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**THE INFLUENCE AND EFFECTIVENESS  
OF FILM TOURISM IN TRAVEL  
DECISION MAKING**

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## **ABSTRACT**

The research is aim to study on the influence and the effectiveness of film tourism in travel decision making. The objective of the study is to access the effectiveness of film-tourism and to indicate whether film-tourism can influence people to travel to the viewed destinations. The populations are among tourists who visit Melaka state where the researcher mainly focuses in two areas which are Bandar Hilir and Ayer Keroh. The researcher used questionnaire data collection method to study the film tourism influences in travelling activities. A total number of 165 questionnaires were distributed to the tourist who visits Melaka. The questionnaires were collected right after the respondents completed the survey forms. The survey is undertaken throughout May 2013. The results revealed that and research objective where the effectiveness of the film tourism has being justified where most of the respondents were agreed that film tourism influence their overall travel decision making. Therefore this new phenomenon could create more excitement in promoting product and services offered yet effective and efficient.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Travel and tourism is one of the fastest-growing industries in Malaysia. It is the nation's seventh largest industry. It is expected that tourism will receive 42 per cent increase in allocations. This is due to the fact that it contributes not only to our economy but also generates employment and the development of Malaysia (Robiah, 2007). Nowadays, the Malaysian government focuses on the development of tourism sector to attract the investor to develop business of hospitality and to attract visitors. In 1999, the National Tourism body had launched "Cuti-Cuti Malaysia" slogan. After that, "Cuti-Cuti Malaysia was changed to "Zoom! Malaysia". In 2004, Culture, Arts and Tourism Ministry created new slogan which call "Malaysia Truly Asia" and use the slogan from 2011 until now. Slogan is one of the promotional tools used to attract people to visit destination. Tourism slogans have become as much a part of a place's identity and help in setting the brand image of the destination. This will lead in set up the people's perception and therefore it can build the image of the destination.

Instead of using the slogan as promotional tool, film tourism can act as a promotional successful strategy to setting the destination image. People can imagine the image of the destination after they have watching film tourism. Film tourism is one of the electronic media which include film, television (TV), movie and documentary. Vagionis and Loumioti (2011) found that movies are one of the important marketing tools which can effectively serve the strategy for promotion of tourism destination.