

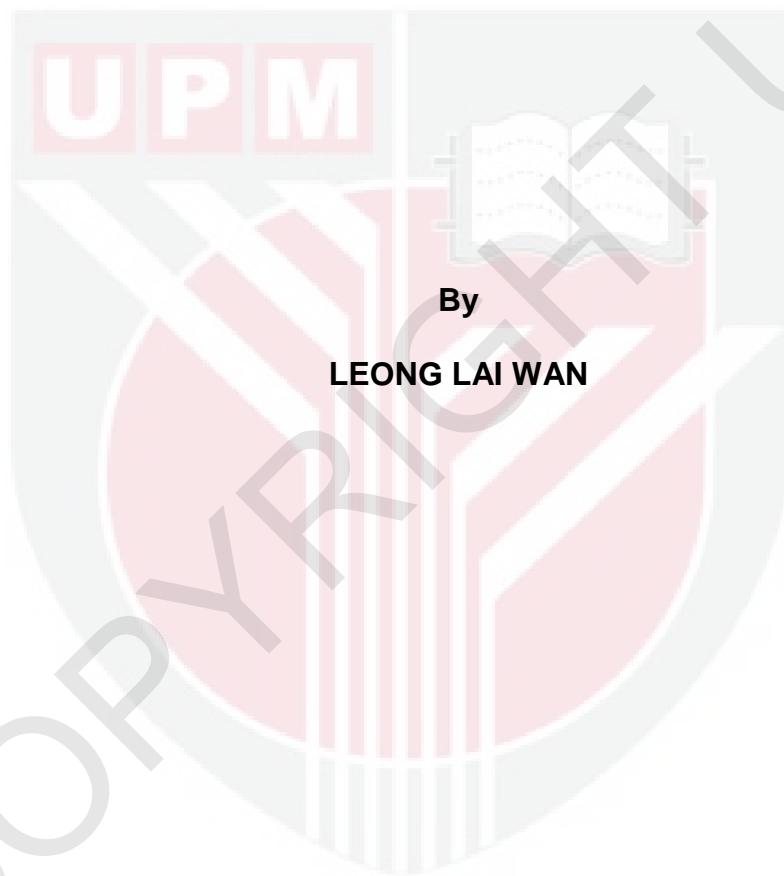


***FACTORS INFLUENCING MEMORABLE TOURISM EXPERIENCE OF
VISITOR AT A' FAMOSA SAFARI WONDERLAND, MALACCA***

LEONG LAI WAN

FH 2019 107

**FACTORS INFLUENCING MEMORABLE TOURISM EXPERIENCE OF
VISITOR AT A' FAMOSA SAFARI WONDERLAND, MALACCA**



By
LEONG LAI WAN

**A Project Report Submitted in Partial Fulfillment of the Requirements
for the Degree of Bachelor of Park and Recreation Science in the
Faculty of Forestry
Universiti Putra Malaysia**

2019

DEDICATION

I would like to dedicate this Project Report to
All the person that involved directly or indirectly during my research.

To my beloved family

To all my coursemate and friends

Faculty of Forestry

A' Famosa Safari Wonderland

All the respondents that involved in my research

Thank you for your encouragements support and the sacrifices that you have
given.

Thank you for everything.



ABSTRACT

Memorable tourism experience is an important aspect to visitors. The study was conducted in A' Famosa Safari Wonderland (AFSW) to explore visitors' memorable tourism experience based on different activities. The purpose of the study was to determine the factors influencing memorable tourism experience of visitors and also explore the relationship between eight factors that influencing visitors' memorable tourism experience and intention to revisit A' Famosa Safari Wonderland. A total of 400 respondents participated in the questionnaire survey. The study utilised the questionnaire to determine scores of memorable tourism experience of visitor in AFSW. Results indicated that highest mean score is meaningfulness which is 3.98. The lowest mean score is adverse feeling which is 2.02. One-way ANOVA analysis showed that the visitor with lower income have significant different on novelty and knowledge; whereas student have significant different on meaningfulness. Multiple linear regression analysis showed that the novelty, local culture, refreshment and involvement influenced the intention to revisit of visitor.

ABSTRAK

Pengalaman yang tidak dapat dilupakan ialah satu aspek yang penting kepada pelawat. Kajian ini dijalankan di A'Famosa Safari Wonderland (AFSW) untuk meneroka pengalaman pelancongan yang tidak dapat dilupakan berdasarkan pelbagai aktiviti. Tujuan kajian ini adalah menentukan faktor yang mempengaruhi pengalaman pelancongan pelawat dan juga meneroka hubungan antara lapan faktor yang mempengaruhi pengalaman pelawat yang tidak dapat dilupakan dan niat untuk melawat AFSW semula. Seramai 400 responden mengambil bahagian dalam kajian soal selidik. Kajian ini menggunakan soal selidik untuk menentukan skor pengalaman pelancongan pelawat yang tidak dapat dilupakan di AFSW. Keputusan menunjukkan bahawa purata mata min yang tertinggi adalah bermakna iaitu sebanyak 3.98. Purata mata min yang terendah ialah faktor perasaan tidak menyenangkan iaitu sebanyak 2.02. ANOVA satu hala analisis menunjukkan bahawa pelancong yang berpendapatan yang rendah mempunyai perbezaan yang signifikan terhadap kebaruan dan pengetahuan, manakala pelajar mempunyai perbezaan yang signifikan terhadap faktor bermakna. Analisis regresi menunjukkan bahawa kebaruan, budaya tempatan, penyegeran dan penglibatan mempengaruhi niat pelawat untuk melawat semula.

ACKNOWLEDGEMENTS

First of all, I would like to express my sincere gratitude to my supervisor, Dr. Sheena binti Bidin, for her assistance, guidance and advices in completing this project. She has been encouraged and supported me throughout the project. My knowledge on a true research method has been broadened through her guidance. Special thanks to my examiner, Dr. Evelyn Lim Ai Lin for giving her advice along the way. Besides, my appreciation also goes to the A' Famosa Safari Wonderland, Operation Assistant Manager, Mr. Chong Kong Wai and the staff who had given their cooperation during data collection period. Next, I would like to thanks the respondents who willing to help me to fill in the questionnaire. Next, I would like to thanks to Dr. Mohamad Roslan bin Mohamad Kasim for his advice in statistical part. Last but not least, I sincerely express my thanks to my coursemate, friends and senior who supported and helped me during completing this research.



APPROVAL SHEET

I certify that this research project report entitled “**Factors Influencing Memorable Tourism Experience of Visitor at A’ Famosa Safari Wonderland, Malacca**” by Leong Lai Wan has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

Dr. Sheena binti Bidin
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria bin Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

Date: June 2019

TABLE OF CONTENTS

| | Page |
|--|-------------|
| DEDICATION | ii |
| ABSTRACT | iii |
| ABSTRAK | iv |
| ACKNOWLEDGEMENTS | v |
| APPROVAL SHEET | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| LIST OF ABBREVIATIONS | xi |
| | |
| CHAPTER | |
| 1 INTRODUCTION | |
| 1.1 Background | 1 |
| 1.2 Problem Statement | 3 |
| 1.3 Objectives | 5 |
| 2 LITERATURE REVIEW | |
| 2.1 Tourism Experience | 6 |
| 2.2 Memorable Tourism Experience | 8 |
| 2.2.1 Hedonism | 10 |
| 2.2.2 Novelty | 11 |
| 2.2.3 Local Culture | 11 |
| 2.2.4 Refreshment | 12 |
| 2.2.5 Meaningfulness | 12 |
| 2.2.6 Knowledge | 13 |
| 2.2.7 Involvement | 13 |
| 2.2.8 Adverse Feelings | 14 |
| 2.3 Intention to Revisit and Visitors' Recommendation | 16 |
| 2.4 Importance of Memorable Tourism Experience and Intention to Revisit or Recommend | 18 |
| 3 METHODOLOGY | |
| 3.1 Study Site | 20 |
| 3.2 Sampling Technique | 22 |
| 3.3 Instrument | 23 |
| 3.4 Pilot Test | 26 |
| 3.5 Sample Size | 26 |
| 3.6 Data Analysis | 27 |
| 3.6.1 Reliability Analysis | 28 |
| 3.6.2 Descriptive Analysis | 28 |
| 3.6.3 Regression Analysis | 28 |
| 3.6.4 One-Way Analysis of Variance | 30 |

| | | |
|-------|--|----|
| 4 | RESULTS AND DISCUSSION | |
| 4.1 | Cronbach Alpha | 31 |
| 4.1.1 | Pilot Test | 31 |
| 4.1.2 | True Sampling | 32 |
| 4.2 | Visitors' Socio Demographic Characteristics | 33 |
| 4.2.1 | Nationality | 33 |
| 4.2.2 | Gender | 34 |
| 4.2.3 | Age Group | 35 |
| 4.2.4 | Marital Status | 35 |
| 4.2.5 | Income | 36 |
| 4.2.6 | Occupation | 37 |
| 4.3 | Trip Information | 38 |
| 4.3.1 | Previous Visit Experience | 38 |
| 4.3.2 | Last Visit of Repeated Visitor | 39 |
| 4.3.3 | Recommendation Intention | 40 |
| 4.3.4 | Revisit Intention | 40 |
| 4.3.5 | Intention to Write Review | 41 |
| 4.4 | Overall Mean Score for Memorable Tourism Experience Factors | 42 |
| 4.5 | Open-ended Response by Visitor on Memorable Experience | 45 |
| 4.6 | Relationship between Memorable Tourism Experience and Intention to Revisit | 47 |
| 4.7 | Comparison of Memorable Tourism Experience Scale with Income | 52 |
| 4.8 | Comparison of Memorable Tourism Experience Scale with Occupation | 54 |
| 4.9 | Summary of Results and Discussion | 57 |
| 5 | CONCLUSION AND RECOMMENDATION | |
| 5.1 | Conclusion | 60 |
| 5.2 | Implication | 61 |
| 5.3 | Limitation | 63 |
| 5.4 | Recommendation | 64 |
| | REFERENCES | 65 |
| | APPENDICES | |
| | Appendix A: Questionnaire | 70 |
| | Appendix B: Approval Letter | 76 |

LIST OF TABLES

| Table | | Page |
|--------------|--|-------------|
| Table 2.1 | Indicators of each Memorable Tourism Experience Factor | 15 |
| Table 3.1 | The Details of the Statement for each Factor | 24 |
| Table 3.2 | List of Dependent Variable and Independent Variables | 29 |
| Table 4.1 | Cronbach's Alpha for Pilot Test | 32 |
| Table 4.2 | Cronbach's Alpha for True Sampling | 33 |
| Table 4.3 | Distribution of the Respondents by Nationality | 34 |
| Table 4.4 | Distribution of the Respondents by Gender | 34 |
| Table 4.5 | Distribution of the Respondents by Age Group | 35 |
| Table 4.6 | Distribution of the Respondents by Marital Status | 36 |
| Table 4.7 | Distribution of the Respondents by Monthly Income | 37 |
| Table 4.8 | Distribution of the Respondents by Occupation | 38 |
| Table 4.9 | Previous Visit Experience | 39 |
| Table 4.10 | Last Visit of Repeated Visitor | 39 |
| Table 4.11 | Recommendation Intention | 40 |
| Table 4.12 | Revisit Intention | 41 |
| Table 4.13 | Intention to Write Review | 41 |
| Table 4.14 | Overall Mean Scores for Memorable Tourism Experience Factors | 43 |
| Table 4.15 | Visitors' Open-ended Response | 46 |
| Table 4.16 | Multiple Regression between Analysis of Memorable Tourism Experience Scale on Intention to Revisit | 48 |
| Table 4.17 | Comparison of Memorable Tourism Experience Scale with Income | 54 |
| Table 4.18 | Comparison of Memorable Tourism Experience Scale with Occupation | 56 |

LIST OF FIGURES

| Figure | | Page |
|------------|---|------|
| Figure 2.1 | Memorable Tourism Experience Scale | 10 |
| Figure 3.1 | Location Map of A' Famosa Safari Wonderland | 21 |
| Figure 3.2 | Map of A' Famosa Safari Wonderland | 21 |



LIST OF ABBREVIATIONS

| | |
|-------|--|
| MTE | Memorable Tourism Experience |
| AFSW | A' Famosa Safari Wonderland |
| SPSS | Statistical Package for Social Science |
| ANOVA | Analysis of Variance |



CHAPTER 1

INTRODUCTION

1.1 Background

The Department of Statistic Malaysia recorded the domestic visitors increase from 189.3 million in 2016 to 205.4 million in 2017 (Department of Statistic Malaysia, 2018). This is due to the income of the population increase and who hoping to purchase more on entertainment and culture (eTurboNews Group, 2018). There are few popular types of tourism in Malaysia which are cultural and heritage, ecotourism and agro tourism, medical and educational (Pillai, 2018).

Tourism product can be referring as tourism destination which includes service, activity and goods (Mok, Sparks & Kadampully, 2013). Experience is the main outcome of the services or product that provided in tourism industry (Yuan & Wu, 2008). Understanding the component and result of tourism experience is important because most of the experience is gain from the services (Fernandes & Cruz, 2016). The experience economy is growing very fast, visitors' desire for a variety experience compared to experience in the past (McColl-Kennedy, Cheung & Ferrier, 2015). This is due to the visitors seek for useful and hedonic components which involve emotion, physical and intellectual in their trips (Fernandes & Cruz, 2016) The special experience created in tourism enhances the value to the visitors, and therefore create

visitor's loyalty and spread good feedback to others (Bolton, Gustafsson, McColl-Kennedy, Sirianni & Tze, 2014). This is the reason why tourism organizations are progressively concentrating on design new product or improve the existing product to generate experience for the visitors (Tung & Ritchie, 2011).

There are increasing number of literature that explored about the experience of visitors and develop the measurement for the visitors' experience (Kim, Ritchie, & McCormick, 2012). Memorable tourism experience (MTE) and tourists' experience is related to each other (Zhang, Wu, & Buhalis, 2018). The importance of understanding the MTE by tourism provider is to improve the services with special and valued memory (Tung & Ritchie, 2011). Another importance of MTE is to know the satisfaction of the visitors about the tourism setting and recreation activity (Tung & Ritchie, 2011). Besides, provide memorable experience by entertaining the customers can increase the customer loyalty (Tung & Ritchie, 2011). The experience of consuming the service or tourism product can create the bonding to the charm of the tourism destination and behavioural intention (Tsai, 2016). The overall image of the experiences affects the intention of visitors to recommend to others (Prayag, Hosany, Muskat, & Chiappa, 2017). The MTE adds value to influence the visitors to revisit the same tourism destination (Coudounaris & Sthapit, 2017).

1.2 Problem Statement

The memorable tourism experience (MTE) begin from the moments tourist gets information about a destination, during the visitation to the time a tourist recall back the memory after some time. Nevertheless, the experience during the visitation to the destination is the most important stage (Horvath, 2013). After the visit, the tourist will share their memory to the others by sharing their experience. In order for visitors to revisit a destination, the management of a tourism destination should create positive MTE (Kim et al., 2012). This is because negative experiences may affect tourists' impression towards a destination. The tourist might have pleasant positive tourism experience and unhappiness negative experience during their trip (Komppula & Gartner, 2013).

The positive and negative tourism experience is shared by tourists' through internet such as through social media, blog or the destination official website. For example, the reviews provided by tourist through tourism review websites such as TripAdvisor gives an indication of the memorable experiences that tourist gained from visiting a destination. One destination in particular, tourists reviewed that they had negative tourism experiences in A' Famosa Safari Wonderland (AFSW). Among the reviews were the tourist that visits the wildlife tourism in AFSW would like to get the services that worth to their entrance fees (Trip Advisor, 2018). They also would like to see the animals that is in healthy condition and do not want to see the animal suffer by using

chain (Trip Advisor, 2018). Other sources such as Free Malaysia today (2016) citing that animals such as elephants are being exploited by offering elephant ride may also impact on visitors' perception about a place.

Additionally, if a destination has no new attractions, customers are unlikely to visit. Jang and Feng (2007) research shows that revisit intention are related to novelty. This is true for AFSW as comments make in TripAdvisor stated that they would not revisit a place if the destination has no new attractions (Trip Advisor, 2016). This is because the customers will like to explore the new destination even though they have high satisfaction with the previous tourism destination; hence the customers will not revisit the same previous destination which offer the same tourism experience and will decrease the repeat market (Zhang et al., 2018). The destination marketing and management can increase the repeat customers by creating diverse experience to fulfil the customers in their next visit, the diverse activities can enhance memorable experience (Zhang et al., 2018).

According to Akama and Kieti (2003), the tourist satisfaction includes the product, its price and also value of product. According to Tung and Ritchie (2011), the experience created through the quality of services is provided by the management of the company. When the visitor shares their experience by storytelling about the service of destination, this will give an overall impact to a company. The tourist prefers to share their experiences, whether

memorable or not, through social media. One previous research show that 40% of the respondents agree to share tourism experience, such as writing negative reviews by sharing photos or videos through social media to avoid people from consuming the bad products (Munar & Jacobsen, 2014). Similarly, the negative reviews regarding AFSW in tourism review website will affect the decision of other visitors whether to visit that destination or not.

Consequently, tourist wants to enjoy their experience in a destination to satisfy them. MTE comes after purchasing the experience in the destination. Given that there is limited studies relating to MTE relating to nature and wildlife based tourism in Malaysia, this study aims to explore the factors that influence the MTE among the tourist in AFSW. This is because, the positive and negative components of MTE will assist the management of AFSW in enhancing or retaining the good tourism services offered to the visitors.

1.3 Objectives

The objectives of this study are:

- a. To determine the factors that influence the visitors' memorable tourism experience in visiting A' Famosa Safari Wonderland.
- b. To explore relationship between visitors' memorable tourism experience and intention to revisit A' Famosa Safari Wonderland.

REFERENCES

Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing Customers' Loyalty In A Skiing Resort: The Contribution of Place Attachment and Service Quality. *International Journal of Contemporary Hospitality Management*, 18(5), 414-425.

Akama, J.S., & Kieti, D.M. (2003). Measuring Tourist Satisfaction with Kenya's Wildlife Safari: A Case Study of Tsavo West National Park. *Tourism Management*, 24(1), 73-81.

Barnes, S.J., Mattsson, J., & Sorensen, F. (2016). Remembered Experiences and Revisit Intentions: A longitudinal Study of Safari Park Visitors. *Tourism Management*, 57, 286-294.

Barnet-Verzat, C., & Wolff, F. C. (2002). Motives for Pocket Money Allowance and Family Incentives. *Journal of Economic Psychology*, 23(3), 339-366.

Bolton, R.N., Gustafsson, A., McColl-Kennedy, J., Sirianni, N.J., & Tse, D.K. (2014). Small Details that Make Big Differences: A Radical Approach to Consumption Experience as a Firm's Differentiating Strategy. *Journal of Service Management*, 25(2), 253-274

Buhalis, D., & Amaranggana, A. (2015). Smart Tourism Destinations Enhancing Tourism Experience Through Personalisation of Services. In *Information and Communication Technologies in Tourism*, 3, 377-389.

Chandralal, L., & Valenzuela, F.R. (2013). Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181.

Chatterjee, S., & Hadi, A. S. (2012). *Regression Analysis by Example*. New Jersey: John Wiley & Sons, Inc.

Chen, C.F., & Chen, F.S. (2010). Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists. *Tourism Management*, 31(1), 29-35.

Chen, C.F., & Tsai, D. (2007). How Destination Image and Evaluative Factors Affect Behavioral Intentions?. *Tourism Management*, 28(4), 1115-1122.

Cooper, D.R., Schindler, P.S., & Sun, J. (2006). *Business Research Methods*. New York: McGraw-Hill Irwin.

Coudounaris, D.N., & Sthapit, E. (2017). Antecedents of Memorable Tourism Experience Related to Behavioral Intentions. *Psychology & Marketing*, 34(12), 1084-1093.

del Bosque, I.R., & San Martín, H. (2008). Tourist Satisfaction a Cognitive-affective model. *Annals of tourism research*, 35(2), 551-573.

Department of Statistic Malaysia. (2018, June 29). *Domestic Tourism Survey 2017*. Retrieved from https://www.dosm.gov.my/v1/index.php?r=column/cthemedByCat&cat=320&bu_l_id=dU9zUGtzRG15dXUrODRUNFQ2cENRQT09&menu_id=b0pIV1E3RW40VWRTUkZocEhyZ1pLUT09

eTurboNews Group. (2017, October 24). *Domestic Tourism in Malaysia is Growing*. Retrieved from <https://www.eturbonews.com/168454/domestic-tourism-malaysia-growing>

Fernandes, T., & Cruz, M. (2016). Dimensions and Outcomes of Experience Quality in Tourism: The case of Port Wine Cellars. *Journal of Retailing and Consumer Services*, 31, 371-379.

Free Malaysia Today. (2016, July 5). *A'Famosa Resort Zoo Still Exploiting Wildlife*. Retrieved from <https://www.freemalaysiatoday.com/category/opinion/2016/07/05/afamosa-resort-zoo-still-exploiting-wildlife/>

Funk, D.C., & Bruun, T.J. (2007). The Role of Socio-Psychological and Culture-Education Motives in Marketing International Sport Tourism: A Cross-Cultural Perspective. *Tourism management*, 28(3), 806-819.

Google (n.d). [Google Maps Location for A' Famosa Safari Wonderland, Malacca, Malaysia]. Retrieved from <https://www.google.com/maps/place/Safari+Wonderland,+A'Famosa+Resort/@2.4419484,102.2086393,783m/data=!3m2!1e3!4b1!4m5!3m4!1s0x31ce02ffb72135:0xd3ac22c917ddeb218m2!3d2.441943!4d102.210828>

Gretzel, U., & Yoo, K.H. (2008). *Use and Impact of Online Travel Reviews*. Presented at the Proceedings of the International Conference. Innsbruck, Austria. January, 2008.

Groves, R.M., Fowler Jr, F.J., Couper, M.P., Lepkowski, J.M., Singer, E., & Tourangeau, R. (2009). *Survey Methodology*. New Jersey: John Wiley & Sons.

Harun, N.S., & Ismail, I. (2011). *The Conservation Plan For World Heritage Site: George Town, Penang and Malacca, Malaysia*. Presented at The 1st International Conference On Rebuilding Place: From Culture To Art And Architecture. University Kuala Syiah, Banda Aceh, Indonesia. October, 2011.

Horvath, Z. (2013). Cultural Value Perception in the Memorable Tourism Experience. In Smith, M., & Richards, G (Eds.), *The Routledge handbook of Cultural Tourism*, 375-380. New York: Routledge, Taylor & Francis.

Jalilvand, M.R., Samiei, N., Dini, B., & Manzari, P.Y. (2012). Examining the Structural Relationships of Electronic Word of Mouth, Destination Image, Tourist Attitude Toward Destination and Travel Intention: An Integrated Approach. *Journal of Destination Marketing & Management*, 1(1-2), 134-143.

Jang, S.S., & Feng, R. (2007). Temporal Destination Revisit Intention: The Effects of Novelty Seeking and Satisfaction. *Tourism management*, 28(2), 580-590.

Jennings, G., & Nickerson, N. (Eds.). (2006). *Quality Tourism Experiences*. United States of America: Elsevier Butterworth-Heinemann.

Kensinger, E.A., & Schacter, D.L. (2006). When the Red Sox Shocked the Yankees: Comparing Negative and Positive Memories. *Psychonomic Bulletin & Review*, 13(5), 757-763.

Kim, J. H. (2014). The Antecedents of Memorable Tourism Experiences: The Development of a Scale to Measure the Destination Attributes Associated with Memorable Experiences. *Tourism Management*, 44, 34-45.

Kim, J.H., & Ritchie, J.B. (2013). Cross-cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, 53, 323-335.

Kim, J.H., Ritchie, J.B., & McCormick, B. (2012). Development of a Scale to Measure Memorable Tourism Experiences. *Journal of Travel Research*, 51(1), 12-25.

Kim, J.H., Ritchie, J.R., & Tung, V.W.S. (2010). The Effect of Memorable Experience on Behavioral Intentions in Tourism: A Structural Equation Modeling Approach. *Tourism Analysis*, 15(6), 637-648.

Komppula, R., & Gartner, W.C. (2013). Hunting as a Travel Experience: An Auto-Ethnographic Study of Hunting Tourism in Finland and the USA. *Tourism Management*, 35, 168-180.

Leedy, P.D., & Ormrod, J.E. (2015). *Practical Research: Planning and Design* (11th ed.). Essex, England: Pearson Education.

Lehto, X.Y., O'Leary, J.T., & Morrison, A.M. (2004). The Effect of Prior Experience on Vacation Behavior. *Annals of Tourism Research*, 31(4), 801-818.

Loureiro, S.M.C. (2014). The Role of the Rural Tourism Experience Economy in Place Attachment and Behavioral Intentions. *International Journal of Hospitality Management*, 40, 1-9.

Markovic, S., & Jankovic, S.R. (2013). Exploring the relationship between service quality and customer satisfaction in Croatian hotel industry. *Tourism and Hospitality Management*, 19(2), 149-164.

Marschall, S. (2012). Tourism and Memory. *Annals of Tourism Research*, 39(4), 2216-2219.

McColl-Kennedy, J.R., Cheung, L., & Ferrier, E. (2015). Co-creating Service Experience Practices. *Journal of Service Management*, 26(2), 249-275.

Mok, C., Sparks, B., & Kadampully, J. (2013). *Service Quality Management in Hospitality, Tourism, and Leisure*. United States of America: Routledge Taylor & Francis.

- Morgan, M., & Xu, F. (2009). Student Travel Experiences: Memories and Dreams. *Journal of Hospitality Marketing & Management*, 18(2-3), 216-36.
- Munar, A.M., & Jacobsen, J.K.S. (2014). Motivations for Sharing Tourism Experiences Through Social Media. *Tourism Management*, 43, 46-54.
- Oh, H., Fiore, A.M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*, 46(2), 119-132.
- Ooi, C.S. (2003). *Crafting Tourism Experiences: Managing the Attention product*. Presented at the 12th Nordic Symposium on Tourism and Hospitality Research, Stavanger. Norwegian School of Hotel Management, Stavanger University College. October, 2003.
- Pallant, J. (2007). *SPSS Survival Manual* (3rd ed.). United Kingdom: Open University Press.
- Phillips, W.J., Wolfe, K., Hodur, N., & Leistritz, F.L. (2013). Tourist Word of Mouth and Revisit Intentions to Rural Tourism Destinations: A Case of North Dakota, USA. *International Journal of Tourism Research*, 15(1), 93-104.
- Pillai, A. (2018). *Research on Tourism in Malaysia*. Unpublished doctoral dissertation, University of Nottingham, Malaysia.
- Pillemer, D., Wink, P., DiDonato, T., & Sanborn, R. (2003). Gender Differences in Autobiographical Memory Styles of Older Adults. *Memory*, 11(6), 525-532.
- Prayag, G., Hosany, S., Muskat, B., & Chiappa, G.D. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41-54.
- Prebensen, N.K., Chen, J.S., & Uysal, M.S. (Eds.). (2017). *Co-creation in Tourist Experiences*. New York: Routledge, Taylor & Francis.
- Prebensen, N. K., Woo, E., & Uysal, M.S. (2014). Experience Value: Antecedents and Consequences. *Current Issues in Tourism*, 17(10), 910-928.
- Richards, G. (2002). Tourism Attraction Systems: Exploring Cultural Behavior. *Annals of Tourism Research*, 29(4), 1048-1064.
- Robinson, M., & Novelli, M. (2005). *Niche Tourism: Contemporary Issues, Trends and Cases*. Britain: Elsevier Butterworth-Heinemann.
- The Star Online. (2017, April 1). *Rhino added to A' Famosa Safari*. Retrieved from <https://www.thestar.com.my/metro/community/2017/04/01/rhinos-added-to-afamosa-safari/>
- Trip Advisor. (2016). *A' Famosa Safari Wonderland*. Retrieved from https://www.tripadvisor.com.my/Attraction_Review-g306997-d3572425-Reviews-or20-A_Fammosa_Animal_World_Safari-Melaka_Central_Melaka_District_Melaka_State.html

Trip Advisor. (2018). *A' Famosa Safari Wonderland*. Retrieved from https://www.tripadvisor.com.my/Attraction_Review-g306997-d3849643-Reviews-A_Famosa_Safari_Wonderland-Melaka_Central_Melaka_District_Melaka_State.html

Tsai, C.T. (2016). Memorable Tourist Experiences and Place Attachment when Consuming Local Food. *International Journal of Tourism Research*, 18(6), 536-548.

Tung, V.W.S., & Ritchie, J.B. (2011). Exploring the Essence of Memorable Tourism Experiences. *Annals of Tourism Research*, 38(4), 1367-1386.

Tussyadiah, I.P. (2014). Toward a Theoretical Foundation for Experience Design in Tourism. *Journal of Travel Research*, 53(5), 543–564.

Wilson, E., & Harris, C. (2006). Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning. *Tourism: An International Scientific-Professional Journal*, 54(2), 161-172.

Yamane, T. (1967). *Elementary Sampling Theory*. New Jersey: Prentice-Hall.

Yuan, Y.H.E., & Wu, C.K. (2008). Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387-410.

Zhang, H., Wu, Y., & Buhalis, D. (2018). A Model of Perceived Image, Memorable Tourism Experiences and Revisit Intention. *Journal of Destination Marketing & Management*, 8, 326-336.