

Investigation of Tunku Abdul Rahman Marine Park, Sabah's attractions and tourism infrastructure management

ABSTRACT

Tunku Abdul Rahman Marine Park (TLAR) is a marine park established under the Establishment of Marine Parks Malaysia Order 1994 of the Department of Fisheries to conserve marine resources and develop tourism. It consists of five islands, namely Manukan Island, Mamutik Island, Sapi Island, Sulug Island, and a portion of Gaya Island. The marine park has an area of 4,929 hectares, of which two-thirds are submerged. The purpose of the study is to investigate the characteristics of tourist attractions and tourism infrastructure in TLAR, Sabah. The study involved 249 respondents, including locals who have visited TLAR. The majority of respondents (71.5%) were male, 75.5% were under 30 years old, 68.7% were single, and over 50% had secondary education. The results of this study revealed that there were three main attractions that attracted visitors to TLAR, which included the beauty of the beach and water surrounding it, the peaceful island environment, and recreational activities such as snorkelling, scuba diving, and picnicking. The island environment, particularly its beach, and the safety of the island, particularly perceived threats from certain parties and crimes, are also a few factors that need to be addressed in order for visitors to continue visiting TLAR. In terms of the level of tourism infrastructures, the findings indicate that the recreational facilities, boat services, and jetty provided are better than those offered by others in Malaysia. The findings of the study are important for policymakers and marine park development planners in ensuring more sustainable tourism management and creating enjoyable and satisfaction for all visitors.