



UNIVERSITI PUTRA MALAYSIA

***VISITOR'S NEEDS AND DESIRE TOWARD CAMPING
ACTIVITY AT ULU BENDUL NEGERI SEMBILAN***

RAJA MUHAMMAD RAZEF BIN RAJA HARON

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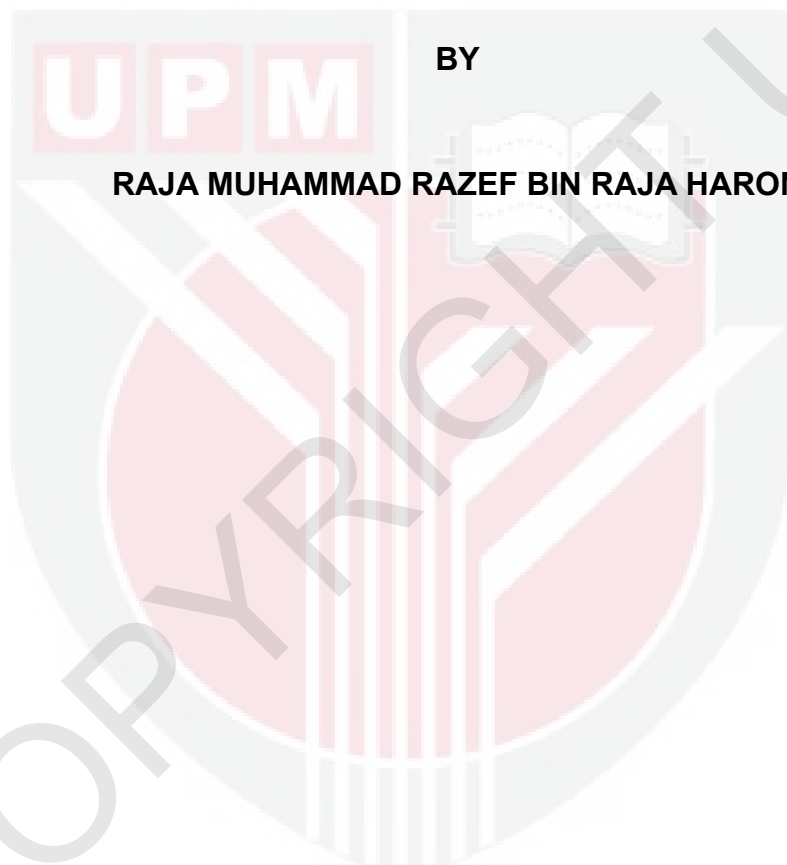
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**FACULTY OF FORESTRY AND ENVIRONMENT
UNIVERSITI PUTRA MALAYSIA**

2024

RAJA MUHAMMAD RAZEF BIN RAJA HARON BAC. OF PARKS & RECREATION SC. (HONS.) 2024

**VISITOR'S NEEDS AND DESIRE TOWARD CAMPING ACTIVITY AT ULU
BENDUL NEGERI SEMBILAN**



**A Project Report Submitted in Partial Fulfilment of the Requirements
for the Degree of Bachelor of Park and Recreation Science in the
Faculty of Forestry and Environment
Universiti Putra Malaysia**

2024

DEDICATION

I would want to thank everyone who supported me, directly or indirectly, to finish my study results over the course of two semesters.

Thank you to my parents, Raja Haron Bin Raja Shahar and Nornaziah Binti Azhar, thank you for always giving me space and opportunities to improve myself. I hope that my parents will be pleased with how effectively they educated me.

Not forgetting my supervisor, T.s Dr Mohd Hafizal bin Ismail for the support and unforgettable help.

I would like to give special thanks to my close friend, Haiqal and Hakis who shared their knowledge, advice and effective teachings to me. Thank you very much.

Finally, thank you to the respondents who were willing to help me get information in completing my research. Thank you very much.

ABSTRACT

Understanding the needs and preferences of visitors who camping in Ulu Bendul, Negeri Sembilan, is important to meet their recreation experiences. The growing trend of camping as a leisure activity means that it's critical to look into the elements that make visitors satisfaction and content in their natural surroundings. Data were analyzed using descriptive, t-test and also one-way ANOVA . By using a quantitative approach, questionnaires were distributed via online application who did camping activity in Ulu Bendul Negeri Sembilan. This survey managed to record a total of 238 respondents. The majority of visitors highlighted the importance of this area to provide a regular garbage disposal service. Meanwhile, the focus on natural beauty surrounding was the major concern about expectation in the future for this area. This study conclude that visitors are concern about the sustainability of the resource in this area. In addition, the concern on safety has become a main concern to the visitors for camping activity.

ABSTRAK

Memahami keperluan dan pilihan pengunjung yang berkhemah di Ulu Bendul, Negeri Sembilan, adalah penting untuk memenuhi pengalaman rekreasi mereka. Trend perkhemahan yang semakin berkembang sebagai aktiviti riadah bermakna penting untuk melihat unsur-unsur yang menjadikan kepuasan dan kandungan pengunjung dalam persekitaran semula jadi mereka. Data dianalisis menggunakan deskriptif, ujian-t dan juga ANOVA sehalu. Dengan menggunakan pendekatan kuantitatif, borang soal selidik diedarkan melalui aplikasi dalam talian yang melakukan aktiviti perkhemahan di Ulu Bendul Negeri Sembilan. Tinjauan ini berjaya merekodkan seramai 238 orang responden. Majoriti pengunjung menekankan kepentingan kawasan ini untuk menyediakan perkhidmatan pembuangan sampah secara berkala. Sementara itu, tumpuan kepada keindahan alam sekitar adalah kebimbangan utama mengenai jangkaan pada masa depan untuk kawasan ini. Kajian ini merumuskan bahawa pengunjung prihatin terhadap kelestarian sumber di kawasan ini. Di samping itu, kebimbangan terhadap keselamatan menjadi tumpuan utama kepada pengunjung untuk aktiviti perkhemahan.

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I would like to take the opportunity to express my appreciation to my lovely family who has always helped in terms of financial and moral during the project.

My sincere thanks go to fellow friends for their assistance and support through completing this project. Apart from that, I am also grateful to all respondents who participated well in this project.

APPROVAL SHEET

I certified that this research project report entitled “**Visitor’s Need and Desire Towards Camping Activities at Ulu Bendul Negeri Sembilan**” by Raja Muhammad Razef Bin Raja Haron has been examined and approved as a partial fulfilment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

ANOVA

Analysis of Variance

CCTV

Close Circuit Television

GPS

Global Positioning System



CHAPTER 1

INTRODUCTION

1.1 General Background

Recreation is an important part of human life and takes many forms, which are naturally shaped by individual interests or by the surrounding social construction. Camping activities are known as outdoor activities in recreation. Camping is defined as "a recreational activity that provides individuals and groups with the opportunity to connect with nature and enjoy outdoor experiences in a safe and sustainable manner. Camping tourism as a recreational activity in natural settings has been known for many years and during the last century has developed into a well-established outdoor hospitality industry (Chi Lin, 2003). Camping tourism has been known for many years and during the last century has developed into a well-established industry Timothy and Teye (2009). According to Brooker and Joppe (2013), the growth of such offerings is fuelled by customers' demand for comfort and luxury and resulting in the evolvment of new sub-sectors in camping and outdoor hospitality.

Ulu Bendul Recreational Park is a famous area in Negeri Sembilan out of the six parks that have been developed as ecotourism destinations. Camping is a well-liked activity here because of it's ease and availability of proper camp sites and related facilities. Most visitors here like to camp for a night before heading

on to hike Mount Angsi. It is 825 metres tall and takes 2-4 hours to climb but is well worth it for the breathtaking view of the green landscapes at the top of the hill. Easily accessible and absolutely relaxing, Ulu Bendul Recreational Forest is a favourite spot for picnics and day trips. The recreational forest is located between the towns of Kuala Pilah and Seremban in Negeri Sembilan. It is nestled within the Angsi Forest Reserve enclave. Surrounded by natural greenery, Ulu Bendul is perfect for a swim in the pond or wading along the meandering stream. There are many boulders along the river - these obstructions cause the water to flow rapidly, almost massaging, and soothing tired nerves, similar to a natural jacuzzi.

1.2 Problem Statement

Nowadays people are more concern how they can fulfil their needs and wants is recreational activities such as camping activity. There are those who only need to satisfy their needs but there are also people who need a high desire to fulfill their needs. They usually prefer places with sufficient facilities and a perfect environment that can make the visitor very satisfied with that place (Camilleri, 2017). This desire is like embracing a broader and stronger longing or desire for something. It refers to a strong feeling or passion that stems from an inner drive or emotional attachment. The standard of visitor needs is like a basic need for camping activity for example shelter, clean water, good in maintenance of facilities and safety. When these needs and wants are balanced then it be create satisfaction to individuals or groups (Au et al, 2008). The general aim of the study was to understand and to explore what the visitor

needs and desires in doing camping activity. The implication by understanding what the visitor needs and desire can provide the best information to park management to plan, develop and manage the suitable camping experience for the visitor.

The park management can improve visitors' experience by customizing the camping experience to suit visitor's needs. This kind of way can lead to positive reviews and repeat visits which is advantageous for the park's reputation and long-term success. Without a good plan and development, it is very possible that visitors not be able to enjoy their time outdoors while camping. If they don't have a proper plan and development in a camping experience they may make a visitor cannot feel the real enjoyment because have a lack of maintenance at the camping area Tonge and Moore, (2007). Due to the improper camping basic facilities can lead to spoil the resources. For example, not properly on the zoning the area. Zoning the area is the important thing when visitors come to visit and to feel the camping experience. Improper understanding about "visitor management system" visitor may behave improperly. So the zoning and designated Camping areas can allow for the establishment of clear zoning regulations as well as the designation of specific camping areas with appropriate amenities and facilities. This helps to control the flow of visitors, reduce overcrowding, protect sensitive habitats, and keep visitors from harming the flora and fauna (Carolina Remacha, 2011). Inappropriate visitor behavior can be caused by a visitor management system. To ensure that visitors understand the rules, regulations, and expectations of their behavior while camping, a well-designed and effectively communicated visitor

management system is essential. Besides that, visitors management system includes the lack of information, insufficient infrastructure, inconsistent enforcement, and insufficient staffing and monitoring. A campsite or camping activity's implementation of a visitor management system can improve visitors' overall experiences, streamline administrative procedures, enhance safety and security measures, and provide useful information for future planning and decision-making.

The lack of understanding about the specific needs and desires of visitors in camping activities makes it difficult to provide experiences that meet their expectations and emotions Tiberghien and Bremner (2020). When it comes to camping, each camper has their own set of preferences, interests, and expectations. Some people value solitude and tranquillity over adventure and social interaction. Understanding these specific needs and desires allows camping providers to tailor their offerings, amenities, and activities to different visitor segments, thereby improving their overall experience and satisfaction. Camping trips frequently elicit strong emotional reactions, such as relaxation, excitement, or a sense of connection with nature. The emotion will distribute with their expectation in doing camping activities. A positive camping experience is dependent on visitor expectations. Providers may struggle to deliver what visitors are looking for if they do not understand the specific needs and desires of campers. This can result in a mismatch between the experiences offered and campers' expectations, resulting in disappointment, negative reviews, and decreased visitor satisfaction.

1.3 Research Objectives

- 1) To identify the visitors needs towards on camping activity, Ulu Bendul, Negeri Sembilan
- 2) To identify the visitors desires towards on camping activity, Ulu Bendul, Negeri Sembilan.
- 3) To compare between needs and desire with socio-demographic characteristic of visitors at ulu Bendul, Negeri Sembilan.

1.4 Significance of Study

This study is beneficial for both theoretical and practical reasons. The purpose of this study is to explore the needs and desire in doing camping activity. Researchers can share to the park managers useful insights by gathering data and conducting research and assisting them in making decisions to improving visitors' facilities, services and to enhance the overall visitor experiences. The importance of studying the level of needs and desires for activities is important to maintain their level of experience while doing activity camping. By understanding the level of visitor satisfaction, efforts can be made to improve visitor management. The understanding of visitor needs and desires enables park managers to effectively manage visitor flows, capacities, and expectations. This knowledge allows for the implementation of strategies to mitigate overcrowding, reduce conflicts, and ensure a positive visitor experience while protecting the natural and cultural resources of the park. Furthermore, the purpose of this research is to provide ideas for long-term park planning and development. Park managers can make informed decisions

about future planning and development initiatives by analyzing visitors needs and desires. The identifying trends, adapting to changing visitor preferences, and considering new camping-related offerings or experiences are all part of staying relevant and attracting a diverse range of visitors over time.



CHAPTER 2

LITERATURE REVIEW

2.1 Definition of Camping Activity

Camping is defined as "a recreational activity that provides individuals and groups with the opportunity to connect with nature and enjoy outdoor experiences in a safe and sustainable manner" (International Camping Fellowship, 2015). Campers have a unique chance to escape from their normal routines, distancing themselves both physically and psychologically from urban living or city life's. Camping tourism as a recreational activity in natural settings has been known for many years and during the last century has developed into a well-established outdoor hospitality industry (Timothy and Teye 2009). They purposely choose to set up a campground, however elaborate or simple it may be, that becomes a temporary substitute for the home, in which to stay, dining, sleep, and socialize (Heerden, 2020).

This campsite is in an open area for example a land used for youth camping or overnight accommodations, with sites for cabins, and which may include accessory buildings and facilities such as recreational areas (Sapari et. At 2013). According to Arimond and Lethlean (1996), a campsite must either be privately owned and operated on a non-commercial basis by a genuine non-profit organization, religious or charitable society, or substantially related organisation. Camping therefore enables personal rewards, including self-

determination, a sense of competence, learning, exploration, relaxation, rejuvenation Foley and Hayllar (2007). Campgrounds provide a sense of community that reduces personal inhibitions, as campers perceive that fellow guests are like-minded, making it easier to approach others (Foley and Hayllar, 2007). According to Brooker and Joppe (2013) camping is associated not only with 'the activity of living in a tent for a short period of time whether in a campground or wilderness setting', but also with a type of comfortable accommodation such as RV's, caravans and 'other forms of temporary shelter'. Camping meanings as a psychological restoration, special place for family traditions and memories, positive influence on family functioning, nature experiencing, self-identity expression, social interaction with other campers and an opportunity for learning and developing new skills for children (ibid, 2009). Camping can therefore potentially allow people to discover their true self "or selves" Graburn and Barthel (2001).

Onsite entertainment options, retail outlets, restaurants, bars, spas, swimming pools, water parks, kids' clubs, outdoor recreation opportunities, and sports activities further contribute to pulling potential campers to specific locations (Brooker, 2011). A camping excursion can act as a great equalizer as individuals from different careers and educational levels gather for a common outdoor experience (Brooker, 2011). Camping experiences share common features with extraordinary experiences such as connection with nature, social interaction, and feelings of escapism and self-renewal (Garst et al., 2010).

2.2 Definition of Visitors Satisfaction

A visitor is someone who comes to see someone or spend time in a place for social, business or professional reasons or to go sightseeing. Visitor is an umbrella term that encompasses different types of individuals engaging in tourism activities, such as tourists (overnight visitors), day visitors (those who visit without an overnight stay), excursionists (visitors on organized trips), and other categories based on the duration and purpose of their visit. Buhalis and Costa (2006). Visitor satisfaction is the result of a cognitive and affective evaluation process, reflecting the visitor's perception of the performance of a destination, attraction, or service in relation to their expectations." (Oppermann, 2000). Visitor satisfaction is a multi-dimensional construct that incorporates aspects such as reliability, responsiveness, assurance, empathy, and tangibles, which collectively determine the quality of the visitor experience. (Parasuraman et al., 1988). "Visitor" refers to an individual who experiences a destination or attraction, engages with its resources and offerings, and may have an impact on the destination's economy, environment, and society. (Gunn, 1994). Visitor satisfaction is a dynamic process that evolves throughout the visitor's journey, encompassing pre-visit expectations, on-site experiences, and post-visit reflections. Harrill and Potts (2003). Visitor to be at the core of an organization's business philosophy, the primary objective should be to strive to meet the customer's expectations, ensure overall satisfaction and influence future behavioural intentions during each and every service encounter. When it comes to providing quality service, understanding the customer's perception of the service encounter is a vital component Mullan and Gilmore (2003). Customer satisfaction and service quality refer to evaluations based on a

specific encounter Brady and Cronin (2001). visitor satisfaction in camping. These may include the physical condition and attractiveness of the camping area, the availability and quality of amenities (such as restrooms, showers, and picnic areas), the ease of reservation and check-in processes, the presence of recreational opportunities, and the overall management and maintenance of the camping site. According to McKenna (1991) discovered a similar pattern when research revealed that quality and customer satisfaction condenses down to two main factors; 1) the quality of the products offered, and 2) the quality of the services offered. As van Heerde (2010) indicates, the camping experience is an ignored subject of research that requires further investigation. Moreover, there is a need for designing and managing camping experiences (Janiskee, 1990)

2.3 Definition of Needs on Camping Activity

As a general theory of motivation, Maslow's hierarchy of needs is useful. According to Maslow's theory, there are five categories of needs that serve for humans. These categories include physiological needs, needs for safety and security, needs for social interaction and a sense of belonging, needs for ego, status, and self-esteem, and wants for self-actualization. This hypothesis is thought to be based on three fundamental presumptions. First, whereas satisfied needs do not motivate behavior, unmet needs do. Furthermore, human requirements span from the most fundamental (physiological) to the most complicated (self-esteem). Third, before moving upward and activating a

new region of need, people must, at the very least, satisfy a lower degree of need (Maslow, 1943).

Visitors have basic needs that must be fulfilled to ensure a comfortable camping experience. These needs include access to clean and functional restroom facilities, showers, potable water, waste disposal systems, and adequate lighting within the camping area. Needs are essential and fundamental requirements for survival, well-being, and development. They are necessary for individuals to sustain life, maintain good health, and fulfill basic physiological and psychological functions. Social interactions are an important aspect of camping for many visitors. They value opportunities to connect with other campers, whether it be through organized activities, communal spaces, or shared amenities.

Campers often seek a friendly and inclusive atmosphere that fosters social engagement and a sense of community (Wilder, 2010). According to Maslow (1943), meeting the most basic needs is important because it enables people to progress from a secure base to satisfy 'higher' needs for belongingness and love, esteem, and self-actualization and self-transcendence. There are certain fundamental human needs which are required to be satisfied there are objectives of education that need to be achieved; there are obligations of democratic society that need to be fulfilled there is price of the technological advancement relished by the modern society that has to be paid and there are factors/changes which have given rise to the wide spread recognition of the need and importance of recreation in the modern life (Gulam, 2016).

Visitors on camping is associated with interpretation multiple from social environments and activities component of the overall experience Tussyadiah and Fesenmaier (2007). Visitors value clear and accessible information regarding camping regulations, rules, and available services. They appreciate well-maintained information boards, maps, brochures, and knowledgeable campground staff who can provide guidance on activities, safety measures, and local attractions. For many campers, social interactions are a key component of the experience. They appreciate the chance to interact with other campers, whether it be through planned activities, shared areas, or facilities. A welcoming and welcoming environment that encourages social interaction and a sense of community is something that many campers look for (Font, 2003) .

2.4 Definiton of Desires on Camping Activity

Wants, on the other hand, are desires and preferences that are not necessarily essential for survival or well-being. Wants are shaped by individual preferences, cultural influences, social conditioning, and personal aspirations. They represent the desires and luxuries individuals seek beyond their basic needs. Wants are subjective and can vary greatly from person to person. Examples of wants include luxury items, recreational activities, entertainment, travel, fashion, and other non-essential goods and services. Wants is a need after it has been influenced by culture, society and an individual's personality. There are two kinds of wants, a 'tangible' wants and a 'psychological' want

(Gunn, 2009). Basically, a want is a conscious feeling of deprivation in a person. In other words, it is something which a customer requires to experience satisfaction. For example, in the case of business travellers, the punctuality of a service is a good example of what constitutes a need (Peterson et al., 2013). Manfredo and Tarrant (1996) state that one approach to studying the motivations for leisure is to focus on the desired goal states that are attained through participation in leisure. Besides that, whether busy metropolis or wilderness, today's nature-based traveller levels the same expectation, desires and demands of the delivery process, it should meet and exceed their quality expectations during each and every visit. Satisfaction affects assessments of service quality and assessments of service quality affects satisfaction of desires (McAlexander et al., 1994).

CHAPTER 3

METHODOLOGY

3.1 Background of Study Area

The research was conducted among visitors that come to Ulu Bendul Eco-Forest Park which is have campsite area to visitor who want to do camping activities. Ulu Bendul Eco-Forest Park is located 24km from Seremban Town via the Seremban to Kuala Pilah Road. Based on Figure 3.2 the recreational forest is located between the towns of Kuala Pilah and Seremban in Negeri Sembilan. It is nestled within the Angsi Forest Reserve enclave. Surrounded by natural greenery, Ulu Bendul is perfect for a swim in the pond or wading along the meandering stream. As it is located at the upstream or “hulu” in local dialect while the mountain is regarded as a barrier or “bendul”, thus the name Ulu Bendul is permanent till today. There are many boulders along the river - these obstructions cause the water to flow rapidly, almost massaging and soothing tired nerves, similar to a natural jacuzzi. Ulu Bendul’s lush tropical forest setting, winding moss-covered footpaths and the soothing sound of the gurgling stream completely whisks you away from your daily routine and stress. The sight of tall shady trees fringing the narrow route, along with shrubs, ferns and small insects keep the journey interesting and gives plenty of photo. Various activities can be enjoyed here in the forest where some of these outdoor activities include camping, jungle trekking, fishing as well as swimming. For fellow mountain climbing enthusiasts, they can surely start

exploring the hillside terrain around the Ulu Bendul Recreational Forest. One of the favored mountains here in the Ulu Bendul Recreational Forest is known as Mount Angsi and on top of that, it takes about four hours to conquer this 825-meter-tall mountain.



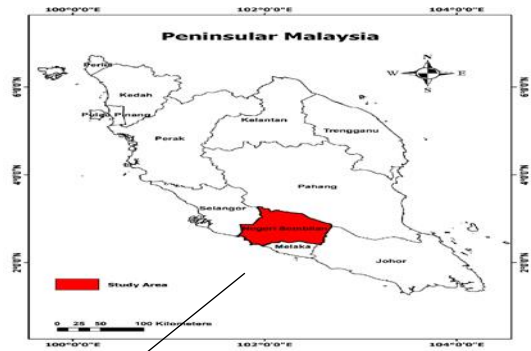


Figure 3.1: Map Peninsular Malaysia
Source: Google Images (2023)



Figure 3.2: Map of Negeri Sembilan
Source: Google Images (2023)

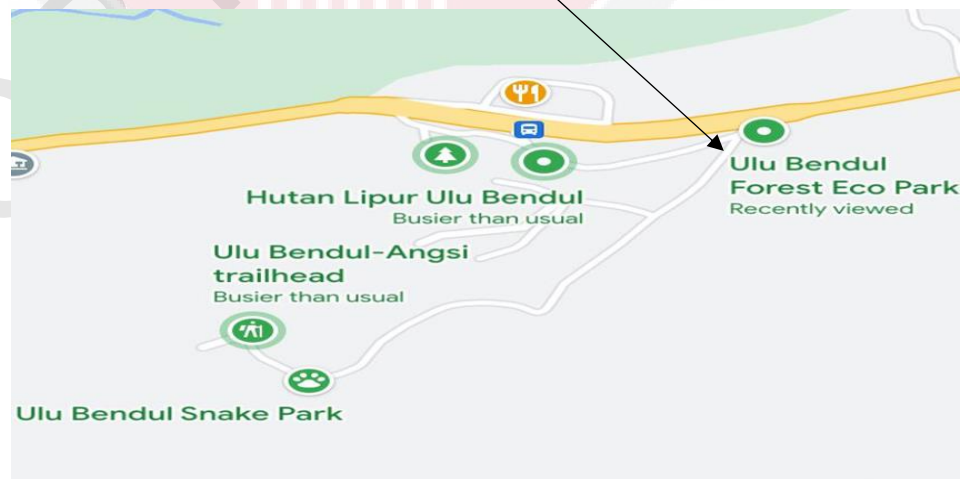


Figure 3.3: The location of Ulu Bendul Eco- Forest Negeri Sembilan
Source: Google Images (2023)

3.2 Data Collection

This study was conducted at Ulu Bendul Eco-Forest at Negeri Sembilan. Data collection is a process to gathering and measuring information on variables in a organized manner. Data provides the basis for decision making for researchers. Data collection is essential for testing hypotheses, exploring relationships between variables, and make a conclusion. It enables the researcher to examine the objectives of the study.

3.2.1 Sample Size

The sample size for distributing the questionnaire for this study is determined by using a Krejcie and Morgan's (1970) Table. The tables provides a convenient way to choose the sample size based on the population of the study area in a year.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note. — *N* is population size. *S* is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.4: Krejcie and Morgan Table

Population size: 238764 (Source: Negeri Sembilan Forestry Department)

Sample size : 384

3.2.2 Sampling Techniques

This study was used convenience sampling which is distribute the questionnaire to the visitors at online platform. A non-probability sampling method called convenience sampling selects participants based on their availability or ease of access. The researcher would find the best platform and convenient channels to find respondents online. After searching online channels or platforms the researcher would distribute survey link of google form through the selected channels.

3.2.3 Instruments

This study's instrument could be a self-administered questionnaire with questions about variables such as shelter, clean water, good maintenance, facilities and safety aspect. Questionnaires can be designed based on objective research about their camping wishes and desires. In this study, a five point of the importance scale is used for the rating scale. According to scale, the researcher already choose is 1 (strongly disagree), 2 (disagree), 3 (partially agree), 4 (agree), and 5 (completely agree), respondents indicate how much they agree with the statement.

3.2.4 Questionnaire Design

A questionnaire is a form with a list of questions that must be distributed to the population in order to collect statistical data (Thoo, 2015). According to Arabatzis and Grigoroudis (2010) a good way to directly communicate with users and obtain reliable data are face-to-face interviews in parks. The questionnaire's questions were all clear and simple enough for the respondents to respond to them without much difficulty. As a result of the respondents having a clear understanding of the objectives, the quality of the data may also improve. Respondents who had trouble answering the questions received explanations. The survey's forms are bilingual (in English and Bahasa Malaysia).

3.3 Data Analysis

The information obtained from the questionnaire is coded in order to transfer it to the data storage and then to be analysed. The statistical package for social science (SPSS) would be used to carry out the analysis. In order to give a general overview of the sample, descriptive analysis would be used to describe the traits of the respondents. The frequency, percentage, means, and standard deviation were specifically included in the descriptive analysis. This analysis is used to determine the sociodemographic, pattern of visits, pattern of needs, pattern of expectations, desires and overall satisfaction of the respondent.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

In this survey , this information was based on agreement on the respondent after their visit at camping area Hutan Ulu Bendul Negeri Sembilan. Analysis of data and discussion were presented according to the socio-demographic of the visitors, need and desire towards activity camping.

4.2 Distribution of Respondent Demographics Profiles

Based on Table 4.1 show the distribution of respondent by gender. There was no big difference on percentage in total between male and female. In overall for the gender almost balance which is the majority was male 55.2% while the percentage of female respondents were 44.8%. In addition, majority of the respondents involved in this study were young adults which is the age group 26-30 years old consist of 32.4 followed by age group between 18-25 years old consist of 23.2%. However, those respondents who were age 45 years old above are the smallest group in this study which is 7.5%. Besides that , 82.8% of the total respondents are Malay which is the highest percentage from other races. It is followed by Chinese consist of 12.3%. Nonetheless the lowest percentage of the races is other which is from Indian consist of 5.0%.

Moreover, the marital status distribution, most of the respondents are married compared to the respondents that are single. There are 60.2% of total respondents are married and another 39.8% are single. Furthermore, most of the total respondents' government sector consist of 36.1%. followed by self-employed consist of 22%. However, those respondents who were already retired are the smallest in this study which is 0.4%.

The monthly income of most respondents is below than RM2500.00 which is represented 46.9%. Then, followed by those who earn monthly income between Rm2501.00-Rm4850.00 consist of 33.6%. However, those respondents who were earn monthly income above Rm15051.00 are the smallest group in this study which is 0.4%. Lastly, the total of 30.3% of the respondents have attended the higher education which is in high school (STPM, Diploma, Matriculation) followed by bachelor's degree which is 27.8%. Meanwhile, those respondents who were have PhD level was the lowest in this study consist of 0.8%. Those with higher education may have time constraints. They require a significant time commitment in the academy (Gursoy, 2012).

Table 4.1: Distribution of Respondents' Socio-demographic

Demographic Background	(f)	(%)
Gender		
Male	131	55.0
Female	107	45.0
Age		
18-25 years	55	23.1
26-30 years	78	32.8
31-35 years	47	19.7
36-40 years	42	17.6
41 years above	16	6.7
Race		
Malay	197	82.8
Chinese	29	12.2
Indian	12	5.0
Marital Status		
Single	95	39.9
Married	143	60.1
Occupation Sector		
Student	51	21.4
Self-employed	53	22.3
Government Sector	87	36.6
Private Sector	47	19.7
Income		
<RM2500.00	112	46.9
RM2501.00-RM4850.00	80	33.6
>RM4851.00	46	19.3
Education Level		
SPM	57	23.9
Skill Certification	27	11.3
STPM/Diploma/Matriculation	72	30.3
Bachelor's Degree	66	27.7
Master/PhD	16	6.7

*Note: n=238.

4.3 Distribution of respondent agreement on Visitor's Need for Camping Activities

Based on Table 4.2 the camping activity facilities, the least respondents disagree that the camping site have access to a river that has clean and safe water quality which is consist of 0.4% and same percentage with service facilities that the camping site have regular waste disposal service and focus on the environment. Besides that, based on the safety in camping area which is access to clean water is a basic requirement for camping activities consist of 0.4%. Lastly, about have well-maintained toilet facilities represent only 0.8% followed by have a safe place to camping consist of 0.8%.

Based on Table 4.2 the percentage of respondents agreement was agreed on having regular waste disposal service and focus on the environment which has a high percentage consist of 96.2%. Closely following at 95.8% about safe place to camp. Furthermore, access to clean water is a basic requirement for camping activities 90% and on have a spacious parking area made up to 89.2%. Lastly, the respondent agreed that have well-maintained toilet facilities is important which is consist of 88%. Camper satisfaction is directly correlated with campers' capacity to maintain personal cleanliness while camping, and well-maintained restroom facilities contribute to campers' health and hygiene

(Camilleri, 2017)

Table 4.2: Distribution of Respondents agreement on Visitor's Need for
Camping Activity

I HOPE that interesting camping activities should be...	Mean	Not Important (%) (f)	Neutral (%) (f)	Important (%) (f)
1. Have well-maintained toilet facilities.	2.87	0.4 (1)	11.3 (27)	88.2 (210)
2. Have designated area for campfire and cooking area.	2.75	2.9 (7)	18.9 (45)	78.2 (186)
3. Have signage and information about the flora and fauna.	2.63	5.5 (13)	26.1 (62)	68.5 (163)
4. Have BBQ equipment for camping such as charcoal, BBQ grill and picnic table	2.68	4.6 (11)	22.3 (53)	73.1 (174)
5. Have access to a river that has clean and safe water quality.	2.85	0.4 (1)	13.4 (32)	86.1 (205)
6. Have access to jungle trekking close to the camping site.	2.74	2.5 (6)	20.2 (48)	77.3 (184)
7. Have a spacious parking area.	2.88	1.3 (3)	9.2 (22)	89.5 (213)
8. Have an efficient counter service in terms of the payment matters.	2.81	1.3 (3)	16.0 (38)	82.8 (197)
9. Have a food stall is ideal for camping activities.	2.73	5.0 (12)	16.4 (39)	78.6 (187)
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.77	1.2 (3)	20.2 (48)	78.6 (187)

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important. The scale was then combined to create a three-point scale where, 1 and 2 were combined as not important, 3 as neutral, 4 and 5 as important.

Table 4.2: Continued

I HOPE that interesting camping activities should be...	Mean	Not Important (%) (f)	Neutral (%) (f)	Important (%) (f)
11.Has a regular waste disposal service and a focus on the environment.	2.95	0.4 (1)	3.4 (8)	96.2 (229)
12.Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.65	4.6 (11)	24.8 (59)	70.6 (168)
13.Have adequate lighting around the campsite.	2.84	1.7 (4)	11.8 (28)	86.6 (206)
14. Have access to clean water is a basic requirement for camping activities.	2.89	0.4 (1)	9.2 (22)	90.3 (215)
15.Have a safe place to camp.	2.94	0.8 (2)	3.4 (8)	95.8 (228)

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important. The scale were then combined to create a three-point scale of the measurement. 1 and 2 were combined as not important, 3 as neutral, 4 and 5 as important.

4.4 Distribution of Respondent agreement on Visitor's Desires for Camping Activities

Based on Table 4.3, much less of the respondents agreed that have a 24-hours security guard to control any unwanted situation in camping area is neutral consist of 10.8%. Besides that, has a variety of camping options such as RV campsites, tent campsites and cabins 16.2%. Furthermore, is have communication accessibility such as telephone and radio to get help in case of emergency consist of 16.6% on not important followed by 17.8% about have modern toilet facilities such as using sensors to turn on water for camping activities on important. Lastly, also same before which is 17.8% about have stable Wi-Fi access at the campsite on neutral.

Based on Table 4.3 the percentage of respondents agreement was agreed on have a 24-hour security guard to control any unwanted situation in the camping area which has a high percentage consist of 69.7%. Next, following at the highest have communication accessibility such as telephone and radio to get help in case of emergency which is consist of 63.9%.

Besides that, closely following at 60.2% about have stable Wi-Fi access at the campsite and same percentage with has a high-quality CCTV camera for 24 hours a day on important section. Lastly, there are various group activities such as forest exploration and stargazing consist of 58.5%. As importance to have good security because campers are more likely to fell secure at the campsite Miller and Veltri (2002).

Table 4.3: Distribution of Respondents agreement on Visitor's Desires for
Camping Activity

I EXPECT interesting camping activities that should be...	Mean	Not Important (%) (f)	Neutral (%) (f)	Important (%) (f)
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.73	44.5 (106)	37.4 (89)	18.1 (43)
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities.	2.07	33.2 (79)	26.5 (63)	40.3 (96)
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator and cooking utensils.	2.18	26.9 (64)	28.2 (67)	45.0 (107)
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.26	20.2 (48)	33.2 (79)	46.6 (111)
5. Have a safe and clean swimming pool facility.	1.90	37.4 (89)	34.5 (82)	28.2 (67)
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.31	19.7 (47)	29.4 (70)	50.8 (121)
7. Have food and shopping options nearby.	2.10	28.2 (67)	33.2 (79)	38.7 (92)
8. Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.40	16.4 (39)	26.9 (64)	56.7 (135)

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important. The scale were then combined to create a three-point scale of the measurement. 1 and 2 were combined as not important, 3 as neutral, 4 and 5 as important.

Table 4.3: Continued

I EXPECT interesting camping activities that should be...	Mean	Not Important (%) (f)	Neutral (%) (f)	Important (%) (f)
9. Have stable Wi-Fi access at the campsite.	2.38	21.8 (52)	18.1 (43)	60.1 (143)
10. Have high quality rental equipment with online payment (tents, kayaks)	2.26	22.3 (53)	29.4 (70)	48.3 (115)
11. Have various group activities such as forest exploration and stargazing.	2.39	19.7 (47)	21.4 (51)	58.8 (140)
12. Have wildlife observation and wildlife photography activities.	2.20	24.4 (58)	30.7 (73)	45.0 (107)
13. Has a high-quality CCTV camera for 24 hours a day.	2.41	18.9 (45)	21.0 (50)	60.1 (143)
14. Have communication accessibility such as telephone and radio to get help in case of emergency.	2.47	16.8 (40)	19.3 (46)	63.9 (152)
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.50	19.3 (46)	10.9 (26)	69.7 (166)

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important. The scale were then combined to create a three-point scale of the measurement. 1 and 2 were combined as not important, 3 as neutral, 4 and 5 as important.

4.5 The Comparison Between the Demographic Profile and Visitors Needs

4.5.1 Visitors Needs Towards Camping Activity by Gender Group

Based on Table 4.4, there were no significant different between male and female on the statement have well-maintained toilet facilities and have designated area for campfire and cooking area. However, there was a significant different that female were most likely to indicate “have signage and information about flora and the fauna” ($M=2.71$, $SD=0.53$) as more important than male ($M=2.56$, $SD=0.62$) at $t(237)$, $F=9.552$, $p=0.05$. This is because female lead to the natural curiosity towards nature can lead to a higher need for information about the surrounding environment at the campsite (Lee, 2020).

Besides that, there were no significant different between male and female on the statement “have BBQ equipment for camping such as charcoal, bbq grill and picnic table” and “have access to a river that has clean and safe water quality”. However, there was a significant different that female also most likely to indicate that the “have access to jungle trekking close to camping site” ($M=2.81$, $SD=0.41$) as more important than male ($M=2.69$, $SD=0.53$) at $t(237)$, $F=13.846$, $p=0.05$. For females, this mental health advantage could be easily accessed by jungle walking near campgrounds (Doswell, 2001).

Moreover, there was no significant difference between gender and services provided in camping area. However, comparison between mean show that “have a spacious parking area” , “have an efficient counter service in terms of

the payment matters and have a food stall is ideal for camping activities toward agree is important”.

Furthermore, there was no significant difference between gender and services for activity. However, comparison between mean show female ($M=2.70$, $SD=0.62$) slightly agree that have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment is importance for camping activity experience. Besides that, male and female ($M=2.92$, $SD=0.26$) and ($M=2.90$, $SD=0.32$) show towards agree to “has a regular waste disposal service” and a focus on the environment same with have a campsite staff’s knowledge and assistance regarding local trails and activities.

Lastly, there was no significant difference between gender and safety in camping and activity area. Both male and female were slightly more to agree to the statement have adequate lighting around the campsite, have access to clean water is a basic requirement for camping activities and have a safe place to camp.

Table 4.4 : Comparison between Gender and Visitors Needs Towards camping activity

Statement	Male	Female	t	Sig.
1. Have well-maintained toilet facilities.	2.88	2.86	0.444	0.71
2. Have designated area for campfire and cooking area.	2.75	2.74	0.153	0.90
3. Have signage and information about the flora and fauna.	2.56	2.71	9.552	0.05
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.67	2.69	0.056	0.86
5. Have access to a river that has clean and safe water quality.	2.86	2.85	0.192	0.79
6. Have access to jungle trekking close to the camping site.	2.69	2.81	13.846	0.05
7. Have a spacious parking area.	2.85	2.91	6.661	0.18
8. Have an efficient counter service in terms of the payment matters.	2.77	2.85	8.530	0.13
9. Have a food stall is ideal for camping activities.	2.73	2.73	0.036	0.93
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.76	2.78	0.580	0.71
11. Has a regular waste disposal service and a focus on the environment.	2.92	2.90	0.869	0.66

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important.

Table 4.4 : Continued

Statement	Male	Female	t	Sig.
12. Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.50	2.70	7.569	0.20
13. Have adequate lighting around the campsite.	2.87	2.82	3.500	0.37
14. Have access to clean water is a basic requirement for camping activities.	2.90	2.88	1.080	0.62
15. Have a safe place to camp	2.95	2.94	0.374	0.76

Note: n=238. Mean was calculated based on the scale of 1 to 5, 1 being extremely not important to 5, extremely important.

4.5.2 Visitors Needs Towards Camping Activity by Age Group

Based on Table 4.5, there were no significant different between age group on the statement “have well-maintained toilet facilities” and “have signage and information about the flora and fauna”. However, there was a significant different for the statement “have designated area for campfire and cooking area” ($F=6.562$, $p=0.01$). This is because campfires and designated cooking areas can create a central gathering space for camping, fostering social interaction and group activities. Younger generations often prioritize social experiences and community building during outdoor recreational activities. Gathering around a campfire to eat or tell stories can be very appealing to young campers who value social contact. It is possible that older people prefer to be alone during camping activities and they do not need a designated cooking area at least have a basic need (Kneipp, 1994).

Besides that, there were no significant different between age group on the statement have access to a river that has clean and safe water quality and have access to jungle trekking close to the camping site. However, there was a significant different for the statement “Have BBQ equipment for camping such as charcoal, bbq grill and picnic table ($F=4.854$, $p=0.01$). This is because some older adults might hold stronger environmental concerns and prefer cooking methods with less impact on the campsite environment. Younger

campers might be more comfortable with grilling as a cooking method due to its prevalence in popular culture and readily available equipment in urban settings (Skinner, 2018).

Moreover, there were no significant different between age group on the statement “have a spacious parking area” and “have an efficient counter service in terms of the payment matters”. However, there was a significant different for the statement “Have a food stall is ideal for camping activities” ($F=4.780$, $p=0.01$). This is because certain elderly campers may appreciate the independence and ingenuity that come with traditional camping and older campers might be more mindful of expenses and prefer cost-effective camping options (Cole, 2004).

In addition, there were no significant different between age group on “have a campsite staff’s knowledge and assistance regarding local trails and activities” and “has a regular waste disposal service and a focus on the environment”. However, there was a significant different for the statement “have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.” ($F=3.079$, $p=0.01$). This is because some elderly campers may enjoy the independence and ingenuity that come with conventional camping compared to the younger adults may adopt a minimalist lifestyle and favor flexible vacation schedules.

Lastly, there was no significant difference between age group and safety in camping and activity area. There were also no significant differences between age groups on the statement that “have access to clean water is a basic requirement for camping activities” and “have a safe place to camp”. However, 41 years above show slightly differences which is more likely to agree with (M=3.00, SD=0.00) on the statement have adequate lighting around the campsite.



Table 4.5: Comparison between Age Group and Visitors Needs Towards Camping Activity

Statement	18-25years	26-30 Years	31-35 Years	36-40 Years	41 Years Above	F	Sig
1. Have well-maintained toilet facilities	2.83	2.89	2.91	2.80	3.00	1.354	0.25
2. Have designated area for campfire and cooking area	2.78	2.80	2.85	2.71	2.18	6.562^{*4,7,9,10}	0.01
3. Have signage and information about the flora and fauna.	2.67	2.52	2.72	2.73	2.43	1.801	0.12
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.76	2.71	2.80	2.57	2.18	4.854^{*4,7,9,10}	0.01
5. Have access to a river that has clean and safe water quality.	2.83	2.83	2.87	2.90	2.87	0.337	0.85
6. Have access to jungle trekking close to the camping site.	2.80	2.67	2.78	2.76	2.75	0.616	0.65
7. Have a spacious parking area.	2.89	2.85	2.93	2.88	2.81	0.499	0.73
8. Have an efficient counter service in terms of the payment matters.	2.80	2.78	2.87	2.83	2.81	0.372	0.82

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=Significant between 18-25 and 26-30, 2=Significant between 18-25 and 31-35, 3=Significant between 18-25 and 36-40, 4=Significant between 18-25 and >41, 5=Significant between 26-30 and 31-35, 6=Significant between 26-30 and 36-40, 7=Significant between 26-30 and >41, 8=Significant between 31-35 and 36-40, 9=Significant between 31-35 and >41, 10=Significant between 36-40 and >41.

Table 4.5: Continued

Statement	18-25years	26-30 Years	31-35 Years	36-40 Years	41 Years Above	F	Sig
9. Have a food stall is ideal for camping activities.	2.72	2.78	2.78	2.80	2.18	4.780^{*4,7,9,10}	0.01
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.78	2.76	2.80	2.80	2.56	1.030	0.39
11. Has a regular waste disposal service and a focus on the environment.	2.90	2.92	2.93	2.92	2.81	0.590	0.67
12. Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.74	2.67	2.74	2.57	2.25	3.079^{*4,7,9,10}	0.02
13. Have adequate lighting around the campsite.	2.83	2.85	2.87	2.83	2.91	0.112	0.97
14. Have access to clean water is a basic requirement for camping activities.	2.92	2.84	2.93	2.88	3.00	1.271	0.28
15. Have a safe place to camp.	2.92	2.92	2.97	2.97	3.00	0.738	0.56

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=Significant between 18-25 and 26-30, 2=Significant between 18-25 and 31-35, 3=Significant between 18-25 and 36-40, 4=Significant between 18-25 and >41, 5=Significant between 26-30 and 31-35, 6=Significant between 26-30 and 36-40, 7=Significant between 26-30 and >41, 8=Significant between 31-35 and 36-40, 9=Significant between 31-35 and >41, 10=Significant between 36-40 and >41.

4.5.3 Visitors Needs Towards Camping Activity by Races Group

Based on Table 4.6, there were no significant differences between races on the statement “have well-maintained toilet facilities” and “have designated area for campfire and cooking area”. There were also no significant differences between races group on the statement “have signage and information about the flora and fauna”. However, Chinese show slightly differences which is more likely to neutral with (M=2.20, SD=0.73). In addition, there were no significant differences between races on the statement “have BBQ equipment for camping such as charcoal, bbq grill and picnic table” and “have access to jungle trekking close to the camping site”. There were also no significant differences between races group on the statement “have access to a river that has clean” and “safe water quality”. However, Chinese show slightly differences which is more likely to importance with (M=2.96, SD=0.35).

Furthermore, there were no significant differences between races on the statement “have an efficient counter service in terms of the payment matters” and “have a food stall is ideal for camping activities”. There were also no significant differences between races group on the statement “have a spacious parking area”. However, Chinese show slightly differences which is more likely to importance with (M=2.96, SD=0.35). Besides that, there were no significant differences between races on the statement “have a campsite staff's knowledge and assistance regarding local trails and activities” and “have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment”. There were also no significant differences between races group on the statement “has a regular waste disposal service and a focus on the

environment”. However, Malay show slightly differences which is more likely to importance with (M=2.91, SD=0.27)

Lastly, there were no significant differences between races on the statement “have adequate lighting around the campsite” and “have access to clean water is a basic requirement for camping activities”. There were also no significant differences between races group on the statement “have a safe place to camp”. However, Malay show slightly differences which is more likely to importance with (M=2.95, SD=0.22).

Table 4.6 : Comparison between Race Group and Visitors Needs Towards Camping Activity

Statement	Malay	Chinese	Indian	F	Sig
1. Have well-maintained toilet facilities.	2.86	2.96	2.91	1.231	0.29
2. Have designated area for campfire and cooking area.	2.72	2.93	2.83	2.467	0.87
3. Have signage and information about the flora and fauna.	2.64	2.20	2.58	0.356	0.70
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.67	2.68	2.83	0.456	0.63
5. Have access to a river that has clean and safe water quality.	2.86	2.96	2.83	0.029	0.97
6. Have access to jungle trekking close to the camping site.	2.73	2.82	2.83	0.682	0.50
7. Have a spacious parking area.	2.88	2.96	2.83	0.183	0.83
8. Have an efficient counter service in terms of the payment matters.	2.81	2.82	2.83	0.029	0.97
9. Have a food stall is ideal for camping activities.	2.71	2.86	2.75	0.916	0.40
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.77	2.82	2.66	0.550	0.57

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.6: Continued

Statement	Malay	Chinese	Indian	F	Sig
11.Has a regular waste disposal service and a focus on the environment.	2.91	2.96	2.75	2.379	0.91
12.Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.64	2.75	2.66	0.514	0.58
13.Have adequate lighting around the campsite.	2.84	2.89	2.75	0.562	0.57
14. Have access to clean water is a basic requirement for camping activities.	2.90	2.89	2.83	0.280	0.75
15. Have a safe place to camp.	2.95	2.93	2.83	1.477	0.23

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.5.4 Visitors Needs Towards Camping Activity on Marital Status Group

Based on Table 4.7, there were no significant differences between marital status on the statement “have well-maintained toilet facilities” and “have designated area for campfire and cooking area”. There were also no significant differences between marital status group on the statement “have signage and information about the flora and fauna”. However, married show slightly differences which is more likely to neutral with ($M=2.47$, $SD=0.61$).

In addition, there were no significant different between single and married on the statement “have access to a river that has clean and safe water quality and have access to jungle trekking close to the camping site”. However, there was a significant different for the statement “have BBQ equipment for camping such as charcoal, bbq grill and picnic table”. ($F=20.286$, $p=0.01$). This is because having a BBQ grill and picnic table available could create a central gathering space socializing, individuals seeking social interaction (Baton, 2012). Counter service in terms of the payment matters and have a food stall is ideal for camping activities. There were also no significant differences between marital status group on the statement “have a spacious parking area”. However, married show slightly differences which is more likely to importance ($M=2.98$, $SD=0.25$).

Furthermore, there were no significant differences between marital status on the statement “have a campsite staff's knowledge and assistance regarding local trails and activities” and “have camping equipment such as tents,

sleeping pads, flashlights, and cooking equipment”. There were also no significant differences between marital status group on the statement “has a regular waste disposal service and a focus on the environment”. However, married and single show slightly differences which is more likely to importance with (M=2.91, SD=0.30). There were no significant differences between marital status on the statement have adequate lighting around the campsite and have access to clean water is a basic requirement for camping activities. There were also no significant differences between marital status group on the statement “have a safe place to camp”. However, married show slightly differences which is more likely to importance with (M=2.95, SD=0.24). Married couples prioritize their well-being and having access to clean water ensures that they can stay hydrated (Krop, 2009).

Table 4.7: Comparison between Marital Status Group and Visitors Needs Towards Camping Activity

Statement	Single	Married	t	Sig.
1. Have well-maintained toilet facilities.	2.88	2.87	0.135	0.82
2. Have designated area for campfire and cooking area.	2.78	2.72	3.342	0.33
3. Have signage and information about the flora and fauna.	2.71	2.47	8.249	0.06
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.78	2.61	20.286	0.01
5. Have access to a river that has clean and safe water quality.	2.86	2.85	0.106	0.83
6. Have access to jungle trekking close to the camping site.	2.75	2.74	0.021	0.94
7. Have a spacious parking area.	2.88	2.98	0.021	0.94
8. Have an efficient counter service in terms of the payment matters.	2.81	2.81	0.050	0.89
9. Have a food stall is ideal for camping activities.	2.71	2.74	0.936	0.66
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.80	2.75	2.124	0.44
11. Has a regular waste disposal service and a focus on the environment.	2.91	2.91	0.000	0.99

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.7: Continued

Statement	Single	Married	t	Sig.
12. Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.70	2.62	4.863	0.29
13. Have adequate lighting around the campsite.	2.86	2.83	0.859	0.64
14. Have access to clean water is a basic requirement for camping activities.	2.90	2.88	1.840	0.49
15. Have a safe place to camp.	2.92	2.95	0.051	0.91

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.5.5 Visitors Needs Towards Camping Activity by Occupation Sector Group

Based on Table 4.8, there were no significant differences between occupation group on the statement “have designated area for campfire and cooking area” and “have signage and information about the flora and fauna”. There were also no significant differences between occupation group on the statement “have well-maintained toilet facilities”. However, private sector shows slightly differences which is more likely to importance with (M=2.93, SD=0.24).

Furthermore, there were no significant differences between occupation group on the statement “have BBQ equipment for camping such as charcoal, bbq grill and picnic table” and “have access to jungle trekking close to the camping site”. There were also no significant differences between occupation group on the statement “have access to a river that has clean and safe water quality”. However, private sector shows slightly differences which is more likely to importance with (M=2.95, SD=0.20). There were no significant differences between occupation group on the statement “have an efficient counter service in terms of the payment matters and have a food stall is ideal for camping activities”. There were also no significant differences between occupation group on the statement “have a spacious parking area”. However, student shows slightly differences which is more agreed to importance with (M=2.95, SD=0.24).

In addition, there were no significant differences between occupation group on the statement “have a campsite staff's knowledge and assistance regarding

local trails and activities and have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment". There were also no significant differences between occupation group on the statement "has a regular waste disposal service and a focus on the environment". However, government sector and private sector shows slightly differences which is more agreed to importance with (M=2.95, SD=0.20). There were no significant differences between occupation group on the statement "have adequate lighting around the campsite "and "have access to clean water is a basic requirement for camping activities". There were also no significant differences between occupation group on the statement "have a safe place to camp". However, private sector shows slightly differences which is more agreed to importance with (M=2.98, SD=0.20).

Table 4.8: Comparison between Occupation Group and Visitors Needs Towards Camping Activity

Statement	Student	Self-employed	Government Sector	Private Sector	F	Sig.
1. Have well-maintained toilet facilities.	2.90	2.83	2.86	2.93	0.953	0.41
2. Have designated area for campfire and cooking area	2.80	2.75	2.74	2.70	0.345	0.79
3. Have signage and information about the flora and fauna.	2.62	2.58	2.65	2.63	0.160	0.92
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.78	2.73	2.65	2.57	1.398	0.24
5. Have access to a river that has clean and safe water quality.	2.84	2.79	2.85	2.95	1.816	0.14
6. Have access to jungle trekking close to the camping site.	2.76	2.62	2.82	2.72	2.007	0.11
7. Have a spacious parking area.	2.94	2.83	2.85	2.93	1.409	0.24
8. Have an efficient counter service in terms of the payment matters.	2.78	2.83	2.79	2.87	0.481	0.69

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.8: Continued

Statement	Student	Self-employed	Government Sector	Private Sector	F	Sig.
9. Have a food stall is ideal for camping activities.	2.78	2.73	2.67	2.78	0.596	0.61
10. Have a campsite staff's knowledge and assistance regarding local trails and activities	2.74	2.75	2.74	2.87	0.958	0.41
11. Has a regular waste disposal service and a focus on the environment.	2.88	2.92	2.95	2.95	0.572	0.63
12. Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.68	2.67	2.62	2.68	0.217	0.88
13. Have adequate lighting around the campsite.	2.82	2.86	2.81	2.91	0.715	0.54
14. Have access to clean water is a basic requirement for camping activities.	2.92	2.86	2.87	2.95	0.985	0.40
15. Have a safe place to camp.	2.92	2.94	2.94	2.98	0.849	0.46

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.5.6 Visitors Needs Towards Camping Activity by Monthly Income Group

Based on Table 4.9, there were no significant differences between monthly income group on the statement “have designated area for campfire and cooking area” and “have signage and information about the flora and fauna”. There were also no significant differences between monthly income group on the statement “have well-maintained toilet facilities”. However, income above RM4851 shows slightly differences which is more agreed to importance with (M=2.93, SD=0.24). There were no significant differences between monthly income group on the statement “have BBQ equipment for camping such as charcoal, BBQ grill and picnic table and have access to jungle trekking close to the camping site”. There were also no significant differences between monthly income group on the statement “have access to a river that has clean and safe water quality”. However, income above RM4851 shows slightly differences which is more agreed to importance with (M=2.93, SD=0.24).

Besides that, there were no significant differences between monthly income group on the statement “have an efficient counter service in terms of the payment matters” and “have a food stall is ideal for camping activities”. There were also no significant differences between monthly income group on the statement “have a spacious parking area”. However, monthly income above RM4851 shows slightly differences which is more agreed to importance with (M=2.97, SD=0.14).

Moreover, there were no significant differences between monthly income group on the statement “have a campsite staff’s knowledge and assistance regarding local trails and activities and have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment”. There were also no significant differences between monthly income group on the statement “has a regular waste disposal service and a focus on the environment”. However, monthly income above RM4851 shows differences which is agreed to importance with (M=3.00, SD=0.00). There were no significant differences between monthly income group on the statement “have adequate lighting around the campsite” and “have access to clean water is a basic requirement for camping activities”. There were also no significant differences between monthly income group on the statement “have a safe place to camp”. However, monthly income above RM4851 shows differences which is agreed to importance with (M=3.00, SD=0.00).

Table 4.9: Comparison between Monthly Income Group and Visitors Needs Towards Camping Activity

Statement	<RM2500	RM2501- RM4850	>RM4851	F	Sig.
1. Have well-maintained toilet facilities.	2.87	2.85	2.93	0.914	0.40
2. Have designated area for campfire and cooking area.	2.79	2.71	2.75	0.777	0.46
3. Have signage and information about the flora and fauna.	2.64	2.57	2.69	0.665	0.51
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.77	2.57	2.65	2.227	0.44
5. Have access to a river that has clean and safe water quality.	2.82	2.86	2.93	1.616	0.20
6. Have access to jungle trekking close to the camping site.	2.73	2.71	2.84	1.226	0.29
7. Have a spacious parking area.	2.87	2.83	2.97	2.302	0.10
8. Have an efficient counter service in terms of the payment matters.	2.79	2.81	2.86	0.518	0.59
9. Have a food stall is ideal for camping activities.	2.76	2.75	2.63	1.082	0.34
10. Have a campsite staff's knowledge and assistance regarding local trails and activities	2.75	2.80	2.77	0.467	0.76

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.9: Continued

Statement	<RM2500	RM2501- RM4850	>RM4851	F	Sig.
11.Has a regular waste disposal service and a focus on the environment.	2.91	2.86	3.00	1.642	0.16
12.Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.70	2.60	2.65	1.845	0.14
13.Have adequate lighting around the campsite.	2.84	2.80	2.93	1.006	0.40
14. Have access to clean water is a basic requirement for camping activities.	2.89	2.86	2.97	1.030	0.39
15.Have a safe place to camp.	2.92	2.95	3.00	0.644	0.63

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.5.7 Visitors Needs Towards Camping Activity by Education Level Group

Based on Table 4.10, there were no significant differences between education level group on the statement “have well-maintained toilet facilities” and “have designated area for campfire and cooking area”. There were also no significant differences between education level group on the statement “have signage and information about the flora and fauna”. However, Master/PhD shows slightly differences which is more agreed to neutral with ($M=2.39$, $SD=0.25$). There were no significant differences between education level group on the statement “have BBQ equipment for camping such as charcoal, BBQ grill and picnic table and have access to jungle trekking close to the camping site”. There were also no significant differences between education level group on the statement “have access to a river that has clean and safe water quality”. However, Master/PhD shows slightly differences which is fully agreed to importance with ($M=3.00$, $SD=0.00$).

Besides that, there were no significant differences between education level group on the statement “have an efficient counter service in terms of the payment matters and have a food stall is ideal for camping activities”. There were also no significant differences between education level group on the statement “have a spacious parking area”. However, bachelor’s degree shows slightly differences which is more agreed to importance with ($M=2.93$, $SD=0.29$).

Moreover, there were no significant differences between education level group on the statement “have a campsite staff’s knowledge and assistance regarding local trails and have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment”. There were also no significant differences between education level group on the statement “has a regular waste disposal service and a focus on the environment”. However, bachelor’s degree and master’s/PhD shows slightly differences which is more agreed to importance with ($M=2.93$, $SD=0.24$). There were no significant differences between education level group on the statement “have adequate lighting around the campsite” and “have access to clean water is a basic requirement for camping activities”. There were also no significant differences between education level group on the statement “have a safe place to camp”. However, master/PhD shows slightly differences which is fully agreed to importance with ($M=3.00$, $SD=0.00$).

Table 4.10: Comparison between Education Level Group and Visitors Needs Towards Camping Activity

Statement	SPM	Skills	STPM	Bachelor's	Master	F	Sig.
1. Have well-maintained toilet facilities.	2.78	2.85	2.86	2.96	2.93	2.424	0.06
2. Have designated area for campfire and cooking area.	2.75	2.77	2.76	2.75	2.62	0.289	0.88
3. Have signage and information about the flora and fauna.	2.59	2.55	2.61	2.74	2.39	0.977	0.42
4. Have BBQ equipment for camping such as charcoal, bbq grill and picnic table.	2.64	2.85	2.75	2.57	2.68	1.563	0.18
Have access to a river that has clean and safe water quality.	2.80	2.74	2.84	2.92	3.00	2.213	0.68
6. Have access to jungle trekking close to the camping site.	2.64	2.59	2.80	2.86	2.62	2.274	0.33
7. Have a spacious parking area.	2.84	2.74	2.91	2.93	2.87	1.828	0.12
8. Have an efficient counter service in terms of the payment matters.	2.75	2.74	2.86	2.84	2.81	0.826	0.51
9. Have a food stall is ideal for camping activities.	2.78	2.74	2.81	2.62	2.62	1.471	0.21

*Note: Skill (Skill Certification), STPM (STPM/Diploma/Matriculation), Bachelor's (bachelor's degree), Master (Master/PhD) n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.10: Continued

Statement	SPM	Skills	STPM	Bachelor's	Master	F	Sig.
10. Have a campsite staff's knowledge and assistance regarding local trails and activities.	2.70	2.74	2.83	2.75	2.87	0.944	0.43
11. Has a regular waste disposal service and a focus on the environment.	2.89	2.88	2.91	2.93	2.93	0.257	0.90
12. Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.	2.63	2.74	2.72	2.59	2.62	0.652	0.62
13. Have adequate lighting around the campsite.	2.75	2.81	2.90	2.98	2.84	1.735	0.14
14. Have access to clean water is a basic requirement for camping activities.	2.82	2.77	2.93	2.96	2.93	2.653	0.07
15. Have a safe place to camp	2.92	2.88	2.95	2.96	3.00	0.746	0.56

*Note: Skill (Skill Certification), STPM (STPM/Diploma/Matriculation), Bachelor's (bachelor's degree), Master (Master/PhD) n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.6 The Relationship Between the Demographic Profile and Visitors Desire

4.6.1 Visitors Desire Towards Camping Activity by Gender Group

Based on Table 4.11, there was no significant difference between gender and camping facilities. Both male and female were slightly more to agree to the statement “having a modern health and fitness centre such as gymnasium, spa centre and massage centre” to give satisfaction to visitors during camping activities and has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils. However, for the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” shows slightly differences which is more agreed to neutral with ($M=1.71$, $SD=0.76$).

Besides that, there was no significant difference between gender and activity facilities. Both male and female were slightly more to agree to the statement has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others and has a "geocaching" activity that uses GPS that can provide fun when doing camping activities. However, male and female for the statement “have a safe and clean swimming pool facility” shows slightly differences which is more agreed to neutral with ($M=1.86$, $SD=0.83$) and ($M=1.96$, $SD=0.77$).

Moreover, there was no significant difference between gender and services in camping area. Both male and female were slightly more to neutral to the

statement “have food and shopping options nearby” and “has a variety of camping options such as RV campsites, tent campsites and cabins”. However, male and female for the statement “have stable Wi-Fi access at the campsite” shows slightly differences which is more agreed to importance with (M=2.61, SD=0.88) and (M=2.52, SD=0.72).

In addition, there was no significant difference between gender and services for activities. Both male and female were slightly more to importance to the statement “have high quality rental equipment with online payment (tents, kayaks)” and “have various group activities such as forest exploration and stargazing”. However, male and female for the statement “have wildlife observation and wildlife photography activities” shows slightly differences which is more agreed to neutral with (M=2.10,SD=0.85) and (M=2.09, SD=0.83).

Lastly, there was no significant difference between gender and safety in Camping and Activity Area. Both male and female were slightly more to importance to the “have communication accessibility such as telephone and radio to get help in case of emergency” and “have a 24-hour security guard to control any unwanted situation in the camping area”. However, male and female for the statement “has a high-quality CCTV camera for 24 hours a day” shows slightly differences which is more agreed to neutral with (M=2.40, SD=0.77) and (M=2.39, SD=0.67).

Table 4.11: Comparison between Gender and Visitors Desires Towards Camping Activity

Statement	Male	Female	t	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.71	1.71	0.826	0.64
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities.	2.14	2.22	1.828	0.14
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.24	2.10	0.630	0.19
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.23	2.29	0.844	0.53
5. Have a safe and clean swimming pool facility.	1.86	1.96	3.948	0.33
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.32	2.28	2.980	0.70
7. Have food and shopping options nearby.	2.14	2.05	1.105	0.40
8. Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.44	2.35	0.287	0.37

Note: n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.11: Continued

Statement	Male	Female	F	Sig.
9. Have stable Wi-Fi access at the campsite.	2.61	2.52	2.567	0.44
10. Have high quality rental equipment with online payment (tents, kayaks)	2.28	2.23	1.389	0.64
11. Have various group activities such as forest exploration and stargazing.	2.39	2.38	1.716	0.89
12. Have wildlife observation and wildlife photography activities.	2.10	2.09	0.189	0.63
13. Has a high-quality CCTV camera for 24 hours a day	2.40	2.39	0.636	0.73
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.51	2.53	4.198	0.28
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.54	2.44	2.274	0.33

Note: n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.6.2 Visitors Desire Towards Camping Activity by Age Group

Based on Table 4.12, there were no significant different between age group on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities”. However, there was a significant different for the statement “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities” ($F=4.143$, $p=0.03$). This is because gym and spa treatments can be expensive, and older adults may have a different value perception for such luxuries compared to younger individuals. Investing in camping gear and experiences may offer them greater value and satisfaction, making modern facilities seem unnecessary Newsome and Slee (2006). Besides that, there was a significant different for the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.” ($F=6.958$, $p=0.01$). This is because Modern kitchen appliances and equipment can be expensive and need bring with transport during camping trips. Older adults, often more budget-conscious and less inclined to carry heavy loads, may prefer simple setups that are lighter and more cost-effective (Ryan, 2016).

Furthermore, there was no significant difference between age group and activity facility. There were also no significant differences between age groups on the statement “has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and other and have a safe and clean swimming pool facility”. However, 36-40 years old show slightly differences which is more likely to agree with ($M=2.58$, $SD=0.70$) on the statement has a

"geocaching" activity that uses GPS that can provide fun when doing camping activities.

Moreover, there were no significant different between age group and services provided in camping area on the statement "has a variety of camping options such as RV campsites, tent campsites and cabins". However, there was a significant different for the statement "have food and shopping options nearby" ($F=5.348, p=0.01$). This is because some older, camping experiences are more about spending time with friends and family, enjoying outdoor activities, and exploring the natural environment. Younger adults, with potentially larger social circles and diverse interests, may see food and shopping options as an additional source of entertainment and social interaction during camping (Gunn, 2009). Besides that, there was a significant different for the statement "have stable Wi-Fi access at the campsite" ($F=5.536, p=0.01$). This is because elderly, who may have experienced different technological landscapes during their formative years, might be more comfortable disconnecting and embracing a simpler, technology-free experience. Younger adults, who are still developing their environmental consciousness, may not prioritize these concerns as much and may view Wi-Fi as a neutral addition to the camping experience (Kuss, 2019).

Besides that, there was no significant difference between age group and services for activity. There were also no significant differences between age groups on the statement "have high quality rental equipment with online

payment (tents, kayaks) and “have wildlife observation and wildlife photography activities”. However, 31-35 years old show slightly differences which is more likely to agree with ($M=2.63$, $SD=0.57$) on the statement “have various group activities such as forest exploration and stargazing”.

Lastly, there were no significant different between age group and safety in camping and activity area on the statement “have communication accessibility such as telephone and radio to get help in case of emergency and have a 24-hour security guard to control any unwanted situation in the camping area”. However, there was a significant different for the statement “as a high-quality CCTV camera for 24 hours a day” ($F=5.256$, $p=0.01$). This is because older adults seeking a relaxing and carefree experience, might prefer less reliance on technology that could introduce unnecessary stress or anxiety John and Grob (2016).

Table 4.12: Comparison between Age and Visitors Desires Towards Camping Activity

Statement	18-25 years	26-30 Years	31-35 Years	36-40 Years	41 Years Above	F	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.76	1.82	1.63	1.66	1.68	0.572	0.68
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities.	2.00	2.19	2.27	1.97	1.37	4.143^{*4,7,9,10}	0.03
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.01	2.25	2.55	2.11	1.43	6.958^{*4,7,9,10}	0.01
4. Has a location close to hiking trails and outdoor activities such as fishing, ziplining, kayaking and others.	2.14	2.25	2.40	2.38	2.00	1.422	0.22
5. Have a safe and clean swimming pool facility.	1.74	1.88	2.05	1.92	2.00	1.206	0.30
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.20	2.32	2.58	2.40	1.87	2.336	0.66

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=Significant between 18-25 and 26-30, 2=Significant between 18-25 and 31-35, 3=Significant between 18-25 and 36-40, 4=Significant between 18-25 and >41, 5=Significant between 26-30 and 31-35, 6=Significant between 26-30 and 36-40, 7=Significant between 26-30 and >41, 8=Significant between 31-35 and 36-40, 9=Significant between 31-35 and >41, 10=Significant between 36-40 and >41.

Table 4.12: Continued

Statement	18-25 years	26-30 Years	31-35 Years	36-40 Years	41 Years Above	F	Sig.
7. Have food and shopping options nearby.	2.07	2.11	2.44	2.00	1.43	5.348^{4,7,9,10}	0.01
8.Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.27	2.35	2.65	2.47	2.12	2.534	0.06
9.Have stable Wi-Fi access at the campsite.	2.18	2.46	2.70	2.38	1.75	5.536^{4,7,9,10}	0.01
10.Have high quality rental equipment with online payment (tents, kayaks)	2.18	2.25	2.51	2.23	1.87	2.264	0.06
11.Have various group activities such as forest exploration and stargazing.	2.30	2.34	2.63	2.50	2.18	1.031	0.39
12.Have wildlife observation and wildlife photography activities.	2.25	2.20	2.36	2.04	2.00	1.151	0.33
13. Has a high-quality CCTV camera for 24 hours a day	2.21	2.33	2.76	2.57	2.00	5.256^{4,7,9,10}	0.01
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.32	2.41	2.59	2.59	2.56	1.255	0.28
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.32	2.50	2.70	2.57	2.37	1.588	0.17

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=Significant between 18-25 and 26-30, 2=Significant between 18-25 and 31-35, 3=Significant between 18-25 and 36-40, 4=Significant between 18-25 and >41, 5=Significant between 26-30 and 31-35, 6=Significant between 26-30 and 36-40, 7=Significant between 26-30 and >41, 8=Significant between 31-35 and 36-40, 9=Significant between 31-35 and >41, 10=Significant between 36-40 and >41.

4.6.3 Visitors Desire Towards Camping Activity by Races Group

Based on Table 4.13, there were no significant differences between races and camping facilities on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” and “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities”. There were also no significant differences between races group on the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils”. However, Malay show slightly differences which is more likely to importance with (M=2.40, SD=0.74).

Besides that, there were no significant different between races group and activity facilities on the statement “have has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others and have a safe and clean swimming pool facility”. However, there was a significant different for the statement “Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities” (F=7.463, p=0.01). This is because some cultural values may value traditional outdoor activities or community-oriented experiences more than others, while others may be more open to new technology and pastimes (Braham, 2015).

Next, there were no significant differences between races and services provided in camping area on the statement “have food and shopping options

nearby” and “has a variety of camping options such as RV campsites, tent campsites and cabins”. There were also no significant differences between races group on the statement “have stable Wi-Fi access at the campsite”. However, Malay show slightly differences which is more likely to importance with (M=2.53, SD=0.71).

Moreover, there were no significant differences between races and services for activity on the statement “have high quality rental equipment with online payment (tents, kayaks) and have wildlife observation and wildlife photography activities”. There were also no significant differences between races group on the statement “have various group activities such as forest exploration and stargazing”. However, Malay show slightly differences which is more likely to importance with (M=2.55, SD=0.72).

Lastly, there were no significant different between races group and safety in camping and activity area on the statement “have communication accessibility such as telephone and radio to get help in case of emergency” and “have a 24-hour security guard to control any unwanted situation in the camping area”. However, there was a significant different for the statement has a high-quality CCTV camera for 24 hours a day ($F=5.692$, $p=0.04$). This is because different communities may hold opposing views on the balance between security and privacy in public areas. Some communities may have had poor experiences with overt surveillance and prefer less visible security methods (Hamm, 2015).

Table 4.13 : Comparison between Race Group and Visitors Desires Towards Camping Activity

Statement	Malay	Chinese	Indian	F	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.76	1.62	1.58	0.708	0.49
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities	2.10	1.93	1.83	1.020	0.36
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.40	2.03	2.08	0.638	0.52
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.34	1.82	2.00	6.682	0.22
5. Have a safe and clean swimming pool facility.	1.94	1.72	1.75	1.185	0.30
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.39	1.96	1.75	7.463^{2,3}	0.01
7. Have food and shopping options nearby.	2.13	1.93	2.10	0.777	0.46
8. Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.24	2.20	2.16	1.908	0.15
9. Have stable Wi-Fi access at the campsite.	2.53	2.13	2.08	2.536	0.08
10. Have high quality rental equipment with online payment (tents, kayaks)	2.31	2.03	1.83	3.477	0.14
11. Have various group activities such as forest exploration and stargazing.	2.55	2.13	2.00	3.551	0.13

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=significant differences between Malay and Chinese, 2=significant differences between Malay and Indian, 3=significant differences between Chinese and Indian.

Table 4.13: Continued

Statement	Malay	Chinese	Indian	F	Sig.
12. Have wildlife observation and wildlife photography activities.	2.55	2.60	2.39	2.997	0.11
13. Has a high-quality CCTV camera for 24 hours a day	2.48	2.10	1.91	5.692^{*2,3}	0.04
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.54	2.13	2.00	2.286	0.08
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.57	2.24	1.91	2.896	0.06

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important.

* Indicate significant differences: 1=significant differences between Malay and Chinese, 2=significant differences between Malay and Indian, 3=significant differences between Chinese and Indian.

4.6.4 Visitors Desire Towards Camping Activity by Marital Status Group

Based on Table 4.14, there were no significant differences between marital status and camping facilities on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” and “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities”. There were also no significant differences between marital status group on the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils”. However, married show slightly differences which is more likely to importance with ($M=2.51$, $SD=0.70$).

Next, there were no significant differences between marital status and activity facilities on the statement “have a safe and clean swimming pool facility and “has a "geocaching" activity that uses GPS that can provide fun when doing camping activities”. There were also no significant differences between marital status group on the statement “has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others”. However, married show slightly differences which is more likely to importance with ($M=2.52$, $SD=0.78$).

Besides that, there were no significant differences between marital status and services provided in camping area on the statement “have food and shopping options nearby and have stable Wi-Fi access at the campsite”. There were

also no significant differences between marital status group on the statement “has a variety of camping options such as RV campsites, tent campsites and cabins”. However, married show slightly differences which is more likely to importance with (M=2.54, SD=0.79).

Moreover, there were no significant differences between marital status and services for activity on the statement “have high quality rental equipment with online payment (tents, kayaks)” and “have wildlife observation and wildlife photography activities”. There were also no significant differences between marital status group on the statement “have various group activities such as forest exploration and stargazing”. However, married show slightly differences which is more likely to importance with (M=2.55, SD=0.78).

Lastly, there were no significant differences between marital status and safety in camping and activity area on the statement “has a high-quality CCTV camera for 24 hours a day” and “have communication accessibility such as telephone and radio to get help in case of emergency”. There were also no significant differences between marital status group on the statement “have a 24-hour security guard to control any unwanted situation in the camping area”. However, married show slightly differences which is more likely to importance with (M=2.57, SD=0.82).

Table 4.14: Comparison between Marital Status and Visitors Desires Towards
Camping Activity

Statement	Single	Married	t	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.73	1.73	0.015	0.97
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities	2.04	2.09	0.454	0.66
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.12	2.51	0.296	0.41
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.37	2.52	2.302	0.17
5. Have a safe and clean swimming pool facility.	1.82	1.96	2.504	0.18
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.26	2.34	2.639	0.45
7. Have food and shopping options nearby.	2.09	2.11	0.029	0.87
8. Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.29	2.54	8.315	0.16
9. Have stable Wi-Fi access at the campsite.	2.29	2.44	5.237	0.19
10. Have high quality rental equipment with online payment (tents, kayaks)	2.21	2.29	3.143	0.44
11. Have various group activities such as forest exploration and stargazing.	2.31	2.55	1.719	0.24
12. Have wildlife observation and wildlife photography activities.	2.18	2.21	5.650	0.80
13. Has a high-quality CCTV camera for 24 hours a day.	2.28	2.49	6.778	0.48
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.37	2.53	4.704	0.14
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.40	2.57	5.580	0.10

Note: n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.

4.6.5 Visitors Desire Towards Camping Activity on Occupation Sector Group

Based on Table 4.15, there were no significant differences between occupation group and camping facilities on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” and “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities”. There were also no significant differences between occupation group on the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils”. However, student shows slightly differences which is more agreed to importance with ($M=2.55, SD=0.78$).

Moreover, there were no significant differences between occupation group and activity facilities on the statement “has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others” and “have a safe and clean swimming pool facility”. There were also no significant differences between occupation group on the statement “has a “geocaching” activity that uses GPS that can provide fun when doing camping activities”. However, government sector and private sector shows slightly differences which is more agreed to importance with ($M=2.36, SD=0.82$).

Next, there were no significant differences between occupation group and services provided in camping area on the statement “have food and shopping options nearby” and “has a variety of camping options such as RV campsites, tent campsites and cabins”. There were also no significant differences between occupation group on the statement “have stable Wi-Fi access at the campsite”. However, student shows slightly differences which is more agreed to importance with ($M=2.42, SD=0.77$).

Furthermore, there were no significant differences between occupation group and services for activity on the statement “have high quality rental equipment

with online payment (tents, kayaks) and have wildlife observation and wildlife photography activities". There were also no significant differences between occupation group on the statement "have various group activities such as forest exploration and stargazing". However, student shows slightly differences which is more agreed to importance with ($M=2.50$, $SD=0.76$).

Lastly, there were no significant differences between occupation group and safety in camping on the statement "has a high-quality CCTV camera for 24 hours a day" and "have communication accessibility such as telephone and radio to get help in case of emergency". There were also no significant differences between occupation group on the statement have a 24-hour security.

Table 4.15: Comparison between Occupation Sector and Visitors Desires Towards Camping Activity

Statement	Student	Self-employed	Government Sector	Private Sector	F	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.74	1.62	1.83	1.65	1.127	0.33
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities.	2.19	1.98	2.08	2.02	0.611	0.60
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.25	2.11	2.20	2.12	0.343	0.79
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.23	2.16	2.32	2.29	0.473	0.70
5. Have a safe and clean swimming pool facility.	1.92	1.84	1.96	1.85	0.322	0.80
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.35	2.12	2.36	2.36	1.195	0.31

Note: n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.15: Continued

Statement	Student	Self-employed	Government Sector	Private Sector	F	Sig.
7. Have food and shopping options nearby.	2.23	2.16	2.09	1.91	1.423	0.23
8.Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.39	2.35	2.42	2.42	0.103	0.95
9.Have stable Wi-Fi access at the campsite.	2.42	2.33	2.40	2.38	0.066	0.97
10.Have high quality rental equipment with online payment (tents, kayaks)	2.33	2.15	2.29	2.26	0.503	0.68
11.Have various group activities such as forest exploration and stargazing.	2.50	2.26	2.40	2.38	0.830	0.47
12.Have wildlife observation and wildlife photography activities.	2.27	2.11	2.20	2.23	0.371	0.77
13.Has a high-quality CCTV camera for 24 hours a day	2.37	2.33	2.44	2.46	0.329	0.80
14.have communication accessibility such as telephone and radio to get help in case of emergency.	2.45	2.35	2.49	2.57	0.701	0.55
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.52	2.30	2.59	2.53	1.575	0.19

Note: n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.



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4.6.6 Visitors Desire Towards Camping Activity by Monthly Income Group

Based on Table 4.16, there were no significant differences between monthly income group and camping facilities on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” and “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities”. There were also no significant differences between monthly income group on the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils”. However, income RM2501-RM4850 shows slightly differences which is more agreed to importance with (M=2.28, SD=0.79).

Furthermore, there were no significant differences between monthly income group and activity facilities on the statement “has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others” and “have a safe and clean swimming pool facility”. There were also no significant differences between monthly income group on the statement “has a “geocaching” activity that uses GPS that can provide fun when doing camping activities”. However, monthly income above RM 4851 shows slightly differences which is more agreed to importance with (M=2.43, SD=0.77).

Next, there were no significant different between monthly income and services provided in camping area on the statement “have food and shopping options nearby” and “have stable Wi-Fi access at the campsite”. However, there was

a significant difference for the statement “has a variety of camping options such as RV campsites, tent campsites and cabins” ($F=3.181$, $p=0.04$). This is because higher income earners might place a higher value on comfort, convenience, and amenities while camping. They might see RV campsites and cabins as an opportunity to enjoy nature while still experiencing home-like comforts, justifying the additional cost. Individuals with lower incomes might prioritize experiences over amenities and be less concerned with luxurious camping options (Graefe, (2005).

Besides that, there were no significant differences between monthly income group and services for activity on the statement “have high quality rental equipment with online payment (tents, kayaks) and have wildlife observation” and “wildlife photography activities”. There were also no significant differences between monthly income group on the statement “have various group activities such as forest exploration and stargazing”. However, monthly income above RM 4851 shows slightly differences which is more agreed to importance with ($M=2.54$, $SD=0.65$).

Lastly, there were a significant difference between monthly income and safety in camping and activity area on the statement “has a high-quality CCTV camera for 24 hours a day” ($F=4.070$, $p=0.01$). This is because income with lower RM2500 thought camera installation and maintenance can be costly, individual budget constraints may not be the only issue in decision-making. Other resources or facilities may be prioritized in some communities above

security cameras, while others may regard them as unneeded or obtrusive. (Lyon, 2014). There was a significant difference between monthly income and safety in camping and activity area on the statement have communication accessibility such as telephone and radio to get help in case of emergency ($F=4.391$, $p=0.01$). This is because individuals with higher earnings may engage in more adventurous or difficult camping activities, thereby increasing their perceived risk of needing emergency assistance. This sensation of impending peril may increase the value of dependable communication choices. (Pavey, 2007). There was a significant difference between monthly income and safety in camping and activity area on the statement “have a 24-hour security guard to control any unwanted situation in the camping area” ($F=4.468$, $p=0.01$). This is because camping with families, especially those with young children or elderly members, might prioritize increased security due to concerns about their vulnerability. For such groups, the presence of security guards can offer assurance and comfort (Patterson, 2014).

Table 4.16: Comparison between Monthly Income and Visitors Desires
Towards Camping Activity

Statement	<RM2500	RM2501- RM4850	>RM4851	F	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.73	1.83	1.56	1.957	0.14
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities	2.03	2.21	1.91	1.986	0.14
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.12	2.28	2.13	0.999	0.37
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.16	2.41	2.26	2.495	0.08
5. Have a safe and clean swimming pool facility.	1.78	2.02	1.90	2.461	0.08
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.23	2.35	2.43	1.247	0.28
7. Have food and shopping options nearby.	2.10	2.18	1.95	1.183	0.30
8. Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.27	2.48	2.56	3.181² ,3	0.04

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important..

Note: n=238, * indicate significant differences: 1=significant differences between RM2500 and RM2501-RM4850, 2=significant differences between RM2500 and >RM4841, 3=significant differences between RM2501-RM4850 and >RM4851.

Table 4.16: Continued

Statement	<RM2500	RM2501- RM4850	>RM4851	F	Sig.
9. Have stable Wi-Fi access at the campsite.	2.30	2.47	2.41	1.055	0.35
10. Have high quality rental equipment with online payment (tents, kayaks)	2.17	2.30	2.39	1.302	0.27
11. Have various group activities such as forest exploration and stargazing.	2.30	2.42	2.54	1.595	0.20
12. Have wildlife observation and wildlife photography activities.	2.16	2.18	2.34	0.904	0.40
13. Has a high-quality CCTV camera for 24 hours a day	2.25	2.55	2.54	4.070^{2,3}	0.01
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.34	2.48	2.73	4.391^{2,3}	0.01
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.34	2.48	2.73	4.468^{2,3}	0.01

Note: n=238, needs were measured on a scale of 1 to 3, 1 as not important to 3, important..

* indicate significant differences: 1=significant differences between RM2500 and RM2501-RM4850, 2=significant differences between RM2500 and >RM4841, 3=significant differences between RM2501-RM4850 and >RM4851.

4.6.7 Visitors Desire Towards Camping Activity by Education Level Group

Based on Table 4.17, there were no significant differences between education level group and camping facilities on the statement “have modern toilet facilities such as using sensors to turn on water for camping activities” and “having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities”. There were also no significant differences between education level group on the statement “has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils”. However, skill certification shows slightly differences which is towards agreed to importance with (M=2.37, SD=0.79).

Besides that, there were no significant differences between education level group and camping facilities on the statement “has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others and have a safe and clean swimming pool facility”. There were also no significant differences between education level group on the statement “has a "geocaching" activity that uses GPS that can provide fun when doing camping activities”. However, STPM/diploma shows slightly differences which is more agreed to importance with (M=2.36, SD=0.77).

Next, there were no significant differences between education level group and camping facilities on the statement “have food and shopping options nearby” and “has variety of camping options such as RV campsites, tent campsites and

cabins". There were also no significant differences between education level group on the statement "have stable Wi-Fi access at the campsite". However, STPM/diploma shows slightly differences which is more agreed to importance with (M=2.53, SD=0.73).

Furthermore, there were no significant differences between education level group and camping facilities on the statement "have wildlife observation and wildlife photography activities" and "have various group activities such as forest exploration and stargazing". There were also no significant differences between education level group on the statement "have high quality rental equipment with online payment (tents, kayaks)". However, Skill certification shows slightly differences which is more agreed to importance with (M=2.44, SD=0.80).

Lastly, there were no significant differences between education level group and camping facilities on the statement "has a high-quality CCTV camera for 24 hours a day" and "have communication accessibility such as telephone and radio to get help in case of emergency". There were also no significant differences between education level group on the statement "have a 24-hour security guard to control any unwanted situation in the camping area". However, Master/PhD shows slightly differences which is more agreed to importance with (M=2.77, SD=0.48).

Table 4.17: Comparison between Education Level and Visitors Desires Towards Camping Activity

Statement	SPM	Skills	STPM	Bachelor's	Master	F	Sig.
1. Have modern toilet facilities such as using sensors to turn on water for camping activities.	1.75	1.74	1.75	1.69	1.75	0.061	0.99
2. Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities.	2.14	2.25	2.11	1.90	2.00	1.078	0.36
3. Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.	2.21	2.37	2.29	1.95	2.18	1.949	0.10
4. Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.	2.26	2.29	2.30	2.27	2.00	0.526	0.71
5. Have a safe and clean swimming pool facility.	1.87	1.96	1.91	1.92	1.81	0.115	0.97
6. Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.	2.29	2.25	2.36	2.28	2.31	0.120	0.97
7. Have food and shopping options nearby.	2.24	2.29	2.11	1.93	1.93	1.677	0.15

*Note: Skill (Skill Certification), STPM (STPM/Diploma/Matriculation), Bachelor's (bachelor's degree), Master (Master/PhD) n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3, important.

Table 4.17: Continued

Statement	SPM	Skills	STPM	Bachelor's	Master	F	Sig.
8.Has a variety of camping options such as RV campsites, tent campsites and cabins.	2.47	2.37	2.40	2.33	2.33	0.340	0.85
9.Have stable Wi-Fi access at the campsite.	2.50	2.40	2.53	2.21	2.34	1.146	0.33
10.Have high quality rental equipment with online payment (tents, kayaks)	2.26	2.44	2.19	2.24	2.31	0.500	0.73
11.Have various group activities such as forest exploration and stargazing.	2.43	2.37	2.36	2.40	2.31	0.126	0.97
12.Have wildlife observation and wildlife photography activities.	2.35	2.33	2.01	2.28	2.00	2.109	0.08
13. Has a high-quality CCTV camera for 24 hours a day	2.49	2.37	2.36	2.36	2.62	0.586	0.67
14. have communication accessibility such as telephone and radio to get help in case of emergency.	2.54	2.44	2.34	2.48	2.75	1.144	0.33
15. Have a 24-hour security guard to control any unwanted situation in the camping area.	2.52	2.51	2.43	2.50	2.77	0.540	0.70

*Note: Skill (Skill Certification), STPM (STPM/Diploma/Matriculation), Bachelor's (bachelor's degree), Master (Master/PhD)
n=238, desire were measured on a scale of 1 to 3, 1 as not important to 3,

CHAPTER 5

CONCLUSION, IMPLICATION AND RECOMMENDATIONS

5.1 Conclusion

This study was conducted to determine visitor's needs towards camping activity provided at Ulu Bendul Forest Eco-Park, Negeri Sembilan and the factors that affected visitor's satisfaction. Generally, camping refers to the underlying reasons and driving forces that lead individuals to participate in camping activities. Campers' satisfaction refers to the overall joy and fulfilment felt by individuals who have participated in camping activities. It encompasses campers' sentiments, views, and evaluations of their camping experience (Lin and Chuang (2021).

From this study most of visitors were young adults who were aged between 26-30 years old and followed by aged group 18-25 years old. Therefore, most of visitors were work as government sector. Besides, majority of the visitors came to this place were Malay People. Furthermore, most of visitors were have income estimate below RM2500.00 followed by RM2501.00- Rm4850.00. This study also showed that there were five category related to need and desire towards camping activities The five category is camping activities, activity facilities, service provided in camping area, services for activity and safety in camping and activity area.

The lack of understanding about the specific needs and desires of visitors in camping activities makes it difficult to provide experiences that meet their expectations and emotions. The objective of this study was achieved by knowing the needs and wishes of visitors in Ulu Bendul Negeri Sembilan. For example, the most important visitor needs while camping is Has a regular waste disposal service and a focus on the environment. This is because a clean atmosphere guarantees customer satisfaction while camping. In addition, "The Leave No Trace" principles emphasize minimizing impact on the environment. Proper waste disposal is a core principle, encouraging campers to be responsible stewards of the natural world.

Next, the most important desire of visitors while camping is to have a 24-hour security guard to control any unwanted situation in the camping area. This is because security guards can quickly respond to emergencies or incidents, potentially minimizing damage and harm. This can be crucial for medical emergencies, fires, or wildlife encounters.

5.2 Implication of the Study

The result of this study can be used by the authority to maintain and improve the attraction, facilities, safety and services attributes according to the needed and desires of visitors who want to camp at the Ulu Bendul. The management can also use the socio-demographic to determine the type of facilities, safety and services that they should add or improve to suit the higher frequency type

of visitors. These can help the management to become more effective in managing the camping activities. This study is important to Ulu Bendul, Negeri Sembilan because the needs and wishes of the visitors we prioritize will be the satisfaction of the visitors who come. Many things need to be done in maintenance to improve good performance during camping. For example, regular waste disposal services and focus on the environment, having sufficient lighting around the camping site and also have a safe places to camp. Besides, there are some desires from the visitors in adding others safety such as have communication accessibility such as telephone and radio to get help in case of emergency.

5.3 Limitation of study

The study has several limitations, mostly can be observed when want to give a online survey to the people. Bias may arise as a result of the tendency or encourage one outcome or answer over another. For example, 82.2% of the respondents are from Malay ethnic. This may be due to the fact that most platforms to send questionnaires are mostly Malays compared to other races. Furthermore, due to time constraint and lack of comitments, the data collection for this study only managed to get 241 respondents. This study, use the online surveys compared to find data collection at the study site. This is because the place has been closed due to the monsoon season. Therefore, there are still many can attributes which have not include during the research since Ulu Bendul Eco-Park still receiving more visitors.

5.4 Recommendation for future study

A recommendation for future studies is that the field must be conducted on weekends, school holidays and peak season. This is because it will be able to better represent the visitor population in Ulu Bendul, Negeri Sembilan. In addition, the survey needs to be done early by the researchers because they are worried about the occurrence of any problems that can be faced suddenly. For example the researcher cannot do a physical survey at the area because it is closed due to the monsoon season. Others recommendations for study are only asks the necessary and simple questions. Then, don't ask too many questions and don't use long language so that respondents don't take a long time to complete the questionnaire. Finally, make sure the wording of the question is easy for the respondent to understand. The suggestions given are to produce better research future results.

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APPENDICES



FACULTY OF FORESTRY AND ENVIRONMENT

QUESTIONNAIRE

KEPERLUAN PENGUNJUNG DAN KEHENDAK PENGUNJUNG TERHADAP AKTIVITI PERKHEMAHAN DI ULU BENDUL, NEGERI SEMBILAN

VISITORS NEEDS AND DESIRE TOWARDS CAMPING ACTIVITIES AT ULU BENDUL, NEGERI SEMBILAN

Pada masa kini, aktiviti perkhemahan sudah menjadi sebahagian daripada gaya hidup Masyarakat di Malaysia terutamanya dari komuniti yang tinggal di kawasan bandar. Jelas bahawa aktiviti seumpama ini dilihat sebagai kaedah untuk Masyarakat menjalankan gaya hidup yang lebih sihat dan aktif. Namun begitu, keperluan dan ketersediaan kawasan perkhemahan perlu ditingkatkan bagi memberi perkhidmatan rekreasi yang berkualiti kepada penggunanya. Oleh demikian, saya ingin mempelawa anda untuk memahami dan meneroka tentang keperluan dan keinginan pengunjung dalam melakukan aktiviti perkhemahan. Kerjasama tuan/puan dalam menjawab soal selidik amat dihargai. Segala maklumat yang diperolehi akan dirahsiakan dan hanya akan digunakan untuk tujuan kajian. Terima Kasih.

Nowadays, camping activities have become part of the lifestyle of the community in Malaysia, especially from communities living in urban areas. It is clear that this kind of activity is seen as a way for the community to lead a healthier and more active lifestyle. Nevertheless, the need and availability of camping areas need to be increased to provide quality recreational services to its users. Therefore, I would like to invite you understand and explore about the visitor needs and desire in doing camping activity. Your cooperation in answering the questionnaire is much appreciated. All information obtained will be kept confidential and will only be used for study purposes. Thank You

Untuk sebarang pertanyaan, sila hubungi / *For any inquiry (s), please contact:*

RAJA MUHAMMAD RAZEF BIN RAJA HARON

0109773365 @ rajarazef7@gmail.com

Fakulti Perhutanan Dan Alam Sekitar,

Universiti Putra Malaysia.

Arahan / *Instruction*:

Sila tandakan [/] dan isi tempat kosong bagi jawapan yang sesuai.

Please tick [/] and fill the blank the most suitable answer.

Bahagian A: Sosio-demografi
Section A: Socio-demographic

1. Jantina / *Gender* :

- Lelaki / *Male*
 Perempuan / *Female*

2. Umur/*Age* :

- 18 - 25
 26 - 35
 36 - 45
 36 - 40
 41>

3. Bangsa / *Race*

- Melayu / *Malay* Cina / *Chinese*
 India / *Indian* Lain-lain / *Others: (Nyatakan)*

4. Status perkahwinan/ *Marital status*:

- Bujang / *Single* Berkahwin / *Married*

5. Taraf Pendidikan / *Education level*:

- SPM
 Sijil Kemahiran / *Skills Certification*
 STPM/Diploma/Matriculation
 Bachelor's Degree
 Master
 PhD

6. Sektor Pekerjaan / *Occupation Sector* :

- Pelajar / *Student*
 Bekerja Sendiri / *Self-employed*

- [] Sektor Kerajaan / *Government Sector*
- [] Sektor Swasta / *Swasta Sector*
- [] Berpencen / *Retired*

Bahagian B : Keperluan Pengunjung untuk Aktiviti Perkhemahan
Section B : Visitors Needs for Camping Activities

Sila nyatakan tahap persetujuan bagi setiap kenyataan di bawah berdasarkan pada skala yang diberikan:

Please state the level of agreement based on the given scale below.

- 1: Sangat Tidak Penting / *Extremely Not Important*
- 2: Tidak Penting / *Not Important*
- 3: Neutral / *Neutral*
- 4: Penting / *Important*
- 5: Sangat Penting / *Extremely Important*

Saya MENGHARAPKAN aktiviti perkhemahan yang menarik seharusnya...

KEMUDAHAN PERKHEMAHAN / *CAMPING FASILITIES*

Perkara / <i>Items</i>	1	2	3	4	5
1. Mempunyai kemudahan tandas yang diselenggara dengan baik./ <i>Have well-maintained toilet facilities.</i>					
2. Mempunyai kawasan yang ditetapkan untuk ungun api dan tempat memasak./ <i>Have designated area for campfire and cooking area.</i>					
3. Mempunyai papan tanda dan maklumat tentang flora dan fauna./ <i>Have signage and information about the flora and fauna.</i>					

KEMUDAHAN AKTIVITI/ ACTIVITY FACILITIES

	1	2	3	4	5
4. Mempunyai peralatan BBQ untuk perkhemahan seperti arang,grill bbq dan meja berkelah./ <i>Have BBQ equipment for camping such as charcoal, bbq grill and picnic table</i>					
5. Mempunyai akses ke sungai yang mempunyai kualiti air yang bersih dan selamat./ <i>Have access to a river that has clean and safe water quality.</i>					
6. mempunyai akses ke "jungle trekking" yang berdekatan dengan tapak perkhemahan./ <i>Have access to jungle trekking close to the camping site.</i>					

PERKHIDMATAN YANG DISEDIAKAN DI KAWASAN PERKHEMAHAN /SERVICES PROVIDED IN CAMPING AREA

Perkara / Items	1	2	3	4	5
7. Mempunyai kawasan parkir kenderaan yang luas./ <i>Have a spacious parking area.</i>					
8.Mempunyai perkhidmatan di kaunter yang cekap terutama dari segi urusan pembayaran./ <i>Have an efficient counter service in terms of the payment matters.</i>					
9. Mempunyai gerai makanan adalah sesuai untuk aktiviti perkhemahan./ <i>Have a food stall is ideal for camping activities.</i>					

PERKHIDMATAN UNTUK AKTIVITI / SERVICES FOR ACTIVITIES

Perkara / Items	1	2	3	4	5
10. Mempunyai pengetahuan dan bantuan kakitangan di tapak perkhemahan mengenai aktiviti sampingan./ <i>Have a campsite staff's knowledge and assistance regarding local trails and activities</i>					
11. Mempunyai perkhidmatan pelupusan sisa yang kerap dan tumpuan kepada alam sekitar./ <i>Has a regular waste disposal service and a focus on the environment.</i>					
12. Mempunyai peralatan seperti khemah , alas tidur , lampu suluh , dan peralatan memasak./ <i>Have camping equipment such as tents, sleeping pads, flashlights, and cooking equipment.</i>					

KESELAMATAN DI KAWASAN PERKHEMAHAN DAN AKTIVITI / SAFETY IN CAMPING AND ACTIVITY AREA.

Perkara / Items	1	2	3	4	5
13. Mempunyai pencahayaan yang mencukupi di sekitar tapak perkhemahan./ <i>Have adequate lighting around the campsite.</i>					
14. Mempunyai akses kepada air bersih untuk aktiviti perkhemahan./ <i>Have access to clean water is a basic requirement for camping activities.</i>					
15. Mempunyai tempat yang selamat untuk berkhemah./ <i>Have a safe place to camp</i>					

Bahagian C : Kehendak Pengunjung untuk Aktiviti Perkhemahan
Section C: Visitors Desire for Camping Activities

Sila nyatakan tahap persetujuan bagi setiap kenyataan di bawah berdasarkan pada skala yang diberikan:

Please state the level of agreement based on the given scale below.

- 1: Sangat Tidak Penting / *Extremely Not Important*
- 2: Tidak Penting / *Not Important*
- 3: Neutral / *Neutral*
- 4: Penting / *Important*
- 5: Sangat Penting / *Extremely Important*

Saya MEJANGKAKAN aktiviti perkhemahan yang menarik seharusnya...

KEMUDAHAN PERKHEMAHAN/ CAMPING FACILITIES

Perkara / <i>Items</i>	1	2	3	4	5
1. Mempunyai kemudahan tandas yang moden seperti menggunakan sensor untuk membuka air untuk aktiviti perkhemahan./ <i>Have modern toilet facilities such as using sensors to turn on water for camping activities.</i>					
2. Mempunyai pusat kesihatan dan kecergasan moden seperti gimnasium , pusat spa , dan pusat urut bagi memberi kepuasan kepada pengunjung semasa melakukan aktiviti perkhemahan./ <i>Having a modern health and fitness centre such as gymnasium, spa centre and massage centre to give satisfaction to visitors during camping activities</i>					
3. Mempunyai kemudahan memasak moden seperti dilengkapi dapur elektrik , peti sejuk dan peralatan memasak./ <i>Has modern cooking facilities such as a kitchen equipped with an electric stove, refrigerator, and cooking utensils.</i>					

KEMUDAHAN AKTIVITI / ACTIVITY FACILITIES

Perkara / Items	1	2	3	4	5
4. Mempunyai lokasi yang berdekatan dengan denai mendaki dan aktiviti luar seperti memancing , zipline , berkayak dan lain-lain./ <i>Has a location close to hiking trails and outdoor activities such as fishing, zipline, kayaking and others.</i>					
5. Mempunyai fasiliti kolam renang yang selamat dan bersih./ <i>Have a safe and clean swimming pool facility.</i>					
6. Mempunyai aktiviti "geocaching" yang menggunakan GPS yang boleh memberikan keseronokan ketika melakukan aktiviti perkhemahan./ <i>Has a "geocaching" activity that uses GPS that can provide fun when doing camping activities.</i>					

PERKHIDMATAN YANG DISEDIAKAN DI KAWASAN PERKHEMAHAN /SERVICES PROVIDED IN CAMPING AREA

Items / Perkara	1	2	3	4	5
7. Mempunyai pilihan makanan dan membeli-belah yang berdekatan./ <i>Have food and shopping options nearby.</i>					
8. Mempunyai pelbagai pilihan perkhemahan seperti tapak perkhemahan RV , tapak perkhemahan khemah dan kabin./ <i>Has a</i>					

<i>variety of camping options such as RV campsites, tent campsites and cabins.</i>					
9. Mempunyai akses Wi-Fi yang stabil di tapak perkhemahan./ <i>Have stable Wi-Fi access at the campsite.</i>					

PERKHIDMATAN UNTUK AKTIVITI / SERVICES FOR ACTIVITIES

Perkara / Items	1	2	3	4	5
10. Mempunyai peralatan sewaan berkualiti tinggi dengan pembayaran secara atas talian (khemah , kayak)./ <i>Have high quality rental equipment with online payment (tents, kayaks)</i>					
11. Mempunyai pelbagai aktiviti secara berkumpulan seperti penjelajahan hutan dan pencerapan bintang./ <i>Have various group activities such as forest exploration and stargazing.</i>					
12. Mempunyai aktiviti pemerhatian hidupan liar dan fotografi hidupan liar./ <i>Have wildlife observation and wildlife photography activities.</i>					

**KESELAMATAN DI KAWASAN PERKHEMAHAN DAN AKTIVITI / SAFETY
IN CAMPING AND ACTIVITY AREA.**

Perkara / Items					
13.Mempunyai kamera litar tertutup yang berkualiti tinggi selama 24 jam sehari./ <i>Has a high-quality CCTV camera for 24 hours a day</i>					
14. Mempunyai kebolehcapaian komunikasi seperti telefon dan juga radio untuk mendapatkan bantuan jika berlaku kecemasan./ <i>Have communication accessibility such as telephone and radio to get help in case of emergency.</i>					
15.Mempunyai pengawal keselamatan 24 jam untuk mengawal sebarang keadaan yang tidak diingini di kawasan perkhemahan./ <i>Have a 24-hour security guard to control any unwanted situation in the camping area.</i>					

Appendix B: Visit the Study Site



Photo 1: Camping Area of Ulu Bendul-Recreational Park

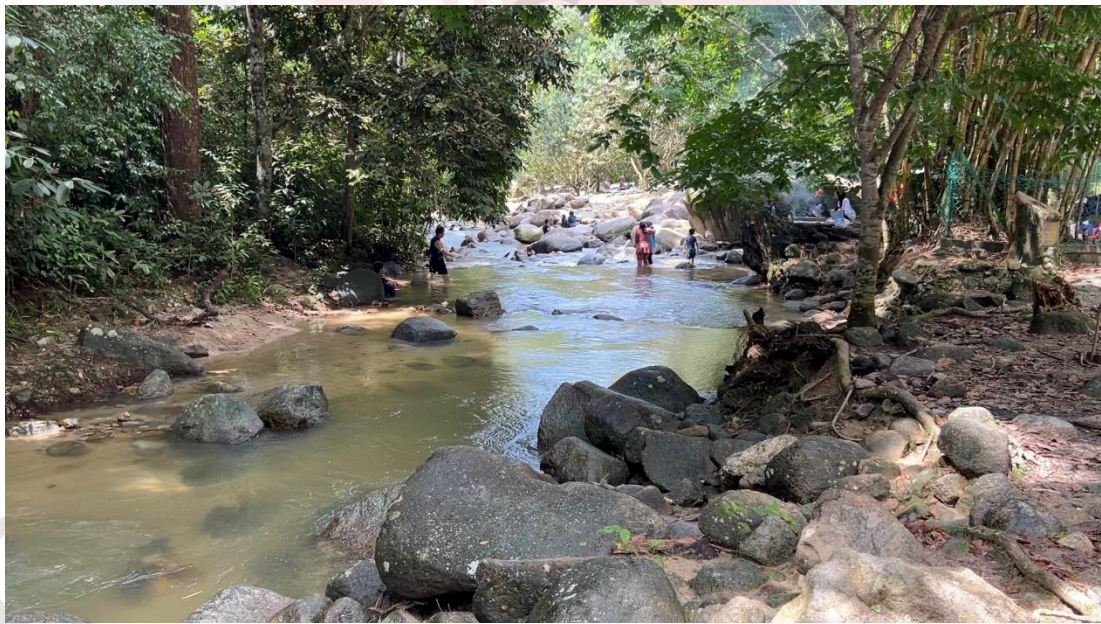


Photo 2: Camping Area of Ulu Bendul-Recreational Park

PUBLICATION OF THE PROJECT UNDERTAKING

This is to certify that I have no objection to publish the project entitle 'Visitor's Needs and Desire Toward Camping Activity At Ulu Bendul Negeri Sembilan' by the supervisor in a joint authorship. However, it has evaluated by the Faculty of Forestry and Environment, University Putra Malaysia and published the form approved by the faculty.



(RAJA MUHAMMAD RAZEF BIN RAJA HARON)

Date : February 2024