



UNIVERSITI PUTRA MALAYSIA

***VISITOR PREFERENCE ON CONTENT AND DESIGN IN
INTERPRETATIVE PANEL AT TAMAN REKREASI PAYA BAKAU
SIJANGKANG***

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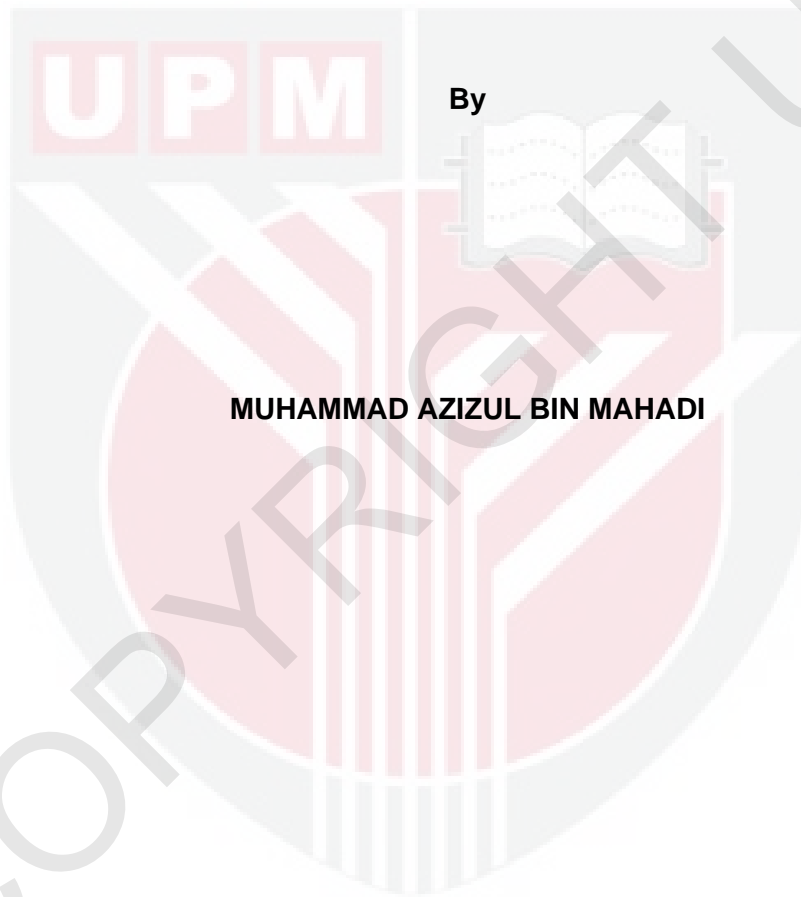
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2024

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**FACULTY OF FORESTRY AND ENVIRONMENT
UNIVERSITI PUTRA MALAYSIA
2024**

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AT TAMAN REKREASI PAYA BAKAU SIJANGKANG**



MUHAMMAD AZIZUL BIN MAHADI

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

DEDICATION

ALHAMDULILLAH AND THANK YOU

Specially dedicated to:

My beloved father and mother,
Mahadi Ahamad & Adlina Ilyasak,

My siblings,
Shuhadah Mahadi, Izzati Mahadi & Syakirah Mahadi

My most trusted friends,
Amirul Ramlee, Afnan, Faris & Amirul Yaakob

For really being there through my ups and downs.

Thank you so much

ABSTRACT

Taman Rekreasi Paya Bakau Sijangkang is blessed with an abundant of natural resources as it is surrounded by mangrove forests and rivers. Since the park is fully developed by local community, a proper recreational park development is not applied to manage the park to play an effective role as an ecotourism and educational park. Proposing a proper content and design in interpretative panels to enhance the effectiveness of the park purposes requires the important information from the visitors about what makes an effective interpretative panel so that the development will be well supported by the visitors. The descriptive and t-tests, as well as one-way ANOVA, were used to analyse the data. By using a quantitative method, questionnaires were distributed to visitor who visited Taman Rekreasi Paya Bakau Sijangkang. This survey had a total of 300 responses. The survey result show that most of the visitor are preferred the interpretative panel content and design must be able to capture the attention and interest, visually appealing, and stimulate the curiosity. The study found that these indicated that the design of the interpretation panel gives the most impact towards Taman Rekreasi Paya Bakau Sijangkang visitors and this will help the visitor to gain knowledge and gain a fun experience at Taman Rekreasi Paya Bakau Sijangkang. The findings of this study will provide important information for the authorities in developing Taman Paya Bakau Sijangkang as an effective ecotourism destination.

ABSTRAK

Taman Rekreasi Paya Bakau Sijangkang diberkati dengan sumber semula jadi yang melimpah kerana ia dikelilingi oleh hutan paya bakau dan sungai. Memandangkan taman ini sepenuhnya dibangunkan oleh masyarakat tempatan, pembangunan taman rekreasi yang betul tidak dilaksanakan untuk menguruskan taman tersebut agar berperanan secara efektif sebagai taman ekopelancongan dan pendidikan. Mencadangkan isi kandungan dan reka bentuk yang sesuai dalam panel interpretatif untuk meningkatkan keberkesanannya, memerlukan maklumat penting daripada pengunjung tentang apa yang menjadikan panel interpretatif yang berkesan agar pembangunan itu disokong dengan baik oleh pengunjung. Analisis deskriptif dan ujian t, serta ANOVA satu hala, digunakan untuk menganalisis data. Dengan menggunakan kaedah kuantitatif, soal selidik diedarkan kepada pengunjung yang melawat Taman Rekreasi Paya Bakau Sijangkang. Kajian ini mendapati bahawa kebanyakan pengunjung lebih menyukai kandungan panel interpretatif dan reka bentuknya mampu menarik perhatian dan minat, menarik secara visual, dan merangsang perasaan rasa ingin tahu. Kajian mendapati bahawa ini menunjukkan bahawa reka bentuk panel interpretatif memberi kesan terbesar kepada pengunjung Taman Rekreasi Paya Bakau Sijangkang dan ini akan membantu pengunjung untuk mendapatkan pengetahuan dan pengalaman yang menyeronokkan di Taman Rekreasi Paya Bakau Sijangkang. Penemuan kajian ini akan memberikan maklumat penting kepada pihak berkuasa dalam membangunkan Taman Paya Bakau Sijangkang sebagai destinasi ekopelancongan yang berkesan.



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Lastly, I would like to thank my siblings, friends and everyone who have involved directly or indirectly in making this research a success.

Thank you very much.

APPROVAL SHEET

I certify this research project entitled **“Visitor Preference on Content and Design in Interpretative Panel at Taman Rekreasi Paya Bakau Sijangkang”** by Muhammad Azizul bin Mahadi has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science with Honours in the Faculty of Forestry and Environment, Universiti Putra Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 General Background

An interpretive panel is a type of display board that offers details on a specific item, location, or occurrence. It is intended to draw in and hold visitors' attention by narrating a tale about the topic through text and images. Effective interpretive panels do much more than just impart knowledge, they captivate viewers, arouse emotions, and motivate them to practice environmental care. The most effective panels tend to be the simplest, with an appealing design and no more than 200 words in each panel to convey one or two primary ideas. Images, such as pictures, sketches, or illustrations, should relate to the text and show the visitor something they can't already see. The storytelling should motivate and inspire, and make it meaningful and exciting (Harun, 2018).

Inaccurate, inadequate, or partial descriptive material in the narrative, as well as a lack of interpretive panels or tour guides, have left visitors feeling frustrated, disoriented, and/or disengaged from the message they were meant to convey. The important values of the information would so escape their notice (Shamsuddin et al., 2021)

The target audience's demographics are one of the many aspects that affect the design of interpretative panels. The target audience should be taken into consideration in the panel's language, design, and complexity. Interpretive panels should provide visually appealing, interesting, and educational content that is suited to the intended audience.

The interpretation panel can be made more interesting and memorable by using interactive features and storytelling (Bruno et al., 2019).

There have been cases throughout the nation where tourists have been left disappointed, confused, or unaware of the value of the heritage due to distortion and/or incorrect descriptive material in storytelling (Harun et al., 2021). Consequently, the purpose of this work is to address the problem statement. The paper will discuss and address this problem description.

1.2 Problem Statement

According to Abdulla Al Mamun, and Sumen Mitra (2012), tourism is an activity that is essential and direct to the education, cultural, social, and economic sectors of national societies. Taman Rekreasi Paya Bakau Sijangkang was built in 2015 on the site of a former trash disposal facility, giving it a distinct heritage. This area has been transformed into a recreational area with the help of PLUS Malaysia Berhad (PLUS) and the cooperation of the locals. The park is located in Kampung Sijangkang alongside Sungai Langat flows from Gunung Nuang in Hulu Langat and flows to the straits of Malacca in Kuala Langat. Taman Rekreasi Paya Bakau Sijangkang seems to exist and functions as an educational park to highlight the significance of mangrove forests due to the area is blessed with its natural resources such as rivers, mangrove forests and is home to various wildlife species.

Providing proper interpretative panels is vital since interpretative panels are an important aspect of educational parks. They inform guests, narrate tales, and effectively and non-obtrusively engage audiences. A poorly made and improperly positioned panel will have the opposite effect as one that is well-produced and strategically placed. Thus, supporting the need for proper content in the installation of interpretative panels is important for expanding the park to become a proper and effective educational park attraction. However, proposing proper content and design in interpretative panels to enhance the effectiveness of the park's purposes requires important information from the visitors about what makes an effective interpretative panel so that the development will be well supported by the visitors.

1.3 Research Objectives

The main objective of this study is to identify visitor preference towards the content and design of the interpretative panel to be implemented at Taman Rekreasi Paya Bakau Sijangkang. To achieve the main objective, sub-objectives have been set:

- 1) To determine visitor preference for interpretative content at Taman Rekreasi Paya Bakau Sijangkang.
- 2) To determine the differences in visitors' preferences based on demographic background.

1.4 Significance of Study

The study is about visitor preference for content and design in an interpretative panel at Taman Rekreasi Paya Bakau Sijangkang. The information of this study will help the developer to improve their management at the same time will help in their economic site. From the questions that have been listed, they can also plan and design better interpretative panels that can attract more visitors to visit Taman Rekreasi Paya Bakau Sijangkang and sustain the number of visitations. It is important to evaluate the potential to give benefit as it mostly attracts the visitor. This is for achieving effective management.

In addition, to make Taman Rekreasi Paya Bakau Sijangkang an ecotourism destination designing a better and more effective interpretative panel by further understanding or identifying the visitor's preference can be developed more. Besides, it will help to increase Taman Rekreasi Paya Bakau Sijangkang's capacity to attract visitors and generate sustainable tourism development.

CHAPTER 2

LITERATURE REVIEW

2.1 Interpretation

2.1.1 Definition of Interpretation

Interpretation is a communication process that will reveal and unfold secrets to help people understand and appreciate their environment. It helps in translating what the naked eye sees into information in an easy and fun way. It has increasingly been acknowledged as an important tool in delivering the message of knowledge on resources (natural and cultural), promoting conservation, carrying resource management messages, and providing value-added recreational activities.

Tilden (1957) recognized as the 'Father of Interpretation', who was involved in the early interpretation work with the US National Park, and who wrote the first book on the subject, describes interpretation as * the work of revealing, to such visitors and spiritual meaning that lie behind what the visitors can with his senses perceive". Ten years later, in 1967 in his book interpreting our heritage, Tilden then defined interpretation as "an educational activity which aims to reveal meanings and relationship through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information and this has become widely-adopted definition, Tilden continue to offer two concepts as central to the philosophy of interpretation. He stated,

"Interpretation is the revelation of a larger truth that lies behind any statement of fact" and "Interpretation should capitalize on mere curiosity for the enrichment of the human mind and spirit".

Wallin (1965), Chief Naturalist for the Cleveland Metropolitan Parks, describes interpretation as "the helping of the visitor to feel something that the interpreter feels- a sensitivity to the beauty, complexity, variety, and inter-relatedness of the environment, a sense of wonder; a desire to know. It would help the visitor develop perception." However, Alridge (1972) added interpretation should also increase visitor and public awareness of the importance of the relationship between man and the environment, and awaken a desire to contribute to environmental conservation.

In 1990, the U.S National Park interpretive commissioner defined interpretive as "Any activity which seeks to explain to people the significance of an object, a culture or a place" (Moscorado, 2000). Apart from that, interpretation is a service, a communication link that inspires, explains, and entertains. It helps people greater sensitivity to their surroundings. It is developmental, informational, and directional (Sharpe, 1982). A simple definition came from John Cater (1997) in his book *A Sense of Place* which stated, "Interpretation is all about helping people appreciate something that you feel is special".

There are many explanations for the meaning of the word, and to summarize the above definitions, interpretation is a special kind of communication tool or process between humans and the resources of nature. It can also be transformed into certain functions to

achieve several kinds of benefits, particularly in the aspects of nature education, conservation, awareness, understanding, appreciation, management, and visitors' perception and behavior toward natural resources.

2.1.2 The objective of interpretation

Every interpretation has a mission and objectives to be fulfilled. The objectives of interpretation are widely different by person, but to give a rough idea of what are the objectives of interpretation, we can refer to the objectives proposed by Lewis (1980):

- 1) Interpretation aims for a simple, understandable interpretation of major features of each park to the public employing field trips, lectures, exhibits, and literature.
- 2) Emphasize leading visitors to study real things rather than to use second-hand information. Typical academic methods are generally avoided.
- 3) Utilizing highly trained personnel with field experience, able to interpret to the public the laws of the universe as exemplified in parks, and able to develop concepts of the laws of life useful to all
- 4) A research program that will furnish a continuous supply of dependable facts suitable for use in connection with the educational program.

Sharpe (1976), on the other hand, proposes the following objectives as the reason for interpretation:

- 1) To help individuals enjoy the environment more and subsequently increase their awareness, appreciation, and understanding of certain areas.

- 2) To assist the management by protecting people from hazardous areas and guiding people away from fragile and overused areas into areas that can support heavier use.
- 3) To promote public understanding of the agency and its program.

2.1.3 The process of interpretation

Cherem (1977) developed a plan a Model of Interpretation to illustrate the interpretive process (Refer to Figure 2):

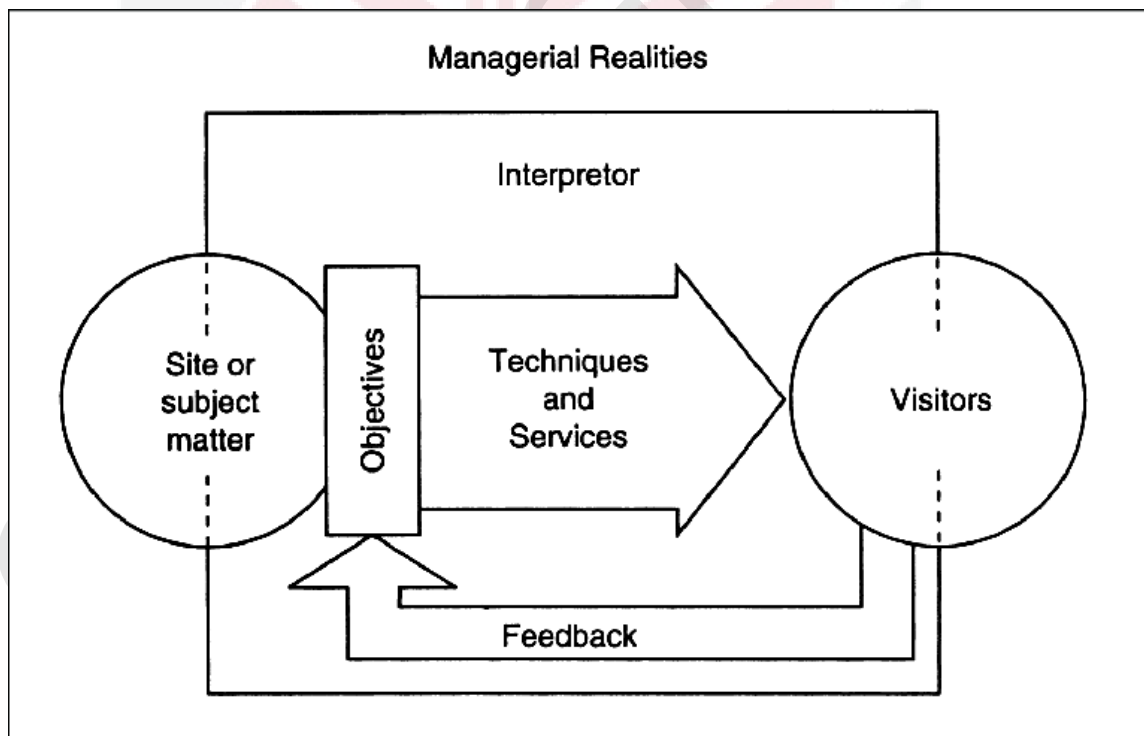


Figure 2.1: Model of interpretation by Cherem (1977)

As seen in the model and its component above, the left side of the model is a bubble labeled site or subject matter- the story to be interpreted. By using the subject matter, the interpretive message can be created based on the objectives that need to be accomplished. The message reaches the visitors through the right techniques and services referring to Tilden's Tips. As a result, the response is called feedback, where the visitors respond to the message conveyed.

However, Veverka (1994) highlighted the Interpretative Planning Model formulated by Peart/Wood shown in Figure 3 below:

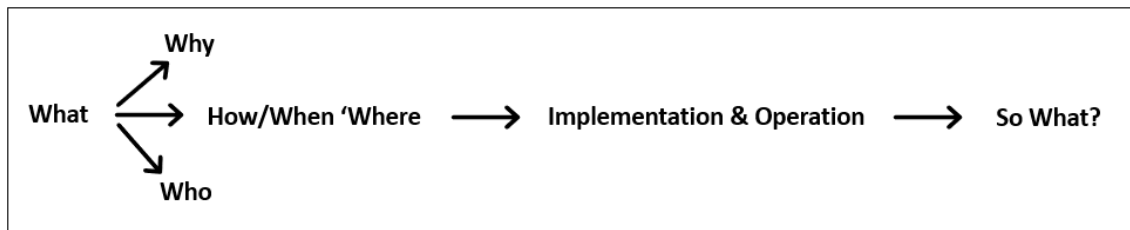


Figure 2.2: Peart/Wood Interpretative Planning Model (1987)

The question 'what' refers to the sources, theme, and sub-themes to be interpreted, the question 'why' to the specific objectives that the interpretation should accomplish, 'who' to the visitors of the site and how to relate the theme to them, 'how/when/where' to the way to present the interpretive program and services, 'implementation and organization' to the question of what it will cost in terms of time, resources, budgeting and people involved to implement various aspects of the plan and finally 'so what?' to determine how we will evaluate the parts of the plan to see if all objectives are being achieved.

2.1.4 Tilden's Principle of Interpretation

Taken from Tilden's book *Interpreting Our Heritage* (1977), he sums up the interpretation techniques into six principles:

- Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
- Information as such, is not interpretation. Interpretation is revelation based on information. But they are entirely different things. However, all interpretation includes information
- Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is to some degree teachable.
- The chief aim of interpretation is not instruction, but provocation.
- Interpretation should aim to present a whole rather than a part and must address itself to the whole man rather than any phase.
- Interpretation addressed to children (say, up the age of twelve) should not be a dilution of the presentation to adults but should follow a fundamentally different approach. To be at its best it will require a separate program.

2.2 Interpretation Signage Planning

2.2.1 Interpretation Planning Concept

It is impossible to interpret without a plan. Interpretive planning is the key to all interpretation programs and the design of its activities. There are a lot of factors to consider when we decide to interpret something; it is not only a matter of knowing the resource and showing it to a group of visitors. It has to be a clear connection between the elements and, the way we connect them is going to be as important as the content itself.

Interpretive planning concentrates on what visitors might have opportunities to do, think, feel, learn, and become inspired by when they explore a given site. Weaver (1963) refers to the planning process as the self-conscious attempt by man to order his environment to realize common goals and values.

According to Veverka (1994) " There are two types of planning; the most common planning that occurs is 'defensive' planning where the problems have already occurred, and the planning is sort of 'damage control' to fix things and to make them right. Another one is the 'offensive' planning that anticipates anything that might go wrong after the plan has been implemented."

Referring to Knudson, Cable, and Beck (1999), an interpretive plan defines what and how a property or organization will tackle the task of presenting its stories to the public. It requires thought before action. A plan coordinates the various works of the interpreters.

The process of planning for interpretation included the following:

- 1) Considers the client who comes to the facility or area, as well as those it serves beyond the property.
- 2) Define the special value, significance, and purpose of the place.
- 3) Set up key goals, so the interpreters know what they are trying to do, and evaluators can determine how well they do it.
- 4) Outlines the approaches taken to interpret the facility, from themes to the personnel, method, and media to use.
- 5) Prescribe the best mix of methods, media, and messages.
- 6) Given broad, general guidelines for a new or revised exhibit, center and arrangement, trail scheme, or other facilities.
- 7) Sets a style for the facilities- the sign, publication, correlation of personal and non-personal services, and balance of efforts on-site and off-site.
- 8) Considers timing and financing of new developments.

2.2.2 Interpretative media

The interpretive media are the channels used to communicate with the users and visitors. They can be tangible or intangible. Lewis (1980) gives some examples of interpretive media as roadside exhibits, movies, slides, maps, self-guiding natural trails, and the like as well as inanimate members of the interpretation team.

Sharpe (1976) and Stewart (1981), divide the media for interpretation into personal attended services and non-personal or unattended services.

1) Personal/attended services:

- Information duty
- Conducted activity
- Audio-visual mechanisms attended by the personnel - Talk to groups
- Specialised personnel - Including demonstration and
- Conference

2) Non-personal/unattended services:

- Audio devices
- Written materials such as labels, signs, publications
- Self-guided activities
- Indoor exhibits
- Wayside exhibits
- Visitor centre

A combination of several types is frequently the best choice, as they all have their advantages and drawbacks. The interpretive plan will be much more complete if different media can be included in a plan.

2.2.3 Important Roles of Interpretation Design

The reasons for interpretation are to help other people gain a sense of place, to respond to the beauty of their environment, the significance of their history, and their cultural surroundings. Interpretation does its job of enrichment and education by cultivating people's minds affecting the whole person, it involves all senses to get the message through touch, smell, hearing, seeing, and even taste to perceive the past and the present. They also plant new ideas and sometimes, refute old ones. They lead clients to see many species of life where they only perceived one kind of lower plant life before. (Douglas et al, 1999).

The product of interpretation effort reveals itself in the visitor's skill and understanding ultimately, in how well the visitors become able to interpret what they find. In other words, the professional interpreter aims to eventually turn clients into skilled amateur interpreters. How well the visitors understand the important meaning and relationship of the sites as a result of the entire interpretive effort exhibits, signs, talks, brochures, audio-visual, material and other presentations become a final product. (Douglas, 1999).

Hultsman and Cottrell (1987), said that interpretation often turns out to be too serious, therefore, perhaps we should sideline interpreters until they can prove that they can interpret more fun and enjoyable.

2.2.4 Effectiveness of Interpretation

The effective management of the resource to the public in such a manner as to ensure its protection promotes visitor respect and support and encourages the development of future resource stewards. Additionally, in many parks, the interpretations are the ones most familiar with the resource and the effects of visitor use. Park managers have a responsibility to promote resource knowledge, understanding, and protection through carefully planned programs. The interpretive signage represents the tree to speak and, in this role, visitors must be able to know what trees would say (Seuss, 1971).

Interpretation is being used more often and has shown to be more effective as a resource management tool. 'Considerable research has demonstrated that information education programs are seen as acceptable components of management both by users and managers and that they can be effective in solving certain management problems. An increasing number of managers support this approach and recreationists frequently ask for more information (Roggenbuck et al., 1986).

As an indirect management tool, communication has been used to increase the use of minimum-impact camping techniques in the Boundary Waters Canoe Area Wildernedd (Jones et al., 1988). Interpretive messages have reduced effectively depreciative behavior toward cultural resources (Gramman et al., 1987) as well as reduced littering and damage to natural resources (Barget, 1984). Interpretive brochures and personal messages have helped distribute wilderness campers away from attractive but fragile campsites (Roggenbuck et al., 1982).

2.3 Interpretation Objectives

In planning the interpretive exhibits, the element that is most important in the planning process in accomplishing is the planner's desired objectives. But it is always being ignored through the process. These objectives are a clear understanding of what exactly the planner wants the exhibit to accomplish. It is encouraged that every interpretive exhibit planner makes sure that objectives are created for every exhibit, in writing, and make sure that the exhibit designer gets and follows the intent of the objectives. A cost-effective exhibit can only be designed by an exhibit designer design if they have an idea as to what the exhibit is supposed to accomplish.

2.3.1 Behavioral objective

These are objectives that address the question "How does the planner want the visitors to use the information the exhibit is presenting to them?" This is what the planner intends the visitor to do. An example might be: "Upon completing interacting with the exhibit the majority of visitors will want to contribute to preserving historic homes in some way". Another example might be: "Upon completing interacting with this exhibit the majority of visitors will want to learn more about the history of mound builders". The behavior can be psychological in nature as well such as: "The majority of the visitors to the interpretive center will want to make return visits more often and tell their friends what a great place.

2.3.2 Emotional objective

Emotional objectives are those objectives that will have the most impact on the visitor's long-term memory (and help accomplish the behavioral objectives of the exhibit). It is the objective where the planner describes how they want the audience to feel. They are important as they help the designers decide on exhibit graphic selection, colors, use of sound effects, label copy development, and more. Some examples of emotional objectives: "Upon completion of the exhibit viewing the majority of visitors will feel a sense of sadness about children working in the coal mines in the late 1800's". r "Upon completion of viewing the exhibit the majority of visitors will feel the desire to help support the agency that manages this preserve". Other emotional objectives might be to increase pride in a local heritage, and even to "have fun" learning.

2.4 Exhibit

The exhibit comes in all sorts of forms. Some are paintings or photographs in an exhibition. Some are wayside signs or heritage trees found in the foreground of an interesting scene. Often, they are panels, models, or an arrangement of real objects placed within a building.

The self-guided educational programs used the words exhibit; an exhibit is generally described as one component of a larger exhibition, such as a sign or interactive display (Miles et al., 1982). John Veverka (1994), an interpretive planner and author of an interpretive planning guide, defines an exhibit as "An exhibit is interpretive if it makes the topic come to life through active visitor involvement and extreme relevance to the everyday life of the viewer." Therefore, an interpretive exhibit is a public display that is

designed following interpretive principles to communicate. Successful interpretive exhibits and exhibitions may take many different forms, from one interpretive panel; to a self-guided trail with interactive stations; to a large exhibition that immerses the visitor in a particular ecosystem. For this study, exhibits are only referred to in the form of interpretive exhibits or exhibitions. These definitions suggested that an exhibit is an array of cues comprised of visual, auditory, sensory, and others which are purposely brought together within a defined boundary for a desired effect.

2.4.1 Reasons for Exhibits

According to Veverka (2012), it is believed that exhibits are probably one of the least cost-effective methods available for communicating with visitors. There are some reasons for exhibits to be used to achieve its purposes:

- 1) Tell a story in an ordered sequence or fashion.
- 2) Tell a story that can't be told or illustrated on-site.
- 3) Bring artifacts and stories to places where the visitors are.
- 4) Bring extremes into human scale (i.e., a three-foot model of a one-inch square of soil)
- 5) Allow visitors the freedom to pace themselves
- 6) Allow staff to do other things.

2.4.2 Design principles for effective interpretative exhibits

Table 2.3 provides a summary of the design principles that have been proposed specifically for effective interpretative sign design.

Table 2.1: A Design Principle for Effective Interpretative Exhibits

General category	Specific guidelines
	Must have 4 key elements:
Warning signs	<ol style="list-style-type: none"> i. Signal word of danger, warning, or caution. ii. Statement of the hazard. iii. Examples of the consequences of not heeding the warning. iv. Instructions on how to avoid the hazard
Placement of signs	<p>Close to the Centre of the line of vision of visitors as they approach. Perpendicular rather than parallel to the main visitor's pathways</p> <ul style="list-style-type: none"> • Use large colorful elements in the sign. Use sliding panels, and lifting flaps.
Getting visitor attention	<ul style="list-style-type: none"> • Use contrast in headings and titles. • Use three-dimensional features. • Add a surprise to the title. • Ask questions in the title. • Use illustration. • Use short, simple sentences. • Use short, familiar words and avoid jargon and scientific expressions.
Making text readable	<ul style="list-style-type: none"> • Use an active rather than a passive voice and speak directly to the reader. • Use large well-spaced type • Use serif typefaces and a mixture of lower and upper case, not all upper case • Use a clear contrast between the type and the background. • Break the next into paragraphs and use headings and subheadings. • Lines should be between 40 and 65 characters in length. • Margins should be left justified with even spaces between the words. • Use fewer illustrations and leave enough white spaces around illustrations and texts.
Formatting text	<ul style="list-style-type: none"> • Illustrations should be relevant to the text. • Illustrations should be simple and not require extra text to explain them.
Use illustrations	

2.5 Evaluation of Effectiveness Interpretation

Evaluation is the systematic process of collecting and analyzing information about a social program, its audience, or its impacts on an audience for the explicit purpose of improving its ability to serve the audience in the intended ways. The evaluation may further be distinguished from other research activities by its focus on judgments about program effort, effectiveness, efficiency, and adequacy, its reliance on systematic methods, and its applied orientation to management and decision-making (Atkinson et al., 1978). In interpretation, the word "evaluation" usually means assessing program accomplishments (after the program has ended).

Evaluation of the effectiveness of interpretation is often recommended but rarely undertaken (Uzzell, 1998). Evaluation is necessary to determine whether the interpretation is achieving its goals. These empirical evaluations and documented studies on the effectiveness of interpretation are largely lacking (Armstrong et al., 2002). While there is much subjective evidence about the influence of interpretation on visitors, there are few empirical tests of interpretation's effectiveness (Absher, 1997).

2.6 Fundamental Goals of Interpretation in Measuring Effectiveness

This study attempts to study the assessment of the effectiveness of interpretation about the fundamental goals of interpretation. Phillips (1989) believes that the prime measure of interpretive effectiveness is whether information has been conveyed to the visitor. These statements suggest that the effectiveness of interpretation can be measured by ascertaining visitors' knowledge gain, attitude change, and behavior intentions toward the fundamental goals.

2.6.1 Knowledge gain and awareness increase

Interpretation aims to achieve learning in terms of psychology. The interpretation could motivate more responsible behavior by increasing visitors' knowledge or understanding (Orams, 1997). Hence it is convinced by Philips (1989) that the prime measure of interpretive effectiveness is whether information has been conveyed to the visitor. The interpretation against the recall of information from visitors will be valuable if there are changes in their understanding, attitude, and behavior through the increase of understanding of conservation needs.

2.6.2 Affective Responses

According to (Bramwell et al., 1993), there is a possibility of concerns for an area if interpretation succeeds in increasing visitors' understanding. Attitudes were viewed by social scientists as practical predictors of behavior. Interpretation should contribute to support the idea that parks are special places requiring special behaviors to fulfill management goals to instruct the visitor to appreciate the goal of the protected area.

2.6.3 Behavior Modification

In managing tourist-nature interaction and achieving sustainable tourism development, an effective interpretation should simply increase knowledge and understanding to urge behavior change (Orams, 1996). Phillips (1989) argues that interpretation should be able to help people see the connections between their behavior and the problems of a site, motivating them into immediate or future thoughts or actions.



CHAPTER 3

METHODOLOGY

3.1 Introduction

To achieve the objective of the study and validate the result. Every researcher will have a certain method or methodology that will be used. A researcher needs to have a methodology that is systematic and has a theoretical analysis. This research will use quantitative methodology. This research was carried out in the Taman Rekreasi Paya Bakau Sijangkang area. The information will be obtained by questionnaire from the survey. This chapter includes about study area, research design, and data analysis.

3.2 Study Area

Kampung Sijangkang is in the Mukim Telok Panglima Garang, with 4, 047.79 acres in width (Kuala Langat District Office Site, 2016). It is estimated that this village was established around 1907 and was explored from the direction of the Jangkang River. The current population is estimated at 17, 000 people (Kuala Langat District Office Site, 2016). Natural resources such as rivers that flow through the cluster of Langat River and a row of mangrove swamp forests that are home to a variety of wildlife. (refer to figure 3.1).

Taman Rekreasi Paya Bakau Sijangkang has a unique history, constructed on the former waste disposal site in 2015. Through the collaboration of the residents and with some

assistance from PLUS Malaysia Berhad (PLUS), this area has been developed into a recreational zone (refer to figure 3.1). This area features aesthetic value comprising natural flora and fauna that are preserved for environmental sustainability. The mangrove area consists of various tree species, including mangrove trees, kurap trees, nireh batu trees, nipah trees, and many more. Additionally, the unique aspect of this park lies in its construction using recycled materials from housing construction, generously donated by various parties. These waste materials are creatively repurposed for recreational activities, decorations, information corners, performance stages, and relaxation furniture such as chairs and dining tables. This initiative is a result of the collaboration and creativity of volunteers, most of whom are aged between 40 and 60 years old. (Sheriza et al., 2017) The establishment of this park, provides recreational space and learning opportunities for youth, teenagers, and especially school students, following the concept of 'Eco-Education.'

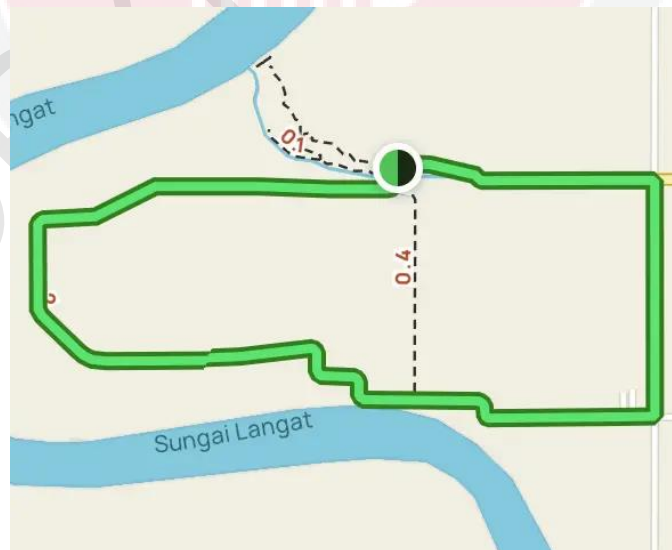


Figure 3.1: Map for the study area in Taman Rekreasi Paya Bakau Sijangkang (source alltrails.com, 2024)

3.3 Research Design

Identification of visitors as the respondents was conducted via convenience sampling. It is a non-probability sampling technique where respondents are selected based on their convenient accessibility and propinquity to the researcher onsite. The respondents of this study were selected based on non-random conditions where the target respondents under investigation are the visitors that visit the Taman Rekreasi Paya Bakau Sijangkang. In this study, the data were collected directly from visitors at Taman Rekreasi Paya Bakau Sijangkang.

3.3.1 Sample Size

Regarding the target population, the information on the official numbers of visitors at Taman Rekreasi Paya Bakau Sijangkang is taken from the logbook provided by the management at the park entrance.

The survey targeted respondents who were 18 years old and above and had visited Taman Rekreasi Paya Bakau Sijangkang. The sample size comprised 300 individuals, reflecting a mix of nature enthusiasts and those seeking recreational activities such as fishing, boating, and picnicking. The respondents appreciated the park for its tranquility and natural beauty, often visiting with family and friends to enjoy the peaceful environment. The survey indicated a high level of satisfaction among respondents, highlighting the park's popularity among a diverse range of visitors seeking to connect with nature.

Krejcie and Morgan's table will be used for determining the sample size. The Krejcie and Morgan table is simple to use, requiring minimal statistical knowledge. It presents sample sizes based on population size and desired confidence level, eliminating the need for complex calculations. This makes it particularly helpful for researchers with limited statistical expertise or time constraints. According to Figure 3, the N (population) was 1,500 (taken from Taman Rekreasi Paya Bakau Sijangkang management), so the n (sample size) was 306. However, researchers managed to get only 300 respondents due to a lack of time during the data collection.

N	S	N	S	N	S
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

Figure 3.2: Krejcie and Morgan table
Source: Krejcie and Morgan (1970)

3.3.2 Sampling Technique and Procedure

Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. Convenience sampling allows researchers to reach niche groups or underrepresented populations where a complete sampling frame might be unavailable. This could be refugees in temporary camps, individuals with rare medical conditions, or specific online communities (Acar, 2019). This can be due to geographical proximity, availability at a given time, or willingness to participate in the research. Convenience sampling excels in rapid data collection due to its readily available participants. This is ideal for generating initial hypotheses, exploring a new research area, or testing a pilot survey (Simkus, 2023).

3.4 Data Analysis

IBM SPSS Statistics for Windows is used to compute the data survey responses for this study. Several analyses will be conducted to respond to the questionnaire, including:

3.4.1 Descriptive Analysis

For a pattern to develop that would satisfy all of the data's requirements, descriptive analysis is used to evaluate the data and assist in characterizing or summarizing the data points constructively. It includes the mean, frequency, and percentage statistics. It also serves to summarize the key points from the questionnaire's collection of questions.

3.4.2 Correlation Analysis

Correlation analysis is to identify the relationship between the independent variable and the dependent variable. For this study, demographic is the independent variable while visitor preference on interpretative content and design at Taman Rekreasi Paya Bakau Sijangkang is the dependent variable.

3.4.3 Independent T-Test

The independent t-test, also called the unpaired t-test, is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated (independent) groups. To apply this test, a continuous normally distributed variable (Test variable) and a categorical variable with two categories (Grouping variable) are used. Further, the mean, SD, and number of observations of group 1 and group 2 would be used to compute the significance level. In this procedure, a first significance level of Levene's test is computed and when it is insignificant ($P > 0.05$), equal variances otherwise ($P < 0.05$), unequal variances are assumed between the groups, and according to the P value is selected for independent samples t-test (Peat et al., 2008).

3.4.4 ANOVA

ANOVA (Analysis of Variance) is a statistical test used to compare the means of three or more independent groups to determine if there are statistically significant differences between them. It works by comparing the variance between the group means to the variance within the groups. If the variance between the group means is significantly larger than the variance within the groups, then it can be concluded that there is a significant difference between at least two of the group means. ANOVA provides an overall p-value to indicate whether there is a significant difference between the group means, but it does not indicate which specific groups are different from each other.

CHAPTER 4

RESULT

4.1 Introduction

This chapter presents the results of the data analyses. It reports the findings concerning visitor preference for interpretative content and design based on demographic background at Taman Rekreasi Paya Bakau Sijangkang. There are two sections in this chapter: (Section 1) demographic background of respondents and (Section 2) Visitor preference on interpretative content and design. Descriptive analysis was used to analyze the data within all two sections, in which to determine the impact of visitor preference on interpretative content and design.

4.2 Respondent's Demographic Background.

The information on respondents' demographic background included gender, age, ethnicity, and profession of the visitor who visited the Taman Rekreasi Paya Bakau Sijangkang.

4.2.1 Gender

Table 4.1 illustrates the distribution of respondents by gender. The results reveal that males accounted for the majority of questionnaire completions ($n=155$, 51.7%), slightly surpassing female respondents ($n=145$, 48.3%). The combined responses from both male and female respondents totaled 300, comprising the overall respondent pool for the study.

Table 4.1: Distribution of the respondents by gender

Gender	No. of Respondents	Percentage
Male	155	51.7
Female	145	48.3

n=300

4.2.2 Age group

Based on Table 4.2, most of the respondents (n=103, 34.3%) were in the range of age 18-27 years old. Furthermore, the respondents with the age of 48-57 were (n =52, 17.3%) followed by the range of 28-37 (n=51, 17%). While the range of age 38-47(n=48, 16%) follows by age 58 and above is (n=46, 15.3%).

Table 4.2: Distribution of the respondents by age

Age	No. of Respondents	Percent
18-27	103	34.3
48-57	52	17.3
28-37	51	17.0
38-47	48	16.0
58>	46	15.3

n=300

4.2.3 Ethnic

The distribution of the respondents by ethnicity is shown in Table 4.3 which is dominated by Indian (n=145, 48.3%) followed by Malay (n=104, 34.7%) and Chinese (n=51, 17%) partly filling the ethnicity.

Table 4.3: Distribution of the respondents by ethnicity

Ethnic	No. of Respondents	Percent
Indian	145	48.3
Malay	104	34.7
Chinese	51	17.0

n=300

4.2.4 Profession

Based on Table 4.4, most of the respondents (n=99, 33%) have come from government sectors. Furthermore, there were two professions which are retired and private sectors have the same respondents (n =52, 17.3%) followed by students, (n=51, 17%). While unemployed, (n=46, 15.3%).

Table 4.4: *Distribution of the respondents by profession*

Profession	No. of Respondents	Percent
Government sectors	99	33.0
Private sectors	52	17.3
Retired	52	17.3
Students	51	17.0
Unemployed	46	15.3

n=300

4.3 Comparison between gender and visitor preference

The comparison analysis indicated that male respondent were more preferred the interpretative contents and design to be able to capture the attention and interest of the visitor (M=5.00, $t(299) = 14.661$, $p=.00$), visually appealing design and layout (M=5.00, $t(299) = 9.140$, $p=.00$). On the other hand, female visitor preferred the interpretative panel must connected to the subject (M=4.67, $t(299) = 6.236$, $p=.00$)

Table 4.5: Comparison between gender and visitor preference

Preference	Mean (Male)	Mean (Female)	t	Sig 2-tailed
The interpretative panel must be able to capture the intention and interest of the visitor.	5.00	4.03	14.661	0.00
The interpretative panel must be able to stimulate the curiosity of the visitor.	3.66	4.65	-17.876	0.00
The interpretative panel information must be related to the visitor's life experiences.	3.34	4.65	-23.854	0.00
The interpretative panel must be connected to the subject.	4.33	4.67	-6.236	0.00
The interpretative panel design and layout must be visually appealing.	5.00	4.30	9.140	0.00
The text on the interpretative panel must be easy to read and well-organized.	3.34	3.35	-0.295	0.768
The information presented in the interpretative panel must be able to stay in the visitor's mind.	3.32	3.97	-5.235	0.00
The information on the interpretative panel should encourage the visitor to share or discuss.	4.33	4.03	2.871	0.004
The information of the interpretation panel should be clear and understandable.	4.66	3.98	8.861	0.00
The interpretative panel must be able to make the visitors understand the environment.	3.67	4.65	-17.803	0.00

4.4 Comparison between age and visitor preference

In term of age group, respondent with age between 18-27 years old preferred the information presented in the interpretative panel must be able to stay in the visitor mind ($M=5.00$, $F(4,296) = 58.265$, $p=.00$). While, the age group of 28-37 preferred the interpretative panel must be able to capture the intention and interest of the visitor ($M=5.00$, $F(4,296) = 164.948$, $p=.00$) and to stimulate the curiosity of the visitor ($M=5.00$, $F(4,296) = 612.666$, $p=.00$).

The age group of 38-47 preferred the information of the interpretative panel should be clear and understandable ($M=5.00$, $F(4,296) = 487.891$, $p=.00$). While, the age group of 48-57 preferred the interpretative panel must be able to stimulate the curiosity of the visitor ($M=5.00$, $F(4,296) = 612.666$, $p=.00$), information related to visitor life experiences, ($M=5.00$, $F(4,296) = 346.458$, $p=.00$), and able to make the visitor to understand the environment ($M=5.00$, $F(4,296) = 141.180$, $p=.00$).

Table 4.6: Comparison between age and visitor preference

Preference	Age					F
	18-27	28-37	38-47	48-57	>58	
	M	M	M	M	M	
The interpretative panel must be able to capture the intention and interest of the visitor.	-	5.00	4.00	3.00	-	164.948 ^{*5,6,8}
The interpretative panel must be able to stimulate the curiosity of the visitor.	-	5.00	2.33	4.98	-	612.666 ^{*5,6,8}
The interpretative panel information must be related to the visitor's life experiences.	-	2.00	4.01	4.98	-	346.458
The interpretative panel must be connected to the subject.	-	-	3.66	3.59	-	0.167
The interpretative panel design and layout must be visually appealing.	-	3.00	-	3.75	-	11.247
The text on the interpretative panel must be easy to read and well-organized.	-	4.21	2.50	-	-	130.242 ^{*1,2,3,8}
The information presented in the interpretative panel must be able to stay in the visitor's mind.	5.00	2.50	4.00	3.90	-	58.265 ^{*5,6,8}
The information on the interpretative panel should encourage the visitor to share or discuss.	-	5.47	4.00	2.33	-	1517.311
The information of the interpretation panel should be clear and understandable.	-	3.00	5.00	2.64	-	478.891
The interpretative panel must be able to make the visitors understand the environment.	-	2.00	3.34	4.98	-	141.180

Age: 28-37(n=103), 38-47(n=51), 48-57(n=48), >58(n=52)

*p < .000

Like superscripts indicate significant differences: 1= Significance between 18-27 and 28-37, 2=significance between 18-27 and 38-47, 3= Significance between 18-27 and 48-57, 4 = Significance between 18-27 and >58, 5 = Significance between 28-37 and 38-47, 6 = Significance between 28-37 and 48-57, 7 = Significance between 28-37 and >58, 9 = Significance between 38-47 and >58, 10 = Significance between 48-57 and >58.

4.5 Comparison between ethnicity and visitor preference

In term of ethnicity, Malay respondents preferred the interpretative panel must be able to capture the intention and interest of the visitor (M=5.00, F (4,296) = 107.109, p=.00), and the panel design and layout must be visually appealing (M=5.00, F(4,296) = 106.164, p=.00). While, the chinese preferred the interpretative panel must be able to capture the

intention and interest of the visitor ($M=5.00$, $F(4,296) = 107.109$, $p=.00$), must connected to the subject ($M=5.00$, $F(4,296) = 198.289$, $p=.00$), and should encouraging the visitor to be shared or discuss ($M=5.00$, $F(4,296) = 30.109$, $p=.00$). The indian group respondents preferred the interpretative panel design and layout must be visually appealing ($M=5.00$, $F(4,296) = 106.164$, $p=.00$).

Table 4.7: Comparison Between Ethnicity and Visitor Preference

Preference	Ethnicity			F
	Malay	Chinese	Indian	
	M	M	M	
The interpretative panel must be able to capture the intention and interest of the visitor.	5.00	5.00	4.03	107.109 ^{*2,3}
The interpretative panel must be able to stimulate the curiosity of the visitor.	3.50	4.00	4.65	203.804 ^{*1,2,3}
The interpretative panel information must be related to the visitor's life experiences.	3.50	4.00	4.30	36.111 ^{*1,2,3}
The interpretative panel must be connected to the subject.	4.00	5.00	4.67	198.289 ^{*1,2,3}
The interpretative panel design and layout must be visually appealing.	5.00	3.00	5.00	106.164 ^{*1,2,3}
The text on the interpretative panel must be easy to read and well-organized.	3.50	4.00	3.00	237.809 ^{*1,2,2}
The information presented in the interpretative panel must be able to stay in the visitor's mind.	2.50	3.00	4.67	791.066
The information on the interpretative panel should encourage the visitor to share or discuss.	4.00	5.00	4.03	30.109 ^{*1,3,287}
The information of the interpretation panel should be clear and understandable.	4.50	3.00	4.68	287.806 ^{*1,2,3}
The interpretative panel must be able to make the visitors understand the environment.	4.00	4.00	4.30	7.398 ^{*2,3}

Ethnic Malay (n=79), Chinese (n=158), Indian (n=38)

* $p < .000$

Like superscripts indicate significant differences: 1 = Significance between Malay and Chinese, 2 = Significance between Malay and Indian, 3 = Significance between Chinese and Indian.

CHAPTER 5

DISCUSSION

Based on the data provided, the discussion will focus on the effectiveness of interpretative panels in engaging visitors, with particular attention to the attributes of the panels and the preferences of different visitor demographics. The interpretative panels are evaluated on several criteria, including their ability to stimulate curiosity, capture visitor interest, and encourage information sharing or discussion. The data reveals that the interpretative panels generally score well on these criteria, with some variability in the ratings across different visitor groups.

The interpretative panel's capacity to stimulate curiosity is crucial for engaging visitors. The data indicates that the panels are moderately successful in this regard, with an average score of around 4.52 out of 5.00. This suggests that the panels are effective in piquing visitors' interest, which is essential for promoting learning and a deeper connection to the environment. The scoring differentials, such as the 5.00 rating from one respondent, imply that there are elements of the panel design that particularly resonate with some visitors.

The panels' ability to capture visitor intention and interest is another critical aspect of their effectiveness. The data shows that the panels consistently earn high marks in this area, with an average score of approximately 4.52 for the first group and 5.00 for the second group. This indicates that the panels are successful in drawing visitors' attention and maintaining their interest, which is vital for effective communication of the intended messages.

The clarity and understandability of the information presented on the interpretative panels are essential for ensuring that visitors can easily grasp the content. The data suggests that the panels are moderately successful in this aspect, with an average score ranging from 3.00 to 5.47. The significant variance in scores indicates that the clarity of the information may be subject to individual interpretation or may not be uniformly high across the entire panel. This suggests an opportunity for improvement in the design and presentation of information to ensure maximum comprehension by all visitors.

The interpretative panels are also evaluated on their capacity to encourage visitor sharing or discussion. The data indicates that the panels are somewhat effective in this area, with an average score of around 4.00. This suggests that while the panels may inspire visitors to talk about their experiences, there is potential for enhancing this aspect of engagement.

The ease of reading and the organization of the text on the interpretative panels are important for a positive user experience. The data shows that the panels are moderately successful in this regard, with average scores ranging from 3.50 to 4.21. This indicates that while the panels are generally well-received, there may be room for improvement in the layout and organization of the text to further enhance readability and user engagement.

The interpretative panels are further evaluated on their ability to make visitors understand the environment. The data suggests that the panels are moderately effective in this area, with average scores ranging from 3.34 to 4.98. This indicates that the panels are capable of conveying environmental messages, but there may be a need to refine the content or

presentation to ensure that all visitors, regardless of their background, can fully grasp the environmental concepts being communicated.

The design and layout of the interpretative panels are also assessed for their visual appeal. The data indicates that the panels are highly successful in this aspect, with an average score of around 5.00. This suggests that the panels are visually engaging and well-designed, which is crucial for capturing visitor attention and enhancing the overall visitor experience.

In summary, the interpretative panels are generally effective in engaging visitors, with high scores in areas such as stimulating curiosity, capturing interest, and having a visually appealing design. However, there are areas for improvement, particularly in ensuring that the information is consistently clear and understandable across all visitor demographics. The significant differences in scores between various visitor groups highlight the need for a nuanced approach to panel design that can cater to the diverse preferences and needs of visitors.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Conclusion

In conclusion, this study focused on Visitor Preference on Content and Design In Interpretative Panel At Taman Rekreasi Paya Bakau Sijangkang. The study found that these visitor preferences can improve the content and design in interpretative panel to be more informative and useful. Interpretative panel need to be informative to educate visitor and the design can influence visitor to read it. This will help the visitor to gain knowledge and gain a fun experience at Taman Rekreasi Paya Bakau Sijangkang. The study also highlights visitor preferences as an addition to improve the interpretative panel. Local management may find it beneficial to use the data to implement and improve the interpretative panel to attract more visitors and gives a very insightful information. since the beneficial correlations observed between visitors on the interpretative panel and the local management.

As local management work towards improving the recreational park, the findings from this research contribute to understanding the importance of visitor preferences on interpretative panel. The hope is that this exploration becomes a starting point for future studies, encouraging the incorporation of interpretation panel into every recreational park in Malaysia.

6.2 Study limitations

In this study, there are several constraints which are the researcher has a constrain with time especially in data collection for this research this is due to location of research study was quite far and need a few procedures that take a time to handle it. At the same time, some of the respondents are not willing to participate because of their time limitation too. Besides, there is also unwillingness of respondent to answer the questionnaire. The respondent does not give a good cooperation during the survey. Some of them do not completely answer the questionnaire and this leads bias to the result.

6.3 Recommendation

This section is focusing on a few suggestions, it will divide into two consisting of suggestion which is to the management of the Taman Rekreasi Paya Bakau Sijangkang and also to the researcher. This can help to improve researcher to get a better result and improve management to the better level.

6.3.1 Recommendation to Management of Taman Rekreasi paya Bakau Sijangkang

Prioritize the relevance and accuracy of content presented on interpretative panels should be considered by the management. Collaborating with local communities, and cultural experts can ensure that information is well-researched, culturally sensitive, and aligned with the park's mission and values. Regular reviews and updates of panel content are essential to reflect evolving knowledge and visitor interests.

Optimizing the implementation of interpretative panels requires careful attention to content relevance, accessibility, maintenance, and visitor feedback. By prioritizing these

key considerations, park management can ensure that interpretative panels serve as valuable educational tools that enhance visitor experiences and foster a deeper appreciation for the park's natural, cultural, and historical resources. Through thoughtful planning and ongoing evaluation, interpretative panels can play a pivotal role in enriching the connection between visitors and the parks they explore.

6.3.2 Recommendation for Future Research

Time management is very important when do the research. This can improve the quality of study and will coming out with an excellent outcome. Researcher should choose the appropriate time to achieve the objectives of the study. With the correct time selection researcher will be able to obtain a good respondent and a good information to build a better set of questionnaires. This will make the researcher will be more reliable and informative.

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**APPENDICES
APPENDIX 1**



**Faculty Forestry and Environmental
University Putra Malaysia**

**Visitor preference on content and design in interpretative panel at Taman
Rekreasi Paya Bakau Sijangkang**

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

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Section A : Visitor preference / Kecenderungan Pengunjung:

Tick (/) or fill in answer in the space provided

Sila tanda (/) dalam kurungan yang disediakan

Less prefer	Somewhat prefer	Moderates prefer	Prefer	Extremely prefer
Kurang bersetuju	Agak bersetuju	Sederhana bersetuju	setuju	Sangat bersetuju
1	2	3	4	5

No.	Items	1	2	3	4	5
1	<i>The interpretative panel must be able to capture the intention and interest of the visitor</i> Panel interpretasi harus mampu menangkap niat dan minat pengunjung					
2	<i>The interpretative panel must be able to stimulate the curiosity of the visitor</i> Panel interpretasi harus mampu merangsang rasa ingin tahu pengunjung					
3	<i>The interpretative panel information must be related to the visitor life experiences</i> Maklumat panel interpretasi harus berkaitan dengan pengalaman hidup pengunjung					
4	<i>The interpretative panel must be connected to the subject</i> Panel interpretasi harus berkaitan dengan subjek					
5	<i>The interpretative panel design and layout must be visually appealing</i> Reka bentuk dan susunan panel interpretasi harus menarik secara visual					
6	<i>The text on the interpretative panel must be easy to read and well-organized</i> Teks pada panel interpretasi harus mudah dibaca dan teratur					

7	<p><i>The information presented in the interpretative panel must be able to be stay in the visitor mind</i> Maklumat yang disampaikan dalam panel interpretasi harus dapat diingat oleh pengunjung</p>				
8	<p><i>The information of the interpretative panel should be encouraging the visitor to be shared or discuss</i> Maklumat panel interpretasi harus memberi dorongan kepada pengunjung untuk berkongsi atau berbincang</p>				
9	<p><i>The information of the interpretative panel should be clear and understandable</i> Maklumat panel interpretasi harus jelas dan mudah difahami</p>				
10	<p><i>The interpretative panel must be able to make the visitor to understand the environment</i> Panel interpretasi harus dapat membuat pengunjung memahami persekitaran</p>				

Section B: Social demographic background / Latar belakang demografik

Tick (/) or fill in answer in the space provided

Sila tanda (/) dalam kurungan yang disediakan

1. Gender / Jantina:

Male / Lelaki	
Female / Perempuan	

2. Age / Umur (years old / Tahun):

Age / Umur	
18-27	
28-37	
38-47	
48-57	
58>	

3. Ethnic / Etnik:

Malay / Melayu	
Chinese / Cina	
Indian / India	
Others / Lain-lain	

4. Profession / Pekerjaan

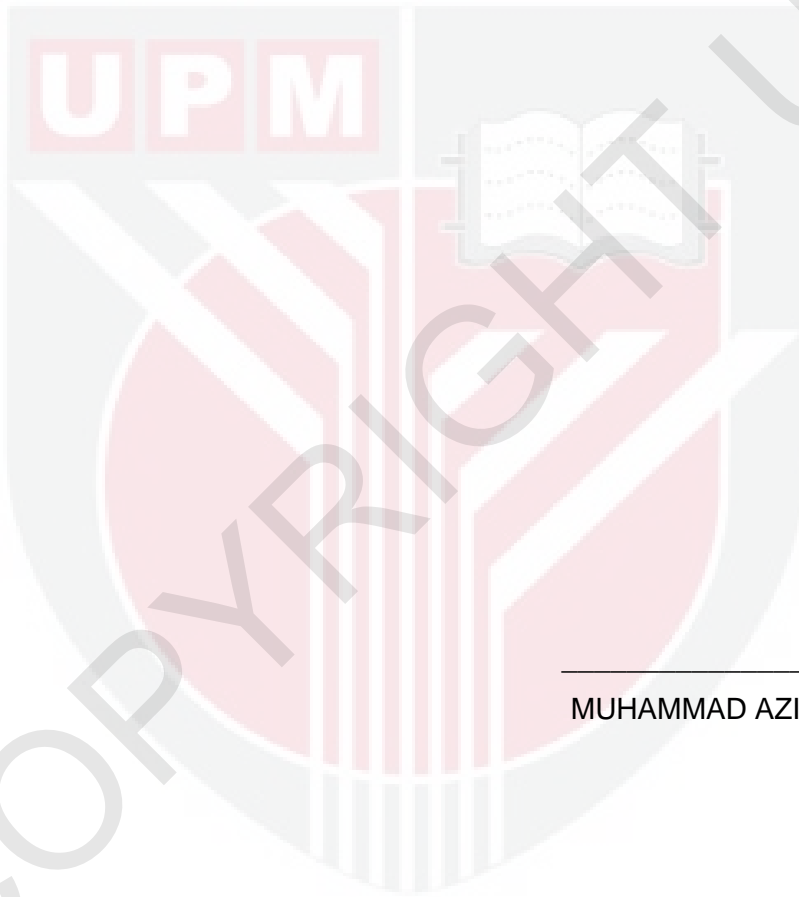
Government sector / Sektor kerajaan	
Private sector / Sektor swasta	
Unemployed / Tidak bekerja	
Retired / Pesara	
Student / Pelajar	



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PUBLICATION OF THE PROJECT UNDERTAKING

This is to certify that I have no objection to publish the project entitled " Visitor Preference on Content and Design in Interpretative Panel at Taman Rekreasi Paya Bakau Sijangkang" by the supervisor in a joint authorship. However, it must be evaluated by the Faculty of Forestry and Environment, Universiti Putra Malaysia and published in the form of approved by the faculty.



MUHAMMAD AZIZUL BIN MAHADI
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