



**FACTORS AFFECTING WILLINGNESS TO PAY FOR  
CONSERVATION FEES OF KENYIR LAKE NATIONAL  
PARK IN TERENGGANU**

**ENGKU NUR WAFFA BT CHE ENGKU ADNAN**

**2012935619**

**SUBMITTED FOR THE FULLFILMENT OF THE  
REQUIREMENT FOR THE DEGREE BACHELOR OF  
BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK**

**JANUARY 2016**

UNIVERSITI TEKNOLOGI MARA

ORIGINAL LITERATURE WORK DECLARATION

Name of Student : ENGKU NUR WAFFA BT CHE ENGKU ADNAN  
Registration Matric No : 2012935619  
Name of Degree : BUSINESS ADMINISTRATION (HONS.)  
Title of Research Project : Factors Affecting Willingness to Pay for Conservation Fees at Kenyir Lake National Park  
Field of Study : Marketing

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## **ABSTRACT**

The research was conducted to study the factors affecting willingness to pay for conservation fees at Kenyir Lake National Park in Terengganu. The objective of this research is to determine the relationship between demographic factors which affect the visitor willingness to pay conservation fees at Kenyir Lake National Park. This study also was conducted to determine the relationship between motivation factors of visiting with visitors' willingness to pay for conservation fees of Kenyir Lake National Park and also to analyse experience of visiting with visitors' willingness to pay for conservation fees of Kenyir Lake National Park. The researcher had distributed the questionnaires about 350 respondents who are the visitors at Kenyir lake National park during the weekend and also school holidays. After collecting the data and analyse it, the result shows that there is a relationship between the demographic factors, motivation factors of visiting affecting the visitor visit Kenyir lake, and experience of visiting to Kenyir Lake with the dependent variable which is willingness to pay conservation fees of Kenyir Lake National Park. By conducting this research, a researcher hopes that the Kenyir Lake National Park will do mote marketing strategy such as advertising to increase more visitors for future.

Keyword: willingness to pay, conservation fees

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 AN OVERVIEW**

The first chapter in this research will discuss about the introduction, background of study, problem statement, research objectives, research questions, scope of study, significant of study and also limitation of study.

#### **1.1 INTRODUCTION**

Malaysia is one of the exotic and luxurios land and decrease in natural disasters compare to Indonesia that at the heart of Southeast Asia. The location of this country is located between 1-degree latitude to 7-degree latitude and 99 degree longitude to 120-degree longitude. In addition, Malaysia and Thailand also a neighbouring country. Besides that, to the west of the Strait Malacca is Sumatera which is Kalimantan, Indonesia and Southern part of Borneo which is Sabah and Sarawak.

Terengganu Darul Iman state also facing with the South China Sea which is among the 13 states in Malaysia. Besides that, Terengganu has the longest beautiful and peacefully sandy beach in the East Coast of Peninsular Malaysia. It is very well known for its emerald and beautiful sea, golden sunlight and also coral islands are very rich in marine life such as Redang Island, Perhentian Island, Kapas Island and others. Terengganu is bordered by Kelantan to the northern part and Pahang to the western part.

One of the National Park in Terengganu is Kenyir Lake National Park has became one of the most magnificent tourist spots in Terengganu as well as in Malaysia also. Kenyir Lake also has an expensive and luxury forests which is located at the tale district of Hulu Terengganu and its longitude is about 102 degree 40 minutes and 4 degree and