



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**TRAVEL PREFERENCES AMONG UNIVERSITY STUDENTS IN  
UNIVERSITI TEKNOLOGI MARA (MELAKA) BANDAR MELAKA,  
MELAKA**

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## AUTHOR'S DECLARATION

We declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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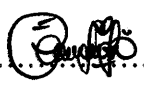
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## **ABSTRACT**

Travel behavior and preferences of various market segments are of great interest to the travel and tourism industry. One of the largest market segments in the travel and tourism industry is the university students which are the important contributors toward travel and tourism industry. To develop travel products effectively, tourism marketers need to understand the distinctive and unique characteristics of travelers. Therefore, the researchers want to study the travel preferences among students in Universiti Teknologi MARA (UiTM) Kampus Bandar Melaka, Melaka. By using cross-sectional study, to obtain result of travel preferences among university students the researchers came out with self-administrated questionnaire. The questionnaire have been divided into three part comprises Section A, Section B, and Section C. Section A are consist of personal information/socio-demographic factors, Section B include the travel preferences and Section C focus on the travel activities among university students during their vacation.

## **TABLE OF CONTENT**

	<b>PAGE</b>
<b>AUTHOR'S DECLARATION</b>	ii
<b>ACKNOWLEDGEMENT</b>	iv
<b>ABSTRACT</b>	v
<b>TABLE OF CONTENT</b>	vi
<b>LIST OF TABLES</b>	xii
<b>LIST FIGURE</b>	xv
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Significant of Study	2
1.3 Operation Definition	4
1.4 Research Scope	4
1.5 Research Objectives	4
1.6 Research Question	5
1.7 Problem Statement	5
1.8 Summary	6
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 Introduction	7

2.1 Leisure Travelling Motivation	7
2.2 Travel Behaviour	9
2.3 Factors Affecting Travel Behaviour	9
2.4 Research Framework	10
2.5 Summary	11
 <b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.0 Research Design	12
3.1 Data Collection Method	12
3.2 Population and Sample	13
3.3 Instrument	14
3.4 Data Analysis	14
 <b>CHAPTER 4: FINDING AND DATA ANALYSIS</b>	
4.0 Table of Mean	15
4.1 Data Analysis	18
4.2 Response Rate	18
4.2.1 Respondent's Gender	18
4.2.2 Respondent's Age	19
4.2.3 Respondent's Marital Status	19
4.2.4 Respondent's Year in College	20
4.2.5 Respondent's Courses	21