

UNIVERSITI TEKNOLOGI MARA

**DESTINATION ATTRACTIVENESS OF A
THEME PARK: LEGOLAND THEME PARK
MALAYSIA**

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Thesis submitted in fulfillment of the requirements
for the degree of

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Faculty of Hotel & 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 is 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 or 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

Tourism in Malaysia has evolved significantly, from providing nature and heritage tourism-related activities to the creation of fun and leisure related experience to cater the needs of specific market. Consequently, building theme park as one of tourism product to stimulate tourist' fun and leisure demand were undertaken by developed countries especially emerging markets like Thailand, Indonesia, Singapore, including Malaysia. This study aimed to examine the effect of destination attributes towards visitors' satisfaction as well as the visitors' behavioural intentions by referring to Legoland Theme Park in Malaysia context. By using quantitative approach, the experiences of 384 visitors of Legoland were discovered. Descriptive statistic, correlation and multiple regression analysis were run to analyze the data, using Statistical Program for Social Analysis (SPSS) version 20. Through the analyses, some useful insights or predictors on the issues of visitors' interest were obtained. Most importantly, the findings reveal that entertainment attributes contributes to high satisfaction level of the Legoland Malaysia visitors as well as the intentions to revisit and recommend in the future. However, the result of this study might not fit to be applied to other theme park related research, due to limitation of the contextual setting. The findings provide appropriate responses which believed to be important for the related authorities in continuously promoting theme park as tourism product, thus to be considered as a pioneering effort in producing research papers particularly related to theme park development in Malaysia.

Keywords—Destination attributes, theme park, satisfaction, behavioral intention, tourism product

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