

**TOURISTS MOTIVATION AND INTENTION TO  
VISIT SABAH TEA, RANAU AS AN AGRO  
TOURISM DESTINATION.**

PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH



**JANE FRANCISCA NAMIN**

UMS  
UNIVERSITI MALAYSIA SABAH

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(Penyelia: DR. JENNIFER CHAN KIM LIAN)

Tarikh: 14 July 2008

**CATATAN:** Tesis dimaksudkan sebagai tesis Ijazah Doktor Falsafah dan Sarjana secara penyelidikan atau disertasi bagi pengajian secara kerja kursus dan penyelidikan, atau laopran Projek Sarjana Muda (LPSM).

## DECLARATION

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

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Jane Francisca Namin  
PS05-002(K)-094



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**DECLARED BY:**

**1. SUPERVISOR**

*(DR. JENNIFER CHAN KIM LIAN)*



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A handwritten signature in black ink, consisting of stylized cursive letters, is written above a horizontal line.

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# ABSTRACT

## TOURISTS MOTIVATION AND INTENTION TO VISIT SABAH TEA, RANAU AS AN AGRO-TOURISM DESTINATION.

The aim of this study is to identify the motivational factors that leads tourist to visit Agro-tourism in Sabah Tea, Ranau based on the "push" and "pull" factors. According to the model proposed by Crompton (1979), the "push" factors are escape, social interactions and relaxation, whereas the "pull" factor includes promotion, attraction and facilities. A total of 200 sets of questionnaires were distributed to the tourists (both domestic and international) in Sabah Tea, Ranau. A total of 154 respondents were successfully collected. The results of the study shows that there is a positive relationship between "push" (escape and social interactions) and "pull" (attraction) factors with the intention to visit Agro-tourism (Sabah Tea, Ranau). Meanwhile, there is no significance between moderator variables (Age, Gender and Nationality) and the intention to visit Agro-tourism and the motivation factors. Suggestions to increase and improve Agro-tourism were given so that it would be able to attract tourists to visit Sabah Tea, Ranau.



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**Key words:** Agro-Tourism, Motivation and Intention.

## **ABSTRAK**

*Matlamat utama kajian ini dijalankan, adalah untuk mengenalpasti faktor-faktor yang memotivasikan pelancong mengunjungi Agro-pelancongan di Sabah Tea Ranau berdasarkan faktor "tolakan" dan faktor "tarikan". Berdasarkan model yang dicadangkan oleh Crompton (1979), faktor "tolakan" adalah pelepasan, interaksi sosial dan beristirehat. Manakala faktor "tarikan" pula adalah pemasaran, daya tarikan dan kemudahan. Sejumlah 200 set soal selidik diagihkan kepada pelancong (Domestik dan luar Negara) di Sabah Tea Ranau. Daripada jumlah tersebut, sebanyak 154 set telah berjaya dikutip. Hasil kajian menunjukkan bahawa terdapat hubungan positif di antara faktor "tolakan" (pelepasan dan interaksi sosial) dan faktor "tarikan" (daya tarikan) dengan niat untuk mengunjungi Agro-pelancongan (Sabah Tea, Ranau). Dalam masa yang sama tidak terdapat hubungan signifikasi antara pembolehubah Moderator (Umur, Jantina dan Warganegara) dengan niat mengunjungi Agro-pelancongan dan faktor motivasi. Cadangan telah dikemukakan untuk meningkatkan dan menambahbaikkan Agro-pelancongn supaya dapat menarik ramai pelancong mengunjungi Sabah Tea, Ranau.*



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**Kata Kunci:** *Agro-Pelancongan, Motivasi and Kecenderungan*

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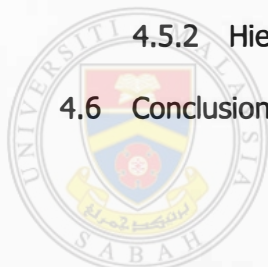
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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Tourism is widely recognized as the world's largest industry and it is vital for many countries (Suvantola, 2002). This is due to the income generated by the consumption on goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism (Hall & Page, 2001).

One of the major tourism developments in Malaysia is Agro-tourism. Brscic, (2006), found out that in general, there are three reasons for farmers to be in Agro-tourism; social, economic, and externally influenced reasons. The Agro-tourism philosophy mentioned that, Agro-tourism is inspired by motivation to improve farmer's income or improve the rural society in general. This type of tourism represents an opportunity to educate people or society about agriculture, ecosystem and to increase the income of farmers (I. Gusti, 2007). The development of Agro-tourism is an opportunity for local farmers to increase their earnings and improve their living and also the sustainability of their operation (Lobo *at el.* 1999). The opinion can be detailed as such: (1) become a part in educating people or society about agriculture and contribute to local economic, (2) lessen urbanization because people able to get job and earnings from Agro-tourism, (3) promoting local and regional products through marketing effort and create value added and direct-marketing, stimulate economic activity as well as give benefits to society where Agro-tourism was developed (Lobo & Goldman, 1999).

**Table 1.1: Tourist Arrivals and Receipts to Malaysia**

YEAR	ARRIVALS (MIL)	RECEIPTS (RM, BILL)
2002	13.29	25,781.1
2003	10.58	21,291.1
2004	15.70	29,651.4
2005	16.43	31,954.1
2006	17.55	36,271.7
2007	17.32 *	N/A

\* Jan-Oct

*Source:* Immigration Department, Tourism Malaysia 2007.

In Malaysia, tourism has been recognized by the Malaysian government as a major source of revenue and a catalyst to the Malaysian economic renaissance. As recorded by Immigration Department, Tourism Malaysia 2007 as shown on the table 1.1 above, the numbers of tourist arrival in Malaysia keep increasing from year to year except year 2003. This is because tourism is the second largest source of foreign exchange after exports (EPU, 2008).

In the Ninth Malaysian Plan (2006-2010), industries in tourism, especially Agro-tourism programme will continue to be the major source of a new growth and key driver in development of the services sector. The government will focus and concentrate on realizing the full potential of the tourism industry in order to enhance its contribution to the services sectors in particular, and the economy in general. The prime focus will be to enhance the country's position as a leading global tourist destination as well as to promote domestic tourism. Tourism activities will generate high multiplier effects for many sectors and provide a wide platform for greater inter and intra sector linkages. Besides that, it will contribute in channelling resources to upgrade the requisite tourism infrastructures and facilities as well as to develop more innovative tourism products and services. To support the development of tourism industry, The Federal and State Government has offered financial incentives for investment and allocated funds to ensure the tourism industry to expand and achieve its mission (Malaysian Plan Period, 2006).

In Ninth Malaysian Plan, (2006), Agro-tourism is one of the tourism developments in Malaysia, whereas Agro-tourism is a part of ecotourism because both

(Agro-tourism and Ecotourism) have similar principles to conduct nature attractions (Rilla, 1999). Agro-tourism is a soft form of tourist activity and parallel growth of countryside with activities that respects the existing environmental balances, the rural landscape, the cultural heritage, and traditional architecture (Karasavoglou & Florou, 2006). Besides that, Agro-tourism is a rural tourism based on local indigenous as a selective form of tourism which take place within the family. It represents a specific form of business with the multiple impacts on the socio-economic relation and the space in rural areas (Brscic, 2006). Agro-tourism or farm tourism is a part of rural tourism. Rural tourism can be divided into Agro-tourism, ecotourism, adventurous tourism and countryside tourism (OECD, 1994). On the other hand, Agro-tourism is where "accommodation and restoration services are provided by agriculture operators and the tourist activity can be regarded as connection and complementary to the agriculture activity" (Dettori *et al.* 2004). Tourism and agriculture are twofold, where farming and farm activities may contribute to the attractiveness of rural areas and therefore influence the demand for rural tourism in a certain area (Brscic, 2006). From Agro-tourism activity, farmers can profit increasingly in rural tourism through farming diversification, either directly through supplying accommodation to tourist or indirectly through the higher demand for farm or regional food product (Huylensbroeck *et al.* 2006).

#### **1.1.1.1 Agro-tourism in Malaysia**

In tourism industry, agriculture and tourism are vital components to the Malaysian economy (Ninth Malaysia Plan, 2006). The fact that, the Ninth Malaysia Plan (9MP) devotes an entire chapter to each area, it underscores their potential and the Government's aim of increasing their contribution to the nation's growth. In Malaysia, Agro-tourism has big potential and will soon be one of the largest tourism industries. As evidence, in 2007 there is 12% incensement of receipts compared to last year (2006) (Ninth Malaysia Plan, 2006). However, "Agro-tourism in Malaysia will meet its target to be the largest tourism industry if it is well organised by relevant organization. Malaysia has a lot of potential in Agro-tourism as the tourist from Japan and Europe particularly are most likely to visit Agro-tourism attractive sites (*The Star Online* (February 9), 2008).

Agro-tourism, also known as "agritourism" particularly in United States is a term introduced by representatives of those agriculture farms, which deal with tourism (Lobo & Goldman, 1999). In the other hand, Agro-tourism is a multifunctional economical development of the agricultural farms and multifunctional development of rural areas (Project Agreement, 2004). From the definitions shown, Agro-tourism is an extra-agriculture development of the agriculture farm and rural areas where income, employment, free accommodation, activating the rural areas, preserving natures' sources and also recreation and education of the urban community in important (I Gusti, 2007). The 9MP points out that the key to enhance the distinct appeal of tourism products and services is to promote the country's traditional advantages, namely, it's cultural and natural heritage which are relevant to Agro-tourism (Ninth Malaysian Plan, 2006). The main component of Agro-tourism in Malaysia is the home stay programme, which will increase participation of the rural population in tourism related activities and provide rural household opportunities to supplement their incomes. During the Eight Malaysian plan (2001-2005), about 463 home stay operators were trained and licensed, bringing the total to 1,089 from 79 villages. In the Ninth Malaysian plan, more value-added activities will be expanded under the Agro-tourism and home stay program. This includes farm stay and agriculture park and research stations. Guests will be encouraged to visit handicraft sites and participate in activities such as pottery-making, batik-canting, songket and basket weaving (*The Star Online*, 2008).

To ensure that visitors has positive experience and go home with fond memories, the entrepreneurs in the agriculture and tourism sectors must understand what visitors need to create a sustainable tourist attraction (*Daily Express (January 25), 2008*). Malaysia has many Agro-tourism destinations that give tourist a wonderful experience such as Malaysian agriculture Park in Shah Alam, Selangor; Parit Jawa Eco Nature Park, Johor; Sekayu Agriculture Park, Terengganu; Indera Mahkota Agriculture Park, Kuantan, Pahang; Agro tourism Melaka and Sabah Agriculture Park, Tenom (*Virtual Malaysia*, 2006).



### 1.1.2 Agro-tourism in Sabah

According to Agriculture and Food Industry Minister, Datuk Abdul Rahim Ismail, said that Agro-tourism has a huge potential in Sabah, this is because 70% of the farmers in the state are living in rural areas and have unique and extraordinary attraction that can be shown to tourists (*Daily Express (January 23)*, 2008:10). Agriculture and Food Industry Ministry has achieved 90.3% in terms of development projects for farmers, livestock breeders and fishermen (*Daily Express (February 18)*, 2008:10). The launched of Sabah Development Corridor (SDC) on 29 January 2008 inspired by Prime Minister Dato Seri Abdullah Haji Ahmad Badawi and *HalaTuju* launched in 2004 by Sabah Chief Minister Datuk Seri Musa Aman, mentioned that tourism based on agriculture is one of the strategies to leverage Sabah's inherent strengths and biological diversity to expand economic potential activities (*Daily Express (January 23)*, 2008:9). The objective of SDC is to address the socio economic development of the state in a sustainable manner, where the development will encompass social, economic, physical and environmental aspects based on Sabah's natural strengths (*Daily Express (January 28)*, 2008:2). In line with the *HalaTuju*, the promoted sectors under SDC are focusing on agriculture, tourism, logistic services and manufacturing. (*Daily Express (January 4)*, 2008:4).

To ensure socio economic in Sabah are expanded and developed, Dato Seri Abdullah Haji Ahmad Badawi identified strategies to spur growth in the promoted economic areas that will be implemented in three phases (*Daily Express (January 23)*, 2008:4). Where Agro-tourism is part and parcel of the Sabah Development Corridor (SDC) and a small component of the agriculture sector in the blueprint (*Daily Express (February 18)*, 2008:4). Phase 1 (2008-2010) will focus on tourism catalyzing future growth via infrastructure as well as high economic impact and poverty eradication project. Phase 2 (2011-2016) will see Sabah tourism moving towards greater and higher order value-added activities, and Phase 3 (2016-2025) will see Sabah recognised as an attractive destination for foreign direct investment (FDIs) with strong supporting infrastructure, global companies and ready pool of knowledge workforce (*Daily Express (January 25)*, 2008:7). These phase, will show Sabah's position and transformation as a premier eco-adventure destination in Asia, which state in the middle of tropical heaven "Syurga Tropika" as well as a high-end second home destination with luxurious holiday villas and lifestyle activities (*Daily Express (January 23)*, 2008:4). Under the SDC's tourism strategy, investors will be courted to anchor

new signature tourism products in Sabah. Sustainability is a strong theme for tourism development under the SDC initiative. Involvement of local communities in tourism will be encouraged and supported especially on traditional handicraft development and village home stay (*Daily Express (February 18), 2008:4*).

As a conclusion, Sabah is one of Malaysia’s finest adventures, beautiful in nature and attractive as tourist destination based on the combination of Sabah’s varied geography and resources, climate, and political economic stability that contribute to the potential for the tourism development. Therefore, Sabah will attract more travellers regionally and internationally to visit Sabah. Table 1.2 shows that the numbers of visitor arrival in Sabah increased form 1,251,454 in year 2003 to 2,428,443 in year 2007.

**Table 1.2: Sabah: Visitors Arrival by Nationality 2007**

VISITORS/YEAR	2003	2004	2005	2006	2007
International	569,712	792,308	761,094	665,308	987,660
Malaysian	618,742	980,963	1,067,677	1,179,564	1,490,783
Grand Total	1,251,454	1,773,771	1,828,771	1,828,771	2,478,443

Source: Sabah Tourism Board Report, 2007.

According to the State Tourism, Culture and Environment Minister Datuk Masidi Manjun, Agro-tourism has a big potential for development in Sabah, and in order to sustain this distinctive competitive advantage, Sabah needs to explore all exotic place and come with new idea to attract more tourist to come to Sabah (*Daily Express (January 14), 2008:2*). There are many destination based on Agro-tourism which is attractive, beautiful, friendly and natural world class tourist destination. One of the destinations is Sabah Tea, which is situated in Ranau with its interesting organic tea in the world (*Daily Express (January 23), 2008:10*).

**1.1.2 Sabah Tea, Ranau.**

Sabah Tea Plantation in Ranau is an educational holiday destination nestled into the lush tropical wilderness of Malaysia’s first ever World Heritage Site, Mount Kinabalu (Sabah Tea, 2008). The plantation sits on a 6,200 acre land at 2,272 feet above sea level. It is surrounded by the world’s oldest rainforest of about 130 million years, away

from the hustle and bustle of the city life. Sabah Tea Plantation is the largest single commercial tea plantation in Borneo with an approximated area of 1,000 acres endowed with an interesting plant and agriculture resource, *Camellia Sinensis*. It is also one of the very few tea plantations in the world that certified to produce organic tea, and known as producing the finest grade of tea. A trip to the tea garden is both educational and fun, one where visitors can enjoy a variety of recreational activities, accommodation, adventure packages and facilities. This package has been awarded the Best Tour Programme for Educational Tourism at the Malaysia Tourism Awards in Kuala Lumpur (Sabah Tea, 2008). Sabah Tea Plantation is one of an attractive Agro-tourism place in Sabah and attracts more tourists to visit this place as shown on the table 1.3. Based on the table 1.3, it shows the number of tourist visited Sabah Tea was increased by year to year.

In the year 1976, the state government of Sabah had decided to alienate a total of 6,200 acres of land in Kampung Nalapak to the 'Koperasi Pembangunan Desa' (KPD). Sabah Tea Sdn. Bhd was then incorporated on April 26, 1978 as a subsidiary of KPD to operate and manage the tea plantation. The Honourable Prime Minister, Datuk Seri Dr. Mahathir Mohamad opened the Sabah Tea Plantation on February 19, 1984. In the year 1987, the management of Sabah Tea had decided to form a joint-venture with Tate & Lyle (29%), Commonwealth Development Corporation (20%) with the remaining 51% shares held by KPD. The reason as why the management decided to approach this strategy was to lighten the burden on the government and to gain intellectual property of Tate & Lyle's tea expertise. However, in 1995, the government had decided to privatize Sabah Tea Sdn Bhd as they believe that by doing so, Sabah Tea would be able to reach greater heights and make the country proud. An Ipoh based company, Yee Lee Corporation Bhd, acquired the entire shares from Sabah Tea Sdn Bhd and Desa Tea Sdn Bhd in 1997. Yee Lee Corporation was incorporated in 1973 and was listed on the Main Board of The Kuala Lumpur Stock Exchange in 1993. They are well-diversified company with active subsidiaries covering manufacturing, distributing and selling a wide array of products both locally and internationally.

**Table 1.3: Sabah Tea: Visitors Arrival Around Four Years**

Month		Year			
Year		2004	2005	2006	2007
Month	January	459	185	322	144
	February	200	353	293	215
	March	280	190	297	454
	April	107	235	423	300
	May	443	313	418	551
	June	529	363	430	521
	July	357	437	302	606
	August	468	370	638	606
	September	229	336	438	397
	October	228	233	365	248
	November	428	597	780	410
	December	280	514	430	567
	<b>Total:</b>	<b>4,008</b>	<b>4,126</b>	<b>5,136</b>	<b>5,019</b>

*Source:* Tourism & Hospitality Department, Sabah Tea 2008.

#### 1.1.4 Attraction of Activities

Table 1.4 below shows the attractive activities, accommodations and facilities that can be selected and experienced by tourist while they were in Sabah Tea.

**Table 1.4: Attraction at Sabah Tea**

Item	Attraction	Descriptions
<b>Activities</b>	1. Educational Tour & School Programs	Enlightenment for students, teachers and parents alike, to better understanding of the nature and environment.
	2. Rainforest (Flora and Fauna	Spectacular scenery over 1,000 hectares of rainforest can be viewed at Sabah Tea