

**UNIVERSITI TEKNOLOGI MARA**

**VISITORS' SATISFACTION LEVEL ON FACILITIES  
AND ATTRACTIONS: A CASE STUDY OF PANTAI  
REMIS, SELANGOR**

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**DIPLOMA IN TOWN & REGIONAL PLANNING**  
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## AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Beach tourism has been a preferred destination for leisure, recreational or known for giving tranquility from the natural attractions. Of all the forms of tourism, visiting a beach is one of the most popular. Therefore, visitors' satisfaction are important as it will drive them to revisit the destination. Beaches are prime recreational grounds that attract people to the water and therefore business to the surrounding area. A study has been conducted on obtaining visitors' satisfaction level on facilities and attractions in Pantai Remis. The study was focused to a few issues and problems related to the facilities and attractions in Pantai Remis that include natural attractions, facilities, gastronomy attraction, recreational attraction, landscape and event aspects. To achieve the aim of this study, some objectives were provided that include to identify the existing types of facilities and beach activities in Pantai Remis, to evaluate the visitor's satisfaction level and desires towards the facilities and attractions at Pantai Remis and to recommend potential beach activities and facilities to attract visitors to visit Pantai Remis. There are two (2) methods used that include questionnaire and observation. Based on the 32 respondents, 31 respondents were selected for final analysis. The finding shows that the satisfaction level are quite unsatisfactory. The facilities and the attractions that are provided in Pantai Remis should be upgraded as to develop Pantai Remis being a beach – based attraction in Selangor. In the end of this research, some recommendations were recommended that include providing better facilities, create and upgrading the attraction elements to encourage the numbers of visitors, provide and upgrading facilities as to facilitate the visitors, preserve the beautification and cleanliness of the Pantai Remis.

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