

**A STUDY ON  
TOURIST MOTIVATION TO VISIT SERI MENANTI ROYAL  
MUSEUM, NEGERI SEMBILAN**

**BY**

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## **ABSTRACT**

Marketing management is an important managerial dimension that must be continually assessed to ensure profit. It includes understanding target markets motivation that could provide desire return to the organization, but are difficult to access. The objective of this study is to identify the factors that influence tourists motivation to visit Seri Menanti Royal Museum, to investigate the most attribute factors between attire, architecture and food that motivate tourists to visit to Seri Menanti Royal Museum, and to find the way to motivate people to visit Seri Menanti Royal Museum by using all the 3 attributes. Using questionnaire survey that been distribute at Kuala Pilah and Port Dickson, 100 questionnaire were analyzed to fulfill the research objectives. The finding indicate that most of the visitor been motivated to visit museum because of the architecture attributes. In addition, most of them suggest the museum should offers the knowledgeable guides in the museum. Majority of the respondent had never come to visit Seri Menanti Royal Museum, but they are motivated to visit if the museum offers as they suggest.

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