


DEPARTMENT OF QUANTITY SURVEYING

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING

UNIVERSITI TEKNOLOGI MARA

SERI ISKANDAR PERAK


# VISITOR'S SATISFACTION TOWARDS FACILITIES PROVIDED AT WATER PARK


SYAMIRA BINTI BAHARUDDIN


2019

# ABSTRACT

Nowadays, a water park or amusement park become the most popular destination toward tourism and family. It seems like water parks are an attractive place and can attract people to visit and having all the games and activities provided. The development of the water park is actually provide the visitor an opportunity to create enjoyable and amazing experiences. However, there are various problems related to facilities that occur in water parks faced by visitors. Thus, the aim of this research is to suggest the improvement of facilities provided at the water park in order to enhance the level of satisfaction by visitors. The objectives of this research are to determine the level of visitor's satisfaction towards facilities provided at the water park and to recommend the improvement of the facilities at the water park. Since this research is conducted in Perak, so the researcher chooses three water parks as a case study which are Lost World of Tambun, Bukit Merah Lake Town and Frenzy Water Park. 150 total number of respondents were selected randomly from overall of water park which to answer the questionnaire survey to achieve the objectives of this research. The finding shows that most of the respondents are not satisfied with the food courts which includes the price and varieties of foods and beverages. Therefore, some suggestions to improve this kind of problem such as selling the food and drinks at an affordable price and there is a need to sell more varieties of foods and beverages. This is because food and drink are the priority of people everywhere. The significant of this research is to help facilities management of water park to improve their facilities to fulfil visitor's satisfaction.

# ACKNOWLEDGEMENT

With high gratitude to Allah S.W.T. who gave me the ideas and physical strength in preparing this final project/dissertation. Completion of a project of this nature requires more than just the efforts of the author. I wish to express my gratitude to the persons and all parties who responded to the survey and also offered their invaluable contributions in carrying out this final project/dissertation.

My heartfelt thanks go to all of the visitors of the water park in Perak, who were the respondents in this study. I am also indebted to all my friends for their moral support and encouragement during the preparation of this final project/dissertation

Finally, I would like to thank my beloved parents and family members, who never stop giving me their encouragement and full support in order for me to complete my final project/dissertation. Thank you for all the understanding given to me when I really needed it. To those who direct and indirectly contributed in this study, your kindness means a lot to me.

Thank you.

# TABLE OF CONTENTS


ABSTRACT ..... i

ACKNOWLEDGEMENT ..... ii

TABLE OF CONTENTS ..... iii

LIST OF FIGURES ..... vii

LIST OF TABLES ..... ix

CHAPTER 1 ..... 1

INTRODUCTION ..... 1

1.1 INTRODUCTION ..... 1

1.2 PROBLEM STATEMENT ..... 2

1.3 AIM OF RESEARCH ..... 4

1.4 RESEARCH OBJECTIVES ..... 4

1.5 RESEARCH QUESTION ..... 4

1.6 SCOPE OF RESEARCH ..... 4

1.7 SUMMARY ..... 7

CHAPTER 2 ..... 9

LITERATURE REVIEW ..... 9

2.1 INTRODUCTION ..... 9

2.1.1 Definition of the water park ..... 9

2.2 FACILITIES PROVIDED AT WATER PARK ..... 12

2.2.1 Facilities ..... 12

2.2.2 Common type or requirement of facilities provided at the water park. ..... 13

# CHAPTER 1

# INTRODUCTION

## 1.1 INTRODUCTION

Nowadays, a water park or amusement park become the most popular destination toward tourism and family. It seems like water parks are an attractive place and can attract people to visit and having all the games and activities provided such as swimming pools, water slides, splash pads, water playgrounds, and lazy rivers, as well as areas for bathing, swimming, and other barefoot environments.

In Malaysia, there are many water park and theme park have been developed such as Sunway Lagoon at Petaling Jaya, Legoland in Johor Bharu, Lost World of Tambun and Bukit Merah Laketown in Perak, Bukit Gambang Waterpark in Pahang, A' Famosa Waterpark in Malacca and many more. According to Tea & Aecom, (2016) water parks continued their strong growth trend, with attendance increases of 3.6% at the top 20 worldwide. The growth development of the water park as a tourist destination would enhance overall economy input and give more benefit to our country. This is supported by Rosyidah *et al.*, (2015) that water parks also offering employability opportunities for local residents to sustain the country and accelerates the country economic growth. Since the demand for recreational games and leisure activities are increasing, the managerial and operational team of the water park should manage wisely to speed up this positive growth.

Moreover, in term of maintenance of games site, cleanliness, facilities, and services also have to be upgraded and keep in a good condition for the use of the