

**THE STUDY OF TOURIST FLOWS AND TRAVEL  
MOVEMENT IN GUA MUSANG**

**IRHANIDA BINTI ABDUL KADIR**

**UNIVERSITI TEKNOLOGI MALAYSIA**

## **ABSTRACT**

Gua Musang is a remote area that located at Kelantan Southern Region. Listed as a gateway in the Master Plan of East Coast Economic Region (ECER), this town is now getting more attention from various sectors. The location of Gua Musang which is between the major routes to East Coast Malaysia is having a potential to be developed as a major gateway in the region. Besides, Gua Musang is also blessed with natural attractions that can catch the attention of nature lovers. In this study, Trip Index has been used to study the travel pattern of the tourist. It is found from the study that Jalan Gua Musang-Merapoh is the main route used by the tourist to enter Kelantan. Market Appeal Model has also been used to evaluate and to determine the hierarchy of the attractions in the study area. On the other hand, data that have been gathered from the questionnaire survey is analysed to obtain the information regarding tourism demand dan tourist satisfaction of the study area. Tourism resources that having a potential to be developed have been identified and proposals to improve Gua Musang as a gateway have been done.

## ABSTRAK

Daerah Gua Musang adalah sebuah daerah terpencil yang terletak di Wilayah Kelantan Selatan. Tersenarai sebagai sebuah gateway atau pintu masuk di dalam Pelan Induk Wilayah Pembangunan Ekonomi Pantai Timur (ECER), bandar terpencil ini kian mendapat perhatian dari pelbagai pihak, khasnya dari sektor pelancongan. Kedudukannya yang terletak diantara laluan-laluan utama ke kawasan Pantai Timur di Semenanjung Malaysia menjadikan ia berpotensi untuk dibangunkan sebagai sebuah laluan pintu masuk yang penting. Selain daripada itu, daerah Gua Musang juga kaya dengan tarikan-tarikan pelancongan yang berasaskan alam semulajadi yang dapat dimajukan dan menarik kedatangan pelancong. Dalam kajian ini, *Trip Index* atau Index Perjalanan telah digunakan untuk mengkaji corak perjalanan pelancong di Daerah Gua Musang. Melalui kajian ini juga, didapati bahawa Jalan Gua Musang-Merapoh adalah laluan pintu masuk yang paling kerap digunakan oleh pengunjung ke negeri Kelantan. Dalam menilai tarikan-tarikan pelancongan yang terdapat di kawasan ini, Market Appeal Model telah digunakan untuk menentukan hirarki tempat-tempat pelancongan. Sementara itu, data yang diperolehi daripada soal selidik pula telah dianalisis untuk mendapatkan maklumat mengenai tahap permintaan dan tahap kepuasan pengunjung terhadap kawasan yang dikunjungi. Kawasan utama yang mempunyai sumberjaya yang berpotensi dibangunkan telah dikenal pasti dan cadangan-cadangan yang bersesuaian untuk penambahbaikan Daerah Gua Musang sebagai gateway telah diutarakan.

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# CHAPTER 1

## INTRODUCTION

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Study Background**

Travel is essentially about people and places, the places that one group people leave, visit and pass through, the other groups who make their trip possible and those they are encounter along the way. According to Pearce (1995), in a more technical sense, tourism may be thought of as the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purposes.

The spatial interaction arising out of the tourists' movement from origin to destination has not been examined explicitly in much of the geographical literature on tourism. The majority of geographical, and other, studies have been concerned with only one part of the system, usually with the destination, as typified by many ideographic studies which have appeared since 1960s (Pearce,1995).

An understanding of tourist flow, the spatial pattern of tourist movement between destination and within destination can help tourism policy makers, geographers, and the tourism industry itself provide better services and facilities to cater the needs of the tourist. Further, an understanding of the factors that affect the tourist movement such as distance decay, market access, time availability and socio-demographic characteristic can help the

industry to determine the optimum location of tourism attractions. (Bob McKercher, Alan Lew, 2005).

This study will examine the temporal-spatial relationship that exists between tourism generating areas and destinations. The second part of the chapter will look into the theoretical perspective of tourist flow and its movement pattern. The data and information gathered will be analyzed in the third and fourth part of this chapter. Itineraries model will be developed using the spatial movement of tourist that have been identified. Finally, conclusion will be done in the final chapter.

Bandar Gua Musang, which located at the southern part of Kelantan is chosen as the case study of this research. The town is chosen as it is the main entrance from major towns in Malaysia to the east coast. From the result of the findings in the study that have been done, Gua Musang could benefit from being more aware of its role and its relationship with other tourism destinations that travelers visit before and after their arrival.

## **1.2 Research Statement**

The study of tourist movements is important for several reasons. For those at a destination it is vital to know the origins of the visitors. By knowing where the market comes from, marketing plan can be drawn up to reach potential travellers. By studying the geographic characteristics of existing tourists, it may be possible to identify additional untapped market areas.

## **1.3 Study Goal**

The goal of this study is to identify the tourist movement patterns and to summarise the major influences on such movements.

## **1.4 Study Objectives**

The main objectives of the study are:-

- i. To identify the travel patterns and tourist flows in Bandar Gua Musang.
- ii. To identify the factors that influence tourist movements in the study area.
- iii. To propose travel itineraries that will help to enhance the tourism industry in the study area.
- iv. To identify the most critically needed infrastructure for the purposes of facilitating the tourist.

## **1.5 Scope of Study**

The scope the study is divided into four main areas. The following are the areas covered in this study:-

### **1.5.1 Literature Review**

The literature focused on the theoretical perspectives of elements such as tourist flow, what is meant by travel destination and its type and also the concept of travel itineraries.

### **1.5.2 Analysis of Tourist Movement**

The analysis of tourist movement will involve the use of Trip Index where in this model, they generally assume that the majority of people will take the shortest or otherwise most-efficient route possible from their point of origin to their destination (Meyer and Miller 1984).

### **1.5.3 Analysis of Tourist Behaviour**

The analysis of tourist behaviour is aimed at identifying the type of tourist, their expectations and trip motivation during their visit to Gua Musang. The purpose of this analysis is to identify the different market segment, present travel pattern and willingness to travel. The aspects that will be analysed are as follows:

- Tourist Motivation
- Tourist Typology
- Tourist Expectation

### **1.5.4 Tourism Infrastructure in Study Area**

The tourism infrastructure in the study area will be evaluated through observation.

## **1.6 Study Methodology**

The research will be carried out in four stages as follows (Please refer Study Flow Chart):-

### **i. Preliminary Stage**

The first stage (Phase I) of the study is the preliminary Stage which comprises the formulation of goal and objectives, literature review and questionnaires design.

### **ii. Data Collection**

The second stage (Phase II) is the data collection stage involving the collection of primary and secondary data, Primary data were collected by way of a tourist movement survey while secondary data were gathered from previous studies, reports and official publications.

**iii. Analysis**

The third stage (Phase III) is the analysis that makes to identify the tourist movement pattern and factors that influence such movement. The tourist movement analysis will use the Trip Index while the tourist behaviour analysis will look into the type of tourist, their expectations and trip motivation during their visit to Gua Musang

**iv. Recommendation**

Finally, the recommendation stage (Phase IV) is the development of practical recommendations that can improve the tourist experience, level of service and facilities catering for Bandar Gua Musang. Trip itineraries will be proposed

**1.7 Significance of the Study**

The study will be useful in several ways. It related to government agencies such as MOTOUR, MTPN Kelantan, Tourism Malaysia and KESEDAR, the findings and recommendations will be useful in guiding tourism product development as well as strategic marketing.

In addition, the study will also benefit small scale tourism enterprises within the district by encouraging more visitations to surrounding/remote areas. Finally, it will help consolidate the role of Gua Musang in Kelantan Southern Region as the main gateway to major tourism destination in the east coast corridor.



## 1.8 Study Area

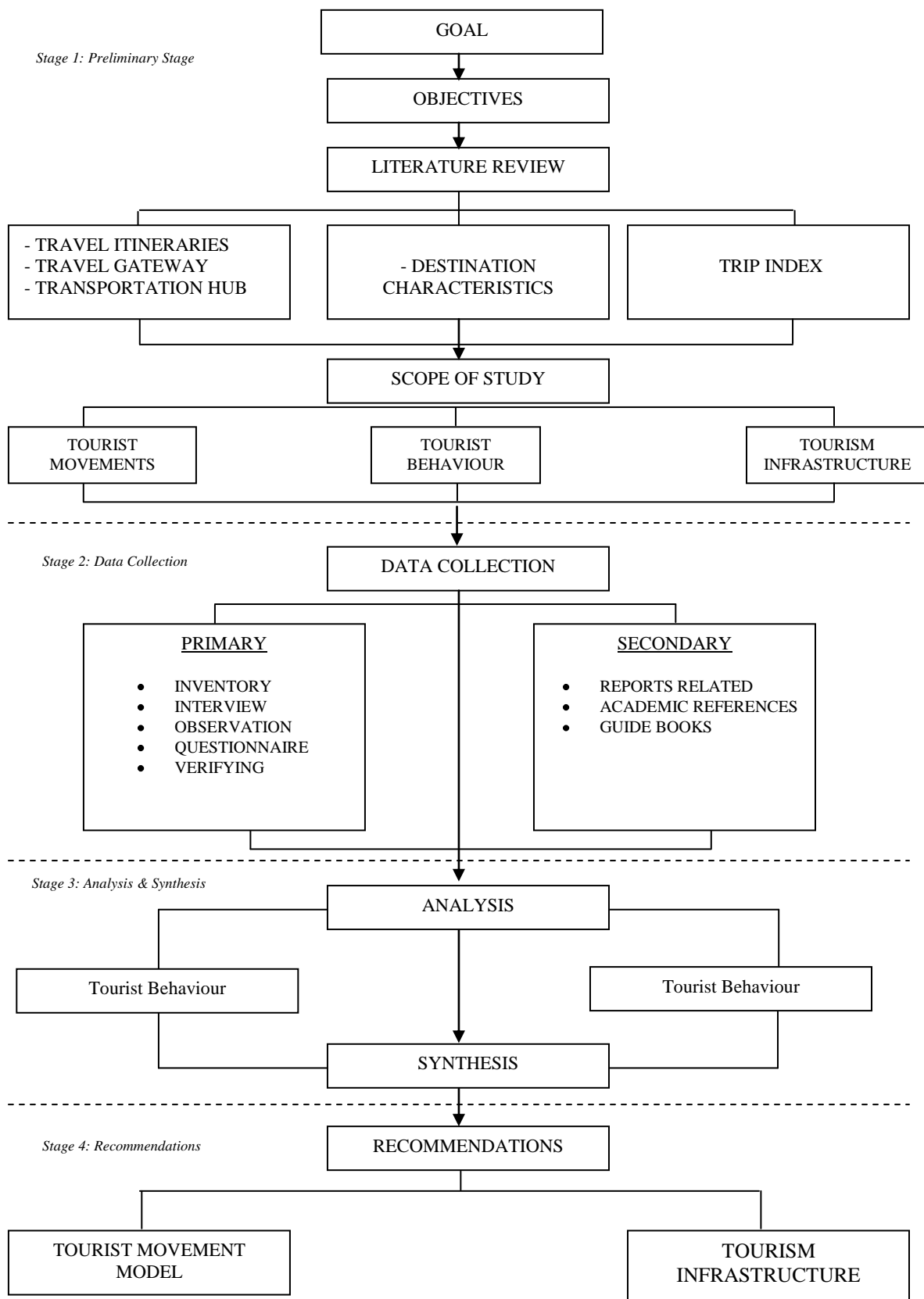
Gua Musang is a town and territory (jajahan) in Kelantan, Malaysia. It is the largest district in Kelantan. Gua Musang is administered by the Gua Musang District Council. Gua Musang district is bordered by the state of Pahang to the south, Terengganu to the east, Perak to the west and the Kelantanese districts of Kuala Krai and Jeli to the north. It is a small railway town about 160 kilometers south of Kuala Krai.

Gua Musang literally means "Cave of the Fox". On the eastern side of this town stands Bukit Gua Musang, a barren hill of rocks and deceptive stone-steps running 105 meters high. It stands in a commanding position, with a huge cave running into its interior and is about meters away from the other green tree-covered hills. From a distance, this hill looks like a stone pillar with a big crack which nearly splits it vertically into two equal halves. Between the hill and the town, there runs a railway track.

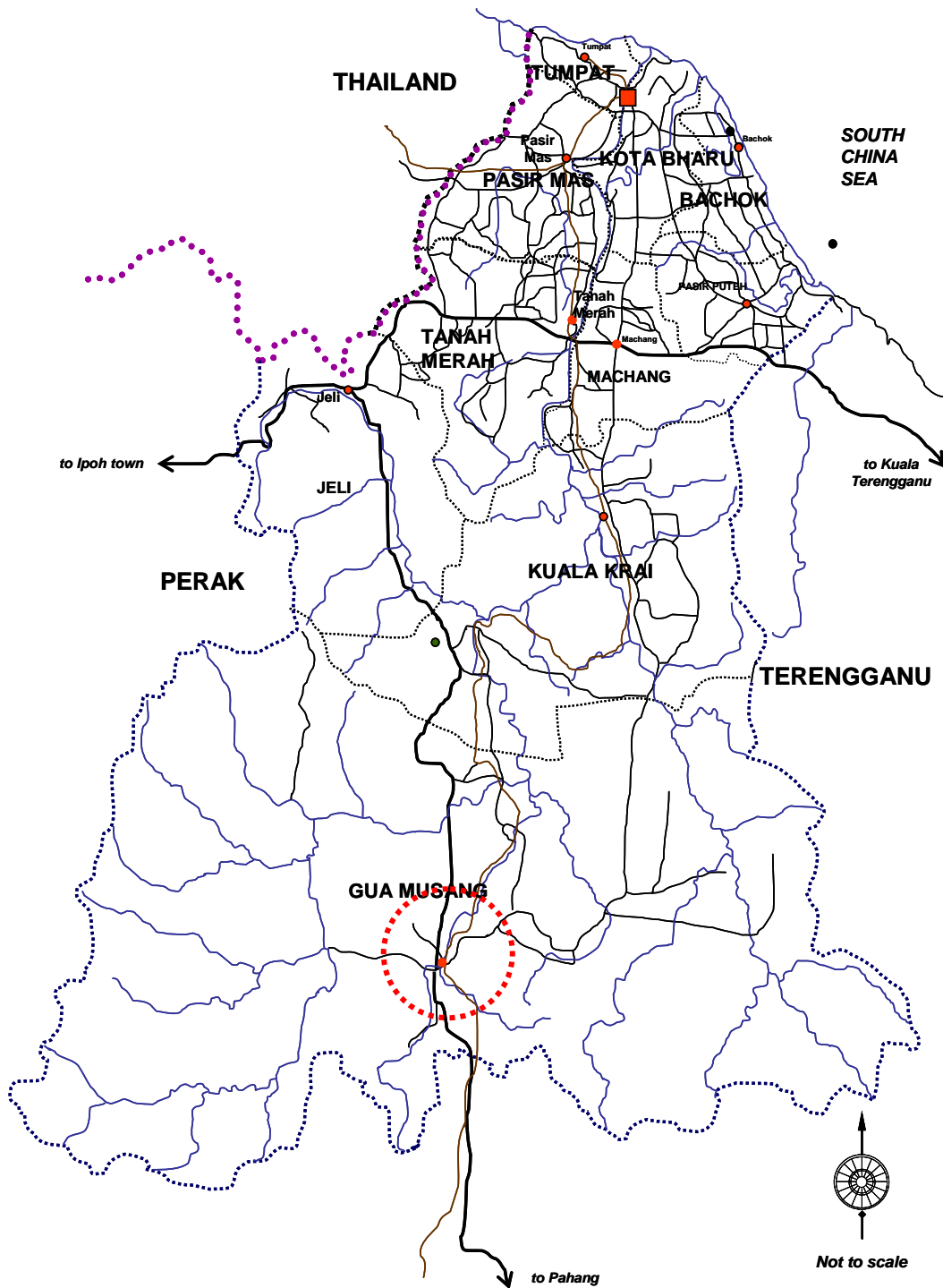
Gua Musang is the northern gateway to Taman Negara (National Park), which is situated in the southeastern part of Gua Musang district. The untouched tropical rainforest in Taman Negara is among the oldest in the world. It is well known for its biodiversity and is home to many endangered species of animals and plants.

Gua Musang is surrounded by limestone hills and caves, which have become popular with cavers and rock climbers. The small village of Merapoh in Pahang which is just south of Gua Musang serves as a popular starting point for those who want to scale Gunung Tahan. Another interesting place to visit in Gua Musang is a Buddhist temple in Pulai, which is purportedly 400 years old. Nenggiri River is a favourite among those who enjoy river rafting. There is also a rafting race, called Nenggiri Challenge. Archaeological sites can be found in caves, such as Gua Cha, Chawan and Jaya, which are situated along the river.

**Figure 1.1: Study Flow Chart**



Map 1.1: Location of Study Area





# CHAPTER II

## LITERATURE REVIEW

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