UNIVERSITI TEKNOLOGI MARA

MUSEUM INTERACTION EXPERIENCE, VISITOR SATISFACTION AND BEHAVIOR INTENTIONS: A CASE OF NATIONAL MUSEUM

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MASTER IN TOURISM MANAGEMENT

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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 the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution on non-academic institution for any other degree or qualification.

In the event that 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

Cultural and heritage tourism is one of the major sectors of the tourism industry, where many countries use this segment as their tourism strategy in boost tourism sector in a particular destination. Globally, the museum plays an important role in heritage tourism. Malaysia offer diverse and unique heritage in culture where National Museum had preserved all these traditional oral history and knowledge for the future generations. Therefore it is becoming more essential for museum institution to recognize important attributes to enhance the function of museum globally.

The purpose of this study was to identify on the attributes that influence visitors' satisfaction on National Museum that could lead to behavioral intentions. The literature review presented a brief overview on heritage tourism, museum interaction experience, visitor satisfaction and behavior intention. The findings look forward on the behaviour intention of the visitors after the experience the museum interaction attributes and find out what elements important in museum performance.

Key words: *Museum Interaction Experience; Visitor Satisfaction; Behavior Intention; Expectation and Performance.*

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