

UNDERSTANDING TOURIST MOTIVATION  
FACTORS FOR PRODUCT/SERVICES PLANNING  
AND PROMOTION TO BOOST MELAKA TOURISM  
SECTORS

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BTM (Innovation Technology)

2017

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I hereby declare that I have read this thesis and in my in my opinion, this project is sufficient in terms of scope and quality for the award of Bachelor Degree in Technology Management (Innovation Technology)

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**UNDERSTANDING TOURIST MOTIVATION FACTORS FOR  
PRODUCT/SERVICES PLANNING AND PROMOTION TO BOOST  
MELAKA TOURISM SECTORS**

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Report submitted in fulfilment of the requirements for the Bachelor  
Degree in Technology Management (Innovation Technology)

Faculty of Technology Management and Technopreneurship  
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JUNE 2017

## DECLARATION

I hereby declare that the report has been prepared by my own self except the summaries and citation that I been clarified the resources.

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## DEDICATION

I would like to dedicate this work to my lovely parents for their encouragements, prayers, support and such as financial and moral support and sacrifice along my life as a daughter and as a student. Thank you to all my siblings for their support, love and acquaint my title as a student so they gave their advice and experience as an ex-student. I will keep their advice in my mind to apply it while I am studying. Another special thank you to my friends for their support and shared knowledge while doing this project. They give me a warm heart to help me finish this project and support me until I can complete this project.

## ACKNOWLEDGEMENT

Alhamdulillah as my grateful to Allah S.W.T for giving me this opportunity to complete my Final Year Project before I am graduating as Bachelor Degree in Technology Management (Innovation Technology) at Universiti Teknikal Malaysia Melaka. Special thanks to my lovely supervisor Dr. Fam Soo Fen for her guidance, continuous support and encouragement, and also her patience while helping me to complete this project. Dr. Fam Soo Fen always gives me positive words as advice and positive actions with smiling that make me impressed with his big heart accepts me as his student. I give my trust to her while giving me guidance and knowledge on how to do this project successful because I am always lack of confident to do this research and I did not regret it. I am always looking forwards to repay for her sacrifice.

My second thankfulness is going to my respondent in this study for their cooperation and time to answer my questionnaire and their feedback. Thank you also for all lecturers who have given me advice verbally or non-verbal while in class and their concern towards my project. Another thank you to all staff at Faculty of Technology Management and Technopreneurship for their helping easier my work will not forgettable.

## ABSTRACT

The study on “understanding tourist motivation factors for product/services planning and promotion to boost Melaka tourism sectors” is a study to understand the underlying reasons for travelers choosing Melaka as a travel destination. 8 push motives and 5 pull motives for tourists, visit to Melaka has been analyzed. The study was conducted through structured questionnaires, data collect from respondents in Melaka who had undertaken a travel in Melaka in 2016. A total of 610 questionnaire were collected, only 570 were usable for purpose of this study. This study has major managerial implications as an understanding of traveler motivations to Melaka would enable the Ministry of Tourism Melaka in designing and positioning the destination’s competitive advantage and image. The results of this study shows natural resources score the highest contribute that pull tourist visit Melaka.

Key Words: Tourist Motivation Factors, Product/Services Planning, Boost Melaka Tourism Sectors, Push Motives and Pull Motives, Melaka, Natural Resources.

## ABSTRAK

*Kajian tentang "memahami faktor-faktor motivasi pelancong untuk perancangan produk / perkhidmatan dan promosi untuk meningkatkan sektor pelancongan Melaka" adalah satu kajian untuk memahami sebab-sebab asas untuk pelancong yang memilih Melaka sebagai destinasi pelancongan. 8 motif tolak dan 5 motif tarik untuk pelancong, lawatan ke Melaka telah dianalisis. Kajian ini telah dijalankan melalui soal selidik berstruktur, data dipungut daripada responden di Melaka yang telah melaksanakan percutian di Melaka pada tahun 2016. Sebanyak 610 soal selidik yang dikumpul, hanya 570 adalah boleh digunakan untuk tujuan kajian ini. Kajian ini mempunyai implikasi pengurusan utama sebagai pemahaman motivasi pelancong ke Melaka akan membolehkan Kementerian Pelancongan Melaka dalam mereka bentuk dan meletakkan kelebihan daya saing destinasi dan imej. Keputusan kajian ini menunjukkan sumber asli menyumbang skor yang paling tinggi yang menarik pelancong ke Melaka.*

*Kata Kunci: Faktor-faktor Motivasi Pelancong, Perancangan Produk / Perkhidmatan, Tingkatkan Sektor Pelancongan Melaka, Tolak Motif dan tarik Motif, Melaka, Sumber Asli.*



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## CHAPTER 1

### RESEARCH OVERVIEW

#### 1.1 Introduction

Malaysia's tourism industry remained resilient with the contribution of 14.4% to the economy (Department of Statistics Malaysia, 2016). Meanwhile, tourism industry in Melaka holds huge potential for the state since Melaka is best known for its well preserved culture and heritage. Melaka was officially listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as one of the World Heritage Sites (WHS) on 7 July 2008 (Teo, Khan and Rahim, 2014). History reveals a turbulent past that has included Portuguese, Dutch, and British colonial rule, territorial instability and significant population changes triggered by the large-scale arrival of economic and political migrants (Butler, Khoo-Lattimore and Mura, 2012).

#### 1.2 Background of Study

According to The National Trust for Historic Preservation in the United States, cultural heritage tourism is defined as travelling to experience the places, artefacts' and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources. Heritage tourism can be classified as a subclass of cultural tourism, defined by the World Tourism Organization (1985) as the movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other related events (Ghaderi, Mat Som and Henderson, 2012)



The declaration by the UNESCO of a World Heritage, in any of the modalities that exists, represents in most cases, a significant increase in the number of visitors to this geographical area and an increased income derived from tourism (Lopez-Guzman and Gonzalez Santa-Cruz, 2016). In this sense, desires may be considered as the ultimate driven factor of intrinsic motivations. Push motivations are related with the emotional and internal desires such as self-actualization, rest, leisure or social interaction (Correia, Kozak and Ferradeira, 2013). Based on their motivation, life stage, and interests, tourists might choose different forms of well-being activities: fitness and exercise, medical procedures, life mentoring, relaxation at luxury spas, theme parks or water activities, or meditation or spiritual advancement (Chen, Chang and (Kenny), 2013). The term of heritage can be classified into both tangible and intangible ones which has come to mean landscapes, natural history, buildings, artefacts and cultural tradition (Lim, 2011) Melaka has received a large number of tourist arrivals which is 15.4 million people in 2014, although the country now smeared with the tragedy during the year. Chief Minister Datuk Seri Idris Haron said the figure showed an increase of 5.03 percent over the previous year with 26 per cent of overseas tourists. "We expect the number of tourists coming to Melaka will decline following the tragedy, disaster and so on but, these things do not happen (Utusan, 2015). This industry effects positively on the Malaysian economy for increasing foreign exchange earnings, and employment opportunities (Bhuiyan, Siwar and Ismail, 2013). In addition, the development in tourism sector also contributed positively to the expansion of activities in other sub-sectors, particularly the hotel, travel and tour industry, retail and restaurants as well as transport (Karim, 2012).

The pull factor is what draws tourist to a new location (Rosenberg, 2016). Food is a fundamental part of the tourist experience and providing the right gastronomic experience to tourists has always been indispensable in the tourism industry (Sulaiman, 2016). According to (Ahmad, 2013) strengths of tourism development in Brunei Darussalam include the fascination over the Brunei Royal Family and the way they live, safety factor in view of the low crime rate, strategic position of the country in Southeast Asia, pristine rainforest, as well as cultural attractions such as Kampong Ayer, mosques and museums. While (Yong, Moy and Phongpanichanan, 2014) state, most important pull factors is "high-tech image", "expenditure" and "accessibility". Customer experience has become a key concept in cultural heritage marketing, because

tourist satisfaction is often determined by the global experience obtained. A total experience that visitors seek in the heritage context could be made of leisure, culture, education, and social interaction (Chen and Chen, 2010)

The significant of study to find reasons tourist visit Melaka and to explore the influence of push and pull motivation factors tourist visit Melaka.

### **1.3 Problem Statement**

Tourism is one of the most thriving industries in many countries around the world and Malaysia is no exception. Visitors' interests traveling to Melaka have increased recently and expected to continue. (Teo, Khan and Rahim, 2014).

Furthermore, Memorandum of Understanding (MoU) has been signed between Tourism Malaysia and Alibaba Group to promote the one-stop e-commerce and online marketing platform together, which enables Chinese tourists to access Malaysia's travel and tourism products and services. (Ramli, 2016). Tourism and Culture Deputy Minister, Datuk Mas Ermieyati Samsudin said the number of tourist arrivals in Malaysia is expected to increase by about 4.3 per cent to 31.8 million this year (2017) (Themalaymailonline, 2017).

Despite this trend, Ministry of Tourism Melaka has to make preparation for product/services planning and promotion to welcome large number of tourist visit Melaka.

### **1.4 Research Objectives**

The objective of this research is to explore the motivation factor of tourist. This is essential to know what the main purpose tourist to travel is and aspect that tourist currently needs? So, this information is helpful to Ministry of Tourism

Melaka to attract tourist and make proper preparation to welcome them. The objectives of this research are as follows:

1. To identify the push factors of tourist motivation to visit Melaka.
2. To determine the pull factors of tourist motivation to visit Melaka.
3. To rank push and pull factors according to the score.

### **1.5 Research Questions**

The question intended to be answered in this study are based on the research objectives:

1. What are the “push factors” of tourist motivation to visit Melaka?
2. What are the “pull factors” of tourist motivation to visit Melaka?
3. What are “ranking” for push and pull factors according to the score?

### **1.6 Scope of the Study**

The research was conducted in Melaka, "The Historic State", is a state in Malaysia and located in the southern region of the Malay Peninsula. It is a popular travel destination in Malaysia. This study concentrated on emphasizing the importance of both push and pull factors that can help the Melaka meet the desired needs of travellers from various markets around the world. The respondent in this study is the tourist who visits Melaka.

### **1.7 Limitation**

The limitations of this research are the researcher assume the respondents provide the honest answer when complete out the questionnaire. Respondents may lie

due to social desirability. (McLeod, 2014). The questions are standardised. All respondents are asked exactly the same questions in the same order. The researcher also assumes the respondent has adequate knowledge to be part of respondent of primary data collection. Lastly, the researcher assumes the respondent has more experience in handling this research topic where he or she can provide a justifiable answer.

### **1.8 Significant of the Study**

The significant of this study is to explore the motivation factors of tourist visit to Melaka and help Ministry of Tourism and Culture Malaysia Melaka to make proper promotion and attract them to visit Melaka. This indirectly will help to boost the economy of Melaka.

### **1.9 Summary**

This chapter is structures as the introduction of whole research. It introduces the topic of the study including the background, the problem statements, the research questions and research objectives, scope, limitation of the study as well as significant of study.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

A literature review is an objective, critical summary of published research literature relevant to a topic under consideration for research. Its purpose is to create familiarity with current thinking and research on a particular topic, and may justify future research into a previously overlooked or understudied area. In this chapter, researcher discussed relevant theories that used as secondary data. It began by introducing motivation factors of tourist. Those push and pull factors are reviewed and the theoretical framework showed the relationships between these variables were presented too. In addition, the hypothesis formulated and specified at the end of this chapter. This chapter was concluded with a restatement of the problem and the rationale for the need for this research project.

#### 2.2 Tourism Motivation

Tourism is also about tourist's personality, attitudes, values and life style (Šimková and Holzner, 2014). Tourism motivation was studied by many scholars in various fields like sociology, anthropology and psychology (Parrinello, 1993; Getz, 2008; Jamal, Smith and Watson, 2008; Benckendorff and Zehrer, 2013; Pearce, 2013). In tourism field, Moslow motivation hierarchy theory is theory that often use. It was influenced by two factors namely push and pull factor (Dann, 1977 , 1981). Khuong and Ha (2014) stated, these concepts are popular and effective ways in analysing on party behaviour involved in tourism. Nurul et al., (2012) points out, motivation factors that influence tourist visiting Langkawi are social dimension namely strengthening

family ties and friends and view of beautiful islands. Meanwhile, exploring something new when sightseeing and cultural element and historic spot become tourist motivation factor to Penang (Yousefi and Marzuki, 2015). Furthermore, opportunity to experience the cultural and social specificities of a destination gives the satisfaction to the tourist (Correia, Kozak and Ferradeira, 2013). Zhou, Murray, & Zhang (2008) mentioned, heritage factors gives motivation to tourist because they desire to experience a site that is unique to a community or region and cannot be found elsewhere.

### **2.3 Push and Pull Factors**

Pull factors is the motivation that attract them to a place meanwhile, push factors involving the forces acting to motivate the individual to explain his desire to (Baniya and Paudel, 2016; Matt Rosenberg, 2016). Y. H. Kim, Goh, & Yuan (2010) adds, pull and push factors useful in explaining what factors motivate tourists to behave the way they do rather than describing what degree of motivation affects their behavior. Additionally, the push factors for a vacation are socio-psychological motives and pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself (Crompton, 1979). Furthermore, pull and push factors is benchmarking and can expect destination satisfaction and could give motivation to tourists to return to their place visit (Khuong and Ha, 2014). It is generally accepted that pull factors are measured via lists of destination attributes that represent place perceptions (Prayag and Ryan, 2011).

Study by C.Kanagaraj & Bindu (2013) lists six (6) factors motivating tourists to Kerala, India, which is 'leisure activities', 'looking for adventure and experience,' 'water-based activities and museums ', 'yoga and temple, 'heritage and handicrafts,' and 'spa'. Based on the pull factors, their study showed that Kerala should put its destination as a place to relax and also to offer adventure and diversity of experience. Furthermore, Jordan is a tourist attraction to offer diversity and expenses motivate tourists to come back to Jordan (Mohammad and Som, 2010). In addition, access and transport also provide an important role in this factor because tourists can enjoy a tourist destination with easy (Kim, Lee and Klenosky, 2003). Push factors are the motivational factors or

needs that occur because of imbalance and tension in the motivational system and it is the state of mind to create or produce a desire to travel (Kim, Goh and Yuan, 2010). Yousefi & Marzuki (2015) suggest, tourism marketing need to develop products that meet the requirements (push factor) visitors looking for something new and relevant knowledge of culture and history as it is among the important objectives the need to travel. Additionally, Kim et al., (2003) mentioned, push factors that motivate the visitor to appreciate the natural resources and health. According to Pesonen (2012) studies, push motivations are tourist's intrinsic attributes that motivate them to travel, whereas pull motivations are destination attributes that determine which destination tourist chooses based on how well the destination attributes match the needs derived from push motivations.

## 2.4 Theoretical Framework

The theoretical model guiding the investigation is depicted in figure below, adapted from (Mohammad & Som, 2010) An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan. This research will study 8 variables of push factors and 5 variables of pull factors that motivate tourist to travel.

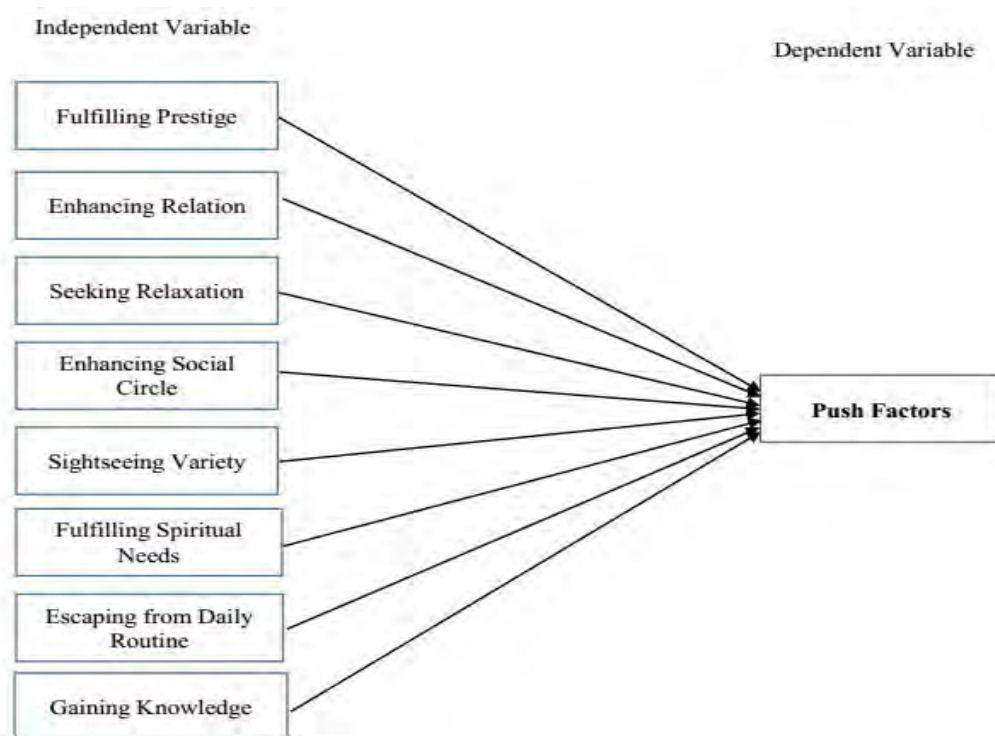


Figure 2.1 Theoretical Framework for Push Factors tourist visit Melaka

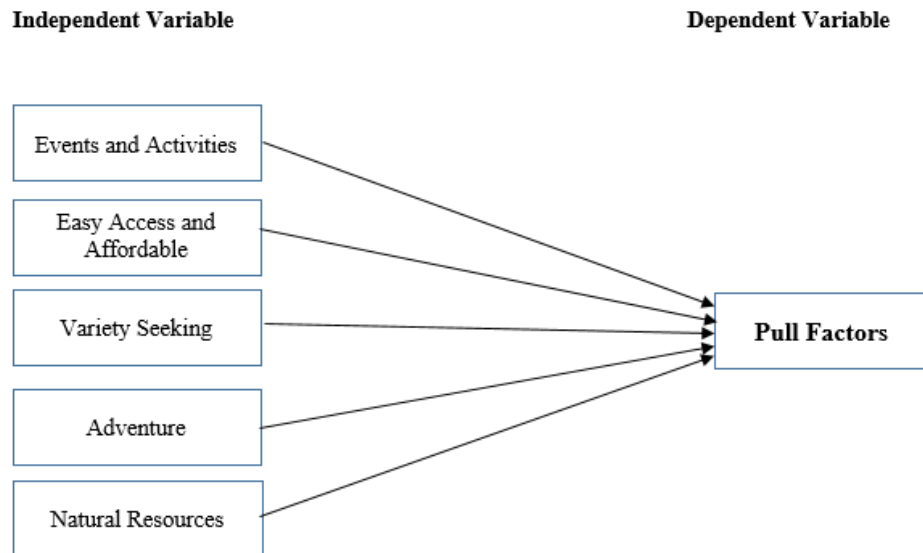


Figure 2.2 Theoretical Framework for Pull Factors tourist visit Melaka

## 2.5 Summary

The different aspects were presented above used from the theoretical framework in figure 1 & 2. The elements contained in theoretical framework are going to be used to test in Chapter Four. Quantitative study will be conducted in which the current elements including in the survey and necessary aspects were added to ensure a complete conceptual model.