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ABSTRACT

This report describes research that was undertaken for the purpose of academic studies during practical training. The objective of this research was to investigate the image of sight seeing tourist in determining their destination prefer, the reasons why they had chosen the destination, influences in their decision, information sources used in the decision and their evaluation of company's services performance. This work formed part of a larger study which investigated factors that influenced the destination prefer by the sight seeing tourist.

Design/Methodology/approach

Those collected questionnaires that had incomplete answers and were left blank with no answers were eliminated. This study conducts analysis in sight seeing destination prefers by the inbound tourist influence by the costs, behaviors (psychological), place attractiveness, services and facilities, and based on previous experience.

Findings

After questionnaire data were collected, factor analysis is used to conduct classification of the types of variable emerged. The monthly income has a positive relation in selecting tour destination as it was influence by their resources. Occupation also related in selecting the sight seeing tour as for the purpose of relaxation. It is also being declared that place's scenery could be important factor in tour attractiveness. The tourist will also weighing up in terms of the hotel design and landscape. Thus, most of them would likely to return.

Practical implications

Sight seeing tourist destinations are gradually on the rise as tourism industries became larger. Awareness of the customer feedback would help to improve the company's performance based on those related factors.

Originality/Value

It is necessarily for the travel agents to have a better understanding of the target market that is prior to designing travel itineraries. This is important as to create a bound of loyalties with customer.