



**TOURIST SATISFACTION TOWARDS FACILITIES PROVIDED IN MELAKA
HERITAGE SITES**

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- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

Purpose

The purpose of this paper is to examine tourist satisfaction towards facilities provided in Melaka heritage sites.

Methodology/Approach

A total of 200 respondents from tourist in Melaka heritage sites had participated through convenient sampling technique in answering the questionnaires.

Findings

Most of respondents are male, the age is between 21 – 30 years old. The Cronbach's Alpha result for general facilities, specific facilities and services shows a strong positive relationship which means variables is relevant. For the recommendation, there are some recommendations and suggestions to improve satisfaction of tourist towards facilities provided in Melaka heritage sites. Based on data gather from questionnaires it showed that likers scale for all variables indicate to the 5 which is means slightly satisfy. Thus it is important for the Melaka heritage sites management improve their facilities in order to get the fully satisfaction from the future visitor.

CHAPTER 1

Introduction

1.0 Introduction

The purpose of this chapter is to describe overall relate with introduce, justify and research undertaken based on tourist visited Melaka heritage sites. It begin with the background of study and next the study will highlight the scope of research, so that will get the actual result. After that, the problem statement would be presented, leading to the formulation of research objectives research question and limitation of study.

1.1 Background of study

According to Wiberg et al. (2009), mentioned that there is a connection between visitor satisfaction and visitor's choice to re-experience the product. If a tourist satisfied, he or she is more likely to re-experience the product or telling his/her friends and family (wiberg et al., 2009). So that is important to know tourist satisfaction during they visits in Melaka heritage sites in order to increase number of tourist come again in the future. . Hence, it will increase the economy of tourism in Melaka. In order to make Melaka a tourist friendly city, Melaka should improve the facilities and upgrade the supporting facilities for the tourists. Currently, heritages sites in Melaka are the main tourist destination providing educational tourism. By having a certificate as world heritage status given by UNESCO, Melaka had improve a lot of their facilities to conserve roads, signage, and buildings and highlight the heritage of Melaka.