



**UNIVERSITI TEKNOLOGI MARA**

**THE HOTEL SELECTION  
ATTRIBUTES OF MIDDLE EAST  
TOURISTS IN KUALA LUMPUR**

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**MASTER IN HOSPITALITY  
MANAGEMENT**

**November 2010**



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Dissertation submitted in partial fulfilment of the requirements

for the degree of

**Master in Hospitality Management**

**Faculty of Hotel and Tourism Management**

November 2010

## **ABSTRACT**

It is important that hotel managers and operators must obtain and sustain good hotel attributes in order to enhance guest satisfaction which can lead to profitability. Few studies have been conducted on Middle East tourists' purchase behaviours and preferences though the highest growth rate of tourist arrivals in Malaysia in 2009 was reported to have come from the Middle East region. The purpose of this study is to identify Middle East tourists' hotel selection attributes in Kuala Lumpur. Hotel selection dimensions identified from previous research were used to help develop the framework of this descriptive study. The four most important dimensions identified are location, facilities, services and cleanliness. A pilot test was conducted before the questionnaires were distributed to the Middle East tourists staying at the five star hotels within the Kuala Lumpur Golden Triangle area. Data obtained was then analyzed using Statistical Packages for Social Science (SPSS) and descriptive analysis was used to determine the most significant Middle East tourists' hotel selection attributes in Kuala Lumpur. Findings of this study will help hotel operators to understand Middle East tourists and cater to their needs better. The better served Middle East sector will help increase hotel revenue as well as boost tourist receipts for the country.

**Keywords:** hotel attributes, hotel selection, tourism marketing, Middle East tourists in Malaysia.

## **ACKNOWLEDGMENTS**

First and foremost, I would like to thank Allah S.W.T for giving me the strengths in completing this paper. Secondly, it gives me a great pleasure to thank my advisor, Madam Flora Shumin Chang Abdullah for her guidance throughout completing this paper. She has been all that one could ask for in an advisor: patient, insightful and good-humored. Besides that, I also want to thank other lecturers for the helpful suggestions and recommendations for this paper.

In addition, I would like to express my appreciation to my beloved parents and my family who have helped me greatly by way of providing support and encouragement. Lastly, not to forget my friends that have motivate me not to give up easily and keep giving me courage for completing this paper.

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