

# **STUDY ON SELECTED TOURISM EVENTS**



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**DECEMBER 2011**

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## **ACKNOWLEDGEMENT**

All praise to Allah S.W.T, the sustainer of the world, and may there be His blessings to all messengers and His last messenger, the Prophet Muhammad S.A.W. and his family, companions, followers and all the believers till the end of time.

The completion of this study has been a long, interesting, and at times, difficult process. We would not have accomplished it without the assistance of many people. We would like to thank to our family for their encouragement, faith, love and support. We could not have done it without them.

Furthermore, many thanks to Research Management Institute, who helped, motivate, direct, and inspire us during the study process. To Siti Nazirah Bt. Yahaya, Nabila Binti Mohd Yunus, Noorhafiza Binti Yusof and Nur Rabi'atu'adawiyah Bt Anang who help us as Research Assistant, this report is the better for it, thank you for all of your help and support.

Last but not least are to those people who were involved directly or indirectly in making this study a success, may Allah bless and reward all of them that have helped us in the completion of the research. Lastly, we hope this research meets the requirements and expectations of the university.

Mohd Hafiz Mohd Hanafiah

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## **ABSTRACT**

Festivals and special events have always been associated with tourism as tourism has been recognized as one of the leading growth sectors in international services trade. Tourism events are now gradually being observed more as a vital element of Malaysian economic development. The purpose of this study is to measure the motivation, satisfaction and economic impact of the 3<sup>rd</sup> Putrajaya International Hot Air Balloon Fiesta 2011 and Thaipusam Festival 2011. The study explains and identifies the demographics profiles and the spending patterns of the international tourist visiting the 3<sup>rd</sup> Putrajaya International Hot Air Balloon Fiesta 2011 and Thaipusam Festival 2011. The data were gathered by using questionnaires and 1892 respondents that attended both event were randomly selected and surveyed. The findings of this study elucidated the level of motivation, satisfaction and economic impact of the 3<sup>rd</sup> Putrajaya International Hot Air Balloon Fiesta 2011 and Thaipusam Festival 2011 and at the end of this paper, some recommendations were discussed.

*Keywords: Festival, motivation, satisfaction, economic impact*

## **1.1. BACKGROUND OF THE STUDY**

Festivals and special events have always been associated with tourism as tourism is one of the leading growth sectors in international services trade (Getz, 1991). Events are now gradually being observed more as a vital element of tourism development and marketing plans. Since most of the events have emerged because of non-touristic reasons such as religious holidays, competitions, community leisure, or cultural celebrations, there is obviously a tendency to take advantage of them in the name of tourism and to develop new events intentionally as tourist attractions (Getz, 1989). From the standpoint of the tourism industry, events are extremely regarded as attractions, catalysts, animators, place marketers, and image-makers (Getz, 2008). Getz (1993, as cited in Gursoy , Kim & Uysal, 2004) states that festivals and special events play important roles in the lives of society as they offer essential activities and a channel for locals and visitors to spend as well as augmenting the image of the local communities.

Janeczko, Mules & Ritchie (2002) found that among all forms of tourism, the fastest growing are events and festivals. They have gradually become methods of stimulating local economies especially in rural areas. Both of them have been used with enormous achievement in various areas as a way to attract people to regions that naturally have an allure for seasonal tourists (Janeczko, Mules & Ritchie, 2002). The time and the duration of events and festivals are suitable for