

## **VISITOR MOTIVATION IN LEISURE: A STUDY OF SAGA HILL AND SERENDAH WATERFALLS, SELANGOR.**

*Jane Abi*

*School of Hospitality and Creative Arts, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.*

*Razali Ibrahim*

*School of Hospitality and Creative Arts, Management and Science University*

*Muhammad Hairol Hakimy Mansor*

*School of Hospitality and Creative Arts, Management and Science University*

*Ahmad Faiz Rosli*

*School of Hospitality and Creative Arts, Management and Science University*

*Albattat, Ahmad*

*Post Graduate Centre, Management and Science University*

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### **Correspondent Author**

Jane Abi

[jane\\_abi@msu.edu.my](mailto:jane_abi@msu.edu.my)

School of Hospitality and Creative Arts, Management and Science University,  
University Drive, off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.

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*Jane Abi., Albattat, Ahmad., Razali Ibrahim., Muhammad Hairol Hakimy Mansor., & Ahmad Faiz Rosli*

*School of Hospitality and Creative Arts,  
Management and Science University  
Post Graduate Centre, Management and Science University*

### **Abstract**

*Saga Hill and Serendah Waterfalls have been the popular destination for short leisure gateway for nature enthusiasts in Selangor particularly. Located at Ampang / Cheras District, Saga Hill was a very easy climb features and well maintain trail, a reachable summit of 430 meters and also a waterfall. While Serendah waterfall located at Serendah, attract visitors with a vertical drop of estimated 8 meters waterfall. Serendah waterfall was an ideal site for picnic and hiking activities. Both sites have the attractive nature features and sufficient basic facilities for the convenience of visitors to enhance their experience in outdoor recreational activities participation. The main objective of this study was to identify the visitor's motivation to visit Saga Hill and Serendah waterfalls. Physical, psychological, sociological and environmental awareness attributes were examined to determine the motivation of visitation to Saga Hills and Serendah waterfalls. The study questionnaire was divided into three section; section A- focuses on the demographic characteristic of the respondents, section B- focuses on the motivational and behavioral aspects of the visitors which consisted physical, psychological, sociological, and environmental variables. The sample of 200 visitors involved in this study based on Simple Random Sampling method to collect data. The primary data were analyzed in a descriptive manner using SPSS 20.0 software. The study suggested both study sites have the same highest mean score for physical, psychological, social and environmental attributes contributing for their leisure participation. Visitors motivated to visit both sites to be healthy, and to increase their fitness. As for the psychological attributes, the visitors agreed that the natural environment and special features of both sites have added value and potentials that increased local tourism industry. The sociological attribute suggested that the visitor's motivation to visit both sites to enjoy the waterfall with their family and friends. Lastly, environmental attributes also influent the motivation for visitors to Saga Hill and Serendah waterfalls. The development surround both study sites increased their awareness of the importance of maintaining and preserving the natural leisure attractions located within the developed Selangor city. Overall, the result of the study revealed that the main visitor's motivation to visit Saga Hill and Serendah waterfalls were physical and sociological attributes.*

*Keywords: Motivation, leisure, physical, psychological, sociological, environmental*

## INTRODUCTION

Serendah waterfall of Hulu Selangor located at Serendah vicinity kilometres north of Rawang, a sign pointing to Air Terjun Serendah (coordinates N 03° 21.962' E 101° 38.197'). The road passes through Kampung Dato Harun and through an Orang Asli village before arriving at the fall. It was a nice waterfall with a vertical drop of around 8M and a good flow of water. This was also a good place for a picnic with the family or with friends. Serendah waterfall compound had a large car park available, toilets and changing rooms and stalls selling the food and drink. The operation hour was 7am to 7pm daily and admission was free. The lower waterfalls seem taller and with a larger, deeper swimming area. The red rope was to caution for swimmers not to go beyond that point lest be sucked downwards. The rope was important to avoid accidents such as drowning or drifting in the waterfall. These were important safety precaution to ensure that the place remains safe and secure for recreation.

The subtopic of this suggestion was the sustainability of visitors who came to Serendah Waterfall and also Bukit Saga / Bukit Apek Malaysia. The goal of this study was to analysis recreational issues that can affect the future, the frequency of visitors who used it, how to maintain and protect this natural environment. Conscientious, high-impact visitors' behaviours, sensitivity toward appreciation of natural and flora fauna which was uncontrollable that could pollute these two places because they were not preserved & conservator for next generation enjoy this nature of beauty.

Components for both the visitors and local communities also increased tourism to the sensitive natural areas, without appropriate planning and management can threaten living habitats also disturb the ecosystems that live there. In addition, the public's compression, there was no sense of enjoyment like relaxing with families in the Serendah Waterfalls and also not self-motivated when in the Bukit Saga. Overall, the main attractions would be difficult to enjoy without any escalations in these two recreation areas.

The specific study objectives were to:

1. To investigate the physical factors Serendah Waterfall and Bukit Saga / Bukit Apek towards to visitors' motivation.
2. To venture into the socialization factors Serendah Waterfall and Bukit Saga / Bukit Apek towards to visitor motivation.

3. To determine the environmental awareness factors Serendah Waterfall and Bukit Saga / Bukit Apek towards to visitor motivation.
4. To investigate the psychological factors Serendah Waterfall and Bukit Saga / Bukit Apek towards to visitor motivation.

These four objectivities would be stated in hypotheses form in this study for the purposes of systematic and scientific study concerned.

## **LITERATURE REVIEW**

### *Physical*

Physical activity defined as any bodily movements produced by skeletal muscles that resulted in energy expenditure. The energy expenditure can be measured in kilocalories (Bandmann, 2008). Physical activity in daily life can be categorized into occupational, sports, conditioning, household, or other activities. Exercise is a subset of physical activity that is planned, structured, and repetitive and has as a final or an intermediate objective the improvement or maintenance of physical fitness. Physical fitness is a set of attributes that are either health - or skill - related. The degree to which people have these attributes can be measured with specific tests. This research is empirically investigated the physical activities that visitors engaged in when visitors pay a visit to Bukit Saga and Serendah Waterfall.

Assessing physical activity is of importance in epidemiological studies to examine the relationships between inactivity and development of diseases. Given the nature of the places, visitors engage in the physical activities of their choice. Visitors can choose to have a relaxing picnic to hiking at the waterfall in Serendah waterfall and Bukit Saga respectively. The results are used in health prevention and the forming of physical activity recommendations. Since the 1950's researchers had tried to measure physical activity for these matters. Initially, focus was held on assessing occupational activity. As jobs became less physically demanding, an interesting for leisure time physical activity, mainly sport and recreation, increased.

Today, physical inactivity is responsible for a large worldwide burden of the disease and health care costs. This was concluded in the 1996 Surgeon General's Report and highlighted at the International Congress on Physical Activity and Public Health 2006.

For this reason, the World Health Organisation (WHO) has raised focus on national monitoring and surveillance of physical activity. There was an urgent need for accurate

methods for large-scale surveillances. In 1985 the epidemiologist Carl J Caspersen defined physical activity as “any bodily movement produced by skeletal muscles that result in energy expenditure”.

It was a broad definition, as it theoretically includes every move from scratching your toes, to running a Marathon. The research field of assessment of physical activity is broadening; new aspects, dimensions and areas have been surveyed. Neville Owen (et. al), head of the School of Human Movement at Deakin University, Australia, has recognized five arenas in which physical activity can be categorized:

- Leisure-time physical activity (sports) for recreational purposes, conditional and competition.
- Leisure-time physical activity such as gardening and household.
- Physical active transportation and commuting
- Physical activity as a scheduled school subject or as a paid exercise during work time.
- Non-scheduled physical activity as seen in kinder garden or school, or in a physical active job.

The report from the 2006’ International Congress on Physical Activity and Health, confirmed a change from an interest in measuring leisure-time and sports-related physical activity, to an interest in assessing moderate-intensity physical activity in other domains in which physical activity occur. Household activity, occupational activity and active transportation are exemplified. One recently published instrument that has been developed for international surveillance of several physical activity domains in adult population is the International Physical Activity Questionnaire (IPAQ). The report also discusses new emerging techniques to assess domain-specific physical activity. Measurement methods from other disciplines can possibly be used as assessment tools. For instance, instruments from transport research could be used for the assessment of physically active commuting (Bandmann, 2008).

### *Physical fitness*

Physical Fitness in contrast with physical activity, which related to the movements that people perform; physical fitness is a set of attributes that people have or achieved (Bandmann, 2008). Being physically fit has been defined as "the ability to carry out daily tasks with vigor and alertness, without undue fatigue and with ample energy to enjoy leisure-time pursuits and to meet unforeseen emergencies". Although the definition may be conceptually sound, things such as vigor, alertness, fatigue, and enjoyment are not easily

measured. On the other hand, a number of measurable components do contribute to physical fitness. The most frequently cited components fall into two groups: one related to health and the other related to skills that pertain more to athletic ability. Bukit Saga and Serendah Waterfall provided visitors with opportunities to do activities that are physically challenging such as hiking. It looks at visitors who are physically fit but are not able to do the activities due to health reasons.

The health-related components of physical fitness are (a) cardiorespiratory endurance, (b) muscular endurance, (c) muscular strength, (d) body composition, and (e) flexibility. Just as the amount of physical activity ranges from low to high, does the level of physical fitness. Moreover, the levels of the five health-related components need not vary in concert; for example, a person may be strong but lack flexibility. The five health-related components of physical fitness are more important to public health than are the components related to athletic ability; therefore, this article limited the overall discussion.

### *Socialization*

Socialization was the process whereby an individual learns to adjust to a group (or society) and behave in a manner approved by the group. According to most social scientist, socialization essentially represents the whole process of learning throughout life (The Editors of Encyclopedia Britannica. 'Egyptology: Study of Pharaonic Egypt.' In sociology, socialization is the process of internalizing the norms and ideologies of society. Socialization encompasses both learning and teaching and is thus "the means by which social and cultural continuity are attained". Socialization is strongly connected to developmental psychology. Humans need social experiences to learn their culture and to survive. Socialization essentially represents the whole process of learning throughout the life course and is a central influence on the behavior, beliefs, and actions of adults as well as of children.

Socialization may lead to desirable outcomes - sometimes labelled "moral" as regards the society where it occurs. Individual views were influenced by the society's consensus and usually tend toward what that society finds acceptable or "normal". Socialization provides only a partial explanation for human beliefs and behaviors, maintaining that agents are not blank slates predetermined by their environment; scientific research provides evidence that people are shaped by both social influences and genes. Assessing socialization process for Bukit Apek and Serendah waterfall could socialize with some friends or family. Bukit Saga

and Serendah location was not very far from the capital city, Kuala Lumpur and this make a good place to spend in the weekend with friends and family.

In ecological terms, it was part of a swathe of precious flora and fauna (some of it endangered) that stretches from Cheras in KL, to Ampang and Hulu Langat in Selangor, straight across into Pahang. And that makes it unique. Serendah waterfall also good for group outing and since it is a pretty accessible waterfall. The crowds to get bigger on the weekend, public holiday and school break. The quiet town of Serendah was home to some of life's simple pleasures. Those looking for a cool respite will enjoy Serendah Waterfall, which was about a 40-minute drive from Petaling Jaya.

### *Psychological*

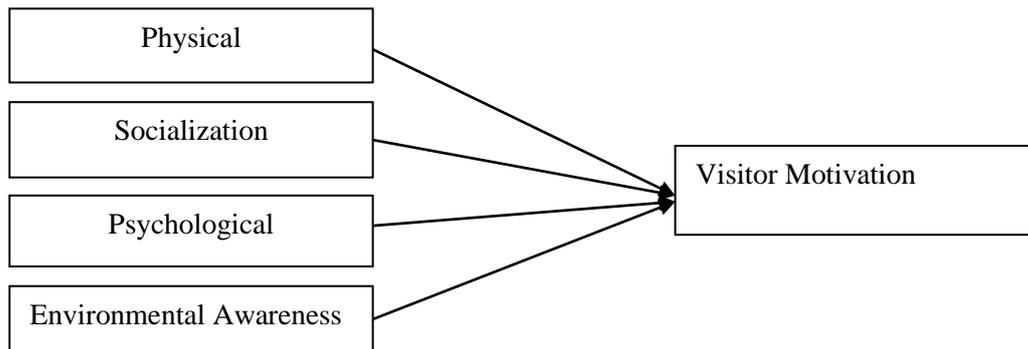
Psychology studies clients' behaviour, their experience and relationship. Social psychology then deals with an individual influenced by a group of people, while environmental psychology considers the influences of the physical setting on human behaviour. In tourism, findings of environmental and social psychology are used to understand tourists' behaviour, attitudes and their motivations. But not only that, as more emphasis was laid on "broad topic of cognition which refers to human thinking and information processing, that provided important conceptual tools for tourism research and analysis.

Psychological aspect for Serendah waterfall and Bukit Saga were remarkably clean trails. For a place heavily used by day hikers, night hikers and weekend walkers, the only litter spotted on recent hike there with Kuala Lumpur hiking were trail markers. Bukit Saga's streams are clear and besides the usual macaques, birds and gibbons.

### *Environmental awareness*

Awareness is defined as being "awake, alert, informed..." (Newhouse 1990). To be aware was to be conscious of all the information we are exposed to at the moment. Within the environmental management context, awareness was posited as the initial phase of the learning process towards pro-environmental behaviour and is highly influenced by various internal and external factors (Zsoka et al. 2013). However, various studies also showed that having awareness alone does not necessary result in pro-environmental behaviour (Kollmus and Agyeman 2002; Steg et al. 2013).

## RESEARCH FRAMEWORK



*Figure1: Research Framework. (Del Rio & Burguillo, 2008)*

### Hypotheses

H1: There are physical factors' impact on visitors' motivation.

H2: There are socialization factors' impact on visitor's motivation.

H3: There are psychological factors' impact on visitor's motivation.

H4: There are environmental awareness factors' impact on visitor's motivation.

## RESEARCH METHODOLOGY

The main purpose of this study was to examine the visitors' motivational involvement in leisure. Quantitative methodology used. Participants voluntary and respondent's information gathered from the survey would be kept confidential. The target respondents were 200 visitors. The questionnaires consisted of structure questions that divided into two forms: respondent background and visitors motivation factors. Generally, the questionnaire divided into four categories; (a) physical, (b) environmental awareness, (c) socialization, and (d) psychological (Mohd Rusli et al., 2008). Overall, the population of Hulu Selangor was 189,836, 200 visitors responded to this study. Data collected had been analyzed with Statically Package for Social Science (SPSS).

## DATA ANALYSIS AND FINDINGS

### *Respondent Demographic Profile*

The sample profile showed that 54% of the respondents were male and the rest of 46% were female. 7.4% of the respondents' ranged 18 to 20 years old, 53.5% in the range of 21 to 30 years old, 21.8% in the range of 31 to 40 year old, 8.4% in the range of 41 to 50 years old and 8.9% are above 51 years old. Respondents' race as shown in table1 and table2, there were three main races as Malaysian concerned. According to education background consisted secondary school, diploma, bachelor and others. Occupational, 25.7% from governments' sector, 21.8% self-employed, 6.9% was private sector, while 20.3% student and 25.2% retiree respectively. Frequency of visiting that place was based on table.

*Table1 Respondent's Background of Data Collection Serendah Waterfall (n =100)*

Category	Demographic	Frequency	%
Gender	Male	58	58.0
	Female	42	42.0
Age	Below 21 years old	19	19.0
	21 to 30 years old	47	47.0
	31 to 40 years old	18	18.0
	41 to 50 years old	12	12.0
	Above 51 years old	4	4.0
Race	Malay	68	68.0
	Indian	21	21.0
	Chinese	10	10.0
	Others	1	1.0
Education Background	Secondary education	27	27.0
	Diploma	38	38.0
	Bachelor level	32	32.0
	Others	3	3.0
Occupation	Government sector	15	15.0
	Self employed	13	13.0
	Private sector	38	38.0
	Student	29	29.0
	Retire	2	2.0
	others	3	3.0
Frequency	Very often	7	7.0
	Often 2-3 times a week	23	23.0
	Sometimes (once a week)	14	14.0
	Seldom (2 or 3 times a month)	25	25.0
	Never	31	31.0

Table2 Respondent’s Background of Data Collection Bukit Saga (n =100)

Category	Demographic	Frequency	(%)
Gender	Male	63	63.0
	Female	37	37.0
Age	Below 21 years old	12	12.0
	21 to 30 years old	36	36.0
	31 to 40 years old	34	34.0
	41 to 50 years old	13	13.0
	Above 51 years old	5	5.0
Race	Malay	60	60.0
	Indian	21	21.0
	Chinese	19	19.0
	Others	2	2.0
Education Background	Secondary education	36	36.0
	Diploma	39	39.0
	Bachelor level	23	23.0
	Others	2	2.0
Occupation	Government sector	22	22.0
	Self employed	17	17.0
	Private sector	28	28.0
	Student	21	21.0
	Retire	11	11.0
	others	1	1.0
Frequency	Very often	3	3.0
	Often 2-3 times a week	10	10.0
	Sometimes (once a week)	24	24.0
	Seldom (2 or 3 times a month)	30	30.0
	Never	33	33.0

*Reliability Test on Instrument Used*

The reliability test showed that all the variables were reliable.

Table3: Reliability Statistics for Instrument Used in Dimensions

Items	Cronbach's Alph	N of Items
Physical	.894	5
Socialization	.788	5
Psychological	.800	5
Environmental awareness	.791	5

*Descriptive Statistics*

Based on Table 4, it showed some items resulted with a mean of 3.38 to 4.34 where most of the respondents with positive feedback.

*Table4: Descriptive Statistics Results*

<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>
Physical	4.25	.75
Socialization	4.29	.61
Psychological	4.34	1.40
Environmental awareness	3.38	.91

*Hypotheses Testing*

In this study consisted 4 hypotheses which stated in this study and table 4.6 showed the summarize on hypotheses testing results. The result for H1, H2, H3 and H4 are accepted.

*Table5: Hypotheses Testing*

<b>Hypotheses</b>	<b>Results</b>
H1: There are Physical factors' impact on visitors' motivation.	H1 accepted
H2: There are Social factors' impact on visitors' motivation.	H2 accepted
H3: There are Psychological factors' impact visitors' motivation.	H3 accepted
H4: There are Environmental awareness factors' impact on Visitors' motivation.	H4 accepted

**CONCLUSION**

Findings of the study suggested that all of the attributes proposed in the model had significant impacts in the visitors to Bukit Saga / Apek and Serendah Waterfall. This research included about visitor motivation perspective impact towards physical, socialization, environmental awareness and psychological.

*Physical*

- More exciting and adventure activities which, prefer to Bukit Saga / Bukit Apek because visitors had fun with climbing the hill through a checkpoint to reach the waterfall.
- Compared to Serendah Waterfall because it was place in physical activity that was not so challenging and more relaxed.

*Socialization*

- Serendah Waterfall was a great place for the whole family to spend time together because of it was very clean and beautiful place close to the waterfall.
- While Bukit Saga / Apek from the aspect of bonding was less because the visitors focus on climbing and quite tired, so for a small age and too old age is not suitable for doing activities here.

*Psychological*

- People who went to Bukit Saga / Apek were more focused on climbing because visitors wanted adventure and more challenging activities.
- Whereas for Serendah Waterfall was the kind of person who wanted a relaxing activity and could spend time with friends and family.

*Environmental Awareness*

- Bukit Saga / Apek had NGOs such as PPBAS which “Persatuan Pendaki Bukit Ampang, Selangor” ensured that this hill area in control and maintained in terms of cleanliness, damaged trails.
- For the Serendah Waterfall, people were staying close there “Orang Asli” ensured that maintain the cleanliness as it had become people source and love the nature environment.
- Government Selangor ensured these places were always safe for visitors and kept them clean.

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