

UNIVERSITI TEKNOLOGI MARA

**TRAVEL MOTIVATIONS FOR FIRST-TIME AND
REPEAT TOURIST IN BANDA HILIR, MELAKA**

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Science with (Hons.) in Tourism Management

Faculty of Hotel and Tourism Management

December 2015

Candidate's Declaration

We declare that the work in the research 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 degree or qualification.

In case our research, we found to violate the conditions mentioned above, we voluntarily waive the right of conferring of my degree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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Research Title : Travel Motivation for First-Time and Repeat Tourists in Banda Hilir, Melaka

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LETTER OF TRANSMITTAL

DECEMBER 2015

The Head of Program

Bachelor of Science

With Honors (Tourism Management)

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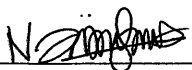
Dear Sir/ Madam,

Submission of Project Paper

Attached is project paper titled “Travel Motivations for First-Time and Repeat Tourist in Banda Hilir, Melaka” to fulfill the requirement as needed by the Faculty of Hotel and Tourism Management Universiti Teknologi MARA.


Thank You,

Your sincerely,



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ABSTRACT

The purpose of this study is to understand the travel motivations for first-time and repeat tourist to visit Banda Hilir, Melaka. The travel motivations (push and pull factors) will leads to the encouragement among tourist to visit Banda Hilir, for first-time or repeat. The respondents were tourists who visit within the area of Banda Hilir using questionnaires that distributed to the respondents. This study used descriptive research design with quantitative approach. A total of 373 complete questionnaires were used in this research. The data collected in this study was analyzed by using frequency, reliability analysis and descriptive analysis in order to achieve research objectives. The tourists believed that the push factors were the strongest motivations that attract them to visit Banda Hilir. Despite that, the highest tourist who visits Banda Hilir, Melaka is among the first-time tourists.

Keywords: *Travel motivation; push and pull factors, first-time and repeat tourists, Banda Hilir, Melaka.*

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