



**TOURIST PERCEPTION ON TOURISTM FACILITIES
AT THE MELAKA HERITAGE SITES, MALAYSIA**

BY

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**A dissertation submitted in fulfilment of the requirement for
the degree of Master of Urban and Regional Planning**

**Kulliyyah of Architecture and Environmental Design
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ABSTRACT

Tourism sector has become the third largest source of income from foreign exchange in Malaysia, and Melaka State is one of its beneficiaries. Hence, tourism sector has helped Malaysia in many ways. In cognizant as a world class tourism destination, in 2008 UNESCO nominated Melaka as a World Heritage Site paring with Penang. Since then, many studies have focused on heritage conservation and cultural appreciation. However, a study on service quality is still lacking though it is crucially important in order to sustain its popularity. In tourism planning and management, tourist facilities are essential to garner their loyalty, trust and satisfaction. This research therefore focuses on gauging international tourists' satisfaction on tourism facilities in Melaka. In doing so, a convenient sampling of 100 sets of questionnaires were distributed to international tourists in Melaka. The Relative Important Index (RII) was established and Spearman test was engaged to correlate the relationship between salient variables. The results show that tourists were not satisfied in certain provision of facilities provision despite the fact that Melaka Heritage Site is the one of the significant tourist destinations in Malaysia. Besides, the results also reveal that there is significant relationship between some of the respondents groups and satisfaction level of tourism facilities. Some of the issues identified that need immediate attention are cleanliness, pedestrianization, quality of information provided to tourists, entertainment and leisure, and money changers or ATM machines.

ملخص البحث

وقد أصبحت السياحة ثالث أكبر مصدر للدخل من العملات الأجنبية وملاك وملاكهيو واحدة من المستفيدين منه. وقد ساعد قطاع السياحة في ماليزيا في نواح كثيرة. عدة الجانبي الإيجابي هو أنه يساعد على تحسين نوعية حياة الماليزيين، وإلى تعزيز مكانة ماليزيا كدولة سلمية وآمنة للزيارة. كوجهة سياحية من الطراز العالمي ترشحهم منظمة اليونسكو (UNESCO) في عام 2008، تلقى ملاك العديد من الزوار من مختلف أنحاء العالم. منذ عام 2008، وقد تم القيام به العديد من الدراسات التي تركز على الحفظ والتقدير لأهمية التراث الثقافي. دراسة عن جودة الخدمة هو المهم أن نعرف 'ارتياح السياحة على مرافق. في إدارة السياحة، المرافق السياحية كأساس لولاء والثقة وارتياح من السياح. استنادا إلى استعراضها، أساس لجميع الاقتراحات والتحسينات لرفع مستوى خطة مادية. لذلك، تركز هذه الدراسة على ارتياح سياحية دولية على المنشآت السياحية وملاك تم اختياره كحالة دراسية. هذه الدراسة بتحليل ارتياح السياحة على المنشآت السياحية في ملاك. ووزعت 100 استبيانات بين السياح الدوليين في ملاك الذين لديهم خبرة واستخدام المرافق السياحية. وقد تحليل المعلومات باستخدام اختبار سبيرمان وتعيين (RII). وتبين النتائج أن السياح غير راض على عدد من المرافق السياحية موجودة حتى ملاك هي واحدة من الوجهات السياحية الهامة في ماليزيا. وبالإضافة إلى ذلك، أظهرت النتائج أيضا أن هناك ارتباط كبير بين بعض المشاركين ومستوى الرضا في المرافق السياحية. القضايا التي تم تحديدها في هذه الدراسة نظيفة، مشاة، ونوعية المعلومات المقدمة للسياح وتغيير النقود أو جهاز الصراف الآلي. وهكذا، وقد وضعت عدة مقترحات لتنظيف والمشاة، ونوعية المعلومات التي تقدم للسائح وتبادل المال أو جهاز الصراف.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Urban and Regional Planning.

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Farhana binti Ramli

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

On 7th July 2008, Melaka nominated by UNESCO as the World Heritage site. It is now a famous tourist attraction for all over the world for its culture and heritage. As a tourist attraction quality facilities are essential for tourists' needs. In order to provide satisfaction they need at Melaka Heritage Sites, many types of facilities provided along the sites. This research studied on tourist satisfaction towards the existing tourists' facilities in Melaka Heritage Sites. The outcome of this research highlighted on the recommendation of facilities at the heritage sites, and problems that occur for the facilities.

1.2 BACKGROUND

According to Wiberg et al. (2009), mentioned that there is a connection between visitor satisfaction and visitor's choice to re-experience the product. If a tourist satisfied, he or she is more likely to re-experience the product or telling his/her friends and family (Wiberg et al., 2009). Thus, it can be concluded that, travelers' satisfaction on their journey along the heritage sites is very important to increase more tourist. Hence, it will increase the economy of tourism in Melaka. In order to make Melaka a tourist friendly city, Melaka should improve the facilities and upgrade the supporting facilities for the tourists.

Melaka is the most popular with its heritage and culture with the status as a World heritage city. As a tourist hotspot, Melaka has given the best product as

Heritage tourism to show to the world. According to Bernama news, the Melaka government will be focusing on the potentials of educational tourism as a new market segment to boost foreign exchange earnings. Melaka ex-chief Minister Datuk Seri Mohd Ali Rustam said the state government would promote Malaysia as a regional centre for educational excellence.

Currently, heritage sites in Melaka are the main tourist destination providing educational tourism. With the World Heritage status accorded by UNESCO, Melaka had taken steps to conserve buildings, roads, and culture to preserve and highlights the heritage of Melaka. In order to cater to the high number of tourist coming to the site, facilities catering to tourists' needs should be upgraded and increased to create a comfortable and memorable journey for the tourist. This is because high quality and satisfying facilities give the best services for customers' satisfaction and attraction to the place.

In order to get quality heritage tourism equal to the World Heritage Status, good quality of facilities should be provided for the tourist. Thus, this research aims at focusing on the evaluation of tourist facilities on site which contributes towards the tourists' satisfaction around The Melaka Heritage Sites.

1.3 PROBLEM STATEMENTS

Melaka has been accorded the World Heritage Site in 2008 by UNESCO. Until now, it has been four years Melaka has served both domestic and international tourist while providing various benefits and profits for the local community. According to News Straits Times (2012), Melaka sees 13.3% rise in tourist arrival compared to 2011. Ex-Chief Minister Datuk Seri Mohd Ali Rostam said, 4.11 million tourists visited Melaka for the past four months in 2012.

The status Melaka received in 2008 had increases the tourists' arrival to Melaka. Thus, tourism facilities have become increasingly important to the tourist spots in order to cater to their needs. In addition, Moscardo (2001) mentioned that, some settings in service quality such as physical and built facilities play a significant role in determining the visitor satisfaction. HidayatRidzuanetal. (nd.) continues to mention that customer satisfaction increases profitability, market share, and return to investment. Thus, facilities play an important role to increasing the tourist satisfaction towards the Melaka Heritage Sites.

Gunn (1994) agrees that poor services, such as accommodations, food, tours and transportation create irritations and disappointments. To gained tourist loyalty and satisfaction; tourism area needs proper and satisfactory facilities to cater to their demand. Augustyn et al. (1998) and Fick et al. (1991) also demonstrated that service quality has positive impacts on tourists' satisfaction.

Since 2008, most of the studies and research conducted in this area are mainly on heritage conservation and culture appreciation. This research will focus on the tourist satisfaction towards the facilities provided at the heritage sites. Inskeep (1991) stated that, survey and evaluation on existing tourist facilities and services provides the basis for recommendation and improvements in upgrading the physical plan.

The research is to study the interaction between the tourists and places with provision of tourists' facilities in Melaka Heritage Sites. In tourism planning, there are several supply components that have to be provided for tourists needs and comfort. In order to gained their satisfaction level and loyalty, these facilities should be corresponding with the tourist demand and opinion. Their experiences and views will form a better quality and improvements for the development plans.

1.4 AIM AND OBJECTIVES

1.4.1 Aim

This research aims to measure tourist satisfaction level on the facilities provided at the heritage sites.

1.4.2 Objectives

In achieving this study, the objectives are:

- a) To study the availability of tourism facilities provided at Melaka Heritage Sites.
- b) To determine tourists satisfaction levels on tourism facilities.
- c) To recognize the issues and problems related to tourism facilities.
- d) To analyze and recommend possible improvements on tourism facilities.

1.5 RESEARCH QUESTIONS

From the aims and objectives above, the following research questions developed.

- a) What are the existing tourism facilities at Melaka Heritage sites?
- b) What is the tourists' satisfaction on the existing tourism facilities in Melaka Heritage Sites?
- c) What are the issues achieved regarding tourism facilities?
- d) What are the potential improvements that can be done to the tourism facilities and tourism sites in order to increase tourists' satisfaction level?

1.6 SCOPE OF STUDY

The main scope of this study is to evaluate international tourists' satisfaction level on existing tourism facilities in Melaka Heritage Sites. The facilities that studied in this research confined to following: (a) accommodation, (b) accessibility, (c) transportation, (d) restaurants, (e) public toilets, (f) safety and security, (g) supporting facilities, and (h) heritage.

1.7 CONTRIBUTION TO KNOWLEDGE

This research focused on tourist satisfaction on tourists' facilities in Melaka Heritage Sites. It considers tourists' recommendation and suggestion in improving the tourists' facilities existing at Melaka Heritage Sites. The study can be used by different people in different ways. The result of the study will be beneficial to many parties:

The first contribution for Melaka World Heritage Office, to identify some main issues in tourism facilities in Melaka Heritage Sites. Besides, recommendations and suggestions from this thesis can help in improving the existing facilities provided at the area of Melaka Heritage Sites.

The second contribution is to Melaka Municipal Council, knowledge provided in the thesis can help identify necessary improvement of facilities to increase tourists' satisfaction level and improve the council's image. Besides, it can be used to get a better view of the tourism issues and demand to plan policies, provide standards and strategies for tourism in Melaka heritage places.

The third contribution is to the heritage tourism sector, to find this knowledge beneficial in improving the tourists' facilities around the world.

1.8 LIMITATIONS OF STUDY

This study covered the area of Melaka Heritage Sites in Malaysia. The questionnaire surveys are focusing on the tourist perception towards the existing tourism facilities. The questionnaire survey prepared in English therefore it practically will exclude non-English speaking international tourist at the area. The researcher has limitation of time, and cost. Furthermore, the data analyzed limited to observation and respondents satisfaction level. Respondents would interpret differently based on different cultural, educational and national backgrounds and experience.

1.9 STUDY STRUCTURE

The first chapter concerned the introduction part of this research. The most significant part of the research are the formulation of aims and objectives. This chapter also outlines the study organization as the guideline for the research.

The second chapter of this research consists of literature review related to heritage sites, tourist facilities and tourist satisfaction only. The major aim of literature review is to establish the base of the research area such as tourism, heritage sites, tourists' facilities, tourist satisfaction and measuring tourists' satisfaction. The main

source of information collected were from: books, journals, publications, articles and on-line resources.

The data collected for this study came from two sources which were the primary and secondary data (Refer to Figure 1.1). The primary data collected from site visit done at the Melaka Heritage Sites, Malaysia. The data collections prepared to use English and site observation used to monitor the issues and condition of tourist facilities in the study area.

Referring to Figure 1.1, chapter four are the analysis and synthesis of the research. The data collected and analyzed using SPSS (statistics Package for Social Sciences). All the data analyzed and organized in percentages, charts, means, and standard variation. The data used to examine tourist satisfaction towards the existing tourists' facilities. Chapter four helps to achieve three of the study objectives which are (1) To study the availability of tourism facilities provision at Melaka Heritage Sites; (2) To determine tourists' satisfaction levels on tourism facilities; (3) To recognize the issues and problems related to tourism facilities. The outcome of the analysis would provide the basis for the synthesis of the recommendations.

The final stage of the study is to formulate some recommendation for the problems and issues analyzed in the stage 3 for the Melaka Heritage Sites. Chapter five helps to achieve one of the objectives which is (4) To analyze and recommend possible improvements on tourism facilities. Figure 1.1 below briefly explained the study structure.

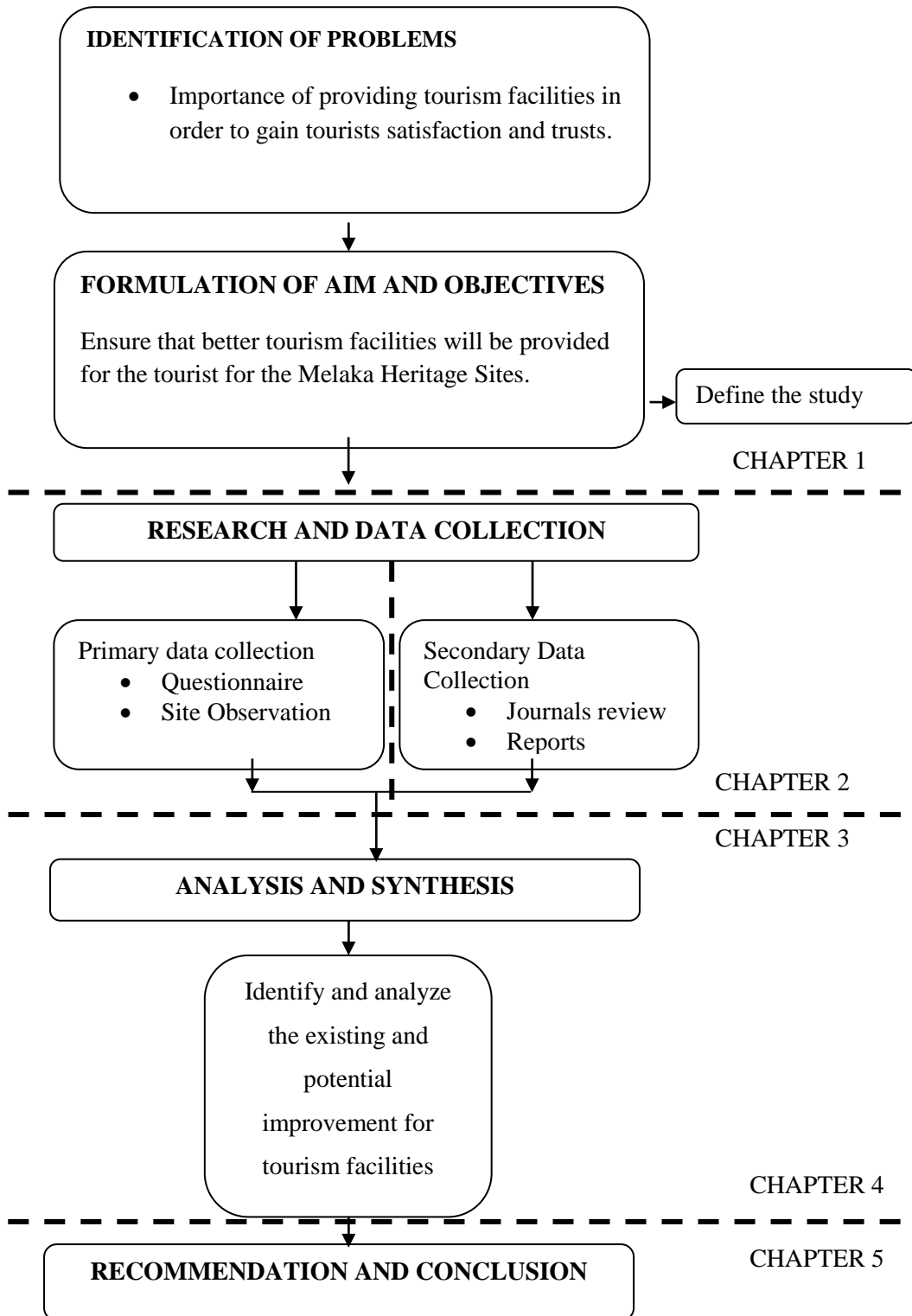


Figure 1.1: Diagram of Study Methodology Organization

1.11 SUMMARY

Chapter one briefly provided an overview on the researcher's study regarding the tourist satisfaction towards tourist facilities at Melaka Heritage Sites. The chapter highlighted the issues and problems which lead to the objectives and research questions. Based on the objectives developed, it defined the scope of study and established the study methodology. At the same time, significance of study and limitation explained in the chapter. In short, the chapter provides the general overview and structure of the study besides giving its significance.