

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTS OF PLACE, PERFORMANCE AND
PERSONALITY (3P'S) PULL FACTOR OF SCREEN
TOURISM AND VIEWERS' TRAVEL INTENTION**

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Thesis submitted in partial fulfillment of the requirements

for degree of

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

The powerful impact of airing popular media products such as films or television shows had increased tourist visitation numbers to film destinations. Understanding the drivers of screen tourism and connecting its effects are crucial issues to be investigated. However, studies on the screen tourism particularly in Malaysia are still very limited. Thus this paper fills the gap in examining the psychological drivers in a film or TV show that encourages tourist visitation, from the Malaysian viewers' perspectives. Grounded with the 3P's (Place, Performance and Personality) Pull Factor theory suggested by Gjorgievski and Trpkova (2012), this study examines how the effects of "Place", "Performance" and "Personality" Pull Factor lead to trigger the viewers' travel intention. Only 3P's Pull Factor theory was referred to in this study, thus future research utilizing push factor theory may be beneficial. Data was collected from Malaysian viewers' by using self administered questionnaire and was analyzed using Statistical Program for Social Analysis (SPSS) version 20. Through a series of descriptive and inferential analysis such as Standard Multiple regressions and One-way ANOVA, some meaningful results were obtained. Findings revealed that from the Malaysian perspectives, the 3P's Pull Factor theory is recognized as the contributor towards viewers' travel intention to film destinations. The significant effects of the 3P's Pull Factor theory towards viewers' travel intention have given some implication not only to the academic perspectives, but also practical perspectives, namely film makers, destination developers and promoter as well as relevant tourism authorities.

Keywords: *3P's Pull Factor, Screen Tourism, Viewers Travel Intention*

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