

Ecotourism demand forecasting at National Park, Kuala Tahan, in Pahang

Noratikah Abu^a, Megat Muhammad Afij^b, Wan Nur Syahidah^c, Zuhaimy Ismail^d

^{abc}Faculty of Industrial Sciences & Technology, Universiti Malaysia Pahang, 26300 Gambang, Kuantan, Pahang, Malaysia

^dFaculty of Sciences, Universiti Teknologi Malaysia, 81310 UTM Skudai, Johor Bahru, Johor, Malaysia

ABSTRACT

Tourism forecasting can lead to an important element in tourism industry to ensure that each investment by individuals, companies and government was worth it. From economy perspective, ecotourism is a growing business nowadays and can be an important indicator to the tourism industry. Hence, this study attempt to forecast the ecotourism product demand in Pahang based on number of tourist arrivals in National Park Kuala Tahan, Pahang. Box-Jenkins (Seasonal ARIMA) model is used to make analysis and forecast of the number of international and domestic tourist since 2013 until present. The accuracy and validation of the results is measured using mean absolute percentage error (MAPE). Results obtained by applying the proposed model and numerical calculation shows that Seasonal ARIMA models is effective for forecasting the number of tourist arrivals in National Park Kuala Tahan. The best model in forecasting ecotourism product demand in Pahang is $(1)(1)_{12}SARIMA(0,0,1)_{2,0,1}$ with MAPE value 13.92%.

KEYWORDS

Ecotourism; Tourism industry; National Park Kuala Tahan; ARIMA

ACKNOWLEDGEMENTS

This research is supported by Faculty of Industrial Sciences & Technology, Universiti Malaysia Pahang and funded under UMP internal grant RDU1703183. The supports are gratefully acknowledged.