# ISSUES INFLUENCING THE USE OF SMART TOURISM APPS AMONG MALAYSIA TOURISM STAKEHOLDERS

By

**SYAZEILAWATY BINTI MUSA (H20A1834)**

**TAN HENG BIN (H20A1836)**

**TAN WEEN KEE (H20A1838)**

**TAY CHEE LING (H20A1839)**

A report submitted is fulfillment of the requirement for the degree of bachelor of Entrepreneurship (Tourism)

**Faculty of Hospitality, Tourism and Wellness**

**UNIVERSITI MALAYSIA KELANTAN**

**2022**

# DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

☐    OPEN ACCESS    I agree that my report is to be made immediately available as hardcopy or online open access (full text)

☐    CONFIDENTIAL    (Contains confidential information under the Official Secret Act 1972) *

☐    RESTRICTED    (Contains restricted information as specified by the organization where research was done) *

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysia Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by

_____        _____

Signature                  Signature of Supervisor

Group Representative:          Name:

Date:                          Date:

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization starting the period and reasons for confidentiality and restriction

## ACKNOWLEDGEMENT

First of all, Group 63 would like to express the most significant appreciation for this subject, HTP30102 Tourism Research Project, Lecturer by Dr. Muhamad Nasyat Bin Muhamad Nasir and Supervisor Dr Amin Jan. They gave us full knowledge about this subject to support us complete this assignment and also helped our group a lot when we faced challenges. Without them, we can complement the tourism research project —Issues Influencing The Use Of Smart Tourism Apps Among Malaysia Tourism Stakeholders. Again, thanks to our beloved lecturer for spending a lot of time, providing guidance and advice, and ensuring that we can complete this project in the allotted time. Without their services, it would have been impossible for us to prepare and complete this assignment.

Not to be forgotten are also the infinite thanks to each group member and the parties directly or indirectly involved who have contributed time and energy in helping to complete this research project. The contribution of these parties is significant to ensure that the work of this assignment runs smoothly and produces high quality with reasonable cooperation and communication. We have learned a lot from each other and tried our best to perfect this work together.

We have faced various challenges and difficulties in carrying out this assignment. However, with the help and support of multiple parties, we were able to complete the work of the HTP30102 Tourism Research Project Session 2022/2023 within a limited time limit and successfully.

# TABLE OF CONTENTS

# LIST OF TABLES

# LIST OF FIGURES

# ABSTRACT

The amount of visitors visiting Malaysia is significantly impacted by demand in the global tourism sector. It might be argued that the diversification of the economy brought about by the tourist industry benefits rural populations. As a result, the government has given this industry considerable consideration since it has a good impact, particularly in terms of increasing local residents' income. Even if they are aware of the diversity of Malaysian ethnicity and culture, it has been found that personnel in the tourist sector in Malaysia lack information regarding the adoption of the Islamic smart tourism idea. For instance, cultural sensitivity and Halal food ignorance would be problematic for both international tourists and locals. In addition, the major reason Malaysia has not adopted smart tourism is the absence of advertising and information on historical sites in Malaysia and attractive places to visit. The purpose of this study is to issues influencing the use of smart tourism apps among malaysia tourism stakeholders. The purpose of this study is to The issue pertaining to elements impacting the memorable tourist experience and Smart Tourism behavioral goals serves as the independent variable. Three independent variables—Trust, Culture, and Technology Readiness. Each of these independent factors has an impact on the dependent variable, Smart Tourism. The main data of the study will be collected through a structured questionnaire and analyzed using SPSS software. The survey will be distributed to 384 respondents who intend to revisit any destination in Malaysia. In this study, descriptive, reliability tests and correlation analysis were used to process the data.

**Keywords** : Smart Tourism Apps, Malaysia Tourism Stakeholders

# CHAPTER 1

## INTRODUCTION

## 1.1  INTRODUCTION

The major economic driver and one of the most significant difficulties with the current global economic downturn is tourism. According to (Veal 2017), one of the most important segments of tourism is leisure, and local and international travel industries. However, both the industry's size and growth on a global scale are expanding. Pisani, Bahaee, and Shavakh (2014); Jackson (2019); research has already established that the tourist sector has a substantial impact on the economies of faraway communities and is a major force behind both religious tourism and all-around cultural exchange, (Frenzel, Koens, Steinbrink, & Rogerson, 2015). In addition, tourism is seen as a way for remote communities to make money, like the mosques that are found in the mountains. The introduction section explains the background of this study in section 1.2. The explained problem statement in section 1.3, the 1.4 is the research question and 1.5 is the research objective.

## 1.2 BACKGROUND OF THE STUDY

Using ICT-based (Information and Communications Technology) tools, a destination is said to be promoting smart tourism if it makes it simpler for tourists and visitors to access tourist and hospitality-related goods, services, locations, and experiences. A city can develop its resources, become smarter, and draw more tourists by investing in and developing them. This has effects on businesses as well as individuals who benefit from enhanced infrastructure and service provision. The COVID-19 outbreak is currently having an impact on every industry in the world, but it has been particularly detrimental to the travel and tourism sector. In order to rejuvenate communities and lessen the impact of seasonal tourist attractions, the emphasis will now be on smart tourism destinations.

This is made feasible through smart tourism, which has been shown to promote positive visitor experiences by encouraging an environment in which a traveler may thrive. One and a half billion people are expected to have traveled the globe by the year 2030, underscoring the significance of placemaking and putting your city on the tourism map ( united nation, global perspective human stories)

The goal of the study is to look into and highlight the variables affecting how Malaysian tourism stakeholders use smart tourism applications. This research aims to improve our understanding of the Malaysian smart tourism industry by examining the effects of Trust (including goodwill, predictability, and competence), Culture (covering power distance, uncertainty avoidance, individualism/collectivism, and masculinity/femininity), and Technology readiness (insecurity, innovativeness, discomfort, and complexity).

## 1.3 PROBLEM STATEMENT
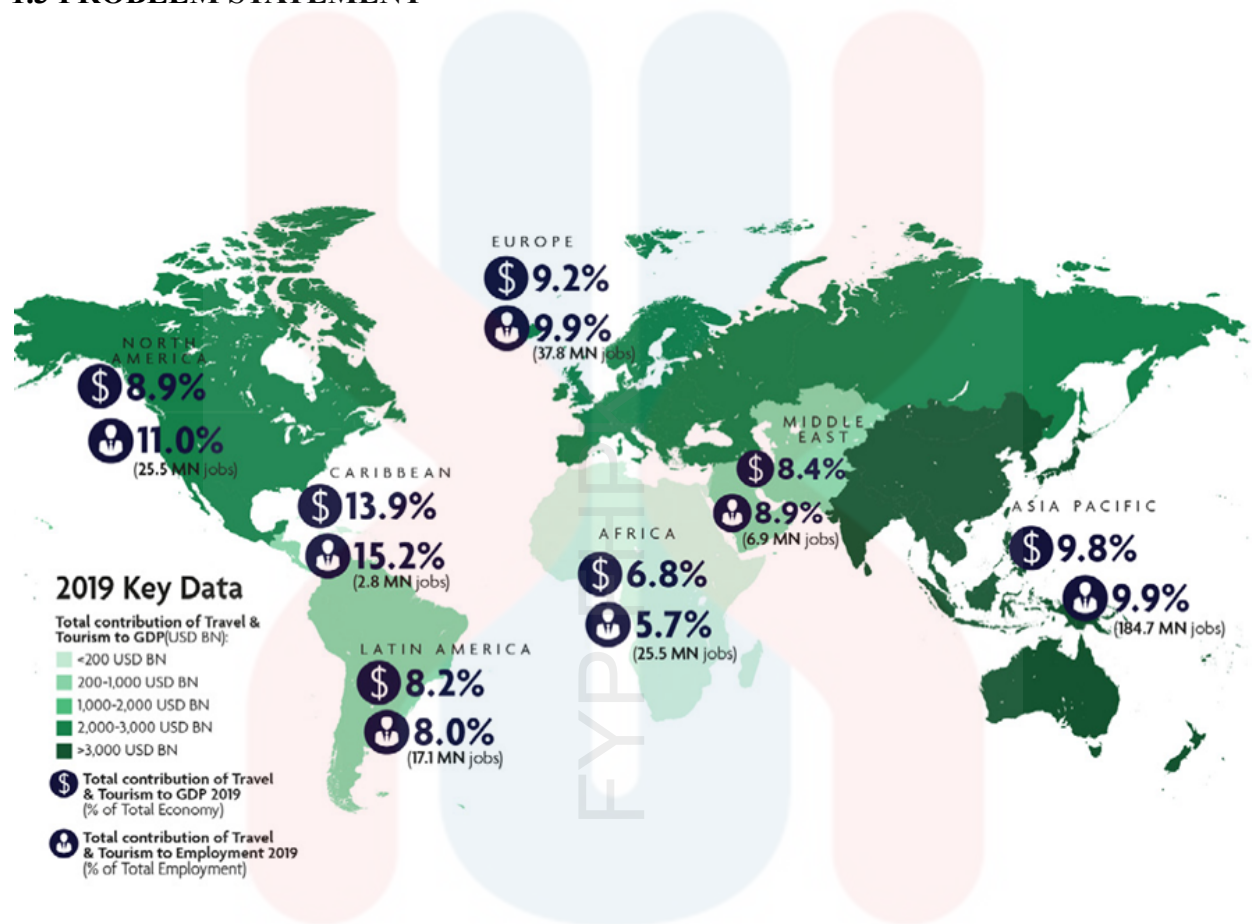


Figure. 1: Overview of Travel & Tourism across Key Regions in 2019

Source: Travel & Tourism Economic Impact | World Travel & Tourism Council (WTTC)

In 2019, Travel and Tourism's direct, indirect, and induced increase the contribution of the world's GDP, jobs visitor exports and also a capital investment.

Following the realisation of the sector's potential for economic growth and the fact that the tourism industry has a significant impact on the economy, the Malaysian government is encouraging the development of the industry (Osborne, & Williams, 2016). According to

the research done on the topic, there is a strong link between the tourism sector and economic growth. The economy will grow as the travel and tourism sectors develop.

The Malaysian government places a high value on this industry since it generates both direct and indirect employment possibilities, boosts revenue and sales, and many others. Directed sectors are those that participate in the sector directly, such as the travel, dining, and lodging industries, while indirect sectors are those that make indirect contributions to the sector (Zhaldak, & Shulgina, 2016).

As a result, the tourism industry has a positive impact on the businesses and individuals involved due to it involving so many different industries. For instance, if more tourists travel to Malaysia, there will be more business transactions that generate revenue for the local economy and job possibilities. This industry's growth has the potential to lower Malaysia's unemployment rate. To increase the potential benefits from this tourism industry, the Malaysian government is investing a sizable sum of money in its growth (Gan, et al,. 2016; Jaafar, et al,. 2015; Mariani, et al,. 2016).

Social media also offers chances for digital marketing and environmentally friendly company models, which increases the possibility for drawing tourists. Businesses can use a variety of social media sites, including Facebook, LinkedIn, Google+, Twitter, Tumblr, Instagram, as well as video-sharing websites like Instagram, Pinterest, and Snapchat, as a powerful tool to effectively reach a wider target audience (Mariani, Di Felice, & Mura, 2016). Businesses may profit from social media for their marketing efforts by developing and distributing content across various channels.

Even if there are more visitors every year, it's crucial to remember that the tourism industry is growing even faster as a consequence of the new adoption of smart tourism through social media. The major contribution of the study is on the intersection of culture, technology, and trust and how it influences the resilience of smart tourism to the indirect effect of social media.

## 1.4 RESEARCH QUESTION

RQ $_1$ : What are the impact of trust on smart tourism among tourism stakeholders in Malaysia.

RQ $_2$ : How to measure the impact of culture on smart tourism among tourism stakeholders in Malaysia.

RQ $_3$ : What are the factors that influence technology readiness on smart tourism among tourism stakeholders in Malaysia.

## 1.5  RESEARCH OBJECTIVE

The research objectives are as follows:

RO1 : To investigate the impact of trust on smart tourism among tourism stakeholders in Malaysia.

RO2 : To examine the impact of the culture on smart tourism among tourism stakeholders in Malaysia.

RO3 : To measure the impact of technology readiness on smart tourism among tourism stakeholders in Malaysia.

## 1.6 SIGNIFICANCE OF THE STUDY

### 1. PRACTICAL SIGNIFICANCE

In order to create travel packages that include the locations that tourists in Malaysia choose, tourism organizations would educate themselves on the characteristics that can affect Muslim visitors' willingness to travel. A deeper comprehension of Muslims' tastes gained from this research might also help non-Muslim nations develop halal food, hotel, and facility industries that cater.

### 2. METHODOLOGICAL SIGNIFICANCE

Products and services should be promoted by nations through the channels offered by ICTs, as websites assist travelers in picking their travel destinations and enable them to organize and enjoy their journeys. Additionally, via the use of specialized software, restaurants and hotels are now able to advertise their services that are welcoming to Muslims via a dedicated channel without having to physically display their Halal certificates. Thus, these internet platforms assist travel destinations in promoting their goods and thereby increasing their exposure to nations with a majority of Muslims. A country must necessarily

have digital resources targeted at that sector in order to rank highly among travel destinations and so be able to draw in the market.

The number of technology companies launching digital platforms and mobile apps to market the nation and its tourism offers will increase in direct proportion to the number of services offered. Applications aid in promoting a nation's goods and, consequently, its worldwide trade.

## 3. THEORETICAL SIGNIFICANCE

More knowledge on tourists who travel for pleasure rather than religious purposes could result from this research, which would be advantageous. The theory is applied in this research rather than the Push and Pull theory because it explains more precisely travel motivation at five hierarchical levels of needs and motives. In addition, there are only a few researchers working on the Malaysia tourism, and they are more focused on foreign tourists that are coming to Malaysia than on why Malaysia tourists choose to travel locally or abroad. However, it has been noted that the majority of researchers adopt the Pull theory due to its greater convenience as opposed to Push travel incentive among visitors in Malaysia.

## 1.7 DEFINITION OF TERMS

With the rapid changes brought by the development of science and technology, the tourism industry has also caught up with the pace of the times and launched more and more software or applications for the convenience of tourists to get the latest and newest

information and make it easy to book or do research about the expected trip. (Johnny Geo, 2014, September 4).

To get a deeper understanding of the impact of this topic and the meanings and topics it creates. First, understand the meaning of each word. This can help readers fully comprehend the ideas or elements that will be covered in the research study. It can also provide background information on how the researcher plans to use those ideas to further explain certain points in the study. Because readers frequently have their own interpretations of the terms or may not be familiar with the researcher at all, the "Definitions of Terms" ensure that readers will understand the components of a research study in the manner that the researcher wants to present them to the audience or reader. (Rhe Merriam-Webster.com Dictionary)

| Smart Tourism | Smart means possessing or displaying intelligence of quick wit. Tourism is defined as traveling outside of one's home to pursue leisure, relaxation, and pleasure while making use of services that are offered for a fee. It is also the process of moving away from home to another place to achieve a certain goal likes travel for sightseeing, entertainment and other purposes. |
|---------------|---|

| | |
|---|---|
| | Smart tourism entails the use of cloud computing, the internet, and other cutting-edge technological tools with the assistance of portable terminal Internet access devices, actively observing tourism resources, the tourism economy, tourism activities, tourists, and other information, and timely release so that people can understand the information and promptly arrange and adjust work and travel plans in order to achieve the result of intelligent perception. (David Amirul, 2022 November ) |
| **Application** | A piece of software or a programme created with a specific goal in mind. A computer programme with a visual user interface, user mode functionality, and the ability to perform one or more specific tasks is known as an application. It can also be called a program system that manipulates electronic computers for information processing, a variety of specialized programs designed to solve practical problems. (Alexander Gillis, S. (2021, October 6) |
| **Covid-19** | 2019's newest virus, which transmits the virus by releasing tiny liquid particles from the mouth or nose when you cough, sneeze, talk, s ing or breathe deeply. The SARS-CoV-2 virus causes coronavirus disease (COVID-19), an infectious sickness.In addition to damaging health and losing breathing |

| | |
|---|---|
| | ducts, severe cases can kill. This led to the worst global recession since the Second World War and affected tourism. (According to new research Coronavirus 2020, January 10). |
| **Stakeholders** | A person who is interested in or worried about something, particularly an issue. Referring to a system or form of organization where all participants or members are considered as having an interest in its success. People who are interested in the project's outcome are called stakeholders. Customers, departments, and even employees performing project tasks that have an impact on or are affected by the project are included. (Jason Fernando, 2022, June 29) |
| **Culture** | Natural science, technical science, social ideology, and other forms of social consciousness are all included in the term "culture," which also sometimes specifically refers to knowledge and resources in the fields of education, science, art, etc. The practice of observing, comprehending, and valuing a particular aspect of human culture through travel is referred to as "cultural tourism". It describes travel undertaken to experience the traditional cultures of other countries, track down cultural icons, or take part in local cultural pursuits. (McKelvie, C., & Pappas, S. 2022, October 17). |

In addition, different readers' perspectives and perceptions of the same thing may vary, which will have an impact on the data gathering. An extensive operational definition of

terms is the only method to guarantee that the data is consistent and accurate. The title of Issues Influencing the Use of Smart Tourism Apps Among Malaysian Tourism Stakeholders can be explained as below.

## 1.8 SUMMARY

In this chapter we have studied about the smart tourism apps among students in Malaysia Tourism stakeholders. The study's historical context has been discussed in relation to smart tourism. The European Union defines a destination as one that makes it easier for travelers to access tourism- and hospitality-related products, services, venues, and experiences using ICT-based is considered to be engaging in smart tourism. Next is a problem statement which includes all the problems that can be related with the smart tourism apps. Ext one is research objectives, as a group we have a list total of three objectives for our study and for the research question related with the research objective. For the significance of study, we have referred to the purpose of the study. The last one for the definition we have fine the meaning for issue, influencing, use, smart, tourism, application among and stakeholders.
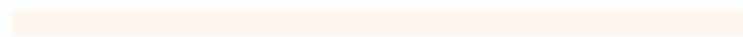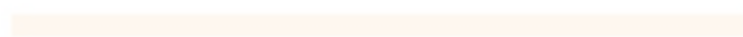
# CHAPTER 2

# LITERATURE REVIEW

## 2.1 INTRODUCTION

To face the ever-changing times, we need to keep up with them and understand the current situation by finding a solution to solve and fix it. We go through several processes to achieve this, from collecting information to selecting alternatives. Research is crucial for everyone to know the exact and accurate situation to stay competitive and identify or understand the widespread issue (Team, R. V. P., 2021). The tourism sector has been hit more than any other industry worldwide by the COVID-19 epidemic's recent development. In order to rejuvenate communities and decrease the impact of seasonal tourist attractions, the emphasis will increasingly be on smart tourist destinations. (OECD, 202, December 10)

Although technology and "smart" are inextricably linked today, they are not directly related. To be "smart," destinations, attractions, and other players in the tourism industry will employ a variety of technological developments and strategies. As a result, the idea of smart tourism is built around technology (Team, R. V. P., 2020).

Following the latest technology in the Hospitality and Tourism industry, the most common smart tourism software or application in the travel industry is AI Chabots, Robots, Voice Search and Voice control, VR Technology, Contactless payment and others. (Revfine, 2022, December 21). It can use for border control records, meeting and events forecast,

tourism surveys, visitor movement, telecom network's recorder, ticket booking, searching and online reviews. (Immersion VR, 19 November 2019).

This stresses the need for more investigation to acquire a deeper and broader knowledge of smart tourist experiences and to increase understanding of technology in a tourism setting.

Through Chapter Two, researchers go over a review of prior research. Readers can learn about the place of your research in the development of knowledge by looking at previous studies. Furthermore, previous studies are a foundation for deciding the scope and direction of future research in a larger field of study. (Goedegebuure, R. , 2014).

## 2.2 LITERATURE REVIEW

When seeking to quantify a person, place, object, or phenomena in research, it is simply referred to as a variable. Looking at what the words themselves indicate about the variable being used makes differentiating between distinct dependent variables the simplest. In this study, there are two independent and dependent variables. In this study, the independent factors are trust, culture, and technological preparedness, while the dependent variable is smart tourism.

## 2.2.1 SMART TOURISM

A variable is considered to be dependent if it depends on other measurable variables. These variables should change as a result of the experimental manipulation of the independent variable or variables. A dependent variable in this study is smart tourism. Tourism is seen as a creative tactic to develop the country's tourism business while respecting Islamic principles, culture, and values. Visits to mosques or pilgrimages are not directly included in the definition of tourism; rather, it is a journey that mixes ideas with nature, culture, or innovation. Tourism is a profitable industry supported by a wide range of amenities and services provided by the local populace, business owners, federal and local governments. Many people use the term "smart tourism" since its qualities are shared by all tourism-related services, cuisines, beverages, attractions and travel destinations, so long as they do not violate morals and values.

## 2.2.2 TRUST, CULTURE AND TECHNOLOGY READINESS

The variable that is constant and unaffected by the other variables you're trying to measure is referred to as an independent variable, on the other hand. It refers to an aspect of an experiment that the researcher purposefully modifies. It is assumed to be the cause. Trust, culture, and technological readiness are the independent factors in this study.

- **Trust**

Trust, Culture and Technology Readiness are the keys which may influence the sustainability of smart tourism. The adage "seeing is believing" serves as the foundation for trust in the tourism sector. Customers think there is supporting evidence. By taking care of

the environment, giving back to the community, and treating staff well, you can give customers the high-quality products and great experiences they desire (S.Klein, 2019).

- **Culture**

On the other hand, tourism is an ideal setting for investigating the nature of cultural production (MacCannell, 1976). Travel offers countless opportunities to gain knowledge of various societies, cultures, and customs. Besides that, in 1985, cultural tourism is broadly defined by the World Tourism Organization (WTO) as the movements of people who satiate the need for diversity in humans, tend to increase the cultural level of the individual, and result in new information, experiences, and encounters.

- **Technology**

While the use of technology has significantly altered every market activity in the tourism sector. The acceptance and growth of digital marketing depend on multidimensional thinking (Ryan, 2016). Only a few research (Kourouthanassis et al., 2017) have examined the importance of trust in smart tourism from a wide viewpoint in digital marketing. Promoting digital marketing's credibility helps spread its use by offering considerable support to businesses and consumers in order to boost their trust in the medium (Baltes, 2015).

## 2.3 HYPOTHESIS

The issues that have an impact on these concerns are shown to be an independent variable in this literature review, whereas smart tourism is shown to be a dependent variable. In essence, the hypothesis is a summary of the study's investigation into the issue of how to

ascertain, assess, and recognise the connections between the three (3) independent variables and the dependent variables. Consequently, the following hypotheses will be examined for this study:

**H $_1$ : TRUST HAS A NEGATIVE IMPACT ON SMART TOURISM.**

The acceptance and growth of digital marketing depend on multidimensional thinking (Ryan, 2016). Only a few research (Kourouthanassis et al., 2017) have examined the importance of trust in smart tourism from a wide viewpoint in digital marketing. Promoting digital marketing's credibility helps spread its use by offering considerable support to businesses and consumers in order to boost their trust in the medium (Baltes, 2015).

**H $_2$ : CULTURE HAVE THE NEGATIVE IMPACT IN SMART TOURISM.**

Tourism items can be utilized as a marketing tool to draw in more visitors and can also be a potent tool for satisfying visitors' desire for religious fulfillment ( bhuiyan et al., 2011). The primary purpose of the connection between hosts and guests is to receive the blessing of God; all other considerations are secondary ( Zamani & Henderson, 2010). Mass tourism and leisure activities typically have negative effects on the community, particularly in terms of social and cultural influence (Marzuki, 2012). However, the connection between tourists and religion can lessen the likelihood of unfavorable interactions between visitors and the host ( Weidenfeld & Ron, 2008).

**H $_3$ : TECHNOLOGY READINESS HAS A NEGATIVE IMPACT ON SMART TOURISM.**

According to some, the foundation of effective digital marketing is technological preparedness (Chaffey & Ellis-Chadwick, 2019). Consumer behavior when it comes to digital marketing undoubtedly varies from person to person and location to location (Ryan, 2016).

Due to a lack of technology preparedness, digital marketing has been suffering significantly; nonetheless, the promise of digital marketing is demonstrated by customers' willingness to make online purchases (Kraemer et al., 2006).

## 2.4 CONCEPTUAL FRAMEWORK (DIAGRAM & DISCUSSION)

The conceptual framework will be a tool for gathering information for this study's data collection in order to finish the analysis. Therefore, this paradigm can be utilized to explain the interaction between independent variables (IV) and dependent variables (DV) in study. Figure 2.1, which is included below, displays the conceptual framework for this investigation. (Bas Swaen and Tegan George. 2022, August 2).
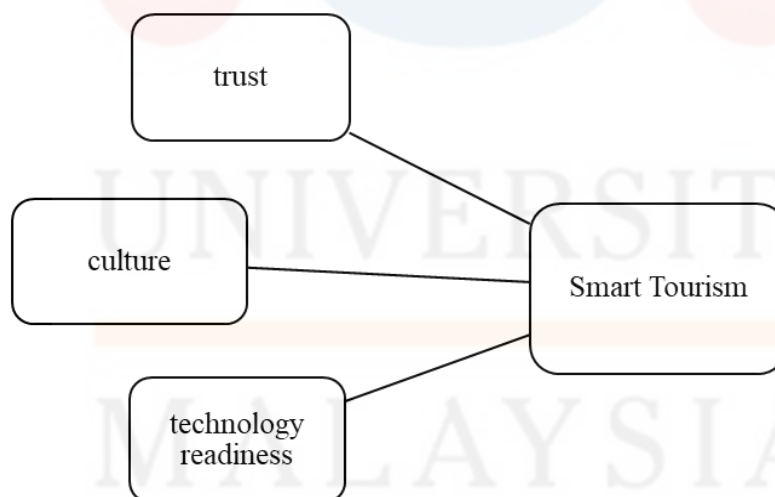


Figure. 2.1 Conceptual framework

The correlation between the study's independent variables (IV) and dependent variables (DV) is depicted in Figure 2.1 above. The issue pertaining to elements impacting the memorable tourist experience and Islamic Smart Tourism (IST) behavioral goals serves as the independent variable. Three independent variables—Trust, Culture, and Technology Readiness—are shown in Figure. 2.1 as part of this study. Each of these independent factors has an impact on the dependent variable, Islamic Smart Tourism (IST). (Pedro Cuesta-Valino. 2020, January 29).

## 2.5 SUMMARY

As a consequence, this study used the Islamic Smart Tourism to assess the link between trust, culture, and technological preparedness. Their partnership is complimentary and compatible. In summary, this chapter defined, assessed, and organised the components of smart tourism in the tourist sector based on prior research. In conclusion, the independent variables (IV) and dependent variables (DV) are the main variables from this chapter. According to the researcher, there are a number of characteristics that, when released from earlier studies as independent variables (IV) and dependent variables (DV), may help the community's development of smart tourism in the study's tourism industry. (Libretexts, April 6, 2021).

# CHAPTER 3

# METHODOLOGY

## 3.1 INTRODUCTION

The introduction section explain the research design of this study in section 3.2. The it explains population in section 3.3 and soon. The usage of information technology, intelligence, and creativity is accelerating due to the expansion of the Internet. In fact, the pace of growth is so quick that it is changing the structure of the entire economy. This issue must be addressed by the tourism sector, which must work to offer services that are customized. Because they have access to such a wealth of information, tourists are becoming more connected, knowledgeable, and demanding. On the website or mobile app, they can contrast alternatives before making a purchase. Overall, it can be concluded that a new generation of visitors is pressuring travel locations to change to fit their requirements and expectations. On the other hand, it should be remembered that Muslims make up 25% of the world's population, and their manner of life is dictated by their faith. There is no doubt that these individuals represent a sizable market share of the tourism sector. (London:Sage,1998)

## 3.2 RESEARCH DESIGN

The research design typically includes information on the expected techniques of data analysis as well as the instruments that will be utilized, how they will be used, and how data will be collected. According to Creswell & Creswell (2017), research design is the approach, framework, and strategy utilized in a study to obtain results while reducing variation. For this investigation, quantitative methods were used. This study included causal, exploratory, and descriptive design types. This investigation will employ causation analysis. The purpose of this type of research is to ascertain how present norms and assumptions may be impacted by a relationship between a dependent variable and an independent variable.

Since the purpose of this study is to establish a causal relationship between a number of factors, a causal research design has been used. Secondly, a cross-sectional design is used in this study. Cross-sectional designs have the advantage that they concentrate on collecting data from and about a specific point in time and looking for connections between variables at that time. Since surveys are rapid and inexpensive means to gather data, they are frequently employed in cross-sectional designs.

An individual is used as the study's analytical unit. Surveys are without a doubt the most feasible method for gathering quantitative data. Without needing to pay assessors to do in-person interviews, self-administered questionnaires are a cost-effective approach to swiftly collect a tonne of data from a lot of individuals in a very short amount of time. Therefore, the data for this study were gathered via self-administered questionnaires.

**3.3 TARGET POPULATION**

The group, person, event, or thing of interest that researchers are interested in studying is referred to as the "target population" (Kumar,2013; Memon et al., 2020). The study's target demographic is the tourism industry in Malaysia since, according to statistics, visitor arrivals in Malaysia in 2020 will reach 3,386,000,000 as opposed to 22,200,000,000 in 2019 and 21,775,000,000 in 2018. In 2017, there were 20,311,000,000 tourists in the state. There are, however, specific requirements for the population to meet in order to qualify as the study's respondents, such as (1) being a resident of Malaysia for more than one day but less than one year to be eligible to reply to the questionnaire. (2) Malaysian citizens, as this study focused on domestic travelers. (3) become the study's respondents once they reach the age of 18 or older. (4) anyone who had traveled to malaysia and used any services or goods there.

**3.4 SAMPLE SIZE**

For the purposes of the specific research project, a sample size that falls within the parameters of the sample used in the study is considered to be representative of the population. The sample size in market research is the total number of participants. A group of persons chosen from the general population who are thought to be representative of the actual population for that particular research is referred to as the sample size when discussing a study. The factors influencing the tourism business in Malaysia will be the focus of this study. Participants who have stayed in hotels or homestays in Malaysia will be the study's primary focus.

Krejcie & Morgan, 1970 are cited in this study to choose the ideal sample size for the research subjects. The sample size for a given population might be easily determined

according to a table that Krejcie & Morgan, 1970, produced. The sample size for this study will be 384 respondents because there are 2.19 million persons living in Malaysia (Department of Statistics Malaysia, 2021).

| Table for Determining Sample Size of a Known Population | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| N | S | N | S | N | S | N | S | N | S |
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 175 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 181 | 1000 | 278 | 4500 | 354 |
| 35 | 32 | 150 | 108 | 360 | 186 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 191 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 170 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 180 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 190 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 200 | 132 | 460 | 210 | 1600 | 310 | 10000 | 370 |
| 65 | 56 | 210 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 220 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 230 | 144 | 550 | 226 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 240 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 250 | 152 | 650 | 242 | 2200 | 327 | 50000 | 381 |
| 90 | 73 | 260 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 254 | 2600 | 335 | 1000000 | 384 |

Note: N is Population Size; S is Sample Size    Source: Krejcie & Morgan, 1970

## 3.5 SAMPLING METHOD

The sampling technique is the procedure used to choose a sufficient number of samples from a population. (Memon et al., 2020; Kumar, 2012). The researchers choose a predetermined number of samples from the population to be utilized in the next study during the sampling procedure. The two types of sampling techniques are probability sampling and

non-probability sampling. Using probability sampling techniques and a probability-based approachThe researcher chooses samples from a wider population based on hypothesis. A person must be picked at random in order for the sample to be regarded as probability. The most basic prerequisite for probability sampling is that each person in your population has a predictable, equal chance of being chosen. The Simple Random Sampling Technique, Systematic Sampling Technique, Stratified Sampling Technique, and Cluster Sampling Technique are a few examples of probability sampling..

As opposed to probability sampling, non-probability sampling selects samples depending on the researcher's expertise rather than randomly. It is a more gentle approach. The researchers' expertise is largely relied upon in this sampling strategy. It is frequently used by academics to do qualitative research through observation. Non-probability sampling techniques include convenience sampling, consecutive sampling, quota sampling, judgmental or purposeful sampling, and snowball sampling.

In this study, our research will use non-probability sampling techniques. A quantitative approach is used to conduct the investigation. Finding a representative sample factor for the population is the study's aim. Convenience sampling was adopted in this experiment in order to save time and resources. It is a quick and affordable method of gathering data.

## 3.6 DATA COLLECTION

Data collection is the act of meticulously acquiring the relevant information with the least amount of distortion possible (Sapsford &Jupp, 2006). This is necessary for the analysis

to give results that are reliable and make sense. A person or organization can analyze results, make predictions about the future, and respond to pressing questions by gathering data.

To gather information for this study, a survey will be conducted using a self-administered research questionnaire. The respondents to the questionnaire, which involves them answering a series of questions, will serve as the data collectors for this study. This study will use this type of research since it is typically cheaper than alternative methods and it is simple to control because it is standardized. Furthermore, since it is an effective method for collecting data and information, this study can include a significant number of respondents. The tourism businesses in Malaysia are composed of the local population. In Malaysia, there are a lot of tourism businesses. The most popular: Sunway Putra Hotel Kuala Lumpur, Seven Terraces, Iconic Hotel Penang, Thistle Johor Bahru Hotel, Perdana Kota Bharu, Grand Riverview Hotel, Tok Aman Bali Beach Resort, Hotel Bintang Indah, Kluang Parade Hotel, Studio Exclusive.

If the research is feasible by analyzing the inclusion and exclusion criteria for participants, a pilot study will be carried out to see. It will help researchers choose the optimal approaches for carrying out actual surveys. Only the chief executives, departmental heads, and senior middle managers in a variety of tourism businesses in Malaysia, will be surveyed as part of this study's pilot test, which will involve 30 participants. A field study or actual surveys are conducted after the pilot study is finished.

**3.7 RESEARCH INSTRUMENT**

An apparatus used to gather, quantify, and assess data pertinent to the researcher's research goals is referred to as a "research instrument". These instruments are most frequently employed in a variety of fields, including social sciences, education, health sciences, and fields studying social issues and current trends. A research tool may be an interview guide, an exam, a poll, a checklist, an observation, a mail survey, a telephone survey, an online questionnaire survey and many more. (DiscoverPhDs, 2020, October 9).

Before going thru further and deeply research, Islamic Smart Tourism is a vital role and component in applying the research area. The researcher has conceptualization and the units of analysis follow the below step.

1.  **SAMPLING DESIGN**

The list from which the sample is chosen is known as the sampling frame, so the sample's quality is influenced by the quality of the sampling frame. In order to perform sampling and non response bias analyses, there must be sufficient data that have been weighed and made available. In short, sampling design allows researchers to select valuable and potential data from huge and confusing big data. It is the best way for researchers to save time, cost and resources. At the same time, it can save energy and give better analysis for researchers to select an accurate sample from a population and reach the potential respondents. (Stephanie (S), 2021, August 22)

2.  **RESEARCH METHOD.**

Before reaching out to our respondents, the researcher must determine the most appropriate research method approach to get more accurate answers and data. (Pfeiffer, 2022, August 22).  To deeply understand Islamic Smart Tourism among Malaysia tourists,

researchers have created a series of survey questionnaires for the respondents. On a 9-Likert scale, the following nine claims were presented and scored:

1 = Definitely Disagree

2 = Mostly disagree,

3 = Somewhat Disagree

4 = Slightly Disagree

5 = Neutral

6= Slightly Agree

7= Somewhat Agree

8= Mostly Agree

9=Definitely Agree

## 3. METHOD OF DATA COLLECTION

There are direct methods such as depth interviews, focus groups, panels and participatory. Apart from this, mail surveys, computerized surveys, observations, content analysis and others also is a method of data collection. (Pritha (P), Bhandari, 2022, May 5). To gain the information and data more accurately, the researcher has targeted residents and tourist lovers in Malaysia to do a survey about Islamic Smart Tourism due to Malaysia is a muslim-friendly country and Malaysia has a 62% Muslim population, and they all practice Islam. This can help researchers to have a deeper understanding of the views and insights of

Islamic Smart Tourism, so as to provide researchers with follow-up research and investigation findings. Thus, the researcher provided an online survey and mail survey to the volunteer respondents for them to easily fill up their opinion and get feedback.

## 4. QUESTIONNAIRE DESIGN

Before sending out the questionnaire, the researcher designed the question based on the purpose of data collection to meet the objective of the study and complete the information to make the survey concise to the point and easy to understand. (Pritha (P), Bhandari, 2021, July 15). After completing the whole questionnaire, the researcher will check again and invite friends around him to try to answer to ensure that the content of the questionnaire is appropriate and correct and will not mislead the respondent.

## 5. ANALYSIS PLAN

It is crucial to check that the data can be used for analysis and that it has more technical and thorough documentation, as well as thorough procedures for statistical analysis of primary and secondary variables and other data. (Barche Blaise, MD, 2020, August 12). The overall analysis plan is based on the answer, feedback, comment, opinion and idea given to the questions by the respondents. It is really crucial at the time of preparing the questionnaire and before data collection.

## 3.8 DATA ANALYSIS

## 3.8.1 DESCRIPTIVE ANALYSIS

Using descriptive statistics, the basic traits of the data in a research are described. The sample and the measurements are supplied in straightforward summaries. Moreover fundamental the majority of quantitative data analyses are based on graphical analysis. Data analytics is the act of removing errors from data, changing it, and modelling it to uncover information useful for corporate decision-making. To extract useful information from data so that decisions may be made, data analysis aims to do just that. Every choice we make in daily life involves data analysis, whether we are choosing what will happen next or taking into account what has already happened. Descriptive statistics and inferential statistics frequently differ from one another. You can only describe the data or what it exposes when you use descriptive statistics. By utilizing inferential statistics, you try to make deductions based on information other than just the facts at hand. For instance, we attempt to infer from the sample data what the public would believe using inferential statistics. Alternatively, we use inferential statistics to determine if a difference between groups in this research that has been detected is likely to be a reliable difference or one that may have happened by chance. Making judgments based on a study of our history or future is all it entails. This study's objectives are to provide a statistical analysis utilizing a summary profile of international visitors to Malaysia, to look at the best approaches for luring tourists, and to give a broad picture of visitor behaviour toward tourism in Malaysia. In this article, the visitor data from the Malaysia Tourist Information Center's tourist registration are analysed. Malaysia's geographic location was seen to be fascinating. International travellers frequently stop at Malaysia as a transit location before continuing on to another country like Thailand, Vietnam, Indonesia and others Asia countries. Maximizing the development of Malaysia's tourist business in three categories of attractions is something the responsible parties should do going forward: natural attractions, cultural attractions, and shopping attractions. (Ayush Singh Rawat. 2021, March 31).

**Table. 3.1: International Tourist Arrivals in Malaysia by Country for year 2014**

| Continental | Country | Total | Percentage % |
|---|---|---|---|
| Asia | Thailand | 549153 | 95.7 |
| | Indonesia | 2765 | 1.2 |
| | Singapore | 1345 | |
| | Philipine | 1654 | |
| | China | 137 | |
| | Middle East | 106 | |
| | Taiwan | 33 | |
| | Hong Kong | 5 | |
| | Pakistan | 238 | |
| | Japan | 450 | |
| | South Korea | 68 | |

| Oceania | Australia | 334 | 0.1 |
|---|---|---|---|
| | New Zealand | 117 | |
| Europe | U. Kingdom/ Ireland | 1657 | 1.1 |
| | Germany | 774 | |
| | France | 813 | |
| | Norway/Sweden/Denmark/Finland | 733 | |
| | Belgium/Luxumberg/Netherland | 411 | |
| | Russia | 164 | |
| | Others West Europe | 940 | |
| | East Europe | 298 | |
| North America | United State Of America | 568 | 0.2 |
| | Canada | 545 | |
| South America | Latin America | 172 | |

| Others | | 9835 | 1.7 |
|---|---|---|---|
| | **Grand Total** | **573649** | **100.0** |

The analysis of the data and the study's findings are discussed in this part. To provide a concise profile of international visitors that visited Malaysia is the major goal of this study. This summary was depicted graphically. According to the research, it is evident that foreign tourists regard Malaysia as a top-notch travel destination with lovely, nice, interesting, and distinctive attractions as well as helpful, kind, and polite people. Without a doubt, Thailand brings in the most tourists relative to other countries, as shown by the number of foreign visitors to Malaysia, as shown in Table 1. But rather than going on vacation, their primary goal is business. in addition, did not go to the Malaysia TIC, or Tourist Information Center. The second-highest proportion of visitors to Malaysia, behind Thailand, comes from European nations. 76.4% of the sample that was submitted to TIC came from European countries, which is reasonable to assume. With a total proportion of 44.7%, the respondents in the sample who are the oldest are those who are between the ages of 21 and 30. Another group of respondents, who ranged in age from 31 to 50, made up 36.7% of the overall sample. This demonstrates unequivocally that Malaysia is the destination of choice for young international travellers due to its distinctive and alluring attractions. A few examples include its pristine beaches (Pantai Sri Tujuh, Cahaya Bulan, Sabak, Melawi, Irama, and Bisikan Bayu), cool, clean rapids (Jaram Linang, Jeram Pasu, Bukit Bakar, and Lata Rek), Gunung stong (Jelawang waterfall and cave), Lojing Highland (Reffelisia, hot spring, and rainforest), National Park Kuala Koh, and Tasik Due to the fact that this type of location frequently offers

outdoor activities like kayaking, jungle tracking, and many other things, these natural resources are distinctive and fascinating for children to explore. (Ming Zhang, 2005).

The most pertinent indicators for Malaysia's management and marketing were found using IPMA research. According to the analysis's findings, based on the component's location on the displayed IPMA map, all components were determined to be excessively exemplified. This implies that all variables are Importance Performance Pay attention here Continue your wonderful work. low importance possibly going too far Journal of the Malaysia Institute of Planners (2020), page 151, published by MIP crucial and ought to be taken into account when creating the Islamic City's image. The Religious Identity (RI) component, which evaluated whether city elements were built using Islamic architecture aspects, has likewise been at a sufficient level for the city's Islamic image. This exemplifies the impression of an Islamic atmosphere, bringing to mind the great past of the Islamic civilisation, and illustrating the local culture. These qualities are in keeping with the measures put in place since the Islamic city concept was first introduced in Malaysia, where it has a set of design elements by incorporating Islamic architectural traits while preserving the local identity of Malaysia. (Song, H & Li, G., 2008).

The order (OD) component performs better than identity (RI), despite the latter's designation as being focused. The advantages of OD are greater. It can be that, in comparison to RI, the mosque and Qiblat structures have a greater impact on the spirit of Islamic awakening than Islamic architecture facades. Muslims are reminded to pray by being surrounded by an Islamic urban setting with a mosque at its centre which connect mosques to their commercial and social centers, following the distinguishing features of other Islamic towns.

**3.8.2 RELIABILITY TEST**

A reliability strategy is used to evaluate a system's overall performance and stability over a given period of time and under several different testing situations. The estimation of the dependability coefficient that yields the coefficient that is Cronbach Alpha is validated in order to get and increase the reliability of the fast food restaurant customers satisfaction assessment to show that an instrument is neutral and guarantees it is consistent to measure diverse things at various times. According to Sekaran (2003), reliability of measure denotes instrument stability and consistency in concept measurement.

### 3.8.3 PEARSON CORRELATION COEFFICIENT

The current term for Pearson's correlation coefficient is the correlation coefficient product. It is indicated in the sample by r. Later, in The population represented by is where the sample is drawn from. It measures the coefficient. Values between 1 and 0 to +1 will be considered for non-unit scales. Positive correlation also exists when the correlation coefficient has a positive sign. If A negative correlation exists when the correlation coefficient is present (Philip, 2012).

### 3.9 SUMMARY

The usage of information technology, intelligence, and innovation is accelerating as a result of the growth of the Internet and it creates the issue of Islamic Smart Tourism. The research design that the researcher used for this study is qualitative. This study's independent variables involve trust, culten, and technology readiness, while the dependent variable is Islamic Smart Tourism among residents and tourists who stated in Malaysia. This research will use a cross-sectional study design as a time-based investigation element. A sample is a

portion of the population that has been selected from which data will be collected. This study's sample size is always less than the total population size. Because of the significant sample and population, the researcher employed the survey method to gather data, and the coverage is more extensive. The usual approach to sample collection is using an online survey to create a fieldwork plan and design the question related to the research objective and relevant to the research topic. The questionnaire, which involves the respondents responding to a series of questions, is the method of data collecting employed in this study. Three main issues of study design are used to identify and analyse the case. In addition, the primary ethical consideration arising from conducting the survey questionnaire is that the researcher guarantee all the answers and feedback are for academic purposes and research studies. Eventually, this method of research is used in this study since it is typically cheaper than alternative methods and it is simple to control because it is standardized.

**CHAPTER 4**

## 4.1 INTRODUCTION

In this chapter, the conclusions derived from the analysis of data collected through a survey distributed to 100 users of smart tourism applications in Malaysia are presented. The chapter encompasses the findings obtained from various analyses, including frequency analysis, descriptive analysis, reliability testing, analysis of the Pearson Correlation Coefficient, and a discussion aligned with the study's objectives. The survey results are thoroughly examined and discussed in this chapter.

## 4.2 RESULT OF FREQUENCY ANALYSIS

100 person participated in the survey with filter questions, and the results of the demographic profile are compiled and summarised. Gender, age, race, educational background, and employment position are among the demographic questions that were asked in the questionnaire. In Table 4.1 below, the summary of the demographic profile is presented.

Table. 4.1: Summary of Demographic Profile

| Demographic | Categories | Frequency (N) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 73 | 73% |
| | Female | 27 | 27% |
| Age | 18 – 23 years old | 54 | 54% |
| | 24 – 29 years old | 21 | 21% |
| | 30 – 36 years old | 13 | 13% |
| | 37 – 42 years old | 7 | 7% |
| | 42 years old above | 5 | 5% |

| | | | |
|---|---|---|---|
| **Race** | Malay | 53 | 53% |
| | Chinese | 31 | 31% |
| | Indian | 13 | 13% |
| | Others | 3 | 3% |
| **Education Level** | Secondary / Primary School | 9 | 9% |
| | Certificate/Diploma | 17 | 17% |
| | Bachelor's Degree | 64 | 64% |
| | Master's Degree | 8 | 8% |
| | Ph.D. | 2 | 2% |
| **Employment Status** | Student | 64 | 13.8 |
| | Self-Employed | 6 | 21.6 |
| | Private Sector Worker | 16 | 18.5 |
| | Governmnet Sector Worker | 10 | 45.8 |
| | Retired | 4 | 0.3 |

### 4.2.1 Gender

Based on the data presented in Table 4.1, the gender distribution of the respondents is illustrated in the following table. The total number of respondents in the survey was 100. The results reveal that female respondents constituted a larger proportion, accounting for 73% (N=73), while male respondents represented 27% (N=27).

### 4.2.2 Age

The age breakdown is displayed in Table 4.1. Five age categories were assigned to the respondents. With 54% (N=54) respondents, the group of respondents aged 18 to 23 years old had the greatest response rate, followed by the group of respondents aged 22 to 29 years old with 21% (N=21) respondents. The highest third group is 30-36 years old with 13% (N=13) respondents and then followed by the group aged 37-42years old with 7% (N=7) respondents, and lastly is the group age of 42 years old and above with 5% (N=5) respondents.

### 4.2.3 Race

Table displays the respondents' racial distribution. The race with the highest participation rate in the study is Malay, with 53% (N=53 respondents), followed by Chinese with 31% (N=31 respondents). Indians are the third most prevalent group race, with 13% (N=13) respondents, behind others with 3% (N=3) respondents.

4.2.4 Education Level

The respondents' educational backgrounds and levels are shown in Table 4.1. The bulk of respondents are educated, with 64 percent (N=64) holding a bachelor's degree. Certificate/diploma holders make up 17 percent (N=17) of respondents, making them the second highest level of education. Secondary/primary school students come in third with 9 percent (N=9) of respondents, followed by those with master's degrees (8 percent, N=8), and those with the most recent PhDs (2 percent, N=2).

4.2.5 Employment Status

Table 4 displays the percentage of respondents who are employed. The most prevalent occupation, as indicated by 64% (N=64) of respondents, is student, followed by private sector worker with 16% (N=16). With 10% (N=10) of respondents, the third most prevalent occupation is in the government sector. 6 percent (N=6) of the respondent occupations are self-employed, while 4 percent (N=4) are retired.

**4.3 RESULT OF DESCRIPTIVE ANALYSIS**

The table below presents the mean and standard deviation of each variable in the research, along with the sample size of 100 respondents. These values provide insights into the central tendencies and variations of each variable, contributing to a comprehensive understanding of the research data.

### 4.3.1 SMART TOURISM

The response data on smart tourism, including mean and standard deviation, were displayed in the table.

Table. 4.2: The response data on smart tourism, including mean and standard deviation.

| | N | Mean | Std. Deviation |
|---|---|---|---|
| Smart tourism apps (e.g. kayak, booking.com) gives you more control over daily lives. | 100 | 6.68 | 1.399 |
| The smart tourism apps are much more convenient to use. | 100 | 6.76 | 1.782 |
| I prefer to use the most advanced available smart tourism apps. | 100 | 6.86 | 1.735 |
| In general, I am among the first in my circle of friends to acquire new smart tourism apps when it appears in the market. | 100 | 6.66 | 1.960 |
| I can usually figure out new smart tourism apps without help from others. | 100 | 6.65 | 1.749 |

| | | | |
|---|---|---|---|
| I keep up with the latest smart device developments in my areas of interest | 100 | 6.77 | 1.582 |
| Using smart tourism apps while travelling provides a more enjoyable travel experience. | 100 | 6.87 | 1.574 |
| Using smart tourism apps while travelling makes travel convenient. | 100 | 6.90 | 1.703 |
| Using smart tourism apps while travelling may interfere with the enjoyment of the trip. | 100 | 6.97 | 1.684 |
| Using smart tourism apps while travelling would involve security or privacy risk. | 100 | 6.88 | 1.701 |
| Smart tourism apps may not work well depending on the area you visit. | 100 | 6.68 | 1.808 |

The respondents' mean and standard deviation data for the smart tourist applications were displayed in a table. With a mean score of 6.97, the statement "Using smart tourism apps while travelling may interfere with the enjoyment of the trip" received the highest mean score. Respondents who agreed that smart tourism was a driving force behind their use of the apps agreed that this statement was true. The respondents agreed that smart tourism applications of "I can usually figure out new smart tourism apps without help from others"

inspired visitors to utilize smart tourism apps, while the lowest mean was that I can usually figure out new smart tourism apps without aid from others with a mean of 6.65.In addition, the bigger standard deviation, which was 1.960, was for the statement "generally, I am among the first in my circle of friends to acquire new smart tourism apps when they appear on the market." A larger standard deviation number denotes a wider range of data. Accordingly, respondents will utilize smart tourism applications while traveling, which may interfere with their ability to fully enjoy their vacation.

4.3.2 Trust

Table. 4.3: The respondent's trust data, including mean and SD

| | N | Mean | Std. Deviation |
|---|---|---|---|
| I predict I will use smart tourism apps while traveling in the future | 100 | 6.83 | 1.646 |
| How familiar are you with smart tourism technologies? | 100 | 7.00 | 1.589 |
| Information provided about my travels on smart tourism technologies is useful/helpful. | 100 | 6.92 | 1.561 |

| | | | |
|---|---|---|---|
| Smart tourism technologies enable me to complete my travels with reliable and detailed information. | 100 | 6.86 | 1.723 |
| Smart tourism technologies contribute to minimize my travel concerns. | 100 | 7.00 | 1.706 |
| I can use smart tourism technologies anytime and from anywhere during my travels. | 100 | 7.02 | 1.627 |
| Smart tourism technologies are interactive when I am traveling. | 100 | 7.15 | 1.559 |

The respondent's trust data, including mean and SD, were displayed in the table. The respondents who agreed that smart tourism technologies are interactive when I am traveling inspired respondents to use the smart tourism applications got the highest mean value, which was 7.15, and this was where the respondents agreed that smart tourism technologies are interactive when I am traveling. The respondents agreed that smart tourism apps of 'I expect I would use smart tourism apps when traveling in the future' prompted visitors to use smart tourism apps, with that response having the lowest mean (6.83). In addition, the greater standard deviation, 1.723, is related to the statement, "Smart tourism technologies enable me to complete my travels with reliable and detailed information." The wider range of the data is indicated by a higher standard deviation number. In order to gain respondents' confidence, smart tourist applications will be used with travelers who may not fully appreciate their vacation if they use smart tourism applications.

4.3.3 Culture

Table. 4.4: The culture of the respondent by its mean and standard deviation.

| | N | Mean | Std. Deviation |
|---|---|---|---|
| I am satisfied with the experience service quality provided by Smart Tourism Technology. | 100 | 6.91 | 1.776 |
| I am satisfied with the experience service quality provided by Smart Tourism Technology. | 100 | 6.87 | 1.790 |
| I have a very good feeling about the experience with smart tourism technologies. | 100 | 6.87 | 1.625 |
| My general opinion about smart tourism technologies is positive. | 100 | 7.00 | 1.682 |
| Smart tourism technologies are trustful and reliable. | 100 | 6.79 | 1.713 |

The culture of the respondent was represented in the table by its mean and standard deviation. The respondents' agreement that I have a favorable overall impression of smart

tourism technology resulted in My general opinion receiving the highest mean score, or 7, from the respondents, at 7.00. The respondents agreed that smart tourism applications of 'Smart tourism technologies are trustful and dependable' prompted visitors to utilize smart tourism apps, and this had the lowest mean (mean 6.79) among all the responses. Furthermore, the "I am happy with the experience service quality given by Smart Tourism Technology", which was 1.790, has a greater standard deviation. The data dispersion is bigger when the standard deviation number is higher. In light of this, respondents' plans to employ smart tourism applications in conjunction with While traveling, using smart tourism applications might reduce how much you enjoy yourself.

4.3.4 Technology

Table. 4.5: The technology of the responder with its mean and standard deviation.

| | N | Mean | Std. Deviation |
|---|---|---|---|
| Smart tourism technologies are highly responsive during my travels. | 100 | 7.12 | 1.665 |
| It is easy to share information and content on smart tourism technologies during my travels. | 100 | 7.20 | 1.563 |
| I received customized/tailored information on smart tourism technologies when I am traveling. | 100 | 7.05 | 1.678 |

| | | | |
|---|---|---|---|
| Smart tourism technologies provide me with easy-to-follow links and tips while traveling. | 100 | 7.07 | 1.713 |
| I can get personalized information through interaction on smart tourism technologies while traveling. | 100 | 6.89 | 1.626 |
| Smart tourism technologies protect my personal and sensitive information. | 100 | 7.07 | 1.671 |
| Smart tourism technologies respect my privacy and safety of transactions. | 100 | 7.04 | 1.669 |

The technology of the responder was shown in a table together with its mean and standard deviation. In response to question 7.20, where respondents concurred that my general impression of smart tourism technologies is favorable, it is simple for me to share information and material about them while I'm traveling. The respondents agreed that smart tourism applications of 'Smart tourism technologies respect my privacy and safety of transactions' prompted visitors to use smart tourism apps, and this had the lowest mean (mean 7.04) among all the categories. Furthermore, the 'Smart tourism technologies give me clear linkages and advice when traveling' variable had a larger standard deviation of 1.713. A larger standard deviation number denotes a wider range of data. As a result, in accordance with technology, responders will utilize smart tourism applications when travelling that might prevent you from fully appreciating the experience.

## 4.4 RESULT OF RELIABILITY TEST

Test-retest reliability is a widely employed reliability test that evaluates the consistency or stability of a measurement instrument or a set of questions over time. It is commonly utilized to assess the reliability of a test or questionnaire by administering it to a group of participants on two separate occasions and subsequently comparing their scores or responses. This method allows researchers to gauge the degree of agreement between the measurements taken at different points in time.

To assess the reliability of this instrument, the researcher would select a group of participants and administer the questionnaire to them. After a specific period like two weeks or one month, the researcher would administer the same questionnaire to the same group of participants again.

To calculate the test-retest reliability, it can compare the scores or responses from the first administration with those from the second administration or use statistical measures, such as correlation coefficients like Pearson's correlation or intraclass correlation, to determine the degree of agreement or consistency between the two sets of scores.

For example, if the correlation coefficient is high such as 0.80 or above, it indicates strong test-retest reliability, suggesting that the questionnaire produces consistent results over time. On the other hand, a low correlation coefficient like below 0.50 would suggest poor test-retest reliability, indicating that the questionnaire may not be consistent or stable over time.

By conducting a test-retest reliability study, the researcher can evaluate whether the measurement instrument produces consistent results over time and determine if any modifications or improvements are necessary to enhance its reliability.

The table below showed the reliability test result value which is called the value of Cronbach's alpha coefficient (Konting et al, 2009) in the research "Issues Influencing The Use Of Smart Tourism Apps Among Malaysia Tourism Stakeholders" with one hundred number of respondents in Malaysia.

Table. 4.6: Cronbach's Alpha Coefficient Value

| Cronbach's Alpha | Internal Consistency |
|---|---|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

The table presented above illustrates that the internal consistency of an item is enhanced and deemed more reliable for survey purposes as Cronbach's alpha score increases and approaches unity. To ensure satisfactory internal consistency, Cronbach's alpha

coefficient should exceed 0.5. A Cronbach's alpha coefficient greater than 0.7 is considered highly reliable.

### 4.4.1 Pilot Test Result

Before something is adopted on a wider scale, a small-scale trial or test called a "pilot test" is done to determine whether it is feasible, effective, and reliable. Before a deployment or implementation at its full scope, it assists in identifying potential problems, gathering feedback, and making the required modifications.

To obtain pilot test results, researchers typically need to follow these steps:

**Define objectives:** Clearly outline the goals and objectives of the pilot test. What specific aspects, directions and evaluations we are searching for?

**Design the pilot test:** Determine the parameters, variables, and methods for conducting the test. Develop a test plan that outlines the procedures, data collection methods, and any necessary resources.

**Select participants:** Identify a representative group of participants or users who will be involved in the pilot test. They should be a sample of the target audience or users for whom the product or system is intended. From a total of 100 respondents, 30 completed the questionnaire for the pilot test.

**Conduct the pilot test:** Execute the test according to the defined test plan. Collect relevant data and observations during the test period. This can involve gathering feedback through surveys, interviews, or observations.

**Analyze the data:** Once the pilot test is complete, analyze the collected data and feedback to evaluate the performance, user experience, and overall success of the product, process, or system. Look for patterns, trends, and areas of improvement.

**Interpret the results:** Interpret the data and findings from the pilot test. Assess whether the objectives were met and identify any issues or improvements needed.    Consider both quantitative data such as numerical measurements and qualitative data like user feedback.

**Report and communicate results:** Prepare a comprehensive report summarizing the pilot test results, including the methodology, findings, and recommendations for further action. Share the report with stakeholders, decision-makers, or relevant parties involved in the project.

Table. 4.7: Pilot Test Result

| Construct | Cronbach's Alpha | No of Item | N |
|---|---|---|---|
| Smart Tourism | 0.912 | 11 | 30 |
| Trust | 0.896 | 7 | 30 |
| Culture | 0.890 | 6 | 30 |

| | | | |
|---|---|---|---|
| Technology | 0.913 | 7 | 3 0 |
| **All Variable** | **0.903** | **31** | **3 0** |

The table presented above serves as evidence of the consistency of the four variables. Cronbach's Alpha was employed to assess the consistency of the 31 items utilized to measure the five distinct constructs. The results indicate that all the construct coefficients are either good or excellent, with a value greater than 0.8. This suggests that the survey can proceed and the questionnaire can be distributed.

Statistics show that the coefficient for Technology is the highest, with a reliability test result of 0.913 (excellent), and the coefficient for Culture is the lowest, with a value of 0.890 (good).

4.4.2 Reliability Test

Table. 4.8: Reliability Analysis Result

| Construct | Cronbach's Alpha | No of Item | N |
|---|---|---|---|

| | | | |
|---|---|---|---|
| Smart Tourism | 0.914 | 11 | 10 0 |
| Trust | 0.897 | 7 | 10 0 |
| Culture | 0.890 | 6 | 10 0 |
| Technology | 0.913 | 7 | 10 0 |
| **All Variable** | **0.904** | **31** | **10 0** |

A reliability test for accuracy and repeatability was conducted, involving 100 randomly selected participants who completed the survey and submitted their responses. The test aimed to assess the consistency and reliability of the survey results.

The reliability analysis of the survey is presented in Table 4.1, indicating that all the constructs demonstrate good to excellent reliability with coefficients ranging from 0.890 to 0.914. According to the results, when the coefficient is equal to or greater than 0.7, it suggests that the survey is acceptable and can be administered based on the general guideline (Kline, 1999). And all research reliability tests' overall coefficient value is more than 0.8, which is good.

The findings of this investigation demonstrate the construct's great value is smart tourism at 0.914 (excellent), which is followed by technology at 0.912 (excellent), and then trust at 0.897 (good) and finally with culture at 0.884 (good).

## 4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

To study the relationship between the independent variables of trust, culture, and technology readiness and the dependent variable of smart tourism, the Pearson Correlation Coefficient analysis was used. Pearson's correlation coefficient, often known as the correlation coefficient, is a quantity that indicates the strength of the relationship between two variables (Stewart.K, 2019). The table below shows the researchers' guideline coefficient correlations and the strength of the link.

Table. 4.9: Coefficient Correlations and Strength of Relationship

| Correlation Coefficient(r) | Strength of Relationship |
|---|---|
| (0.91 to 1.00) or (-0.91 to 1.00) | Very Strong |
| (0.71 to 0.90) or (-0.71 to 0.90) | Strong |
| (0.51 to 0.70) or (-0.51 to -0.70) | Medium |

| | |
|---|---|
| (0.31 to .50) or (-0.31 to -0.50) | Weak |
| (0.01 to 0.30) or (-0.01 to -0.30) | Very Weak |
| 0.00 | No correlation |

Hypothesis 1

H1: There is a significant relationship between trust and smart tourism among tourism stakeholders in Malaysia.

Table. 4.10: Correlation Analysis for Hypothesis 1

| CORRELATIONS | | | |
|---|---|---|---|
| | | Trust | Smart Tourism |
| **Trust** | Pearson Correlation | 1 | .744 |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |

| Smart Tourism | Pearson Correlation | .744 | 1 |
|---|---|---|---|
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |
| **Correlation is significant at the 0.01 level (2-tailed) | | | |

Table 4.10 shows a strong relationship between trust and smart tourism among Malaysian tourist stakeholders, with a correlation value of 0.744. This demonstrates that the relationship between trust and smart tourism among Malaysian tourism stakeholders is positive. The trust significant value is 0.000, which is less than the extremely significant value of 0.001. As a result, there is a relationship between trust and smart tourism among tourism stakeholders in Malaysia. As a result, H1 is supported.

Hypothesis 2

H2: There is a significant relationship between culture and smart tourism among tourism stakeholders in Malaysia.

Table. 4.11: Correlation Analysis for Hypothesis 2

| CORRELATIONS |
|---|
| |

|  |  | Culture | Smart Tourism |
|---|---|---|---|
| **Culture** | Pearson Correlation | 1 | .704 |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 100 | 100 |
| **Smart Tourism** | Pearson Correlation | .704 | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 100 | 100 |
| **Correlation is significant at the 0.01 level (2-tailed) | | | |

Table 4.11 presents a moderate correlation of 0.704, indicating a positive relationship between culture and smart tourism among Malaysian tourism stakeholders. The significance value for trust is 0.000, which is less than the highly significant threshold of 0.001. Thus, it can be concluded that there exists a significant relationship between culture and smart tourism among tourism stakeholders in Malaysia. Therefore, H2, which pertains to this relationship, is supported by the findings.

Hypothesis 3

H3: There is a significant relationship between technology readiness and smart tourism among tourism stakeholders in Malaysia.

Table 4.12: Correlation Analysis for Hypothesis 3

| CORRELATIONS | | | |
|---|---|---|---|
| | | Technology Readiness | Smart Tourism |
| Technology Readiness | Pearson Correlation | 1 | .684 |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Smart Tourism | Pearson Correlation | .684 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |
| **Correlation is significant at the 0.01 level (2-tailed) | | | |

Table 4.12 presents a moderate correlation of 0.684, indicating a positive relationship between technology readiness and smart tourism among Malaysian tourism stakeholders. The significance value for technology readiness is 0.000, which is less than the highly significant threshold of 0.001. Therefore, it can be concluded that there exists a significant relationship between technology readiness and smart tourism among tourism stakeholders in Malaysia. Consequently, H3, which addresses this relationship, is supported by the findings.

## 4.6 Discussion Based on Research Objectives

The primary objective of this study is to investigate the influence of trust on smart tourism among tourism stakeholders in Malaysia. By providing excellent support to customers and businesses, building trust in digital marketing plays a crucial role in promoting the adoption and acceptance of this medium. While previous research in this domain has primarily focused on developed nations like the USA, Australia, and New Zealand, there is an increasing interest in conducting more studies in Malaysia and other developing nations. The study aims to examine the relationship between trust and the proliferation of smart tourism in the context of digital marketing in Malaysia.

To examine the impact of the culture on smart tourism among tourism stakeholders in Malaysia. Qualitative research techniques, such as focus groups and interviews, can be used to explore how culture affects smart tourism among Malaysian tourist stakeholders. Interviews with tourism stakeholders, such as tourism board members, infrastructure providers, hotel owners, tour operators, and tour guides, as well as economic and industry

experts and tourists themselves, can shed light on how they perceive the influence of culture on how Malaysia's tourism industry can adapt to digitalization and technological advancement. To go further into their comments and grasp their viewpoints more fully, focus groups can be held with the same stakeholders. Analysis of quantitative data should also be carried out in order to triangulate the findings of qualitative research. It might be possible to conduct a poll of a representative group of tourism stakeholders, visitors, and industry professionals to learn how they view the contribution of culture to Malaysia's changing tourism sector. A sample population's views, beliefs, and opinions may be understood via statistical analysis, and statistics can be contrasted with qualitative findings to yield insightful conclusions. Overall, it is possible to successfully analyse how culture affects smart tourism in Malaysia by integrating qualitative and quantitative research approaches. Such research's findings will present chances for the industry to better comprehend and take advantage of cultural dynamics in tourism transformation.

To measure the impact of technology readiness on smart tourism among tourism stakeholders in Malaysia. According to Chaffey and Ellis-Chadwick (2019), the foundation of effective digital marketing practise is technical preparedness. Consumer views regarding digital marketing, however, undoubtedly differ from person to person and location to location (Ryan, 2016). Due to limited technical preparedness in developing nations, digital marketing is heavily affected; customers' willingness to make online purchases demonstrates the potential of digital marketing. Customers are anticipated to have a variety of perspectives on concepts, innovations, and even services (positive, negative, or neutral). Notably, cultural variety may or may not have an impact on technology preparedness, and Western cultures have so far dominated studies on technology communication. technological management, adoption, and dissemination all benefit from technological readiness, according to research. Many studies now indicate a beneficial correlation between cutting-edge technology and

technical preparedness for innovation. On the other hand, very few previous research have looked at the connection between innovation and technical preparedness for change. The literature research indicates two distinct perspectives on the connection between trust and innovation or the spread of new technology. However, studies show a strong positive correlation between innovation or the adoption of new technology and confidence. However, research has shown that there is no correlation between trust and the adoption of new ideas or technologies, such as digital marketing.

**4.7 Conclusion**

The findings of this study provide some crucial advice for Malaysian practitioners of Smart Tourism. The findings further inspire the organisation to strengthen the launch of new services in the boardroom by fostering trust, culture, and technological readiness. The following strategies can be used to create a powerful social media market: Create a welcoming reaction to tourists. Innovative ideas should be aggressively sought out by management, and fresh recommendations or ideas shouldn't face any resistance. Experimentation and the creative process may be promoted more among staff members and supervisors.

**CHAPTER 5**

**DISCUSSION AND CONCLUSION**

**5.1 INTRODUCTION**

The primary emphasis of this chapter is on the discussion and conclusion of the research. It begins with a recapitulation of the research findings, limitations, and recommendations. Subsequently, a summary of the chapter's key points is provided. This chapter serves as a culmination of the final results obtained in Chapter 4, and it also explores potential recommendations for future research in this area. Ultimately, the researchers will draw conclusions regarding this investigation in the concluding section of the chapter.

## 5.2 RECAPITULATION OF THE FINDINGS

Better Travel Planning. Smart travel applications give customers cutting-edge functionality to effectively plan their journeys. These applications include tools like customized suggestions, itinerary building, and real-time information on events, destinations, and weather.

Enhanced User Experience. By offering user-friendly interfaces, interactive maps, augmented reality (AR) capabilities, and multimedia material, smart tourism applications aim to improve the user experience overall. Users may readily acquire pertinent information and virtually explore different locations thanks to these capabilities.

Real-time information. The availability of real-time information is one of the key benefits of smart travel applications. Users get access to current information on local services, accommodations, transportation, and attractions. This aids visitors in making wise choices and modifying their plans as necessary in light of evolving circumstances.

Location-Based Services. GPS technology is used by smart travel applications to offer location-based services. These include proximity-based notifications, geotag suggestions, and navigational aid. It is made simpler for users to find local sites of interest by providing them with pertinent suggestions depending on their present location.

## 5.3 LIMITATIONS

During the whole process and research, the researcher gained a lot of hard-won and valuable feedback. This survey is meaningful, even if there are many difficulties and obstacles in carrying out the research. Some limitations cannot be avoided in the collection of questionnaire research, the biggest of which is the lack of respondents and time.

It takes more than a few months to collect large amounts of data, but we only have a month and a half. In addition, due to the Covid-19 pandemic, we cannot search for respondents face-to-face, and can only search for respondents via online transmission platforms such as Whatsapp, Instagram, Telegram and other transmission platforms. After having found a volunteer to answer the questions, the researcher must also make sure that the respondents clearly and fully understood the questions that the researcher asked to avoid confusion and giving incorrect answers. Since the questionnaire has a lot of options for answers, we must ensure that the respondent is based on his psychological and closest thoughts rather than giving a random answer to the researcher. Some respondents answer till halfway and will give up to continue to answer the questionnaire, then the researcher cannot force them to finish the questionnaire and need to look for new respondents. Therefore, it is

not easy to search for respondents in line with the question and spending a lot of time looking for respondents affects our subsequent data analysis time.

Then there was the matter of time. Since Eid al-Fitr happened, many people were too busy preparing and arranging items for Hari Raya. Thus they had no more free time to give the researcher to answer the questionnaire. As a result, the researcher spent a lot of time searching for 100 respondents.

The other limitations are sample size limitations and selection bias. Small sample sizes can limit the generalizability of research findings to a larger population. The outcomes could not precisely reflect the traits or actions of the larger population. Moreover, when respondents in a study are not randomly selected, it can introduce bias into the results. For example, if a study recruits volunteers, they may not be representative of the entire population being studied.

The self-report bias of a responder comes last. The social desirability bias, which occurs when respondents give answers they believe to be socially acceptable or desired rather than their actual thoughts or behaviours, may have an impact on the respondents' responses. So these kinds of answers are in line with the public or social mind rather than the actual answers and thoughts of the respondents. They just go with the flow to conform to the answer that society is willing to accept.

## 5.4 RECOMMENDATION

### 5.4.1 Recommendation for smart tourism

In addition to smart government, smart people, and smart economy implementation, it is advised that smart mobility be implemented in Malaysia's tourist destinations. In some settings, the usage of augmented reality (AR) and virtual reality (VR) can improve the tourist experience. Thanks to Industrial Revolution 4.0 applications in the travel and tourism industry, a sophisticated directory product that depicts all the stages and procedures of a vacation package on the market may be produced using virtual reality. Such applications may reduce the intangibility, inseparability, variable, and uncertainty aspects of the tourist offering. All millennial demographics, including age, physical capability, and race, should be taken into account while designing the aesthetics for digital apps. They have made a substantial contribution to this paradigm shift. They have a passion for both travelling and cutting-edge technology. This common interest has given rise to a new perspective, one in which travel is heavily influenced by social media, applications, blogs, and other online platforms.

5.4.2 Future study

This study uses quantitative methods to achieve better research goals. Researchers may decide to use qualitative procedures in the future to obtain information since they take a different approach and can provide different outcomes than quantitative ones. It will be feasible to determine whether the outcomes diverge from those of previous research by using a different strategy. For instance, researchers may not obtain exact data while using a quantitative strategy, but they are more likely to do so when employing a qualitative approach.

**5.5 CONCLUSION**

In conclusion, this study was conducted to look at factors impacting Malaysian tourism stakeholders' adoption of smart tourism apps. Trust, culture, and technology readiness are significant factors (independent variables) that influence smart tourism (dependent variable) among Malaysia tourist stakeholders. As mentioned in Chapter 3, researchers have utilized Google Forms with 100 respondents to distribute these questionnaires to respondents who intend to revisit any destination in Malaysia. The quantitative method is also used by the researcher to collect all data and information. In addition, the researcher uses a Google Form to reach out to respondents throughout Malaysia. This is due to the fact that using this Google form makes it simpler for participants to complete all surveys and aids the researcher in saving time, money, resources, and energy while also providing superior analysis to enable researchers to accurately pick a sample from a population and contact potential participants.

In this study, various analytical approaches, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis, were employed to examine the survey results obtained from the questionnaire. The data collected from the questionnaire, along with the findings from the previous chapter, were analyzed using the Statistical Package for the Social Sciences (SPSS) software. The researchers chose SPSS due to its user-friendly interface and comprehensive analysis capabilities.

Furthermore, this chapter presents additional summaries and findings derived from the data analysis. All three hypotheses (H1, H2, and H3) proposed in this study have been accepted. The limitations of this research and recommendations for future studies are also

provided, with the aim of assisting future researchers in their investigations. It is anticipated that the data and information presented in this research will be valuable for future studies in this field.

## REFERENCES

Amadebai, E. (2022, July 10). Sampling Techniques: Definition, Types, And Examples | Analytics For Decisions. Analytics for Decisions. https://www.analyticsfordecisions.com/sampling-techniques-definition-types-and-examples/

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK.

Cheuk, S. C. S., Atang, A., Lo, M. C., & Ramayah, T. (2017). Community Perceptions on the Usage of Digital Marketing for Homestays: The Case of Ba'kelalan, Malaysia. International Journal of Business and Society, 18(S4), 775-782.

Cultural tourism explained: What, why and where - Tourism Teacher (2022). (2022, December 1). Subhrankurretail. https://subhrankurretail-com.ngontinh24.com/article/cultural-tourism-explained-what-why-and-where-tourism-teacher

Fleetwood, D. (2018, March 13). Probability sampling: What it is, Examples & Steps. QuestionPro. https://www.questionpro.com/blog/probability-sampling/

Fleetwood, D. (2018b, April 30). Non-Probability Sampling: Types, Examples, & Advantages. QuestionPro. https://www.questionpro.com/blog/non-probability-sampling/

Hassan, H., Omar, S. I., & Ahmad, G. (2020). IMPORTANCE-PERFORMANCE MATRIX ANALYSIS OF KOTA BHARU'S ISLAMIC CITY IMAGE. PLANNING MALAYSIA, 18(13). https://doi.org/10.21837/pm.v18i13.781

How to Identify a Dependent Variable. (2022b, November 8). Verywell Mind. https://www.verywellmind.com/what-is-a-dependent-variable-2795099

Janssen, M., Castaldi, C., Alexiev, A., & Den Hertog, P. (2015). Exploring a multidimensional approach to service innovation. In The Handbook of Service Innovation (pp. 91-108). Springer, London

Kalaiya, A. B., & Kumar, A. (2015). Tourism as a development tool: A study on role of tourism in economic development, employment generation and poverty reduction: Special focus on Kachchh. International Journal, 3(7), 189-197.

Karjaluoto, H., Mustonen, N., & Ulkuniemi, P. (2015). The role of digital channels in industrial marketing communications. Journal of Business & Industrial Marketing, 30(6), 703-710.

Kiráľová, A., & Pavlíčeka, A. (2015). Development of social media strategies in tourism destination. Procedia-Social and Behavioral Sciences, 175, 358-366.

Koens, K., & Thomas, R. (2015). Is small beautiful? Understanding the contribution of small businesses in township tourism to economic development. Development Southern Africa, 32(3), 320- 332.

  Kourouthanassis, P. E., Mikalef, P., Pappas, I. O., & Kostagiolas, P. (2017). Explaining travellers online information satisfaction: A complexity theory approach on information needs, barriers, sources and personal characteristics. Information & Management, 54(6), 814-824.

Ku, E. C., & Chen, C. D. (2015). Cultivating travellers' revisit intention to e-tourism service: the moderating effect of website interactivity. Behaviour & Information Technology, 34(5), 465-478.

Kulshrestha, R. (2019). Smart Tourism Marketing Through Smart Phones: The Case of Uttar Pradesh. Emerging Trends in Indian Tourism and Hospitality: Transformation and Innovation, 25.

Laudon, K. C., & Traver, C. G. (2016). E-commerce: business, technology, society.

Lee, S., Nguyen, H. N., Lee, K. S., Chua, B. L., & Han, H. (2018). Price, people, location, culture and reputation: determinants of Malaysia as study destination by international hospitality and tourism undergraduates. Journal of Tourism and Cultural Change, 16(4), 335-347.

Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. Tourism Management, 54, 321-343.

Memon, M. A., Ting, H., Cheah, J. H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. Journal of Applied Structural Equation Modeling, 4(2), i–xx. https://doi.org/10.47263/jasem.4(2)01

Ming Zhang, (2005). Exploring the Relationship between Urban, Form and Non-work Travel through Time Use Analysis. Landscape and Urban Planning, Vol. 173, No. 3, pp. 244-261. https://journals.sagepub.com/doi/full/10.1177/0739456X17711516

Moghavvemi, S., Ormond, M., Musa, G., Isa, C. R. M., Thirumoorthi, T., Mustapha, M. Z. B., & Chandy, J. J. C. (2017). Connecting with prospective medical tourists online: A cross-sectional analysis of private hospital websites promoting medical tourism in India, Malaysia and Thailand. Tourism Management, 58, 154-163.

Muslim traveler || planning your journey [official] Japan's national tourism administration (JNTO) https://www.japan-travel.cn/plan/muslim-travelers | planning your trip | [official] Japan's national tourism administration (JNTO)

Okazaki, S., Andreu, L., & Campo, S. (2017). Knowledge sharing among tourists via social media: a comparison between Facebook and TripAdvisor. International Journal of Tourism Research, 19(1), 107-119.

Osborne, S., & Williams, J. (2016). US Travel and Tourism Satellite Accounts for 2013–2015, Survey of Current Business, 1-5.

Osborne, S., & Williams, J. (2016). US Travel and Tourism Satellite Accounts for 2013–2015, Survey of Current Business, 1-5.

Parveen, Huma & Showkat, Nayeem. (2017). Data Collection. https://www.researchgate.net/publication/319128325_Data_Collection

Razli, I. A., Jamal, S. A., & Zahari, M. S. M. (2017). Airbnb: An overview of a new platform for peer to peer accommodation in Malaysia. Advanced Science Letters, 23(8), 7829-7832.

Research Guides: Organizing Your Social Sciences Research Paper: Independent and Dependent Variables. (n.d.). https://libguides.usc.edu/writingguide/variables

Rodrigo A. O. & Oscar A. S., (2007). Determination of Management Zones in Corn (zea mays L.) based on Soil Fertility. Computers and Electronics in Agriculture, Vol. 58, No. 1, pp. 49-59. https://dl.acm.org/doi/abs/10.1016/j.compag.2006.12.011

Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.

Shafaei, F., & Mohamed, B. (2017). Malaysia's branding as an Islamic tourism hub: An assessment. Geografia-Malaysian Journal of Society and Space, 11(1).

Song, H. & Li, G., (2008). Tourism demand and forecasting: A review of recent research. Tourism Management, Vol. 29, No. 2, pp. 203-220. https://scirp.org/reference/referencespapers.aspx?referenceid=249720

Sun, P., Cárdenas, D. A., & Harrill, R. (2016). Chinese customers' evaluation of travel website quality: A decision-tree analysis. Journal of Hospitality Marketing & Management, 25(4), 476-497.

Travel & Tourism Economic Impact | World Travel & Tourism Council (WTTC). (n.d.). https://wttc.org/research/economic-impact

Trunfio, M., & Della Lucia, M. (2017). Toward Web 5.0 in Italian regional destination marketing. Symphonya. Emerging Issues in Management, (2), 60-75.

TRUST in tourism: How to build and maintain consumer trust - University of Victoria. (n.d.). https://www.uvic.ca/gustavson/brandtrust/about/commentarysaul/trust-in-tourism/index.php

Van Riel, A. C., Lemmink, J., & Ouwersloot, H. (2004). High‑technology service innovation success: a decision‑making perspective. Journal of Product Innovation Management, 21(5), 348-359.

Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.

Wang, Y., So, K. K. F., & Sparks, B. A. (2017). Technology readiness and customer satisfaction with travel technologies: A cross-country investigation. Journal of Travel Research, 56(5), 563-577.

Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. Journal of Retailing and Consumer Services, 22, 244-249.

Zhaldak, G., & Shulgina, L. (2016). Prospects of implementation and practice compliance with marketing standards in Ukraine and the EU. Вісник Національного університету Львівська політехніка. Логістика, (848), 123-131.

Stewart, K. (2023, Mar 29). Pearson's correlation coefficient. *Encyclopedia Britannica*. Retrieved from https://www.britannica.com/topic/Pearsons-correlation-coefficient.