

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING INTERNATIONAL
TOURISTS' FOOD PREFERENCE TOWARDS
MALAYSIAN LOCAL FOOD**

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CANDIDATE DECLARATION

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ABSTRACT

In the age of post modernity, the experiences of tourist play an important role in economic and social life. As tourist demand a higher standard in quality services, quality food and hospitality experiences particularly have caught the full attention in tourism industry on one hand and the literature on hospitality on the other. Food has been regarded as not only being a basic necessity for tourist consumption but also as an essential element of regional culture. Local food and beverages have urbanized from being crucial necessity for tourists being recognized as an imperative part of the local culture that tourists consume. Food can at least provide superfluous opportunities for tourist to be in a more memorable and enjoyable holiday atmosphere than they expected, no matter whether trying different kinds of food is the main purpose for tourist to travel. Gastronomy is thus seen as an important source of marketable images and experiences for the tourist. Tourists on a trip are frequently eager for new experiences and willing to take greater risks than in their ordinary life. Indeed, some tourists might suffer from “food neophobia,” a concept which refers to human’s natural tendency suspect new and unfamiliar foods. The trip might stimulate their neophilic tendencies, motivating them to try novel and strange dishes. The implications of the findings are discussed and directions for future research are suggested.

Keywords: *neophobia, neophilia, tourist, food preference,*

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
 CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Study Framework	6
1.5.1 Independent variables	7
1.5.2 Dependent variables	7
1.6 Hypothesis	8
1.7 Significance of the Study	9
1.8 Organization Study	10
1.9 Definitions of the Keywords	11
 CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction	14
2.1 Motivational factors	15
2.1.1 Physical motivator	15
2.1.2 Cultural Influences	17
2.1.3 Interpersonal	18
2.1.4 Prestige	19
2.2 Psychological factors	20
2.2.1 Food neophobia	20
2.2.2 Food neophilia	21

2.3 Demographic factors	21
2.3.1 Gender	22
2.3.2 Age	22
2.3.3 Education	22
2.3.4 Nationality	23
2.3.5 Occupation	23
2.3.6 Marital status	23
2.4 Food consumption	24
2.5 Malaysian local food	25

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Overview	27
3.1 Research Design	28
3.2 Research Approach	29
3.3 Sampling Method	30
3.3.1 Target population	30
3.3.2 Sampling frame	30
3.3.3 Sampling technique	30
3.3.4 Sample size	31
3.4 Questionnaire Development	32
3.5 Validity and Reliability of the Instrument	35
3.6 Data collection Process	36
3.6.1 Pilot test	39
3.6.2 Data collection	39
3.7 Data Analysis	40
3.8 Chapter Summary	41

CHAPTER FOUR: FINDINGS AND ANALYSIS

4.0 Introduction	42
4.1 Reliability Analysis	42
4.2 Demographic Profile of the Respondents	43
4.3 Descriptive Analysis	46
4.3.1 Analysis on the effect of physical motivator	47