



**UNIVERSITI TEKNOLOGI MARA**

**ASSESSING TOURISTS PERCEPTION TOWARDS  
FACILITY MANAGEMENT AT TOURISM  
ATTRACTION SITES IN PERAK**

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

**Bachelor of Building Surveying (HONS)**

**Faculty of Architecture, Planning and Surveying**

**JULY 2021**

## **ABSTRACT**

Facility management was usually designate as unpopular because there is a lack of knowledge regarding the implementation of facility management, even for the well-known business. However, management is a priority for any business. Thus, facility management is considered an essential service regardless of location or business. It helps manage better facilities and maintain excellent services provided in the building and its surroundings. The same goes for the tourism industry, where this industry requires excellent management to enhance the beautifulness of the attraction locations and drive more revenue. Thus, the priority of this study is to investigate tourists perception towards facility management at popular tourist attraction sites located in Perak. Three locations were defined as a case study: Belum Rainforest Resort, Lenggong Valley, and Masjid Ubudiah Kuala Kangsar, Perak. This research is based on a survey questionnaire where tourists need to rate their experience while visiting the attraction sites. The data were analyzed to determine whether tourists are aware of the implementation of facility management and acknowledge the challenges faced by the facility management team at the case study. The results prove that majority of the tourists are aware and know that it is hard to maintain excellent management of facilities, especially for most visited sites. It is hoped that this study can help facility managers to improve the implementation of facility management, cope with current issues and merge with the current industrial revolution.

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, I want to thank God for giving me the opportunity and strength to finish my degree through this pandemic outbreak, which is challenging to me, and I am beyond thankful that I am surviving. I want to acknowledge my gratitude to my Supervisor, Sr Dr Mohd Fadzil Bin Mat Yasin, because he helps me throughout this project and gives invaluable advice, continuous support, and patience to finish this project. I want to thank all the members that help me during my journey to finish this project. It is their kind help and support that has made my study successful until the final semester together.

Finally, I would like to express my gratitude to my parents and my siblings. Without their tremendous understanding and encouragement during my studies, it would be impossible for me to complete this project. In a nutshell, I wanna thank me because keep believing that I am strong enough to finished this project and have the high spirit in completing the task.

Thank you.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 RESEARCH BACKGROUND

The fantastic architecture must come with excellent facilities in the building or its surroundings since facilities are among the leading indicators in determining great status for a building. Facility Management (FM) comprises two main areas whereas space and infrastructure and people and organization. FM covers such phases in planning, design, building, leasing, occupancy, and maintenance of space and infrastructure, as well as furniture for space and infrastructure. The areas in people and organization are catering, cleaning, ICT, human resources, accounting, marketing, and hospitality. These two broad operating areas are frequently referred to as "hard FM" and "soft FM". Hard FM consists of a physical built environment with a focus on workspace and building infrastructure. Soft FM includes people and the organization and is related to work psychology and occupational physiology.

The International Facility Management Association (IFMA) states that facility management coordinates the physical workplace with the organization's people and work. It incorporates the tenet of business administration, architecture and the sciences of behaviour and engineering. In a 2009 Global Job Task Review, IFMA listed the core competencies of facility management as:

- 1) Communication
- 2) Emergency Planning and Business Continuity
- 3) Environmental Stewardship and Sustainability
- 4) Finance and Business
- 5) Hospitality Management
- 6) Human Factors
- 7) Leadership and Strategy
- 8) Operations and Maintenance
- 9) Project Management
- 10) Quality
- 11) Real Estate and Property Management