

**TOURIST PERCEPTION TOWARDS HYGIENE PRACTICES AMONG FOODSERVICE
ESTABLISHMENTS IN TERENGGANU**



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1. LETTER OF REPORT SUBMISSION

2nd May 2013

Research Management Institute
Universiti Teknologi MARA,
40450, Shah Alam
Selangor

Dear Sir/ Madam,

SUBMISSION OF RESEARCH REPORT TITLE TOURIST PERCEPTION TOWARDS HYGIENE PRACTICES AMONG FOODSERVICE ESTABLISHMENTS IN TERENGGANU

The above matter refers

2. Attached herewith is our final report for your further action

Thank you.

(NORAZLINA RAHMAT)
Head of Research Team

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4. ENHANCED RESEARCH TITLE AND OBJECTIVES

Original Title as Proposed:

Tourist Perception on Food Safety Practices among Food Handlers in Terengganu

Improved/Enhanced Title:

Tourist Perception Towards Hygiene Practices among Foodservice Establishments in Terengganu

Original Objectives as Proposed:

To investigate tourist perception on food safety practices among food handlers.

Improved/Enhanced Objectives:

- 1) To determine the most important hygiene factor among tourist while dining in at foodservice establishments.
- 2) To investigate tourist perception on hygiene among foodservice establishment

5.2 ENHANCED EXECUTIVE SUMMARY

The implication of food safety on tourism have been reported widely all around the world, but little information related to tourists' experience in Malaysia can be found. Therefore, this research is carried out to determine tourist's perception towards hygiene practices among foodservice establishment in Terengganu, Malaysia. The data came from 550 self administered questionnaire. The responses to the questionnaire were measured by assigning hygiene perception points to each respondent according to their replies. The findings reveal that food and location were the most important hygiene factor that has been evaluated by the tourist while they dining in at foodservice establishment in the tourist attraction area. The findings also suggest that tourists' perception of hygiene in the tourist attraction area around Terengganu was adequate and there was a need for training on the subject for better improvement in future.