

REJUVENATE EXOTIC CULTURE TOURISM IN MELAKA RURAL AREA

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DECLARATION

“I admit that this report is the result of my own work except summarizes and quotes that everything I have explained the sources”

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DEDICATION

I dedicate this research to my family, especially to my parent and siblings. For my supportive father, Mr. Suzurina bin Hasan, thank you for always gives me the spirit and motivation to complete any tasks. For my loving mother, Madam Saloma binti Jaafar, thanks and appreciation to my supervisor Dr Fam Soo Fen for the best guidance, support and help for this research. Deepest thank also to other lecturers for their guidance and my friends for support and help.

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ABSTRACT

Tourism is a contributor to Malaysia's economic development due to increased employment opportunities and contributing to the development of related industries (Martin and Bosque, 2008). In Malaysia there is a well-known state in the tourism sector of Melaka. Melaka State is famous for its unique cultural and historical heritage. Therefore, rebranding need to be done in Melaka especially in Masjid Tanah. This is because in Masjid Tanah there are many tourism products that can attract tourists to come. Through the branding of attract local and foreign tourists to travel and experience traveling in Masjid Tanah. The purpose of this study is to study the factors effect branding images Masjid Tanah. This study is also conducted to determine destination image on overall image and to find out the overall image on the tourist behaviours. One purpose was conducted through a questionnaire to identify Masjid Tanah image branding factor and the impact of destination image on overall image and overall image on the tourist behaviours. There were 300 respondents who visited the Masjid Tanah who came from different age and educational background to answer the questionnaire. The data were analysed using descriptive analysis. Based on data analysis and discovery it have same factor is cognitive, unique and affective image factors. The data were analysed using descriptive analysis. Based on the data analyses of all factor cognitive, unique and affective image factor show a positive relationship to the overall image. Additionally, the overall image is influenced by three types of brand associations and is the mediator between the brand's association and the future behaviour of tourists. In summary, the overall image of the destination can affect the future behaviour of tourists to come visit.

Keywords: cognitive image, unique image, affective image, overall image, Masjid Tanah

ABSTRAK

Pelancongan merupakan penyumbang kepada pembangunan ekonomi Negara Malaysia berikutan peningkatan peluang pekerjaan dan memberi sumbangan kepada perkembangan industri-industri yang berkaitan (Martin and Bosque, 2008). Di Malaysia terdapat negeri yang terkenal dalam sector pelancongan iaitu negeri Melaka. Negeri Melaka terkenal keunikan budaya dan peninggalan sejarah. Oleh itu, penjenamaan semula perlu dilakukan di Melaka terutamanya di Masjid Tanah. Hal ini kerana di Masjid Tanah terdapat banyak produk pelancongan yang dapat menarik pelancong datang. Melalui penjenamaan dapat menarik pelancong tempatan dan luar Negara untuk melancong dan mendapat pengalaman melancong di Masjid Tanah. Tujuan kajian ini untuk mengkaji faktor-faktor kesan penjenamaan imej Masjid Tanah. Kajian ini juga dijalankan untuk menentukan imej destinasi pada imej keseluruhan dan untuk mengetahui imej keseluruhan pada tingkah laku pelancong. Satu tujuan telah dijalankan melalui soal selidik untuk mengenalpasti faktor penjenamaan images Masjid Tanah dan kesan destination image on overall image dan kesan overall image on the tourist behaviours. Terdapat 300 responden yang melawat Masjid Tanah yang datang dari umur dan latar belakang pendidikan yang berlainan telah menjawab soal selidik. Data dianalisis menggunakan analisis deskriptif. Berdasarkan analisis data dan penemuan, semua faktor imej kognitif, unik dan afektif. Data dianalisis menggunakan analisis deskriptif. Berdasarkan analisis data dan penemuan semua faktor imej kognitif, unik dan afektif menunjukkan hubungan positif terhadap imej keseluruhan. Selain itu, imej keseluruhan dipengaruhi oleh tiga jenis persatuan jenama dan merupakan pengantara antara persatuan jenama dan tingkah laku masa depan pelancong. Kesimpulannya, imej keseluruhan destinasi dapat mempengaruhi tingkah laku masa depan pelancong untuk datang melawat.

Kata Kunci : imej kognitif, imej yang unik, imej afektif, imej keseluruhan, Masjid Tanah

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explains the background of the study, the research problems, and research findings, the objectives of the study, the importance of the study and the scope of the study.

1.1 Background

Rebranding is a new marketing concept introduced by the government in creating or altering the image of a destination based on certain criteria. Through the branding process, it will provide a positive image of a destination that will be sucked out among the locals and outside communities (Mohd Fadil Mohd Yusof, Mohd Rafi Yaacob, 2013). Effective destination rebranding can change the environment of a more conducive destination in boosting the economic and social development of the locals. According to previous studies (Aaker, 1996; Keller, 2001 and Kotler et al., 1993), a destination can also be marketed and branded in the marketing and branding of physical products.

Traveling can be defined as the temporary displacement of an individual to another destination outside the place of residence or workplace and settled there for at least a year for rest, business and so on (WTO, 2000). Facilities are also provided to meet the needs of a person while on the spot. While traveling is also defined as leaving a home to a destination with a certain destination and will return to its original place (Noresah Bt Baharom, 1997). The tourism sector in Malaysia is one of the most important sectors in the Malaysian economy.

Tourism is a contributor to Malaysia's economic development due to increased job opportunities and contributing to the development of related industries (Martin and Bosque, 2008). Tourism sector is also the country's fifth largest sector after the financial services sector, oil palm, wholesale and retail, gas and energy, and petroleum. Tourism industries continued to contribute to the Malaysian economy by recording 14.9 per cent of RM201.90 billion in 2017 compared to 10.4 per cent by RM56.4 billion in 2005 (Department of Statistic Malaysia, 2017).

In Malaysia there is a well-known state in the tourism sector, namely Melaka. Melaka is famous for its unique cultural and historical heritage. Thus, the Melaka has been recognized as the UNESCO World Heritage City and becomes the Second Phase State by 2020. The tourism sector has contributed income to Melaka in 2016. The tourism sector is the largest contributor to Gross Domestic Product (GDP) by recording 46.6 per cent or RM14,467 billion in 2016 from the total income of Melaka. There has been an increase in tourism statistics from 2000 to present. In 1999 to 2016, a total of 146.56 million tourists visited Melaka with an average increase of 3.5 per cent (Tourism Melaka, 2017).

There are lots of interesting places especially in Masjid Tanah, Pengakalan Balak beach, Tanjung Bidara Beach, Tropicana fruit farm and Turtle Conservation & International Centre. Therefore, branding needs to be create in Melaka rural area especially in Masjid Tanah. This is because in Masjid Tanah, there are many tourism products that can attract tourists to come. Through, branding, it can attract local and

foreign tourists to travel and experience traveling in Masjid Tanah. At Masjid Tanah there are various dimensions and entities such as services, product network systems and various services and the attitude and culture of the community that will affect the re-branding.

1.2 Problem Statement

In the 11th Malaysia Framework (RMK-11) (2016-2020), it emphasizes on the implementation of programs and strategies to achieve the goal of high-income Malaysia. In addition, market-oriented, competitive and inclusive economics and sustained social and economic stability for all walks of life, besides, it preserving the environment in Malaysia. (Department of Statistics Malaysia, 2017) The goal of Sustainable Development namely the goals of the city and the sustainable community have contributed to the progress of the State in the social development economy. This is because it targets suburban development as well as improving the living standards of the population.

The tourism sector has achieved significant gains in contributing to the local and national economy for Malaysia. The government has elevated the tourism industry as a robust sector. This is because the tourism sector has contributed to the regional and national economies. Accordingly, it has increased employment opportunities for locals such as the provision of transport services, retail, restaurant and lodging. In addition, it can stabilize social development equality, increase foreign exchange and increase Malaysia's income.

The tourism sector is one of the important sources of income for Melaka. The percentage of tourism coming to Malacca is increasing for each year. Based on Melaka's tourism statistic (2017) in 1999 the number of tourists coming to Melaka has increased to 16.79 million in 2017 (Bernama, 2018). This reflects the progress of the Melaka state in the tourism sector domestically and abroad. However, there are

still many tourism products that can be constructed as a tourist destination, especially Masjid Tanah in Melaka. Masjid Tanah, Melaka has the potential to be developed as there is a historical place, a sloping beach, a turtle hatchery and other tourism products.

Tourism Industry in Masjid Tanah can be developed as a tourism product in Melaka, but the number of international tourists who come to Masjid Tanah is still in low percentage. Many tourism products are available at Masjid Tanah but still not recognized by tourists. Tourists coming to Malacca have yet to find a full-fledged tourism product especially for the Masjid Tanah. Therefore, this study is an incentive for Masjid Tanah through the branding done at Masjid Tanah. Finally, this study will examine the relationship between Successful Branding Factors and Tourist Intentions to Visit to Masjid Tanah.

1.3 Research Question

The questions of the outlined research are as follows:

1. What are the factors effect branding images Masjid Tanah?
2. What is the destination image on overall image?
3. What is the overall image on the tourist behaviours?

1.4 Research Objective

The research objectives of this study are as following

1. To identify the factors effect branding images Masjid Tanah.
2. To determine destination image on overall image.
3. To find out the overall image on the tourist behaviours.

1.5 Significant Of Study

Through this study information on the branding of tourism products available at Masjid Tanah can be disclosed mainly to local and foreign tourists. This study is also important in identifying the implementation of tourism branding strategy that needs to be done at Masjid Tanah.

This research also makes the tourism products available at Masjid Tanah Melaka from time to time to comparable with tourism products available in Malaysia. Therefore, the government and the private sector have been working to promote tourism products in Masjid Tanah. In addition, this study is able to provide awareness to the public about the importance of tourism products available at Masjid Tanah Melaka.

In addition, this study is also important to ensure that the tourism products available at Masjid Tanah can be developed and rebranded. It can even improve the living standards of the locals. In addition, it introduced the Tanah Masjid Area to foreign and domestic tourists so that the tourism sector in Malacca is at par with international tourism. It is hoped that this study will further increase the number of tourists especially tourists to the Masjid Tanah.

1.6 Scope of Study

This study focuses on Masjid Tanah Melaka area in the branding of tourism products. The survey of selected areas of the Masjid Tanah as a place of study because in Masjid Tanah there are many tourism products and have a large population. The scope of this study is aimed at tourists, travel agencies and developers located at Masjid Tanah, Melaka. Additionally, it can help developers increase infrastructure to attract tourists to Masjid Tanah. This study also focuses on

the branding of tourism products, thus introducing tourism products at Masjid Tanah Melaka to local and foreign tourists.

1.7 Limitation

Limitation is an influence beyond the control of research carried out by researchers. Limitations are situations or influences that cannot be controlled by researchers that restrictions can be identified in this research. First, case studies to identify existing brand identity at Masjid Tanah. Researchers only conduct research at Masjid Tanah, Melaka. Therefore, the results of the study are only in line with branding in Masjid Tanah, Melaka. Second, case study is to find out the image of the scene based on tourist response. In addition, it is to identify the relationship between the successful branding factor and the intention of tourists to visit the Masjid Tanah.

1.8 Summary

As a conclusion, a study which studies the re-designation of tourism products found at Masjid Tanah Melaka can be a tourist destination. In line with the rapid development of tourism in the state of Melaka which is the main tourism sector. Research re-designing of tourism products can provide new images to tourists. Therefore, it can attract more tourists to Masjid Tanah Melaka. This will increase Melaka GDP income and provide opportunities for youths in Masjid Tanah, Melaka. It is hoped that the results of this study will be able to achieve the objectives and goals of the study that have been established in the research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The purpose of this literature study is to destination branding Melaka rural area. This literature review will begin with to identify the factors effect branding images Masjid Tanah. Besides that, to determine destination image on overall image and to find out the overall image on the tourist behaviours.

The tourism sector is one of the key sectors of the economy. The tourism sector in Melaka, especially in Masjid Tanah, is one of the government's efforts to develop the tourism industry and can provide a positive return to the country. Complete infrastructure facilities such as good hotels and accommodation, transportation links, international events and many exciting tourism products make Masjid Tanah Melaka one of the most popular holiday destinations in the world.

2.2 Reading Concept

2.2.1 Definition of destination

Based on World Tourism Organization (UNWTO,2007) destination can be defined as a physical space or a place visited by tourists and visitors to spend their free time. The place should be equipped with the travel products needed by the customer in terms of service support and management system (UNWTO, 2007; Hankinson 2015). According to Margon et, al., (2011) and Girman (2016) places can be defined in terms of physical geography and management systems in a place competing with other places for tourists.

Destinations can be identified as attraction and competitiveness, attractiveness is the destination capability that benefits travellers and is a tourist attraction factor. Competitiveness is the ability to provide a better experience than other destinations (Vengesayi, 2003). According to Franzen and Bouwman (2011), it supports the view of space and physical attraction as the essential elements of the destination in the mind of travellers.

In addition, there are factors that attract tourists and the experience offered to travellers. First of all, attractions are the main destination for visiting a destination. It can be a natural, man-made and cultural attraction somewhere. Secondly, public facilities are the factor that supports tourist attractions such as public transport, accommodation, recreational facilities and tourist information. In addition, a destination must have accessibility in terms of air, rail or ship transportation. In fact, destination images are also an important factor for travellers visiting a destination. Destination image includes security, scenery, uniqueness, landscape, service level and attitude of the locals (UNWO, 2007).