BUKIT SUPAI AS A TOURISM DESTINATION

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Abstrak

Artikel ini mengkaji Bukit Supai sebagai sebuah destinasi pelancongan yang dapat menarik ramai pelancong yang melancong di luar dari bandar Melaka yang selama ini bertumpu hanya di bandar Melaka. Bukit Supai bukan sahaja mempunyai nilai sejarah tetapi juga mempunyai nilai sebagai destinasi pelancongan. Di atas Bukit Supai itu terdapat kesan sebuah kota yang dikenali sebagai Kota Supai iaitu suatu ketika dahulu merupakan sebuah kubu Belanda. Bukit Supai merupakan satu tempat yang strategik dalam mengawal jalan laut masuk dan keluar ke Melaka. Banyak kapal yang lalu untuk berdagang di Melaka. Pengkaji melihat Bukit Supai dari sudut keselamatan, kebersihan dan kemudahan yang boleh didapati di atas Bukit Supai. Ketiga-tiga elemen itu amat penting bagi menarik lebih ramai lagi pelancong sama ada dalam atau luar negara datang berkunjung ke Bukit Supai sambil melihat kesan sejarah peninggalan Belanda dan menikmati suasana yang aman. Kajian ini melakukan kaedah kajian secara kuantitatif. Data yang didapati akan dianalisakan dengan menggunakan SPSS22 bagi memudahkan pengkaji menganalisa hasil dapatan dan seterusnya melihat kelebihan dan kelemahan terutama perkhidmatan yang terdapat di Bukit Supai. Seterusnya memberi cadangan atau saranan yang perlu dilakukan dalam menarik lebih ramai pelamcong datang melawat Bukit Supai.

Kata kunci : Bukit Supai, keselamatan, kebersihan, kemudahan, Melaka

ABSTRACT
BUKIT SUPAI SEBAGAI DESTINASI PELANCONGAN

This article examines Bukit Supai as a tourist destination that can attract many tourists who travel outside the city of Melaka which has been concentrated only in the city of Melaka. Bukit Supai not only has historical value but also has value as a tourist destination. On top of Bukit Supai there is the impression of a city known as Kota Supai which was once a Dutch fort. Bukit Supai is a strategic place in controlling the sea route in and out of Melaka. Many ships passed to trade in Melaka. Researchers look at Bukit Supai from the point of view of safety, cleanliness, and facilities that can be found on Bukit Supai. These three elements are very important to attract more tourists either within or outside the country to visit Bukit Supai while seeing the historical impact of the Dutch heritage and enjoy the peaceful atmosphere. This study conducted a quantitative research method. The data obtained will be analyzed using SPSS22 to facilitate researchers to analyze the findings and then see the advantages and disadvantages, especially the services available in Bukit Supai. Next, give suggestions or recommendations that need to be done in attracting more tourists to visit Bukit Supai.

Keywords: Supai Hill, Safety, Hygiene, Facility, Mallaca

INTRODUCTION

Malaysia is one of the countries located in Southeast Asia that has achieved its free will for 64 years. Before Malaysia, this country was known as Malaya. After almost 500 years of the colony, Malaya was granted independence by the British on 31 August 1957. Then on 16 September 1963, Malaya merged with Singapore, Sabah, and Sarawak to form a country known as Malaysia. However, on 9 August 1965 Singapore was separated from Malaysia and until now Malaysia consists of Peninsular Malaya, Sabah, and Sarawak only.

Malaysia consists of 13 states and three Federal Territories. The 11 states and two federal territories are located in the Malay Peninsula while the other two states and the other federal territories are on the island of Borneo. These states are Perlis, Kedah, Perak, Pulau Pinang, Pahang, Kelantan, Terengganu, Selangor, Melaka, Negeri Sembilan, Johor, Sabah and Sarawak. The Federal Territory of Kuala Lumpur, Putrajaya, and Labuan, on the other hand, is the Federal Territory of Kuala Lumpur.

Every state in Malaysia has many interesting places to visit due to its beauty and the diversity of flora and fauna and cultures that enhance the place. For example Malaysia has many beautiful islands such as Pangkor Island in Perak, Tioman Island in Pahang, Langkawi Island in Kedah and Perhentian Island and Redang Island in Terengganu. Besides that, Malaysia is also famous for being a destination that is rich in culture and history such as in Melaka which is Kota A Famosa, and the culture of the Baba and Nyonya community.

Malaysia is also a country with a multi-racial society consisting of Indians, Chinese, and Malays. Islam is the official religion of the country but there are also different religions permitted by Malaysian legislation such as Hinduism, Buddhism, and Christianity. Malaysia has many interesting tourist destinations available in every state. The terrain of Malaysia is also a factor of natural attractions such as mountains, islands, beaches historical sites that are world tourist destinations.

TOURISM

McIntosh *et al* (1995) said that tourism is a phenomenon and relationship that exists as a result of interactions between tourists, businessmen, governments, and communities as hosts in the process of attracting foreign tourists and visitors. In other words, tourism is a trip or adventure to another place within a day with the aim of entertaining, relaxing, doing business, and so on. Leiper (1981) defined tourism as an open system that has to do with the wide environment, human elements i.e. tourists, elements of the area i.e. the original area, the stopover area and the selected destination area, the economic elements of the tourism industry, and the dynamic elements that consist of individuals traveling to rest away from their hometown for about one day.

Malaysia is an attractive destination for domestic and foreign tourists as it has a wide range of tourism. Among the main tourism types in Malaysia is the first being eco-tourism. This tourism is a natural resource-based tourist attraction such as beaches, islands, slopes, forests, highlands, and others. Examples of these types of tourism are Mount Kinabalu, Kundasang, and Poring Hot Spring Park, Ranau. The second is agro-tourism. This tourism is a tourist spot based on agriculture or livestock. Examples of agro-tourism tourist spots are the Tagal Luanti System, Ranau, and Cattel Kundasang Village, Ranau. The third is health tourism wherein in the context of health tourism, tourists come to a destination for health treatment whether modern, traditional or natural. An example of health tourism in Sabah is Poring's natural hot spring, Ranau. The fourth is educational tourism. In educational tourism, tourists will make an educational visit to get information or understand things in depth. An example of an educational tourist destination in Sabah is the Rungus longhouse, Kudat. Tourists from outside come to learn about the rungus culture and tradition. Finally, it is cultural tourism where tourists will be traveling to the historical areas. Examples of tourist areas of this type are Kundasang War Memorial Park and Museum, Sabah.

The development of a tourist activity depends on the number of tourists coming to a particular destination that will attract them. As such, various efforts have been made by the Ministry of Tourism Malaysia to attract foreign tourists to the country. Among the efforts undertaken by the Ministry of Tourism is to equip the transportation and communication facilities and infrastructure in Malaysia to become a first-class infrastructure especially a tourist destination.

In addition, the Ministry of Tourism has also encouraged efforts to improve the comfortable accommodation facilities such as quality hotels, chalets, toilets, water, and electricity supply as an important factor in attracting more tourists to Malaysia. Comfortable and complete accommodation contributes to determining whether tourists will stay long or not. The Ministry of Tourism has also intensified promotion to boost tourism activities held in our country. By promoting attractive tourist destinations, cultural and arts programs, and mass sales carnivals. For example, the Ministry of Tourism has organized cultural promotions to attract West Asian tourists such as in Dubai and Saudi Arabia.

The tourism industry has become one of the main contributors to the economic growth of Melaka. In line with the motto of "Visiting Melaka Historically Means Visiting Malaysia", the Melaka State Government has carried out various activities to attract more tourists from outside and within the country to visit the state having many of the most beautiful destinations in the world today. Among the efforts that have been carried out is to promote the state of Malacca at the domestic and international levels. In addition, the Melaka state government has also strived to improve the infrastructural facilities and provide new products and services. The Melaka state government is also actively working hand in hand with the private sector in improving the quality of facilities and facilities for tourists visiting Malacca.

In the state of Melaka in particular, there will still be 16.794 million tourist arrivals in 2017 and 17.020 million in 2018. That number represents an increase of 0.226 million. Domestic tourists are more than foreign tourists.

Tourism arrivals to Malacca

Tourists To Malacca			
Years	**Domestic**	**Foreign**	**Total**
2017	11,049,328	5,745,140	16,794 Million
2018	11,333,444	5,686,654	17.020 Million

MALACCA

Malacca is one of the states in Malaysia located to the south of the Malay Peninsular adjacent to the Straits of Malacca. It is bordered by Negeri Sembilan in the north and Johor to the south. The capital of Malacca is the city of Malacca, which is 148 kilometers (92 miles) southeast of the Malaysian capital Kuala Lumpur, 235 kilometers (146 miles) northwest of Johor's largest city, Johor Bahru, and 95 km (59 miles) northwest of Johor's second-largest city, Batu Pahat. This historic city has been listed as a UNESCO World Heritage Site since 7 July 2008.

Malacca is a state rich in historical landmarks and world-class landmarks. Tourist destinations in Malacca can be divided into various categories such as historical sites, zoo attractions, beach attractions, theme parks, and interesting shopping venues. For its historical sites, Kota A' Famosa is the most famous historical place in Malacca. It is a defensive fortress built since the Portuguese occupation 500 years ago. Besides that, there is also the Malacca Sultanate Museum which was a replica of the Sultan Melaka Palace in the 15th century. The architecture of the palace building is very unique and inside it houses several galleries on the history of the Malaccan Malay Sultanate. There is also Kota Bukit Supai located in Kuala Linggi. It's a defense town left by the Dutch and Bugis. The historical relics of the city located at the top of Bukit Supai were built as a sign of peace for the war between 1756 and 1757.

As for the zoo's attraction, Melaka Zoo is a large zoo in Malacca and there are various types of wild animals brought specially from within and outside the country. Night Safari at Melaka Zoo is one of the interesting activities in Melaka to see the animal behavior at night. Malacca is also known for the beauty of the beach. Among the famous beaches in Malacca are Klebang Beach and Pengkalan Balak Beach. Klebang Beach is popular among tourists with its unique hotels known for its Bustel (bus + hotel). Pantai Pengkalan Balak has a good beach surface that is attractive for picnicking. In Malacca, there is also a theme park that also attracts tourists to which are A Famosa Resort Theme Park and Malacca Wonderland. Both theme parks are suitable for attractive recreation places where visitors can play water with their families especially children.

Malacca is also several interesting places to shop either for souvenirs or daily necessities. Among the interesting shopping venues are Dataran Pahlawan Megamall Melaka, Mahkota Parade and Jonker Walk. Apart from having interesting places to visit, Malacca is also famous for its uniqueness of the Baba and Nyonya community. Baba and Nyonya are Chinese citizens of royal descent who have adopted a lot of Malay culture in their lives and formed their own culture that is different from other Chinese cultures and is only available in Malacca. The Baba Nyonya Heritage Museum was also built in Malacca to enable tourists to get to know the history and origin of the Baba and Nyonya community.

BACKGROUND OF KOTA BUKIT SUPAI

Also known as Fort Supai, Kota Bukit Supai is located in Kota Kuala Linggi Melaka near the border of Malacca. Fort Supai is situated on a high cliff to the right of the estuary of sungai Linggi which is close to the straits of Malacca. Once the city was completed, the Dutch put the army at Fort Supai during that time, the mercenaries were called *sipoi* (supai). In Fort Supai, also referred to as a broken cannon city, it was found a broken cannon after the city was no longer used, and the city was once referred to as the Philippine city named after the governor's daughter of the Netherlands.

The construction of Supai Hill is a sign of peace between the Bugis and the Dutch. An army of Dutch soldiers was stationed in the city to observe enemy movements and as a defense of their enemies. The city also served as a place to collect tax on tins brought out of the Rembau and Linggi areas, eventually, it collapsed after the Dutch did not rule Malacca anymore. The four-square-shaped city was built complete with runways for cannons and surrounding *Rawang*, a road connecting the city and its base was lost. The buildings have also collapsed.

The Museum Department took over the city and overhauled it from 1974-1975 to maintain as a monumental ruin and to maintain cleanliness from time to time. The city has already been gazetted as a historical monument under the ancient Objects Act of 1976. And now the city has also been turned into a heritage site.

Respondents

Respondents were used by researchers in a study conducted in Kota Bukit Supai. The respondents were domestic tourists who provided a lot of information and answered the questionnaire. Tourists come with different backgrounds, of different ages, from different religions and different races due to different factors.

RESEARCH TIMING

Based on the observations and research done in the research site area namely Kota Bukit Supai heritage site, the problem faced in this heritage site area is that the facilities provided to tourists are lacking, not many important facilities are provided to meet the needs of tourists such as toilet facilities, surau, preparation of rubbish bins, insufficient food stalls and the provision of narrow parking spaces. Due to lack of facilities, few tourists would like to visit the tourist area.

In terms of safety, the safety of the tourists is not guaranteed as there is no management and guardian in Kota Bukit Supai. Safety signs as well as signs saying there were wild animals around the place were not put up. The Kota Bukit Supai heritage site is also quite hidden and quite deeply into the absence of supervision and care and there are also abandoned buildings that are home to venomous animals. This causes tourists to be afraid to travel because their safety is not guaranteed.

In terms of cleanliness, the cleanliness of the town is not well maintained and managed by the management of the supai town, the availability of facilities is not clean and dirty, the long and unmanageable grass conditions, the coastal conditions in Kota Bukit Supai are not clean much with rubbish. This damages the scenery and tourists or visitors are unable to carry out the activities they want to do. This leaves tourists uninterested in coming to Kota Bukit Supai.

Thus, the study was conducted to identify elements that influence the perception of domestic tourists towards Kota Bukit Supai, Kuala Linggi Melaka which encompasses several aspects, namely facilities, safety, and cleanliness, linked to improving and improving facilities, safety, and cleanliness available.

STUDY PURPOSES

This study aims to see what domestic tourists have on Kota Bukit Supai. The perception studied in the study is the tourists' perception of safety, tourists' perception of the facilities, and tourists' perception of cleanliness in the tourist area of Kota Bukit Supai, Kuala Linggi Melaka.
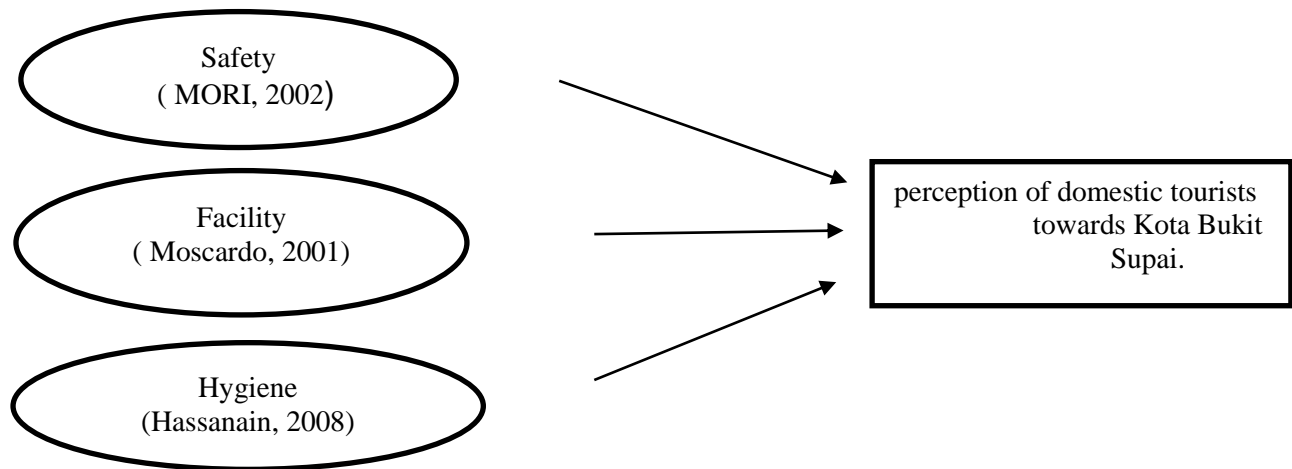
OBJECTIVE OF THE STUDY

1) To study the safety aspect that affects the domestic tourists' perception of Kota Bukit Supai.

2) Study the aspect of facilities that influence the perception of domestic tourists towards Kota Bukit Supai.

3) To study the aspects of cleanliness that affect the perception of domestic tourists towards Kota Bukit Supai.

4) Knowing the best improvements needed through the perception of domestic tourists towards Kota Bukit Supai.

RESEARCH QUESTIONS

1) What is the relationship between security and the perception of domestic tourists towards Kota Bukit Supai.

2) What is the relationship between the facilities and the perception of domestic tourists towards Kota Bukit Supai?

3) What is the relationship between cleanliness and the perception of domestic tourists towards Kota Bukit Supai?

4) What are the major improvements required through the perception of domestic tourists towards Kota Bukit Supai.

FRAMEWORK

The diagram shows the variables leaning on this framework i.e. the perception of domestic tourists and dependent variables consisting of safety, convenience, and cleanliness. The framework is to see whether safety, convenience, and sanitation have a positive relationship with the response of domestic tourists.

HYPOTHESIS

H1 =   There is a positive relationship between safety and perception of domestic tourists towards Kota Bukit Supai

H2 =   There is a positive relationship between the facility and perception of domestic tourists towards Kota Bukit Supai

H3 =   There is a positive relationship between cleanliness and perception of domestic tourists towards Kota Bukit Supai

IMPORTANCE OF STUDY

Students: This study can be used as a guide for students to adapt their activities to the facilities available.

University: The information collected from this study is important as reference material to the university in the management of safety, facilities, and hygiene. This is because improvements to tourist attractions need to be maintained from time to time.

Society: The information in this study increases public awareness on safety, facilities, and cleanliness which symbolizes the country's identity in the uplifting of the nation's status.

Country: Information in the study can help to explain to government bodies such as the ministry of health or others the importance of cleanliness in tourist attractions as well as the safety and facilities that should be put into place within tourist attractions.

This section will explain the highlights of past studies. The information obtained can provide the necessary important information in this study. In addition, this section also focuses on past studies that

allow readers to better understand the issues that researchers are studying. In general, there have been many past studies examining the perception of domestic tourists towards Kota Bukit Supai among tourists. There are various perceptions on safety, facilities, and hygiene provided for domestic tourists and this study will explain from various perspectives.

HIGHLIGHTS PAST STUDIES

MORI Social Research Institute (2002) explained that, in general, the level of will that travelers want for support facilities to be evaluated based on several categories are five important consideration criteria, namely comfort, safety, hygiene, adequacy, and affordability. Therefore, for the few responsible parties to play a part in, the comfort aspect is of utmost importance and should be managed properly as it affects the satisfaction level of the tourists who use it.

Moscardo (2001) explained that the notion of facilities available is always placed in the right way to coincide with the expected number of tourists or users. The lack of poor facilities will create unexpected situations and in turn, invite dissatisfaction or grievance among tourists.

Baloglu and Uysal (1996) explained that researchers had previously argued that an individual would be motivated by their inner desires or emotional factors. Later, they were attracted by external factors such as the natural attraction factor as well as the characteristics of the destination. This proves that internal desires and external factors will take into account the facilities available at a tourist destination.

Baker and Crompton (2000), travelers as a quality of experience, visitor adventure, and psychological results derived from interaction with different aspects of service in a destination. According to the above definition, two main elements are the essence of tourist satisfaction, namely "what is expected or expected" and "what is gained or enjoyed" by tourists in enjoying the facilities provided.

Kozak and Rimmington, 2000; Beecho and Prentice (1997), the production of an output referred to as "satisfaction" and "impression" of someone who came to an area outside them lived .satisfaction became a meaningful and wonderful experience for tourists. Next, a positive experience encourages tourists to revisit a tourist destination. Tourist satisfaction with a tourist facility can be measured.

According to the Research Department of Tourism Queensland (2002), there is a myth to say that disabled people tend to travel in large groups. The majority of disabled people will travel in groups of two to five. Nowadays, the information provided by the authorities is very lacking. The information required by these groups is on transport services, equipment suppliers if any equipment is needed during travel, private care services, infrastructure services, and accommodation floor plans. People with disabilities also need information like normal people when searching for tourist locations.

According to Leidner (2008), the responsibility of a few parties to attract tourists should be considered especially for the disabled. Many know that tourism for all levels of society usually aims at quite different aspects locally and abroad. The use of facilities should be emphasized for the convenience of vacations for the lower-income group, sometimes taking into account the needs of disabled travelers.

Var et al(2011) explained that the provision of accessible facilities is far more important in the tourism industry to achieve barrier-free for people with disabilities especially in areas such as Fort Supai. The assumption that things will change overnight is very unrealistic due to cost limitations and short time frames. state that this market can be appreciated if the number of people with disabilities in the world is taken into consideration.

According to Hassanain (2008), the aspect of cleanliness should be emphasized as it is clean and tidy and able to affect the calmness of the soul and feelings and is well-liked by a person who has a healthy lifestyle. The facilities are clean and provide satisfaction and comfort for the tourists. Meanwhile, Redzuan and Zaimah (1989), from 1972 to 1985, the tourism industry was able to register relatively high growth in a year. This number is quite higher than the average tourism growth that occurs. The achievement of a high rate of industry growth demonstrates the capabilities of the tourism industry and is a good component of the international trade sector.

Peter and Olson (1996) said the strengthening and decisions of travelers towards a particular destination were influenced by a variety of factors including their impressions before traveling.

Satisfaction is also significant in achieving customer loyalty not only on physical products, but in the context of tourism when visitors wish to visit the destination again, or other destinations in the same country.

The methodology describes the most suitable method used to collect the most suitable data used to collect data and to achieve the goals of the study done systematically and efficiently. To meet the scientific requirements, the scientific methods are of quality. To answer the problems of the study, the methodology developed involves the selection of research design, data collection methods, methods of study instruments, population and samples, pilot studies, and statistical analysis adopted. Azhar (2006), conducted research to get answers to research problems by using systematic and scientific measures.

In the study, two methods determine the design which is quantitative or qualitative. Quantitative is a study done using questionnaires distributed to collect data and evidence to obtain validity while also using qualitative methods to collect information and data through observations, interviews, and questionnaires. In this study, researchers used quantitative methods by distributing questionnaires to tourists who come to Kota Bukit Supai and residents around Kota Bukit Supai, Melaka.

According to the above explanation, this study is descriptive, as the data collected is through the distribution of questionnaires distributed to residents and tourists who come to Kota Bukit Supai. The survey will examine one lean variable and three dependent variables based on scientific resources read by the researchers. (Sidek 2002), the purpose of the study is to provide a systematic explanation of the facts of a population or the field that is studied accurately.

Quantitative methods are traditional because they have been used long enough to have been discussed as a method for research, while qualitative research methods are a new method because of their new popularity, Sugiyono (2012). In this study, researchers used both methods in obtaining data.

The nominal scale is the scale of measurements that use data that has no awkwardness but only qualitatively distinguishes sub-categories i.e. data that can be categorized and have specific names or labels such as gender, age, religion, status, and race. In this study, the questionnaire was divided into four sections:

STATISTICAL ANALYSIS

This study used the SPSS 22.0*(Statistical Packages for Social Science)* method to scientifically analyze data. The purpose of the use of this software is to analyze the data that has been collected from the process of question distribution to sample. There are several static analysis techniques used in this study which are *descriptive statistics*, Pearson correlation (*Pearson Correlation), Reliability Test,* and *Multiple regression analysis.)*

Descriptive Statistics

Descriptive statistics are a technique in simplifying or analyzing data. Results will be summarized in both table and graphic forms. The table that is always shown is a *Frequency Distribution* table while charts such as (Histogram, Pies, etc.) are the most commonly used graphics. There are two important measurements to be used in making decisions namely finding *central tendencies* such as median and mean values and finding standard measures of Deviation and Variance.

Reliability Analysis

Reliability Test using statistical analysis method is aimed at measuring *the consistency* of the scale used, Field (2006). Cronbach's Alpha value is evidence in finding the appropriate measurement scale. But this method also has a little limitation that will influence the stipulation of a finding. Low scale

values indicate that the stipulations are low, while high values indicate a costly and uniform stipulation.

Cronbach's alpha coefficient scale	Strength
<0.6	Very weak
0.6 - <0.7	Weak
0.7 - <0.8	Good
<0.8 - <0.9	Excellent
0.9>	Nice one

Pearson Correlation

Two types of statistical techniques aimed at understanding the correlation between variables or understanding the difference between two groups, Pallant (2010). This study aims to understand the relationship between variables, the use of the Pearson Correlation method is the best technique. The research was to understand the relationship between tourists' perception of facilities, safety, and cleanliness in Kota Bukit Supai which is a heritage site. Pearson Correlation method that can provide direction and relationship between variables.

Multiple Regression Analysis

This regression analysis can anticipate the results of a set of variables. This makes this method suitable for *researchers* to evaluate tourists' perception of the facilities, safety, and cleanliness of kota Bukit Supai heritage site. This technique is always used based on correlation and proves a significant relationship between variables and questions in the study, Pallant (2010).

CONCLUSION

The researchers explained and stated where the study was conducted as well as the population and samples of the respondents. Researchers also describe the methods and test tools used in collecting and obtaining data and data evaluated and calculated according to the stipulations of the test tools that have been set and prepared. In this chapter, the methods, and data are compiled in sequence and explained in the writing of this study. The correct and systematic use of data and methods can assist in the writing and study done by researchers.

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