

**CONSTRUCTION OF  
CAPTIVE WILDLIFE TOURISM MODELS IN  
MALAYSIA**

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**INSTITUTE FOR  
TROPICAL BIOLOGY AND CONSERVATION  
UNIVERSITI MALAYSIA SABAH  
2018**



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**CONSTRUCTION OF  
CAPTIVE WILDLIFE TOURISM MODELS  
IN MALAYSIA**

**EMANUEL CLADIUS UPIN**

**THESIS SUBMITTED IN FULFILLMENT FOR THE  
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**INSTITUTE FOR  
TROPICAL BIOLOGY AND CONSERVATION  
UNIVERSITI MALAYSIA SABAH  
2018**



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## DECLARATION

I hereby declare that the material in this dissertation is my own except for the quotations, excerpts, summaries, and references, which have been duly acknowledge.

14 AUGUST 2017

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## CERTIFICATION

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Emanuel Cladius Upin  
18 September 2017



## ABSTRACT

Wildlife tourism in captive settings such as Zoos is known as a place where visitors can interact with wildlife. Through those interactions, it has been proven in several literature reviews that zoos promote conservation awareness and produce positive behavioural changes in visitors. However, only a few research have been studied in demonstrating actual changes in visitors', particularly in Malaysian visitors'. In this research, two different conceptual framework sets (pre-visit and post-visit) were posited in this research. The first part, two essential components in zoo visit based on literatures was used as the variables; the Visitor Voice and the Zoo Voice. It is aimed to create a categorization of characteristics that directly affect the visitors' Conservation Consciousness. In the second part, it is aimed to measure the visitors' Conservation Awareness on how they were influenced by the conservation messages provided from their previous zoo visit in their daily life. By measuring the visitors' Conservation Awareness, the impact of zoos as a medium for conservation awareness towards Local Malaysians can then be assessed. The sampling sites chosen to represent local Malaysian zoos were Lok Kawi Wildlife Park, Zoo Negara, Taiping Zoo and Malacca Zoo. A structured, standardized questionnaire (pre-survey and post-survey), and field observation was used to achieve the expected results. Overall, there was a total of 769 and of 202 clean respondents were collected for the pre-visit and post-visit respectively. The data collected from the field was analysed using Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structure (AMOS) software program by adopting Structural Equation Modelling (SEM). SEM analyses revealed that both pre-visit and post-visit surveys have significant variance towards Conservation Consciousness and Conservation Awareness respectively. The factors affecting visitors' learning was able to be categorize in the first part of the study. In the second part, the zoo visit has shown that there were actual changes occurs in the knowledge of the visitor, indicating the local zoo does have an impact towards its visitors. From this research, a baseline model elucidating each sampling site strengths were able to be constructed. This allows each sampling site to further improve its significance as a medium for conservation awareness, and likewise provide recommendation on what each zoo are lacking. The findings of this study are also important to contribute to the literature for behavioural changes in Malaysian, since limited researches were conducted specifically on long-term impact study.



## **ABSTRAK**

### **PEMBINAAN MODEL PELANCONGAN HIDUPAN LIAR DALAM KURUNGAN DI MALAYSIA**

*Pelancongan hidupan liar dalam kurungan seperti Zoo dikenali sebagai tempat di mana pengunjung boleh berinteraksi dengan hidupan liar. Melalui interaksi tersebut, ia telah terbukti dalam beberapa kajian literatur bahawa Zoo menggalak kesedaran dalam pemuliharaan dan menghasilkan perubahan tingkah laku yang positif kepada pelawat. Walau bagaimanapun, hanya beberapa kajian telah dibuat dalam menunjukkan perubahan pelawat, terutamanya dalam pelawat Malaysia. Dalam kajian ini, dua set kerangka konseptual (sebelum lawatan dan selepas lawatan) telah dikemukakan. Dalam bahagian pertama, dua komponen penting dalam lawatan zoo yang berdasarkan literatur telah digunakan sebagai pembolehubah; Suara Pelawat dan Suara Zoo. Bahagian ini bertujuan untuk membuat satu pengkategorian ciri-ciri yang memberi kesan terhadap "Conservation Consciousness" pelawat. Di bahagian kedua, ia bertujuan untuk mengukur Kesedaran dalam Pemuliharaan pelawat tentang bagaimana mereka dipengaruhi oleh mesej pemuliharaan yang disediakan dari lawatan zoo mereka sebelum ini dalam kehidupan seharian mereka. Dengan mengukur Kesedaran dalam Pemuliharaan pelawat, kesan zoo sebagai medium untuk kesedaran pemuliharaan terhadap warga tempatan boleh ditaksir. Tapak persampelan yang dipilih untuk mewakili Zoo Malaysia tempatan ialah Taman Hidupan Liar Lok Kawi, Zoo Negara, Zoo Taiping dan Zoo Melaka. Satu borang soal selidik yang tersusun dan dipiawaikan (sebelum dan selepas), dan pemerhatian lapangan telah digunakan untuk mencapai hasil yang diharapkan. Secara keseluruhannya, sebanyak 769 dan 202 responden bersih telah dikumpulkan masing-masing untuk sebelum lawatan dan selepas lawatan. Data yang diperolehi dari kawasan kajian telah dianalisis dengan menggunakan program perisian Pakej Statistik untuk Sains Sosial (SPSS) dan "Analysis of Moment Structure" (AMOS) dengan menggunakan "Structural Equation Modelling" (SEM). Analisis SEM mendedahkan bahawa kedua-dua lawatan; sebelum lawatan dan selepas lawatan, masing-masing mempunyai perbezaan variansi yang ketara terhadap "Conservation Consciousness" dan Kesedaran dalam Pemuliharaan. Faktor-faktor yang memotivasi dan mempengaruhi pembelajaran pelawat dapat dikategorikan dalam bahagian pertama kajian. Di bahagian kedua, lawatan zoo telah menunjukkan bahawa ada perubahan berlaku dalam pengetahuan pelawat, menunjukkan zoo tempatan mempunyai kesan terhadap pengunjungnya. Dari kajian ini, model asas yang membuktikan kekuatan tapak masing-masing dapat dibina. Ini membolehkan setiap tapak persampelan untuk meningkatkan lagi kepentingannya sebagai medium untuk kesedaran pemuliharaan, dan sekaligus memberi cadangan tentang kekurangan yang ada dalam setiap zoo. Penemuan kajian ini juga penting untuk menyumbang kepada literatur perubahan tingkah laku individu Malaysia kerana pengkhususan kajian mengenai kajian impak jangka panjang tidak banyak dijalankan.*





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## LIST OF SYMBOLS

%	-	Percentage
$\geq$	-	Equal to or greater than
$>$	-	Greater than
$<$	-	Less than
+	-	Above
-	-	Negative
=	-	Equals to
$\pm$	-	Two values either positive or negative
$\beta$	-	Beta estimates
$r$	-	Correlation coefficient
$p$	-	Probability value
$R^2$	-	Coefficient of determination
N/A	-	Not applicable



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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The world is well aware of the environmental predicament and consequences that we are facing in the future (Edwards and Abivardi, 1998; WHO, 2012). Most of the world population should have been alert of this crisis especially how obvious it has been, to the eyes of the world. However, most of these problems have been ignored in order to satisfy the ever-increasing need for goods and services from the ecosystem of the increased human population (Daily, *et al.*, 1996; UNDP, 1998; Mbugua, 2012; WHO, 2012). Currently, the total human population in the world is more than seven billion people. From the increase of human population, it should also be apparent that the number of people neglecting the concern for conservation issues should also increase (Daily, *et al.*, 1996; Tisdell, 1999; SERI, 2009; WHO, 2012). It impend threats continuously towards the environment and the world's biodiversity at an alarming rate. The rapid clearing of tropical rainforests, destruction of fragile coral reefs, pollutions, migration of small terrestrial mammals to higher altitude, the extinction of hundreds of marine and terrestrial species, increased global warming, and creation of holes in the ozone layer are all clear signs that the environment is in a crisis (Ghazally and Murtedza, 1998; Thomas, *et al.*, 2004; McCrink-Goode, 2014). All of this is well documented in journal publications and reports from international agencies, institutions, researchers and scientist all over the world. Should all of these threats be prolonged and not prevented immediately, the quality of human life will definitely be affected. Thus, it is the role and duty of the human population itself to ensure that the Earth's gift is maintained and protected so that the future generation would also be able to experience them.





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