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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**A STUDY ON TOURISTS' MOTIVATION OF VISITING  
KUCHING CITY, SARAWAK**

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## **DECLARATION**

I hereby declare that the work contained in this research was carried out in accordance with regulations of Universiti Teknologi MARA and is our own except those which have been identified and acknowledge. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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## **ABSTRACT**

The purpose of this study is to investigate the factor in choosing Kuching tourism destination, tourist expectation towards tourism attraction in Kuching and overall satisfaction during their stay in Kuching. It also aims to investigate on how tourist socio-demographic characteristics affect their perception for the of satisfactions toward tourism attraction in Kuching city and result in tourist revisit. For the design and methodology approach, this study uses primary data and quantitative data. Distributed the questionnaire among the tourist visit Kuching to collect the data. Using SPSS to analyze the data. The frequency distribution and descriptive analysis is used to analyse and interpret the data. For the findings, the results of tourist motivation, tourist perception, and tourist satisfaction acomplished the research question and research objective. The overall result measure the level of tourists satisfaction towards Kuching city.

*Keywords: Tourist Motivation, Tourists Satisfaction.*