

PROFILING THE SEGMENTS OF VISITORS IN ADVENTURE TOURISM: COMPARISON BETWEEN VISITORS BY RECREATIONAL SITES

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ABSTRACT

The identification and understanding of the need of the customers are important for market segmentation specifically for tourism marketers. Failure to do such would fail to address the need of adventure visitors, and consequently resulting in dissatisfaction. Hence, this study focuses on the distinction between the socio-demographic, visit characteristics and customers' satisfaction on recreation and facilities of adventure visitors at the recreational sites in Endau Rompin National Park (ERNP) namely the Endau Rompin Peta and Endau Rompin Selai. On-site data were collected from a sample of the visitors from both sites. The satisfaction of the visitors was evaluated using the perception analysis. In addition, cluster analysis was carried out. The study found that majority of the age of tourists is less than or equal to 30 years old, attained tertiary education level, earn above RM 5,000, single, visit in groups, first time visitors, knew the park through word of mouth, visit for leisure and recreation as well as team building, spent more than two days, stayed in camp and belong to the southern region in both recreational sites. The outcome is expected to be a guide for the operators of adventure tourism. This is aimed to facilitate plans toward formulating robust marketing strategies that would enhance the satisfactions of the visitors.

Keywords: Adventure tourism; Clustering; Socio-demographic; Visit characteristics; Satisfaction; Visitor profiling.

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1. INTRODUCTION

Economic and sustainability benefits have been the reason to concentrate on adventures as one of the primary speciality instruments (UNWTO, 2014). Adventure tourism is making important contributions among the locals and has positive influence towards the global tourism industry (UNWTO, 2014). On that note, adventure travel was given a boost by blocks of nations such as ASEAN (Association of South-East Asian Nations) (Bhattacharya, 2013). It is worth noting that adventure tourism encourages an all-year-long activity without any seasonality issue, which is essential to specific tourism (Ajay & Reena, 2016).

Adventure tourism is a popular type of tourism around the globe regardless of its integral risks (Martin & Priest, 1986; Schlegelmilch & Ollenburg, 2013). The demand for adventure tourism is progressively rising as the level of global disposable income increases and affection and interests of customers grow (UNWTO, 2014).

This is evident from the proportion of the international travellers from America and Europe that are categorized as adventure travellers. This proportion increased from 26.3 per cent in 2009 to 41.9 per cent in 2012 (Adventure Travel Trade Association (ATTA), 2013). Moreover, an extension in the general worldwide tourism market in 2012 contributed a great deal to the growth in the adventure market (ATTA, 2013). For instance, the worldwide estimation of adventure tourism was perceived at USD 89 billion in 2010, which increased by 195 per cent to USD 263 billion in 2012 (ATTA, 2013). More so, business of adventure tourism provides valuable commercial enterprise opportunities in areas where rural economic development programs are frequently resisted due to lack of funding, education, and access to the markets (UNWTO, 2014). These problems can be relevant in communities placed in developed countries similarly to developing countries all over the world (UNWTO, 2014). Adventure tourism is an experience that includes a minimum of the following three factors; physical activity, natural environment, and cultural immersion (UNWTO, 2014). There are various reasons for individuals joining adventure travels. The regularities are relaxing, going to new places, spending time with family, and experiencing different cultures (Gyimóthy & Mykletun, 2004; Lötter, Geldenhuys & Potgieter, 2012).

Pursuing an adventure tourism development plan can provide new options for financial boom, and inspire both travellers and locals to adopt sustainable behaviours toward the environment (Lötter, Geldenhuys & Potgieter, 2014). Many visitors have different expectations pertaining adventure tourism (Lötter et al., 2012). This field of research leads to the emergence of many issues, namely, obtaining the demographic profiles of the visitors, motivations, behavioural objectives, and visitor's experience (Lötter, et al., 2012).

Therefore, this study uses Endau Rompin NP as a case study. The study aims to determine the socio-demographic and visit characteristics as well as the satisfaction level of local visitors toward adventure tourism at the two recreational sites in Endau Rompin NP; the Endau Rompin Peta and Endau Rompin Selai, respectively. The need to accumulate such information was prompted following an indication by Kamarul, an assistant manager at Endau Rompin Selai (pers. comm., 28 November 2015). He stated that the information of the visitors were incomplete and limited to basic information such as name, gender, and the number of tourists, tourism activities, nationality, and a basic feedback form.

However, international visitors were not considered in this research, as the total numbers of arrivals of the international visitor were less than the arrivals of the total number of local visitors with a ratio of 0.18:1 between 2008 and 2015 (Table 1). In addition, the need to address the objectives is due to inconsistent patterns arrival of visitors between 2008-2015 (see Table 1). Moreover, the most recent data showed a reduction (31%) in the total visitor arrivals to the Endau Rompin NP from 8,646 (2013) to 6599 (2015). Furthermore, there is a 24% reduction in arrivals of local visitors from 7,171 (2013) to 5,465 (2015).

Table 1: Visitor's Arrivals to ERNP (2008-2016)

| Year | Peta | | | Selai | | | Endau Rompin NP | | |
|------|-------|---------------|-------|-------|---------------|-------|-----------------|---------------|-------|
| | Local | International | Total | Local | International | Total | Local | International | Total |
| 2008 | 2,397 | 983 | 3,380 | 3,352 | 995 | 3,947 | 5,749 | 1,978 | 7,727 |
| 2009 | 2,945 | 684 | 3,629 | 4,124 | 503 | 4,627 | 7,069 | 1,187 | 8,256 |
| 2010 | 3,515 | 968 | 4,483 | 3,878 | 698 | 4,576 | 7,393 | 1,666 | 9,059 |
| 2011 | 2,396 | 768 | 3,164 | 2,312 | 296 | 2,608 | 4,708 | 1,064 | 5,772 |
| 2012 | 2,453 | 764 | 3,217 | 3,391 | 404 | 3,795 | 5,844 | 1,168 | 7,012 |
| 2013 | 3,168 | 698 | 3,866 | 4,003 | 777 | 4,780 | 7,171 | 1,475 | 8,646 |
| 2014 | 3,928 | 695 | 4,623 | 3,195 | 523 | 3,718 | 7,123 | 1,218 | 8,341 |
| 2015 | 2,549 | 568 | 3,117 | 2,916 | 566 | 3,482 | 5,465 | 1,134 | 6,599 |
| 2016 | 2,852 | 338 | 3,190 | 2,500 | 594 | 3,094 | 5,352 | 932 | 6,284 |

Source: (JNPC, 2016)

Note: ERNP is closed from the month of Nov- February due to monsoon season

This study was conducted in Endau Rompin NP and focused on essential research within the natural sciences, such as the identification of species of flora and fauna in the national park (Daicus & Hashim, 2004; Mohamed & Zakaria-Ismail, 2007; Shahriza, Ibrahim, Shahrul, & Abdul, 2012). A few studies also determined the satisfaction level of the tourists towards the facilities, services, and outdoor recreational activities (Sanmargaraja & Wee, 2015; Sharudin, 2003) as well as the aborigines of Kampung Peta (a village adjacent to Endau Rompin NP) (Sam & Wee, 2014). Nonetheless, limited studies have compared the socio-demographic and visit characteristics of visitors using the comparative analysis approach between the Endau Rompin Peta and Endau Rompin Selai. Hence, it remains unknown whether there is a difference between the profiles of visitors in the two recreational sites of Endau Rompin NP. The factors influencing visitations to the recreational sites in Endau Rompin NP also remain unknown.

This paper provides significant information on specific the clientele of specific parks, which is expected to develop potential associated programs and amenities for the tourism industry. The findings of the paper are expected to serve as a guideline for the preparation of marketing campaigns for Endau Rompin NP. In addition, the findings from the study may be useful to enhance economic valuation of the Endau Rompin NP.

2. STAKEHOLDER THEORY AND TOURISM

The roles and engagements of stakeholders are discussed in the business management and public administration works of literature (Byrd, 2007). The stakeholder approach was coined by Edward Freeman in 1984 and it was articulated in a book entitled ‘Strategic Management: A Stakeholder Approach’ that emphasized the roles of stakeholders in business management. Meanwhile, Donaldson and Preston (1995) argued that all stakeholders have their own interests, which are influenced by intrinsic values. Based on the book written by Freeman, the fundamental idea of the stakeholder theory is a redefinition of any organization which has goals for realization. Without a clear goal, an organization is unable to achieve its targets.

Freeman (1984) defined a stakeholder as “any group or individual who can affect or is affected by the achievement of the organizations’ objectives” (p. 46). However, Donaldson and Preston (1995) refined this definition, stating that to be identified as a stakeholder, the group or individual must have a legitimate interest in the organization (Byrd, 2007). In the context of tourism, the stakeholder theory gained special attention from the scholars because tourism development is based on coordination and cooperation between different stakeholders. Sautter and Leisen (1999) suggested that the stakeholder theory is useful in tourism studies to identify the different stakeholders to a destination. According to these authors, a successful tourism planning requires a good stakeholder management where stakeholders need ‘to have a full appreciation of all the persons or groups who have an interest in the planning process(es), delivery and/or outcomes of the tourism service (Sautter & Leisen, 1999). The most common stakeholders in tourism are the government, private companies, Non-Government Organizations (NGOs), local communities and tourists. These stakeholders often play vital roles in the development of tourism; thus, influence the successes of tourism. Previous scholars of tourism like Murphy (1983), Inskip (1991) and Gunn (1994) argued that the identification and involvement of stakeholders in the early stage of tourism development are vital in maximising the positive impacts. Thus, it may be argued that the stakeholder theory can be applied in this research where these groups of visitors are considered as the most important stakeholders in the study site.

2.1. *Adventure Tourism*

Adventure tourism is defined as an extensive variety of outdoor touristic activities that correspond to the natural environments (Hall, 1992). It has some physical testing components with the experience of visitors, with high degrees of material affectation (Swarbrooke, Beard, Leckie, & Pomfret, 2003; Schlegelmilch & Ollenburg, 2013). Furthermore, adventure tourism usually brings about commercial tours and potential needs or request for a sporting or equipment (Buckley, 2006). The aforementioned definition does not imply that the visitors need to set up a type of gear by themselves: they may be explorers and depend on the operators to set up the types of attire for them (Cater, 2006). Besides, with regards to the socio-demographics, the participants of adventure tourism belong to a more focused segment unlike mass tourist (Nur Syuhada, Syamsul Herman, & Zaiton, 2013; Mohamed, Afandi, Ramachandran, Shuib, & Kunasekaran, 2018).

Another vital qualification that must be contemplated is between adventure tourism and adventure recreation. Adventure tourism refers to whereby a customer would be willing to pay to experience adventurous activities. Henceforth, a departure from a predetermined location and date is arranged (Ewert & Hollenhorst, 1989; Schlegelmilch & Ollenburg, 2013; Ajay & Reena, 2016). Singular

members tend to complete the same activity all by themselves especially in adventure recreation (Buckley, 2010).

Adventure tourism is defined as activities done by the tourists, which has perceived or real risk (Buckley, 2007, 2010). The result is affected by the participant, setting, and administration of the tour experiences (Ahn & McKercher, 2015). This additionally indicates to a particular area or place that is at high risk, for example, the deserts, wildernesses or peaks, polar locales and safaris with some solid components of experience (Buckley, 2010; Swarbrooke et al., 2003). Next, adventure tourism-related products can be best clarified using the following terms: (1) Thrill, (2) Adrenaline, (3) Energy, (4) Dread, (5) Fear, (6) Hazard, (7) Vanquish (8), and Success (9) Brave (Swarbrooke et al., 2003). These affiliations have shown that adventure is always related to an activity or feelings of being extraordinary (Swarbrooke et al., 2003). Hence, overseeing hazard in any business-related adventure travel operations is very significant for the well-being of travellers and to maintain a strategic distance from prosecution in case accidents (Adventure Travel Trade Association, 2013). Thus, risk management requires the consideration and cooperation of various parties of an adventure tour agency owner, managers, and the guards who are expected to work solely with the visitors (ATTA, 2013).

Despite being passionate and risk averse, an adventure tourist avoids hazardous circumstances or environment and avoids getting involved in a mishap or injury (ATTA, 2013; UNWTO, 2014). However, according to ATTA (2013), adventure tourism may be extra lively than mass tourism. It may also manifest in a greater and uncontrolled situation: this does not imply that it is less safe. Adventure tourism activities are divided into adventurous and unadventurous (Ewert & Hollenhorst, 1989; ATTA, 2013). Past involvement is not required in an unadventurous adventure; however, active involvement in the tourism industry is vital for adventurous activities (Millington, Locke & Locke, 2001). A vacation that is less adventurous includes archaeological expedition, bird watching, camping, canoeing, eco-tourism, educational programs, fishing/fly-fishing, hiking, kayaking/sea/white-water, rafting, biking, horseback riding, scuba diving and snorkelling, paragliding, hang gliding, whereas caving, climbing and trekking were ranked among the adventurous activities (ATTA, 2013). A study has shown that there has been a move in characterizing rafting and scuba plunging in the beginning of 21st century as adventurous activities (Barker, Page & Meyer, 2003). This is due to perception that these activities of their excitement and the adventure explorers begin to look for something more thrilling and uncommon.

2.2. Adventure Tourism in Endau Rompin National Park

Endau Rompin NP can be considered as a one-stop destination for adventure tourism activities in Johor. Endau Rompin NP is located at Kluang and Segamat districts of Johor in the southern part of Peninsular Malaysia, respectively. Endau Rompin NP is an area of mega-microbial diversity, which is the second largest park in the country after the Pahang national park (UNDP, 2012). It was recognized as one of the special areas since the early 1950s, for its exemplified uniqueness of a forest biological diversity, and a priceless wealth and natural beauty (UNDP, 2012). The Endau Rompin NP is aimed to serve as a conservation area and a refuge for wildlife, a water catchment area that protects the tropical forest trees in the national park (Department of Wildlife and National Parks Peninsular Malaysia (PERHILITAN), 2001). Moreover, it is to promote public understanding of the forest (Johor National Parks Corporation (JNPC), 2016). There are two entry points to Endau Rompin NP; via Kahang Segamat (JNPC, 2016). The management of the Endau

Rompin NP is divided into Endau Rompin Selai and Endau Rompin Peta for the efficient management of the national park.

The first site established was named Endau Rompin Selai; the western gateway to the Endau Rompin NP. The park has an area of 29,343 hectares from the total area of 48,905 hectares (JNPC, 2016). The places of interest in Selai include Tapah Tinggi Waterfalls, Tapah Berangin Waterfalls, Arboretum, Takah Pandan, Takah Tempaang, Lubuh Tapah base camp, and Lubuh Merekek campsites. The adventure tourism activities available in Selai include swimming, bird watching, night walk, water tubing, Arboretum tour, camping, nature photography, cultural activities (only upon request by the visitors or cultural events in the village) and fish feeding. On the other hand, Endau Rompin Peta comprises about 19,562 hectares of land (JNPC, 2016). The places of interest here include Kampung Peta, Janing Barat, Pantai Burung, Buaya Sangkut Waterfall, Upeh Guling waterfall, Kuala Jasin, Tasik Air Biru, Nature Education and Research Centre (NERC). The adventure tourism activities available at the park include camping, jungle trekking, night walking, bird watching, nature education, cultural activities, insect light-trapping, self-studying and research, swimming, canoeing/river rafting, nature photography and videography.

In the international era, the focus on adventure tourism is constrained by the lack of empirical data on many aspects of adventure tourism. It is more commonly known as adventure recreation. Hence, there is a need to analyse the scope and nature of the global adventure tourism market for a better understanding of this niche area of study.

2.3. *Segmenting Visitors*

The reasons to travel include the attitude of tourists, the numerous situational elements, and the environmental factors, which influence the personal significance of the tourists, that impact on tourists travel behaviour (Venkatesh, 2006). The choice of the vacation spot offered depends on tourist behaviour. Hence, it is important to have a more robust understanding of these purposes (Leisen, 2001).

Therefore, the suppliers of tourism products will have to increase the ability of products or destinations in order to improve the competing providers of the products or destinations. Hence, basic motivational instincts in individuals for a holiday can be catered (Shuib, Edman & Sabran, 2013). There are many different segmentation variables adopted in the tourism studies. The most commonly used are age, gender, education level and income. This is expected to impact on future partaking in the place being visited (Chandler & Costello, 2002; Tkaczynski, Rundle-Thiele, & Beaumont, 2010).

Market segmentation is an attempt to distinguish between exclusive techniques, namely product differentiation and product segmentation (Dolnicar, 2008). Segmentation and market targeting are the best strategies for recognising potential tourist behaviours in the marketplace. Segmentation is interpreted as "a manner of dividing a complete marketplace; such as all tourists, which are grouped into attainable sub-groups. This is expected to enhance the value of marketing effectiveness, through the design, promotion, and the delivery of specifically made products geared towards satisfying certain identified needs of target groups (Hawkins & Middleton, 1998).

In tourism studies, market segmentation is normally used to ascertain the profiles of tourists (Tkaczynski et al., 2009). Profiling is one of the phases in market segmentation (Perera, Vlosky &

Wahala, 2012). The segment requires identifying personal characteristics, which differ between and or among analysed groups significantly (Dolnicar, 2008). Besides, visitor profiling can be used to identify the consumers 'behaviour and also forecast travel behaviour (Suleiman & Mohamed, 2011). Thus, the manner tourists behave following their attitudes toward an assured product and their reaction by utilising the product represents the very definition of travel behaviour (George, 2004).

From the standpoint of a tourist destination, market segmentation offers various benefits (Dolnicar, 2008). The main benefits lie in knowledge acquisition, which depends on the need of a group of tourists. Competitive advantage is attained by ensuring that visitors are attracted towards a particular segment. Tourist satisfaction is vital in order to meet the needs of the tourists (Hsu & Kang, 2003; Bui & Le, 2016).

Adapting the use of various products and promotional strategies to numerous expectations and needs are conceivable through well-researched market segmentation. A suitable planning can be undertaken to cater for consumer preferences, to shape the industry accordingly, and to enforce effective anticipatory measures to avoid or to limit negative environmental impacts (Shuib et al., 2013). It additionally offers useful insights in ascertaining the types of facilities deemed suitable to the park.

3. METHODOLOGY

3.1. Survey Subjects and Data Collection

Information for the empirical analysis of this study was collected using well-structured questionnaires. A face-to-face data collection technique was employed to gather primary data from 350 local visitors using purposive sampling technique at the Endau Rompin NP. This includes both the Endau Peta and Selai, respectively with the help of six well-trained enumerators.

The questionnaire consisted of three parts. In the first part, six questions were developed to identify the socio-demographic characteristics of the visitors, which included gender, age, education level, occupation, income and marital status. In the next section, the visitors were asked about travel companions, the frequency visit, sources of information pertaining Endau Rompin NP, recreational package purchase method, purpose of the visit, the duration of the trip, type of accommodation used in the park and state of origin. In the last section, questions on the perception of visitors on the recreational activities and the facilities available in the Endau Rompin NP were asked. The questions in this section were drafted based on the information attained from the JNPC and the respective management office of both Peta and Selai. The questionnaire was presented in both Malay and English to cater to domestic visitors.

Purposive sampling technique was used as the purpose of this study was to determine the utility derived precisely from the local visitors. International visitors were excluded from the study as only a small proportion of them visited the park in 2015 with a ratio of (0.18:1). The study by Do and Bennett (2009) states that individuals aged 18 years old and above were sampled. This was with an assumption that they would be able to comprehend questions that were to be posed to them. In addition, if the respondents were from a group then only a proportion of them were chosen to

avoid double counting of the respondents (Ahmad, 2009; Matthew, Shuib, Ramachandran, & Afandi, 2015). To avoid seasonal bias, the survey was conducted in the month of May 2016 (peak time). This was followed by the month of June through August 2016, respectively at both parks. This was known to be the fewer peak periods. During the data screening process, incomplete responses were removed from the study, and only 300 valid questionnaires were available. One hundred and forty nine valid questionnaires (49.7%) belonged to Endau Rompin Peta, whilst 151 (50.3%) belonged to Endau Rompin Selai.

3.2. Selection of Items

The demographic and visit characteristics of the respondents, gender, age group, household monthly income, education level, marital status, occupation, race, travel companions, the number of past visits, sources of information, recreational package purchase methods, purpose of visit, length of stay, type of accommodation and state of origin were surveyed using either the nominal or ordinal scales. The survey requested information on visit characteristics, choice sets, the perception of tourists on the recreational activities and the facilities available in the Endau Rompin NP, and information on their socio-demographic characteristics.

3.3. Analytical Methods

The basic analysis began with the data cleaning. After data coding and its subsequent cleaning, it was analysed using the Statistical Package for the Social Sciences 24.0 (SPSS 24.0). Descriptive analysis was used to summarize the raw data, grouping them into measures of a less difficult form to be representative of the entire data set. Descriptive analyses such as frequency distributions, the measures of central tendency comprising the mean, median and mode, the measure of variability (spread) using variance, standard deviation (SD), and cross-tabulation technique were conducted. This was followed by the hierarchical clustering and regression analysis, respectively geared to achieve the objective of this study.

Table 2 shows the measurement of items used in this study. The data were also sorted and grouped for a sub-group comparison using the bivariate analysis (cross-tabulation analysis). The purpose was to assess and determine if there was any difference in the socio-demographic characteristics, visit characteristics and satisfaction of the facilities and recreational activities in Endau Rompin NP according to the visitors who patronized the recreational sites (Peta and Selai).

Table 2: Questionnaire Items and Measuring Scale

| Subject | Items | Measurement |
|---------------------------------|--------------------------------|---------------|
| Respondents demographic profile | Gender | Nominal scale |
| | Age | |
| | Education level | |
| | Occupation | |
| | Household gross monthly income | |
| | Marital status | |

| Subject | Items | Measurement |
|---|---|--------------------|
| Trip information | Travel companions Frequency of visit Sources of information Recreational package purchase method Purpose of visit Length of stay Type of accommodation State of origin | Nominal scale |
| Satisfaction on facilities | | Ordinal scale |
| Satisfaction on recreational activities | | Ordinal scale |

3.4. Hierarchical Clustering Analysis

The Hierarchical Clustering Analysis in SPSS was performed based on the socio-demographic and visit characteristics of the visitors (respondents). The SPSS Hierarchical Clustering Analysis allowed for a cluster solution without deciding on the number of pre-defined clusters. Socio-demographic profiles or characteristics, namely gender, age, educational level, occupation, marital status, and household gross income; visit characteristics such as travel companions, frequency of visit, sources of information, recreational package purchase method, purpose of visit, length of stay, type of accommodation, and state of origin were examined within each cluster to determine differences among the cluster groups.

4. RESULTS AND DISCUSSIONS

4.1. Socio- Demographic Characteristic

The general demographic characteristics of the respondents that visited Peta and Selai are showed in Table 3. Male visitors (56%) outnumbered female visitors (44%). There was a significant difference between visitors at Peta and Selai in gender distribution. The majority (60-62%) of the respondents (visitors) were within the age group of ≤ 30 years in the two parks. More than 70% attained tertiary education level. Furthermore, 31% of the respondents (visitors) were self-employed, 30% were students, while 28% were government civil servants, respectively. As for monthly income, 34% of the respondents (visitors) received between RM 3,000-RM 5,000, 29% received between RM 5,001-RM 7,000 while about 25% received between RM 7,001-RM 9,000. The majority of the respondents (59%) were unmarried, 39.3% were married, and only about 1.6% was divorced.

Table 3: Socio-demographic Profiles of the Respondents

| Items | Endau Rompin NP (Peta) N=149/ (49.7%) | | Endau Rompin NP (Selai) N=151/ (50.3%) | | X2 test |
|---------------------------------------|--|-----|---|-----|------------|
| | (N) | (%) | (N) | (%) | |
| Demographic profile | | | | | |
| Gender | | | | | 35.016*** |
| Male | 84 | 56 | 73 | 48 | |
| Female | 65 | 44 | 78 | 52 | |
| Age | | | | | 227.547*** |
| Less than or equal to 30 | 90 | 60 | 93 | 62 | |
| 31-40 | 38 | 26 | 29 | 19 | |
| 41-50 | 16 | 11 | 22 | 15 | |
| Greater than or equal to 51 | 5 | 3 | 7 | 5 | |
| Education level | | | | | 33.307 |
| No formal education | 1 | 1 | 1 | 1 | |
| Primary school | 3 | 2 | 4 | 3 | |
| Secondary school | 26 | 17 | 34 | 23 | |
| Diploma/ Bachelor Degree | 87 | 58 | 80 | 53 | |
| Postgraduate | 32 | 22 | 32 | 21 | |
| Occupation | | | | | 184.480*** |
| Government servant | 53 | 36 | 30 | 20 | |
| Private employees | 7 | 5 | 16 | 11 | |
| Self-employed | 46 | 31 | 46 | 30 | |
| Student | 38 | 26 | 53 | 35 | |
| Housewife | 1 | 1 | 4 | 3 | |
| Retiree | 4 | 3 | 2 | 1 | |
| Household gross monthly income | | | | | 84.80 |
| RM 3,000-RM 5,000 | 53 | 36 | 49 | 32 | |
| RM 5,001-RM 7,000 | 44 | 30 | 44 | 29 | |
| RM 7,001-RM 9,000 | 37 | 25 | 38 | 25 | |
| Greater than RM 9,000 | 15 | 10 | 20 | 13 | |
| Marital status | | | | | 44.55 |
| Single | 90 | 60 | 87 | 58 | |
| Married | 57 | 38 | 61 | 40 | |
| Divorced/Separated | 2 | 1 | 3 | 2 | |

Source: Survey (2016)

4.2. Visit Characteristics

With regards to travel companion (Table 4), more respondents in groups (visitors) visited Peta (70%) than Selai (40%). However, visitors with family and relatives to Selai were 25% comparative to Peta (3%). In terms of the frequency of visits, first-time visitors to Peta (87%) were more than visitors to Selai (51%). Regarding sources of information, there were more visitors to Peta (26%) with their source of information from the brochure than visitors to Selai (12%). However, more visitors to Selai (20%) had their source of information through the electronic media than the visitors (2%) to Peta. With regards to methods purchasing recreational package, 53% of the respondents mentioned that the packages were bought through telephone registration, 33% were walk-in, while 14% was through students. With respect to the purpose of visits, more visitors visited Peta (38%) than Selai (9%) for reason of nature education and research. However, there were more visits to Selai (42%) than Peta (18%) for reason of team building purposes. With regards to the length of stay, the majority (85%) of the respondents (visitors) stayed for at least more than two days. In terms of type of accommodation, more respondents (visitors) in Peta (44%) stayed in Chalets than in Selai (21%). However, more respondents (visitors) that stayed in the camp were reported to have visited Selai (67%) than Peta (21%). The majority (81%) of the respondents (visitors) state of origin were from the southern region (Johor, Melaka and Negeri Sembilan).

Table 4: Visit Characteristics of the Visitors

| Items | Endau Rompin NP (Peta) N=149/ (49.7%) | | Endau Rompin NP (Selai) N=151/ (50.3%) | | X ² test |
|-----------------------------------|--|-----|---|-----|---------------------|
| | (N) | (%) | (N) | (%) | |
| Trip information | | | | | |
| Travel companions | | | | | 444.55*** |
| Alone | 4 | 3 | 2 | 1 | |
| Family/relatives | 4 | 3 | 38 | 25 | |
| Friends | 27 | 18 | 51 | 34 | |
| Group (colleague or institutions) | 114 | 77 | 60 | 40 | |
| Frequency of visit | | | | | 148.663*** |
| 1 time | 76 | 51 | 131 | 87 | |
| 2 times | 49 | 33 | 13 | 9 | |
| 3 times | 6 | 4 | 5 | 3 | |
| 4 times | 9 | 6 | 1 | 1 | |
| 5 times | 5 | 3 | 1 | 1 | |
| 6 times | 4 | 2 | 0 | 0 | |
| Sources of information | | | | | 114.307*** |
| Brochure | 39 | 26 | 18 | 12 | |
| Tour agency | 21 | 14 | 14 | 9 | |
| Electronic media | 21 | 2 | 30 | 20 | |

| Items | Endau Rompin NP (Peta) N=149/ (49.7%) | | Endau Rompin NP (Selai) N=151/ (50.3%) | | X ² test |
|---|--|-----|---|-----|---------------------|
| | (N) | (%) | (N) | (%) | |
| Trip information | | | | | |
| Word of mouth | 68 | 46 | 89 | 59 | |
| Recreational package purchase method | | | | | 1.668 |
| Telephone reservation | 80 | 54 | 79 | 52 | |
| Tour agent | 24 | 16 | 18 | 12 | |
| Walk in | 45 | 30 | 54 | 36 | |
| Purpose of visit | | | | | 144.668*** |
| Leisure and recreation | 65 | 44 | 74 | 49 | |
| Research | 31 | 21 | 10 | 7 | |
| Nature education | 26 | 17 | 3 | 2 | |
| Team building | 27 | 18 | 64 | 42 | |
| Length of stay | | | | | 132.047*** |
| Day-trippers | 0 | 0 | 14 | 9 | |
| 1 | 7 | 5 | 3 | 2 | |
| 2 | 8 | 5 | 14 | 9 | |
| 3 | 32 | 22 | 55 | 36 | |
| 4 | 81 | 54 | 64 | 42 | |
| 5 | 21 | 14 | 1 | 1 | |
| Type of accommodation | | | | | 81.121*** |
| Daytrip | 0 | 0 | 11 | 7.3 | |
| Chalet | 66 | 44 | 32 | 21 | |
| Dorm | 52 | 35 | 7 | 5 | |
| Camp | 31 | 21 | 101 | 67 | |
| State of origin | | | | | 44.013** |
| Johor (south) | 119 | 80 | 98 | 65 | |
| Kedah (north) | 1 | 1 | 3 | 2 | |
| Kelantan (east) | 2 | 1 | 2 | 1 | |
| Kuala Lumpur (central) | 6 | 4 | 11 | 7 | |
| Melaka (south) | 7 | 5 | 9 | 6 | |
| Negeri Sembilan (south) | 3 | 2 | 8 | 5 | |
| Pahang (east) | 3 | 2 | 2 | 1 | |
| Perak (northwest) | 2 | 1 | 3 | 2 | |
| Putrajaya (central) | 0 | 0 | 1 | 1 | |

| Items | Endau Rompin NP (Peta) N=149/ (49.7%) | | Endau Rompin NP (Selai) N=151/ (50.3%) | | X ² test |
|-------------------------|--|-----|---|-----|---------------------|
| | (N) | (%) | (N) | (%) | |
| Trip information | | | | | |
| Sabah (east coast) | 0 | 0 | 5 | 3 | |
| Selangor (central) | 6 | 4 | 9 | 6 | |

Source: Survey (2016)

**Significant at the .05 probability level

***Significant at the .01 probability level

4.3. *Satisfaction on the Facilities and Recreational Activities in Endau Rompin NP*

Visitors' satisfaction based on day-trippers and those who stayed in (Chalet, Dorm, and Camp) at Peta and Selai on the facilities and recreational activities is discussed in Table 5. Several items such as cafe, chalet, dorm, camp, washroom and kitchen were not tested since the respondents in either Peta or Selai did not use the facilities during the data collection period. The results demonstrated that there was no distinction between the four groups for most items (referring to the Chi-square value). According to the results from the series of cross-tabulation, facilities such as "washroom", "surau (worship place)", "table", and "rubbish bin" as well as "jungle trekking" indicated a significance level of 5%. For three items under facilities, visitors to Selai displayed higher levels of satisfaction. However, this varies based on the groups. The overall satisfaction index of both facilities and recreational activities in Peta is lower compared to Selai. However, the lowest mean score for Peta, for facilities include guard post and *Surau* (worship place). This is followed by rubbish bins. However, for Selai it is guard post. For recreational activities, the mean score for all the items for both sites was satisfactory.

Table 5: Satisfaction on the Facilities and Recreational Activities

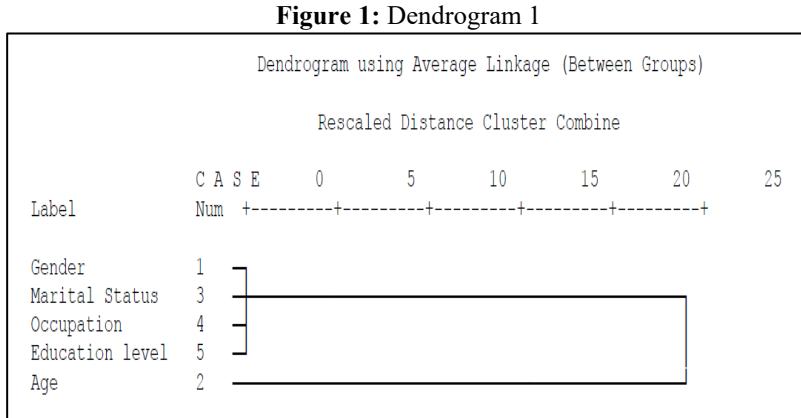
| Facilities / recreational activities | Endau Rompin NP (Peta) N=149/ (49.7%) | | | | | Endau Rompin NP (Selai) N=151/ (50.3%) | | | | | X ² test |
|--------------------------------------|--|------------------|----------------|-------------------|------------|---|------------------|---------------|--------------------|------------|---------------------|
| | Daytrip (N=3) | Chalet (N=63) | Dorm (N=52) | Camping (N=31) | Total | Daytrip (N=11) | Chalet (N=32) | Dorm (N=7) | Camping (N=101) | Total | |
| Facilities | | | | | | | | | | | |
| Visitor Complex | 3 | 3.6 | 3.4 | 3.8 | 3.5 | 3.7 | 4.2 | 3.4 | 3.7 | 3.8 | 5 |
| Washroom | 3.5 | 3.6 | 3.3 | 3.7 | 3.5 | 3.4 | 3.7 | 3 | 3.4 | 3.4 | 9** |
| Surau (worship place) | 2.5 | 3.4 | 2.9 | 3.6 | 3.1 | 3.3 | 3.6 | 3.6 | 3.7 | 3.6 | 19** |
| Bench | 3.5 | 3.3 | N/R | 3.4 | 3.4 | 3.7 | 3.8 | 3.5 | 3.6 | 3.7 | 5 |
| Table | 3.4 | 3.6 | N/R | 3.4 | 3.5 | 3.5 | 3.6 | 3.5 | 3.6 | 3.6 | 13** |
| Rubbish bin | 3.3 | 3.3 | 2.9 | 3.3 | 3.2 | 3.4 | 3.4 | 3.3 | 3.6 | 3.4 | 13** |
| Sign board | 3.7 | 3.4 | 3.2 | 3.5 | 3.5 | 3.1 | 3.4 | 3.6 | 3.6 | 3.4 | 7 |
| Guard Post | 1.5 | 3.1 | 2.7 | 3 | 2.6 | 2.8 | 2.6 | 2.8 | 2.8 | 2.8 | 9 |
| Overall mean satisfaction | 3.1 | 3.4 | 3.1 | 3.5 | 3.3 | 3.4 | 3.6 | 3.3 | 3.5 | 3.5 | |
| Recreational activities | | | | | | | | | | | |
| Tubing | N/R | 3.9 | 3.8 | 3.7 | 3.8 | 4 | 4.1 | 3.5 | 4 | 3.9 | 3 |
| Jungle trekking | N/R | 3.9 | 3.9 | 3.9 | 3.9 | N/R | 4.2 | 3.3 | 4.2 | 3.9 | 12** |
| Swimming | 3.5 | 3.8 | 4 | 3.9 | 3.8 | 3.6 | 4.2 | 4 | 4 | 4 | 1 |
| Fish feeding | N/R | 3.6 | 3.8 | 4 | 3.8 | 3.3 | 3.9 | 4 | 3.6 | 3.7 | 2 |
| Overall mean satisfaction | 3.5 | 3.8 | 3.9 | 3.9 | 3.8 | 3.6 | 4.1 | 3.7 | 4 | 3.9 | |

Source: Survey (2016)

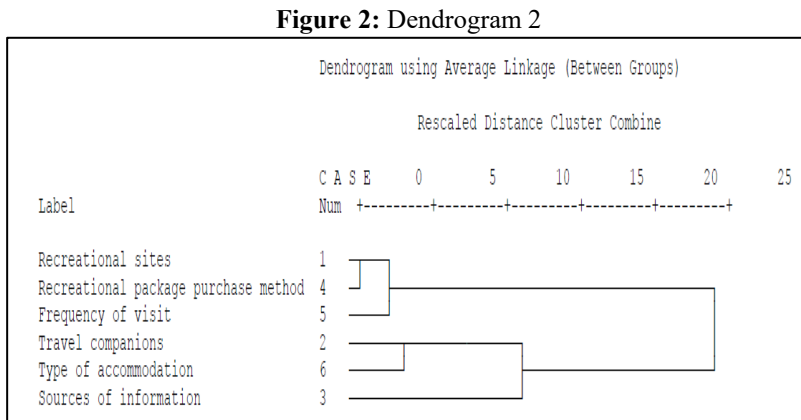
Notes: a Measuring 5-point Likert scale (1= strongly disagree, 5= strongly disagree); **Significant at the .05 probability level; NR: Not related

4.4. Cluster Analysis

According to Figure 1, gender, marital status, occupation, and education level were clustered within the same group. However, age was not clustered within the group.



According to Figure 2, recreational sites, recreational package purchase method, and frequency of visits were within the same cluster, namely cluster Y. Whereas, travel companions, type of accommodation, and sources of information were within the same cluster, cluster Z. Furthermore, cluster Y and Z are not related. However, they were linked together with a distal relationship.



5. DISCUSSIONS AND CONCLUSIONS

This study investigated the socio-demographic and visit characteristics of respondents (visitors) to an adventure tourism destination. The recreational activities in Endau Rompin NP had a solid potential to set-up distinctly a well-known adventure tourism site with its strategic location, natural

resources, and facilities, alongside the always developing interest of urban individuals for the end of the week relaxation goals with solid enthusiasm for adventure. In any case, there is a need to increase visitors since the recent visitor arrivals statistics show a declining pattern of the visit. This review analysed the distinctions regarding visitors to Peta and Selai, which can illuminate plans for practical administration and vital administration, and highlights the park.

Among the 300 respondents, 149 (49.7%) were visitors to Peta and 151 (50.3%) were first-timers. In terms of the socio-demographic characteristics of both Peta and Selai, most of the visitors were ≤ 30 years of age. This result is consistent with the findings of Mohd, Yaman, Keat and Wai (2005). Majority of the respondents had tertiary education. This result is consistent with Lim, Kim and Lee (2016), and Wahid, Aliman, Hashim and Harudin (2016).

Sixty four percent of the respondents in Peta and 68% of the respondents in Selai indicated total household income of RM 5,000 and above. This demonstrates that the respondents have a higher purchasing power. This finding is in parallel with the finding of (Ismail & Khalid, 2016). Many of the respondents were either private or government employees; majority were also unmarried. Similarly, previous studies showed that it may be a normal situation in numerous recreational regions whereby visitors comprised of young visitors who are still unmarried or with less commitments to family ties or employment responsibilities (Mohd et al., 2005).

In terms of visit characteristics, a dominant part of the tourists were either group(s) of colleagues or institutions, while the frequencies of first-time visitors to Selai were higher than Peta. More of these visitors knew pertaining Peta than Selai by pamphlet, while, a larger number of these visitors knew Selai and Peta using electronic media while the telephone registration approach was most favoured for trip reservation. Pertaining visits, majority of the visitors visited Peta as compared to Selai for nature education and research. However, there were more guests in Selai than Peta for team building purposes. Moreover, majority had a length of visit of over two days for any event. Many of the visitors in Peta than Selai stayed in Chalets, while more of the visitors to Selai stayed in the camp as compared to visitors to Peta. Many of these visitors are mainly from the southern part of Peninsular Malaysia.

With the cross-tabulation analysis, the cluster analysis employed in the study allowed for categorization by clusters. This shows the similarity or differences in the socio-demographic and visit characteristics of visitors to these recreational sites using the dendrograms.

In light of the discussion, the following recommendations may be useful. Special package rates can be offered to school students, university students in groups as well for team building from government agencies and private companies. To attract more repeat visitors, "discount card" can be introduced that will entitle the visitors to be offered discounts during their next visits. In addition, "referral discount card" to cater for new visitor arrivals may be introduced. Here, the referral card would be given by the referee to the new visitors to be entitled to a given discount rate, for example 10%, 15%, 20%, and 25% for respective recreational packages. The proposed validity of the card may be for a five-year period and should be applicable mainly during the low peak period to avoid deterioration of the environment or carrying capacity. Selai should focus on enhancing the effectiveness of the brochure and boosting endeavours on electronic media, for example, Facebook, Twitter, email, and so forth that are not costly may be welcomed. More so, having a personal website is such as having a personal site which is pivotal to both parks. For accommodation, more

campers group may hence be a target for operators of the Peta Park. More so, additional activities for visitors should be considered. Such activities include Obstacle Course, Station Ropes Course, High Ropes Course, Low Ropes Course, Abseil Tower, Wall Climbing, Flying Fox and Wet Postman Walk (ATTA, 2013). Lastly, promotional efforts should be enhanced in various other states than in the southern region. In term of facilities, the study proposes a further improvement, particularly on guard post, *Surau* (worship place), and rubbish bin in the Peta Park. For Selai Park, the study proposes further improvement on guard post and washroom cleanliness since those items recorded the lowest mean score. For recreational activities, the mean scores for all the items for both sites are satisfactory.

Despite that, this review is among the limited reviews on adventure tourism in Malaysia and comprises limitations. This study examined the difference between the socio-demographic characteristics, travel characteristics, and satisfaction of visitors toward the facilities and recreational activities between the recreational sites in Endau Rompin NP, which is one of the adventure tourism sites in Malaysia. Hence, this study does not generalise for all adventure tourist attraction or destination sites. Further studies can be developed in adventure tourism attractions in Malaysia and overseas across the globe. It is worth noting that the application of a stakeholder theory in the adventure tourism literature is still new. Hence, this study aims to provide a bridge for this new inquiry. Since adventure tourism is gaining attention from tourists, it is relevant for the stakeholder theory to be applied in this study. Thus, tourist group(s) was acknowledged as one of the important groups in the adventure tourism in Endau Rompin NP. In this regard, the identification of socio-demographic characteristics, visit characteristics and satisfaction of visitors pertaining adventure tourism activities in Endau Rompin NP may be beneficial for the service providers. This could pave ways toward identifying the appropriate measures to ensure their arrivals. In terms of its theoretical contribution, the application of stakeholder theory in adventure tourism is evident and being measured by a case study from Malaysia's adventure tourist destination. Similar studies should be done in other parts of the country and the findings could be compared with the findings of the current study.

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