

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON CONTEXTUAL  
ELEMENT OF MELAKA FAMOUS  
FOOD SPOT**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

The main objective of this research is to study on Contextual Element of Melaka Famous Food Spot in Melaka City. In this research, the researcher decided to use a qualitative method in term to collect data. There are many visitors to Malaysia every year who have no information about food diversity in here. Most restaurant they found on internet and blog does not really show the Melaka best food spot. They know Malaysia is a food paradise and well known with their citizen who love to eat but have no confident in exploring the gastronomic experience outside their comfort zone. Malaysia is the first place to be visited in Asia because of having various mix of culture and food from different race beside by its nature beauty. At the end of this research, the researcher will be able to come out with a short list of few contextual element of Melaka famous food spot that will giving benefit for foreign tourist and also local society.

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