TABLE OF CONTENTS

			PAGE	
	Acknowledgements Abstract			
1100				
1	INTR			
	1.1	Introduction	7	
	1.2	Scope of Study	9	
	1.3	Objective	10	
	1.4	Methodology	11	
	1.5	Limitations	11	
	1.6	Structure of Paper	12	
2	BACKGROUND INFORMATION			
	2.1	Introduction	13	
	2.2	Environment Awareness	13	
	2.3	Taman Pertanian Malaysia	15	
	2.4	Management of Taman Pertanian Malaysia	16	
	2.5	Visitors in Taman Pertanian Malaysia		
		2.5.1 Visitors	18	
		2.5.2 Activities	20	
		2.5.3 Facilities	20	
3	THEORETICAL FRAMEWORK			
	3.1	Introduction	25	
	3.2	Travel Cost Method	26	
	3.2.1	Trip Generating Function (TGF)		
		a. Introduction	27	
		b. Independant Variables of TGF		
		i. Cost	28	
		ii. Substitute Sites	35	
		ili. Environmental Quality and Congested Level	36	
		iv. Socio-Economic Characteristics	38	
		c. Visit Per Annum (VPA) and Visit Per Capita (VPC)	39	
		d. Output of TGF	40	
4	METHODOLOGY			
	4.1	Introduction	43	
×	4.2	Study Design	43	
	4.3	Access to Taman Pertanian Malaysia and Respondents		
		For Data Collection	43	
	4.4	Sample Size and Method of Data Collection	44	
	4.5	Data Collection	45	



			PAGE
	4.6	Hypothesis Test	45
5	RES		
	5.1	Introduction	46
	5.2	Reliability and Validity Test	46
	5.3	Socio-Economic Characteristics	47
	5.4	Services and Activities	49
	5,5	Trips Taken Last Year	
		5.5.1 Trips Taken Last Year and Income Level of	
		Respondent	51
		5.5.2 Trips Taken Last Year and Education Level of	
		Respondent	52
		5.5.3 Trips Taken Last Year and Age of Respondent	53
	5.6	Travel Cost	54
		5.6.1 Distance Cost	55
		5.6.2 Time Cost	56
		5.6.3 Substitute Sites	57
		5.6.4 TGF Estimation	57
		5.6.5 Ordinary Least Square (OLS) Assumptions	
		a. Multicollinearity	59
		b. Heterocedasticity	59
		c. Autocorrelation	60
		5.6.6 Travel Cost Output	60
	e 149	5.6.7 Consumer Surplus	64
	5.7	Estimation of The Logit Model	65
6	CON		
	6.1	Introduction	67
	6.2	Hyphothesis Results	67
	6.3	Statistical Inference	
		6.3.1 Linear and Semi-log Model	69
		6.3.2 Logit Model	70
	6.4	Organization Evaluation and Suggestions	
		6.4.1 MAP Management	71
		6.4.2 Government Organization	73
		6.4.3 Non-government Organization	74
		6.4.4 Higher Learning Institution	75
	6.5	Conclusion	75
References			76

APPENDIX

LIST OF TABLES AND FIGURES

		PAGE
TAB	LE	
2.1	Expenses and Revenues for the year 1986 - 2000	17
2.2	Number of visitors to MAP for the year 1989 – 2000	19
2.3	Facilities Fees	23
5.1	Respondents' Evaluation on Services and Activities in MAP	50
5.2	Trips Taken Last Year* Income Cross tabulation	51
5.3	Trips Taken Last Year* Education Cross tabulation	52
5.4	Trips Taken Last Year* Age Cross tabulation	53
5.5	Regression Output on TC 9 in Linear Model	62
5.6	Regression Output on TC 9 in Semi-log (Dependent) Model	63
5.7	Regression Output on Logit Model	66
FIGU	JRE	
2.1	Entrance of Taman Pertanian Malaysia	14
2.2	Number of visitors to MAP 1989 – 2000	19
2.3	Four Season Temperature House (Autumn Season)	21
2.4	Food At Kiosk	22
2.5	In-House Bus	22
2.6	Tour Map of Taman Pertanian Malaysia	24
3.1	A Linear Demand Curve For Visits	41