
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
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Nor Raihan Abu Bakar
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Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

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Noraini Ismail dan Minah Dibok

PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

VISITORS' USE OF INFORMATION KIOSK AT MELAKA TOWN HERITAGE SITES

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Ahmad Khairuman Md. Hasim

ABSTRACT

The advancement in information and communication technology (ICT) has garnered much interest in various fields. Tourism arena is one of the many fields in which ICT has become a subject of interest. Although in the late 90's and in the early 21st century virtual tourism was predicted to have a major impact, traditional visit to places of attraction still remains popular. Therefore, the visitor's appreciation and knowledge on certain places of attraction may improve through an integration of virtual tourism into a conventional physical movement. This will later help induce further interest to visit. This integration can take in many forms. One of the many significant approaches to this method is to deploy an ICT based information kiosk. Adapting the intrinsic value of information through the information kiosk however, requires more than just the technology. Social norms and user behaviour has to be adequately studied in order to better understand the visitors intention and likelihood to use such technology. Perhaps, the deployment of such technology is viewed as a catalyst to lure interest among visitors to heritage sites. Therefore, understanding the social behaviour among visitors would contribute useful information on the technical aspects of the kiosk such as design, concept and content. Several theories of social behaviour are studied and the most applicable theory is used to explain the intention and the actual use of the kiosk. Derived from the Theory of Reasoned Action which is later refined into Theory of Planned Behaviour, a model called Unified Theory of Acceptance and Use of Technology (UTAUT) is adapted in this study. The use of UTAUT is considered appropriate in the current study as it incorporates several parameters that help to explain the use of an ICT based information kiosk among visitors.

KEYWORDS

Kiosks, behavioural theory, interpretive media, UTAUT model