



**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS OF CHOOSING  
MELAKA AS SHOPPING DESTINATION AMONG  
TOURISTS**

**MUHAMAD KAMARUL HAKIM BIN CHE RI  
NOR FADZILLAH BINTI ZULKIPLI  
NORSYAMIRA BINTI ABDULLAH SHUKOR**

**BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT  
FACULTY OF HOTEL AND TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDAR MELAKA**

**MARCH-JULY 2014**

## **ABSTRACT**

Shopping in tourism is stated in the 12 Sub-sector Tourism of Melaka. The variants of Melaka have made Melaka as one of the eminent tourist destination in Asia. Visitor that come to Melaka obviously prefer to visit the heart of Melaka which is Banda Hilir that provide variety of shopping outlet. However, researchers want to look through Melaka capable to be shopping destination based on the increasing tourist arrival. The main objective of this research is to identify the factors that influences tourist to choose Melaka as shopping destination. Shopping destination chosen by the tourist caused by several factors. Hence, questionnaire had been carried out and the findings show that shopping destination in Melaka has a potential to become the main attraction alongside with the heritage and culture. The results indicate that, the environment and accessibility factor are among the main factors of choosing Melaka as shopping destination. Other than that, shopping is rank third among 12 sub-sector of tourism in Melaka. This shows that, shopping does have the potential to become one of the main attractions of tourism in Melaka. Thus, the various parties involved must play their respective roles to enhance the shopping tourism of the tourism sub-sector in Melaka.

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