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The effects of globalisation have resulted in many non-profit organisations (NPOs) especially the rural mosque institutions need to transform and exploring beyond their historical lock-in weather at the national boundaries or global in search of a better organisational effectiveness. Preliminary study in 2015 by FELDA mosque auditor-team showed that mosque functions turn to be less effective. Earlier in 1994, UMMI Foundation under the Prime Minister Office (PMO) study found that mosque functions turn to be less effective and eroded. In 2015 FELDA Management team take an initiative to improve FELDA Settlement mosques effectiveness by used the BASO Model-based strategic planning training intervention on the 160 mosque leaders from four selected mosques. The objectives of this study are to examine the impact of BASO Model-Based Strategic Planning Training (as independent variable) and Training Follow up Sessions (as mediating variable) towards FELDA Mosque effectiveness. This research also examined the effect of transformational leadership as moderating factor towards mosque organisational effectiveness. This present research applied quasi-experimental approach to measure the impact of this intervention towards mosque leaders attitude, knowledge and skills. This longitudinal research consists of four time-line of pre-test and post-test data collection in the total duration of six months. This study findings provide empirical evidence to explained positive or negative impact of this BASO Model-Based Strategic Planning Training intervention. There are six main objectives, six research questions, twenty-four direct relationships tested to support variables used in this study research framework and forty-nine hypotheses analysed in order to achieve the research aims. Data analyses were conducted by a process of multivariate analysis using structural equation modelling (SEM) via AMOS (Analysis of Moment Structures) software package Version 21.0. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were performed to validate the scales. The results of the structural modelling revealed that for the direct relationships, 17 out of 24 hypotheses tested were supported whereas the remaining 7 were rejected. There are nine hypotheses on the mediating variable was supported whereas out of 15 sub-hypotheses on the one moderators tested, 6 were supported. There are 25 hypotheses explained the pre-test and post-test effects or results showed positive significant impact. The results provide evidence that BASO Model-Based Strategic Planning Training, Training Follow up sessions, and Transformational Leadership are the important antecedent towards shaping up the FELDA mosque effectiveness. This study intervention through BASO Model-Based Strategic Planning Training and supported by Follow up Sessions showed evidence that mosque leaders able to produce a comprehensive BASO model-based documented strategic intentions for all four sample mosques. This present study also evaluated six months posttest results on the execution of sample mosques short term action plans. Empirical data explained there were significant contribution of technical consultancy, peer review meetings and management support as mediating factors towards mosque effectiveness. Therefore, this BASO model-based strategic planning training supported by training follow up sessions is reliable to expand to other Rural Mosques in particular within the context of FELDA and Malaysia.

This qualitative study is an exploratory attempt at understanding destination image through the writings of the travel writers who have undergone the FAMILiarsaion or FAM programs organised by Tourism Malaysia. The idea behind the program is for the writers to experience first hand specific destinations in Malaysia and then share their experiences through their travel writings. The main focus was the content of the articles or themes of particular magazines and their writings represented endorsed information. The data in the form of the travel articles (FAM articles) were collected with the assistance of Tourism Malaysia based on the suggested criteria established. FAM articles were collected for analyses representing writers from several countries including Australia, Canada, Brunei Darussalam, USA, United Kingdom and India to name a few. Using the qualitative method of content analysis and adapting the coding procedures of open, axial and selective codings from the grounded theory approach, this study analysed and interpreted selected travel articles written by the FAM writers. The findings are then integrated with the analysis of face-to-face interviews with international tourists and then further strengthened with literature. This study addresses the gaps between destination image theories and the depiction of such destination image by travel writers. It is postulated that writers will mould the perception of the destination and therefore enhance the understanding of destination image. Although the present depiction of destination image is very much relevant within most tourism contexts, what is perhaps not considered precisely is whether such interpretation still holds when the image is derived merely from textual data as they are interpreted by FAM writers. These writers provide the linkage between the destinations and the potential tourists. How they write, what they write, and their expressions of the destinations will influence potential tourists’ attractions to visit. What has yet to be addressed precisely also is the conceptualisation of the framework that describes the elements that form the destination image as it relates to a contextual perspective of Malaysia. The findings reveal that destination images of Malaysia can be divided into three main conceptualisations; a functional depiction of destination image through the portrayal of nature, festivals, people and history; the experiential values relating to excitement and emotional attachment, and the auxiliary influence as shown by the spillover effect and FAMILiarity with specific places. The findings further reveal that such destination images lead to the possibility for undertaking psychographic segmentation of targeted travellers and ultimately emphasized the need for positioning strategies to be in place. This essentially led to the evolvement of possible destination branding and in the creation of destination loyalty. This study established that it was possible to derive destination image by interpreting the depth of the articles and through the expressions of the travel writers who very often narrated their experiences coherently through vivid depictions and emotions. It is suggested that future studies further test the evolving themes through empirical analyses that are more conclusive and statistically proven.