



PAPER ABSTRACT BOOK

*18th - 27th December 2020*

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# 3rd Research Colloquium on Tourism & Hospitality

*Organized by:  
Department of Tourism  
Kulliyyah of Languages and Management  
International Islamic University Malaysia, Pagoh Edu Hub,  
Johor, Malaysia*

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## **PREFACE**

Praise be to Allah who created and organized the universe. Blessings and greetings to the noble Prophet, Muhammad saw, his family and all his companions. O Allah, for You is all praise as befits the Glory of Your Countenance and the Greatness of Might.

These research works was extracted from students work on research method course. There are several themes that consist of pandemic COVID-19 19, Gastronomic Tourism, Islamic tourism, Media and Tourism, Edu Tourism, Marketing, Dark Tourism, SMART Tourism, Destination Planning, Eco Tourism, Culture and Heritage, Behaviour Tourism, Sport Tourism, and Community based tourism.

This research works is an attempt to expose on the current study especially on tourism planning, management and marketing. It is hope everyone will get something learn from the work published.

# **THEME:**

# **COVID-19**

# **MALAYSIAN PERCEPTION AND WILLINGNESS TO TRAVEL DURING COVID-19**

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## **Abstract**

The novel Corona Virus or better known as Covid-19 is a pandemic that has killed hundreds of thousands of people around the world. Coronavirus is a virus that can cause respiratory tract infections. The emergence of a violent Coronavirus around the world has the potential to influence public perceptions of tourism activities carried out during this pandemic. This paper aims to investigate the relationship between perception and willingness to travel during Covid-19 pandemic among Malaysian. The question raised is should tourism activities continue as the Covid-19 pandemic continues to rise? More specifically, the study intends to find out Malaysians willingness to travel while Covid-19 has not yet fully recovered. This study examine the views of Malaysians on whether tourism activities need to be continued to help restore the country's economic situation and whether their views make them willing to travel and at the same time contribute to the national economy through the tourism industry. Based on the finding from this study, Malaysians have a perception that covid-19 is a very worrying, but they have the desire and willing to travel even though covid-19 is still rampant.

**Keywords:** Covid-19; Tourist perception; Tourist willingness; Willingness to travel.

# **COVID-19: NEW NORM CONDITIONS AND TOURIST SATISFACTION VISITING PAHANG NATIONAL PARK.**

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## **Abstract**

COVID-19, first recorded in China in December 2019, till it circulated throughout the world. The pandemic has a huge effect on the tourism industry in Malaysia and Pahang National Park is not exempt from this outbreak. All activities have been carried out in compliance with the current Standard Operating Procedure, SOP and in accordance with this order from the Ministry of Health, the requirements of these new guidelines must be met by all in particular, the tourists. Thus, this purpose of the study will be “To Determine the Tourist’s Satisfaction Visiting Pahang National Park under the New Norms Condition” consists with three research objectives which are to identify does the tourist accepts the new norms introduced by Government, to investigate the tourist satisfaction regarding the products and services by the tourism operators under the new norms condition as well as to determine the relationship between the new normal conditions and the tourists satisfaction. Descriptive analysis technique is used with the quantitative research approach for the method used in the research. This research clearly targeting respondents who have witnessed a visit to Pahang National Park under the new norm conditions. The use of IBM-SPSS used for deeper analysis, as well as Pearson correlation analysis, data investigation and comparison with other related research. The results of the study show that there is a positive significant relationship between tourism product under the new norm conditions and tourist satisfaction. This study also provide the insight into tourism operators in Pahang National Park to understand the tourist’s experience, satisfaction and revisit intention to Pahang National Park.

**Keywords:** Products; Services; New Norm Conditions; Tourist’s Satisfaction.

# **THE EXPECTATION OF HALAL MARKET TO STRIKE AFTER THE COVID-19 PANDEMIC: MALAYSIANS' YOUNG GENERATION DEMAND**

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## **Abstract**

Muslim population growing day by day, which led to the increase of demand towards Halal tourism as well. These days, Muslim awareness started to this increase when it comes to halal options for their needs. Halal tourism were being recognised by the the tourism industry as a growing interest and this type of tourism guiding by Islamic law. In Malaysia tourism, also has become one of the primary industry as it could be seen incredibly growth and become one of the fast-growing sector which help generate and boost country's income but due to pandemic COVID-19 the tourism industry become worse and the tourism market generally getting less demand as people as following the Movement Control Order set by the government. Thus, this study is to identify the aspect of halal tourism demand among Malaysian young generation during the pandemic COVID-19 and investigate the highest aspect of Halal market the influence Malaysian young generation purchasing intention in few aspect highlighted such as accommodation, food and Beverage and syariah healthcare services. These data will be obtained by distributing online questionnaire survey methods to the young generation in Malaysia especially gen Z through social media platform. The results of this study will reveal the highest aspect of Halal market chosen by Malaysian young generation are consist of accommodation and syariah compliant healthcare services. Hence, it will be advantages to know the current demand of Malaysian young generation Z towards the Halal market.

**Keywords:** Shariah Compliance, generation Z, pandemic COVID-19.

# **A STUDY ON MALAYSIAN YOUTH TOURIST SATISFACTION DURING COVID-19 WHILE PRACTISING NEW NORM**

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## **Abstract**

After MCO is lifted, RMCO has allowed interstate travel among Malaysian citizen. Even while travelling, tourist is required to follow new health measure issued by government. Premises also has to follow new SOP issued by government while operating to reduce the risk of infection. There is also increasing demand in domestic tourism during RMCO. Besides, there is lack of research regarding this age of group of tourist despite being a crucial key player in tourism industry. The aim of this study is to investigate Malaysian youth tourist satisfaction in domestic tourism while practicing new norm. This study focusing on three objectives which are; 1) To investigate domestic tourism satisfaction among Malaysian youth while practicing new norm. 2) To determine the factors that influence to domestic tourist satisfaction among Malaysian youth while practicing new norm. This study is quantitative in nature. A total of 30 respondents of Malaysian youth that ages from 18 until 30 years old are participated in this research. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 21 through several analyses such as descriptive analysis and regression analysis. The analysis of this study shows Malaysian youth tourist are very satisfied with domestic tourism during Covid-19 while practicing new norm. another analysis shows that Destination Image and Perceived Quality do not influence Malaysian youth tourist satisfaction, while Perceived Value does influence Malaysian youth tourist satisfaction while practicing new norm. This study has significant contribution to destination management to focus on tourist satisfaction since it is a tool to measure the business growth as well as one of indirect promotion through words of mouth. It is also suggested for destination management to ensure that all service and activities provide in the tourism destination are valuable in terms of effort, money, time and experience.

**Keywords:** Covid-19, Tourist satisfaction; Youth Tourist; New Norm.

# **EMPIRICAL EXAMINATION OF TOURISTS' TRAVEL INTENTION AND TRAVEL MOTIVATION IN SURIA KLCC, KUALA LUMPUR POST-COVID 19 PANDEMIC**

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## **Abstract**

Tourism industry is one of the major industry that have been affected so badly due to the Covid-19 pandemic. Tons of tourism related business are in difficult situation where it is hard for them to maintain and sustain their business. Thus, this study investigated the travel intention and travel motivation of international and domestic travelers in Suria KLCC, Kuala Lumpur post Covid-19 pandemic using descriptive analysis and Pearson correlation. This study applied quantitative method by conducting a survey to international and local tourists. This study will explain specifically the tourists' travel intention and travel motivation in Suria KLCC so the management can identify the tourists' needs and they can solve their business issues. This study also will identify the relationship between travel intention and travel motivation in Suria KLCC. As a result, it was revealed by using descriptive analysis that there are many travel intentions travel motivations of the travelers. Furthermore, this study shows that travel motivation of tourists have positive relationship with travel intention of tourists.

**Keywords:** Covid-19; Suria KLCC; Tourist; Post Covid-19.

# **THEME: GASTRONOMIC TOURISM**



# **EXPLORING THE LOCAL FOOD IMAGE THAT INFLUENCES TOURIST SATISFACTION IN PENANG**

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## **Abstract**

Gastronomy tourism is when a tourist or traveller visits another country to experience its signature dishes. Food and tourism make a good connection for tourists and the local people as food is the highest factor for tourists to travel around the world and tourism is one of the biggest industries in the world. However, the problem is cognitive image factors have the highest research studies than affective image factors and there is a lack of research about the relationship between tourists' food experiences and satisfaction. This study aims to explore the local food image that can influence tourist satisfaction in Penang. The purpose of this study is to identify the local food image of Penang. Secondly, to find out the tourist satisfaction on the local food and to investigate preferred Penang local food that gives satisfaction towards tourist experiences. The procedures used to conduct this study is quantitative research and according to the thematic analysis. However, the limitations of the study are based on secondary resources. There are 41 respondents who have been travelling to Penang and using a random sampling. The finding shows that respondents have experienced the local food and their satisfaction level based on cognitive local food image surveys. The overall finding revealed that respondents give positive feedback about the local food in Penang and it shows a high figure of tourists' satisfaction. It is very important to show that the local food image is being positioned to strengthen tourists' satisfaction. This study would be helpful to society, food providers, tourists as well as local people as food contributes an important connection to other people and leads to learning our culture, traditions, history and others.

**Keywords:** Gastronomy tourism; tourist satisfaction; cognitive local food image; affective food image; experience.

# **TOURIST SATISFACTION TOWARDS GASTRONOMIC EXPERIENCE OFFERED IN MELAKA**

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## **Abstract**

Gastronomy tourism is one of the trends among tourists and has gained popularity and attention recently in the tourism industry. Furthermore, it is important for food providers to give the best services to the customer in order to get the free marketing from the customer which is mouth-to-mouth marketing. So, this study was conducted in order to examine what determines the level of tourist satisfaction level on gastronomy experience during their visit to Melaka. Therefore, this study focused on three main objectives which are 1) to investigate tourist experience on gastronomic tourism in Melaka, 2) to study tourist satisfaction towards gastronomy in Melaka and 3) to measure the relationship between gastronomy experience and tourist satisfaction in Melaka. Methodology used for the study is quantitative method and a total of 37 respondents that has been to Melaka has been collected through questionnaires via Google Form. This study also revealed that there is a positive significant relationship between the independent variable (Food quality, Price fairness & Service quality) and dependent variable (Tourist Satisfaction). To add, the most significant factor that makes Malaysian tourists satisfied with the gastronomy experience at Melaka is because of Service quality. As a conclusion, this study has significant contribution to the local food operators or stalls in order to improve their services and promote their cuisines as one of the gastronomy tourism places in Malaysia.

**Keywords:** Gastronomic; Melaka, Experience.

## **EXPLORING FOOD SOUVENIR QUALITY: TOURIST PURCHASE INTENTION ON KEK LAPIS SARAWAK**

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Food souvenirs are tangible reminders of a travel destination and play an important role in the hospitality and tourism industry. However, little research has been devoted to the quality of food souvenir when tourist purchasing. This study applies the exploratory factor analysis to identify Kek Lapis Sarawak quality from the consumer-based perspective and to identify the relationship between purchase intention and factors tourist bought Kek Lapis Sarawak as souvenir. The variables of this study are purchase intention, packaging, branding, price and word-of-mouth. This research discuss on tourist perspective of Kek Lapis Sarawak quality, which result the taste. The data was collected through Google form it was distributed to the one that has been to Sarawak and have bought Kek Lapis Sarawak as a souvenir. Consisting of 30 respondents. These results offer an opportunity to rebost food as souvenirs and the preference that tourists chose to buy as souvenirs. Besides, it gives the opportunity for entrepreneurs in the tourism industry to develop strategies to determine the tourist purchase intention by providing unique and locally symbolic food souvenirs quality.

**Keywords:** Souvenirs; Food Souvenirs; Food Quality; Kek Lapis Sarawak.

# **GASTRONOMY TOURISM: A STUDY ON THE FACTORS INFLUENCING REVISIT INTENTION AMONG MALAYSIAN TOURISTS TO KELANTAN**

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## **Abstract**

Recently, gastronomy tourism has received attention globally. Some people will go to the places just to taste the cuisines and will repeat again in the future. Food plays an important role in creating tourist destination places as well as attracting tourists to visit a destination. In this context, there are many gastronomy destinations which serve a variety of their traditional cuisines such as Penang, Melaka and many more. However, there is limited research paper studied about gastronomy tourism in Kelantan and has been more focusing on other destinations. Thus, this study aims to identify the factors influencing Malaysian tourists to visit Kelantan for gastronomy tourism and their revisit intention. This study focuses on three objectives which are; 1) to identify the factors that influence Malaysian tourists to visit Kelantan for gastronomy tourism, 2) To investigate the relationship between the factors of food and revisit intention among Malaysian tourists and 3) to investigate the most significant factor influencing revisit intention among Malaysian tourists to Kelantan for gastronomy tourism. Methodology used for the study is quantitative method and a total of 35 respondents that has been to Kelantan has been collected through questionnaires via Google Form. Findings show that there are three factors influencing Malaysian tourists to visit Kelantan for gastronomy tourism mainly Food quality, Price fairness and Service quality. This study also revealed that there is a positive significant relationship between the independent variable (Food quality, Price fairness & Service quality) and dependent variable (revisit intention). To add, the most significant factor that makes Malaysian tourists to revisit Kelantan is Food quality. As a conclusion, this study has significant contribution to the local food operators or stalls in order to improve their services and promote their cuisines as one of gastronomy tourism place in Malaysia.

**Keywords:** Gastronomic; local food; Quality; Tourist.

# **GASTRONOMY TOURISM: STUDENTS FOOD CHOICE DETERMINANTS**

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## **Abstract**

Students make up the majority of Eduhub Pagoh's resident therefore their demands t are beneficial for economic interests. Eduhub Pagoh has a population of an estimated 20,000 students from four different universities. To identify the factors influencing students' food choice and to identify the factors most significant in determining students' food choice, a questionnaire was distributed with a sample size of 377 however 35 respondent's data was usable. the results indicated that the variables: quality, cleanliness and price does influence student's food choice and price has the most significant influence on students food choice.

**Keywords:** Gastronomy tourism; tourist satisfaction; cognitive local food image; affective food image; experience.

# **QUALITY OF FOOD AND TOURISTS' SATISFACTION OF PENANG DELICACIES IN PREDICTING TOURISTS' REVISIT INTENTION**

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## **Abstract**

Penang food became one of the attractions for the unfamiliar sightseers to visit Penang. This examination centers around the connection among quality and travelers' fulfillment of Penang delights and return to aim among unfamiliar vacationers. A sum of 30 surveys were finished by klm students who became travelers who visited Penang Island. The outcomes uncovered a positive connection between quality, vacationers' fulfillment and return to aim (pearson correlation= 0.538). This examination adds to the writing on the relationship between quality, fulfillment and return to goal. The objectives of this study is to identify whether the quality of food at Penang gives enough satisfaction to the tourist and lead to their revisit intention, to examine the food quality that affects Penang tourist satisfaction and the relationship among them. From the viable points of view, Penang Tourism Board and nearby specialists could utilize this finding as a method for improving the nature of Penang food, subsequently drawing in more vacationers to visit this heaven island. Besides, business associations and advertisers could spend more assets on promoting Penang food, culture and ethnic occasions and network connections.

**Keywords:** Quality; Satisfaction; Revisit Intention; Penang Food

# **ANALYSIS THE EFFECTS OF MOTIVATIONAL FACTORS TO TRAVEL FOR FOOD TOURISM IN MALAYSIA**

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## **Abstract**

Motivation is the power and thought that triggers people to engage in a certain behavior. Tourism motivation is a factor that stimulates tourists to travel and carry out a series of activities. In addition, tourists' tourism motivation is an indispensable factor that drives the development of food tourism, especially in Malaysia where it is a diverse country that includes many kinds of food based respect for religion and culture. However, through reading the previous studies, it can find that there are many factors affecting tourist motivation to travel for food tourism in Malaysia. Therefore, this study focuses on two research objectives which are to identify the factors exactly affecting the tourist motivation to travel for food tourism, and analyse the factor has the most influence on tourist motivation. This study employed a quantitative research approach to analyze the effects of motivational factors to travel for food tourism in Malaysia. The data is collected by questionnaire distribution in Gombak, Selangor area, and a total of 36 respondents filled in the questionnaire.. The final results display the five factors that are all affecting tourist motivation to travel, which are 'culture experience', 'excitement', 'Interpersonal relation', 'sensory appeal' and 'health concern' , and the factors of culture experience have the most influence to tourist's motivation for food tourism. The findings from this study are benefits to understanding tourists' tourism motivation for food tourism and promote the development of food tourism in Malaysia.

**Keywords:** Gastronomic; Food tourism; tourist motivation; motivational factors.

# **THEME: ISLAMIC TOURISM**



# **THE INFLUENCE OF KNOWLEDGE AND ISLAMIC RELIGIOSITY ON INTENTION TO CHOOSE SHARIAH COMPLIANT HOTEL IN MALAYSIA.**

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## **Abstract**

Rising number of Shariah-compliant hotels or SCH hotels in Malaysia shows our local hotel industry is concern on Muslim needs and desires during travel. Due to this trend, understanding on what factors that influence Malaysian Muslim intention to choose shariah-compliant hotel for their future consuming is crucial part in the industry to increase the demand. Hence, the objectives of this research are to measure the level of Malaysian Muslim knowledge about shariah-compliant hotel, to identify the attributes of Islamic religiosity in shariah-compliant hotel and to investigate the better predictor among variables (knowledge and Islamic religiosity) on their intention to choose Shariah-compliant hotel. Quantitative method has been used in this study and the online questionnaire has been distributed to collect the data of respondents. Regression results indicate that attributes of Islamic religiosity in SCH hotel has a significant influence on intention to choose SCH hotel. Meanwhile, knowledge on SCH does not have influence on the intention. Further studies are needed to prove other factors or other independent variables that influence the intention to choose SCH hotel so this might give contribution to the body of knowledge and the industry to enhance the Muslims demand.

**Keywords:** Shariah-compliant hotel, Knowledge, Islamic religiosity, Intention, SCH

# **ISLAMIC DESTINATION ATTRIBUTES AND YOUNG BACKPACKERS' SATISFACTION**

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## **Abstract**

Islamic destination attributes were divided into two components which are tangible and intangible. Tangible attributes comprise of prayer facilities and Halal food while intangible attributes consist of Islamic entertainment, dress code, general Islamic morality and Islamic call for prayer. Thus, young backpackers' satisfaction will determine their intention to re-visit Islamic destinations as well as promoting destination through word of mouth and social media. However, there are still insufficient information on the same kind of study but with different subject. Therefore, this paper aims to identify the preferences of young backpackers in relationship to Islamic destination attributes, to investigate the level of satisfaction of young backpackers and to analyze any significance relationship between Islamic destination attributes and their level of satisfaction. This research is based on quantitative research with a total of 30 respondents participated in this research. The data will be analyzed using IBM Statistical Package for Social Science (SPSS) version 20 through descriptive analysis and Pearson's correlation. The findings of this study revealed that young backpackers preferred tangible attributes more than non-tangible attributes. The level of satisfaction toward Islamic destination attributes is recorded high. Meanwhile, there is no significant relationship between attributes and satisfaction. Hence, it is crucial for the tourism destination management to constantly try to improve and enhance the experience of young backpackers.

**Keywords:** Islamic Attributes; Satisfaction; Tangible, Non-tangible

# IMPACTS OF ISLAMIC TOURISM IN MALAYSIA

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## Abstract

Malaysia has become a Muslim destination as it is an Islamic country. The majority of Malaysia's population are Muslims. About 60% of Malaysian citizens are Muslims. Tourism in Malaysia become one of the sources of the nation's revenues. As the tourism industry keeps growing in Malaysia, there is a lot of travel agency and there is also Islamic tourism in Malaysia. As Malaysia is an Islamic country, Islamic tourism keeps catching up with the majority of the consumers using Islamic based travel agency. Islamic tourism has been practiced a lot that Islamic tourism growing big. This research is to study the impacts of Islamic tourism in Malaysia. The impact of Islamic tourism in Malaysia did not have a lot of studies yet, there are a few studies about the impacts of Islamic tourism but the research is still in the early stages. The complete study that is similar to the research is the impact on general tourism, not Islamic tourism. That's why this paper aim is analyzing the impacts of Islamic tourism and there are four objectives of this study which is to identify the impact of Islamic tourism on the economy in Malaysia, to determine the impact of Islamic tourism on the social, to discover the impact of Islamic tourism towards the environment and to discover the impact of Islamic tourism towards facilities and services. This study conducted a survey questionnaire and distributed it online through Whatsapp. To examine the relationship between the variables, the Pearson correlation and descriptive analysis was done through SPSS. The SPSS was used to analyze the data correlation between variables of the impacts of Islamic tourism in Malaysia. Therefore, this research will contribute to the additional study of impacts on Islamic tourism in Malaysia for future researchers. This study also found the elements and variables of the impacts of Islamic tourism in Malaysia.

**Keywords:** Islamic tourism; Economic impacts; Social impacts; environmental impacts; facilities; services impacts.

# **THE IMPACT OF ISLAMIC ATTRIBUTES TOWARDS TOURIST SATISFACTION IN MALAYSIA.**

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## **Abstract**

Malaysia largest and the official religion is Islam. Because of that, the tourism industry in Malaysia is heavily influenced by the religious aspect of Islam. To offer a good Islamic Tourism experience to the tourist, the tourism industry must have Islamic Attributes that can cover all the needs and want of Muslims tourist to achieve tourist satisfaction. From the previous study, there was some tourist destination that are misusing the religious values thus affecting the satisfaction of the Muslim tourist. That is why this research is studying the impact of Islamic Attributes towards Muslim tourist satisfaction in the destination in Malaysia. This research aims to analyze the relationship between Islamic Attributes and the Muslims tourist satisfaction in a destination in Malaysia. For objectives, this research has 3 objectives that are to identify Islamic Attributes in Islamic Tourism in Malaysia, To identify the Muslim tourist satisfaction in Islamic Tourism, and lastly to examine does Islamic Attributes, affect the Muslim tourist satisfaction. This research is using a questionnaire as a method to collect data from the respondent and has collected around 44 respondent in answering the questionnaire. To see whether there is a correlation between the variables, researchers have used the Pearson correlation coefficient to study the relationship between both variables. Where there are moderate correlation and some weak correlations on the findings. This research helps in identifying the Islamic Attributes that can help in satisfying the Muslim Tourist satisfaction so that Islamic Tourism can continue to develop and attracting new customers.

**Keywords:** Islamic Tourism; Islamic Attributes; Tourist Satisfaction.

# TOURIST EXPERIENCE AND SATISFACTION ON HALAL FOODS IN PENANG

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## Abstract

The halal food industry is gaining attention and it becoming one of the industries that has a place among the Muslim or non-Muslim population. Therefore, the food operators at some of the tourist attractions are very concerned about the halal issues raised by JAKIM. However, not everyone cares and takes this issue seriously. This is because, there are some issues related to halal food at tourist destinations which are related to doubts about food premises, issues related to halal logo and cleanliness of food premises. This research seeks to determine the tourists' satisfaction towards the Halal food at tourism destinations in Penang. This study is about to identify the tourist experience on halal food and tourist satisfaction about the halal food at tourism destinations in Penang. Besides, this research also wants to investigate the relationship between tourist experience and their satisfaction on halal food. This study is quantitative in nature. The findings of this research have determined that tourists have experience on Halal food and they are satisfied with the Halal food at tourism destinations. These research findings help the local restaurant marketers in improving their services on Halal food.

**Keywords:** Halal food, satisfaction, tourist experience, tourism destination, food premises

# **THE IMPORTANCE OF HOTEL ATTRIBUTES IN CONTRIBUTING TOWARDS TOURIST'S SATISFACTION IN THE MUSLIM FRIENDLY HOTEL INDUSTRY IN MALAYSIA.**

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## **Abstract**

The number of Muslim tourists' arrival is increase year by year and most of the Muslim tourists are very particular to the halal product especially towards halal hospitality. Based on the growing number of Muslim tourist's arrival make the tour operator provide and establish Muslim friendly hotel to fulfil their needs and wants. Muslim friendly hotel has some elements that categorize them as a Muslim friendly and connected with the religious itself such as availability of the prayer mat, Qibla direction as well as halal food and beverage. However, there are some problem that occur such as the facilities or entertainment that provide not according to Islamic principle and lead to unsatisfied of the tourist. Therefore, this research aims to identify the tourist's satisfaction in Muslim friendly hotel, to investigate the significant relationship between attributes towards tourist satisfaction in Muslim friendly and to examine the most influential Muslim friendly hotel attributes towards tourist satisfaction. A total of 30 respondents of tourists who stay in Muslim friendly hotel were participated in this research. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 26 through several analyses such as descriptive analysis, Pearson correlation analysis and regression analysis. Results of this study indicated that the hotel attributes which specific to Islamic morality, Halalness, Dress code, Islamic entertainment and prayer facilities give a positive influence on the tourist's satisfaction in Muslim friendly Hotel. This research study gives a significant especially to other researcher and the Muslim hoteliers whereby they will have a wide of knowledge pertaining to Muslim friendly hotel and implement the attributes in order to increase the number of tourist's arrival in Malaysia.

**Keywords:** Muslim friendly hote; Islamic Tourism; Hotel; Tourist.

# **ISLAMIC TOURISM: A STUDY ON NON-MUSLIM UNDERSTANDING LEVEL TOWARDS SHARIAH COMPLIANCE HOTEL (SCH) IN MALAYSIA**

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## **Abstract**

Shariah-compliant hotel is a popular concept of hotel especially towards Muslim's communities. Malaysia has been known as one of the well-known countries that offered innovative services for Muslim guests in its capability to become an Islamic Tourism Hub. The term Shariah-compliant hotel is common among Muslim communities, however not among non-Muslim communities as not all non-Muslim understand and able to accept the practice of Shariah-compliant hotel. Hence, the objective of this research is to identify the non-Muslim understanding level towards Shariah Compliant Hotel and to investigate the non-Muslim tourists' perception towards the level of promotion efforts among the tourism products operators of Shariah Compliant Hotel in Malaysia. The data from this research was analysed using quantitative descriptive analysis. Also, the questionnaire was distributed to non-Muslim tourists. The results of this research show that most of the non-Muslim tourists does not understand the concept of Shariah-compliance Hotel and there is lack of promotion on Shariah-compliance Hotel. Hence, this research will contribute to the Tourism Product Operator (Hotelier), in order to help them to face the non-Muslim guests in the future.

**Keywords:** Islamic Tourism, Shariah Compliance Hotel, Tourist

# **PERCEIVED RISK, SAFETY AND SECURITY AND ROLE OF NEW MEDIA INFLUENCE TRAVEL DECISION MAKING OF MALAYSIAN MUSLIM FEMALE TOURIST**

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## **Abstract**

The number of female Muslim tourist keep increasing from time to time and this is include Malaysian female Muslim tourist. There are a lot of safety issues and other threats that had been facing by female when their were travelling. Despite all of the issues, they still make a decision to travel. This study is to identify what is the factor that influencing Malaysian female Muslim travel decision making which are perceived risk, safety and security and role of new media. There are three search questions that had been construct in this study which are 1) What is Malaysian Female Muslim tourist preference in travelling?, 2) Is there any significant relationship between perceived risk, safety and security, role of new media towards travel decision making among Malaysian Female Muslim tourist? and 3) What are the most influential factors of Malaysian Female Muslim tourist in decision making? This study is quantitative in nature. A total of 30 respondents which among Malaysian female Muslim tourist are participated in this research. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 26 through several analyses such as descriptive analysis, Pearson correlation analysis and multiple regression analysis. In this study it can be seen that respondent's preference is travel with family, travel for leisure, independent trip arrangement and have cost consideration. The analysis of this study shows there are significant relationship between perceived risk, safety and security, and role of media towards travel decision making. The result shows role of new media as the most influential factor that affect travel decision making among Malaysian female Muslim tourist. This study has significant contribution towards tourism service providers and tourism authority.

**Keywords:** Perceived risk, safety and security, role of new media, travel decision making, Malaysian female Muslim tourist.



# **MUSLIM FRIENDLY TOURISM: CHARACTERISTICS OF MUSLIM FRIENDLY FACILITIES IMPACTS MUSLIM TOURIST MOTIVATION TO TRAVEL**

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## **Abstract**

For the past few years, the tourism sector has noticed that Muslim travellers is a very important target market to discuss thus, Muslim Friendly tourism (MFT) has been introduced to the world as an important sector for Muslims to travel as it fulfils the Muslims' needs. However, still, many Muslim travellers faced difficulties to meet and follow the rulings of Islam when they travel. There is also still lack of knowledge particularly on the needs, motivations and behaviour of Muslim tourist as a segment. The expectations of Muslim tourist to travel around the world is around 230 million and more (GMTI, 2019). This shows there is demand from the Muslim tourists to go travel over the years. Therefore, this study focuses on three objectives which are to identify Muslims' needs when travelling, does the presence of Muslim friendly facilities affect their travel motivation and relationship between Muslim friendly facilities attributes and travel motivation. This study is primarily quantitative research which has been distributed to 47 respondents who populated in Malaysia through online questionnaires. Reliability analysis, inferential analysis and correlation have been conducted using IBM-SPSS. The result indicates there is a significance relationship between Muslim friendly facilities attributes and Muslim tourists' travel motivation. The findings from this study can contribute to the enlightenment of Muslim's fundamental needs on their daily basis and encourages tourism industry to build more MFT destination to cater Muslim tourists' needs.

**Keywords:** MFT; Islamic Tourism; GMTI.

# TOURIST EXPERIENCE ON HALAL TOURISM IN MALAYSIA

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## Abstract

Muslim population is growing rapidly in this world and most of them showing interest on travel and vacation. However, there are some of the conditions that they need to be follow which is on halal aspect. Muslims are constantly searching for products and services that follow shariah compliant. Hence, halal tourism become the choice for people especially Muslim when travel. Thus, this study aims to identify the tourist knowledge and tourist experience on halal tourism in Malaysia. Tourist experience will be more valuable if they understand about the concept of halal tourism beforehand and the knowledge that they acquire about halal tourism will be helpful on their halal tourism vacation. This study focusing on three main objectives which are 1) to identify the tourist knowledge about halal tourism, 2) to investigate tourist experience on halal tourism in Malaysia, 3) to investigate the relationship between tourist knowledge and tourist experience in Malaysia. This study research approach is quantitative method. This study has investigated the relationship between tourist experience on halal tourism in Malaysia and tourist knowledge about halal tourism. This study shows that most of the respondents satisfied with their experience on Halal tourism in Malaysia.

**Keyword:** Halal Tourism; Tourist Experience; Tourist Knowledge.

# EVALUATING TOURIST'S SATISFACTION ON FACTOR OF HALAL TOURISM IN MALAYSIA

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## Abstract

In the marketing of Halal Tourism, tourist's satisfaction plays a crucial role. Halal Tourism has emerged as a field of interest to be sought by visitors travelling across foreign borders. However, studies on the satisfaction level from the tourists toward Halal tourism in Malaysia are limited. This study aims to evaluate the tourist's satisfaction on the factor of Halal tourism in Malaysia. There are three main objectives of this study which are to identify the factors of tourist satisfaction in Halal Tourism, to investigate the factors of tourist satisfaction in Halal Tourism in Malaysia and to determine the most influential factors of tourist satisfaction in Halal Tourism in Malaysia. This study is focused on quantitative research through the distribution of a questionnaire consisting of 30 questions divided into three parts. By using a purposive sampling process, the questionnaire is distributed to 45 respondents. To produce the collected data, SPSS software was used and we used reliability tests to evaluate the study survey. The study found three factors of Halal tourism in Malaysia, which are factor of halalness, factor of worship facilities and factor of Islamic morality affect the tourist's satisfaction positively. This research has provided an implication for government and future researchers to understand the factors influencing the satisfaction of tourists with Halal tourism in Malaysia.

**Keyword:** Tourist's satisfaction; Halal tourism; Islamic Tourism; satisfaction.

# INVESTIGATING THE PERCEIVED VALUES AND MOTIVATIONAL FACTORS OF ISLAMIC TOURISM IN MALAYSIA

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## Abstract

Islamic tourism has developing generously followed by other conventional tourism sectors worldwide. Generally, the Islamic tourism industry is an essential segment of the economy for many countries, especially Muslim majority countries. However, there has been a limited studied aspect in the motivational factors from the tourist point of view, and limited study focuses on perceived value components in Islamic tourism. Hence, this study aims to investigate the motivational factor and the perceived values of Islamic tourism in Malaysia. This study highlighted three objectives which are to identify the factors of perceived values of Islamic tourism in Malaysia, to determine the motivational factors of Islamic tourism in Malaysia, and lastly, to evaluate the relationship between the perceived values and motivational factors of Islamic tourism in Malaysia. Quantitative research has been applied in this study to investigate the motivational factors and perceived values of Islamic tourism and has collected primary data through questionnaire resources. The result acquired based on the distributed questionnaires consists of 30 questions divided into four sections. This study has succeeded in collecting a total of 40 respondents from local tourists. The research study has accumulated various motivation factors which are divided into push and pull factors while the perceived values in terms of the quality, price, emotional, social, Islamic physical-attributes, and Islamic non-physical attributes. Moreover, this study has shown that perceived values were moderately related to motivational factors of Islamic tourism. In a nutshell, the outcomes from this research will provide an excessive amount of contribution in the growth of Islamic tourism in Malaysia to pertain and enhances every motivation aspects and perceived values of Muslim tourists and allure them to support the local destination more in the future.

**Keywords:** Islamic Tourism; Motivational Factors; Perceived Values; Relationship.

# **TOURISTS SATISFACTION TOWARDS ISLAMIC ATTRIBUTES IN SHARIAH-COMPLIANT HOTELS IN MALAYSIA**

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## **Abstract**

Malaysia is a pioneer of Islamic hospitality, including halal food, halal hotels, products that are in accordance with Shariah laws and services and others. The establishment of Shariah compliant hotel able to cater the needs of Muslim travellers since there are increasing in demand for halal product and services that follow Shariah principles. Different hotels provide different Islamic attributes to the tourists. Thus, this study aims to determine tourists' satisfaction towards Islamic attributes in Shariah compliant hotels in Malaysia. This study focusing on three objectives which are; 1) to investigate Islamic attributes in Shariah Compliant Hotels in Malaysia, 2) to investigate tourists' satisfaction towards Islamic attributes in Shariah Compliant Hotel in Malaysia and, 3) to investigate the relationship between Islamic attributes in Shariah Compliant Hotels in Malaysia and tourists' satisfaction towards the Islamic attributes. This study is quantitative in nature. The findings of this study showed that tourists are aware about Islamic attributes provided in Shariah-Compliant hotels and they are satisfied with all of the Islamic attributes provided. The findings of this study also give significance towards hoteliers in improving their services especially on the Islamic attributes in Shariah-Compliant hotels.

**Keywords:** Islamic Attributes; Shariah-Compliant Hotels; Tourists' Satisfaction.

# **THE AVAILABILITY OF HALAL SERVICES AFFECT MUSLIM TOURIST INTEREST TOWARDS THEIR TRAVEL DESTINATIONS**

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## **Abstract**

Many countries around the world consider tourism as an important sector of their economy. Tourism can attract many tourists from different parts of the world to a destination and as a result, can make a major contribution to its economy. Targeting and attracting tourist interest could be very challenging for countries. Especially for Muslim tourist because they have their own preference according to their religious. There are several factors which can impact Muslim tourist interest; among them, push and pull motivational factors and also theory of planned behavior has been emphasized in this paper. This study has examined the affection of the availability on halal services towards Muslim tourist's travel destination. Moreover, the availability of halal services of destination has been also studied to determine whether it moderates the relationship between interest factor and Muslim tourist destination choice or not. Therefore, this study is focused on three main objectives which are; 1) To identify the halal services (Hotel, Food & activities and attraction), need by the Muslim tourist during travelling, 2) To observe Muslim tourist interest towards their destination travel, and 3) To investigate which availability of halal services affect Muslim tourist interest towards their travel destination. Quantitative method of approach will be used to analyze the involved variables. A total number of 43 Malaysian and non-Malaysian Muslim have been involved as the respondent in this study. The findings of this study showed the interest of Muslim tourist towards their travel destination and also showed the significant of halal services that affect Muslim tourist the most.

**Keywords:** Tourist interest; Halal tourism; Halal services; Muslim tourist.

# **THEME: MEDIA AND TOURISM**

# THE INFLUENCE OF INDONESIAN FILMS ON MALAYSIAN VIEWERS' TRAVEL INTENTION

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## Abstract

In maintaining the sustainability of the tourism business, a lot of efforts are required including promoting and marketing tourism destination world widely. One of the alternatives recently use by tourism industry around the world in promoting and marketing the places is thru the films tourism. In Indonesia, the film of *Laskar Pelangi* sparks the tourism industry of Indonesia. However, research on film tourism specifically in Indonesia is limited. Thus, the study aims to identify the potential factors that inspire Malaysian viewers' on visiting to film locations in Indonesia. Meanwhile, to achieve the aim, the relationship between independent variables namely destination image, travel motivation and dependent variable namely travel intention has been investigated. A quantitative research design with a structured questionnaire had been used. The researcher distributes online questionnaires to Malaysian viewers who watched Indonesian films as target respondents. The use of IBM-SPSS is needed for further analysis such as correlation analysis, data investigation and comparison with another related research. This research contributes to having a better understanding of Malaysian viewers on Indonesian films that play a significant role in influencing travel intentions. After all, this study provides a clear insight into the viewers' who become the potential tourists and have the intention to travel because of several factors that meet their needs.

Keywords: Films; Indonesia; Tourism.



# **FILM INDUCED TOURISM: PUSH FACTORS TO VISIT FILMING SITE AMONG GENERATIONS IN MALAYSIA**

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## **Abstract**

Film induced tourism is part of several niche tourism that garner lot of attentions in many generations and it already started in the early 21<sup>st</sup> century and still taking the market as part of tourism trend. Several researches have been done to show the increase of tourist visiting the places that have been used as filming location. Up to my current research, it shows that the research in tourist decision towards the film induced tourism is lacking. Consequently, this research is to study the preferences of tourist in picking places they want to visit based on the film they watched. The preferences of tourist in picking the places will be determined through push factors such as knowledge, ego-enhancement and escape and relaxation. The objective of this research is to study the factors that may influence the decision of tourist in Malaysia to go visit places based on filming set or location. Apart from to identify the factors that may influence the decision, this research also to investigate which generation prone to travel based on film induced tourism. For gathering the data, a mixed method is used to get accurate data. A questionnaire pertaining to the topic will be distributed among Malaysians through online questionnaire to ease the data collection. In the end of the research, there is a positive relationship between the push factors and tourist decision making. Therefore, this research can be utilized for business strategies among entrepreneurs.

**Keywords:** Film Induced Tourism, push factors

# **KOREAN WAVE INFLUENCE ON SOCIAL MEDIA TOWARDS TRAVEL MOTIVATION TO KOREA**

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## **Abstract**

Korean Wave is known as anything related to Korean and the distribution of Korean Wave is phenomenal as it is easily accessed due to the development of technology. The social media is a known platform that going through a rapid growth and changes which allows people to interact, communicate and make decisions. Even though the Korean Wave is well-known to be distributed through social media, this medium is still lacking the recognition as one of the media induced tourism. This paper overall is to determine whether social media succeed in distributing Korean Wave influences to the extent of building travel motivation to Korea among Malaysian youth. Quantitative method is chosen. Hence, questionnaire has been distributed through social media and 30 people voluntarily answering the survey. This sampling technique known as voluntary response sampling. For the findings, Korean Wave influence succeeded in exposing the youth about Korea and its attractions. Therefore, turning the youth into potential tourists. On the other hand, travel motivations such as “novelty and knowledge seeking”, “rest and relaxation”, and “ego enhancement” become pushing factors of Malaysian youth to Korea. There is strong relationship between Korean Wave influence on social media and travel motivation. Korean Wave influence on social media positively affecting travel motivation to Korea among the youth. The influence of Korean Wave has built the curiosity among the youth to experience Korea themselves. Hence, leading the respondents to visit or re-visit Korea. For future recommendation, it is suggested for the population to be focused on adolescents.

**Keywords:** Social Media; Korean Wave; Tourism.

# **SOCIAL MEDIA INFLUENCER AND TOURIST MOTIVATION: A STUDY ON AMONG MALAYSIAN YOUTH**

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## **Abstract**

Social media has created many social media influencers or also known as internet celebrities involved in promotion and marketing strategies. The involvement of social media influencers in marketing strategies is becoming a new trend. In this technological era, social media influencer plays a role in influencing people, especially the youth because most of them are active social media users. However, the question is on the effectiveness of social media influencers in influencing tourist motivation among youth and the motivation of youth to travel. Therefore, the purposes of this study are to study the motivation of youth to travel and to investigate the role of social media influencers as a pull factor for youth to travel. As a methodology, this study is using quantitative descriptive analysis and Pearson correlation analysis. The online survey was distributed to Malaysian youth through social media platforms. As result, this study revealed a positive relationship between social media influencers and travel motivation. Hence, this study can lead to better marketing strategies among business organizations or entrepreneurs as well as contribute to economic growth.

**Keywords:** Travel; Tourist motivation; Social media; Influencers

# **EXPLORING TOURIST MULTISENSORY AND POSITIVE EMOTION EXPERIENCE THROUGH ONLINE REVIEW: GEORGETOWN, PENANG.**

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## **Abstract**

Tourist sensory plays an important role in contributing to the overall tourist experience. Tourists experiencing his or her environment through the five main sensory senses which are visual, gustatory, auditory, tactile, and olfactory. The research on tourist's sensory captured the attention of many researchers. According to a study conducted by Qiu et al. (2018), tourist perceived soundscape or auditory more quickly than visualscape that result in arousal of tourist emotion more easily. However, according to a study conducted by Guzel and Dortyol (2016) arousal from visual sensory is what contribute to most of the positive emotion. It shows that each sensory may arouse differently in different tourism settings. However, limited research being done to identify the sensory experienced by tourist in cultural and heritage site. Hence, this study aims to explore tourist multisensory and positive emotion experience in one of the popular heritage site which is Armenian street in Georgetown, Penang. This study applies a qualitative method which involved content analysis on tourist's review. The data were collected from Tripadvisor which involved 50 reviews. Findings from this research shows that tourist experiencing sight sensory the most in Armenian street. This research also found that the positive emotion mentioned most by tourist is associated with sight sensory. The main contribution of this research is to contribute to the existing literature on tourist sensory. This study could also be a source of reference for local tourism managerial authorities in developing and managing tourist attractions in Georgetown, Penang.

**Keywords:** Social media marketing; Online Review; Multisensory

# **EXPLORING THE ROLE OF INSTAGRAM IN PROMOTING TOURISM DESTINATION IN TERENGGANU**

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## **Abstract**

According to Shaista and Khan (2017), social media has become an effective tool for tourism destination marketing especially social media Instagram has its own unique and useful roles especially in marketing or promoting travel destinations. However, there is lack and limited of discover about the role of Instagram in promoting tourism destination Terengganu. Therefore, it is important to identify the factors that influence the using of Instagram in promoting travel destination in Terengganu and to explore the most important role of Instagram to promote travel destination in Terengganu. In addition, the respondents are from the generation Z who are an active user of Instagram and travel frequently. The research method used is qualitative study and interview used as the data collection instrument for 3 respondents besides the research data specifically were collected by using structured interview which it was conducted through telephone call. The significance of this study indicates to give opportunities to the tourism stakeholders in Terengganu to participating actively in marketing the tourism destination by using Instagram as a tool. The outcome of this study shows that there are three big roles of Instagram which are in trip planning, as medium in sharing travel experience and a platform for tourism industry key-players to reach or engage with customers. Last but not least, the results of this study indicate that it can help the tourism industry key players as a contribution to use Instagram in promoting tourism destination in Terengganu.

**Keywords:** Social Media Marketing; Trip Planning, Sharing Experience; Reach Out Customers.

# **A STUDY ON HOW PHOTOGRAPHY MARKETING AFFECTS TOURISM DESTINATION IMAGE**

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## **Abstract**

Photography is an important component that advertisers integrate into all their contact methods for marketing. In tourism, photography could be explained as a constituent aspect of communicating a story by photographs to project part of the world to other parts of the world. It is a communication tool that is very useful at representing an environment without the need to visit an area. This is consistent with Berger, Denk, Dittenbach, Pesenhofer, & Merkl, (2007) which stated that photography endorses good memories about travel destinations and reflects traveling experiences through pictures. Thus, the objective of this research is to identify the type of photography factors towards tourist preferences in Malaysia and to study the efficiency of tourism photography for marketers promoting tourism destinations. The data from this research was analyzed using quantitative descriptive analysis. In addition, the questionnaire was distributed to three categories of community which are Malaysian Tourists, Photographers, and Tourism Marketers. The results of this research show that these three categories of people have different points of view regarding tourism photography. The significance of this study is expected to contribute to the tourism marketers as will gain knowledge and strategy about the type of photography marketing that can attract tourist intention.

**Keyword:** Tourist Intention, Photography, Marketing.

# **THEME:**

# **EDU**

# **TOURISM**

# **EDU-TOURISM: SATISFACTION ON BUDGET HOTELS IN MALAYSIA AMONG INTERNATIONAL STUDENTS**

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## **Abstract**

Edu-tourists are beneficial in economic revenues as well as in demand for accommodations. To date, 130,110 international students were from 136 countries. To identify the satisfaction of international students towards tangible services and price of budget hotels, a questionnaire has been distributed with a sample size of 384 and the usable data were 31 respondents. The results indicated that the tangible services and price range have a positive relationship to the satisfaction of international students. Thus, their satisfaction is matter especially in a budget hotel as they are more to economic accommodation.

Keywords: Edu-tourism; behaviour; satisfaction, University, International.



# **EDUCATION TOURISM: EXPLORING PULL FACTORS AND INTERNATIONAL STUDENT'S SATISFACTION IN SELECTING MALAYSIA AS TOURISM DESTINATION**

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## **Abstract**

Edu-tourism in Malaysia nowadays is growing exponentially. Malaysia has become a top study destination from all over the world, ranking 9<sup>th</sup> on UNESCO's top countries in 2015. More than 100,000 International Students from 150 countries have selected Malaysia as their destination. However, the recent statistics show a decreasing number of International Students especially in the recent year 2019. Therefore, the objective of this research is to determine the status of International Student's Pull Factors in selecting Malaysia and International Satisfaction in experiencing Edu-tourism in Malaysia. Using a quantitative approach, an online survey was spread out to the International Student from public and private university. The result indicates that Country Attribute and Institution Attribute (Pull Factors) have a strong positive and significant relationship with the International Student Satisfaction. This study is expected to help the government or any related agency in improving Malaysia's Edu-tourism industry to cater the needs and expectations of the International Student. Nevertheless, the limitation of this study is that it could not represent the whole international student's views. It can be suggested for future research to extend the scope of study from different perspectives or variables.

**Keywords:** Edu-tourism; behaviour; satisfaction, factor

# **EDUTOURISM: A STUDY OF EDUTOURISTS BEHAVIOR AND THEIR TRAVELLING SATISFACTION**

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## **Abstract**

This study focusing on three objectives which are 1) to identify the factor of choosing Malaysia as an edutourism place, (2) to identify the advantages of edutourism for the international students and (3) to study about the motivation of International students involvement in tourism in Malaysia. The study is originally quantitative. A total of 31 respondents of international student's that study from IIUM Gombak, IIUM Pagoh, IIUM Kuantan are participated in this research. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 21 through several analysis such as descriptive analysis, Pearson correlation analysis and Cronbach Alpha's level of reliability of this study shows there are significant relationship between motivation, advantages and satisfaction. The result shows public transport is easily available in Malaysia as their motivation of international students' involvement in eco-tourism in Malaysia. This study has significant advantages to the international students' as it can provide every person with opportunity to acquire the knowledge of edu-tourism.

**Keywords:** Edu-tourism; behaviour; satisfaction, eco-tourism.

# **THEME: MARKETING**

# **A STUDY ON HOW PHOTOGRAPHY MARKETING AFFECTS TOURISM DESTINATION IMAGE**

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## **Abstract**

Photography is an important component that advertisers integrate into all their contact methods for marketing. In tourism, photography could be explained as a constituent aspect of communicating a story by photographs to project part of the world to other parts of the world. It is a communication tool that is very useful at representing an environment without the need to visit an area. This is consistent with Berger, Denk, Dittenbach, Pesenhofer, & Merkl, (2007) which stated that photography endorses good memories about travel destinations and reflects traveling experiences through pictures. Thus, the objective of this research is to identify the type of photography factors towards tourist preferences in Malaysia and to study the efficiency of tourism photography for marketers promoting tourism destinations. The data from this research was analyzed using quantitative descriptive analysis. In addition, the questionnaire was distributed to three categories of community which are Malaysian Tourists, Photographers, and Tourism Marketers. The results of this research show that these three categories of people have different points of view regarding tourism photography. The significance of this study is expected to contribute to the tourism marketers as will gain knowledge and strategy about the type of photography marketing that can attract tourist intention.

**Keyword:** Tourist Intention; Photography; Marketing.

# **BEHAVIORAL FACTORS ON TOURIST TRAVEL TO JEDDAH**

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## **Abstract**

There is no doubt that the tourism industry is one of the sources of economic income for the country. Saudi Arabia is witnessing tourism growth since the state's focus on developing the tourism industry in the country. The state has worked to develop its unique historical products and also to promote tourist areas internationally and internally, in order to make industry a second economic alternative to the country after oil. This research focuses on the factors that affect tourists in making the decision to choose Jeddah as their tourist destination, as the city with the highest tourist arrival in recent years. This research conducted using the quantitative method, with the questionnaire instrument distributed to 40 samplings. Aiming to investigate the strongest variance to explain psychology factors, cultural factors, and marketing factors in explaining tourist decision-making travel to Jeddah. Resulting, the psychological factor, cultural factor, and marketing factor have a relationship with tourist decision-making toward traveling to Jeddah. The psychological factor has a significant influence the most tourists compare to the other factors.

**Keywords:** Psychological Factor; Cultural Factor; Marketing Factor; Tourist Decision-Making.

# **ANALYZING ON TOURIST DECISION MAKING USING FACEBOOK AS TOURSIM DESTINATION IN KELANTAN**

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## **Abstract**

In recent years it is undeniable that Facebook has become a major platform worldwide. The impact of the development of this platform has prompted the tourism industry to easily access information or even choose travel products and services using internet connection. However, previous study do not focusing on relationships between the role of Facebook and decision making. Thus, this study focuses on three objectives which are to identify the factors of decision making in Facebook as the marketing tool for promoting tourism destination in Kelantan, to determine the most influential factor of decision making in using Facebook for promoting tourism destination in Kelantan, to determine the relationship between the role of Facebook as tourism destination between tourist decision making. This study applied the quantitative approach to analyse the role of Facebook and the factor of decision making. The results were obtained through questionnaires that have been distributed to 62 respondents who already have experienced using platform of Facebook as tourism destination among tourists. The outcomes of this study have shown that tourists in Malaysia agreed that the role of Facebook as tourism destination that consists tourism promotion, tourist information search, behavioral intention and actual behaviour of tourist also had the tourist decision making of using Facebook. This study also presented that the role of Facebook was moderately influenced towards tourist decision making. The findings from this research will contribute the role of Facebook as tourism destination that enhance tourist decision making.

**Keywords:** Social Media; Facebook; Decision Making; Relationship; Promoting.

# **THE IMPLICATION OF ONLINE MARKETING STRATEGIES ON CONSUMERS' DECISION MAKING PROCESS AMONGST MALAYSIAN YOUTH**

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## **Abstract**

Marketing in today's world can be viewed as crucially important since there is more competition in the market now with technology advancement. Online platforms have created the opportunity of evolving online marketing strategies. Everything can now be done through online, with applications and website transferring the method for consumer to buy at their own time and space. With both advancement in technology between online marketing and online purchasing, it has been made a vital objective in this research to find the relationship between online marketing strategies and consumers' decision-making process especially amongst Malaysian youth. The focus of this study are 1) to identify consumers' perspectives on existing strategies of online marketing, 2) to investigate the relationship between online marketing strategies and consumers' decision-making process especially amongst Malaysian youth and 3) to examine the most influential online marketing strategies in influencing consumers' decision making process amongst Malaysian youth. Questionnaire have been distributed to 30 Malaysian youth specifically to those who had experience purchasing online. The data taken were then analysed through descriptive, Pearson correlation and regression analysis through SPSS and the results then showed the perspective on consumers' on existing online marketing strategies and the relationship between the dependent variable and independent variables. The result also showed that there is no significant influences of the online marketing strategies towards consumers' decision making process. The whole process is documented in sequences that is easy to read and comprehend online marketing strategies on consumers' decision making process.

**Keywords:** Marketing; Online; Tourism; Decision Making

# THE INFLUENCE OF SOCIAL MEDIA MARKETING COMMUNICATION ON CONSUMERS' ATTITUDE IN TRAVELING TO SABAH

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## Abstract

The tourism industry has been one of the most talked about industries as it continues to evolve and improvised based on attractions, visitors, and the country's image. The emergence of social media dictates the growth of the tourism industry. As technology continues to improve over the years, many opt for social media as their marketing tool and many consumers depends on it to create acknowledgement of their brands, agencies, and tourist's attraction (Di Pietro, Di Virgilio, & Pantano, 2012). Hence, this study is conducted through three objectives which are 1.To assess the level of Influence of Social Media Marketing Communication among Malaysians, 2. To identify the level of Consumers' Attitude among Malaysians in Travelling to Sabah and 3. To investigate the relationship between the Influence of Social Media Marketing Communication and Consumers' Attitude. The methodology used for this study is quantitative approach using *Google Form* and managed to obtain as many as 66 respondents. The respondents are from Malaysia that has been to Sabah or plans to go there soon. The finding of this study shows that there is a significant relationship between the two variables presented. The variables are analyzed through IBM- SPSS (correlation analysis). As a conclusion, this study focuses on contributing to the tourism marketing industry as well as assisting future researchers based on the findings of this study.

**Keynote:** Social Media; Consumers' Attitude; Travel to Sabah.



# **INVESTIGATING THE FACTORS OF YOUTUBE IN CREATING THE DESTINATION IMAGE IN MALAYSIA**

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## **Abstract**

The emergence of social media in the tourism industry is crucial to compete and thrive in an unpredictable world. This marketing method is more convenient for visitors searching for a destination than the conventional technique. Social media is described as a forum for corporations to advertise their goods. YouTube is a popular video-sharing platform with over one billion users. It provides open access to a vast number of videos and could therefore play an important role in promoting tourist destinations. Study in social media marketing has gradually shifted and is being applied to academic research. Given the limited research was conducted on online video websites such as YouTube, the purpose of the study is therefore to identify the YouTube factors in creating the destination image in Malaysia. The sample included 30 local tourists who used YouTube to pick a tourist destination in Malaysia. The results of the quantitative research using descriptive and inferential analysis showed that the YouTube factors were positive in this study. This paper discusses several possibilities for potential studies to be explored. Future research could be further replicated by examining the other factors of YouTube in creating the destination image in Malaysia.

**Keywords:** Social Media Marketing; Destination Image; Youtube

# **THEME: DARK TOURISM**

# **DARK TOURISM: THE MOTIVATIONS AND ITS IMPACT ON THE TOURISTS' EMOTIONAL EXPERIENCE.**

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## **Abstract**

Tourism refers to the activity that people do in visiting various places. Tourists also do activities such as staying in a hotel, trying new foods, and visiting new destinations. There are many types of attractive destinations around the world that are worth it to be visited. Dark tourism is one of the unique activities that tourists can try to experience. It is a destination that has some negative past like a tragedy, violence, death, and so on. Not all people are interested in visiting dark tourism destinations. Every person has their own motivations that lead them to visit dark tourism sites. Furthermore, visiting this type of place also could give some impact on their emotions. Thus, this study aims to investigate the motivations that influence Malaysian to visit dark tourism sites in Malaysia and its impact on tourists' emotional experience. This study focuses on three objectives which are; 1) to identify the motivations that influence Malaysians to visit dark tourism sites in Malaysia, 2) to investigate the impact on tourists' emotional experience and, 3) to investigate the relationship between the motivations and the impact on the tourists' emotional experience. This study is quantitative in nature. A total of 90 respondents of Malaysian participated in this research. The findings of this study showed the motivations of Malaysians to visit dark tourism sites and the impacts on their emotional experience. Other than that, the findings also found that there is a significant relationship between the motivations and the impact on the tourists' emotional experience.

**Keywords:** Dark tourism; Motivations; Emotional Experience.

# **DARK TOURISM: MALAYSIAN TOURIST EXPERIENCE TOWARDS DISASTER SITE**

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## **Abstract**

Dark tourism or thanatourism is tourism associated with death or tragedy that can have a profound effect on some people. It involves visiting a site with notable death or tragic events (Chang, 2017). Some people will react emotionally to this dark tourism destination where they may have a history or a dark story about the dark tourism destination. Nowadays, dark tourism is gaining new attention and has become a tourist choice especially to those who want to reveal history or mystery and love things related to it. The issues of dark tourism in Malaysia are connected with shortcomings and weaknesses of site attraction and the lack of promotions that caused the lack of tourists who came to visit. This study focused on dark disaster destination sites. There are places that are related to the disaster in Malaysia that caught the tourist's eyes which were Penang War Museum, Kellie's Castle and Highland Tower. Thus, this study aims to explore the relationship between tourists' interests and emotional experience towards revisit intention. This study focuses on three objectives which are; 1) To identify the tourist's interest towards dark tourism in Malaysian and 2) To study the emotional experience that tourists gained towards dark tourism in Malaysia. The research method used was quantitative research. The respondents in this study are Malaysian tourists from all types of generations. The research data were collected using a structured questionnaire via Google Form. The results in this study are expected to contribute to the dark tourism industry and indicate the interest and emotional experience of tourists towards revisit intention. The significance of this study is to provide awareness of Responsible Authority and improving the existing shortcomings of dark tourism sites based on tourists' experience of dark tourism in Malaysia.

**Keywords:** Dark tourism; Interest; Emotional Experience; Disaster.

# **YOUTH TOURISTS' MOTIVATION TO VISIT DARK TOURISM SITES IN MALAYSIA**

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## **Abstract**

This research paper discuss regarding the tourists' that is seeking a dark tourism type among all types of tourism sectors and preferences in Malaysia. There are plenty types of tourism in the world and Malaysia such as medical tourism, cultural tourism and even dark tourism. Regarding about dark tourism, dark tourism is where its destinations could contain heritage cultural values and stories plus history of unwanted tragedies mainly aside from death and genocide. Although the dark sites in Malaysia is not made aware to the public and not being promoted by local agencies, stakeholders and government it seemingly still attracting tourists locally and even internationally. This research aims to determine the relationship of tourists' motivation to visit and the satisfaction they achieved from visiting dark sites in Malaysia. This is due to majority of Malaysians lack the knowledge regarding the existence of dark tourism sites in Malaysia. Furthermore, this paper also aims to identify ways to expand the knowledge and to identify the awareness of dark tourism in Malaysia to all tourists, especially among locals. The current dark sites in Malaysia is not being uplifted or mentioned in any tourism promotion form the public and private sector even the government to put these dark sites in the Malaysia market much less the international market. This is believed due to that these dark sites holds knowledge, cultural and heritage values that is innumerable. The researcher also insert recommendations and suggestions in hope that dark tourism sites in Malaysia would later on attract more tourists on the local and international market.

**Keywords:** Dark Tourism; Motivation; Tourist.

## **DARK TOURISM TRAGEDIES: ARE YOUNG TOURISTS UP FOR IT?**

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### **Abstract**

The idea of dark tourism or thanatourism often gets people to react pessimistically because of its connection with tragedies, death and suffering. For tourists among Malaysians, Dark Tourism is still lukewarm and receives less attention especially from the young tourists. There are places that are related to tragedies and paranormal sightings in Malaysia that caught the tourist's eyes which were Highland Tower and Villa Nabila. Young tourists who lack interest in traveling to dark tourism destinations are often confused and they also are still clueless on the type of tourism that they prefer. Therefore, it is important to explore the youngster's interest and motivation of traveling to dark tourism destinations in order to promote awareness of dark tourism in Malaysia. The research methods that will be used are quantitative methods. A self-administered survey will be created and conducted to collect quantitative data from a sample of young tourists. The respondents in this study are young tourists whose ages vary from fifteen to thirty years old that were defined by UNWTO. The results in this study are expected to contribute to the dark tourism industry. The significance of this study is to identify whether young tourists are interested or not and their awareness towards Dark Tourism in Malaysia.

**Keywords:** Interest; Awareness; Tragedies; Dark Tourism.

# **DARK TOURISM: IS IT A GROWTH SEGMENT FOR THE MALAYSIA TOURISM INDUSTRY?**

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## **Abstract**

Dark Tourism is tourism that is associated with death and tragedy (Stainton,2019). Generally, dark tourism has a negative image as it is related to death or tragedy. However, recent studies have discovered the benefits of dark tourism particularly in education. The purpose of this study is to explore the relationship between dark tourism values and tourist action behavior. Dark tourism sites are not yet internationally recognized due to lack of assistance and publicity from the government and travel agencies (Zahari et al, 2017, Jamin et al 2019). Therefore, discovering dark tourism values that tourists perceive important is going to help the government and travel agencies to give assistance or publicity to the sites that offer that value so that it will attract more tourists in the future. Hence, expanding the growth of dark tourism in Malaysia. This study is using a quantitative approach questionnaire. An online survey was spread using convenience and snowball sampling. 52 respondents participate in the survey. This study may benefit travel agencies and government agencies to invest in dark tourism sites that can potentially attract tourists. The limitation of this study is that the sample used was convenience and snowball only. Therefore, the results may only represent a limited extent of the population. It can be suggested that future studies can extend the scope of study using different samples.

**Keywords:** Dark Tourism; Attraction; Destination.

# **THEME: SMART TOURISM**



# **MUSLIM YOUTHS PREFERENCES TOWARDS SMART TOURISM APPLICATION IN MUSLIM-FRIENDLY TOURISM**

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## **Abstract**

The introductory of Smart tourism proposes a new level of tourism development by improving ICT. Global Muslim Tourism Industry is currently applying Smart Tourism applications into Muslim-Friendly Tourism. Now Industrial Revolution 4.0 is revolutionizing Muslim-Friendly Tourism in Malaysia via Smart Tourism applications. This research is focusing on two objectives which are; 1) to investigate the Malaysian Muslim Youth's perception of Smart Tourism Application in Muslim-Friendly Tourism in Malaysia, 2) to identify the preferences of Malaysian Muslim Youths towards Smart Tourism Application in Muslim-Friendly Tourism in Malaysia. A total number of 384 respondents of Malaysian Muslims Youth within the ages from 18 until 40 years old has participated in this research. The data was analyzed by using 20th Edition for IBM Statistical Package for Social Science (SPSS) via descriptive analysis. The findings of this study indicate that Malaysian Muslim Youths have given a positive perception on Smart Tourism Applications in Muslim-Friendly Tourism in Malaysia and the Malaysian Muslim Youths' highest preference is Digital Currency Applications in Muslim-Friendly Tourism. Muslim-Friendly Tourism industry in Malaysia is ready to implement Smart Tourism Applications to attract more visitors. This study has a significant contribution to the Muslim-Friendly Tourism Industry and Industry 4.0 Developer to be able to comprehend and make real of technologies and digital into Muslim-Friendly Tourism and collaborate with authority especially referring to Muftis and Ministry of Religious Affairs to improve Muslim-Friendly Tourism in a modern way.

**Keywords:** Muslim-Friendly Tourism; Smart Tourism; Tourist; Preferences.

# **FACTORS INFLUENCING THE ACCEPTANCE OF VIRTUAL REALITY AS A MEANS OF TRAVELLING AMONG MALAYSIAN TOURISTS TO TAIPING**

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Virtual reality is a technology device that gives many benefits especially to the tourism industry and education sector. This is because, the device can promote a destination by giving people view of a place with the aid of visual and sound effects that make it realistic. Now, the world is facing the pandemic of COVID-19 where the travelling activities cannot be done as usual due to the travel restriction. With the aid of virtual reality, it can help to promote a destination and travelling activities can be done virtually. This research is focusing on two objective which are 1) to investigate the acceptance of virtual reality as a means of travelling 2) to identify which factors influencing the acceptance of virtual reality as a means of travelling. Methodology used for the research is quantitative method and a total of 30 respondents has been distributed to the Malaysian tourists that visited Taiping through questionnaires via Google Form. Findings show that there are three factors influencing the acceptance of virtual reality as a means of travelling among Malaysian tourists to Taiping mainly Perceived Ease of Use, Perceived Usefulness and Personal Innovativeness. To add, the most influencing factor is Personal Innovativeness. Hence, this research has significant contributions to the tourism operators to operate their business as usual with new norms and to the tourists as they can still experience visiting to Taiping virtually with the help of virtual reality.

**Keywords:** Smart Tourism; Virtual Reality; Tourism.

## YOUTH PREFERENCE IN DIY UMRAH TECHNOLOGY COMPONENTS

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### Abstract

Malaysians planning to perform Umrah now get to buy packages without having to engage a travel agent. However, without a proper guide, there tend to be issues such as getting stranded or immigration issues and such. These issues can be solved through the packages provided for it via agents but it could be very expensive. Therefore, this study aims to compile, analyze and verify the preference of a do-it-yourself (DIY) guide for Umrah which includes mobile application components suggestion to use for guide during the travel. Based on the highlights from the statement of problem, the research objectives to identify the preference of young generation towards DIY Umrah, to identify the use of technology in DIY Umrah, and to identify components needed in a DIY Umrah Guide are proposed. This study employed a quantitative research design with a cross-sectional study approach which assessed the research variables via questionnaires as the major instrument to be distributed to 30 Muslim youths in Malaysia. The findings showed that the young generation do prefer DIY Umrah. Most of the samples agreed that technology is helpful as a guide to be used in DIY Umrah and that they are good at using technology such as smartphones and/or mobile applications. They also mostly agree with the components listed for a DIY Umrah Guide, with the components visa application and logistic bookings considered as the most needed while 'out of boundary' and Quran reader as the least needed components. Thus, tourism industries should start developing a DIY Umrah Guide to aid future potential travelers and optimize digital space where it is easily accessible by the Islamic Tourism market.

**Keywords:** DIY Umrah; Technology components; Islamic Tourism; Malaysian Muslim Youth

# **THEME: DESTINATION PLANNING**

# **TOURISM DESTINATION PLANNING: INVESTIGATING TOURISTS' SATISFACTION LEVEL AMONG DIFFERENT GENERATIONS WITH ZOO NEGARA**

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## **Abstract**

Zoo Negara Malaysia is located at Ulu Klang, adjacent to Taman Melawati in the northeast corner of Kuala Lumpur. There are various factors on why local tourists visit and choose the zoo as their travel destination and one of them is related to their satisfaction level when visiting Zoo Negara. However, there are few problems that affect tourists' satisfaction which are the services, price and accessibility. This research aims to answer two different research questions: a) What is the level of tourists' satisfaction with Zoo Negara? and b) Is there any difference in tourists' satisfaction level with Zoo Negara between the three generations X, Y and Z? There are three independent variables in this research (service, price and accessibility) and one dependent variable (satisfaction). This research included three hypotheses to show the relationship among variables. 96 respondents who have visited Zoo Negara from 2015 to 2020 were surveyed to answer the online questionnaire. The questionnaire was spread through media platforms such as WhatsApp, Twitter and Instagram. Therefore, Pearson correlation analysis was used to identify the relationship between variables and analysis of variance (ANOVA) was conducted using SPSS to compare the satisfaction level between generation Z, Y and X. This research attempts to identify the problems in Zoo Negara that lead to the dissatisfaction of tourists. This study also provided new results on the tourists' pleasure among different generations with Zoo Negara's services. Also, future researchers can consider making a research that affects tourists' satisfaction level with Zoo Negara based on the tourists' emotions and physical conditions.

**Keywords:** Planning; Zoo Negara; Tourist; Satisfaction.

# **TOURIST DESTINATION PLANNING: TOURISTS' MOTIVATION IN VISITING NATIONAL ZOO**

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## **Abstract**

Malaysian Zoological Society is a non-government organization who has a responsibility to manage the National Zoo Malaysia. It officially opened on 14 November 1963. Tourist motivation is one of the key components in understanding tourist decision making behaviour. The research aims two research questions which are “What is the level of tourist intention among gender to come to the National Zoo?” and “Which generation (baby boomer, gen X, gen Y and gen Z) have more intention of visiting the National Zoo?”. This research has two hypotheses from the independent variable. The survey was conducted using the online platform (Google Form). The study approach by the SPSS (T-Test, Anova and Correlation) have been used to run the data. From this study, researcher can get current data which is “Did push and pull motivation give good or bad impact during pandemic Covid-19”. Future research can consider making the new point of the motivation to get more idea on what the tourist intention during their visiting is.

**Keyword:** Tourist Intention, Push Factor, Pull Factor, Motivation

# **TOURISM DESTINATION PLANNING: STUDY ON VISITORS' PERCEPTION TOWARD ZOO NEGARA**

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## **Abstract**

Zoo Negara one of the recreation centers. People visiting Zoo Negara mostly for seeking knowledge and to spend leisure time with friends and family. However, the previous study recorded some problems related to their services, safety, entrance fee, and so on. Therefore, this study is to study tourists' perception of the service management and price toward Zoo Negara. This research aims to answer two different research questions: a): what are the profile of visitors who visit Zoo Negara and b) why the number of visitors decreasing in Zoo Negara There are two independent variables in this research (service management, and price). For gathering all the data, quantitative methods are to be used to get accurate data. A questionnaire about the topic was distributed among domestic tourism through a google form. 50 respondents who have visited Zoo Negara were surveyed to answer the online questionnaire. The questionnaire was spread through media platforms such as WhatsApp, and Instagram. Therefore, reliability analysis was used to identify mean was conducted using SPSS. This research attempts to identify the problems in Zoo Negara that lead to a decreasing number of visitors. This study also provided new results on the visitors' perception toward recreation centers in Malaysia especially in Zoo Negara's. Also, future researchers can consider making research on visitors' perception to revisit intension toward Zoo Negara.

**Keywords:** Planning; Zoo Negara; Perception; Revisit Intention.

# **THEME: ECO TOURISM**



# **THE QUALITY OF SERVICE PROVIDED AND TOURIST'S SATISFACTION IN MARINE PARK TIOMAN ISLAND**

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## **Abstract**

Tioman Island is known as the biggest island out of nine islands in Pahang and mainly known as “The Jewel of South China Sea” with a size of 38 kilometres long and 19 kilometres its widest, resembles a tear-shaped paradise (Tourism Pahang, 2020). Specifically, Marine Park Tioman Island is located in Kampung Tekek. The overall objectives of this study is to identify the quality of service provided in Marine Park Tioman Island, to measure the level of satisfaction the tourists achieve throughout their visit to Marine Park Tioman Island and to investigate the significant relationship between the quality of service provided and tourists’ satisfaction. For this study, a quantitative approach has been implemented. A set of questionnaires has been constructed and distributed to 40 public citizens. Moreover, this study executed snowball sampling in order to cope with the current situation, the respondent’s characteristic has been narrowed down to the ones who have been to Marine Park Tioman Island. Also, the existing respondents were asked to spread the questionnaires to close contacts that also have been to Marine Park Tioman Island. As for the findings, SPSS has been used to check the reliability of data and significance. As a result of correlation there is a strong and positive relationship between the quality of service provided and tourists satisfaction. Furthermore, this study also gives significance towards travel agencies, Department of Marine Park and also future researchers.

**Keywords:** Ecotourism; Sustainability; and Tourist Satisfaction.

# **TO INVESTIGATE THE IMPACT OF AGRO TOURISM TOWARD THE LOCAL COMMUNITY RESIDENT**

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## **Abstract**

Agrotourism is a new tourism product introduced in Malaysia based on agricultural attractions. Over the years, most developing countries across the globe have recognised agrotourism activities as being able to assist the growth of their respective countries. Cameron Highlands is the largest agriculture based highland resort area in Malaysia. The cool climate, farms, and natural environment make Cameron Highlands a famous tourist destination. Agrotourism has been one of the most important economic sectors in Cameron Highlands. Thus, as an effective tool of development and poverty eradication, and perhaps, at the same time, a crucial strategy for resolving issues faced by local community residents (Ling et al., 2017). The study is aimed to investigate impact of agrotourism toward the local community resident: Case study of Cameron Highland Malaysia. A questionnaire survey was carried out among the local urban residents. The findings indicate that the local urban residents were positively and negatively affected by the agrotourism activities and development in Cameron Highlands.

**Keywords:** Eco Tourism; Agrotourism; local community.

# **THEME: CULTURE AND HERITAGE**

# **DISCOVERING THE POTENTIAL OF KLUANG, JOHOR AS CULTURE AND HERITAGE TOURISM DESTINATION**

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## **Abstract**

Culture and heritage tourism are related to the visiting to places and experiences activities that represent people from past and present which related to their historic, beliefs, laws, and customs. Culture and heritage can be divided into two which are tangible and intangible culture heritage. This study focused on the tourism products and attractions in Kluang that have potential to make Kluang as one of the culture and heritage tourism destination. The objectives of this study is to identify the attributes of culture and heritage, to investigate the tourism products for culture and heritage tourism and to propose potential ways to preserving culture and heritage tourism in Kluang, Johor. This study conducted using qualitative method by interview with three local people as the respondents which have stay in Kluang for more than 10 years. Interviews were conducted by using semi structured interviews which is based on the checklist that already provided based on the literature review and objectives of the study. The results showed that all the respondents know about tourism products and attractions that related to the culture and heritage in Kluang. However, there several issues and reasons culture and heritage tourism products are not well known to the tourists such as lack of marketing and promotion and the location of public facilities. Overall, Kluang have potential to be develop as of culture and heritage tourism destination but the key players or state government need to identify the suitable marketing strategy that can be use to promote culture and heritage tourism products in Kluang, Johor.

**Keywords:** Tourism Destination; Culture And Heritage; Qualitative Method.

# **ANALYZING THE MEMORABLE TOURISM EXPERIENCE (MTE) IN MELAKA WORLD HERITAGE SITE**

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## **Abstract**

In 2008, Malacca has declared a World Heritage Site by UNESCO. The World Heritage Committee's designation of Melaka as a World Heritage City since July 7, 2008, at the 32nd Meeting, Quebec, Canada, is a tribute to the continuing efforts of the state government to protect and preserve buildings and historical heritage over 600 years ago. However, there is limited research that has been conducted about memorable tourism experiences in Melaka World Heritage Sites. Thus this study focus on three objectives which are to identify the factors of Memorable Tourism Experience, to investigate the Memorable Tourism Experience in Melaka World Heritage Site, and to determine the most influential factor of Memorable Tourism Experience in Melaka Melaka World Heritage Site. For this study, quantitative approaches were used to determine the factor of Memorable Tourism Experience in Melaka World Heritage Site. 30 surveys were distributed. Generally, 93.3 percent of respondents were under 25 years of age and 56.7 percent were male. The respondents are all Malaysian. The outcomes of this study have shown that Involvement was considered as the most important factor in influencing memorable tourism experiences in Melaka World Heritage Site. The findings from this study will contribute to the Ministry of Tourism, Arts and Culture Malaysia can use memorable tourism experiences to attract more tourists to come in Melaka World Heritage Site.

**Keyword:** Memorable Tourism Experiences; Melaka World Heritage Site; Cultural and Heritage.

# HERITAGE TOURISM: TOURIST MOTIVATION AND TOURIST DECISION MAKING ON TRAVEL TO MELAKA

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## Abstract

Tourism in history or heritage means travelling with the primary aim of discovering a place's history and heritage. It could mean simply visiting renowned historical architecture, visiting local museums that record the past through artefacts, sculpture, and literary remains, or even something as quaint in their place of origin as sampling authentic historical recipes. Thus, Melaka was chosen because it is the best known country that is rich with culture and heritage. As there are a huge number of tourists recorded yearly and “has achieved its target of recording 17 million tourist arrivals in 2018” (TheStar, 2019), hence, the purpose of this paper is to investigate the relationship between tourist motivation and tourist decision making on travel to Melaka. The methodology used in this research had a quantitative approach and the total for pilot study had achieved more than targeted respondents which is 70 respondents. The targeted respondents for this study focuses on Malaysian people who already or have planned to visit Melaka. The findings of the study show how the tourists really agreed that their motivation influenced their decision making on travel to Melaka. Besides, the variables have positive relationship after have been testing in IBM - SPSS (correlation analysis). Further results can be used for other researchers to re-evaluate the decision making process and tourist motivation as it might be changed from time to time. For further research in this area, a more in-depth view of this factor may be quite important. This study also can give benefits to travel agencies, they can understand what motivates tourists to come to Melaka and construct new ideas for tourism packages.

**Keywords:** Heritage tourism; Tourist motivation and Tourist decision making.

# **THE TOURIST KNOWLEDGE, INVOLVEMENT, AND SATISFACTION TOWARDS FOOD TOURISM IMAGE IN NEGERI SEMBILAN**

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## **Abstract**

Heritage food in Negeri Sembilan is popular for its Minangkabau heritage customs and culture. This tradition is still practiced, particularly in some areas such as Kuala Pilah and Rembau, and should therefore be emphasized to improve the tourist image of the destination. Thus, the aim of this research is to study the tourist knowledge towards food tourism image in Negeri Sembilan, to identify the relationship between tourist knowledge and involvement towards food tourism image in Negeri Sembilan and to measure the tourist satisfaction and perception towards food tourism image in Negeri Sembilan. This study will be conducted in Negeri Sembilan, as it is one of the countries with its own cultural and heritage cuisines that must be highlighted to the tourists. A set of questionnaires used for data collection has been distributed by the researcher to 30 respondents, across the Malaysian region, through randomized phases that differ in age, regionality, intent of travel, and many more. This research has used IBM SPSS to conduct data analysis by engaging in descriptive analysis and Pearson Correlation. This study revealed that there is a significant relationship between tourism involvement and knowledge in the image of food tourism in Negeri Sembilan. The contribution of this study would enable higher authorities to recognize and improve tourist satisfaction with the image of food tourism in Negeri Sembilan to attract more tourists to come.

**Keywords:** Heritage; Negeri Sembilan Food; Food Tourism.

# **THEME: BEHAVIOUR TOURISM**



# **YOUTH TOURIST DECISION MAKING PROCESS TO VISIT URBAN TOURISM OFFERED IN KUALA LUMPUR**

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## **Abstract**

Youth tourists nowadays have been looking as a target customer for tourism products in Urban tourism. It is currently booming and is reported to be one-sixth of the whole tourists' market globally in the year 2020 which covers about 300 million travelers. In decades, tourist's motivation had been the focus of research in the tourism area. The aim of this study is to identify the travel motivation of youth to visit Urban tourism offered by Kuala Lumpur, as well as to identify the tourism search behaviour to visit in Kuala Lumpur, Malaysia. This study is designed as a quantitative study accompanied by literature review and data interpretation to identify the factors that motivate youth to visit Kuala Lumpur and tourism search behaviour. Using 36 valid youth as respondents. The study has several implications for researchers, tour planners, travel related companies, and also government agencies when delivering service for the potential customers.

**Keywords :**Urban Tourism; Behaviour; Decision making.

# TRAVEL INTENTION AMONG YOUNG MALAYSIAN TRAVELLERS IN DOMESTIC TOURISM

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## Abstract

Young traveller is known as one of the vital markets in the global tourism sector as they are significantly considered to be a potential tourism consumer. They can be easily influenced despite not having a stable income yet. This study is conducted in Malaysia specifically towards young Malaysian travellers, in line with the increasing demand for this niche market in the tourism industry Malaysia. This study is conducted due to the study research that shows young Malaysian traveller's intention to travel abroad is higher than domestic. This study focusing on three objectives which are; 1) To explore the profile of young Malaysians who have travelled domestic in the past 12 months. 2) To identify the travel intentions of young Malaysians in domestic travel. 3) To examine the factors that influence the intention of young Malaysian to travel domestically. This study is quantitative in nature. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 21 through analyses such as descriptive analysis and multiple regression analysis. A total of 30 respondents of young Malaysian that ages from 15 until 30 years old are participated in this research with frequent three times per year of travel domestically within 1 to 3 days in the past 12 months. The analysis of this study shows the travel intention of these young travelers are they interested to travel domestic at the same time motivated to travel at young age. The result also shows that social relationship and widening knowledge have significant influence on travel intention meanwhile relaxation and self-actualization show insignificant influence. It is suggested in the future research to include the influence of social networks on the travel intention of young travelers also for the tour operators to incorporate the elements of relaxation with other aspects of travelling.

**Keywords:** Domestic Tourism, Young Travelers, Travel intention.

# **THE INFLUENCE OF FLASH FLOOD EXPERIENCE AND TOURIST SATISFACTION TOWARDS REVISIT INTENTION IN KUALA LUMPUR**

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## **Abstract**

As defined by UNWTO (2019), tourism is a social, cultural, and economic events that includes people traveling to places outside their usual environment for different purposes such as personal, business, or professional. Kuala Lumpur is the capital of Malaysia with total space area of 243km<sup>2</sup>. As of 2015, it is estimated that Kuala Lumpur has the number of populations at 1.79 million. Flash floods are disruptive hydro-meteorological phenomenon that commonly happens in many cities in Malaysia, especially the capital city of the country, Kuala Lumpur. The city is at the heart of a valley between two rivers, Klang River and Gombak River. During seasonal monsoon rain, the drainage systems were insufficient to channel water properly, thus making flash floods inevitable. The aims of this research are: 1) To examine the relationship between flash flood experience, tourist satisfaction and revisit intention in Kuala Lumpur. 2) To investigate the influence of tourist satisfaction towards revisit intention. 3) To investigate the influence of flash flood experience towards tourist revisit intention to Kuala Lumpur. The research approach used for this study is quantitative research, with questionnaire survey as the instrument. The data collected from respondents were analyzed using SPSS to measure the correlation between variables. The results show that there is a weak significance between flash flood experience and tourist revisit intention in Kuala Lumpur. The results also show that there is a moderate correlation between tourist satisfaction and revisit intention in Kuala Lumpur. Overall, the respondents have high intention to revisit and level of satisfaction despite flash flood experience during visit in Kuala Lumpur.

**Keyword:** Flash Floods; Tourist Satisfaction; Revisit Intention.

# **EXAMINING THE INFLUENCE OF DESTINATION IMAGE AND MOTIVATIONAL FACTORS TO VISIT TERENGGANU DRAWBRIDGE**

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## **Abstract**

These days tourism became most important sector in the world and have give big revenue to a country. In Malaysia, Terengganu drawbridge became one of the famous places in Malaysia since it was the second drawbridge in the world after the London drawbridge. Terengganu Drawbridge stand as new landmark that become the topic of interest to study about. Generally, the aim of this research is to study about the influence of destination image and others motivational factors to visit Terengganu Drawbridge. There are three objectives of this research which is to identify the attributes of the destination image of Terengganu Draw Bridge, to identify the motivational factors that attract tourist to visit Terengganu Draw Bridge, and to investigate the relationship between the destination image and motivational factors of tourist to visit Terengganu Draw Bridge. The data was collected using quantitative techniques through questionnaires which answered by 31 respondents. The results found that destination image play a big role in attracting tourist to Terengganu Drawbridge such as natural characteristics, amenities and affective image and also motivational factor.

**Keywords:** Destination image; Landmark; Tourism; Drawbridge.

# **THE INFLUENCES OF AFFECTIVE, COGNITIVE AND CONATIVE ATTITUDE ON THE WILLINGNESS TO FLY AMONG MALAYSIAN YOUTH**

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## **Abstract**

Early in the year of 2020, the Covid-19 pandemic caused a catastrophic outbreak which greatly affected the tourism industry. The airline sector impacted too with the 70% decline in the international flying globally while in Malaysia, the air passenger traffic declined by 27.5% in the first quarter 2020 which is worrying for Malaysia tourism growth and revenue. Besides, the air travel and willingness to fly passengers after Covid-19 pandemic can be determined by the attitude of the passenger. Considering the youth as the largest market segment on current tourism and more invulnerable to the infection of Covid-19 pandemic than the ageing people, therefore this study are to determine the influence of affective attitudes on willingness to fly after RMCO, to study the influence of cognitive attitudes on willingness to fly after RMCO and to identify the influence of conative attitudes on willingness to fly after RMCO among Malaysian youth. A total number of 30 respondents of Malaysian youth completed the survey questionnaire due to Covid-19 pandemic limitation. The data collected were analyzed through the descriptive and regression analysis using IBM Statistical Package for Social Science (SPSS) 21 edition to calculate the results of the findings. The findings showed that Affective Attitude and Conative Attitude are the significant influence on the Willingness to Fly After RMCO among Malaysian youth. Then, this study proposed several recommendations to widely be attentive to these two elements of Affective Attitude and Conative Attitude on promoting the air travel to the future passenger after pandemic.

**Keywords:** Covid 19; Transportation; Tourism; Fly.

# **TRAVEL PURPOSE AND TRAVEL MOTIVATION AMONG YOUNG TRAVELLERS IN MALAYSIA**

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## **Abstract**

UNWTO (2008) predicts that the main source of travel demand growth forecast is the emerging prosperous young middle class which is from 175 million people in 2008 to around 500 million by 2025. According to Malaysia Department of Statistics (2010), approximately around 28.25 million of young travellers in Malaysia that having high interest in tourism. Despite having high curiosity and relaxation time, it was found that young tourists have high assumptions regarding the importance of the quality of cash they spend on travel. There are push and pull factors that associated with their motives for traveling and also can influence their travel purpose and travel motivation. However, not many studies have been mentioned about travel purpose and travel motivation of youth travellers in travelling. Therefore, this study will study on the youth travel purpose and travel motivation. Hence, this study appointed three main objectives which are, to identify push and pull factors in motivate them in choosing destination, to identify the travel purpose among young travellers and to identify the relationship between travel motivation and travel purpose. Quantitative methods have been used to collect the data. This research study has collected 30 respondents and data collected were analysed by using SPSS through descriptive analysis.

Keywords: Motivation; Tourist, Traveller.

## **WHAT MOTIVATE WOMEN TO BE A SOLO TRAVELLER?**

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### **Abstract**

These days, female solo traveller is not an odd things anymore. It have been a growing trend for the past few year and making it became one of the tourism industry target market. It is important to acknowledge and give more attention to this kind of travel since it will lead to the increase of economy and supporting the Sustainable Development Goals (SDG) number 5; Gender Equality. Nevertheless, this research conducted to investigating the motivations that leads Malaysian female to be a solo traveller, and to identify the challenges they faced during solo travelling. To find out the result, the study have used purposive sampling to get the Malaysian female that experienced solo travelling. Besides that, the study have used mixed method which are survey questionnaire for 30 respondents to investigate the motivational determinants and interviewed 5 people to find out about the challenges. The results of the study shows that leisure experience is one of the factor they solo travel, and it can be seen in four themes such as experience, luxury, escape, and educations. As for the challenges, the study come out with few constraints such as socio-cultural constraints, spatial constraints, personal constraints, and practical constraints. However for the challenges, most of the informants did not face such challenges. Thus, the study manage to answer both objective and come out with recommendation for future study to diversify their target respondents.

Keywords; Solo Traveler; Motivation; SDG.

# **ANALYZING THE INFLUENCE OF TOURISM DESTINATION IMAGE AND MOTIVATIONAL FACTORS TO VISIT PERAK**

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## **Abstract**

In 2018, Perak are place at 3<sup>rd</sup> place as the most state visit by domestic tourist with the numbers of 7.6 million. This shows that the number is significance decrease from the previous year which Perak received 20.1 million domestic visitors. Furthermore, there is lack of research that has been conducted about influence of tourism destination image and motivational factors to visit Perak. Hence, this study focuses on three objectives which are to identify the factors influence of tourism destination image and motivational factors to visit Perak. The three objectives which are to identify the attributes of the destination image of Perak, to determine the motivational factors of that attract to visit Perak and to investigate the relationship between destination image and motivational factors of tourists to visit Perak. To determine the influence of tourism destination image and motivational factors to visit Perak, quantitative approaches had been used for this study. 30 respondents have been approached to answers the questionnaires that had been distributed using Google form. In general, 43.3 percent of respondents were female, and 93.3 percent of the respondents have visit Perak with various. The findings of this study will contribute to the Perak Tourism to draw more people to choose Perak as one of the destination images.

**Keywords:** Tourism destination image, Motivational factors; Perak.



# SOLO FEMALE MALAYSIAN TRAVELERS

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## Abstract

Most women choose to travel solo these days. It is not only for global trends, but also a phenomenon in Malaysia. Therefore, this research focuses on Malaysian female travelers. In this era of globalization, many women choose to travel solo in order to seek a meaningful travel experience. Based on the previous studies, women travel without friends or companions because they want to feel peace without the intervention of other individuals. This research aims to examine the motivations that influence Malaysian women to travel solo. In addition, constraints or problems to travel solo will also be discussed in this study. At the same time, this research also aims to investigate the relationship between the motivations and challenges of Malaysian female to travel solo. Based on the findings, Malaysian women decided to travel solo for satisfaction, freedom and even challenge for themselves. The challenge that worries female travelers the most is safety. Solo travel is definitely very risky for female travelers. However, Malaysian women still travel solo till this day because of their courage and high desire.

**Keywords:** solo travel; solo female traveler; Malaysian; motivation; challenge

# **THEME: SPORT TOURISM**

# INVESTIGATING THE FACTORS IN NOSTALGIA OF SPORT TOURISM IN MALAYSIA

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## Abstract

Sports tourism is an act of travelling from one place to another with the intention of becoming a part of the public to a sporting competition of some sort. People are now traveling far and wide only to attend their favourite activities, and it's no wonder what encouraged the unexpected increase in popularity. However, A measure that assesses to investigate nostalgia in the field of sport tourism in Malaysia has not been created yet. Thus, this research focuses on three objectives which are to identify the factors in nostalgia of sport tourism, to identify the factors in nostalgia of sport tourism in Malaysia and to investigate the most influential factors in nostalgia for sport tourism in Malaysia. This research has implemented a quantitative method to investigate the factors in nostalgia of sport tourism in Malaysia. The results were obtained through questionnaires that have been distributed to 30 respondents who have experience in attending or joining the sport tourism events in Malaysia. The respondent is all a Malaysian people. The findings have showed that the most influential factors in nostalgia of sport tourism in Malaysia is nostalgia as group identity. Hence, this nostalgia scale for sport tourism (NSST) built here can be a valuable guide for future empiric studies aimed at better understanding the nostalgia of sports fans and at recognizing the importance of nostalgia in sport tourism.

**Keywords:** Nostalgia, Sport Tourism, Sport Tourist.

# TOURISTS MOTIVATIONS TO TRAVEL FOR ATTENDING E-SPORTS GAMING EVENTS

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## Abstract

Hundreds of millions of people are watching eSports nowadays. The availability of many video gaming nowadays not only influences the community but the tourism industry also. At so many countries, eSport in tourism being implemented so effectively compared to Malaysia where they are promoting the inclusion of esports events as a niche tourist destination. On the other hand, the growth of video game streaming and online broadcasting technologies ease spectator to watch eSports events virtually. Thus, this study will be conducted to determine the motivation factors under eSports consumption motivation that affect Malaysian esports fans and supporter's desire to travel for the purpose of attending eSports gaming events. By using a widely-applied measurement instrument developed to study traditional sports consumers which is theoretical model of Motivation Scale for Sport Consumption (MSSC), questionnaires were used and digitally distributes to collect required data from respondents which consists of among the Malaysian supporters of eSports team or the professional player itself. The sample was collected through convenient sampling method. Descriptive statistics were used to summarize data and calculate and construct the reliability tables for each factor and corresponding questions, meanwhile inferential statistics were calculated to determine the relationship between the variables.

**Keywords:** Tourist Motivations; Esports Events; Gaming; E-sport Consumption; Electronic Sports.

# **THEME: COMMUNITY BASED TOURISM**

# **QUALITY AND SATISFACTION ON COMMUNITY-BASED TOURISM DESTINATION IN KG SUNGAI HAJI DORANI**

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## **Abstract**

Rural tourism in Malaysia is known to be in rural areas and gives the chance for visitors to experience and enjoy the uniqueness of culture, environment and historical attraction that the activities are mainly organized by the residents. Among rural tourism products, the homestays programme is the successful one. Homestay programs are also classified as community-based tourism which is the type of tourism that is involved by the local community and managed by them. Despite that, there are some challenges such as this tourism development are quite challenging to be managed by the local community and moderate service quality of the homestays can lead to poor performance of the programme. Thus, the objectives of this study is to identify the relationship between tourist satisfaction and service quality of community-based tourism specifically in Kg Sungai Haji Dorani, Selangor. It is a qualitative research which questionnaire instrument will be used and distributed to the respondents by using non-probability sampling specifically convenience sampling. This research contributes to the community-based tourism provider to improve their service quality to achieve tourist satisfaction. From this research, it can be seen that there is a strong relationship between service quality and tourist satisfaction in Kg Sungai Haji Dorani.

**Keywords:** Homestay; Community Based Tourism; Tourist.

# **THE IMPACTS OF HOMESTAY DEVELOPMENT TOWARDS LOCAL COMMUNITY IN PACHITAN HOMESTAY, NEGERI SEMBILAN.**

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## **Abstract**

The tourism industry is the second largest contributor to Malaysia's economy after the manufacturing sector. The Homestay program, which was launched in 1988, has become the emblematic product of rural tourism illustrate Malaysian cultural and traditional way of life. Pachitan Homestay is one of the most popular homestay destinations and is known for its Javanese culture tradition. Tourism has increased employment and improved income levels, which have made local residents feel positive about the tourism economy. Moreover, measuring the impact on their view of the destination can be very useful and respondents believe that this operation has helped the local economy, society and the environment. It focuses on the traditional culture and customs of local people. The aim of this paper is to provide a better understanding of the local community's perception of the current homestay program in the Pachitan Homestay. This study was conducted in Kampung Pachitan, Negeri Sembilan, using the quantitative method by which the questionnaire was distributed to the local community of Kampung Pachitan. A total of 39 respondents referring to the residents of Kampung Pachitan agreed to respond and the data collected was analyzed using the Social Science Statistical Package (SPSS). In addition, this study framework has been adapted where it consists of three impacts. The impacts are cultural, economic and environmental. This research shows that the local perception has positive knowledge that leads to a positive impact on the development of Pachitan Homestay. Finally, some initiatives to be recommended such as proper planning and marketing, increased customer service, research activities and sufficient allocation to ensure the socio-economic advancement of homestay accommodation.

**Keywords:** Homestay Programme; Local Perception; Knowledge; Advancement.

## **THE READINESS OF LOCAL COMMUNITY TO PARTICIPATE IN TOURISM DEVELOPMENT IN MERCHANG, MARANG**

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This study wants to know the readiness of local community to participate in tourism development in Merchang, Marang. The readiness of the local community can be evaluated in term of (1) socio-economic aspects, (2) socio-cultural aspects, (3) environmental aspects, (4) management aspects.. This study applied a quantitative method by conducting the survey to the local community that were willing to participate in the research. The results were analyzed by using SPSS and further explained through descriptive analysis. Merchang Marang will involve in tourism development due to its unique features and existing activities that promote the uniqueness at their place. Nevertheless, this study is highly contributed for the locals who aimed to contribute in tourism development by assessing their readiness and willingness in enrolled themselves to tourism activities. Based on the result, the local community in Merchang, Marang was agreed to involve in tourism development and willing to contribute in this industry.

Keywords: Local community; Reediness; Willingness.



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