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IDENTIFYING PULL FACTORS THAT INFLUENCE TOURIST DECISION
MAKING IN CHOOSING MELAKA CITY

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DECLARATION

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I hereby declare that this report is the result of my own, except the certain explanations and passages where every of it is cited with sources clearly

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DEDICATION

I would like to dedicate this thesis for Universiti Teknikal Malaysia Melaka (UTeM), for giving me opportunities to complete my bachelor degree through this assessment. Not only that, this dedication is also for my family members who supported me from spiritually and financially, to supervisors and panel who guided me through this research, friends that assisted me through this endeavour.

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ABSTRACT

The research aimed to analyse the attraction (pull) factors that impact on tourist decision making in choosing Melaka City as tourist destination and to identify which factor most contribute to attract tourist in choosing Melaka City as tourist destination. The tourism industry in Melaka has a huge potential for the state as it is popular for its well preserved culture and heritage. A structured questionnaire is designed which 200 are distributed in Melaka, which is in Universiti Teknikal Malaysia Melaka (UTeM). The respondents were selected using secondary data and the data were analysed with descriptive analysis and Multiple Linear Regression. The results of the analysis indicate that history and culture are the main pull factors respectively that contribute in attract tourist in choosing Melaka City. This study provides information and explanation about the pull factors also gained considerable importance that positive impact tourist decision making.

Keywords: Melaka Tourism, Pull factors, Tourist decision making

ABSTRAK

Penyelidikan ini bertujuan untuk menganalisis faktor tarikan yang memberi kesan kepada pengambilan keputusan pelancong dalam memilih Melaka sebagai destinasi pelancongan dan mengenal pasti faktor yang paling banyak menyumbang untuk menarik pelancong dalam memilih Melaka sebagai destinasi pelancongan. Industri pelancongan di Melaka mempunyai potensi yang besar untuk negeri ini kerana ia terkenal dengan budaya dan warisan yang dipelihara. Soal selidik berstruktur dirancang 200 yang diedarkan di Melaka, yang terletak di Universiti Teknikal Malaysia Melaka (UTeM). Responden dipilih menggunakan data sekunder dan data dianalisis dengan analisis deskriptif dan Regresi Pelbagai Linear. Hasil analisis menunjukkan bahawa sejarah dan budaya adalah faktor tarikan utama masing-masing yang menyumbang menarik pelancong dalam memilih Kota Melaka. Kajian ini memberikan maklumat dan penjelasan tentang faktor tarikan juga mendapat perhatian penting yang membuat pengambilan keputusan membuat keputusan positif.

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LIST OF ABBREVIATION

ABBREVIATION	MEANING
Edu-tourism	Educational Tourism
DV	Dependent Variable
IV	Independent Variable
ANOVA	Analysis of Variance
SPSS	Statistical Packages for the Social Science

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Chapter 1

INTRODUCTION

1.1 Background of study

This chapter discusses an overview of this study regarding the pull factors that influence tourist decision making in choosing Melaka City. This chapter begins with the research background and problem statement to highlight the importance of the pull factor in attracting tourists to come to Melaka City and improve the tourism industry. This chapter also further elaborates on the research question and objectives as well as the significance of the study, study approach, and scope.

According to the Department of Statistics Malaysia 2016, the Malaysian tourism industry remained resilient with a 14.4% contribution to the economy. This lucrative growth signifies that Malaysia is one of the most popular and preferred destinations amongst local and international tourists. Timothy and Boyd (2003) mention that heritage tourism is one of the tourism industries and that its product often that is consists of either tangible immovable (site and building), intangible movable resource (object and document), or intangible (customs and lifestyle). Malaysia tourism product and activities being provided during Visit Malaysia Festival such as angling activities, yachting, bike tourism and to name few.

Malacca is located at the southern tip of the Malay Peninsula, on the edge of Straits of Malacca, which is the capital of Malaysia. At the same time, the tourism industries in Malacca hold a big potential to develop the economy in Melaka. Since Malacca is the best known for its well-maintained culture and heritage. Malacca was officially listed by United Nation Educational, Scientific and Cultural Organization (UNESCO) as one of the World Heritage Sites (WHS) on 7 July 2008. Total tourist that arrives at Melaka increased from 13.7 million in 2012 and the states government is highly optimistic of the tourist numbers and extrapolations indicate the number will reach 14 million by 2013.

Melaka Historic City presenting the heritage of the past is based on special Malay, Malay trade, political and cultural development. Malacca has its attraction and the uniqueness among the tourists such as multicultural heritage and full of the old tradition of history with various cultures, harmonious living of different races, religion and creed over the centuries. Malacca becomes a popular site for tourist attraction since the early 1980s. The cultural heritage is not only a tourism product in Malacca but also made Malacca a symbol of Malaysian identity. The historical city of Malacca recorded the increases in tourist arrivals in 2012 (13.7 million) compared to 2011 (12.35 million). 70% of the tourist arrivals were local tourists while 21% were foreign tourists. The topped highest tourist come to Malacca is Singaporean tourists.

1.2 Problem statement

Currently, tourism is a powerful tool for economic development, which can create a new job, provides big potential in business opportunities and help local to strengthen the economies. It helps to protect our nation's natural and cultural treasures and also improves the quality of life for residents and visitors alike if cultural heritage tourism development using proper planning.

First and foremost, event and activity influence the tourist when choosing destination tourism. (Lee, 2018) Defined educational tourism as an activity that

travels primarily for learning and experience. Recently, the growth of education and tourism as an industry has brought recognition to these industries from an economic and social perspective.

Next, cultural and heritage factors can attract tourists toward choosing a destination. According to (Nur Saibah Ismail, Nor Zafir Md Salleh et al, 2018) the uniqueness of cultural traditions, the regional and international level that provides different perspectives of emotional that might attract visitors. The third factor of tourists come to Malacca is medical tourism. Healthcare travel or medical tourism is the activity of traveling outside the country to receive medical care. Forth, food tourism, is also one of the main factors that can attract tourists.

Furthermore, the last factor that influences to choose destination tourists is food tourism. (Ashleigh Ellis, 2018) Determining that food in tourism is a key factor and the researcher describing food as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food testing and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel.

1.3 Research question

Based on the research problems and issues that have been mentioned and discussed previously, the following research questions have been generated:

- 1.3.1 What is the impact of events and activities on tourist decision making in choosing Melaka City.
- 1.3.2 What is the impact of easy and affordable on tourist decision making in choosing Melaka City.
- 1.3.3 What is the impact of history and culture on tourist decision making in choosing Melaka City.

- 1.3.4 What is the impact of variety seeking on tourist decision making in choosing Melaka City.
- 1.3.5 What is the impact of natural resources on tourist decision making in choosing Melaka City.

1.4 Research Objectives

According to the issues discussed, there is a list of objectives needed to be studied and achieved at the end of the research.

- 1.4.1 To analyze the attraction (pull) factors that impact tourist decision making in choosing Melaka City as a tourist destination.
- 1.4.2 To identify which factor most contribute to attracting tourists in choosing Melaka City as a tourist destination.

1.5 Scopes and Limitation of Study

The scope of this research is to evaluate the pull factor that influences tourist decision making in Choosing Melaka City. Pull factors that have the potential to affect tourist decision making are event and activities, easy and affordable, history and culture, variety seeking and natural resources.

The respondents were gathered and targeted from Melaka in Malaysia. Priorly, the latter were above 18 years old – a suitable age who perceived could happen to be the tourist. The categories are divided into three generations which

are Generation Y (18 – 35 years old), Generation X (36 – 49 years old) and Baby Boomers (above 50 years old). All of them are classified and differentiated into other subcategories: income, occupation, age, and gender.

The restriction and limitations faced during conducting this research is the location only conducted in one place that is Malacca. Hence the results could not be used to generalize the hypothesis. Besides, the method of quantitative used in completing this paper could not be said as confidently valid as the respondents could maybe answer the questionnaire using their logic and honesty.

1.6 Importance of the study

This research is focused on the factor that can influence tourist decision making in choosing Melaka. This is either what in their mind about Melaka is the same as what they experienced in Melaka. This research includes the suggestion and recommendation in improving the tourism industry of Melaka. The importance of this research is to realize what is the factor that could influence tourists in deciding the tourism destination.

1.7 Summary

This chapter briefly describes the researcher's overview of Melaka's tourist attractions and their impact on the tourism industry. This chapter highlights problems that lead to the research question and research objectives. Based on the research objectives that have been developed, the scope of the study and the limitation of the study can be defined. Also, the importance of this study is stated in this chapter. In conclusion, this chapter provides a general overview and structure of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will be covering advanced and detailed descriptions about the factor that attract tourists to come to Malacca which will be including tourist knowledge and their experiences on tourism destinations. The independent variables (IV) and dependent variables (DV) are explained as well in this chapter. The IV and DV could be listed as respectively as following: pull factors – event and activities, easy and affordable, history and culture, variety seeking and natural resources. All of these independent variables will be tested and studied to see the relationship the factor that can influence tourist decision making in choosing Melaka City. All of the conclusions about this chapter will be discussed at the end of this section.

2.2 Tourism Motivation

According to (Serli Wijaya, 2017), motivation is defined as the internal state of the need or a condition that directs from the individual to perform a certain type of action to achieve that feeling of fulfillment. In the sector of tourism, travel motivation can be related to the reason why a tourist travels to a certain place or destination. Motivation also is known as the most basic way to understand tourists' behavior in certain ways, because it reflects the certain intrinsic needs of each individual. (Soo-Fen Fam, 2018) Point out that Maslow's motivation hierarchy theory has two factors that influenced motivation, which are pushed and pull factors. A study by Johann et al. (2016) found that tourist

motivations include discovering something new, staying away from routine, visiting and experiencing scenery and culture, concluding phases of life, relaxation, comfort, and pampering, experiencing landscapes and nature as well as challenging and stimulating. (Soo-Fen Fam, 2018) Mention that heritage factors give the big motivational to tourists because they want to experience a unique site that cannot be found elsewhere.

2.3 Pull Factors

Understand the core factor is very important to clarify tourist attractiveness and what can influence their behavior on the general motive for the tourist destination. (Margarida Oliveira¹, 2019) study mention that Perceptions of a tourism destination can be reduced to a behavioral and cognitive perspective, constituting the starting point for image formation, representing the integration of external/internal stimuli into a set of sensations, where perceptions are determined by how tourist perceive the attractive attributes of the "pull" destination. Additionally, the attraction factors are motives that are stimulated by the destination rather than appearing exclusively from within the journey itself. Furthermore, it is generally accepted that the factors are measured through a list of destination attributes that represent the perception of a place. (iriyapinit, 2017) Explaining the factors of attraction are significant sources such as novelty, expectation, and image of the destination show that the destination image of sports tourism is considered a critical attraction factor. The researcher also clarifies that pull factors are those such as natural attractions, historical and cultural resources, architecture, hotel, transportations, special events, and entertainment opportunities.

2.3.1 Educational tourism

Particularly in Malaysia, they recognized educational tourism as a new industry. In order to increase tourism development, an educational tourism program is one of the alternative tools that can improve national tourism. (Agus Budiman, 2018) Define Edu-tourism is one of the trends that has had high growth in recent years. In addition, Educational tourism is intended as a program where participants in tourism activities take a tour in a particular place in a group with the main objectives to gain knowledge and experience. The huge contribution of tourism education to the Malaysian economy makes it necessary for the government to recognize industrial relations. (Humoud Mohammed Jaber, 2019) Schools and universities must play their part, through the introduction of tourism education in the curriculum of their part, also the establishment of colleges and disciplines to graduate specialists in tourism and hospitality. (Mustafa, 2019) Universities and other international institutions are adopting globalization strategies, to enable them to attract and recruit international students, and to increase the education tourism industry. Malaysia is one of the major edu-tourist destination countries in the world and also the most preferred edu-tourist destination. (Bello Yekinni Ojo, 2015) reported that the Edu-tourist industry in Malaysia has the potential to contribute RM60 billion to Malaysia GNI per year from the year 2020 and as a result, creating new jobs of about 536,000 with the majority of them in the professional and technical fields.

2.3.2 Cultural and Heritage

The term cultural tourism has been used interchangeably with heritage tourism when a heritage (their history and physical evidence) is considered as a cultural embodiment. As being mentioned, the movement of the person to the cultural attraction is called cultural tourism. This is to get a different experience, to get new information and experiences satisfy their cultural needs, such as heritage sites, artistic and cultural manifestations, arts and drama.

According to the National Act, 2005 of Malaysia, cultural heritage includes intangible and tangible forms of cultural property, structure or artifact. It may include the heritage matter, object, item, artifact, formation structure, dance, performance, song, and music that are related to the contemporary way of life of Malaysians folklore, or inland or underwater cultural heritage which is of tangible form but excluding natural heritage. Intangible cultural heritage refers to human skills, practices, expression, and instruments that form the practices transmitted from local culture through generations and provide a sense of identity, continuity, admiration, diversity, and creativity, especially to the local community. The cultural heritage protection of the ancient city of Malacca is a process to achieve an organic renewal of the cultural environment through the expression of multiculturalism, the shaping of the spirit of the place, and the revival of the commercial district (J Luo, W Wang, 2019).

Cultural heritage moves to experience those places and activities that legally represent the stories and people of the past and present. The legacy of the cultural heritage appearance of the ways of living developed by the community and passed on from generation. As is mentioned by (Nur Saibah Ismail, Nor Zafir Md Salleh et al, 2018), different cultures in practices in every country and region around the world are among the factors contributing to heritage tourism. Moreover, each country has its unique cultural traditions at the local, regional and international levels. Hence, the uniqueness can be affecting the different degrees of emotional tourists.

According to (Hussain, K.A.M., &Ujang, N, 2018) the experiences from traveling can make every human creates their mental image. The image depended on personal expectations, appreciation, values, and lifestyles. The mental map becomes more complex when a person gained a much deeper understanding of the destination. Example Bandar Hilir house as a landmark that significant to attract tourists such as A Famosa, Port de Santiago, St, Paul Church, St, Xavier Church, St Paul Hill, and Stadhuys. Since Malacca as World Heritage City, this city increases its attraction as a tourism site.

For example from Greg Richards (2018), in his research, he points out that tourists can experience heritage places in Macau and able to learn about Macau's history and culture through on-site heritage interpretation. He also found the importance of packaging heritage products gives influence to the customer perspective. Moreover, the author also analyses the marriage ceremony in the Naxi Wedding Courtyard in Lijiang, China. These rituals are a captivating experience of nature and offer a deep understanding of the connection between memory, habitus and prescribed practice.

Knowledge of tourism destinations could be classified into two categories – subjective and objective type of knowledge. Subjective knowledge could be described as a type of information that is acquired through experience via visiting the tourism destination. The second type is objective knowledge, referring to the authors; this knowledge is defined into three that are cost knowledge, quality knowledge, and green knowledge.

Having information regarding certain destinations will benefit tourists in terms of the power of making judgments and correct decisions before going to travel. The knowledge gained and owned usually from the experience that gets when they travel. However, it can through information conveyed to the tourist via the goods even before travel the latter.