

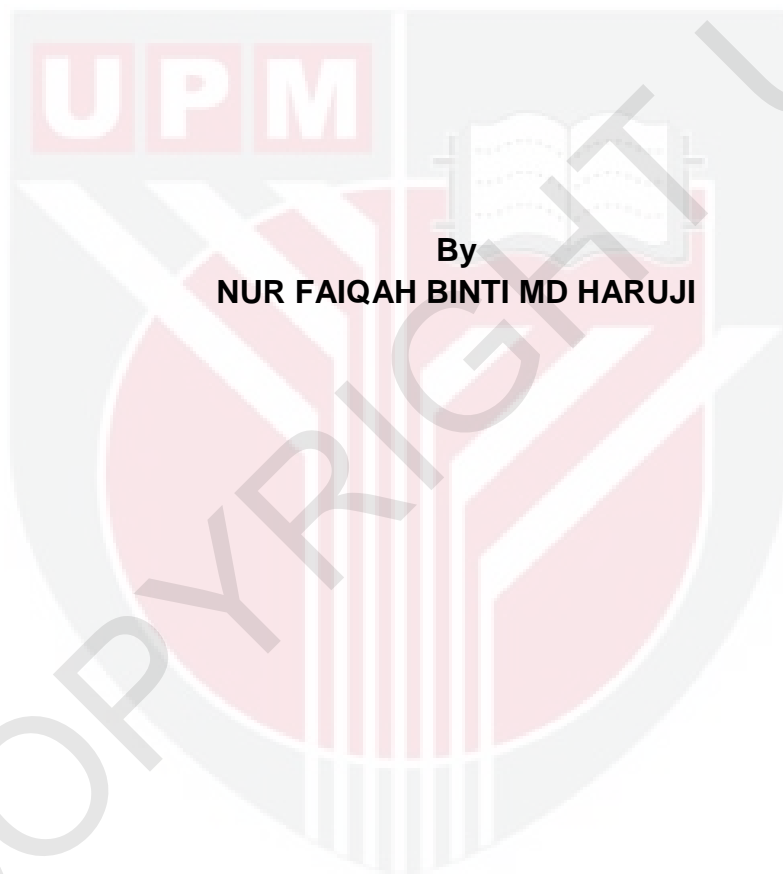


***VISITORS' PROFILE AT GENTING PREMIUM OUTLET
GENTING HIGHLANDS***

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**VISITORS' PROFILE AT GENTING PREMIUM OUTLET
GENTING HIGHLANDS**



By
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**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**

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DEDICATION

This thesis is especially dedicated to my beloved

Parents

Md Haruji bin Md Haruji
Jamilah binti Azuli @Ghazali

My Siblings

Faseha, Fazwatina, Fahadah, Zamzuri, Azmizam, Thaqif

My supervisor

Associate Professor Dr. Azlizam Aziz

My Supportive Friends,
Jannah, Emilia, Syuhada and Amirul

All My Lecturers and My Friends

Thank you for the encouragement and May Allah SWT bless all of you

ABSTRACT

Genting Premium Outlet (GPO) is the first hilltop premium outlet in South East Asia. As a newly launched in June 2017, the management should do deeper research on their visitors' as it can maximize the revenue of GPO. This study was conducted to identify the profile of the visitors at GPO. The related information of visitors profile such as social demographic, trip characteristics, travel behavior and purchase behavior were collected from 180 respondents including local and foreign visitors by using simple random sampling technique. The data gathered were analyzed using descriptive analysis for the social demographic and trip characteristics of visitors. T-test and Mann Whitney U Test was used to examine differences between foreign and local visitors' purchasing behavior. The results show that the highest number of average monthly income was RM 2,000-RM 10,000 and it is considered that they have purchasing power and can afford to purchase branded products offered at GPO. Significant difference was observed between local and foreign visitors' in term of travel behavior. Other than that, significant difference between local and foreign visitors' in term of purchasing behavior was observed. The findings of this study provide an understanding for local and foreign visitors' profiles and the information is essential for the management and marketers to promote GPO and produce effective planning for the future.

ABSTRAK

Genting Premium Outlet (GPO) merupakan premium outlet pertama terletak di puncak bukit di Asia Tenggara. Dengan pembukaan yang baru pada Jun 2017, pengurusan GPO perlu melakukan penyelidikan yang lebih mendalam tentang pelawatnya bagi memaksimumkan pendapatan GPO. Kajian ini dijalankan untuk mengenalpasti profil pelawat di GPO. Maklumat berkaitan profil pelawat seperti demografi sosial, ciri perjalanan, tingkah laku perjalanan dan tingkah laku pembelian dikumpulkan dari 180 responden termasuk pelawat tempatan dan asing dengan menggunakan teknik pensampelan mudah rawak. Data yang dikumpul dianalisis menggunakan analisis deskriptif untuk ciri demografi sosial dan perjalanan pelawat. Ujian T dan Mann Whitney U Test digunakan untuk mengkaji perbezaan antara tingkah laku pembelian pelawat asing dan tempatan. Hasilnya menunjukkan bahawa bilangan pendapatan purata bulanan tertinggi adalah RM 2,000-RM 10,000 dan dianggap bahawa mereka mempunyai kuasa beli dan mampu membeli produk berjenama yang ditawarkan di GPO. Perbezaan yang signifikan diperhatikan antara pelawat tempatan dan asing dalam bentuk tingkah laku perjalanan. Selain itu, perbezaan yang signifikan antara pelawat tempatan dan asing dari segi tingkah laku pembelian juga diperhatikan. Penemuan kajian ini memberikan pemahaman tentang profil pelawat tempatan dan asing dan maklumat penting bagi pengurusan dan pemasar untuk mempromosikan GPO dan menghasilkan perancangan yang berkesan untuk masa depan.

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APPROVAL SHEET

I certify that this research project report entitled “**Visitors Profile At Genting Premium Outlet, GPO** ” by **Nur Faiqah binti Md Haruji** 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.

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LIST OF ABBREVIATIONS

GPO	Genting Premium Outlet
UAE	United Arab Emirates
WOM	Word-of-Mouth
COO	Country of Origin



CHAPTER 1

INTRODUCTION

1.1 Definition of Tourism

Tourism is an important sector that can impact the economy of our country. It is a global popular leisure activity that helps the country in many ways based on their arrival of tourist. Schumacher (2007) states that tourism sector has been recognized as one of the main important service industry in the world. Tourism has been portrayed as a monetary driver of the 21st century because of the multiplier impact of traveler spending and linkages to different enterprises (Hermann, du Plessis, & Tshipala 2017).

The first benefit is foreign currency. This is because tourist expenditure generates incomes and helps the stimulation of investments which is necessarily to finance growth in the various economic sectors. Next, tourism sector can also increase employment due to the needs and wants of visitors that need places to visits and stays. The increase of tourism leads to the increasing trend in business of hotel, transportation, restaurants and souvenir to fulfill the demands. Lastly, it can lead to the improvement of development of infrastructure in the aspects of buildings, public transportation, roads, and sources of water and sewage system for the country as well.

According to the study on Tourism Development in Malaysia from the Perspective of Development Plans, for many third world countries, the major earning source in tourism is foreign exchange (Bhuiyan, Siwar,& Ismail, 2013). Thus, less developed countries (LDCs) realize that tourism as an important tool for developing their economics (Taleghani, 2010). That is why the government of each country has giving their support in tourism sector as it can contribute in both macro and micro level economy development of the country. For the macro level, tourism is such a catalyst for foreign exchange earnings, balance of payment and contributing in gross domestic production (GDP). While at micro level, tourism contributes in job opportunities, community involvement, people's well-being, income distribution and sustainable regional development.

Tourism development has been part of the key element for every development plans in Malaysia (Bhuiyan et al., 2013). According to their study on Tourism Development in Malaysia from the Perspective of Development Plans, Malaysian's government has been giving extraordinary underscore on tourism division throughout every plan period. Government also adopts and formulates various law and regulations to guarantee the sustainable tourism development as well as implement necessary policies. Throughout various development plans, Malaysia finally has targeted to capture a place within the top 10 countries in the world in the aspect of international tourist arrivals.

1.2 Background of Study

Genting Highlands or also known as Resort World Genting is one of the attractions for tourists because of the main attraction are amusements which are entertainment, fun and gaming. But many local people also come here as a temporarily escape of heat from the Capital Kuala Lumpur. The number of tourist arrival in Genting Highlands is over 20 million annually. Besides local tourists, Genting Highlands is also mainly popular among Asian Tourists.

On the peak of Genting Highlands, visitors are able to enjoy the Las Vegas-styled entertainment. The current development is the upcoming 20th Century Fox World Theme Park, replacing the Genting Outdoor Theme Park. It will offer exciting riders based on famous Hollywood movies made by Fox, including Ice Age, Rio, Planets of the Apes and Titanic on 25 acres of land. Not to forget, Genting Premium Outlet (GPO), Sky Avenue and First World Plaza offer upmarket shopping that provides plenty of shops from premium brands to local brands.

Premium Outlet is the outlet Division of Simon Property Group and it is the world largest collection of upscale outlet centers. Last year alone, Simon Property Group own 108 malls, 67 premium outlets, 14 mills, 4 lifestyle centers and 13 other retail properties in 37 other states and Puerto Rico. It includes Premium Outlets centers in the United State, Canada, Japan, Korea, Malaysia and Mexico.

Genting Premium Outlet (GPO) was opened and introduced to public on 15th June 2017. It is a second premium outlet after Johor Premium Outlet (JPO) and being the 1st hilltop Premium Outlet Centre in South East Asia. It also offer 150 designers and brand name stores from various premium brands to local brands, some of the shops lot are still under construction work. It is located just 45 minutes away from downtown Kuala Lumpur.

Jean Marie Pin Harry states that Genting Highlands Premium Outlets is a key component of the Genting Integrated Tourism Plan and an illustration of private sector participation under the Economic Transformation Program as well as a catalyst for the tourism industry in the East Coast Economic Region,” (The Star, 2017) Not just being a helper to the tourism industry, GPO offered a different kind of relax and leisure environment by the concept of outdoor shopping to the visitors.

1.3 Problem Statement

Genting Premium Outlet (GPO) is located opposite Awana Genting Highlands Golf and Resort at Genting Highland. There are several resorts and attraction in Genting Highland including Sky Casino, Sky Avenue Mall, Arena of Stars theatre and upcoming the 20th Century Fox World Malaysia Theme Park. GPO is set on 55,741.8sq m of land.

Genting Premium Outlet just opened on June 2017. As a newly launched Premium Outlet, it is surely need a lot of improvements in many aspects. The management probably has lack of information of their customer specifically their visitor's profile. In order to understand the needs and demands of the customer, this study will help them to gain as much information as possible.

According to Sabrina Sabri (personal communication, March 15, 2017) most of the foreign visitors are coming from Indonesia, Philippines and the majority of local visitor are Chinese. By understanding visitors' profile, it can benefit the GPO by having maximized revenue, increase the number of visitor, providing the best image of GPO and enhance the satisfaction and loyalty of visitor.

This study is designed to understand who the visitors are coming to Genting Premium Outlet (GPO). By understanding the profiling of visitors, and purchase behavior and their preferences, this information can be considered as management tool for action to be taken in doing market segmentation, targeting and positing for the marketing purpose. Information gathered from this study is useful to help destination marketer to properly design messages to customers.



1.4 Objectives

The general objective of this study is to profile the visitors at Genting Premium Outlet. In order to achieve the general objective of the study, several specific objectives have been outlined as below:

- i. To describe the social demographic and trip characteristic of visitors to Genting Premium Outlet
- ii. To identify purchase behavior of visitor at Genting Premium Outlet
- iii. To examine differences between foreign and local visitors for purchase behavior and travel behavior

1.5 Definition and Measurement of Key Terms

1.5.1 Visitor

A 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 purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (WTO, 2007).

1.5.2 Trip Characteristic

The frequencies of domestic travel, the frequencies of international travel, the hotel preferences, and the average expenditure on accommodations.

1.5.3 Travel Behavior

The choice of a residential location with built an environment characteristic that conforms to people's existing travel-related attitude.

1.5.4 Foreign Visitors

Foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night and not surpass 12 months in a collective or private accommodation in the receiving country

1.5.5 Purchase Behavior

The study of when, how, where and why customer buy or not buy a product.

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