



UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING LOCAL TOURIST DECISIONS
TOWARDS NATIONAL PARK
CASE STUDY: GUNUNG GADING, LUNDU,
SARAWAK**

**HAJELINE ANAK BLON
2001619929**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

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ABSTRACT

The number of local tourists who visit Gunung Gading National Park is not very encouraging. The purpose of this study is to identify the factors affecting local tourist decision towards national park, case study of Gunung Gading National Park, Lundu Sarawak. The methods of survey that had been used are questionnaires, personal interviews and observation. From 384 questionnaires that had been distributed, only 249 are managed to be collected which the respondents are from Kuching City and Gunung Gading National Park. Respondents are from different range of age and there are from different background of studies, level of income, race and interest. The respondents are aware of Gunung Gading National Park but the culture of local people is spending time at home during holidays instead of go outing at recreational or national park. The factor that affecting the number of tourist is lack of promotion used by the Sarawak Forestry Cooperation and the strategies to be used is by improving the promotion tools.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Sarawak has one of the most extensive networks of protected areas in Southeast Asia, with fifteen (15) national parks, four (4) wildlife sanctuaries and five (5) nature reserves. Sarawak's network of national parks is acknowledged as one of the best in the region, offering eco-conscious visitors the opportunity to explore Borneo's rainforest, view some of the most spectacular natural attractions Sarawak has to offer and see rare wildlife. Each of Sarawak's fifteen (15) parks is a conservation zone, totally protected by Malaysian law. All commercial activities are banned meanwhile hunting is strictly prohibited. Local communities are allowed to carry out traditional activities in some of the parks which are monitored by the personnel. This is to maintain the nature of the eco system and also the security of the visitors.

Although the emphasis is on the conservation of Sarawak's unique flora and fauna, park facilities also been developed in order to make the visitors enjoy and appreciate the diverse natural attractions. Nature based recreational activities including guided rainforest walks, plant study, bird watching, jungle trekking with all the opportunities to see the unusual wildlife.

All the parks are open to the public and provided with a range of facilities. The park headquarters are provides with electricity, water and information centers. Apart from that, the parks also offer accommodations such as chalet, campsites, long house types of rooms, rest house and canteens for the visitors.

CHAPTER TWO

LITERATURE REVIEW

2.1 Marketing as a Management Philosophy

Marketing plays an important role in the future success of businesses. Marketing related activities are not committed to industrial firms, large corporations or people called 'marketers'. Nowadays marketing takes on a new significance and not just within the industrial sector. Non-profit organizations, which has thought themselves exempt from pressure of marketplace, are also beginning to recognize the need for marketing in the management of their affairs. They are beginning to give attention to the marketing concepts; to communicate to the consumers what are the services that they are giving or made available to the market. However marketing is much more than just an isolated business functions. It is a philosophy that guides the entire organization.

Marketing is an exciting fast paced and contemporary field. It influences us daily in our role as provider of goods and services and consumers. Professionals such as accountants, doctors, lawyers and engineers use marketing to manage their demand of service. They have to be knowledgeable in the marketing in order to create awareness of their product or services and get their target market. In order to sense, serve and most of all satisfy consumers' need and wants, the marketers need wide range of skills in their career and business as well.