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**THE LEVEL OF VISITOR SATISFACTION OF THE FACILITIES USE
AND SERVICES IN CAMPING TOURISM: CASE STUDY MUROG
PUROG CAMPSITE, KG. TAMBATUON, KOTA BELUD, SABAH,
MALAYSIA**

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Abstract

This study focuses on camping tourism as a growing outdoor recreational activity, gaining attention locally and through extensive media coverage, particularly on social media platforms. Despite its popularity, camping tourism has not received widespread attention compared to other tourism sectors. The study aims to explore attraction factors and satisfaction levels regarding facilities and services at Murog Purog Camp Site Tambatuon Village (MPCST) in Kota Belud. The three main objectives of the study are to identify attractions motivating campers at MPCST, examine camper satisfaction with facilities and services, and propose recommendations for improvements. The research design involves an online exploratory approach with a quantitative method as the primary research tool. A total of 70 respondents who have visited MPCST in Kota Belud participated in the study, providing their responses through an online questionnaire. Attraction factors identified include the location, scenic surroundings, clear and cool river water, unique river flow structure, and offered activities. Respondents expressed very high satisfaction levels with these attraction factors. Additionally, overall satisfaction with facilities and services, such as water and electricity facilities, online reservation services, and staff services, was generally high. Several recommendations were proposed to enhance facilities and services, including building a dedicated place of worship, expanding parking areas, constructing a convenience store, increasing toilet and tent facilities, adding more electricity facilities, and installing lights around the camping area.

Keywords: Camping Tourism, Attraction factors, Satisfaction level, Facilities and services, Recreation

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INTRODUCTION

The World Tourism Organization (WTO) recorded an increase in the number of international tourist arrivals between 2004 and 2007. This increase is very encouraging as it recorded an average annual growth rate of 7%. Furthermore, the WTO estimates that the growth will continue towards the year 2020 (Badaruddin, 2008; Pirdaus et al., 2022). The tourism sector is considered one of the most significant and rapidly growing contributors to the global economy. The recognition as a UNESCO World Heritage City back in 2008 resulting Melaka becoming the most popular destination in Malaysia. Extensive research efforts have been focused on determining the preferences of tourist in various countries, regions, cities, and beyond. this analysis is crucial for generating thorough evaluation of the economic advantages of tourism in specific area (Amir, S. et al., 2014). In 2009, Malaysia ranked 11th as a popular tourist destination and became one of the top choices in the world. This is evident through the rapid increase in the number of tourists, from 5 million people in 1999 to 22 million people in 2009 (Ahmad Tharmizzie et al., 2011). The development of tourism is also influenced by the nature of the tourist's curiosity, the desire for new experiences, exploring new and unique areas, and having leisure time (Murphy, 2013). The Sabah Tourism Board (STB) is a responsible agency for promoting the tourism industry in Sabah. The government has allocated RM 228 million from the state budget as stated in the State Government's Direction Policy. Therefore, RM 15 million was allocated in the 2018 budget to strengthen rural tourism and diversify attractive destinations in the state (Amanda Jemmy et al., 2020). In order to maintain and grow successful tourism spots, it's essential to have high-quality surroundings and with appealing settings, there wouldn't be any tourism-related activities. However, individual contribute to various changes in the environment, which can either ease or increase stress levels. In this situation, it's important to grasp the viewpoint of the tourist and to know their preferences for specific location to gain a deeper insight into how people move around and the zones that are sustainable for tourism (Asbollah, Z. A. et al, 2017).

LITERATURE REVIEW

Campground Tourism

Over the past 40 years, the number of campers has increased from 13 million people in the 1960s to 83 million people in 2000 (Rosenberger & Loomis, 2001). Currently, camping is one of the most popular outdoor recreational activities in the United States, with more than a quarter of the country's population participating (Rosenberger & Loomis, 2001). From the late 1950s to the early 1970s, researchers studied the experiential elements of camping such as activities and social interactions (Clark et al., 1971). Early studies were conducted to understand and explore the relationship between camping and sociocultural

variables such as family size, child age, marital status, community type, population, camping frequency, education, and occupation. Burch Jr (1965), in his study on camping looked at the motives, values and significance of camping. The meaning of camping that was commonly identified in this early study included escaping the hustle and bustle of the city. For example, Burch's family camping study described how camping can provide an escape from daily commitments in the city. He was also the first to discuss the importance of family togetherness as a social meaning of camping. Etzkorn, (1964) studied the social meaning of group camping. He introduced the concept of values related to participation in camping, rest and relaxation, meeting people in isolation, and understanding the outside world. Motivation is the act of giving someone a reason to act, such as engaging in camping activities. Travel involves going to a specific location using a mode of transportation. Thus, travel motivation has the purpose of going to a specific place (Crawford & Godbey, 1987). Motivation occurs when individuals want to fulfill their needs and desires. In terms of motivation, the driving factor is the social psychological needs that encourage a person to travel (Iso-Ahola, 1980).

Outdoor Recreation and Leisure

Goodale & Witt, (1989) explained the reasons or factors why an individual likes one recreation area over another. This is important for planners and managers of recreational developments. Therefore, recreation motivation must be identified to make the best use of urban parks that can have positive effects on urban residents and increase user satisfaction.

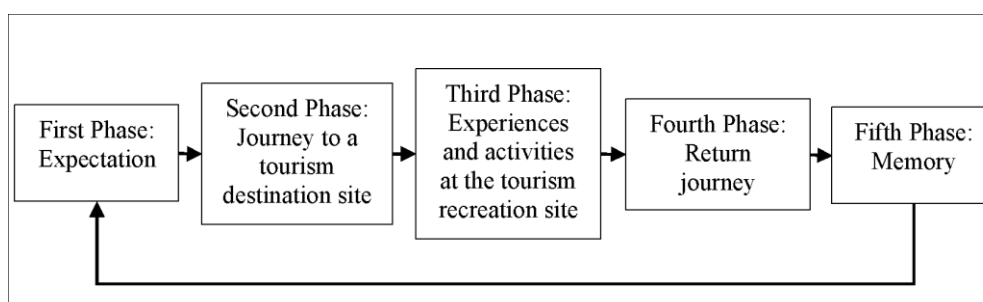


Figure 1: Phases of Outdoor Recreation Experience

Source: Clawson and Knetsch (1966)

Based on Figure 1, Clawson and Knetsch, (2013) explain that there are five phases involved in a person's tourism activity. The first phase is related to the individual's expectations when traveling, whether it will be satisfying or unsatisfying. The second phase is the individual's journey to a tourism destination site. The third phase describes the experiences and activities at the tourism

recreation site. The fourth phase is the individual's return journey to a new location or back to the place of origin, and finally, the fifth phase is about memory, where the individual who traveled will remember all the experiences in terms of enjoyment, challenges, problems, and so on.

The Camping Area and Services

Kyle et al., (2005) conducted a study in three different camping areas in the Southeast National Forest and found that motivation had a positive effect on participation and sustainability. Vogelsong, (1998) emphasized that the characteristics of park areas have an impact on the determination of motivation. According to Field & Cheek Jr, (1974), social structure in the selection of recreational sites has an impact on both site characteristics and targeted activities. Manfredo et al., (1996) studied changes in motivation over time. Motivations that change over time include appreciating scenic environments, rest and relaxation, spending time with family, socializing and making new friends, being close to nature, feeling relaxed after sports activities, and meeting new acquaintances. Çakir et al., (2016) studied recreational motivations in public camping areas in Ankara. The study found that recreational motivations vary according to user gender, age, work status, and recreational area expertise. Campsites in Finland are classified from one-star to five-star based on capacity and services provided. According to the reviewer's assessment, one-star campsites provide basic services while five-star campsites provide the best services (Poudel, 2013). This classification is an important source of information for travelers who make choices based on their needs and preferences.

Natural-Based Recreation Experience Model Theory

In the natural-based recreation experience model theory, each discussed theory can help explain the interactive aspect of the process between humans and the natural environment. The information processing model theory by Kaplan & Kaplan, (1989) is effective in explaining the human factors that respond to the environment according to the types of elements seen along the way and how all these different elements are arranged. However, this theory still seems insufficient to explain the dynamic processes that occur when someone visits a trail, park, or other natural area. Research results show that visitors' perceptions, priorities, and experiences are complex, and positive elements along the trail contribute to an overall positive experience, while negative observations do not seem to have an overall negative impact on the visitor's experience. In the context of camping tourism activities, this study focuses more on the relationship between leisure time, camping tourism, and outdoor recreation.

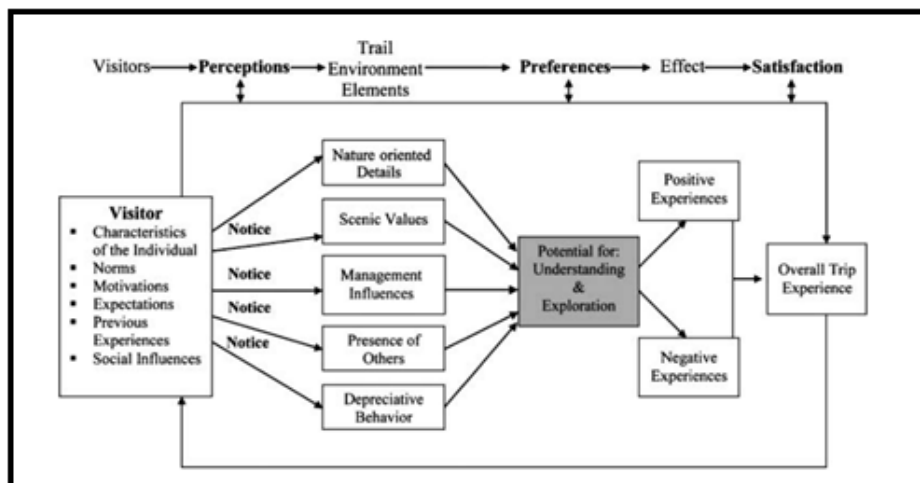


Figure 2: Natural-Based Recreation Experience Model
 Source: Catherine et al. (2009)

METHODOLOGY

The quantitative method has been chosen as the primary approach for obtaining research data. According to Rohana (2003), the quantitative method is an effort to formulate general principles and rules that assume social reality as objective and detached or unrelated to individuals. Quantitative research involves addressing identified problems based on testing a theory formulated by variables, measured through numerical representation, and analyzed using statistical techniques (Neuman, 2000). In the quantitative approach, a survey is a useful method for collecting data to explain a population compared to observational methods. Furthermore, surveys involve a large amount of data and a large sample size but are effective and cost-efficient (Roca et al., 2008).

FINDINGS OF THE STUDY

Respondents' Demographic Profile

The results of the study showed that females were more numerous than male respondents, with 48 respondents (68.6%) being female and only 22 respondents (31.4%) being male. Camping tourism is an outdoor recreation that involves semi-rough activities that require physical activity by an individual.

Meanwhile, the respondents who were most numerous were in the age range of 21-30 years old, with a total of 65 people (91.5%), while the second most numerous age group was in the range of 31-40 years old, with a total of four people (5.6%). Furthermore, the age group of 20 years and below had only two people (2.8%), while the age group of 41 to 60 and above had zero respondents.

As for the marital status of the respondents, the study found that the majority of respondents who answered the questionnaire through the google form were unmarried compared to those who were married. The total number of unmarried respondents was 65 (92.9%), while the number of married respondents was five (7.1%). Regarding the level of education, the respondents who filled out the online questionnaire had a high level of education (diploma and degree), with a total of 58 people (82.9%). The number of respondents with secondary education was 12 (17.1%), and they were in Form 6 and below. Overall, the researcher found that frequent visitors to camping activities were those with a higher level of education. In addition, the average respondents who filled out the questionnaire were mainly students, with a total of 61 people (87.1%), while only four respondents (5.7%) worked in the private sector. For respondents who worked in the public sector, there were two people (2.9%). Furthermore, two respondents (2.9%) were self-employed and the last respondent was a housewife or unemployed, with a total of one person (1.4%). As for the respondents' hometowns, those who came from Sabah recorded the highest number, with a total of 58 people (82.8%), although they came from different districts. The highest number came from Kota Belud, Kudat, Semporna, and Tawau, each recording five respondents (7.1%), while Kota Marudu ranked second with a total of four respondents (5.7%). Keningau, Kunak, Papar, Sandakan, and Tamparuli ranked third, with each recording three respondents (4.3%). Furthermore, respondents from Beaufort, Kota Kinabalu, Penampang, Tambunan, and Tuaran each recorded two respondents (2.9%), while the last group of respondents from Beluran, Putatan, Telipok, Telupid, Tenom, Tongod, and Tuaran each recorded one respondent (1.4%) only. As for respondents who came from outside Sabah, a total of 12 people (17.2%) were recorded. The highest number of respondents who came from outside Sabah was from the state of Sarawak, with a total of nine people (12.9%), while respondents from the state of Kelantan ranked second with two respondents (2.9%). The least number of respondents came from Terengganu, with only one person (1.4%).

Table 1: Respondents' Demographic Profile

Characteristic	Criteria	Numbers (People)	Percentage (%)
Sex	Male	22	31.4
	Female	48	68.6
Age	20 years and below	2	2.8
	21 – 30	65	91.5
	31 – 40	4	5.6
Marital Status	Single	65	92.9
	Married	5	7.1
Education Level	Secondary School	12	17.1
	Higher Education	58	82.9
Occupation	Public Sector	2	2.9
	Private Sector	4	5.7
	Self-employment	2	2.9
	Unemployed/housewife	1	1.4
	student	61	87.1

Source: Fieldwork (May, 2021)

The Level of Respondent Satisfaction Regarding the Convenience at Murog Purog Camp Site Tambatuon, Village Kota Belud, Sabah.

This section describes the level of satisfaction of respondents towards the facilities at Murog Purog Camp Site Kg. Tambatuon, Kota Belud, Sabah. Respondents' answers were based on a 5-point Likert scale, namely 1 - 'very dissatisfied'; 2 - 'unsatisfied'; 3 - 'neutral'; 4 - 'satisfied'; and 5 - 'very satisfied' (Table 3). To interpret the minimum score, the researcher used the score presented by Alias (1999) (Table 2)

Table 2: Interpretation Min Score

Range	Levels
1.00 - 2.33	Low
2.34 - 3.66	Moderate
3.67 - 5.00	High

Source: Alias (1999)

Table 3: Level of Respondent Satisfaction on Facilities at MPCST Kota Belud, Sabah

Issues	Respondent's view									
	1		2		3		4		5	
	N	%	N	%	N	%	N	%	N	%
Registration area	0	0	1	1.4	15	21.7	31	43.9	23	33.3
Camping area	0	0	0	0	8	11.4	27	38.6	35	50
Cooking area	0	0	0	0	11	15.7	26	37.1	33	47.1
Rental of equipment (tent, table, kitchen, etc.)	1	1.4	1	1.4	11	15.7	25	35.7	32	45.7
Water supply facilities	0	0	2	2.8	7	10	22	31.4	39	55.7
Electricity supply facilities	2	2.9	1	1.4	6	8.6	25	35.7	36	51.4
Toilet facilities	0	0	3	4.3	7	10	23	32.9	37	52.9
Trash disposal facilities	0	0	1	1.4	11	15.7	26	37.1	32	45.7
Safety facilities (injury treatment, first aid, etc.)	0	0	3	4.3	13	18.6	30	42.9	24	34.3
Prayer room/surau facilities	2	2.9	0	0	21	30	28	40	19	27.1
Parking facilities.	2	2.9	2	2.9	16	22.9	29	41.4	21	30

Indicators: 1 – very dissatisfied, 2 – dissatisfied, 3 – moderate, 4 – satisfied, 5 – very satisfied
Source: Fieldwork (May, 2021).

Table 3 shows the level of respondent satisfaction on the facilities at Murog Purog Camp Site Kg. Tambatuon, Kota Belud, Sabah. The study's findings indicate that the majority of the respondents answered 'very satisfied' regarding the level of services offered. The water supply facility recorded the highest number, with 39 people (55.7%) stating that they agreed that this facility was very satisfactory because the water flow through the pipes was very strong, which facilitated their work or activities throughout the camping tourism.

Table 4: Respondents' Satisfaction Level towards Facilities

NO	Facilities	Min	Levels
1.	Camping space	4.36	H
2.	Toilet facilities	4.33	H
3	Cooking area	4.29	H
4.	Garbage disposal area	4.27	H
5.	Rental equipment facilities	4.23	H
6.	Registration area	4.09	H
7.	Water supply facilities	4.09	H
8.	Safety facilities	4.07	H
9.	Parking space	3.93	H
10.	Prayer room/mosque facilities	3.50	M
11	Electricity supply facilities	3.44	M

Source: Fieldwork (May, 2021)

The Level Of 'High' Satisfaction

Based on Table 4, the researcher can identify the level of respondent satisfaction towards several camping tourism facilities at MPCST at a 'high' level. Among the facility aspects that show a 'high' minimum score are camping spaces (4.36), toilet facilities (4.33), cooking spaces (4.29), waste disposal facilities (4.27), rentals (4.23), water supply facilities (4.09), equipment facilities, registration space (4.09), safety facilities (4.07), and vehicle parking facilities (3.93).

The Level of 'Moderate' Satisfaction

According to Table 4, the aspects of camping tourism facilities that received a minimum score at the "moderate" level are the provision of electricity and prayer facilities only. The prayer facilities at MPCST also recorded only a moderate minimum score (3.50) because the space for prayer is quite small and unable to accommodate many visitors praying at the same time. The findings of this study are relevant and in line with the requirements of the Guidelines for Planning Theme Park Development approved by the State Government Council on September 8, 1999. According to these guidelines, any proposed theme park development must comply with the established guidelines. The guidelines serve to assist state and local authorities in determining and planning the suitability of the location, site, and facilities for theme park development during the planning approval process.

The Level of Satisfaction of Respondents Towards the Services at Murog Purog Camp Site Tambatuon Village

This section discusses the level of satisfaction of respondents towards the services provided at Murog Purog Camp Site Kg. Tambatuon, Kota Belud, Sabah. Several Likert scale statements were asked to the respondents to investigate their level of satisfaction towards the services offered by the owner of MPCST. Respondents' answers are based on a 5-point Likert scale, which includes 1 - 'very unsatisfactory'; 2 - 'unsatisfactory'; 3 - 'moderate'; 4 - 'satisfactory' and 5 - 'very satisfactory' (Table 5).

Table 5: Respondents' Satisfaction Level towards Services at Murog Purog Camp Site, Tambatuon Village

Issues	Respondents' Views									
	1		2		3		4		5	
	N	%	N	%	N	%	N	%	N	%
Online reservation services provided	0	0	0	0	6	8.6	33	47.1	31	44.3
Services provided by registration staff	0	0	0	0	8	11	31	44.3	31	44.3

Issues	Respondents' Views									
	1		2		3		4		5	
	N	%	N	%	N	%	N	%	N	%
Camping site entrance fee payment	0	0	0	0	7	10	36	51.4	27	38.6
Safety briefing and guide services before camping	0	0	1	1.4	11	15.7	26	37.1	32	45.7
Technical assistance provided by campsite operators	1	1.4	0	0	10	14.3	26	37.1	33	47.1
Visitor safety monitoring services	0	0	1	1.4	15	21.4	31	44.3	23	32.9
Emergency facility services provided.	0	0	0	0	10	14.3	26	37.1	34	48.5

Source: Field Study (2021)

Table 5 shows the level of satisfaction of respondents towards the services at MPCST. The study results indicate that the majority of respondents answered the level of 'satisfied' for the services provided at the study location. The entrance fee to the camping area recorded the highest number, with 36 respondents (51.4%) stating that the fee was very satisfactory and reasonable.

Table 6: Minimum Satisfaction Level Scale of Respondents towards Services

NO	Services	Min Scale	Levels
1	Online Reservation Services	4.36	H
2	Staff Services	4.33	H
3	Entrance Fee Payment	4.29	H
4	Technical Assistance	4.29	H
5	Visitor Safety Monitoring Services	4.27	H
6	Emergency Facility Services	4.27	H
7	Safety Guide Services	4.09	H

Source: Field Study (2021)

Table 6 shows all the parameters that record a 'high' score for camping tourism services at MPCST. The study results indicate that online reservations are the highest rated service that provides satisfaction with a minimum score of 4.36. This is because the prices offered by the operators are reasonable and not too expensive. Not only that, but prompt response and good service from the operators also affect the level of satisfaction of respondents towards the services at MPCST.

Level of 'High' Satisfaction

Table 6 displays the minimum score values obtained from the data analysis. The researcher found that the minimum scores for each aspect of the services studied did not differ significantly. Respondents' satisfaction level with the 'high' minimum score was for online reservation services (4.36), safety officer services (4.33), entrance fee payment (4.29), visitor safety monitoring services (4.27), technical assistance services (4.29), emergency facility services (4.27), and safety guide services (4.09), as well as friendly and prompt service from operators and officers at MPCST while carrying out their duties, which can affect the level of respondent satisfaction.

The Problems Faced When Camping at Murog Purog Camo Site Kg. Tambatuon, Kota Belud, Sabah

In this section, an explanation is given regarding the problems faced by respondents during camping at Murog Purog Camp Site Kg. Tambatuon, Kota Belud, Sabah. The researcher provided open-ended questions to obtain feedback from respondents. Out of 70 respondents, only 38 respondents (54.3%) provided feedback, while the remaining 32 respondents (45.7%) did not feel bothered by the shortcomings and challenges faced during the camping activity. The responses given by the respondents are shown in Table 4.8 to facilitate discussion of the research findings.

Table 7: Problems Faced by Respondents

Issue	Numbers	Percentage
Internet Network Issues	16	22.9
Untarred Roads	8	11.4
Inclement Weather (Heavy Rain)	4	5.7
Insufficient Toilets	3	4.3
Limited Electricity Facilities	2	2.9
Limited Changing Rooms	2	2.9
Stray Dog Disturbances	1	1.4
Damage of Tents	1	1.4
Lack of Designated Prayer Spaces	1	1.4
Total	38	100

Source: Field Study (May, 2021)

Based on Table 7, the majority of respondents stated that the main problem they faced was the internet network, with 16 people (22.9%). Internet access is crucial nowadays, especially in various fields such as entertainment, education, business, and the tourism sector itself. Meanwhile, eight respondents (11.4%) stated that the problem of unpaved roads was a major issue they faced. This is because the MPCST area is a remote rural area far from the city, and the roads leading to the area are hilly and challenging. Next, heavy rain is one of the

main problems faced by respondents when camping at MPCST. Meanwhile, three respondents felt that the number of toilets at MPCST is insufficient and unable to accommodate a large number of visitors at the same time. Electrical facilities and changing rooms each had two respondents (2.9%) who felt that both facilities were somewhat limited and should be upgraded in the future to meet the needs of visitors, especially during public holidays. Finally, the prayer room and tent damage each had one respondent (1.4%) who experienced problems with these facilities.

CONCLUSION

Overall, this study has achieved all three objectives set out. The factors that attract visits and the level of satisfaction with the facilities and services of camping tourism at Murog Purog Camp Site Tambatuon Village Kota Belud, Sabah (MPCST) have been identified. Suggestions for improvements to the facilities and services of camping tourism at MPCST have also been determined. Furthermore, the study shows that camping tourism activities in Sabah, specifically in Kota Belud, are still new, so many aspects need to be studied to improve management, registration, facilities, services, safety, and other aspects related to camping tourism. Therefore, the role of various stakeholders is important in advancing the camping tourism sector to be more competitive at the international level. It is hoped that more researchers will be interested in investigating camping-related tourism in the future.

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