

**A STUDY ON
THE RELATIONSHIP BETWEEN
DESTINATION IMAGE AND FOOD IMAGE
TOWARDS INTENTION TO REVISIT
MELAKA**

By :

**IZYAN AINAA BINTI IZANI
(2011196227)**

**NORAINI BINTI MAHALI
(2011915057)**

**SABRENA KHANUM BINTI NAWAB ZADAH KHAN
(2011143553)**

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ABSTRACT

This study aims to discover the relationship between destination image and food image towards the intention to revisit. Destination image and food image are essential that effects the tourists' destination selections. This research were conducted at Melaka and a questionnaire was used to survey 50 tourists by using a convenience sampling method. The results indicated that destination image have positive relationship towards intention to revisit whereas food image does not have positive relationship toward intention to revisit.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of Study

Tourist destination is a tourist product and service providing a holistic experience and cultural background (Funchs and Weiermair, 2003). Food and tourism may be considered as two interrelated elements which bring people and cultures together in many different ways (Mehmet, Johnson, Ali and Robertson, 2011). Food as an important cultural category for many people, could also serve as a significant destination marketing tool in tourism. Research also indicates that food could be seen as a peak touristic experience and the main tourist attraction (Quan and Wang, 2004). One of the crucial elements of successful destination marketing is to create tourist satisfaction, which influence the choice of destination and the decision to revisit (Yoon and Uysal, 2005). Plummer (2005) mentioned that food and beverages tourism is now being considered as a vital part of the cultural tourism market. Cohen and Aviali, (2004) also discussed this subject while considering the role of food in tourism as both an attraction and an impediment. In relation to this, Henderson (2009) believes that the importance of the profound roles of food brings possible competitive advantages to a destination. These roles include being a kind of tourist attractions, playing a role in tourist decision making and satisfaction, being the tourism development tools and adding to the destination image. It is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for