

TOURISTS' PREFERENCES AND SATISFACTION TOWARDS MERSING AS A
GATEWAY TO JOHOR ISLANDS

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*This thesis is dedicated to my parents and family
for their love, endless support
and encouragement.*

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ABSTRACT

Gateway is classified as a stopover destination for travelers who want to go to the main tourist destination. As a transit or stopover for tourist, it should provide a complete services for tourist convenience. Based on this notion, this study was done where the objectives is to identify the role of Mersing as a gateway destination, if the facilities and services offered meet the preferences of users, and the importance of gateway to fulfill tourist needs before and after arriving to their destination. The study focuses on to know the views of tourists' experience when visiting the gateway of Mersing with looking to the important aspects of tourists' satisfaction such as comfort, safety, cleanliness, sufficient and functional. In order to get the necessary data, the study was carried out based on the survey method where a set of questionnaire forms was distributed among the related tourists. 257 sets of collected questionnaire forms were then analyzed using SPSS analysis. The finding shows that the levels of tourist preferences are mixed. However, the tourists were not satisfied with some services and facilities provided in aspects of safety and security, cleanliness, functional and comfort. Thus the role of the management and the authorities to change this situation is important in order to raise the standard and image of the gateway.

ABSTRAK

Pintu masuk pelancongan diklasifikasikan sebagai destinasi persinggahan untuk pelancong yang mahu pergi ke destinasi pelancongan utama. Sebagai lokasi persinggahan pelancong, ia perlu menyediakan perkhidmatan yang lengkap untuk kemudahan pelancong. Berdasarkan kepada konsep ini, kajian ini dilakukan dimana objektifnya adalah untuk mengenalpasti peranan Mersing sebagai pintu masuk, fasiliti dan perkhidmatan yang disediakan memenuhi kehendak pengguna, dan kepentingan pintu masuk untuk memenuhi kehendak pelancong sebelum dan selepas mereka tiba ke destinasi mereka. Kajian ini memberi tumpuan terhadap pengalaman pelancong bilamana masuk ke pintu masuk Mersing, dengan melihat kepada kepentingan terhadap aspek kepuasan hati pelancong dari sudut keselesaan, keselamatan, kebersihan, kecukupan dan kefungsiannya. Dalam usaha untuk mendapatkan data yang perlu, kajian ini dilaksanakan berdasarkan kaedah tinjauan yang mana satu set soalan kajiselidik telah berjaya diedarkan kepada pelancong-pelancong berkaitan. Sebanyak 257 set soalan kajian telah berjaya dianalisa dengan menggunakan sistem analisa SPSS. Dapatan kajian menunjukkan aras kehendak pelancong adalah setara kebanyakannya. Walaubagaimanapun, terdapat ketidakpuasan hati yang ketara berkenaan dengan perkhidmatan dan fasiliti yang disediakan yang mana ia merujuk kepada isu keselamatan, kebersihan, kefungsiannya, dan keselesaan. Oleh yang demikian menjadi tanggungjawab pihak pengurusan dan pihak berkuasa untuk menaikkan standard dan imej pintu masuk ini.

TABLE OF CONTENT

CHAPTER	DETAIL	PAGE
	DECLARATION	ii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENT	viii
	LIST OF TABLES	xi
	LIST OF FIGURES	xii
1.0	INTRODUCTION	
1.1	Background	1
1.2	Problem Statement	5
1.3	Purpose of Study	7
1.4	Objectives of Study	7
1.5	Research Question	8
1.6	Scope of Study	8
1.7	Research Framework	9
	1.7.1 Preparation and Early Understanding	9
	1.7.2 Literature Review	10
	1.7.3 Data Collection and Research Study	11
	1.7.4 Analysis and Synthesis	12
	1.7.5 The Final Result (Findings)	12

2.0	LITERATURE REVIEW	
2.1	Introduction	15
2.2	Tourism Destination	17
2.2.1	Gateway as a Staging Point	23
2.2.2	Functions of Gateway	25
2.2.2.1	Providing Facilities and Services	25
2.2.2.2	Access to the islands	26
2.2.2.3	To improve the economic region	26
2.3	Tourist Motivational Theory	27
2.4	Tourist Behaviour	29
2.5	Tourist Demand	31
2.6	Conclusion	32
3.0	RESEARCH METHODOLOGY	
3.1	Introduction	34
3.2	Research Approach	32
3.3	Research Methods	35
3.3.1	Case Study	35
3.3.2	Survey Method	36
3.3.3	Sampling	36
3.3.4	Method of Study	37
3.3.4.1	Preliminary Study	37
3.3.4.2	Literature Study	38
3.4	Data Collection Method	38
3.4.1	Primary Data	38
3.4.2	Secondary Data	39
3.5	Conclusion	39
4.0	STUDY AREA	
4.1	Location Background	40
4.2	Geographic Location	42
4.3	Facilities and Services Offered at Mersing	44
4.4	Attractions in Mersing	46
4.5	Mersing as a City of Gateway	47
4.6	Conclusion	48

5.0	ANALYSIS AND FINDINGS	
5.1	Introduction	49
5.2	Data Questionnaires Analysis	51
5.2.1	Part A-Respondents' Profile	51
5.2.1.1	Gender	51
5.2.1.2	Age Group	52
5.2.1.3	Level of Education	53
5.2.1.4	Occupation	54
5.2.1.5	Level of Income	55
5.2.1.6	Nationality	56
5.2.2	Part B-Trip Information	58
5.2.2.1	Travelling With	58
5.2.2.2	Purpose of Travelling	59
5.2.2.3	Arrival to Mersing	60
5.2.2.4	Travelling Day	61
5.2.2.5	Information about the Gateway	62
5.2.2.6	Facilities and Services used at Gateway	63
5.2.3	Part C-The Elements of Gateway Destination	64
5.2.3.1	Analysis for Domestic Respondents	66
5.2.3.2	Analysis for International Respondents	68
5.3	Discussions	73
5.4	Conclusion	74
6.0	CONCLUSION AND RECOMMENDATIONS	
6.1	Conclusion	75
6.2	Recommendations	77
	REFERENCES	79
	APPENDIX	83

LIST OF TABLE

TABLE NO.	TITLE	PAGE
1.1	Research Design	13
1.2	Research Framework	14
2.1	The Classification of Malaysia Tourism Destination Typology	24
4.1	Major Islands in Mersing	42
4.2	Total of Visitors in Marine Park from Year 2010 to Year 2014	44
5.1	Tourists' Satisfaction towards Facilities and Services	64

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
4.1	Map of Mersing	41
4.2	Road Map of Mersing	41
4.3	District Hospitality	45
4.4	Jetty Terminal	45
4.5	Jetty Terminal	46
4.6	Gift Stall	46
5.1	Gender	51
5.2	Age Group	52
5.3	Level of Education	53
5.4	Occupation	54
5.5	Level of Income	55
5.6	Nationality	56
5.7	Malaysian	56
5.8	Non-Malaysian	56
5.9	Travelling With	58
5.10	Purpose of Travelling	59
5.11	Transportation	60
5.12	Days of Travelling	61
5.13	Information about the Gateway	62
5.14	Facilities and Services used at Gateway	63

CHAPTER 1.0

INTRODUCTION

1.1 Background

Most of developing countries recognize the tourism industry as an engine of growth which help in the efforts to develop the country's economy. According to Mathieson and Wall (1982) suggested that tourism makes its most valuable economic impacts in the early phase of development in a Third World country, and will diminish in significance with the coming of industrialization.

The tourism industry in Malaysia has established impressive record of growth over the past decade. The government plays a very important role in driving the process of tourism development, either directly or indirectly, to ensure it is successfully implemented. Malaysia itself see the tourism industry as

a key of economic growth, which contributes to almost 12 percent of GDP. K. W. Awang and Y. A. Aziz (2011) noted that with the rapid economic development of Malaysia which include oil and gas, palm oil, rubber and timber industry, the tourism industry has been emphasized to be more aggressive in developing its economic policy. For that, Malaysia has set target for 2020:36:168 which is in 2020 the country will receive 36 million of tourist arrivals with tripled return and tourism will contribute revenues amounted RM3 billion perweek in 2020.

According to Minister of Tourism and Culture Datuk Seri Mohamed Nazri Abdul Aziz, revenue for the tourism industry in Malaysia has risen to over 46.4 billion form January to September 2013 (Bernama, 2013). This proves that tourism sector is the third most important sector for the economy because it helps generate the country income succesfully. The Chairman of Johor Tourism, Trade and Consumer Affairs, Datuk Tee Siew Kiong mentioned the 14 main entrance of Johor and is targeting 4.6 of million foreign tourist arrivals with an estimated RM12 billion in conjunction Visit Malaysia Year 2014 (Sinar Harian, 2013). By Bernama (2014), Datuk Seri Mohamed Nazri Abdul Aziz, the Minister of Tourism and Culture has stated target of 28 million tourist arrivals in conjunction with Visit Malaysia Year 2014. This is possible because the number of tourists will continue to increase as 2013 in addition of 700,000 tourist arrivals, eventhough the country held general elections and haze problems. Therefore, lots of initiatives and programs that are always designed and implemented to develop the tourism in which it works to promote the tourism industry to outbound and inbound tourists to travel in country, whether in local or regional level.

With status as a maritime country and as a coastline of 4,809 km, Malaysia with coastal areas and estuaries offer multifunctional services and resources that make this region as the focus of human activity. More than 50% of the population live in coastal areas and estuaries and exploit 90% of its natural resources. The contribution of economic resources in the coastal zone is very large estimated at RM 2.2 billion a year through eco-tourism, shipping, fishing and transport. Tourist destination is one of many factors that encourage tourists to visit Malaysia. Malaysia has beaches that can be visited by tourists for relaxing body and mind. They can also enjoy the natural beauty of these beaches, as well as bathing and diving activities. The Government is providing incentives for tour operators conducting activities related to the cleanliness and beauty of this beach is preserved and thus can attract tourists to continue to visit the beaches. Apart from the beaches, and marine treasures, fishing vilages, duty free shops, forest, historical, ecological parks and beach party is also part of the tourism products to attract more tourists.

With the tourism activities in tourist destinations, it provides good potential to generate economic growth while providing social benefits to local communities and foreign tourists. Tourist arrivals help to open space for the people to start the lodging business, travel agencies, handicraft shops, seafood sales, boating business and rental equipment. Focus to Mersing, the district has expended in recent years into a busy coastal town, gaining reputation as gateway to some of the most beautiful islands in Peninsular Malaysia. Situated on the east coast of Johor and is approximately 136 km from the city centre of Johor Bahru. It acts as the main spot of departure of multiple islands on the South China Sea. It remains as a fishing village and the main departure spot for many islands. Tourists can access various islands from Mersing jetty such as the Rawa Island, Dayang Island, Aur Island, Pemanggil Island and more. Besides the island

surroundings, the nature lover can spend time stopping by the national park in Johor, namely the Endau Rompin National Park with fascinating flora and fauna there. Greffe (1994) suggest as a tourist destination pathway, staging point provides a unique opportunity for rural entrepreneurs in terms of scope economies as a travel service provider's network can be developed in maximizing the chances to offers variety of products and activities . More known as staging point for transit to the near islands, Mersing are seen is capable of generating its own economy, especially for the provision of the facilities provided such as accommodation, transportation which is jetty transfer, food and beverages and many more.

Generally, this chapter will describe in detail the needs of the research. It is the basis for the main reference researchers in conducting this study where this section includes a detailed description of the problem statement and objectives of the study. In addition, the research methodology is also designed to facilitate the researchers conducted a study with more regular as well as achieving the main goal of the study and it will be precise with the creation of new detailed scope of the study. In this chapter, a brief description of the study are describing the details study of philosophy and the importance of this research.

1.2 Problem Statement

Mersing is well known as a southern gateways for tourism, especially Tioman island besides three island groups of the coast of Johor, which in total consists of 13 small islands. The location can easily be accessed from Singapore, Johor Bahru, Kuala Lumpur and Kuantan by land vehicles such as car, bus, taxi or coaches. From the list of visitors at Island Marine Park, the Marine Parks Department statistic show in a year of 2014 the total number visitors to Island Marine Park increased to 235,510 tourist with a total of 158,104 local tourists and 77,406 foreign tourists. With the substantial tourism contribution at rural area of Mersing gives an explanation for the interest in explaining the determinants of tourism demand conditions and factors which can influence the decision of tourist to this gateways as a destination place. The gateway concept generally refers to 'entry points' to a tourism destination, e.g island, town, country, region and others, which in terms of transport routes such as airports, ports and motorways, through which tourists have to pass when entering a destination.

There are various facilities were developed by the government to ensure that every facilities exist is able to fully functioning and consequently give a high satisfaction to the tourists. Hence, these facilities need to be managed effectively to ensure it always in a good condition and can be used optimally.

Rozana and Abdul Hakim (2005) noticed a well managed facility will be able to produce a convenience environment to users in implementing their activities respectively. The facilities provided depend upon numerous factors,

including passenger demand, anticipated use of the facility and government budget. From the tourists' perspective, that such a convenience facilities availability will make their satisfaction at the best level. Furthermore, this kind of satisfaction would be able to generate a good image and reputation to the related tourism destination.

According to Meyer (2004:8), market research surveys have indicated that usage of a terminal will not be popular unless it is supported by amenities (i.e. shelter, restrooms and concession areas) and suitable provision for customer care, such as assistance counters and call boxes. Meyer (2004:8) also said that maintenance, cleanliness, attractive architectural design and public art and customer services can add to the quality of jetty terminals and make them safer and more inviting places.

For instance, tourists especially foreign tourists who used public transport such as buses from Kuala Lumpur or from other destinations, mostly arriving schedule around midnight at Mersing terminal bus. If travelers arrive at midnight or early in the morning, they will very concern of their safety and circumstances surrounding the bus terminals. The ticket counters and stalls were closed and the terminal is quite far from the main road which is will make the area become so quiet and not safety. Furthermore, local or international tourists, i.e, from Singapore or Thailand, which using private land transport require a place to rest before they proceed their next journey.

There is a question mark about the tourists destination behavior when they arrived at Mersing before they can use the jetty terminals for the nearest islands. According to the terminal jetty service, the Bluewater Express runs the main ferry service which accompanied by smaller operations during peak months. There are generally three rides (once during monsoon season) per day,

from 8.30am – 2.30pm. so, if the tourists who arrive in the evening at Mersing, they will not have the opportunity to board the ferry for the day because of the limited services. Therefore, they had to buy ferry tickets on the next day and need to look for accommodation to stay.

Because of it, the researcher realizing the importance to study whether all the facilities and services provided at Mersing gateway is really meet with the tourists' preferences and satisfaction since it functions as one of the popular tourist gateways to the nearest islands.

1.3 Purpose of Study

This study focuses on to know the views of tourists' experience when visiting the gateway of Mersing. For this purpose of study, five (5) important aspects of tourists' satisfaction such as comfort, safety, cleanliness, sufficient and functional have been developed for further investigation.

1.4 Objectives of Study

The objectives of study for this research are:

- 1.4.1 To identify the role of Mersing as a gateways area.
- 1.4.2 To identify either the facilities and services offered meet the preferences of users.
- 1.4.3 To determine the importance of gateway to fulfill tourist needs before and after arriving to their destination

1.5 Research Question

According to the problem statement above, there are few question arises, which are:

- 1.5.1 Is it Mersing playing the role as a gateways area?
- 1.5.2 Are tourists facilities and services provided at Mersing gateway areas meet with the needs and preferences of users?
- 1.5.3 What are the importance of gateways in order to fulfill tourist needs before and after arriving to the destination

1.6 Scope of Study

Based on the objectives and research questions, the scope of study for this research will be reviewed by researcher based on the tourists who used the Mersing Taman Laut Jetty Terminals and at Mersing gateway areas only.

In order to have a clear understanding on the gateway issues, there are theories and ideas reviewed. These theories are really useful and important in guiding the whole process of this research. Theories and concept are reviewed from previous research of tourist preferences and satisfaction. Its also look into the approaches used to overcome the situation or issue derived from the impact of respondent opinions. All these theories and concepts are expalined in detail in Chapter 2.

1.7 Research Framework

Research framework is a summary of the steps that the study will be conducted in accordance with a more systematic level. It will be the guide to researchers in conducting research studies that can be conducted as planned in addition to achieve the goals of the study. Generally, the methodology of the study to be carried out will be divided into FIVE (5) main stages, namely:

Stage 1 – Preparation and early understanding

Stage 2 – Literature review

Stage 3 – Data Collection and field study

Stage 4 – Analysis and Findings

Stage 5 – Final result

1.7.1 Preparation and Early Understanding

In this stage, the establishment of goals and objectives are formed by the issues and problems identified. To achieve the study objectives, the scope of the study will be designed so that research can be carried out as planned. This stage is a stage of introduction and the formation of the basic framework of the study. A brief review of literature was carried out in this section. It was formed based on the current issues and problems identified in the study area which results obtained from the scientific reading materials. More, the scope of the study were formed based on the needs of goals and objectives for which it will act as a limitation or

restriction for this study. In summary, the study of tourist preferences due to the stopover at Mersing will be the reference point to the final stages to determine if the gateway playing an importance role to fulfill the demands of tourists' as a staging destination.

1.7.2 Literature Review

The literature review will cover all of the research and describes the theoretical regarding to the objectives of the study made. It examines the overall response to the theories and techniques in accessing on how the travelers make their decisions in fulfilling their preferences during be in the gateway area before arrive to the real destination. Among the matters which will be detailed in this section is to include the definitions regarding to the tourism gateway, tourist destination, the decision-making, the variables in decision making and the types of items that to be considered in identifying the tourist preferences and satisfaction during be at the gateway of Mersing.

In summary, this section requires the researcher to understand the field of study in more detail. It aims to provide an understanding, exposure and clearer picture of the studied will be undertaken, so that easily adapted to the area of future research.

1.7.3 Data Collection and Research Study

This stage is the most important stage in the study. Field research and data collection is conducted to see the current scenario of the study area. Accordingly, the results of data collection will serve as a tool to evaluate the decision-making process of tourists. Field studies conducted in the study area is based on techniques and methods that are appropriate.

There are two kind of instruments to be used in this research. Instruments of secondary data collection and preparation of survey form will give a clear picture to determine whether the existing of jetties will contribute to the demand for hotel accommodation. Before the primary and secondary data are collected, an understanding of analysis methods is necessary to identify relevant data for further analysis.

For primary data, a questionnaire will be distributed to travelers who were waiting in jetty area (either local or foreign tourists), and the tourist who is sightseeing at beaches area or town area. In addition, interviews will be conducted with the authorities involved to see the connection of preparing facilities and services at gateway with meeting demand tourists who use the gateways.

The secondary data for tourist statistics are obtained from Marine Park Department. In addition, the researcher also refer to Mersing District Local Plan as the basis for evaluating the current situation.

1.7.4 Analysis and Synthesis

At this level, all secondary and primary data will be analyzed using appropriate techniques and methods. To obtain the validity and accuracy of information, data collected will be analyzed using statistical methods (coding) through *crossdistribution technique, frequency, percentages and mean*. The researcher will use the *Statistical Package for the Social Sciences (SPSS) vs 20* in order to analyze data gathered. After the examining, the finding for the issued studied will be identified.

1.7.5 The Final Result (Findings)

After reviewing and analyzing all the data and information obtained, the findings is in the form needs and demand towards hotel accommodation by tourists. The sample is from local tourist or foreign tourists. The final results will be used as a reference for reviewing and proposed the follow-up to improve the quality of facilities and services provided at gateway of Mersing.

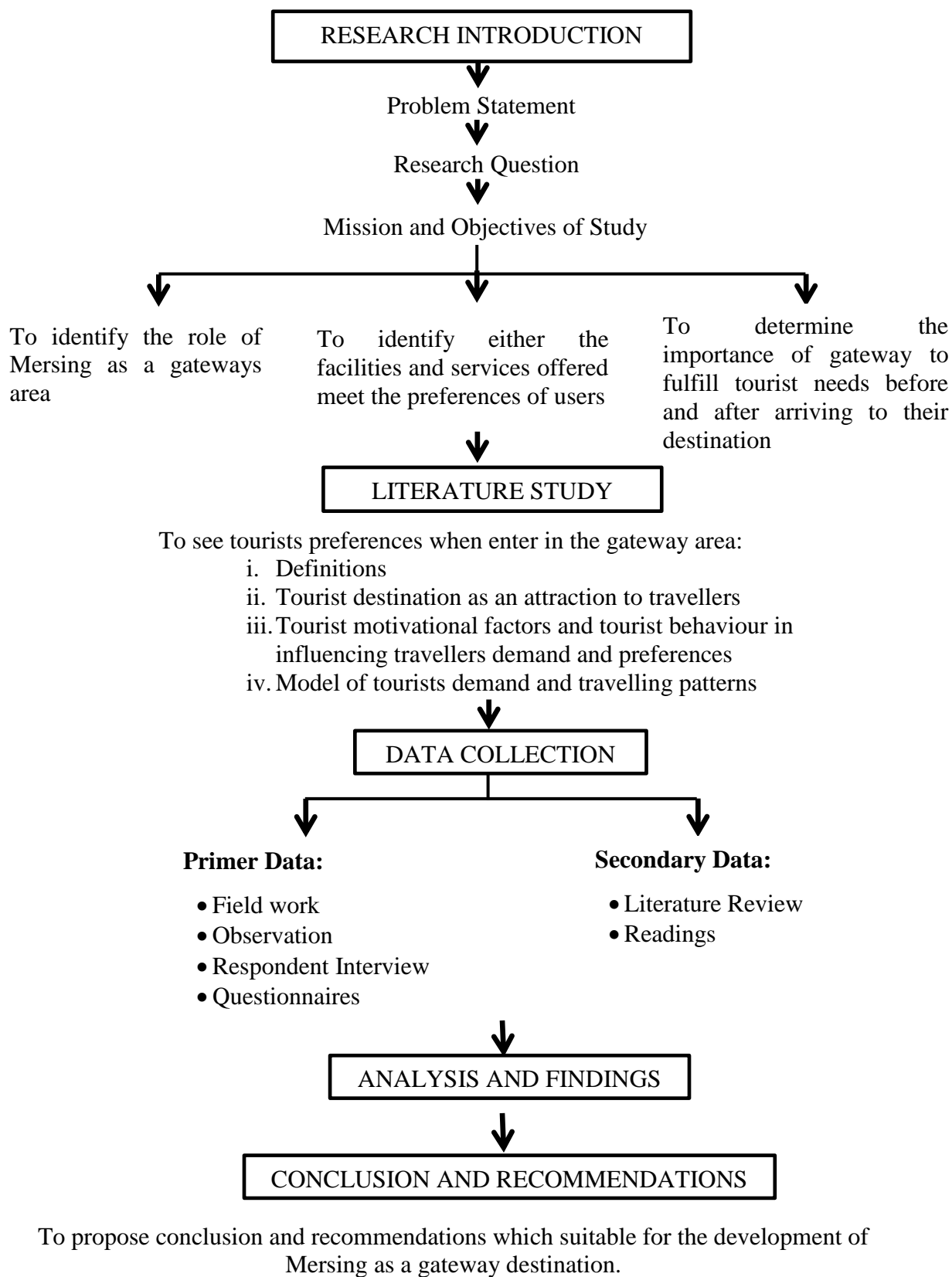


Table 1.1 : Research Design

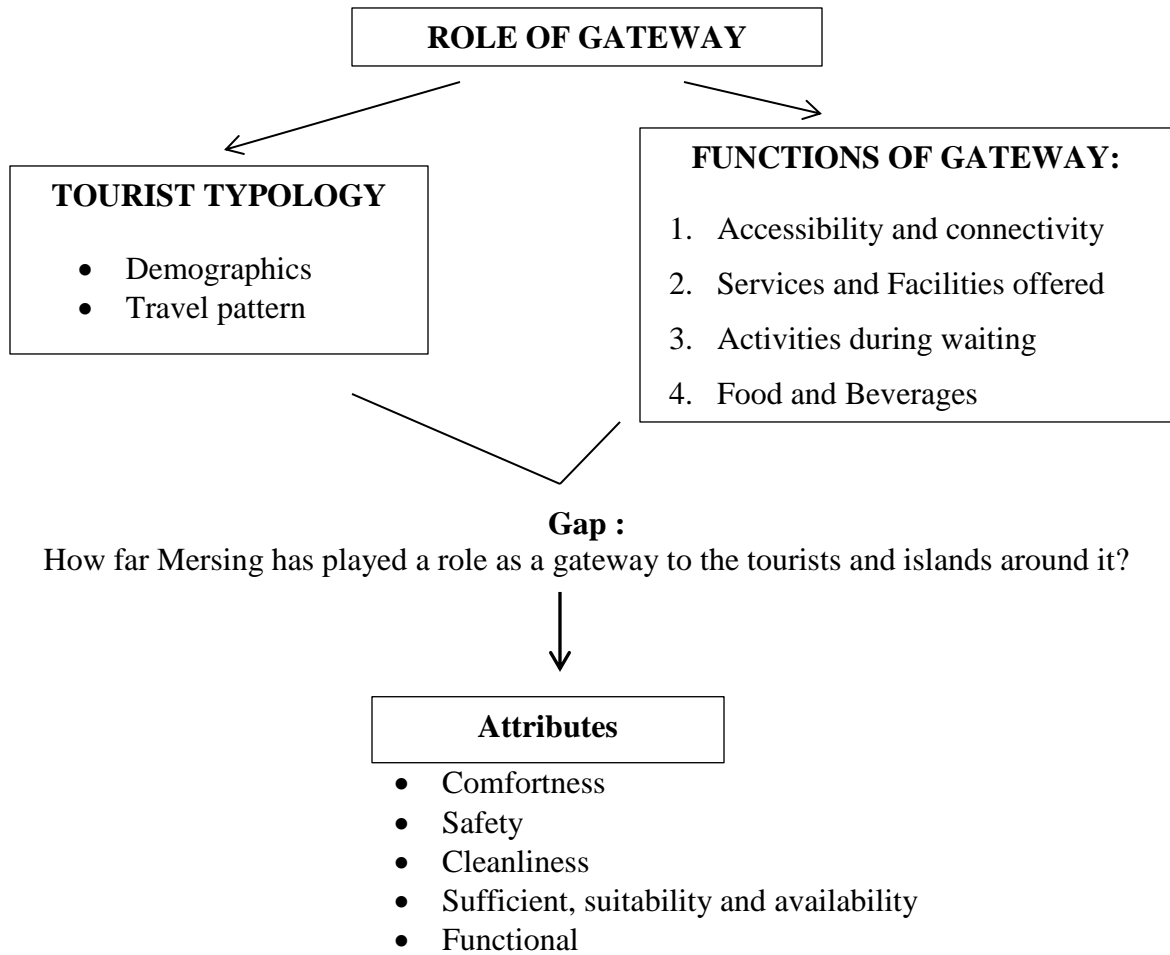


Table 1.2 : Research Framework

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