



MALACCA CITY CAMPUS
FACULTY OF HOTEL & TOURISM MANAGEMENT

**VISITOR'S SATISFACTION TOWARDS
PHYSICAL FACILITIES:
CASE STUDY OF REDTMA**

By

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ABSTRACT

Physical facilities of a recreation park are the contributory factor that could make or break a visitor's second visit to engage in recreational activities. In Melaka, REDTMA Sports Recreation Centre is noted among the local communities as a one stop recreation centre for recreational activities and its variety of sports, extreme sport and water sports activities. The objective of the study was to investigate the significance of physical facilities in REDTMA Sports Recreation Centre to visitors' satisfaction level during their visit. The method used for the collection of data is self-administered questionnaires. The visitors at REDTMA Recreation Sport Centre Ayer Keroh, Melaka have been chosen as the sample population. From the daily statistics of the visitors of the park, the sample size is determined to be 150 visitors. The factors affecting satisfaction level of visitors as investigated in the study are hygiene facilities, general facilities and sports and recreation facilities. Among the three elements of physical facilities provided in the park, sports and recreation facilities proved the most significant element influencing visitor's satisfaction level to REDTMA Sports Recreation Centre. Physical facilities of recreation park must be maintained in order to ensure high satisfaction level of the visitors.

Key words: Recreation Park, Physical Facilities, Hygiene Facilities, General Facilities, Sports and Recreation Facilities.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Chapter One comprises of nine sections with the first section reviews the broad issue of health, the relationship between health and sports and tourism and the significance of recreation parks worldwide. The following section explains the issues regarding the overall scenario of the sports and recreation industry in Malaysia and how it is perceived by the local communities. The relevant issues and problems occurred related to health and sport and tourism and the recreation facilities in Malaysia are highlighted in this chapter as well. The objectives and research questions are highlighted then in the subsequent chapters along with the significance of study from academic, management and community/visitor's perspectives. The last section of the chapter provides the definition of key terms and structure of the study.