



RURAL TOURISM:  
A CASE OF CAMERON HIGHLANDS, PAHANG  
THE RELATIONSHIP BETWEEN  
SERVICE QUALITY & TOURIST LOYALTY TOWARDS  
TOURIST EXPERIENCE AS MEDIATOR

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Dissertation submitted in partial fulfillment of the requirements  
for the degree of

Bachelor of Science With Honours (Tourism Management)

Faculty of Hotel & Tourism Management

SEPTEMBER 2015 – JANUARY 2016

## CANDIDATE'S DECLARATION

I declare that the work in the thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of our own work, unless otherwise indicated or acknowledge as a reference work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.


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
**Program**                                      Bachelor Science Hons. Tourism Management

**Faculty**                                        Faculty of Hotel & Tourism Management

**Thesis Title**                                Rural Tourism: A Case of Cameron Highlands, Pahang. The  
Relationship Between Service Quality & Tourist Loyalty  
Towards Tourist Experience As Mediator

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## ABSTRACT

This paper examined tourists' evaluation of service quality in rural tourism destination which is in Cameron Highlands, Pahang, Malaysia. Cameron Highlands is a highland which is quite popular among tourists that want to see yet another side of Malaysia; a side where they can walk for hours in the cool climate. Because of the perfect climate it was very suitable for cultivating tea, Cameron Highlands soon grew out to be the biggest tea region of Malaysia and also one of the top rural tourism destinations. The domestic tourists' experience acts as the mediating effect of domestic tourists' loyalty on this relationship. The data was analysed using multi-regression method. The service quality dimensions delivered have a significant positive influence on tourists' loyalty. Moreover, previous experience moderates the relationship between service quality and domestic tourists' loyalty. The findings of this study offer some interesting implications for practitioners and researchers.

Keywords: *Service Quality; Tourists' Experience; Tourists' Loyalty; Rural Tourism.*

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