UNIVERSITI PUTRA MALAYSIA

ANTECEDENTS AND CONSEQUENCES OF DESTINATION IMAGE OF MALAYSIA FROM PERSPECTIVE OF WEST ASIAN TOURISTS

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By

YUSUF AHMED MOHAMMED KANI

Thesis Submitted to Graduate School of Management, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

September 2015

DEDICATION

To my late parents Prof. Ahmed and Mrs Mahasin Kani

ANTECEDENTS AND CONSEQUENCES OF DESTINATION IMAGE OF MALAYSIA FROM PERSPECTIVE OF WEST ASIAN TOURISTS

By

YUSUF AHMED MOHAMMED KANI

September 2015

Chairman : **Yuhanis Abdul Aziz, PhD**
Faculty : **Graduate School of Management, UPM**

One of the major concerns of the tourism industry in any country is to develop a positive image about the country globally. The basic objective of this study is to analyze the antecedents and outcomes of destination image. Specifically, the antecedents considered are cultural values, lifestyle and destination source credibility; the outcomes considered are destination attachment, destination satisfaction, and revisit intention. Projecting a positive image about a destination can be challenging if the destination had experienced major disasters. This study analyses the moderating role of perceived risk on destination image and revisit intention. The destination studied in this research is Malaysia which faced major disasters in 2014. A questionnaire-based survey was conducted and 383 tourists from five countries of West Asia participated in the survey. Structural Equation Modeling (SEM) was used to test the hypotheses. The outcome indicates that the findings of the study support the four hypotheses (H1, H2, H3, & H4). The key finding of this study is the significant contribution of the antecedents of this study to the literature on destination image. This study also considered two components of destination image: cognitive and affective. Other key findings of this study are the mediating roles of destination image, destination attachment, and destination satisfaction

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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

LATAR BELAKANG DAN KESAN IMEJ DESTINASI MALAYSIA DARI PERSPEKTIF PARA PELANCONG YANG TERPILIH DI ASIA BARAT

Oleh

YUSUF AHMED MOHAMMED KANI

September 2015

Pengerusi : **Yuhanis Abdul Aziz, PhD**
Fakulti : **Sekolah Pengajian Siswazah Pengurusan, UPM**

Salah satu kebimbangan utama industri pelancongan di mana-mana negara adalah untuk membina imej positif di peringkat global mengenai negara tersebut. Objektif asas kajian ini adalah untuk menganalisis latar belakang dan kesan imej destinasi. Secara khusus, latar belakang yang diambil kira adalah nilai-nilai budaya, gaya hidup dan krediliti sumber destinasi; kesan-kesan yang dipertimbangkan adalah rasa cinta terhadap sesuatu destinasi, kepuasan pada destinasi, dan niat untuk melawat semula. Memberikan imej positif mengenai sesuatu destinasi boleh dianggap mencabar jika destinasi tersebut telah menghadapi bencana-bancana yang besar. Kajian ini telah menganalisis peranan pembolehubah penyederhana tanggapan risiko di antara imej destinasi dan niat melawat semula. Destinasi yang dikaji dalam kajian ini adalah Malaysia yang telah menghadapi bencana-bencana besar pada tahun 2014. Satu survei berdasarkan soal selidik telah dijalankan dan 383 pelancong dari lima buah negara dari Asia Barat telah mengambil bahagian dalam survei tersebut. Pemodelan Persamaan Struktur (SEM) telah digunakan untuk menguji hipotesis. Hasilnya menunjukkan bahawa penemuan kajian ini menyokong empat hipotesis (H1, H2, H3 & H4). Penemuan utama kajian ini adalah sumbangan signifikan daripada latar belakang kajian ini kepada tulisan mengenai imej destinasi. Kajian ini juga mengambil kira dua komponen imej destinasi: kognitif dan afektif. Penemuan-penemuan penting yang lain dalam kajian ini adalah peranan pengantara imej destinasi, rasa cinta terhadap destinasi dan kepuasan terhadap destinasi.

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I am also grateful to the University of Medical Sciences and Technology, Khartoum, Sudan for sponsoring me to pursue a Ph.D. To my wife, Sa'adatu Abubakar Dogondaji, who has been very supportive and patient all along and my daughter Mahasin (Mama) who was born while pursuing the Ph.D. To my siblings Usman, Abdullahi, Abduljalil and Gamar for their patience and support during my absence. Lastly, to my family, friends and well-wishers who have supported me in one way or the other through their supplications and kind words, I say thank you!

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I certify that an Examination Committee met on 18 September 2015 to conduct the final examination of Yusuf Ahmed Mohammed Kani on his thesis entitle "Antecedents and Consequences of Destination Image of Malaysia from Perspective of West Asian Tourists" in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 2008. The Committee recommends that the student be awarded the degree of Doctor of Philosophy.

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Declaration by graduate student

I hereby confirm that:
- This thesis is my original work;
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- This thesis has not been submitted previously or concurrently for any other degree at any other institutions;
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Declaration by Supervisory Committee

This is to confirm that:
- the research conducted and the writing of this thesis was under our supervision;
- supervision reponsibilities as stated in Rule 41 in Rules 2003 (Revision 2012 – 2013) were adhered to.

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LIST OF ABBREVIATIONS

APC	Average Per Capita Expenditure
ALOS	Average Length of Stay
AMOS	Analysis of Moments Structure
ASEAN	Association of Southeast Asian Nations
ASV	Average Shared Variance
AVE	Average Variance Extracted
CFI	Comparative Fit Index
CR	Composite Reliability
DF	Degree of Freedom
GCC	Gulf Cooperation Council
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
KSA	Kingdom of Saudi Arabia
MICE	Meetings, Incentives, Conferences, and Exhibitions
MSV	Maximum Shared Variance
N	Population
n	Sample Size
NFI	Normal Fit Index
RMR	Root Mean Square Residual
RMSEA	Root Mean Square Error of Estimation
SEM	Structural Equation Modelling
UAE	United Arab Emirates
UNESCO	United Nations Educational, Scientific & Cultural Organization
UNWTO	United Nations World Tourism Organization
WTD	World Tourism Day
WTTC	World Travel & Tourism Council
χ^2	Chi – Square Value

CHAPTER 1

INTRODUCTION

This chapter presents an overview of the whole thesis, which includes the background of the research study, the problem statement, research objectives, and researchquestions. The chapter then outlines the theoretical and practical applications, the scope of the study, definition of terms andfinal organization of the thesis.

1.1   Background of the Study

Over the decades, an increasing number of tourist destinations have emerged, and investment in tourism related activities has increased. Throughout the world, development in tourist sector has been on the rise through continuous expansion and diversification, turning tourism into a key driver of socioeconomic progress through export revenues, creation of jobs and enterprises and infrastructure development (UNWTO, 2013). With a 4.7% growth on the average, 2014 marks the fifth successive year of vigorous progression of tourism sector ever since the financial crises of 2009. One of the important factors that influence the tourists to prefer one tourist destination to the other is destination image. According to Pike (2002), destination image plays a crucial role in a tourist's purchase related decision-making and his/her satisfaction. According to Tasci, Gartner, and Cavusgil (2007), destination image is "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination" (p. 200). A comprehensive image of the destination is formed by the interaction between these elements (Prayag and Ryan, 2011). Two questions are addressed in this research: What are the factors that influence formation of a destination image? What does the destination image lead to?

Prayag and Ryan (2011) have comprehensively modeled the outcomes of destination image by considering place attachment, overall satisfaction, and revisit intention. They have argued that destination image has a direct effect and an indirect effect through place attachment on overall satisfaction and revisit intention of tourists. In the process of understanding how destination image leads to tourist's satisfaction and revisit intention, this study is motivated by four major incidents linked to Malaysia that happened in 2014. The triple air disasters of MH370 (Malaysian airline flight that disappeared on its way to Beijing, China), MH17 (Malaysian airline flight that was shot), and QZ8501 (Air Asia flight that crashed) and the repeated kidnap cases in Sabah by armed militants from Philippines, have created an adverse impact on the image of Malaysia. These incidents and the aftermath bring forth an important question about the effect of perceived risk of tourists on their revisit intention.

The tourism sector in South East Asia has been and continues to be an important source of foreign exchange to many countries in the region. In Malaysia, this is attributed to the influx and a rise in the number of European tourists in general and especially tourists from the Middle East. The growth factors are quite numerous and include, among others the mostefficient organization of tourism and the promotion and packaging of activities, especially within the Association of Southeast Asian Nations (ASEAN) region. The policy of developing the tourism sector by the governments of South East Asian countries, the rising levels of wealth in the tourist source countries

and the decrease in the cost of international travel are factors that contribute to the growth of tourism (Hitchcock & Parmwell, 2009).

The tourism industry throughout the world is facing competition and challenges and for Malaysia to achieve its aspirations to become one of the most desirable tourist destinations in Asia and become a developed country by 2020, it requires a better understanding of destination image. Malaysia has dropped to 11th place in 2013, in the World Tourism Organization (WTO's) annual tourism barometer that determines the most visited countries worldwide, compared to its 10th position in 2012. This is a clear indication of the resilience of the tourism industry in Malaysia. The tourism sector continues to be a huge moneymaker for Malaysia, performing above expectations in 2013.Tourist receipts in 2013 amounted to RM65.44 billion, which exceeded the initial target of RM65 billion (Tourism Malaysia, 2013). The Malaysian government recognized the potentials of the tourism sector by identifying the sector as one of the National Key Economic Areas (NKEA) in the Government Transformation Program (GTP) to achieve the country's Vision 2020 to become an advanced nation by 2020 (PEMANDU, 2010).

With the passage of time, Malaysia has implemented a vigorous plan to draw Middle Eastern tourists. This has carried on from the regime of the previous Prime Minister, Dr. Mahathir Muhammad, who recognised the vacuum that resulted from the attack on USA on September 11, 2001 and welcomed Middle Eastern tourists who did not feel comfortable visiting Western countries as a consequence of the unfriendly reception they were given. Bigotry, ignorance and stereotyping in Western nations compelled numerous Middle Eastern tourists to seek novel destinations for their holidays and alter their usual destinations to different countries (Al Hamarneh & Stener, 2004). With basis on these details, Malaysia and alternative ASEAN nations are recognized as an optional holiday spot for Arabs (Ibrahim, Sulaiman, & Jusoff, 2009). The Islamic element is an essential element utilised to attract Middle Eastern tourists to Malaysia.

The concept of destination image is a major factor related to understanding the destination selection process of tourists (Baloglu & Brinberg, 1997). The image of a destination is linked with a subjective understanding of the feelings and beliefs of tourists towards a particular destination (Baloglu & McCleary, 1999; Bigne *et. al.,* 2001). Accordingly, the purpose of this study is to examine the antecedents and consequences of destination image of Malaysia amongst tourists from West Asia.

It has been noted that the image of a destination is a significant asset (Ryan & Gu, 2008). Ryan and Gu point out that image is the starting point of tourists' expectations that is ultimately a determining factor of tourist behaviour. Additionally, the authors elucidated that destination image plays two significant roles for both suppliers and tourists. The first role involves notifying the supply system of what to promote, how to promote, whom to promote to and, for the actual product that is purchased, how to design that product. The second role involves informing the tourists as to what to buy, to what level that purchase is consistent with needs and self – image and how to behave and consume.

In line with this, it is suggested that the image of a destination is formed by a number of factors, namely: cultural values, lifestyle, destination source credibility as antecedents to destination image. In addition destination attachment, destination

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satisfaction and revisit intention are outcomes of destination image. The relationship between the factors is described in the conceptual framework developed for this study.The study is of significance to practitioners in the tourism industry and government policy makers, since it will aid them in developing marketing strategies to attract more tourists from West Asia. Tourists from the region have been identified as major contributors to the GDP of Malaysia.

1.2   Problem Statement

Malaysia faces stiff competition from a number of neighboring countries in the region that have similarities in terms of natural resources, tours, infrastructure, culture, traditions and hospitality (Badaruddin, 2009). The country is blessed with abundant natural resources, such as agriculture, mineral, and forestry. However, according to the World Travel and Tourism Council (2002), Amran (2004) and Mintel (2011), the major problem facing Malaysia's tourism industry is its image. Malaysian destination managers have a problem in selecting an ideal image to brand the country (Abdul Kadir, 2010). This problem has been compounded by the disasters that shook Malaysia in 2014. In spite of the disasters that shook Malaysia in 2014, Table 2.1, page 18 indicates that tourist arrivals and receipts to Malaysia increased by 6.7%.

The central construct of this research is destination image. The image of a destination is considered to be a key determinant that has a relationship with the way tourists make decisions to select destinations they intend to spend their vacations (Baloglu & Brinberg, 1997). The concept of destination image can be facilitated by the strengths of a destination in the mind of potential tourists (Augustyn & Ho, 1998; Hui, Wan, & Ho, 2007). A number of studies have defined destination image as an individual's overall perception of a destination (Alhemoud & Armstrong, 1996; Bigne, Sanchez, & Sanchez, 2001) and it has been identified to have a significant influence on decision-making (Um & Crompton, 1990; Woodside, Frey, & Daly, 1989). Destination image is a key determinant that influences the behavior of tourists towards a destination (Oh, 1999; Yoon & Uysal, 2005). This research addresses both the cognitive and affective components of destination image unlike some earlier studies (Veasna et al., 2013).

Even though the literature on destination image has been studied for four decades, few studies have addressed the potential mediating role of destination image to advance destination image literature (e.g., Baloglu, 2000; Qu, Kim & Im, 2011; Veasna,Yih Wu & Huang, 2013; Chen, Hua & Wang; 2013 and Chew & Jahari, 2014). As a result, the mediating effect of destination image remains widely unexplored in the field of tourism. Meanwhile, few attempts have also been made to extend theoretical attention to compare the mediating effect of destination image in relation to cultural values, lifestyle, and destination source credibility and destination attachment.

Much of the tourism literature has focused on destination image (Echtner & Ritchie, 2003; Terho, 2007) and there is a lack of research concerning the impact of culture on tourists' perceptions (Abodeeb, 2014). According to Chen and Tsai (2007) and Watkins (2006), cultural values influence destination image and tourist behavior. Tourists from different cultural backgrounds tend to have differing perceptions about the same destination (Yu, 2008).In addition, the perception of a tourist destination is significantly influenced by psychological factors such as cultural values which have a significant impact on the image of a destination that is developed (Lopes, 2011; San

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Martin and Rodriguez del Bosque, 2008). The inclusion of cultural values as an antecedent to destination image is an opportunity to further strengthen the positive image of a destination and therefore, increase the likelihood of a particular destination being selected (Lopes, 2011). Therefore, while studying the destination image of international tourists such as this study, it is essential to consider cultural values of tourists as an antecedent to destination image.

Furthermore, personality factors in consumer behavior are those of a psychological nature, such as motivation, values, personality and lifestyle and these factors in one way or the other tend to affect the individual's cognitive organization of perception, as a result of promoting the perception of the environment and the resulting image.Motivation and personality have been widely studied in tourism literature while values in this study are considered a part of cultural values. For this reason, lifestyle as a determinant of destination image will be studied independently and added as one of the antecedents.

Destination source credibility is considered as a central aspect in the decision making process that has an overall influence on the attitudes and behavioral intention towards a particular destination (Kerstetter & Cho, 2004; Peter & Olson, 2008). Veasna et al., (2013) have persuasively argued the role of destination source credibility in explaining the destination image. Among the marketing practices related to tourism, the credibility of the source of destination branding is critical in shaping the overall attitude and behaviors of tourists towards a destination (Bianchi and Pike, 2011; Veasna et al., 2013). As a result, destination source credibility is considered as an important antecedent of destination image in this study.

According to (Hou, Lin, & Morals, 2005; Prayag & Ryan, 2011) the emotional and physical attachments with the destination are keys to satisfaction and continuous patronage of a destination. While, Yuksel, Yuksel, and Bilim (2010), argue that "tourists may develop attachment to a destination because of its ability in fulfilling specific goals or activity needs and/or because of its symbolic meaning and thus, attachment could be an important measure of tourist satisfaction and loyalty." (p. 274). Therefore, in this research, destination attachment is considered as an immediate outcome of destination image that translates into satisfaction and revisit intention of tourists.

Meanwhile, few attempts have been made to associate perceived risk to some form of destination image (e.g. affective response in Lehto, Douglas, and Park (2008); organic image in Lepp, Gibson, and Lane (2011); and effects of perceived risk of destination image in Chew and Jahari (2014). Despite the significance of these issues, the risk literature has barely examined perceived risk and destination image as distinct constructs within a single study to understand their impacts (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Chew and Jahari, 2014). In this research, besides addressing the role of destination image on destination attachment, satisfaction, and revisit intention, the study also analyzes the moderating role of perceived risk on the relationship between destination image and the intention of tourists to revisit Malaysia.

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1.3 General Objectives

The overall aim of this research study is to examine the relationships between the constructs of:cultural values, lifestyle, destination source credibility with destination image, and the moderating effect of perceived riskon destination image and revisit of tourists from West Asia. An understanding of the interrelationships of the constructs will lead to a better understanding of their influence on the behaviour of tourists from West Asia visiting Malaysia.

Specifically the objectives of the study are as follows:

1. **a.** To examine the role of cultural values, lifestyle, destination source credibility as determinants of destination image of Malaysia amongst tourists from West Asia.

    b. To examine the mediating effect of destination image on the relationship between cultural values, lifestyle, destination source credibility on the one hand and destination attachment on the other hand amongst tourists from West Asia.
2. To determine the mediating effect of destination attachment on destination image and destination satisfaction amongst tourists from West Asia.
3. To establish the mediating effect of destination satisfaction on destination attachment and revisitintention of tourists from West Asia.
4. To determine the moderating role of perceived risk on destination image and revisitintention of tourists from West Asia.

1.4 Research Questions

Based on the research objectives, the research questions are as follows:

1. Can destination image mediate the relationship between cultural values, lifestyle, destination source credibility on the one hand and destination attachment on the other hand amongst tourists from West Asia?
2. Is there a mediating effect of destination attachment on destination image and destination satisfaction of tourists from West Asia?
3. Does destination satisfaction mediate the relationship between destination attachment and revisit intention of tourists from West Asia?
4. Does perceived risk moderate the relationship between destination image of Malaysia and revisit intention of tourists from West Asia?

1.5 Significance of the Study

The focus of this study is to determine the factors that determine the antecedents and outcomeof destination image of Malaysia amongst tourists from West Asia.For this reason, this research issignificant to academics, practitioners and policy makers.

1.5.1 Academic Significance

The study aims to contribute to the literature of tourism marketing firstly by extending the model of Veasna *et al.,* (2013) by adding cultural values and lifestyle as antecedents of destination image. Secondly, one sub-dimension will be added to destination source credibility (DSC), that is, expertise, as in the study of Spry, Pappu & Cornwell (2011). No study has examinedDSC from this dimension. Previous studies like the one conducted byVeasna, *et al.,* (2013), measured DSC as a single factor as adopted by Erdem and Swait (2004).

Thirdly, this study will extend the destination-branding model of Veasna *et al* by adding the affective component of destination image, which has been largely neglected by previous studies. Moreover, the relationships between destination source credibility, destination image and destination attachment will be further validated in this study. Lastly, perceived risk will be included as a moderator to describe the relationship between destination image and revisit intention of tourists from West Asia.

1.5.2 Practical Significance

A significant starting point in understanding the predictors, processes and outcomes of tourist - destination relationship is through the development and application of successful marketing campaigns to attract tourists. The aim of understanding these mechanisms is to enable destination marketers and managers to differentiate their products and services amongst competing destinations and build lasting emotional ties between tourists and destinations (Chen and Phou, 2013).

Likewise, from a practitioner's point of view, the study aims to establish the importance of the West Asian market to the Malaysian tourism industry by understanding the profiles and behaviours of tourists from the region and suggesting marketing strategies to better position Malaysia as a preferred tourist destination for tourists from West Asia.

In addition, the influence of the level of perceived risk by leisure tourists from West Asia will give more insight to both marketers and policy makers in understanding the behavior of tourists to enable them develop appropriate strategies to improve the destination image of Malaysia amongst tourists from the region.

1.5.3 Significance to Policy Makers

Understanding the behavior of tourists from the West Asian region is of greatimportance to policy makers, in order for them todevelop policies that would lead to anincrease in tourist arrivals from the area. Tourists from the region have beenidentified to have contributed immensely to the GDP of Malaysia. Thus, policies should be developed by Tourism Malaysia intensively to promote Malaysian culture,

eco-tourism, health tourism, honeymoon destination, as well as Malaysia My Second Home Program to attract tourists from West Asia to Malaysia. It will also aid in the creation of national policies to increase support and improvement of domestic products which will in turn have a positive effect on the destination image of Malaysia. The longer the tourists stay in a destination, the more the destination will profit, and the countries will be able to gain more patronage in the long run from tourists in the region.

Table 1.1 summarizes the research objectives, research questions, and research contribution of this study as follows:

Table 1.1   Research Objectives, Research Questions and Research Contribution

	Research Objectives	Research Questions	Research Contributions
1.	**a.** To examine the role of cultural values, lifestyle, destination source credibility as determinants of destination image of Malaysia amongst tourists from West Asia. **b.**To examine the mediating effect of destination image on the relationship between cultural values, lifestyle, destination source credibility on the one hand and destination attachment on the other hand amongst tourists from West Asia.	Can destination image mediate the relationship between cultural values, lifestyle, destination source credibility on the one hand and destination attachment on the other hand amongst tourists from West Asia?	This study will address the deficiencies identified in the literature on cultural values, lifestyle and destination source credibility.
2.	To determine the mediating effect of destination attachment on the relationship between destination image and destination satisfaction amongst tourists from West Asia.	Is there a mediating effect of destination attachment on the relationship betweendestination image and destination satisfaction of tourists from West Asia?	There is a deficiency in studies that proved the mediating relationship of destination attachmenton destination image and destination satisfaction which will be addressed in this study.
3.	To establish the mediating effect of destination satisfaction on destination attachment and revisit intention of tourists from West Asia.	Does destination satisfaction mediate the relationship between destination attachments and revisit intention of tourists from West Asia?	The findings of this research will address the deficiencies in previous studies by establishing the mediating relationship of destination satisfactionon destinationattachment and revisit intention.
4.	To determine the moderating role of perceived risk on destination image and revisit intention of tourists from West Asia.	Does perceived risk, moderate the relationship between destination image and revisit intention of tourists from West Asia?	Considering the significant role of travel perceptions in determining the revisit behaviour to destinations, further investigation of destination perceptions and revisit intentions of repeat tourists is justified. This study will test the moderating effect of perceived risk on destination image and revisit intention which has been ignored in previous studies.

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1.6 Scope of the study

The target population of the study is leisuretourists from fiveWest Asian countries i.e.Saudi Arabia, Kuwait, Iran, UAE& Oman visiting Malaysia on vacation. This group of tourists generates 68 percent of the total outbound travel from the region, with an estimated nine million arrivals forecasted by 2020.

1.7 Definition of key terms

The following operational definitions are used for the constructs in this study, and they are as follows:

1.7.1 Cultural Values

Cultural values aredefined as guiding principles that determine what is significant to motivate people's behaviour (Kahle 1983; Rokeach 1973; Schwartz 1992).

1.7.2 Lifestyle

Gonzalez and Bello (2002) defined "lifestyle" by including variables like activities, which refer to the way in which individuals spend their time and money; interests, i.e. things in their immediate surroundings, they consider more or less important; and opinions i.e. the view they have of themselves and of the world around them".

1.7.3 Destination Source Credibility

In line with previous studies conducted on destination source credibility,Veasna, *et al.* (2013) define destination source credibility as "the believability that the destination management is willing and capable of delivering on its promises related to a specific destination".

1.7.4 Destination Image

The definition of Crompton (1979) goes beyond the cognitive awareness and simple process of evaluation to include elements of the affective component (i.e., how one feels about what exists).

1.7.5 Destination Attachment

Tuan (1974, 1977) defined Destination Attachment as asense of place that is relatedto an emotional or affective bond that is deeply rooted in a person and a specificlocation.

1.7.6 Destination Satisfaction

The satisfaction or dissatisfaction of a consumer is related to whether the service provided by an organization matches or does not match a consumer's expectations (Ward, &Chua, 2007).

1.7.7 Revisit Intention

Revisit Intention is a stated likelihood to return to the country and to recommend the countrytofamily, friends, and others in the future (Han, &Kim, 2007).

1.7.8 Perceived Risk

In general, tourtists visit a destination for positive reasons and they will be detered from visiting a destination if there is fear of any danger from a range of happenings that include terrorist attack, disease or infection, political or social problemsduring their visit (Gallarza & Saura, 2006).

1.7.9 Organization of the thesis

Chapter 1 discusses the overview of the study; it includes the problem statement, research questions, research objectives, significance of the study, scope of the study and organization of thesis.

Chapter 2 gives a brief background of the tourism industry in Malaysia, including some of the innovative products identified by Tourism Malaysia, such as shopping, homestay, parks and gardens, 1Malaysia Contemporary Arts Tourism (1MCAT) and 1Malaysia International Shoe Festival. In addition, it highlights on international tourist arrivals and receipts, tourist expenditure, average per diem expenditure, components of tourism and shopping expenditure.

Chapter 3 covers the literature review for the study; focusing on previous studies on cultural values, lifestyle, destination source credibility, destination image, destination attachment, destination satisfaction, revisit intention and perceived risk.

Chapter 4 discusses the proposed conceptual framework and model development, underpinning theories of the study and hypotheses development.

Chapter 5 explains the research methodology, which comprises thetarget population, unit of analysis, sampling techniques, sample size, pre – test of questionnaires, pilot study, and measurement of variables and statistical tools of analysis.

Chapter 6 presentsan analysis of data associated with the research framework. The summary of the overall response rate, characteristics of respondents and data screening are some of the topics covered. Other topics covered are determinants of reliability indices using the structural equation modelling (SEM) analysis and the analysis of moments structure (AMOS) software version 20.0.

Chapter 7 presents discussions, suggestions and concluding remarks. After an introduction, it discusses the main conclusions of the study, including the research contribution and implications. This chapter then elaborates upon significant research limitations and avenues for future studies. The conclusion follows this.

1.8 ChapterSummary

This chapter presents the background of the study, problem statement, and general objectives, and research questions, significance of the study, definition of key terms, organization of thesis as well as the overall structure of the seven chapters in this study. The structure of the thesis is shown as a flowchart in Figure 1.1

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┌─────────────────────────────────────────────────────┐
│                   Introduction                      │
└─────────────────────────────────────────────────────┘
                         ↓
┌─────────────────────────────────────────────────────┐
│            Tourism Industry in  Malaysia            │
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┌─────────────────────────────────────────────────────┐
│                 Literature Review                   │
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│    Research Framework and Hypotheses Development    │
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│                   Methodology                       │
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│               Analysis and Findings                 │
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│            Discussions and Conclusion               │
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Figure 1.1 Structure of Thesis

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