	1.0	6.5	58.8	33.2	4.23	0.657
7. The distance between the camping site and the vehicle route is safe.	0.0	0.5	5.0	43.2	51.3	4.45	0.617
Risk Management and Preparedness						4.323	0.425
1. I feel the risk management at this campsite is effective	00.0	1.5	6.0	67.3	25.1	4.16	0.590
2. The staff at the campsite are always ready to assist in emergency situations.	0.0	0.0	5.0	41.7	53.3	4.48	0.593
3. I feel that the campsite provides a safe assembly place.	0.0	1.0	5.5	75.4	18.1	4.11	0.516
4. The activities offered at the campsite considered effective and safe	0.0	0.0	6.0	33.7	60.3	4.54	0.609

SD: Strongly Disagree, D: Disagree, N: Neutral, A: Agree, SA: Strongly Agree

4.3 Respondents' Awareness of Safety Management in Campsites Gopeng, Perak.

The data shown in Table 4.13 showed the level of awareness that visitors have about safety management at the campsites located in Gopeng, Perak. This awareness can be divided into four categories: knowledge of safety procedures, emergency preparedness, environmental awareness, and risk awareness.

The initial component, which was known as knowledge of safety procedures, has a mean score ($M= 4.44$, $SD= 0.447$). This indicated that the overall awareness was rather high. Within this component, the questions asked about the campers' knowledge of safety procedures, their knowledge of safety signs and instructions in the camping area, their recognition of the regulations that had been developed for safety, and their familiarity with the rules and safety guidelines that were provided by the management of the campsite. It was interesting that respondents demonstrated a high level of knowledge across all of these factors, which indicates a strong comprehension of the safety measures and requirements that were in place at the campsites.

With a mean score ($M= 4.29$, $SD= 0.536$), the second component, emergency preparedness, demonstrated a good understanding of the situation or situational awareness. The campers exhibited an awareness of the emergency plan for the campground, a grasp of their responsibilities in the

emergency management plan, and an awareness of alternate evacuation routes in the event of a calamity. This component emphasized on the importance it was for campers to be well-informed and well-prepared to appropriately react to any emergency circumstances that may arise.

The mean score for the third component, which was environmental awareness was 4.09, while the standard deviation for this component is 0.445. In this group of questions, campers were asked about their awareness of conservation zones, the appropriateness of camping sites in mountainous locations, their knowledge of the water head level in adjacent rivers, their awareness of water column signs, and the probability that they would suggest the campsites based on their impression of its safety. There was a wide range of reactions, notably concerning the awareness of the water column indications and the water head level, even though the overall mean was favorable.

A positive mean ($M= 4.39$, $SD= 0.422$) were shown by the fourth component, which was referred to as risk awareness. The campers stated that they were aware of the possible hazards that were present at the campground, the potential risks that were associated with making hasty judgments in a state of fear, and the previous incidences of accidents that had occurred in the camping area. This aspect emphasized the significance of campers being aware of the possible dangers they face and making choices based on accurate information to guarantee their safety while they are there.

Table 4.13 Respondents' Awareness of Safety Management in Campsites Gopeng, Perak

Awareness of Safety	Percentage					Mean	Standard Deviation
	SD	D	N	A	SA		
Knowledge of Safety Procedures						4.44	0.447
1. I am aware of the safety procedures to be followed while at this campsite.	0.0	0.5	3.5	30.2	65.8	4.62	0.583
2. I am aware of the presence of safety signs and instructions displayed in the camping site area.	0.0	0.5	6.5	71.9	21.1	4.14	0.529
3. I am aware that the established rules are meant to ensure my safety.	0.0	0.0	5.5	31.2	63.3	4.58	0.597
4. I am aware of the rules and safety guidelines provided by the management of this area.	0.0	0.5	3.5	48.2	47.7	4.43	0.590
Emergency Preparedness						4.29	0.536
1. I am aware of the emergency plan at the campsite.	0.0	2.0	7.0	64.8	26.1	4.15	0.626
2. I am aware of my role in the emergency management plan.	0.0	1.5	7.0	38.7	52.8	4.43	0.692
3. I am aware of the alternative exit routes in case of a disaster.	0.0	3.0	6.5	48.7	41.7	4.29	0.722

Table 4.13: Continued

Awareness of Safety	Percentage					Mean	Standard Deviation
	SD	D	N	A	SA		
Environmental Awareness						4.09	0.445
1. I am aware of the importance of maintaining a distance for conservation zones between the camping site and the river.	0.0	0.0	3.5	63.3	32.2	4.30	0.529
2. A camping site is not suitable for development in a hilly area.	0.0	0.5	3.5	59.3	36.7	4.32	0.566
3. I am aware of the highest water level in the nearby river.	0.0	8.5	27.1	39.7	24.6	3.80	0.908
4. I am aware of the sign's water surge.	0.0	11.1	18.6	54.8	15.6	3.75	0.851
5. I will recommend this campsite to others based on my perception of safety.	0.0	0.5	5.5	59.8	34.2	4.28	0.585
Risk Awareness						4.39	0.422
1. I am aware of the safety risks that may arise while at this campsite.	0.0	0.0	3.5	61.8	34.7	4.31	0.535
2. I am aware that making rash decisions in a panic will put my safety in danger.	0.0	0.0	2.5	49.2	48.2	4.46	0.548
3. I am aware of the history regarding incidents of accidents in the camping area.	0.0	3.5	5.0	40.2	51.3	4.39	0.743

SD: Strongly Disagree, D: Disagree, N: Neutral, A: Agree, SA: Strongly Agree

4.4 The Differences Respondent Awareness Level Between the Categories of Campers

Anova indicate that there were significant differences between the category of campers on knowledge of safety procedures at $F(5193) = 7.30$, $p = .00$, emergency preparedness at $F(5193) = 4.16$, $p = .01$ and risk awareness at $F(5193) = 5.49$, $p = .00$. Thus, Tukey Post Hoc test had conducted on knowledge of safety procedures, emergency preparedness and environmental awareness and risk awareness to determined the differences between each category of campers.

Table 4.14 The Differences in Awareness Level Between the Categories of Campers

Variable	F	Sig.
Knowledge of Safety Procedures	7.384	.000*
Emergency Preparedness	4.117	.001*
Environmental Awareness	.996	.421
Risk Awareness	5.491	.000*

Note: $n = 199$, $*p < .05$

4.5 The Comparison of Respondents' Awareness and The Categories of Campers

In the evaluation of respondents' awareness across various camping types, a nuanced examination provided valuable insights into factors related to safety. Specifically, enthusiasts of glamping ($M = 4.45$) and group camping ($M = 4.56$) showcased the highest average scores for knowledge of safety procedures. Static camping closely followed with a score of ($M = 4.32$). In contrast, car camping lags with a score of ($M = 3.79$), while solo camping records the lowest at ($M = 1.75$). The statistical significance of these differences was highlighted by the ANOVA test ($F = 7.384$, $p = .000$). The subsequent post-hoc test reaffirmed that glamping, group camping, and static camping distinctly outperformed car camping and solo camping in terms of knowledge of safety procedure awareness.

Next was emergency preparedness, glamping and group camping once again led with scores of 4.36 and 4.38, closely followed by static camping at ($M = 4.11$). Car camping, scoring ($M = 3.72$), and solo camping, at ($M = 3.75$). The ANOVA test confirmed a significant difference ($F = 4.117$, $p = .001$), with the post-hoc test explicitly identifying glamping and group camping as having significantly higher emergency preparedness scores than car camping and solo camping.

Environmental awareness also revealed distinctions among camping types, with glamping (M = 4.03) and group camping (M = 4.16) leading, followed by static camping at (M = 4.09). Car camping scored (M = 3.87), while mobile camping (M = 1.90) and solo camping (M = 4.00) presented the lowest and highest scores, respectively. The ANOVA test showed no significant differences ($F = 9.96$, $p = 4.21$), and the post-hoc test specifies that glamping, group camping, and static camping significantly surpass car camping and mobile camping in environmental awareness.

In the analysis of risk awareness, group camping (M = 4.49) and glamping (M = 4.40) once again lead, with static camping closely following at 4.23. Car camping scored (M = 3.89), while mobile camping (M = 4.83) and solo camping (M = 4.00) exhibited the highest and lowest scores, respectively. The ANOVA test established a significant differences ($F = 5.491$, $p = .000$), and the post-hoc test specified that group camping and glamping distinctly outperformed car camping in risk awareness.

Table 4.15 The Post-Hoc Test of The Differences in Awareness Level Between the Categories of Campers

Dimension	The Categories of Campers (Mean)						F
	Car	Mobile	Static	Glamping	Group	Solo	
	Camping (1)	Camping (2)	Camping (3)	(4)	Camping (5)	Camping (6)	
Knowledge of Safety Procedures	3.79	4.75	4.32	4.45	4.56	3.75	7.384 ^{bcdkno}
Emergency Preparedness	3.72	4.5	4.11	4.36	4.38	3.75	4.117 ^{acd}
Environmental Awareness	3.87	3.90	4.09	4.03	4.16	4.00	.996
Risk Awareness	3.89	4.83	4.23	4.40	4.49	4.00	5.491 ^{acdk}

Note: n = 199, Like Supersript indicate the significant different between group a: significant different between 1-2, b: significant different between 1-3, c: significant different between 1-4, d: significant different between 1-5, e: significant different between 1-6, f: significant different between 2-3, g: significant different between 2-4, h: significant different between 2-5, i: significant different between 2-6, j: significant different between 3-4, k: significant different between 3-5, l: significant different between 3-6, m: significant different between 4-5, n: significant different between 4-5, o: significant different between 5-6, p> .0

4.6 Summary of Result and Discussion

The analysis of campers' perception of campsite safety management in Gopeng, Perak revealed several key insights. The study categorized campers' perceptions into safety perception, safety facilities and equipment, environmental and location safety, and risk management and preparedness.

Firstly, the study indicated that campers generally had a positive perception of safety, as evidenced by the high mean score and low standard deviation in the safety perception category. Borsekova et al. (2016) suggested that there was an increasing focus on implementing a modern approach in tourism companies. This involved tackling real challenges like innovations, smart specialization, and establishing clever competitive advantages. In this regard, tourism researchers had suggested various arguments supporting the idea that safety contributes to a destination's image. These arguments encompassed aspects like a stable social structure, environmental balance, the friendliness of locals, the presence of public security systems, and the availability of facilities and equipment (Chauhan, 2007; George, 2003; Xie et al., 2021). The development of destinations was significantly influenced by tourists' perceptions of safety, which varied due to diverse social, cultural, political, and external risk factors in different countries and contexts (Seabra et al., 2013). Gaining a competitive edge was achieved by possessing or developing unique features that visitors were looking for and were willing to accept. This was further supported by the favorable ratings for safety facilities and equipment, environmental and location safety, and risk management and

preparedness, although there were areas for improvement, such as the water surge warning system and the distance between parking places and tent sites.

Moreover, the analysis delves into campers' awareness of safety management, which was divided into knowledge of safety procedures, emergency preparedness, environmental awareness, and risk awareness. The findings revealed that campers exhibited a high level of knowledge and awareness across these categories, indicating a strong comprehension of safety measures and requirements at the campsites. A study from campsite facilities in the coastal part of Croatia (Mikulic et al., 2017) revealed that safety and ecological standards are among the most important attributes for both campsite choice and the camper's experience.

Furthermore, the study compared respondents' awareness across various camping types, highlighting nuanced differences in safety awareness. For instance, enthusiasts of glamping and group camping showcased the highest average scores for knowledge of safety procedures, while car camping and solo camping lack of knowledge for safety procedures. Similarly, in the analysis of risk awareness, group camping, and glamping lead, while car camping scores lower. Cvelić-Bonifačić et al. (2017) argued that when choosing a campsite, the primary consideration was the quality of campsite services. Quality was identified as the key factor influencing campsite selection. Elements such as the river, safety, and the friendliness of staff were particularly crucial. According to Basci & Szanati (2021), different types of

campers use campsites in different ways and had different expectations, awareness and satisfaction towards the campsite facilities and management. This was supported by the study of Peluso et al. (2019) where local culture and refreshment were positively related to tourist satisfaction in the camping area.

Overall, the analysis underscored the generally positive perception of safety among campers in Gopeng, Perak while also identifying specific areas for improvement in safety facilities and equipment. Additionally, the study provided valuable insights into the nuanced differences in safety awareness across different camping types, shedding light on areas where specific camping groups may require more attention in terms of safety education and preparedness. Ban & Ramsaran (2017) also highlights the role of eco-activities and eco-learning in enhancing these visitors' experiences. Sommer (2020) also asserted that the level of service received by customers during external visits has a significant impact on their loyalty to the campsite area.

CHAPTER 5

CONCLUSION

This study provided recommendations based on the data collected, stated the limitations of this study and summarized the result obtained from data collection.

5.1 Conclusion of The Study

Based on the findings of the research on campers' perception and awareness towards safety management at the selected campsite in Gopeng, Perak can be concluded that campers generally have a positive perception of safety at the campsite. This is evidenced by the high mean scores across various components, such as safety perception, safety facilities and equipment, environmental and location safety, and risk management and preparedness. However, the weaknesses identified include the need for improvement in certain safety facilities and equipment, such as the water head warning system. The study also indicates that campers have a high level of awareness about safety procedures, emergency preparedness, environmental awareness, and risk awareness. Furthermore, the research highlights that different camping types exhibit varying levels of awareness, with glamping and group camping showing a statistically significant relationship between knowledge of safety procedures and risk awareness. Overall, the findings suggest a positive view of safety at the Gopeng campsite in Perak. Campers seem well-informed about safety measures and potential risks. Although the

overall safety perception is favorable, specific elements such as certain safety facilities and the arrangement of the campsite require focus and enhancement for improved safety management.

5.2 Recommendation for Future Study

Based on the study, a recommendation for future study would be to conduct a more in-depth investigation into the specific safety facilities and equipment that received lower scores, such as the water surge warning system, to identify the reasons behind the lower ratings and to develop targeted improvements in these areas. Additionally, further research could explore the discord among individuals over the distance that separates the parking places and the tent sites to understand the specific concerns and preferences of campers in this regard. Furthermore, given the variations in awareness levels among different camping types, future studies could delve into the factors contributing to these differences and how they might impact safety perceptions and preparedness. This could involve examining the specific needs and preferences of different types of campers to inform tailored safety management strategies.

5.3 Limitation of Study

Regarding the contributions of this study, numerous limitations need to be addressed in future research. As the data was collected from just seven campgrounds, it does not include all the campsites in Gopeng. Consequently,

conducting this research will require an increased time commitment. This was because Gopeng covers a vast area with multiple dispersed campsites, necessitating an extended time allocation for the study to be conducted effectively.

Furthermore, throughout the study period, there were several obstacles, such as campground owners being unwilling to participate in interviews. This situation resulted in an extension of the research duration beyond the initially estimated timeframe. Moreover, it is important to highlight that this research entails considerable expenses, covering aspects like accommodation, meals, and transportation between multiple locations. While cost-effective lodging options are prioritized, having sufficient funds is still crucial, given the financial challenges associated with reaching each campsite. This circumstance presents a challenge, emphasizing the need to strategically time interactions with visitors for the effective distribution of research inquiries.

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APPENDICES

APPENDIX A:

QUESTIONNAIRE FORM



**Faculty Forestry and Environmental
Universiti Putra Malaysia**

**Persepsi pengunjung terhadap pengurusan keselamatan kem di Gopeng,
Perak.**

Visitors' perception toward campsite safety management at Gopeng, Perak.

Kajian ini dijalankan oleh pelajar tahun akhir yang mengikuti kursus Bacelor Sains Taman dan Rekreasi, Jabatan Rekreasi dan Ekopelancongan, **Fakulti Perhutanan dan Alam Sekitar**, Universiti Putra Malaysia. Maklumat yang diberikan adalah sulit dan akan digunakan untuk tujuan penyelidikan sahaja. Terima kasih atas kerjasama anda dalam menyelesaikan soal selidik ini.

This study is conducted by a final year Bachelor of Parks and Recreation Science student, Department of Recreation and Ecotourism, Faculty of Forestry, University Putra Malaysia. The information given to complete this study is confidential and will be only used for research purposes. Thanks for your cooperation in completing this questionnaire.

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Arahan / Instruction

Sila tanda (/) dalam kurungan yang disediakan.

Please tick (/) or fill in answers in the space provided.

Bahagian A: Ciri-ciri sosio-demografi

Section A: Socio-demographic characteristics

1. **Jantina / Gender:**

Lelaki / <i>Male</i>	
Perempuan / <i>Female</i>	

2. **Umur / Age (Tahun / Years old):**

Kurang daripada 18 / <i>less than 18</i>	
18 – 25	
26 – 35	
36 – 45	
46 – 55	
56 – 60	
Lebih daripada 60 / <i>more than 60</i>	

3. **Bangsa / Ethnic:**

Melayu / <i>Malay</i>	
India / <i>Indian</i>	
Cina / <i>Chinese</i>	
Lain-lain / <i>Others</i>	

4. **Status Perkhawinan / Marital status:**

Bujang / <i>single</i>	
Berkahwin / <i>Married</i>	

5. **Taraf Pendidikan Tertinggi / Education:**

Penilaian Menengah Rendah (PMR) / <i>Lower Secondary Assesment</i>	
Sijil Pelajaran Malaysia (SPM) atau Setaraf / <i>Malaysia Certificate of Education (SPM) or Equivalent</i>	
Diploma / <i>Diploma</i>	
Ijazah Sarjana Muda / <i>Bachelor's Degree</i>	
Ijazah Sarjana / <i>Master's Degree</i>	
Ijazah Kedoktoran / <i>Doctorate (Ph.D.)</i>	
Lain-lain / <i>Others</i>	

6. **Latar Belakang Pekerjaan / Employment Background:**

Sektor Kerajaan / <i>Government Sector</i>	
Sektor swasta / <i>Private Sector</i>	
Bekerja Sendiri / <i>Self-Employment</i>	
Tidak bekerja / <i>Unemployed</i>	

7. **Anggaran Pendapatan Isi Rumah / Estimation of household monthly income:**

Pendapatan isi rumah di bawah RM 2000 sebulan / <i>Household income below RM 2000 per month.</i>	
Pendapatan isi rumah di bawah RM 4850 sebulan / <i>Household income below RM 4850 per month.</i>	
Pendapatan isi rumah antara RM 4851 sebulan sehingga RM 10,970 / <i>Household income between RM 4850 per month up to RM 10,970.</i>	

Pendapatan isi rumah melebihi RM 10,971 sebulan / <i>Household income exceeds RM 10,971 per month.</i>	
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8. **Pernahkah anda menyertai aktiviti perkhemahan sebelum ini?**
Have you ever participated in a camping activity before?

Ya / Yes	
Tidak / No	

Jika ya, dimana / If yes, Specify:

9. **Berapa kerap anda berkhemah dalam setahun? /**
How often do you camping per year?

Tidak Pernah/ <i>Never</i>	
Sekali / <i>Once</i>	
2 - 3 kali / <i>times</i>	
2 - 6 kali / <i>times</i>	
Lebih dari 6 kali / <i>More than 6 times</i>	

10. **Adakah anda pernah melawat tapak perkhemahan di Gopeng, Perak sebelum ini?**

Have you ever visited a Campsite in Gopeng, Perak?

Ya / Yes	
Tidak / No	

11. **Jika ya nyatakan tapak perkhemahan / If yes specify the campsite name:**

REX Camp Site	
Rock Garden & Himalaya Camping Resort, Malaysia	
The Hideout Gopeng	
Riverside Camp, Gopeng	
Murni Camp Gopeng	
Lain-lain / <i>Others</i>	

12. **Kategori Perkemahan / Camping Types:** (You can tick more than one)

Perkemahan Dengan Kereta / <i>Car Camping</i>	
Perkemahan Bergerak / <i>Mobile camping</i>	
Perkemahan Statik / <i>Static Camp</i>	
Perkemahan Mewah / <i>Glamping</i>	
Perkemahan Berkumpulan / <i>Group Camping</i>	
Perkemahan Sendirian / <i>Solo Camping</i>	

13. **Kategori Perkemahan yang menjadi pilihan utama di Gopeng.** / *The preferred choice of camping category in Gopeng.* (You can tick one only)

Perkemahan Dengan Kereta / <i>Car Camping</i>	
Perkemahan bergerak / <i>mobile camping</i>	
Perkemahan Statik / <i>Static Camp</i>	
Perkemahan Mewah / <i>Glamping</i>	
Perkemahan Berkumpulan / <i>Group Camping</i>	
Perkemahan Sendirian / <i>Solo Camping</i>	

14. **Teman Perkemahan / Camping Buddy:**

Sahabat Atau Rakan / <i>Friends</i>	
Keluarga / <i>Family</i>	
Rakan Perjalanan / <i>Travel Companions</i> (Individu Yang Bertemu Semasa Perjalanan / Individuals Whom you Meet During Travel)	
Seorang diri / <i>Alone</i>	

15. **Bagaimana anda mendapat maklumat mengenai tapak perkhemahan ini?**
How did you get information about this Campsite?

Cari dalam talian <i>Online Search</i>	
Media sosial <i>Social Media</i>	
Melalui rujukan daripada orang lain. <i>Through referrals from others</i>	
Agensi pelancongan <i>Tour Agency</i>	
Lain-lain (sila nyatakan) <i>Other (Please Specify)</i>	

Bahagian B: Persepsi Pengunjung Terhadap Keselamatan Tapak perkhemahan di Gopeng, Perak.

Section B: Visitors Perception of the Campsite safety in Gopeng, Perak.

1	2	3	4	5
Sangat Tidak Setuju <i>Strongly disagree</i>	Tidak Setuju <i>Disagree</i>	Sederhana Bersetuju <i>Moderately Agree</i>	Setuju <i>Agree</i>	Sangat Setuju <i>Strongly Agree</i>

No. Bil.	Persepsi keselamatan di tapak kem / Perception of safety at a campsite	1	2	3	4	5
	Soalan/ Question					
1.	Adakah anda merasa selamat ketika berada di tapak perkhemahan di Gopeng, Perak? <i>Do you feel safe when you are at the campsite in Gopeng, Perak?</i>					
2.	Adakah anda merasa tapak perkhemahan menyediakan tempat berkumpul yang selamat? <i>Do you feel that the campsite provides a safe assembly place?</i>					
3.	Seberapa berkesan dan selamat aktiviti – aktiviti yang dapat dilakukan di tapak perkhemahan?					

	<i>How effective and safe are the activities that can be done at the campsite?</i>					
4.	Bagaimana penilaian anda tentang keberkesanan pengurusan risiko di tapak perkhemahan ini? <i>What is your assessment of the effectiveness of the risk management at this campsite?</i>					
5.	Peralatan keselamatan seperti pemadam kebakaran disediakan di tapak perkhemahan. <i>Safety equipment such as fire extinguishers is provided at the campsite.</i>					
6.	Tapak perkhemahan menyediakan kit pertolongan kecemasan di tempat yang mudah dilihat. <i>Campsites provide first aid kits in a visible location.</i>					
7.	Kawasan tapak kem diselenggara dengan baik. <i>The campsite area is well-maintained.</i>					
8.	Papan interpretasi mudah difahami. <i>The interpretive signs are easily understandable.</i>					
9.	Papan interpretasi dalam keadaan baik. <i>The interpretation board is in good condition.</i>					
10.	Maklumat keselamatan diberikan dengan jelas kepada pengunjung. <i>Clear safety information is provided to visitors.</i>					
11.	Staf di tapak kem sentiasa bersedia untuk membantu dalam situasi kecemasan. <i>The staff at the campsite are always ready to assist in emergency situations.</i>					
12.	Saya merasa selamat berkhemah disini. <i>I feel safe camping here.</i>					
13.	Saya yakin bahawa pengurus kem ini akan mengambil tindakan sewajarnya dalam situasi kecemasan. <i>I am confident that the campsite manager will take appropriate action in emergency situations.</i>					
14.	Saya percaya bahawa kemalangan boleh dielak. <i>I believe that accidents can be avoided.</i>					
15.	Saya merasakan bahawa pengurusan keselamatan di kem ini sangat penting untuk memastikan keselamatan pengunjung. <i>I feel that safety management at this campsite is very important to ensure the safety of visitors.</i>					

16.	Kawasan perkhemahan di sini mempunyai sistem amaran kepala air. <i>The camping area here has a water head warning system.</i>					
17.	Jarak antara kawasan parkir dan tapak khemah adalah sesuai dan selamat. <i>The distance between the parking area and the tent site is appropriate and safe.</i>					
18.	Lokasi tapak perkhemahan bebas dari risiko bencana (cth tanah runtuh, tanah mendap, laluan angin puing) <i>The camping site location is free from the risk of disasters (e.g., landslides, sinking ground, debris wind paths).</i>					
19.	Jarak antara tapak khemah dan laluan kenderaan adalah selamat. <i>The distance between the camping site and the vehicle route is safe.</i>					

Bahagian C – Kesedaran Tentang Pengurusan Keselamatan di Tapak Kem.

Section C – Awareness of the Safety Management at the Campsite.

1	2	3	4	5
Sangat Tidak Setuju <i>Strongly disagree</i>	Tidak Setuju <i>Disagree</i>	Sederhana Bersetuju <i>Moderately Agree</i>	Setuju <i>Agree</i>	Sangat Setuju <i>Strongly Agree</i>

No. Bil.	Kesedaran Tentang Pengurusan Keselamatan Di Tapak Kem/ <i>Awareness of the Safety Management at The Campsite</i>	1	2	3	4	5
	Soalan/ Question					
1.	Saya sedar tentang prosedur keselamatan yang perlu diikuti semasa berada di tapak perkhemahan. <i>I am aware of the safety procedures to be followed while at this campsite.</i>					
2.	Saya sedar kedapatan tanda dan arahan keselamatan yang dipaparkan di kawasan tapak perkhemahan ini. <i>I am aware of the presence of safety signs and instructions displayed in the camping site area.</i>					

3.	saya sadar peraturan yang ditetapkan adalah untuk memastikan keselamatan saya. <i>I am aware that the established rules are meant to ensure my safety.</i>					
4.	Saya sadar tentang rancangan pemindahan di tapak perkhemahan. <i>I am aware of the emergency plan at the campsite.</i>					
5.	Saya sadar tentang peranan saya dalam rancangan pengurusan kecemasan? <i>I am aware of my role in the emergency management plan.</i>					
6.	Saya akan mengesyorkan kem ini kepada orang lain berdasarkan persepsi keselamatan saya. <i>I will recommend this campsite to others based on my perception of safety.</i>					
7.	Saya sadar akan peraturan dan garis panduan keselamatan yang diberikan oleh pengurusan kawasan ini. <i>I am aware of the rules and safety guidelines provided by the management of this area.</i>					
8.	Saya sadar tentang risiko persekitaran yang mungkin timbul semasa berada di kem ini. <i>I am aware of the safety risks that may arise while at this campsite.</i>					
9.	saya sadar tindakan terburu-buru ketika panik akan menjejaskan keselamatan saya? <i>I am aware that making rash decisions in a panic will put my safety in danger.</i>					
10.	Saya sadar tentang kepentingan jarak zon pemampasan antara tapak perkhemahan dan sungai. <i>I am aware of the importance of maintaining a distance for conservation zones between the camping site and the river.</i>					
11.	Saya sadar kepadatan laluan keluar alternative sekiranya berlaku bencana. <i>I am aware of the density of alternative exit routes in case of a disaster.</i>					
12.	Saya sadar bahawa sesebuah tapak perkhemahan tidak sesuai dibangunkan di kawasan cerun, <i>I am aware that a camping site is not suitable for development in a hilly area.</i>					
13.	Saya sadar akan paras air tertinggi di sungai berhampiran. <i>I am aware of the highest water level in the nearby river.</i>					

14.	Saya sedar terhadap tanda-tanda kepala air. <i>I am aware of the signs water column</i>					
15.	Saya sedar akan sejarah lampau berkaitan insiden kemalangan di kawasan perkhemahan. <i>I am aware of the past history regarding incidents of accidents in the camping area.</i>					

Sila berikan sebarang komen atau cadangan tambahan untuk memperbaiki tapak Perkhemahan dan pengalaman pengunjung.

Please provide any comments or additional suggestions to improve the campsite and visitor experience.



APPENDIX C:

PICTURES



Picture 1: Parking area at Campsite Gopeng Perak



Picture 2: Amenities at Campsite Gopeng



Picture 3: Campsite Gopeng



Pictures 4: Pictures of Respondent

Enhancing Campsite Safety Management: Your Perception Matters!

This survey aims to gather feedback from visitors regarding the safety management of campsites in Gopeng, Perak.

? Scan the QR code or click the link to participate :
<https://qr.page/g/26epTiZZypK>

Are you a camping enthusiast who loves spending time in the great outdoors?

Are you over 18 years old?

??

Have you been to any campsites in Gopeng, Perak?



If you answered YES, you are an ideal candidate for our study

If you have any questions, please contact :
fakhrulqayyum09@gmail.com

Thank you for taking a moment to complete this form - every opinion you provide is highly valuable to me. Thank you for being willing to contribute valuable feedback!

Pictures 5: Poster of Questionnaire Qr Code

PUBLICATION OF THE PROJECT UNDERTAKING

This is to certify that I have no objection to publish the project entitle **“Camper’s Perception and Awareness Toward Safety Management by The Campsite Operator in Gopeng, Perak”** by the supervisor in a joint authorship. However, it has to be evaluated by the Faculty of Forest and Environment, Universiti Putra Malaysia and published in the form approved by the faculty.



Muhammad Fakhru Qayyum
bin Mohd Sukeli

Date: February 2024