FACTORS INFLUENCING TOURIST TO ENGAGE WITH CULTURAL TOURISM IN MALAYSIA

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Bachelor of Entrepreneurship (Tourism) with Honours

A report submitted in partial fulfilment of the requirements

for the degree of

Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

APPENDIX B: DECLARATION

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Date: 17 June 2021   Date: 17 June 2021

i

ACKNOWLEDGMENT

First and foremost, we would like to express our sincere gratitude to our supervisor which is Miss Mazne binti Ibrahim for the continuous support and guiding us to complete this thesis. Thanks for her patience, motivation, enthusiasm, and her immense knowledge for us to understanding the steps of completing the thesis.

We would like to express our heartfelt gratitude to our group members for their assistance in completing our duty successfully and efficiently. They are constantly willing to assist us in overcoming various difficulties in this thesis. We enjoy it when our group members work together, and we never give up.

Then, we want to express our heartfelt appreciation to our friends and everyone who helped us to accomplish our thesis. We would not have been able to complete our thesis if we did not have the respondents who are willing to participate in our study.

Finally, we would want to thank our parents for always being there for us and encouraging us to be patient and keep continuing with the thesis even when we felt lost.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

VMY	Visit Malaysia Year
UNWTO	United Nations World Tourism Organizations
MOTAC	Minister of Tourism, Art and Culture
CTC	Canadian Tourism Commission
WOM	Word-of-Mouth
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Science

ABSTRACT

Cultural tourism is an essential industry in helping to increase the interaction between the existing cultural diversity as it establishes and reinforces an identity for a country. The aim of this study is to identify the factors that influencing tourists to engage with cultural tourism in Malaysia. Hence, this study investigates the direct and indirect factors of tourist engagement through satisfaction levels on the tourist destinations. Data is collected from the cooperation of the tourist to help provide insights into the development of the cultural tourism industry in Malaysia. To investigate tourist engagement, this study exerts Statistical Package for the Social Sciences (SPSS) that comprised of descriptive analysis and correlations. Moreover, a literature review proved that uniqueness, campaign and promotion, and accessibility were the main factors for tourists to start off and continuously engage with the cultural tourism industry. The result shows the higher mean score is 4.3842 which is the Uniqueness, and the most significant factor from the independent variables is Uniqueness between tourist engagement with cultural tourism in Malaysia.

Keywords: Cultural Tourism, Factor, Engagement, Cultural Tourism Industry

ABSTRAK

Pelancongan budaya adalah industri penting dalam membantu meningkatkan interaksi antara kepelbagaian budaya yang ada kerana ia mewujudkan dan memperkukuhkan identiti bagi sebuah negara. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi pelancong untuk terlibat dengan pelancongan budaya di Malaysia. Oleh itu, kajian ini mengkaji faktor penglibatan pelancong secara langsung dan tidak langsung melalui tahap kepuasan di destinasi pelancongan. Data dikumpulkan dari kerjasama pelancong untuk membantu memberikan gambaran mengenai perkembangan industri pelancongan budaya di Malaysia. Untuk menyiasat penglibatan pelancong, kajian ini menggunakan Pakej Statistik untuk Sains Sosial (SPSS) yang terdiri dari analisis deskriptif dan korelasi. Selain itu, tinjauan literatur membuktikan bahawa keunikan, kempen dan promosi, dan kebolehcapaian adalah faktor utama bagi pelancong untuk memulai dan terus menerus terlibat dengan industri pelancongan budaya. Hasilnya menunjukkan skor min yang lebih tinggi adalah 4.3842 yang merupakan Keunikan, dan faktor yang paling signifikan dari pemboleh ubah bebas adalah Keunikan antara penglibatan pelancong dengan pelancongan budaya di Malaysia.

Kata Kunci: Pelancongan Budaya, Faktor, Penglibatan, Industri Pelancongan Kebudayaan

ix

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will discuss the background of the study, problem statement, research objectives, research questions, the scope of the study, the significance of the study, the definitions of terms and summary.

1.2 BACKGROUND OF THE STUDY

Tourism is one of the activities that relate to the movement of people from one place to another place. This situation happens because people want to feel other places' culture and attraction. Tourism is one of the largest industries in the world where this industry currently becomes the economy player for many countries because of its larger tourism trade. According to Teshale (2020) tourism industry is one of the fastest industries that expand on a large scale in the world where half of the profit comes from tourism. The tourism industry also has a wide range of industries that include the hotel industry, the transportation industry and several additional industries and sectors. The tourism industry is the largest industry that provides more employment than the other industry because it covers both demand and supply in various forms (Mohammad, 2020; Stainton, 2020).

Then, in the tourism industry, many types of tourism become tourist attractions in the world. One of the attractions is cultural tourism where this type of tourism more likely

1

will attract people that want to know more about other places' culture such as their people, food, language, dance, and more others. According to Stainton (2020) & Ministry of Foreign Affair (2018) cultural tourism is the act of a traveller visiting some places to learn about their culture.

While in Malaysia, cultural tourism is one of the biggest tourist attractions because of the rich culture and diversity that is available in any particular area. The activities that attract tourists to come to Malaysia are the historical places, heritage building, food and other cultural festivals. Because of that, cultural tourism is the preferred way for tourists to experience a destination that offers rich cultural and heritage with various great creative expressions from the local community in Malaysia. According to Tourism Malaysia (2020) to represent the diversity of culture in Malaysia, the government has chosen the new slogan and logo for the Visit Malaysia Year (VMY) 2020 to attract more tourists around the world. The rich culture and diversity in Malaysia are the largest reason why tourists are attracted to come and visit Malaysia (Onlinevisa, 2020).

Cultural tourism is important because this tourism will generate more income for the country and it also would attract more tourists. Culture development is important to the tourism industry because this tourism will sustain all the culture and diversity that attract tourists to come. According to Iberdrola (2020), cultural tourism will conserve the culture and heritage to attract tourists from different cultures, areas and foreign countries. It also will increase the economy of the country due to the money that has been spent by the tourist when visiting the country. According to Tur, Navarro and Sabater (2018), cultural tourism was also the gateway to demand and supply in the tourism industry. With that, if cultural development is still maintained well, it will attract more tourists in the future.

2

1.3   PROBLEM STATEMENT

Cultural tourism has in recent years been described as the fastest growing tourism sub-sector worldwide. It is deemed as one of the most important forms in the tourism industry and the United Nations World Tourism Organizations (UNWTO) predicts that it will become one of its main forms of focus by 2020 (Papatheodorou, Rosselló & Xiao, 2010). In essence, all tourism might be considered as cultural tourism because of all the movements of the tourists. Richards (2018) added that cultural tourism has indirectly met various human needs where it enhances the level of culture such as knowledge and experience of an individual. Despite the amazing fact, the culture is still not regarded as an important ingredient in the development of this type of tourism.

Any country has successfully developed cultural tourism to foster culture. In the case of Gwangju, Korea, cultural tourism has led to economic growth and has helped host communities and created an opportunity to preserve and maintain their heritage and cultural traditions. However, there is still a shortage of crowds to produce the lucrative revenue required for growth.

Even though Malaysia is one of the popular tourist destinations in this world, on the other side, Malaysia is receiving a low number of tourists for culture sectors compared with other types of tourism offered by the country. This is a serious issue that our country should focus on as a way to improve the tourists' intention to visit Malaysia for cultural tourism in the coming days. On that line, this research is having a responsibility to find out the factors that engage tourists with cultural tourism in Malaysia since those factors are the barrier among tourists in visiting Malaysia for cultural purposes.

According to Chen and Huang (2018) the tourism industry needs the appearance of tourists more than day-trippers. A day tripper is a person who goes on a journey or excursion, especially for pleasure, that is completed in one day as well as their main

3

purpose. This will give a clear impact on the economic benefits of cultural tourism generally and accommodation specifically.

Culture is an important tenet for an individual, ethnic group, race, and society within a country. The unique values of culture are seen to play a role as symbolic, informational, and aesthetic, and historical. Tangible culture may be seen in the form of buildings and objects, while intangible culture has been found in terms of people's beliefs, behaviours and way of life that could have existed or occur in relation to the culture of Malaysia or some part of Malaysia or the culture of the Malaysian nation. In other words, cultural and heritage can be found in many ways, including houses, food, activities, lifestyles and much more. In certain areas, though, precious culture and heritage are endangered by new construction, often due to a lack of knowledge of its historical and architectural significance. Cultural property values can be compromised when their materials are damaged, destroyed, or removed from context. This damage resulted in losses in the loss of historic buildings, archeological sites, and even monuments (Kalman, 2017).

The accessibility refers to the transportation services that allow a tourist to reach an area or a place where the attractions are located. Accessibility influences tourists to engage with cultural tourism in Malaysia. Malaysia has well-developed accessibility services especially for tourists to travel with comfortable feelings. As a way to develop cultural tourism destinations instead of accessibility services, Malaysia is now developing train and LRT services, Rapid bus services, ferry services and so on. The government is paying special attention towards accessibility services near popular cultural tourism destinations such as Batu Caves, Kek Lok Si Temple and so on since those places receive a huge number of tourists annually. According to the Global Business and Management

4

Research (2018), the quality of accessibility services can impact on tourist satisfaction and their revisit intention to the chosen destination.

1.4   RESEARCH OBJECTIVE

The study aims to achieve the following objectives:

1. To identify the factors that engage tourists with cultural tourism in Malaysia.

2. To identify the problems and challenges of cultural tourism in Malaysia.

1.5   RESEARCH QUESTION

This study will assess and identify research issues:

1. How often do people travel from one state to another for cultural tourism in Malaysia.

2. What is the most preferred accessibility among tourists for cultural tourism in Malaysia?

3. What are the factors that attract tourists to cultural tourism?

1.6   SIGNIFICANCE OF THE STUDY

This study will contribute to the improvement of cultural tourism in Malaysia. The researcher hoped that this research could encourage local and foreign tourists in increasing their intention to visit Malaysia, especially for cultural tourism. This research is considering the following modification in increasing the number of visitors for cultural tourism in Malaysia. Uniqueness is the factor to be observed since it is the symbol of the country that helps in promoting and attracting the tourists to visit Malaysia. Campaign and promotion are a strategic idea in promoting cultural tourism towards its target

segmentation since this is an idea in attracting the tourists to visit Malaysia for cultural tourism. Accessibility is another factor to be observed since the country is offering transportation services for tourists too.

This study will benefit the students as a reference material for their upcoming assignments and research. Moreover, by referring to this research, the government of Malaysia can benefit in improving the cultural tourism destinations and introducing upcoming cultural programmes. The tourism sector bodies as tour operators and tour guides can benefit in improving their knowledge more about the cultural tourism and also, they can be aware of the tourist's wants and needs during visiting those cultural destinations. Lastly, the travel agencies can benefit in gaining more incomes and creating more attractive culture-based tourism packages as a way to attract more tourists in future.

1.7   DEFINITIONS OF TERMS

The research consists of terms such as uniqueness, campaign and promotion and also accessibility as independent variables and tourist engagement with cultural tourism as dependent variable. The following are the definition for each of the terms.

1.7.1   Uniqueness

Uniqueness is defined as the measurement of a resource itself because a brand is conceptually unique (Kolb, 2006). For example, Malaysia is a unique place for the diversity of races, religions and cultures.

1.7.2   Campaign and Promotion

According to the Cambridge Dictionary, the campaign is defined as a plan consisting of several activities directed towards the achievement of an aim meanwhile the promotion is defined as an activity to advise something. For

6

example, Malaysia has introduced Visit Malaysia Year 2020 with the chosen theme as "Visit Truly Asia Malaysia" in promoting the country's bountiful offerings.

1.7.3 Accessibility

Accessibility can be defined as a transportation service added with all the needed information that a tourist prefers while travelling (Eichhorn & Buhalis, 2017). For example, Malaysia offers public transportation like buses and trains for tourists in reaching their tourism destinations.

1.8 SUMMARY

In overall, this chapter consists of the introduction, background of the study, problem statement, research objective, research questions, significance of the study, definition of terms and summary. Also, the upcoming chapters will focus more on the theories and the studies from past research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the researcher will discuss the dependent variable (DV) which is the tourist engagement with cultural tourism and independent variables (IV) which are the uniqueness, the campaign and promotion, and the accessibility. This chapter also highlights on the hypotheses, conceptual framework of the research and the summary at the end of the chapter.

2.2 TOURIST ENGAGEMENT WITH CULTURAL TOURISM

Cultural tourism is one of the main reasons why tourists love to travel. This is because this kind of tourism would be the one reason why people visit some places where they can feel and experience the culture and heritage of those certain places. It is also known as a tour that draws tourists to acknowledge that they are travelling to a destination that has the charm and beauty of a society that is not their place of origin (United Nations World Tourism Organizations, 2020). According to Artal-Tur, Villena-Navarro and Alamá-Sabater (2017) cultural tourism is a human movement that reacts to the need for diversity, seeks to increase the cultural level of the person and gives birth to new awareness, experience and knowledge.

Cultural tourism is also known as visits by travellers from outside the host community where the tourists are motivated at the interest in the historical developments or the heritage essence such as the ethnicity, lifestyles, traditions and beliefs that do not

have in their origin country (Ippworld, 2020). Cultural tourism was the one of tourism that increased the national income because most of the tourists that travel to some country are usually going there to experience the other countries culture and heritage that is known as the cultural tourism. According to Muhammad (2019) cultural tourism in Malaysia would be the other main tourism that will increase a positive average of national income at the RM551 million annually for the past three years in 2019 said by Deputy Tourism, Arts and Culture Minister.

This type of tourism would engage tourists from other places to visit some places that are full of heritage and culture. Tourist engagement is a behaviour that shows by the tourist when they interest or interact in something they like during travel in some places. This behaviour shows what they like and what they are interested in. According to Huang (2017) tourist engagement is a state where that situation occurs by the interactive and tourist experience during the tour. It is also known as the reaction relationship that has been involved between tourists and the places (Loureiro & Sarmento, 2018).

Apart from that, tourist engagement is also one of the main ways to maintain the number of tourists visiting some places. As stated by Muhammad (2019) that cultural tourism is one of the main tourisms that increases tourism number beside ecotourism in Malaysia at around 17.98 million visitors that recorded under the cultural tourism program. This engagement would be successful if the tourism facilities can provide a maximum service that can make the tourist interested in that kind of tourism (Alamsyah & Wardi, 2020). It is because if tourism lacks of attractions and facilities, it would be the factor why tourists do not like to go there and it will be a harder way for that tourism to remain their tourist or visitor number. As stated by Rasoolimanesh, Noor, Schuberth and

Jaafar (2019) tourist engagement is the reason why tourists would like to revisit those places.

2.3   UNIQUENESS

Cultural tourism has recently been re-affirmed by the United Nation World Tourism Organization (UNWTO) as a major element of international tourism arrivals. Cultural tourism research has also grown rapidly, particularly in fields such as cultural consumption, cultural tourism economics, anthropology and the relationship with the creative economy. Because of that, cultural tourism has become the main tourist attraction where cultural tourism would provide the tourist with a different and uniqueness of culture for each destination on their visits. According to Mousavi, Doratli, Mousavi and Moradiahari (2016) cultural tourism is the main reason that attracts tourist with giving a uniqueness attraction such as museums, cultural site, cultural event and festival and nature.

Coupled with tourism growth, UKEssays (2018) explained that cultural tourism has emerged as potential alternative tourism among both local tourist and international tourists. Cultural tourism in Malaysia has drawn great attention with a rise in the number of visitors visiting last year due to its wonderful cultural opportunities that are readily accessible to experience, such as the presence of multi-cultural, ancient houses, vibrant lifestyles and a welcoming atmosphere.

While each of these cultures has preserved their religions, practises and ways of life, they have also merged to establish Malaysia's diverse heritage. Malaysia's heritage is a special representation of our history and cultural culture.

The latest report from Astro AWANI news portal (Bernama 2019) the Ministry of Tourism, Arts and Culture is targeting as many as 30 million domestic visitors and

foreign tourists in 2020 as the Malaysian Year of Visit. There are a variety of ways and methods that have been created and designed to accomplish the goal. Initial allocation as much as RM50 million has been prepared for this purpose. In addition to other tourism fields, the country continues to concentrate on cultural tourism and ecotourism in this strategy. Cultures and heritages in this country indeed have been the main role in contributing to economic growth.

Minister of Tourism, Arts and Culture (MOTAC) Datuk Mohamaddin Ketapi said that his ministry is optimistic that it will reach its target of 30 million visitors arriving next year, adding some RM100 billion of revenue where the balance from domestic tourism. "Kelantan is among the states expected to attract a higher number of domestic and foreign tourists. A total of 5.5 million tourists are expected to visit Kelantan this year. Tourist arrivals to the state will increase further next year and this will help boost the number of tourists coming to Kelantan," he said. In the meantime, Mohamiddin said that his ministry is still open to suggestions from state governments to revive cultural art forms in their respective states. "For instance, the Mak Yong cultural performance has been allowed to be continued in Kelantan by mutual agreement. We would like to say thank you to the Kelantan (state government) for giving a new breath to Mak Yong, now it can be watched at the Kelantan JKKN Auditorium," he said.

According to the United Nations World Tourism Organization (2020) tourism generates about US\$327bil (RM1.367tril) yearly in the Asia Pacific region. In Malaysia, cities like Melaka, Georgetown, Ipoh, Kuching and Kota Kinabalu with their illustrious heritage and multiculturalism are primed to tap into this evergreen market. Think City Program Director Murali Ram says that the experience of visitors can come in the form of immersing oneself in a culture and place. He added that, in order to remain genuine, aspects of intangible culture and heritage need to be preserved and enhanced. A strategic

11

tourism management plan is needed by taking into consideration, among other things such as the core assets of the region, traffic management, cultural content and successful wayfinding.

2.4   CAMPAIGN AND PROMOTIONS

According to Hasan (2015) campaigns and promotions are the strategies to attract the attention of the target group for a particular product and service. In the tourism industry, this activity involves the involvement of many parties to make it work, among them are local communities, travel agents, hospitality operators, and many others. For example, hotels and accommodation post their special offers and announcements to attract people to stay longer in one city.

One of the measures to promote the uniqueness of a destination or product is by improving and upgrading public facilities. According to Hance (2020) The public area has been and remains the responsibility of the government. Everyone has the right to freedom of speech and assembly and the government must guarantee that these rights are upheld. There is no reason why it should be different in the virtual area. One of the goals of this initiative is to further promote the area as a destination for culturally oriented tourism. The use of platforms helps in repairing broken infrastructure or clear waste faster which can indirectly contribute to the perception of the public and visitors that the city is a clean city for everyone.

Crowdsourcing is a method to promote the uniqueness of a product, for example, it collects ideas to enhance tourism services in cities. The term "crowdsourcing" was coined by Nevo & Kotlarsky (2020) where they described crowdsourcing as an action for a company or institution that uses the public to take on a function that employees once performed in sharing information on a large scale. According to Lei (2017) by using 'the

strength of the crowd,' it not only leads to better governance but also enhances tourism services in cities. For instance, "35 Million Directors" is a Crowd Funding Project of the Canadian Tourism Commission (CTC) that invites Canadians to engage in and contribute to a new video to advertise Canada as an international travel destination. Another crowdsourcing initiatives include 'It is more fun in the Philippines', 'Discover Ireland', 'The heart and soul of Wales', 'Curators of Sweden', and much more.

In the digital context, social media has been utilised as a platform to showcase the experience and enjoyment of a consumer to another consumer. As reported by Singgalen, Sasongko & Wiloso (2019) social networking is an online medium that helps people to freely engage, exchange and build content, including websites, social networks, wikis, forums, and virtual worlds, even used as a promotional tool because it has a direct connection with its users. Thus, the digital advertisement of tourism image in the precarious era becomes an effective strategy to introduce tourism products in an area to tourists. For example, the Multimedia and Multigrade Business Entrepreneurs not only make videos or take pictures for personal gain, but they also documented the potential of regional tourism and advertisement in social media for the promotion of tourism destinations. Litvin, Goldsmith & Pan (2018) added that interpersonal influence and word-of-mouth (WOM) are sources of information that are often used by consumers to make any purchasing decisions. These resources are the most important resources to influence the impact of the tourism and hospitality industry, which intangible products are difficult to evaluate before consumers use them.

2.5 ACCESSIBILITY

Accessibility refers to the transportation services that help a tourist to reach a tourism destination. Transportation services can be divided into three main types such as

land transportation, water transportation and air transportation. Land transportation is defined as a service that helps a tourist or traveller to move from place to another place by roads or lands (Rodrigue & Slack, 2020). For example, bus, car, motorbike, and train are mainland transportation that helps a tourist in their travels. Meanwhile, water transportation can be defined as the movement of a traveller or tourist based on the water movements as ferry and boat (Evans, 2017). Air transportation refers to a transportation service that is based on air such as aeroplanes, helicopters, hot air balloons and so on (Maddalon & Dal, 2019). Those types of accessibility play an important role in the tourism industry especially towards cultural tourism where the services help in moving the travellers from one place to another place.

Cultural tourism is one of the most popular tourism sectors in Malaysia. It is because the Tourism Malaysia Corporate Site (2018) stated that Malaysia is receiving a huge number of travellers for cultural places and events. The accessibility quality is the reason behind a tourist's satisfaction and their revisit intention to cultural or rural tourism and the point was stated by Aguila and Ragot (2014) based on the Global Business and Management Research article. A systematic accessibility services offered by Malaysia is the reason behind the growth of cultural tourism in Malaysia.

Some important factors cross on a tourist mind in choosing accessibility before he or she goes for a trip. Those are time limit, distance, status, comfort, security, benefit, price, geographical position and competition (Westlake & Robbins, 2005). According to the article shared by Agarwal (2016), there is stated that the tourist may think about the timing and distance in choosing an accessibility for travel by considering the speed of transportation by differentiating three types of transportation as land, water and air transportation. The article also adds a point that the tourist may choose for public transportation since those transportation provides comfort and flexibility during travel.

According to Alcala (2020), the accessibility services are paying more attention towards girl tourist's safety and security purposes in many ways. The pricing rate as a factor is considered by the tourists for travelling in Malaysia since the cost they spend for public transportation is less than the money they used to spend for their own transportation in travelling for a tourism destination. Since popular cultural destinations as Batu Caves, Selangor and Kek Lok Si Temple, Penang receive a huge number of tourists annually, the destinations highly recommend using public transportation more than own transportation since the situation can create traffic congestion (Chong, 2017).

The accessibility service also brings some impacts towards tourists such as increasing the independence level of a tourist and also increasing the thought of a tourist to learning more in a short time which is essential for the comfort of travelling and sometimes as far as distance is concerned (Ferent, 2007). The accessibility services benefit the tourists in Malaysia in many ways. The tourists can be able to increase their independence level and the thought in learning more in a short time when they travel alone using public transportation such as busses, trains, ferries, airplanes and so on. By using the accessible services offered in Malaysia, the tourists can enjoy themselves in visiting their chosen cultural destinations joyfully.

2.6   HYPOTHESES

The hypothesis of this research is being observed based on these three factors that influence tourists to engage with cultural tourism in Malaysia. Based on the literature review, the hypothesis of the study can be summarized as below:

1. H0 = There is no relationship between uniqueness and tourist engagement with cultural tourism in Malaysia.

H1 = There is a relationship between uniqueness and tourist engagement with cultural tourism in Malaysia.

2. H0 = There is no relationship between campaign and promotion and tourist engagement with cultural tourism in Malaysia.

H1 = There is a relationship between campaign and promotion and tourist engagement with cultural tourism in Malaysia.

3. H0 = There is no relationship between accessibility and tourist engagement with cultural tourism in Malaysia.

H1 = There is a relationship between accessibility and tourist engagement with cultural tourism in Malaysia.

2.7 CONCEPTUAL FRAMEWORK

Independent variables (IV)

Uniqueness.

Campaign and Promotion.

Accessibility

Dependent variable (DV)

Tourist Engagement with Cultural Tourism.
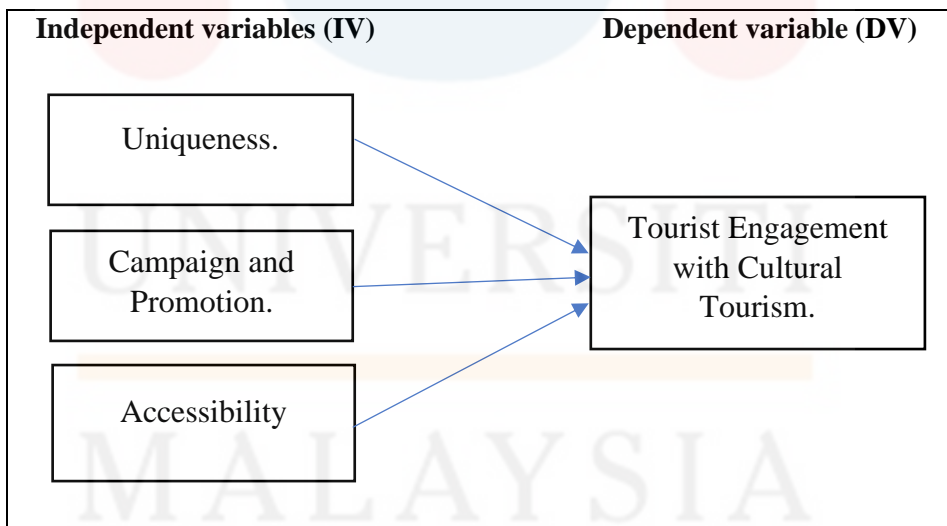
Figure 2.1: Conceptual Framework

The Dependent Variable (DV) known as criterion or outcome variable is a variable which can be predicted and explained while the Independent Variables is exactly what it sounds like. It is a stand-alone variable and it is not changed by the other variables.

16

Variations in the independent variables are what the researcher tries to explain. Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect tourist engagement with cultural tourism. On the other hand, the dependent variable (DV) is the tourist engagement with cultural tourism. There were three independent variables (IV) determined in this study which are uniqueness, campaign and promotion, and accessibility. The figure has shown the relationship between uniqueness, campaign and promotion, and accessibility with tourist engagement with cultural tourism.

2.8   SUMMARY

In short, a variable is an attribute or function that has been defined in a particular or implemented way. Variables are the items that in an investigation, can be calculated, monitored or manipulated. In short, variables are the primary variables, namely the independent variables (IV) and the dependent variable (DV). By setting independent variables (IV) and the dependent variable (DV), the researcher predicts that the study will affect the tourist engagement with cultural tourism in Malaysia. all the variables are related as any of them might affect the decision making towards cultural tourism.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

This chapter will discuss the research methodology techniques used in this study, comprises the research design, populations, sample size, sampling method, data collections procedure, research instrument, data analysis and closed by the summary of this chapter.

3.2   RESEARCH DESIGN

The researcher will employ a quantitative approach to conduct this study. The quantitative research design is the tool used to calculate the data obtained from a survey or questionnaire that will be carried out in the course of the research. This approach is the most common method used to collect further data from the study respondent. According to Bhandari (2020), the quantitative research design is a process to collect data to find the information design to decide who, where and what they want to know in the research. Meanwhile, as stated from Klein and Müller (2019), quantitative research is a technique widely used to collect data from respondents for the research questions with an optimistic perspective, such as seeking numerical information that includes the interaction between independent variables and dependent variables on the survey or questionnaire.

In this research, the tools that will be used to conduct the research is quantitative research in descriptive design to measure the data collected during the research. The researcher will use this method to determine whether uniqueness, campaign and

18

promotion and accessibility are the factors influencing the tourist engagement with cultural tourism.

3.3   TARGET POPULATION

A population is a group of individuals, organizations, objects and others that have similar characteristics that will be the main focus in the research. This means that the target population of this study is selected based on the features that the researcher needs to reflect on. According to Murphy (2016), the target population is a way to know who the main subject in the research should be and without the target population, the research will be useless as it will cause the study to be less accurate or true. The research population is the amount of data of people or objects that are the main subject of the study and it can also illustrate that the characteristics in a population are the same (Explorable, 2020).

In this research, the target population of the study has been set for all races in Malaysia since the research are conducted there. Malaysia also has different ethnicities and cultures and is a multi-ethnic and multi-religious nation. Since it has a diversity of racial and cultural identities, researchers will also receive high and different responses depending on respondents' opinions on factors related to tourist engagement in cultural tourism. As stated in Table 3.1, the number of domestic visitors by state visited in 2019 is of 239.1 million visitors.
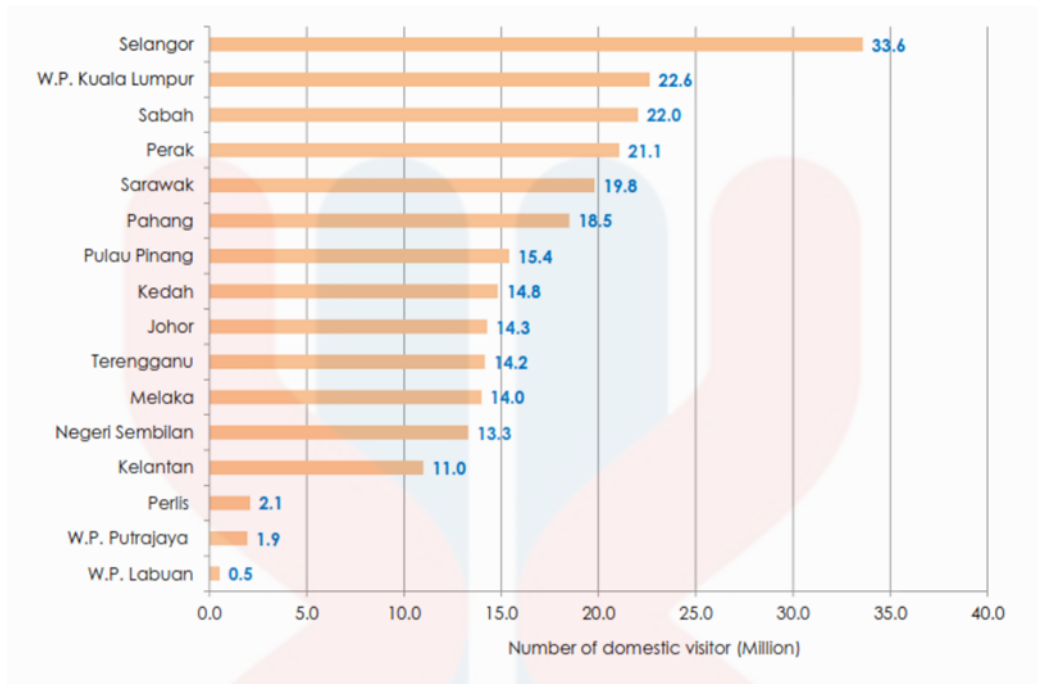
Table 3.1: The Number of Domestic Visitor by State Visited in Malaysia

(Source: Department of Statistic Malaysia, 2020)

3.4 SAMPLE SIZE

Determination of the sample size is influenced by several factors that must be simultaneously taken into consideration. In order to generalise from a random sample to prevent sampling errors or biases, a random sample must be of the required scale. What is acceptable depends on a variety of problems. This is because what is relevant here is not the percentage of the test population sampled, but the total size of the sample chosen in relation to the specificity of the population, the researcher's goals and the forms of statistical manipulation that would be used in the data analysis (Taherdoost, 2016).

Therefore, for this study, the population from which sample were derived consists of the following groups of participants:

1. Malaysian who loves travelling.

2. Malaysian who eagerly wants to know more about cultural tourism.

In this study, the researcher employed purposive quantitative research. Data will be obtained reasonably easily because the researcher does not need to be present while the questionnaires have been finished. This is helpful for large groups where interviews are not practical. According to Table 3.2 Krejcie and Morgan (1970) based on the population of the sample size will be 384 respondents.

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

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Table 3.2: Table for Determining Sample Size for a Finite Population

Sources: Krejcie and Morgan, 1970

3.5   SAMPLING METHOD

Sampling is a method used in statistical research in which a predetermined number of findings is obtained from a wider population. The technique used to survey a broader population relies on the type of study being conducted but can involve basic random sampling or systematic sampling.

In this study, the researcher will use probability sampling techniques which are simple random sampling. With random sampling, each object in the population has the same chance of being picked. It is the furthest away from any possible bias and there is no human decision involved in the collection of the sample. The sample is drawn from the target population which is the population of Malaysia in a way that every Malaysian has the same opportunity and is known as a subject sample.

3.6   DATA COLLECTION PROCEDURE

The data for this study is from respondents through survey and questionnaires. This approach was chosen for a variety of reasons, such as being able to evolve in less time than other data collection approaches and being able to obtain data from a wide number of respondents, allowing a number of questions to be asked about the subject, offering extensive flexibility in data processing and eventually being cost-effective.

The questionnaire contained questions relating to all variables that have been included in the conceptual framework of this study. The questionnaire will be created in English and Malay. By doing bilingual, as the target respondents were from all three main ethnic groups in Malaysia, preference will be granted to those respondents who are more familiar with the national language of Malaysia.

3.7 RESEARCH INSTRUMENT

Research Instrument is a measurement tool such as a questionnaire designed to collect data and information on the main issue from the research objectives. The questionnaire is the main way of gathering primary quantitative data. It allows quantitative data to be obtained in a structured way so the data are internally accurate and consistent with interpretation. Questionnaires should therefore have a specific purpose, which corresponds to the goals of the study, and it must be clear from the beginning how the results can be used (Roopa, 2017).

The preparation of this questionnaire is based on the use of English and Malay. This bilingual language is intended to make it easier for the respondents to provide comfort so that respondents can understand more easily the questions and topics being studied. The questionnaire will be created by using Google Form and shared through all platforms in social media which is WhatsApp, Telegram, Facebook, Twitter and Instagram.

A set of the questionnaire is divided into three sections which are Section A, Section B, and Section C. Section A will be discussing the demographic segmentation that is, displaying questions regarding the profile of respondents such as age, gender, religion, race, and field of employment. These demographic questions were posed in a close-ended multi-choice format. Demographic details is deliberately gathered in the questionnaire in order to eliminate undue opposition from the respondents to completing the questionnaire. While section B will focus on questions related to independent variables emphasized by researchers such as uniqueness, campaign and promotion, and also accessibility.

23

After that for Section C, the questionnaire will be discussed about the dependent variables such as the importance and perception of the cultural tourism in Malaysia along with the term of a Likert-type scale ranging from 1 to 5 with the following equivalences, "1": "strongly disagree"; "2": "slightly disagree"; "3": "neutral"; "4": "slightly agree"; "5": "strongly agree".

Likert Scale	Level of Agree
1	Strongly Disagree
2	Slightly Disagree
3	Neutral
4	Slightly Agree
5	Strongly Agree

Table 3.3: Relationship between Likert Scale and Level of Agree

3.8 DATA ANALYSIS

In simple words, Import (2019) has explained that the data analysis is the process of collecting and organizing all the data to draw conclusions from it. It aims to make the right decision based on the information and knowledge gained.

To analyze the collected data and interpret the results of research the researcher will use the Statistical Package for the Social Sciences (SPSS) method. Statistical Package for the Social Sciences (SPSS) is a software package which is created for interactive, or batched, statistical analysis. The data analysis in this study will be comprised of descriptive analysis and correlations.

24

3.8.1 Descriptive Analysis

Descriptive analysis is used to measure the central tendency such as mode, median and mean. For this research study, it will be applied in the demographic part which for categorical data gender, age, race, and occupation that will be presented in a form of frequency and percentage.

3.8.2 Correlations

It will be showing the existence of a correlation between the two variables with explanation of the cause nor of the effect. In order to achieve the purpose of this research study, the researcher will use the suitable method namely Pearson Correlation as it is to determine the association between the independent variables such as uniqueness, campaign and promotion, and accessibility and the dependent variables which is the tourist engagement with cultural tourism in Malaysia.

3.8.3 Pilot Study

Norhisham (2019) studied that a pilot study is a strategy used to study a questionnaire using a sample that is smaller than the planned sample size. The questionnaire will be distributed to 30 respondents to check the validity and reliability of the questionnaire before it is distributed to the sample size of respondents through an online survey method.

3.9 SUMMARY

At the end of this chapter, the researcher can identify important information and methods to be used based on the introduction, research design, populations, sample size, sampling method and data collection procedures, research instruments and data analysis.

From this chapter, it also explained how the questionnaire is being employed for this research study.

Also, the researcher can highlight the essential questions related to the independent variables and dependent variable. The selected questions for every section will be displayed in the form of Likert scale and the selected method of SPSS for data analysis is easy to use and efficient for researchers.

CHAPTER 4

DATA ANALYSIS

4.1   INTRODUCTION

In this chapter, the researcher will discuss about the reliability analysis, frequency analysis, descriptive analysis, and Pearson Coefficient analysis. The result of the research data was obtained from 241 respondents. In this study, Statistical Package for the Social Sciences (SPSS) was employed to analyze the data after collection.

In detail, frequency analysis was used for analysing demographic of the respondents. On the other hand, descriptive analysis was used to identify the factors influencing tourist to engage with cultural tourism. Lastly, Pearson's correlation was used to analyze the relationship between the uniqueness, campaign and promotion and accessibility with the tourist engagement with cultural tourism.

4.2   RESULTS OF RELIABILITY TEST

Before conducting the actual questionnaire, the researcher had conducted pilot test with 30 respondents before the questionnaire was distributed to 241 respondents, whereby the reliability test of this pilot test is used to obtain the validity of the variables.

Table 4.1 Rules of Thumb about Cronbach' s Alpha Coefficient by Hair et al., 2015.

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 >	Excellent

Table 4.1 had clearly stated the strength of association regarding the Cronbach's alpha coefficient range. The Cronbach's alpha value of the reliability of the questionnaire should not be less than 0.6 as it is considered as poor reliability. The closer the value to 1, the higher the internal consistency reliability of the item.

Table 4.2: Result of reliability coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Uniqueness	5	0.926	Excellent
Campaign & Promotion	5	0.892	Very Good
Accessibility	5	0.913	Excellent
Tourist Engagement with Cultural Tourism	5	0.743	Good

Table 4.2 above shows the reliability of pilot test analysis for dependent variable and independent variables. All the Cronbach's alpha of the questionnaire more than 0.6 which were considered as good and reliable. The Cronbach's alpha coefficient value of tourist engagement with cultural tourism was 0.743 and it is the lowest which indicated as good and reliable.

On the other hand, for the independent variables, the result Cronbach's alpha coefficient for uniqueness was 0.926 which is the highest and indicated as excellent and reliable. Then, the result Cronbach's alpha coefficient for campaign and promotion was 0.892 and indicated as very good and reliable. Lastly, the result Cronbach's alpha coefficient for accessibility was 0.913 and indicated as excellent and reliable.

4.3   RESULTS OF FREQUENCY ANALYSIS

Frequency analysis is used to calculate and differentiate the exact amount of the received responses for every category of the demographic variables from the total number of respondents of this research. Section A of the demographic variables of the questionnaire consists of several categories such as gender, race, age, marital status, monthly income and the types of preferred transportation.

4.3.1   Gender of The Respondents

Table 4.3: Number of Respondents by Gender

GENDER			
GENDER	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Male	48	19.9	19.9
Female	193	80.1	100.0
TOTAL	**241**	**100**	
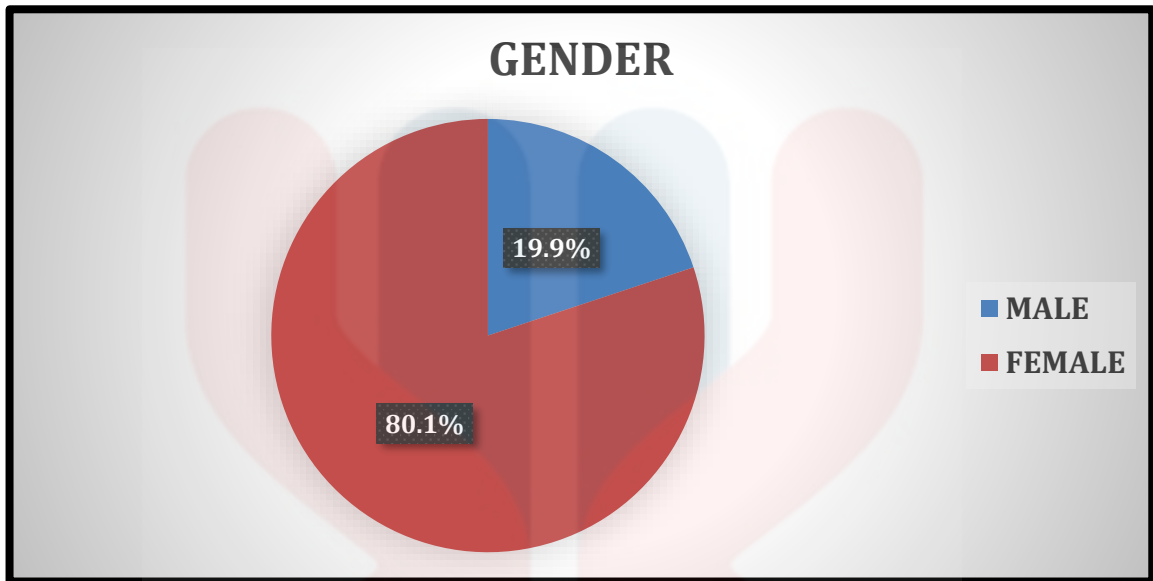
Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 shows the respondents by gender. The total number of respondents for male is 48 respondents meanwhile the number of respondents for female is 193 respondents. Out of 241 respondents, 19.9% of total respondents were male and the remaining 80.1% were female respondents who were involved in this study.

4.3.2 Race of The Respondents

Table 4.4: Number of Respondents by Race

RACE			
RACE	**FREQUENCY**	**PERCENTAGE (%)**	**CUMULATIVE PERCENTAGE (%)**
Malay	138	57.3	57.3
Chinese	19	7.9	65.2
Indian	73	30.3	95.5
Others	11	4.5	100.0
TOTAL	**241**	**100**	

30
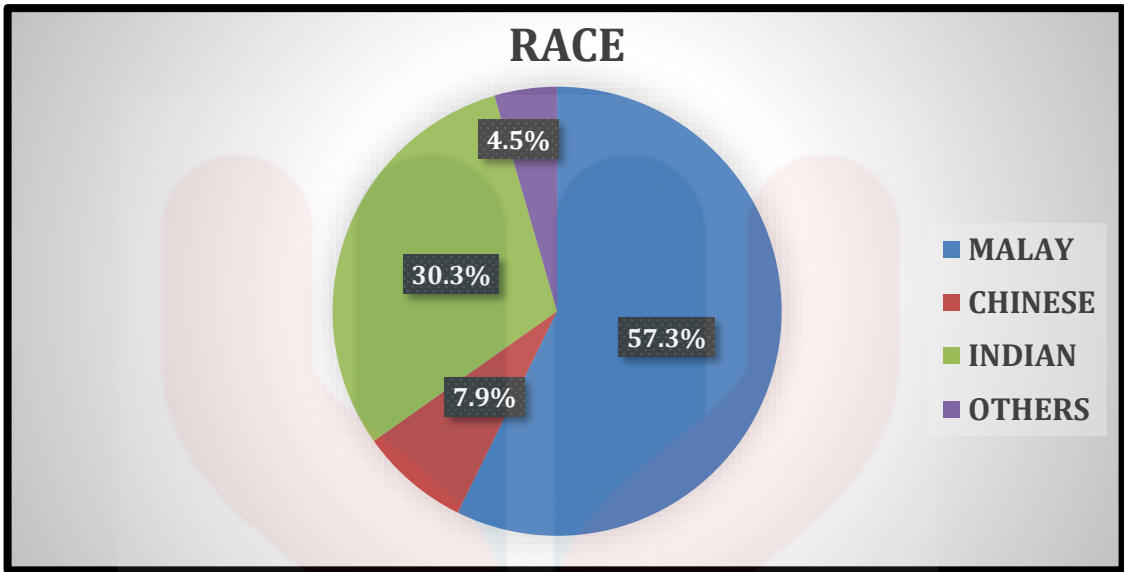
Figure 4.2: Percentage of Respondents by Race

Table 4.4 and Figure 4.2 shows the total respondents by race. There were 241 respondents which consisted of 138 Malay respondents equal to 57.3%, 19 Chinese respondents equal to 7.9%, 73 Indian respondents equal to 30.3% and 11 other respondents equal to 4.5% had responded to the questionnaire.

4.3.3 Age of The Respondents

Table 4.5: Number of Respondents by Age

AGE			
AGE	**FREQUENCY**	**PERCENTAGE (%)**	**CUMULATIVE PERCENTAGE (%)**
18-20 years old	15	6.2	6.2
21-30 years old	182	75.5	81.7
31-40 years old	29	12.0	93.7
41-50 years old	8	3.3	97.0
More than 50 years old	7	3.0	100.0
TOTAL	**241**	**100**	

31
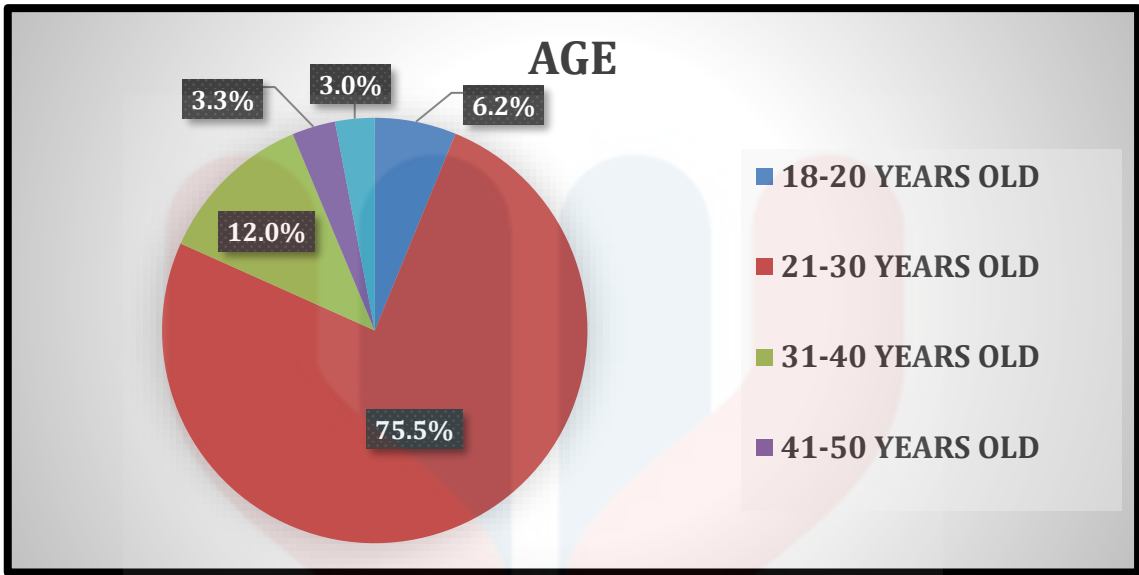
Figure 4.3: Percentage of Respondents by Age

Table 4.5 and Figure 4.3 shows the total respondents by age. There were 241 respondents who were consisted of 15 respondents equal to 6.2% for the category of 18-20 years old, 182 respondents equal to 75.5% for the category of 21-30 years old, 29 respondents equal to 12.0% for the category of 31-40 years old, 8 respondents equal to 3.3% for the category of 41-50 years old and 7 respondents equal to 3.0% for the category of more than 50 years old had responded to the questionnaire.

4.3.4 Marital Status of The Respondents

Table 4.6: Number of Respondents by Marital Status

MARITAL STATUS			
MARITAL STATUS	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Single	183	75.9	75.9
Married	56	23.2	99.1
Others	2	0.9	100.0
TOTAL	**241**	**100**	

32
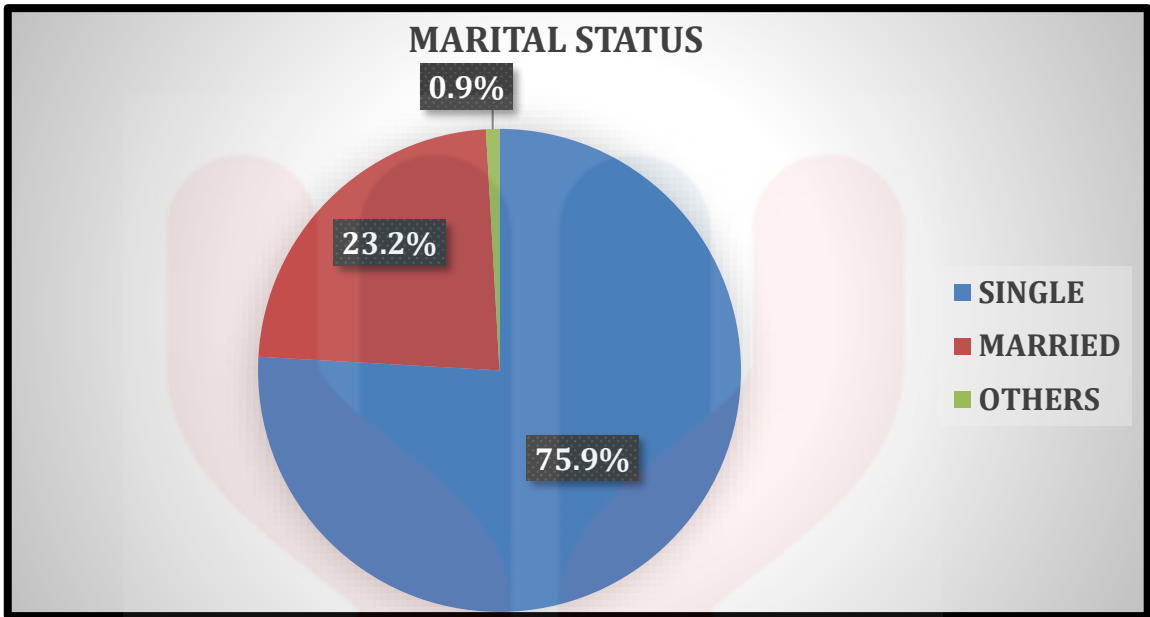
Figure 4.4: Percentage of Respondents by Marital Status

Table 4.6 and Figure 4.4 shows the total respondents by marital status. There were 241 respondents which consisted of 183 single respondents equal to 75.9%, 56 married respondents equal to 23.2%, and 2 other respondents equal to 0.9% had responded to the questionnaire.

4.3.5 Monthly Income of The Respondents

Table 4.7: Number of Respondents by Monthly Income

MONTHLY INCOME			
MONTHLY INCOME	**FREQUENCY**	**PERCENTAGE (%)**	**CUMULATIVE PERCENTAGE (%)**
RM 1000-RM 2000	185	76.8	76.8
RM 2001-RM 3000	26	10.8	87.6
RM 3001-RM 4000	12	5.0	92.6
RM 4001-RM 5000	5	2.0	94.6
More than RM 5000	13	5.4	100.0
TOTAL	**241**	**100**	

MONTHLY INCOME

2.0%

5.0%

5.4%

10.8%

76.8%

■ RM 1000-RM 2000
■ RM 2001-RM 3000
■ RM 3001-RM 4000
■ RM 4001-RM 5000
■ MORE THAN RM 5000
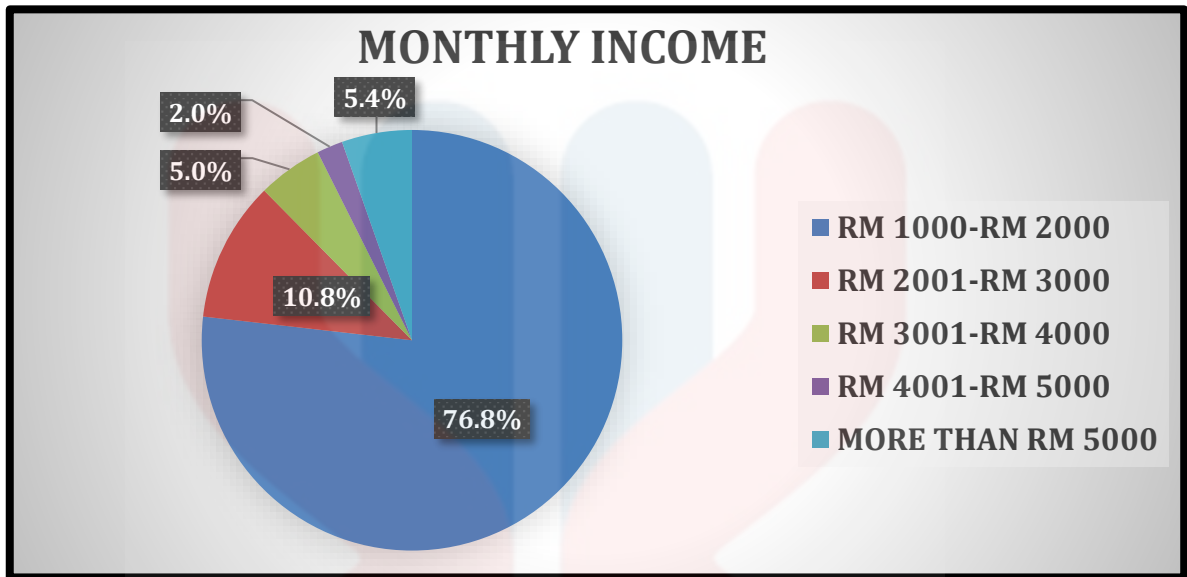
Figure 4.5: Percentage of Respondents by Monthly Income

Table 4.7 and Figure 4.5 shows the total respondents by monthly income. There were 241 respondents who were consisted of 185 respondents equal to 76.8% for the category of RM 1000- RM 2000, 26 respondents equal to 10.8% for the category of RM 2001- RM 3000, 12 respondents equal to 5.0% for the category of RM 3001 - RM 4000, 5 respondents equal to 2.0% for the category of RM 4001 - RM 5000 and 13 respondents equal to 5.4% for the category of more than RM 5000 had responded to the questionnaire.

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4.3.6 Type of Preferred Transportation of The Respondents

Table 4.8: Number of Respondents by Type of Preferred Transportation

TYPE OF PREFERRED TRANSPORTATION			
TYPE OF PREFERRED TRANSPORTATION	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Bus	32	13.3	13.3
Train	20	8.3	21.6
Ferry	1	0.4	22.0
Aeroplane	30	12.4	34.4
Taxi/grab/maxim	7	2.9	37.3
Own transportation	151	62.7	100.0
TOTAL	**241**	**100**	
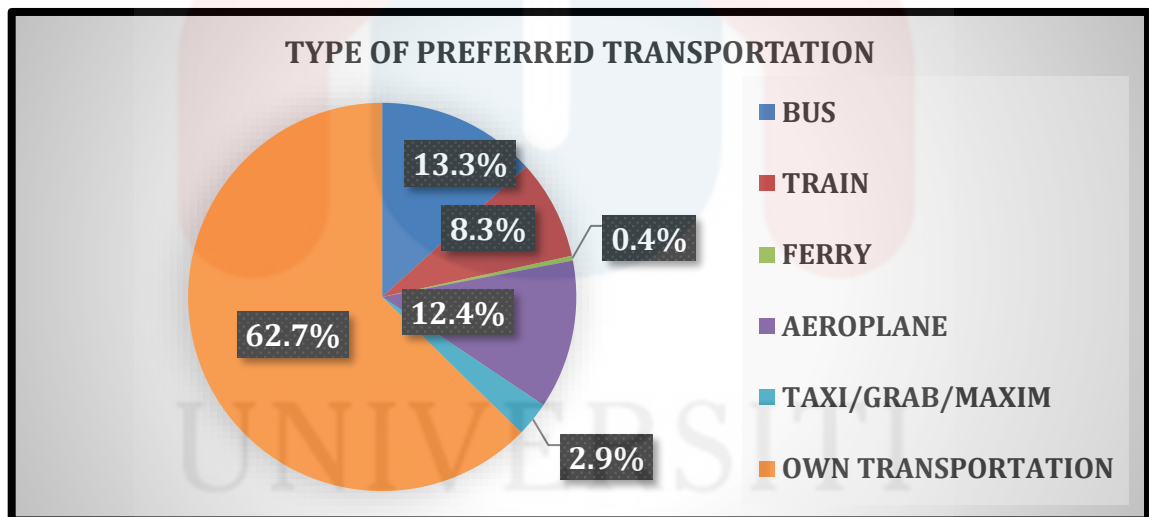
Figure 4.6: Percentage of Respondents by Type of Preferred Transportation

Table 4.8 and Figure 4.6 shows the total respondents by type of preferred transportation. There were 241 respondents who were consisted of 32 respondents equal to 13.3% for the category of bus, 20 respondents equal to 8.3% for the category of the train, 1 respondent equal to 0.4% for the category of the ferry, 30 respondents equal to 12.4% for the category of the aeroplane, 7 respondents equal to 2.9% for the category of

35

the taxi or grab or maxim and 151 respondents equal to 62.7% for the category of own transportation had responded to the questionnaire.

4.4 RESULT OF DESCRIPTIVE ANALYSIS

This study had analyzed the data collected in form of mean and standard deviation scale for section B and section C of the questionnaire.

4.4.1 Dependent Variable (DV)

Table 4.9: Tourist Engagement with Cultural Tourism

TOURIST ENGAGEMENT WITH CULTURAL TOURISM				
Num.	Description	N	Mean	Std. Deviation
1	I love cultural tourism in Malaysia because every state in Malaysia has a different culture and it gives me a piece of new knowledge about it.	241	4.44	0.85
2	The cultural diversity in Malaysia makes me want to travel.	241	4.48	0.82
3	The atmosphere of cultural tourism made me enjoy the diverse culture of the destination.	241	4.42	0.78
4	I am willing to spend my time and money in participating and enjoying cultural tourism.	241	4.04	1.00
5	I would recommend the cultural tourism with family members as well as my friends.	241	4.38	0.82

Table 4.9 showed the result of Likert scale in mean and standard deviation for dependent variable (DV) which is tourist engagement with cultural tourism. The second item named 'the cultural diversity in Malaysia makes me want to travel' had the highest mean score which is 4.48 and followed by first item (4.44), fifth item (4.38), third item (4.42), and lastly fourth item named 'I am willing to spend my time and money in

36

participating and enjoying cultural tourism', that is 4.04. Majority of the respondent are strongly agreed with the second item, meanwhile the highest standard deviation is on fourth item which is 1.00.

4.4.2 Independent Variable (IV)

Table 4.10: Uniqueness

UNIQUENESS				
Num.	Description	N	Mean	Std. Deviation
1	The uniqueness of a place or event influences me to travel.	241	4.40	0.82
2	The uniqueness of a place or event is the first thing I survey when planning a vacation.	241	4.38	0.78
3	The uniqueness factor will become the motivation for me to revisit the place and event.	241	4.32	0.83
4	Tourist like me usually looking for unique activities, beautiful and historical place to visit.	241	4.40	0.85
5	Our heritage buildings must be preserved and more cultural events must be held.	241	4.41	0.82

Table 4.10 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of '*Uniqueness*'. The highest mean score for this independent variable (IV) is the fifth item named 'our heritage buildings must be preserved and more cultural events must be held' which is 4.41, followed by first and fourth items with the same mean score (4.40), second item (4.38), and lastly is the third item as the respondent believe that 'the uniqueness factor will become the motivation for me to revisit the place and event' are the lowest one which is 4.32.

Table 4.11: Campaign and Promotion

Num.	Description	N	Mean	Std. Deviation
	CAMPAIGN AND PROMOTION			
1	Campaigns and promotions through educational programs and travel agencies have motivated me to get to know cultural products in more depth.	241	4.29	0.86
2	It is crucial for a tour guide to provide complete information on cultural product.	241	4.46	0.81
3	I find that hotel and airline companies always offer the best promotions for their customers.	241	4.20	0.91
4	I always get information regarding cultural products in Malaysia through websites and social medias.	241	4.30	0.91
5	I find that fair and festivals such as food festivals, dances and music are held repeatedly in every year.	241	4.28	0.82

Table 4.11 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of '*Campaign and Promotion'. Most of the respondents agreed that the second item named* 'it is crucial for a tour guide to provide complete information on cultural product' as it had the highest mean score which is 4.46. The second highest mean score is the fourth item named 'I always get information regarding cultural products in Malaysia through websites and social medias' which is 4.30, followed by first item (4.29), fifth item (4.28), and lastly the third item named 'I find that hotel and airline companies always offer the best promotions for their customers' with the lowest mean score of 4.20.

38

Table 4.12: Accessibility

ACCESSIBILITY				
Num.	Description	N	Mean	Std. Deviation
1	I feel satisfied with the ease of my preferred accessibility or transportation.	241	4.23	0.90
2	I feel satisfied with the safety and security controls provided by my preferred accessibility or transportation.	241	4.15	0.91
3	I feel that the cost offered for vehicle fares are affordable.	241	4.05	0.89
4	I am satisfied with the efficiency and timeliness of an accessibility or transportation and I will use the service again in future.	241	4.11	0.89
5	I think that the knowledge of the drivers about the tourism destinations impressing me in choosing an accessibility or transportation again in future.	241	4.21	0.87

Table 4.12 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of '*Accessibility'. The highest mean score from this independent variable (IV) is 4.23 that is from the first item named* 'I feel satisfied with the ease of my preferred accessibility or transportation'. The fifth item named 'I think that the knowledge of the drivers about the tourism destinations impressing me in choosing an accessibility or transportation again in future' had the second highest mean score which is 4.21, followed by the second and fourth items which is 4.15 and 4.11. Meanwhile, the third item named 'I feel that the cost offered for vehicle fares are affordable' is the lowest mean score which is 4.05.

4. 5   RESULT OF PEARSON CORRELATIONS

The Pearson Correlation Coefficient analysis is one of the important analysis which measured the statistical relationship, or association between the Independent Variables (IV) and Dependent Variable (DV). This analysis is to identify whether the correlation exits between the Independent Variables which is Uniqueness, Campaign and Promotion and Accessibility and Dependent Variable which is tourist engagement with cultural tourism. If the correlation existed, the researchers must decide the strength and direction of association between the variables.

Hypothesis 1: Uniqueness

$H_{0a}=$ There is no relationship between uniqueness and tourist engagement with cultural tourism in Malaysia.

$H_{1a}=$ There is a relationship between uniqueness and tourist engagement with cultural tourism in Malaysia.

Table 4.13: Pearson Correlation of Uniqueness and Tourist Engagement with Cultural Tourism

Correlations		Uniqueness	Tourist Engagement with Cultural Tourism
Uniqueness	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	241	241
Tourist Engagement with Cultural Tourism	Pearson Correlation	.787**	1
	Sig. (2-tailed)	.000	
	N	241	241
**. Correlation is significant at the 0.01 level (2-tailed).			

40

Table 4.13 shows the Pearson Correlation, the significant value, and the total number of respondents, which is 241. The p-value is 0.000, which is smaller than the 0.01 degree of significance. As a result, the null hypothesis H_{0a} for hypothesis 1 was dismissed in this study. The correlation coefficient of 0.787 indicated a significant but definitive association between uniqueness and tourist engagement with cultural tourism in Malaysia.

Hypothesis 2: Campaign and Promotion

$H_{0b} =$ There is no relationship between campaign and promotion and tourist engagement with cultural tourism in Malaysia.

$H_{1b} =$ There is a relationship between campaign and promotion and tourist engagement with cultural tourism in Malaysia.

Table 4.14: Pearson Correlation of Campaign and Promotion and Tourist Engagement with Cultural Tourism

Correlations		Campaign and Promotion	Tourist Engagement with Cultural Tourism
Campaign and Promotion	Pearson Correlation	1	.697**
	Sig. (2-tailed)		.000
	N	241	241
Tourist Engagement with Cultural Tourism	Pearson Correlation	.697**	1
	Sig. (2-tailed)	.000	
	N	241	241
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.14 shows the Pearson Correlation, the significant value, and the total number of respondents, which is 241. The p-value is 0.000, which is smaller than the 0.01 degree of significance. As a result, the null hypothesis H_{0b} for hypothesis 2 was

41

dismissed in this study. The correlation coefficient of 0.697 indicated a significant but definitive association between campaign and promotion and tourist engagement with cultural tourism in Malaysia.

Hypothesis 3: Accessibility

$H_{0c} =$ There is no relationship between accessibility and tourist engagement with cultural tourism in Malaysia.

$H_{1c} =$ There is a relationship between accessibility and tourist engagement with cultural tourism in Malaysia.

Table 4.15: Pearson Correlation of Accessibility and Tourist Engagement with Cultural Tourism

Correlations			
		Accessibility	Tourist Engagement with Cultural Tourism
Accessibility	Pearson Correlation	1	.683**
	Sig. (2-tailed)		.000
	N	241	241
Tourist Engagement with Cultural Tourism	Pearson Correlation	.683**	1
	Sig. (2-tailed)	.000	
	N	241	241
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.15 shows the Pearson Correlation, the significant value, and the total number of respondents, which is 241. The p-value is 0.000, which is smaller than the 0.01 degree of significance. As a result, the null hypothesis H_{0c} for hypothesis 3 was dismissed in this study. The correlation coefficient of 0.683 indicated a significant but definitive association between accessibility and tourist engagement with cultural tourism in Malaysia.

42

4.6   SUMMARY

The data collected in this study highlight the factors that influencing tourist engagement with cultural tourism in Malaysia. There are 241 respondents that involved in this study. The age ranges of the respondents are from 18 to above 50 years old. According to the result, majority of the respondents are Malay while the minority of the respondents are in the category of others.

According to the data analysis, the higher mean score is 4.3842 which is the uniqueness, among the other independent variables. The higher Pearson Correlation Coefficient value between tourist engagement with cultural tourism is 0.787 which is uniqueness, followed by campaign and promotion at 0.697 and lastly 0.683 by accessibility. Hence, the results showed that the three independent variables (IV) have a high degree of strong correlation with the dependent variable (DV).

The strength of the statistical relationship between two variables which is independent variables (IV) and dependent variable (DV) were being measured by the Pearson Correlation Coefficient. The result indicated that uniqueness (r=0.787, N=241, p-value=0.00) recommended a significant but definitive association between uniqueness and tourist engagement with cultural tourism in Malaysia. Then, there also has a significant but definitive association correlation (r=0.697, N=241, p-value=0.00) between campaign and promotion and tourist engagement with cultural tourism in Malaysia. Finally, the result indicated that accessibility has a significant but definitive association correlation between tourist engagement with cultural tourism in Malaysia (r=0.683, N=241, p-value=0.00).

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   INTRODUCTION

This chapter will discuss the results shown in chapter 4. Moreover, this chapter will also focus on explaining the recommendation related to this study that can be referred into the future and this chapter also used to be the platform for the researchers to summarize this study to the public.

5.2   RESEARCH FINDING

The aim of this study was to investigate the relationship between uniqueness, campaign and promotion, and accessibility with tourist engagement with cultural tourism. These are some of the most important factors identified that are related to cultural tourism in Malaysia. All three factors have been studied in more detail and researchers have been able to identify the results of the study based on the analysis conducted in chapter 4. The questionnaire provided is a type of quantitative question and is divided into three parts, namely Section A, Section B, and Section C. Section A focuses on the demographics of the respondents and known as category-based variables that covering gender, race, age, marital status, monthly income, and type of preferred transportation. Section C which is an independent variable (IV) contains 5 questions on each of the three main factors related to the dependent variable (DV) in Section B of the study that is tourist engagement with cultural tourism in Malaysia.

44

The sample size of the respondent based on Chapter 3 was 384 and the total collected who had answered the questionnaire through Google Form was 241 respondents. This gathers data that analysed by researcher that include reliability test, frequency analysis, descriptive analysis and Pearson Correlation Coefficient analysis by using SPSS (Statistical Package for the Social Sciences) to draw the final finding of the factors of tourist engagement with cultural tourism in Malaysia. The reliability test of the pilot study was conducted to measure the validity of the variables and the result shown that all variables which is dependent variable (DV) and independent variables (IV) collect the higher scale value of Cronbach's alpha, that is 0.7 and above. The highest score value of Cronbach's alpha among all these variables is 0.926 which is Uniqueness variable, shows that an excellent result of the strength of association.

5.2.1 Uniqueness

Uniqueness as the first independent variable (IV) has collected the highest mean score of 4.41 named 'our heritage buildings must be preserved and more cultural events must be held'. Majority of the respondent believe that the heritage building holds a lot of history and its own story that is so valuable. This is in line with the fact that preservation or generally known as conservation is a process to prevent damage and such actions are intended to extend the life of the building (Harun, 2011). This conservation activity not only benefits the heritage building but also gives many benefits to the locals, especially the new generation. Therefore, there is no denying that cultural and heritage tourism tends to attract more tourists with high profit.

45

Apart from historic buildings, heritage preservation can also be seen from the point of view of ethnic heritage such as music and dance, traditional clothing, handicraft, and many more. According to Childs (2018), these tourists often extend their stay due to these trips are more remarkable than the usual conventional holiday trips as they want to learn something new than their culture and background. For instance, Malaysia reflects the colourful culture because it has a variety of races other than Malay, Indian, and Chinese, which is Melanau, Orang Asli, Kadazan, and many more. In addition, Ismail, Masron and Ahmad (2014) said cultural heritage tourism in Malaysia manages to attract a large number of tourists every year due to the marvellous cultural heritage such as historic buildings and multiculturalism with various lifestyles to explore and appreciate. Thus, most of the respondents believe that 'our heritage buildings must be preserved and more cultural events must be held'.

5.2.2 Campaign and Promotion

Campaign and promotion as the second independent variable (IV) had the highest mean score, which is 4.46 named 'it is crucial for a tour guide to provide complete information on cultural product'. In this context, Kruczeck (2013) had listed that there are many responsibilities held by tour guides such as a source of knowledge, educator, representative, information center, group leader, tourist activist, and tourist expert. In this aspect, tour guide who is also known as a representative of a country and as the most important front line staff in the tourism industry where the best quality of service plays a role in the level of tourist satisfaction and the purpose of the return visit (Cetinkaya & Oter, 2016). This means that a tour guide clarifies the cultural and natural heritage of specific

46

destination which is they interpret the messages, story, and all information through a good communication to the visitors.

There are many definitions issued by many parties on the role of tour guides but all have the same meaning that they act as the promoter of a country or destination. Moreover, Cetinkaya and Oter (2016) gave definition that the tour guide is the person who will bring in the country in the finest way for locals and international tourists, that will give them the correct information throughout the tour and who has the qualification by the Ministry of Culture and Tourism. Many of the visitors who choose the cultural heritage tourism as their vacation tour intended and demand to see more nostalgic story behind every item and place. Hence most respondents agreed that a tour guide play an important role to share or disseminate information on cultural products among the tourists.

5.2.3 Accessibility

Accessibility as the third independent variable (IV) received the highest mean score, which is 4.23 named 'I feel satisfied with the ease of my preferred accessibility or transportation'. The majority of people will make a choice of transportation that will guarantee the safety and comfort regardless of the amount of costs incurred. This is because they always concerned about their safety on public transport as there are many catastrophes that often happen like the occurrence of road accidents. There are various modes of transportation available in every country as it is the most important tourism infrastructure so that people can travel to any place of tourist attraction. For instance, tourists can make the option of trip transportation such as air transportation, land transportation, and water transportation. As Steene (2016) points out, all the factors such as the quality of service, beautiful scenery, and many more that make a tourism product

47

successful require a safe and secure travel system. Most of the preparation or trip planning is done carefully to ensure that they can enjoy a worthwhile and profitable travel trip, such as by choosing a reliable and trusted transportation facility to ensure safety. According to OnlineVisa (2020) added that the reliable transport system was the main key to boost visitors spend their time in an area. Hence, majority of the respondent agreed that 'I feel satisfied with the ease of my preferred accessibility or transportation'.

5.2.4   Tourist Engagement with Cultural Tourism

Lastly, tourist engagement with cultural tourism as the dependent variable (DV) on the item named 'the cultural diversity in Malaysia makes me want to travel' had gathered the highest mean score which is 4.48. This means that the cultural diversity has added attraction to a destination that has indirectly caught the public's attention (Amadeo, 2020). For instance, historical walking tour, traditional arts or street arts, exciting cultural events and performances which is the combination of music and dance are among the activities that engage visitors to the area. Based on OnlineVisa (2020) stated that a global trend that chooses experienced tourism as a way to travel that is tourists want to experience a destination that offers a wealth of cultural heritage and creativity from the local community. The tourism experience occurs when people want to experience a new and different situation from their usual environment. For instance, the visitors want to learn about other culture to achieve several values such as tolerance, acceptance, growth, and many more (Elizabeth, 2015). The tourists who tend to experience the cultural diversity as their trip option persistently want to motivate themselves to be more confident as specified by Gonzalez (2016) that people will

48

have more positive appreciation of their body when having interaction with different cultures or cosmopolitan outlook. Therefore, majority of the respondent agreed that 'the cultural diversity in Malaysia makes me want to travel'.

5.3   LIMITATION

This research was carried out to study about the factors influencing tourist to engage with cultural tourism in Malaysia. The researcher studied the relationship between independent and dependent variables.

In this study, there are few limitations that the researchers faced and experienced. The first limitation is the time limit. The researchers find that the time is very limited when the google form were distributed. The researchers only have time about 2-3 weeks only to get the 384 respondents in total. Within that period of time the researchers could not get the 384 respondents.

Second one is, the researchers noticed that it is really hard to get respondents. The researchers already blasted and forwarding the google form throughout all the social media such as WhatsApp, Telegram, Facebook, Instagram and many more. The researchers posted the google form every day without failed in all social media platform but in the end the target for the respondents could not be achieved as per expectation.

Third, during the tough time living in pandemic crisis the researchers could not do a proper research such as interviews. The researchers only can do this research using Internet. The researchers could not be able to gather and discuss about this study during this pandemic crisis.

Lastly, the researchers conduct a study about tourism but now all Malaysians could not be able to travel because of the pandemic, so it might affect the result of the research as it had been a long time since the respondents cannot freely travelling in Malaysia.

5.4   RECOMMENDATION

In conducting this study, the researcher has found several things that can be improved from the tourist arrival number to the tourist engagement with cultural tourism in Malaysia. This referred from the result that had been obtained which is from uniqueness, campaign and promotion and accessibility that is the key element that influences tourist engagement with cultural tourism.

5.4.1   Recommendation for Uniqueness

Preserving the uniqueness of Malaysian culture requires preserving the culture in various ways so that it can be passed down to future generations, as well as attracting more tourists to engage in cultural tourism. This is because preserving culture, such as the ancient house of Rumah Panjang, will attract more tourists who want to learn about other cultures, while also allowing future generations to connect with their ancestors through the culture that has been preserved.

Other than that, the researcher also recommended selling more unique souvenir to the tourist. This is because some tourists love to buy a souvenir when they travel to some places and they really love to buy a souvenir that has shown the uniqueness of some culture for example wooden handicraft, rattan bag, keychains, batiks and more. They buy those items because they know they can

only get them in that particular location, and it will become a part of their memories as they travel.

5.4.2   Recommendation for Campaign and Promotion

In an effort to promote the cultural tourism further, a cultural site such as in Perak, which is popular with Labu Sayong, can be promoted as their product by offering Labu Sayong handicraft classes to tourists who visit their locations. This is because when the tourists enrol in a handicraft class, they can create their own handicraft product while also learning about the process of making those handicrafts. When they have had the experience, they will be more appreciative of other cultures.

At the same time, they also can promote those classes by using social media such as Facebook, Instagram, and Twitter to promote their product and promote other cultural attraction. They also can promote their product by cooperating with a travel agency which is to include their handicraft class package in the travel package. Indirectly this initiative will also increase the income generation to the travel agency.

5.4.3   Recommendation for Accessibility

Accessibility is the most important thing during travel. Because of that, the recommendation for accessibility is with improving the accessibility services that been provided to the tourist in order to increase tourist engagement with cultural tourism. This is because when there is a good accessibility service been offered, then tourist would enjoy their travel time and be attracted to go to those places because they would not worry about the accessibility to get there. For

example, such as travel agency that can provide transportation to pick up tourist who choose their travel package to explore the cultural site. That would be a lovely way to attract more tourist to engage with cultural tourism.

5.4.4 Recommendation for the Tour Operator

In order to increase the number of tourist engagement with cultural tourism, the tour operator should create more creative and exciting tour package on cultural tourism to gain more tourist participation toward the cultural tourism. To develop this strategy, the tour operator can cooperate with many cultural places to be included in the tour package. For example, for tourist that chooses the tour package, they can get 30% discount from usual ticket price to enter the cultural places. Then, the tour operator also can include accommodation in the package to attract more tourist. According to the researchers, the result shown three variables namely uniqueness, campaign and promotion and accessibility have influenced the tourist engagement with cultural tourism in Malaysia.

Since the highest finding of this study is uniqueness, tour operators should seize this opportunity and include as many special locations and exciting activities as possible in their tour package in order to draw more tourists. Through this, tour operators may advertise their agency in order to improve their profits while also educating tourists about cultural tourism.

5.4.5 Recommendation for the future research

As there are only 241 respondents for this research, the research can increase the number of respondents to participate in studying the factors that influence tourist engagement with cultural tourism in Malaysia. It is because the researcher only distributed the questionnaire using google form through

WhatsApp, Facebook, Telegram, Twitter, and Instagram due to the pandemic Covid-19 that has restricted the movement of the researcher to collect the data from potential respondent. In the future, the distribution of questionnaire can be done through face-to-face data collection and through the online method. This will allow the researcher to gain more respondent and more data as well as large perspective.

It is also recommended that future researchers who want to pursue related studies on the factors that influence tourist engagement in cultural tourism include all of the variables, which are uniqueness, campaign and promotion, and accessibility. This is because it will provide future researchers with a greater understanding of the factors that influence tourist engagement in cultural tourism. With a broader scope of data collection, the researcher will expand the scope of the study to better understand the factors that influence tourist engagement with cultural tourism in Malaysia.

5.5 CONCLUSION

In conclusion, the researchers had successfully completed this research which is "Factors Influencing Tourists to Engage with Cultural Tourism in Malaysia" based on the responses that had been received from 241 respondents through Google form.

For research objectives, the researchers had found out the most relevant factors as uniqueness, campaign and promotion and accessibility as the factors that engage the tourist with cultural tourism in Malaysia. According to the second research objective, which is to identify the problems and challenges of cultural tourism in Malaysia, the researchers had found some problems and challenges too. The first problem and challenge are that culture is still not regarded as an important ingredient in the development of this

53

type of tourism. The second challenge is the tourism industry needs the appearance of tourists more than day-trippers. In addition, the cultural property value's damages result in losses in the loss of historic buildings. The quality of accessibility services can impact on tourist satisfaction and their revisit intention to the chosen destination where Malaysia is receiving a low number of tourists for culture sectors compared with other types of tourism offered by the country is another problem and challenges faced by the cultural tourism in Malaysia too. Moreover, maintaining the number of tourists visiting some places is another problem and challenge facing by our country Malaysia.

Furthermore, there are three achieved research questions regarding the research. The first research question is how often people travel from one state to another for cultural tourism in Malaysia. To find out the answer, the researchers provided several options of type of transportation to the respondents through Google form. The second research question is that is the most preferred accessibility among tourists for cultural tourism in Malaysia. For this, the researchers find out that their own transportation is the most preferred transportation among our respondents. The third research question is what are the factors that attract tourists to cultural tourism. For this research question, the researchers identified three relevant factors as uniqueness, campaign and promotion and accessibility as the factors that influence tourists to engage with cultural tourism in Malaysia.

The result of the demographic part shows that Female respondents recorded the highest percentage rate for the respondents by gender with the rate of 80.1% which is equal to 193 respondents out of 241 respondents in total. Respondents by race show the highest percentage rate of Malay respondents with the rate of 57.3% which is equal to 138 respondents out of 241 respondents in total. Respondents by age shows the highest

percentage rate for the category ages 21 to 30 years old with the rate of 75.5% which is equal to 182 respondents out of 241 respondents in total. Respondents by marital status shows the highest percentage rate for single respondents with the rate of 75.9% which is equals to 183 respondents out of 241 respondents in total. Respondents by monthly incomes shows the highest percentage rate for the category of RM1000 to RM3000 with the rate of 76.8% which is equals to 185 respondents out of 241 respondents in total. Respondents by type of preferred transportation show the highest percentage rate for the category of own transportation with the rate of 62.7% which is equal to 151 respondents out of 241 respondents in total.

The result of Reliability and Descriptive Analysis recorded the highest Cronbach's Alpha rate for independent variables of uniqueness with the rate of 0.926, mean rate of 4.3842 and also the standard deviation rate of 0.71525. The result of Pearson Correlation for the three independent values calculated based on the significance of 2-tailed correlation. The result shows the highest Pearson Correlation rate for the independent variable of uniqueness which is equal to 0.787 with the P-value of 0.000 with N-value of 241. Overall, the result of Pearson Correlation shows that there is a relationship between those three independent variables with the dependent variable where it can be concluded that all the hypotheses are accepted.

Thus, it is hoped that all of the information provided throughout the research will help the future researchers, students and the public for their upcoming projects related to the cultural tourism in Malaysia as a reference material in a good way.

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APPENDICES

UNIVERSITI
MALAYSIA
KELANTAN

FACTORS INFLUENCING TOURIST TO ENGAGE WITH CULTURAL TOURISM IN MALAYSIA
FAKTOR -FAKTOR YANG MEMPENGARUHI PELANCONG UNTUK TERLIBAT DENGAN PELANCONGAN BUDAYA DI MALAYSIA

Dear respondent,
Kepada responden,

We are undergraduate students of Universiti Malaysia Kelantan, in Bachelor of Entrepreneurship (Tourism) with Honors. We are currently doing a research about **"Factors Influencing Tourist to Engage with Cultural Tourism in Malaysia".**
Kami adalah pelajar sarjana muda Universiti Malaysia Kelantan, dalam Sarjana Muda Keusahawanan (Pelancongan) dengan kepujian. Kami sedang melakukan penyelidikan tentang **"Faktor-Faktor Yang Mempengaruhi Pelancong Untuk Terlibat Dengan Pelancongan Budaya Di Malaysia"**.

The objective of this research is to identify the relationship between the tourist engagement with cultural tourism. We would thankful for your commitment for giving response to answer the questionnaire that would take about 10 minutes. Your participation is needed for completing this questionnaire to complete our research.
Objektif kajian ini adalah untuk mengenal pasti hubungan antara penglibatan pelancong dengan pelancongan budaya.. Kami akan berterima kasih atas komitmen anda dalam memberikan maklum balas untuk menjawab soal selidik yang akan mengambil masa kira-kira 10 minit. Penyertaan anda adalah diperlukan untuk melengkapkan soal selidik bagi menyelesaikan penyelidikan kami.

All the information given only meant for research purpose and treated as confidential. For any inquiry, kindly contact any of us:

Semua maklumat yang diberikan hanya bermaksud untuk tujuan penyelidikan dan dianggap sebagai sulit. Untuk sebarang pertanyaan, sila hubungi kami:

SITI ZURAIDA BINTI ABU BAKAR   **H18B0610   (0197394840)**

SHARANYA A/P MUTHU KUMARAN   **H18A0554   (0143492874)**

SITI ANIS SURAYA BINTI ZAIHAN   **H18A0570   (01133056074)**

SITI FARISYA BINTI MUHAMAD   **H18B0809   (01119416541)**

SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

Instruction: Please indicate **(√)** if the information below appropriate to yourself. Each question should have **ONE** answer only. All responses are strictly confidential.

Arahan: *Sila nyatakan (√) sekiranya maklumat berikut bertepatan dengan diri anda. Setiap soalan hanya mempunyai SATU jawapan sahaja. Semua maklum balas adalah sulit.*

1. Gender:
   Jantina:

   ☐ Male
   Lelaki
   ☐ Female
   Perempuan

2. Race:
   Bangsa:

   ☐ Malay
   Melayu
   ☐ Chinese
   Cina
   ☐ Indian
   India
   ☐ Others (Please specify): _____
   Lain – lain (Sila nyatakan): _____

3. Age:
   Umur:

   ☐ 18 – 20 years old
   18 – 20 tahun
   ☐ 21 – 30 years old
   21 – 30 tahun
   ☐ 31 – 40 years old
   31 – 40 tahun
   ☐ 41 – 50 years old
   41 – 50 tahun
   ☐ More than 50 years old
   Lebih dari 50 tahun

4. Marital Status:
   Status Perkahwinan:

   ☐ Single
   Bujang

   ☐ Married
   Berkahwin

   ☐ Others
   Lain – lain

5. Monthly Income:
   Pendapatan Bulanan:

   ☐ RM 1,000 – RM 2,000

   ☐ RM 2,001 – RM 3,000

   ☐ RM 3,001 – RM 4,000

   ☐ RM 4,001 – RM 5,000

   ☐ More than RM 5,000
   Lebih dari RM 5,000

6. Type of transportation:
   Jenis Pengangkutan:

   ☐ Bus
   Bas

   ☐ Train
   Kereta api

   ☐ Ferry
   Feri

   ☐ Aeroplane
   Kapal terbang

   ☐ Taxi/Grab/Maxim
   Teksi/Grab/Maxim

   ☐ Own transportation
   Pengangkutan sendiri

SECTION B: THE TOURIST ENGAGEMENT WITH CULTURAL TOURISM

BAHAGIAN B: PENGLIBATAN PELANCONG DENGAN PELANCONGAN BUDAYA

Instruction: Please read each item carefully and answer the following question. Kindly tick (√) according to the following scale that describes:

Arahan: *Sila baca setiap item dengan teliti dan jawab soalan- soalan berikut. Sila tanda (√) mengikut skala berikut yang menerangkan:*

Strongly Disagree *Sangat Tidak Setuju* (1)	Disagree *Tidak Setuju* (2)	Neutral *Neutral* (3)	Agree *Setuju* (4)	Strongly Agree *Sangat Setuju* (5)				
TOURIST ENGAGEMENT WITH CULTURAL TOURISM *PENGLIBATAN PELANCONG DENGAN PELANCONGAN BUDAYA*								
NO.	**STATEMENT/** *KENYATAAN*				**1**	**2**	**3**	**4**	**5**
1.	I love cultural tourism in Malaysia because every state in Malaysia has a different culture and it gives me a piece of new knowledge about it. *Saya suka pelancongan budaya di Malaysia kerana setiap negeri di Malaysia mempunyai budaya yang berbeza dan memberi saya pengetahuan baru mengenainya.*								
2.	The cultural diversity in Malaysia makes me want to travel. *Kepelbagaian budaya di Malaysia membuatkan saya ingin melancong.*								
3.	The atmosphere of cultural tourism made me enjoy the diverse culture of the destination. *Suasana pelancongan budaya membuatkan saya menikmati budaya yang pelbagai bagi sesebuah destinasi.*								
4.	I am willing to spend my time and money in participating and enjoying cultural tourism. *Saya sanggup menghabiskan masa dan wang saya dalam mengambil bahagian dan menikmati pelancongan budaya.*								
5.	I would recommend the cultural tourism with family members as well as my friends. *Saya akan mengesyorkan pelancongan budaya dengan ahli keluarga dan juga rakan-rakan saya.*								

SECTION C: **FACTORS INFLUENCING TOURIST WITH CULTURAL   TOURISM**

BAHAGIAN C: *FAKTOR-FAKTOR YANG MEMPENGARUHI*

 PELANCONG DENGAN PELANCONGAN BUDAYA

Instruction: Please read each item carefully and answer the following question. Kindly tick **(√)** according to the following scale that describes:

Arahan: *Sila baca setiap item dengan teliti dan jawab soalan- soalan berikut. Sila tanda (√) mengikut skala berikut yang menerangkan:*

Strongly Disagree *Sangat Tidak Setuju* **(1)**	**Disagree** *Tidak Setuju* **(2)**	**Neutral** *Neutral* **(3)**	**Agree** *Setuju* **(4)**	**Strongly Agree** *Sangat Setuju* **(5)**

UNIQUENESS/ **KEUNIKAN**						
NO.	**STATEMENT/** ***KENYATAAN***	**1**	**2**	**3**	**4**	**5**
1.	The uniqueness of a place or event influences me to travel. *Keunikan sesuatu tempat atau acara mempengaruhi saya untuk melancong.*					
2.	The uniqueness of a place or event is the first thing I survey when planning a vacation. *Keunikan sesuatu tempat atau acara adalah perkara pertama yang saya melihat apabila merancang sesebuah percutian.*					
3.	The uniqueness factor will become the motivation for me to revisit the place and event. *Faktor keunikan akan menjadi motivasi untuk saya melawat semula tempat dan acara tersebut.*					
4.	Tourist like me usually looking for unique activities, beautiful and historical place to visit. *Pelancong seperti saya kebiasaannya mencari aktiviti yang unik, tempat yang cantik dan bersejarah untuk dilawati.*					
5.	Our heritage buildings must be preserved, and more cultural events must be held. *Bangunan warisan kita harus dipelihara dan banyak lagi acara kebudayaan harus diadakan.*					

Strongly Disagree *Sangat Tidak Setuju* (1)	Disagree *Tidak Setuju* (2)	Neutral *Neutral* (3)	Agree *Setuju* (4)	Strongly Agree *Sangat Setuju* (5)

CAMPAIGN & PROMOTION/ *KEMPEN & PROMOSI*						
NO.	**STATEMENT/** ***KENYATAAN***	**1**	**2**	**3**	**4**	**5**
1.	Campaigns and promotions through educational programs and travel agencies have motivated me to get to know cultural products in more depth. *Kempen dan promosi melalui program pendidikan dan agensi pelancongan telah memotivasikan saya untuk mengenali produk kebudayaan dengan lebih mendalam.*					
2.	It is crucial for a tour guide to provide complete information on cultural product. *Adalah penting bagi pemandu pelancong untuk memberikan maklumat yang lengkap mengenai produk kebudayaan.*					
3.	I find that hotel and airline companies always offer the best promotions for their customers. *Saya mendapati bahawa syarikat-syarikat perhotelan dan penerbangan kerap menawarkan promosi yang terbaik untuk pelanggan mereka.*					
4.	I always get information regarding cultural products in Malaysia through websites and social medias. *Saya selalu mendapatkan maklumat mengenai produk kebudayaan di Malaysia melalui laman web dan media sosial.*					
5.	I find that fair and festivals such as food festivals, dances and music are held repeatedly in every year. *Saya mendapati bahawa pesta dan perayaan seperti festival makanan, tarian dan muzik diadakan berulang kali setiap tahun.*					

Strongly Disagree *Sangat Tidak Setuju* (1)	Disagree *Tidak Setuju* (2)	Neutral *Neutral* (3)	Agree *Setuju* (4)	Strongly Agree *Sangat Setuju* (5)			

	ACCESSIBILITY/ *KEMUDAHAN AKSES/PENGANGKUTAN*						
NO.	STATEMENT/ *KENYATAAN*	1	2	3	4	5	
1.	I feel satisfied with the ease of my preferred accessibility or transportation. *Saya berpuas hati dengan kemudahan akses atau pengangkutan pilihan saya.*						
2.	I feel satisfied with the safety and security controls provided by my preferred accessibility or transportation. *Saya berpuas hati dengan kawalan keselamatan yang ditawarkan oleh kemudahan akses atau pengangkutan yang saya pilih.*						
3.	I feel that the cost offered for vehicle fares are affordable. *Saya merasakan bahawa kos yang ditawarkan untuk tambang kenderaan adalah berpatutan.*						
4.	I am satisfied with the efficiency and timeliness of an accessibility or transportation, and I will use the service again in future. *Saya berpuas hati dengan kecekapan dan ketepatan masa bagi sesuatu kemudahan akses atau pengangkutan dan saya akan menggunakan perkhidmatan tersebut lagi di masa yang akan datang.*						
5.	I think that the knowledge of the drivers about the tourism destinations impressing me in choosing an accessibility or transportation again in future. *Saya berpendapat bahawa pengetahuan seorang pemandu terhadap tempat pelancongan mengagumkan saya dalam memilih kemudahan akses ataupun pengangkutan yang sama pada masa yang akan datang.*						

THANK YOU FOR YOUR COOPERATION.
TERIMA KASIH ATAS KERJASAMA ANDA.

Result Turnitin