



UNIVERSITI PUTRA MALAYSIA

***RELATIONSHIP BETWEEN DESTINATION ATTRACTIVENESS AND
DECISION TO VISIT KUALA SELANGOR, MALAYSIA***

HASAN BIN MOHAMED ZAKARIA

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DECISION TO VISIT KUALA SELANGOR, MALAYSIA**

By

HASAN BIN MOHAMED ZAKARIA

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfillment of the Requirements for the Degree of Master of Science**

July 2018

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

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DECISION TO VISIT KUALA SELANGOR, MALAYSIA**

By

HASAN MOHAMED ZAKARIA

July 2018

Chairman : Associate Professor Azlizam Aziz, PhD
Faculty : Forestry

Cvwtcevkxgpguu"ku"y kfgn{ "ceegrvgf"cu"e"i tgcv"kphnwgpeg"kp"e" xkukvqtuø"fguination of choice, desire of fulfilment, intention to revisit, perception of benefits and motivations, positive impression of sentiment pioneers, the measure of cash spent, and duration of stay. Therefore, this study aims to provide a deeper knowledge on vkukvqtuø" rgtegkxgf" attractiveness of a destination. The mediating role of the perceived importance of an cvwtcevkxgpguu" cvtkdwvg" cpf" vjg" cdknkv{ "qh" vjg" fguvkpcvkqp" vq" hwnhkn" xkukvqtuø" pggf" ycu" assessed. This present study attempts to examine the satisfaction of visitors from the importance and ability of the attractiveness attributes. From the importance and ability assigned by the visitor, an IPA analysis was conducted. A survey has been conducted between May to June 2017 at multiple attraction sites in Kuala Selangor. A total of 390 responses were analysed using IBM SPSS 23 software program. Multi Attribute Model was used by specifying the attractiveness attribute to measure the overall destination attractiveness. The result shows that heritage, history, and cultural attraction attractiveness attribute were perceived as the most important (M= 4.05) and having the highest ability to satisfy the needs of the visitors (M = 4.28). The results obtained also showed that the same attractiveness attribute had the highest attractiveness score (M =17.33), and that it was the only attractiveness attributes that satisfied visitors. The current study also found that Kuala Selangor has low attractiveness as the score is 10.89 out of 25.00. In conclusion, these findings will provide additional knowledge on how domestic visitors perceive the attractions in Kuala Selangor and on which attribute to be focused by destination marketers for future marketing strategy.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

HUBUNGKAIT DI ANTARA DAYA TARIKAN DAN KEPUTUSAN UNTUK MELAWAT KUALA SELANGOR MALAYSIA

Oleh

HASAN BIN MOHAMED ZAKARIA

Julai 2018

Pengerusi : **Profesor Madya Azlizam Aziz, PhD**
Fakulti : **Perhutanan**

Daya tarikan diterima secara meluas sebagai sesuatu yang mempunyai impak terhadap cara pengunjung memilih destinasi, keinginan untuk memenuhi, niat untuk kembali, persepsi tentang faedah dan motivasi, kesan positif terhadap perintis sentimen, ukuran tunai yang dibelanjakan dan jangka masa berada di sesuatu tempat. Oleh itu, kajian ini bertujuan untuk mendapatkan pengetahuan yang lebih mendalam tentang persepsi pengunjung terhadap daya tarikan di Kuala Selangor. Peranan persepsi kepentingan faktor daya tarikan dan keupayaan destinasi untuk memenuhi keperluan pengunjung sebagai pengantara telah dinilai. Tambahan pula, kajian ini juga cuba mengkaji kepuasan pengunjung dari kepentingan dan keupayaan faktor daya tarikan. Hasil dapatan dari kepentingan dan kemampuan yang dinilai oleh pengunjung, analisis IP telah dilakukan. Satu tinjauan telah dijalankan antara Mei hingga Jun 2017 di pelbagai tarikan di Kuala Selangor. Sebanyak 390 respons dianalisis menggunakan program perisian IBM SPSS 23. Model Fishbein (1963) iaitu Multi Attribute Model telah digunakan dengan mengkhususkan faktor daya tarikan untuk mengukur daya tarikan destinasi secara keseluruhan. Hasil kajian mendapati bahawa daya tarikan warisan, sejarah dan budaya dilihat sebagai yang paling penting ($M = 4.05$) dan mempunyai keupayaan tertinggi untuk memenuhi keperluan pengunjung ($M = 4.28$). Hasil kajian juga menunjukkan bahawa faktor daya tarikan yang sama mempunyai skor daya tarikan tertinggi ($M = 17.33$) dan satu-satunya faktor daya tarikan yang memuaskan pengunjung. Kajian semasa juga mendapati bahawa Kuala Selangor mempunyai daya tarikan yang rendah berdasarkan skor 10.89 daripada 25.00. Kesimpulannya, penemuan ini akan memberikan pengetahuan tambahan tentang bagaimana pengunjung domestik melihat daya tarikan di Kuala Selangor dan faktor daya tarikan perlu ditumpukan oleh pemasar destinasi untuk perangkaan strategi pemasaran masa depan.

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My sincerest appreciation goes to my parents and siblings for their love and support. You are always my source of strength and ray of sunshine.

Thank you once again to all who have made this PhD journey of mine possible.

I certify that a Thesis Examination Committee has met on 23 July 2018 to conduct the final examination of Hasan bin Mohamed Zakaria on his thesis entitled "Relationship between Destination Attractiveness and Decision to Visit Kuala Selangor, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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CHAPTER 1

INTRODUCTION

1.1 General Background

Tourism has emerged as a fast-growing industry in many countries, contributing significantly to their economy. The continued viability of this industry in the long run is sustainable growth was evident and described by the World Tourism Organization as which in turn enables more people to afford travelling; increasing connectivity of transportation; cheaper means of travel; friendlier immigration policies such as visa-upon arrival program; and increasing flow of information via internet and social media.

Tourism as an activity, involves the movement of visitors from their point of origin to their selected destination. Depending on the type of tourism they are seeking for, tourists travel outside of their national or international boundary. In this process, visitors shall come across different organizations or individuals that provide them with various tourism services and products (Azura *et. al*, 2007). These combinations of offered service and product create the tourism experience which they truly enjoy (or rather not), determining the success or failure of a destination.

There must be a strong indication for a particular visitor to choose a particular destination as their choice. For example, some people choose to visit an interesting place to relieve their workload stress and daily commitment. A good place should provide the visitor choice of a destination ranges from sightseeing, visiting friend and relative, and taking a vacation to having a good time. Various activities can be conducted to achieve the enjoying the environment.

the evaluation of someone who considers it as an attraction. Attraction cannot be the attractions that have been provided by the destination plays an important role in determining the attractions that are suitable, interesting, and able to attract visitor to visit the place.

In the early 1960s and 1970s, destination attractiveness had received much attention from researchers regarding its concept or measurement. Attributes in a destination have been identified to determine the attractiveness of tourism destinations. Some of the attractiveness attributes of a particular destination receive a good feedback from the tourist while others may not (Lee *et. al*, 2009). Thus, attractiveness attributes need to be measured as they will affect the decision of tourists in choosing their destination and the tendency to revisit it.

The contribution of the tourism industry in Malaysia accounts for 14.4% of the economy. From 2013 to 2015, domestic tourism supports the continuous growth from 9.6% (2013) to 11.5% (2014) and 9.7% (2015). While the domestic tourism expenditure decreases in 2015 (RM 60.5b), Selangor maintains as one of the main destinations preferred by domestic visitors (DOSM, 2016).

Table 1.1 : Places of Interest Around Kuala Selangor

Attraction Type	Place of Interest
Ecotourism	Bukit Malawati Kelip-kelip Kampung Kuantan Taman Alam Kuala Selangor Pantai Remis Jeram Kelip-kelip Bukit Belimbing Pantai Sungai Sembilang Jeram Bagan Pasir Penambang Kuala Selangor
Agro tourism	Peladang Agrotourism Centre Homestay
Cultural and Heritage Tourism	Muzium Sejarah Kuala Selangor Pameran Bukit Malawati
Homestay	Homestay Sg. Sireh
Sport Tourism	Royal Golf Club Kg. Kuantan
Edu-tourism	INPENS International College Universiti Selangor (UNISEL) 3
Gastronomy and Shopping	Restaurant Ikan Bakar Pantai Jeram Aroma Ikan Bakar Pantai Jeram Restaurant Kuala Selangor Pasir Penambang Satay Hut Tanjung Karang Bagan Pasir Penambang Kompleks Ikan Masin, Pasir Penambang

(Source: Tourism Selangor Berhad, 2014)

As one of the tourism destinations in Selangor, and place for multiple attractions and products (Table 1.1), Kuala Selangor provides many types of attractions such as heritage, natural area, gastronomy, and recreation area. The location of Kuala Selangor nearby Klang Valley and the development of Lebuhraya KL-Kuala Selangor (Latar) expressway have improved the accessibility for visitors, attracting more visitors to Kuala

Selangor in the recent years. The increasing number of visitors is also influenced by new housing areas that were planned and developed in Puncak Alam, Saujana Utama, Jeram, and Kuala Selangor city, consequently increasing the population of the people around the area.



Figure 1.1 : Kuala Selangor Attractions (kuala-selangor.com, 2016)

Like Putrajaya and Shah Alam, Kuala Selangor offers unique tourism attractions which are depicted in Table 1.1. Putrajaya has multiple attractions including Perdana Putra, Putra Mosque, and Putra Square which become the main attractor for visitors to visit. On other hand, Shah Alam provides nature and adventure attractions, such as Skytrex and Shah Alam National Botanical Garden.

These two nearby destinations offer almost the same number of attractions as Kuala Selangor does. However, these two destinations receive higher number of visitors compared to Kuala Selangor. In 2016, the number of visitors who visited Putrajaya reached millions (Putrajaya Corporation, 2016) while Shah Alam Botanical Garden received 383,329 visitors (TBNSA, 2016). Thus, there is a need to study the attractiveness of Kuala Selangor which has the potential to diversify tourism in the state of Selangor.



Figure 1.2 : Historical Attraction at Bukit Melawati

For this strong reason, planners, marketers and service providers at Kuala Selangor must be able to create strategic tourism marketing plans to encourage more visitors and fulfil the expectations of the market. Thus, a research is needed to evaluate the attractiveness of Kuala Selangor in order to provide necessary information and knowledge.

1.2 Problem Statement

The diversity of attractions in a destination provides ample choices, opportunities, and reasons for a visitor to visit a destination. The diversity of the offered products in a destination needs to be coherent and linked between them (Farmaki, 2012; Jansen-Verbeke, 1986; Lawton and Weaver, 2006).

This notion is later supported by the study of Benur and Bramwell (2015), stating that the products at a destination require a suitable number and mix of such products to benefit each other, and to ensure profit and sustainability of the product. Thus, it will increase the frequency of visiting a destination.

Iconic places such as Bukit Malawati, Kg. Kuantan (firefly), Taman Ikan Air Tawar, Taman Alam Kuala Selangor, and Homestay (Inap Desa) are among the main attractions that have attracted a high number of visitors in recent years to Kuala Selangor. Other attractions such as Hutan Paya Gambut Raja Musa and seafood restaurants are able to provide a place to relax and enjoy their vacation thus playing an important role in attracting visitors.

However, from Table 1.2, the number of visitors who have visited Kuala Selangor was un-even; they were only concentrated in one particular destination instead of visiting other attractions that were offered nearby the said destination such as Bukit Melawati. In 2013, Bukit Melawati had the highest number of visitors while other attractions such as Kg Kuantan (firefly), Taman Ikan Air Tawar, and Taman Alam Kuala Selangor

received 50% less visitors. Such uneven distribution of visitors affects the current tourism activities and development in Kuala Selangor.

The study of destination attractiveness could boost the development of infrastructure and facilities in the attraction area. Developing in such a way will also help to preserve all the resources for present and future use (McIntosh, Goeldner, and Ritchie, 1995; Inskip, 1994). In Kuala Selangor, there are many resources including heritage building, beach, and natural areas that can be developed and preserved so that each attraction can attract more tourists. The study of destination attractiveness will help improve the economic activities in Kuala Selangor and avoid the physical obsolescence of historical buildings and the surrounding areas (Anbalangan, 2000).

Other than that, the study of destination attractiveness can improve the life quality of the local community (McIntosh, Goeldner, and Ritchie, 1995; Inskip, 1994). The development of destination attraction will attract more tourists and improve local socio-economy in terms of business opportunity, the increment of customers in local business store, and job creations.

Locally, similar idea has become evident in destinations with various type of attractions such as Langkawi Island, Putrajaya, Genting Highland and the city of Kuala Lumpur. The pool of many attractions in the vicinity will create greater pull factor for visitors.

In other words, the ability of attractions which contributes to the overall attractiveness of the destinations needs to be fully evaluated and understood. Thus, this study can help improve the understanding on the concentration and diversification of products in Kuala Selangor for tourist destination development.

Ultimately, this study was designed to evaluate how visitors perceive the attractiveness of Kuala Selangor, determine whether Kuala Selangor meet the expectation of the visitors, their perception of different attractiveness in Kuala Selangor, and the difference in the perception of domestic and foreign visitors.

As previously shown by Davis and Sternquist (1987), Brayley (1990) and Hu and Ritchie (1993), there is a relationship between perceived attractiveness of destination and the decision of a tourist to visit a place. Tourists will have different perception towards each of the attractions in Kuala Selangor; positive perception will clearly attract the visitors to visit Kuala Selangor.

Table 1.2 : Number of Tourist Visiting Kuala Selangor

Attraction/Place	Number of Visitor
Kuala Selangor	286,691
Bukit Malawati	111,741
Kg. Kuantan (Kelip-Kelip)	46,317
Taman Ikan Air Tawar	41,426
Taman Alam Kuala Selangor	36,832
Muzium Sejarah Daerah Kuala Selangor	50,375

(Source: Tourism Selangor Berhad, 2014)

As a destination marketer, the information gathered from this study is crucial to identify how visitors see Kuala Selangor as a tourism destination, how the visitors choose a place to visit, how they perceive an attraction, how to meet their expectations, and which of the attractions appeals the most and which is the least.



Figure 1.3 : Entrance to Bukit Melawati

In determining a destination to visit, a visitor regards the attractions and attributes of the destination having a significant role (Sirakaya *et. al*, 1996; Shifflet, 1999). The kphqt o cvkqp"cpf"mpqyngf i g"cdqw"vj g"Mwnc"Ugncp i qtø"uvtqp i guv"cwtkdute will determine what makes this destination attractive to visitors. Management of a tourism destination can improve the less appealing attractions and maintain the more appealing attractions by identifying the importance assigned to an attraction. From this information, the belief of visitors can be evaluated and determined whether or not Kuala Selangor has managed to meet their expectation.

This study will help answer all the questions by determining the destination attractiveness of Kuala Selangor; and use the answers to promote the destination, ensure vj g" jki jguv" xkukvqtuø"ucvkuhcevkqp"htq o" cmm"cwvtcevkqpu"qh"Mwnc"Ugncp i qt." fgvgto kpg"vj g"

most preferred attraction and understand the different perception by domestic and foreign visitors.

1.3 Research Questions

1. Y j cv"ku"vjg"ko rqtvcpeg"qh"gej"cvwtcevkqp"kp"kpnhwgpekp i "c" xkukvqtøu" fgekkqp"vq" visit Kuala Selangor?
2. Y j cv"ku"vjg"cdknkv{"qh"gej"cvwtcevkqp"vq"hwkhkn"vjg" xkukvqtøu"pggfA
3. What is the overall attractiveness of Kuala Selangor based on both importance and ability of each attraction?
4. What is the satisfaction of visitors with the attractiveness of the tourism destinations in Kuala Selangor?

1.4 Objectives

The general objective of this study is to determine the overall destination attractiveness of Kuala Selangor as perceived by domestic visitors. In order to achieve the general objective, four specific objectives have been outlined as shown below:

1. Vq"gzc o kpg"vjg"ko rqtvcpeg"qh"gej"cvwtcevkqp"kp"kpnhwgpekp i "c" xkukvqtøu" fgekkqp" to visit Kuala Selangor;
2. To ezc o kpg"vjg"cdknkv{"qh"gej"cvwtcevkqp"kp" o ggvpki "c" xkukvqtøu"pggf" fwtkpi "vjg" visit to Kuala Selangor;
3. To identify the overall attractiveness of Kuala Selangor based on both importance and ability of each attraction; and
4. Vq" fgvgt o kpg"vjg" xkukvqtøu"ucvkuhceviön towards the destination attractiveness in Kuala Selangor.

1.5 Definition and Measurement of Key Term

I. Domestic Visitor

A domestic visitor is a Malaysian (resident) traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purposes) other than to be employed by a resident entity in the country or place visited (International Recommendation of Tourism Statistic, 2008). This visitor excludes local community at Kuala Selangor.

II. Destination Attractiveness

Destination attractiveness is defined as the perception of visitors about a particular destination and its ability to satisfy their needs (Mayo and Jarvis, 1982; Vengesai, 2003; Reitsamer *et al.*, 2016). In this study, destination attractiveness was measured as multiplication of importance and ability of attractiveness attributes.

III. Attractiveness Attribute

Attractiveness attribute was defined as the relevant determinant measured to determine the overall attractiveness of Kuala Selangor (Lee *et al.*, 2010; Caber *et al.*, 2012). The attractiveness attributes used were associated with specific types of attraction available in Kuala Selangor (Kim, 1998; Lee *et al.*, 2010). In this study, the attractiveness attributes were heritage, history and cultural attraction, culture and community attraction, agrotourism, cuisine, event, adventure and sports attraction, natural attraction, and shopping.

IV. Perceive Importance

In this study, perceived importance was the strength of reurqpfgpvuø" dgnkgh0" Rgtegkxgf" importance of a particular attractiveness attribute was possessed by the destination and was measured using five-point Likert scale consisting of attractiveness attribute.

V. Perceive Ability

Perceived ability was the degree of performance or ability of attractiveness attribute to ucvkuh{"tgurqpf gpvuø"qyp"pggf"cpf"ycu"o gcuwtgf" wukpi "hxxg-point Likert scale consisting of attractiveness attribute.

VI. Satisfaction

In this study, the concept of satisfaction was adopted from Baker and Crompton (2000): tourism satisfaction referred to the emotional state of visitors after the exposure to the opportunity or experience.

1.6 Conceptual Framework

Hkujdgkpøu" o wnvk-attribute model (Fishbein, 1963) was used in this study as the conceptual framework. The general theory of this framework is that behaviour depends on the belief or perceived importance of a person, and the performance or ability of one place on that attribute (Fishbein and Azjen, 1975).

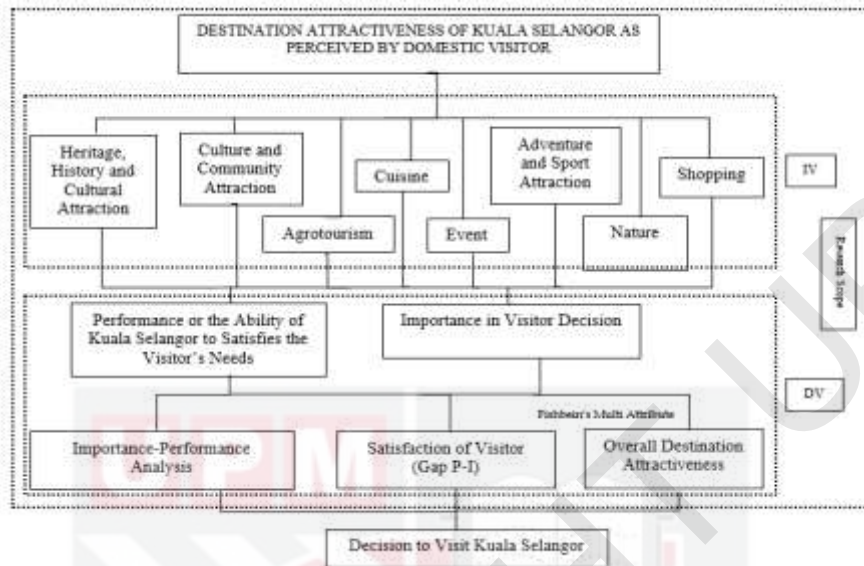


Figure 1.4 : Conceptual Framework

From this model, the analysis for various salient attributes that a person derives in hqt o kpi "cwkvw fgu"ecp"dg"uwv fkgf0"Engctn{."v jku" o q f gn"hcqwugu"qp"cp"kp f kxk f wcnøu"cvkwvfg" towards an object that comprises of multiple attributes and not only attitude towards a particular behaviour. Therefore, in the field of tourism, this model can be used to gain deeper understanding on the purchase predisposition of a visitor in choosing a tourism destination.

This model is also known as Attitude Toward Object (ATO) model that involves addition and multiplication process of belief and performance (Matjeka, 1976).

In a study done by Carvalho (2008), expectancy-value model was used to understand which attribute was used to measure the attitude towards a company in the process of fgvgt o kpkpi "eqpuw ogtuø"ucvkuhcevqp"*fgvgt o kpcpvu"qh"xcnwg+."v jg" fgi tgg"qh"ko rqtvepeg" (belief) of these attributes to the customers, and finally the evaluation of an ability (performance) in all of these attributes. The study done by Lundberg (2015) applied the same model proposed by Fishbein (1963) to measure the belief and an evaluative component (like or dislike) of specific impacts of tourism being perceived by local residents.

In this study, this model was used by specifying the importance (belief) and ability (performance) to measure the perceived destination attractiveness among visitors visiting Kuala Selangor. However, the decision to visit Kuala Selangor was beyond the scope this study and was not include in the objective.

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