



TOURISTS' PERCEPTION ON THE ENVIRONMENTAL  
QUALITY OF PORT DICKSON AS SUSTAINABLE  
TOURISM DESTINATION.

BY

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A dissertation submitted in fulfilment of the requirement for the  
degree of Master of Urban and Regional Planning

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## **ABSTRACT**

This dissertation discusses the tourists' perception on the impact of tourism development towards the environmental quality of Port Dickson. It aims to examine the visitors' responses towards the current environmental quality of the study area. Port Dickson is now having crucial environmental problems in spite of being one of the famous tourist spots in Malaysia. There are several aspects of the environment needing to be focused on which are water, air, environment and noise pollution. The questionnaire survey was distributed to a total of 120 visitors coming from all over Malaysia. The result based on the questionnaire distributed helped the author to identify the tourists' perceptions on the environmental issues and problems in Port Dickson. Further analysis and discussion shows that this situation can be improved by a few means of sustainable tourism planning strategies, appropriate IT applications with active and effective public participation.

## ملخص البحث

يناقش هذا البحث انطباعات وآراء السيّاح حول مدى تأثير تنمية القطاع السياحي على جودة البيئة في منطقة بورت دكسون السياحية. يسعى البحث إلى معرفة آراء السيّاح فيما يخص جودة البيئة في منطقة بورت دكسون والتي تعاني حالياً من مشاكل بيئية على الرغم من كونها من المناطق السياحية الشهيرة في ماليزيا. يركّز البحث على قضايا التلوث البيئي والذي يتمثل في تلوث الماء والهواء، والتلوث السمعي أو الضوضائي. تم توزيع مائة وعشرين استبياناً لسيّاح قَدِموا لزيارة بورت دكسون من مناطق ماليزية مختلفة. كشف الاستبيان انطباعات السيّاح حول جودة البيئة وما يتعلق بها من قضايا ومشاكل في المنطقة. كما أظهرت نتائج تحليل البيانات أنه بالإمكان تحسين الوضع البيئي المتدهور في المنطقة عن طريق وضع استراتيجيات للتخطيط السياحي المستدام، واستخدام تطبيقات تقنية المعلومات والاتصالات المناسبة، وفتح المجال للمواطنين للمشاركة الفاعلة في تطبيق ودعم مثل تلك الاستراتيجيات.

## APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Urban and Regional Planning.

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## DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Nadia Bt. Mohd Nasir

Signature ..... Date .....

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This thesis is dedicated to my parents;

*Mak & Abah,*

Who introduced me to the joy of reading from  
the birth and to write from the heart.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

Tourism is one of the world's fastest growing industries (Biderman, 2007) International tourism, despite periodic upheavals, continues to expand on average between four and five per cent annually (Biderman, 2007). By this year 2012, there would be 650 million international visitor arrivals worldwide, quite apart from the much larger number travelling within their own countries to decrease. More people are on the move-whether on holiday, away for short breaks, or out on a business trip. All these activity provide more employment and generates income for millions which results in satisfaction or frustration according to their own experience and expectations. But tourism is also blamed for damaging the environment and its impact on local cultures. As more and more people travel, it becomes important to have a properly planned and managed tourism activity especially at the local level.

This research is focusing on the tourist's perception on the environment quality of Port Dickson as a sustainable tourism destination. This research is based on the perspective of the tourist's and the local residents of the study area.

### **1.2 BACKGROUND OF STUDY**

The rise of tourism in Malaysia started in 2009 (Shuhada A. K., Normaz W. I., 2012), where there were around 23.6 million tourists arrivals based on the report produced by the Malaysian Tourism Board, an increase of 7.2% from those reported in 2008 (Shuhada A. K., Normaz W. I., 2012). This means that on average, 64,000 tourists

arrive daily. This was translated to RM53 billion in total receipts and RM34 billion in total Gross National Income (GNI) contributions which have developed into a major sector of the economy. The tourism sector influenced variety sector of employment such as in services, retail, construction, manufacturing and telecommunications, as well as directly in tourism companies; thus contributing almost 23% of the total labour force that directly or indirectly supporting the tourism sector (Global Reporting Initiatives, 2002).

Community is the basic element of tourism because they supply the accommodation, catering, information, transportation facilities and services. The tourists come to see the former local natural environment, buildings, landmarks, people, culture and history and many others unique reasons.

Many of the problems are not necessarily caused by the tourists. It might be the poor planning and approach to a successful tourism management and development. However, most of the resort owners and hawkers are promoting and encouraging tourism without giving a thought of the consequences in the long run term since profit and revenue are being prioritized. This is the main concern now because some of these factors can affect the region's economic status and sustainability of the environment of the study area.

### **1.3 TOURISM IN MALAYSIA**

As stated by Ali Rahman (2012), there are many types of tourism in Malaysia, which are the urban tourism, education tourism, health tourism, eco-tourism, specialized tourism, alternative tourism, and green tourism. These sources are man-made developments that are built specifically to cater for tourism sector with specific

attraction such as theme parks or casinos. There are also man-made buildings with historical value such as heritage monument or historical building which have cultural significance. Next is the natural attraction where the areas are untouched by major developments, which have an outstanding natural beauty for example, rivers, lakes and seas. Lastly is an event based tourism which occurs only on certain period of time. They are usually sports annual events such as Olympic game, F1 racing, Le Tour De Langkawi, etc.

Attraction, services, transportation, information about the area and promotion are very crucial in developing a tourism sector because this is what will influence the tourist arrival in Malaysia. It requires participation from the service providers and also the locals. This is due to the fact that levels of services provided and its performance will lead to tourist satisfactions. Therefore, the tourist perception must be monitored carefully when one wants to develop tourism in their area.

#### **1.4 SITE BACKGROUND**

The study area chosen is Pantai Teluk Kemang, Port Dickson which is located in Negeri Sembilan. It is located 35km from Seremban, the state's capital and 95km from Malaysia's capital city, Kuala Lumpur. It has 18km spread of sandy beaches fringed by palms trees with a complete set of recreational activities available. The activities are water-skiing, canoeing, snorkelling, windsurfing, and sailing, all of which can easily be handled through the tourist operators which can be found along the beach .

However, tourism activities in the coastal area have many direct effects on the environmental condition. Pollution is at the highest point at some spots due to the high number of tourists visiting.

### **1.5 PROBLEM STATEMENTS**

Tourism in Port Dickson provides opportunity towards generating the economics of the region but at the same time, is a threat to the environment due to its rapid tourism development. Port Dickson is a coastal area that is famous due to its attractiveness, beautiful and closest beach attraction for a few main city centres. Since then, it grew into a busy tourism city with many facilities and services constructed to facilitate the growth and development. This action had given significant impact towards the environment quality of the study area. The areas affected are water, land, air and noise which will be explained further in chapter 2.

The lack of environmental management and strategies lead to undesirable environmental quality which personally gives bad perceptions towards the tourist. Hence, the implementation of sustainable development is an effort to turn Port Dickson to be a sustainable tourist destination in the future.

### **1.6 RESEARCH QUESTIONS**

Based on the problems discussed, these are possible research questions that have been identified for the study of tourism impact in Port Dickson, Negeri Sembilan

- i. What are the affected environmental aspects of the study area?
- ii. What are the factors leading to the environmental quality?

- iii. What are the tourist perceptions towards the environmental quality?
- iv. What are the tourist's recommendation and suggestions to improve the tourism development?

### **1.7 AIM AND OBJECTIVES**

This study aims to identify the tourist perception on the environment quality in Port Dickson. The result of this study will be made comparable to those studies already done at other tourist spots and will significantly enhance the range of data available for the analysis of tourism impact.

Based on the research questions above, it can be translated into these objectives.

- i. To identify tourism activities in Port Dickson.
- ii. To identify the effect of tourism development in Port Dickson towards the environment quality.
- iii. To identify the tourist's perception on the environment quality of Port Dickson.
- iv. To proposed recommendations for the local authority, private sector and the public in order to make Port Dickson a sustainable tourist destination.

### **1.8 SCOPE AND CONTEXT OF RESEARCH**

The study concentrates only on the tourist's perception of the environment quality at the study area, which is Port Dickson, Negeri Sembilan. Therefore, the economic, social or any other aspect that is also affected by the tourism impact will not be considered and discuss throughout this research.

## **1.9 CONTRIBUTION TO KNOWLEDGE**

The outputs of this research are to come out with solutions to improve the tourism impacts in Port Dickson. According to Port Dickson Local Plan 2020, there are many cases regarding the tourist development impact towards the surrounding of the study area reported since past few years. Therefore, this study hopes will make an improvement towards any pollution disasters such as water contamination, haze, etc that might happen in the future.

The first contribution of this study to the community is that the locals and visitors will lead a better and sustainable way of life despite the rapid growth of tourism development. Secondly is that it will assist the policy makers on how to make the tourism development in line with the sustainable terms.

Besides that, the industry itself will benefit from the first outcome which is to have a sustainable tourism development. While promoting towards a healthier environment, tourism will also remain as the leading sector that generates the most income for the country. On top of that, the locals will become more aware of new development of tourism activities in Malaysia such as tourist accommodation, public facilities, infrastructure and utilities especially at the environmentally sensitive areas and coastal areas.

As for the academician, they have the opportunity to improve the research findings by extending the research in a broader scale such as from the economic and social aspects where they can have more samples to be taken as a measure on how tourism is harming their surroundings; physically and mentally.

## **1.10 THESIS ORGANIZATION**

The research is presented in five chapters. Chapter 1 explained briefly the background of the research which are mainly regarding tourist's perception on the environment quality of Port Dickson as sustainable tourism destination. Earlier, this research paper has explained the current situations of tourism activities in Malaysia. Then, the researcher has listed down a few research questions relating to the problems stated earlier. After analysing these questions, the researcher has come out with an aim and objectives to be achieved throughout the research. Before the author concluded this chapter, it has been stated clearly the scope and context of this research whereby readers can only find these items along their readings. Last but not least is the thesis organization for this topic.

In chapter 2, opinions from other authors regarding the impacts of tourism towards each aspect of the environment will be discussed further. The literature review will be prepared based on the research questions and problem statements which are highly related to the tourist's perception and the environment quality. Besides that, in this chapter, the author will give an overview of the study area chosen and the effects of the land uses on the coastal areas. Then, the researcher will explain about sustainable tourist development which can be implemented as the mitigation measures taken in order to overcome the impact of tourism.

Chapter 3 addresses the research methodology and research instrument that the author will use throughout the research. In this chapter, the flows of research strategies that will be implemented are explained. Then, the location of the study area is described followed by the justification for choosing this particular study area for the research purpose. The author then mentioned the data collection method which consists of 2 types of data which is primary data and secondary. The last section of

this chapter explains the method of data analysis that will be used throughout this research.

The following chapter which is chapter 4 will present all the data collected based on the questionnaire distributed. The data will be analysed using the Statistical Package for Social Sciences (SPSS) software. The findings will show how the research questions are being answered besides identifying other environmental problems which might not be covered by the author.

The final chapter of this thesis will conclude this research whereby it draws together the data examined and the results of this research. Recommendations are given to improve the future tourism development of the study area. Besides that, it also suggests ways in which this research can be continued in the future to build better understanding between tourist's perception and environmental quality change.

## **1.11 SUMMARY**

Chapter 1 has dealt with the background of tourism in Malaysia such as where and when it started. After that, the researcher has come out with the problem statements of the current tourism impact. These tourism impacts are specifically focused towards the environment quality of the study area. Next, the author has outlined a few research questions which had led to the aim and objectives of this thesis writings.

Contribution to knowledge is also stated so that people know how this research paper is giving other some benefits too. On top of that, it is also highlighted clearly the scope and context of research so that readers will know what to expect towards the end of this research. Last but not least is the organization of this research paper. What follows in chapter 2 is the literature review on this topic.