



**TO STUDY THE TOURISTS' PREFERENCES TOWARD BACKPACKING OR TRAVEL
AGENCY SERVICES: NURR RICH VACATION SDN BHD**

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ABSTRACT

The study was conducted to identify the tourists' preferences toward backpacking or travel agency services: Nurr Rich Vacation Sdn Bhd. This study also conducted to determine the ways to attract tourists in choosing travel agency: A case study was at Nurr Rich Vacation SDN BHD. The first chapter focuses on the overview of the study that contain the research problem and research objectives. The problem statement is about why people nowadays are more prefer to backpacking rather than pay the travel agency to plan for their travel. The next chapter focus more on the literature review which are collected from the previous journal. The literature is about the factors of tourists' preferences toward backpacking or travel agency services.

Factors of tourists' preferences toward backpacking or travel agency services are independent, low-budget, more experiences, destination and easy in getting information. Descriptive study is being used to conduct the research as it in line with the objective of the study. The data was collected by using secondary and primary data. The primary data is collected by using Questionnaire. The research was conducted at Nurr Rich Vacation Sdn Bhd, Selangor and the samples selected included 300 people. The data collected for the research was through a questionnaire and was conducted at Sungai Buloh, Selangor during sampling activities. For the secondary data was collected by using past journal which is 10 to 15 journals are use as reference.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The section of the introduction tells more about the background of the study. In other word, this section which is chapter one also discusses the reasons on this subject that relevant to study. This chapter start with the background of the problem that will be studied which eventually to the problem definition and purpose of the study.

1.1 BACKGROUND OF STUDY

Travel can be defined as the act of traversing through a geographic region or moving from one place to another. This can be temporarily, as is often the case and can be for a short period of time. Generally, people go for travel because of several factors. That most factors that influence the people to travel is branded products that can be concluded as the shopping behavior. Liu et al. (2008) said that tourist spend a considerable amount of time and money on shopping because shopping is an underlying motivation and incentive for people to travel while Lehto et al. (2004) pointed out that shopping is the most frequently participated activity for tourists while traveling. The other factor is nature and the culture of the ones country. The research by Zhang et al. (2002) have demonstrated that geographical factors would affect consumers' behavior and Kozak and Rimmington (2000) state that if the tourists with high satisfaction of a destination, they might visit that place again.