

Makalah **AKADEMIA**

TOURISM & TOURIST'S ATTITUDE: AN OVERVIEW

¹Ainna Syifaa Abu Khari, ¹Ts Dr Nor Hanisah Mohd Hashim and ²Prof Dr Azlizam Aziz

¹Centre of Studies for Park and Amenity Management, Faculty of Architecture, Planning and Surveying, UiTM Shah Alam

²Faculty of Forestry and Environment, Universiti Putra Malaysia

syifaaainna15@gmail.com

TOURISM: AN OVERVIEW

Authorities often establish tourism related divisions or tourist agencies to assist aims in the sectors of tourism expansion and improvement. Tourist offices strengthen public-private partnerships in worldwide tourism marketing. Additionally, they have the potential to play a key central role. Tourism has always been a rising sector. Tourism has been a thriving international industry since the immediate post-war period, and especially after 1950. The world's industrialised countries are the primary source of visitors.

ATTRACTIVENESS OF A TOURISM PLACE

Destination attraction is the driving force behind tourism, as the tourism sector would be essentially nonexistent without it. The attractiveness of a visitor hotspot is always tied to visitors' assessments of a place's ability to meet their expectations. According to research, attraction surveys are also critical for identifying the variables that encourage people to travel. The more a place can meet the needs of visitors, the more appealing it is considered and the more probable it is to be chosen over similar destinations.

TOURISM ATTRACTION

Tourism attractions are widely regarded as the key determinants of a destination's competitiveness. To remain operational, the global tourist sector has grown very intense, and tourism sites have been under great pressure to revitalise and upgrade their attractions. Visitor attractions are created based on a travel destination that, by its distinct characteristics, attracts or encourages tourists to seek out a specific visitor destination.

Visitor attractions measure both the direction and intensity of the tourism industry's development in a certain responsive tourism site.

UNITED NATIONS WORLD TOURISM ORGANIZATION (UNTWO)

Tourism attractions have a huge population, and their character can become rather unique. For example, stunning beauty, nightlife, fascinating historical sites, or proactive destinations market links such as VFR, which is another word for visiting friends and relatives, are all examples of visitor attractions, despite the fact that they don't have anything in particular. There are also conveniences that appear to grow around the attraction and become locations to explore themselves, such as modes of transportation, which may be an attractive site, and lodging facilities, which are frequently perceived as desirable locations if renowned people stay there.

The fundamental category of visitor attractions introduced by the United Nations World Tourism Organization or recognised as the UNWTO is as follows:

- Natural tourism resources
- Historic and cultural assets of visitor destinations
- Environment and climate conditions
- Infrastructures
- Visitor amenities and facilities



UNDERSTANDING TOURIST’S ATTITUDE

An individual's continuous good or negative reviews, subjective emotions, and psychological qualities toward certain items or thoughts are referred to as their attitude. One of the internal elements that might impact an individual's decision to buy, choose, or prefer a product is attitude. Consumer attitudes are the reactions or evaluations with which people regularly agree or disagree. It also plays a significant part in marketing decisions, and there is a strong belief that this attitude is the most powerful component in projecting future actions and may assist firms in forecasting product performance and implementing stronger marketing strategies.

SELECTION OF THE TOURISM PLACE

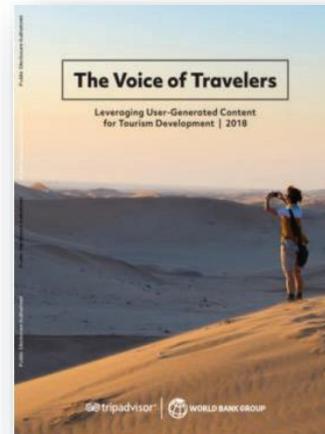
The reputation, recreation facilities, local monuments, and populations all contribute to a tourist destination’s popularity. Tourism’s attraction has also been divided into two categories: primary and secondary. Primary qualities are important to an area and are associated with its stunning beauty, including history, whilst secondary attributes are associated with infrastructure facilities. Accessibility, lodgings, cuisine, facilities, and programming are examples of secondary characteristics.

TOURIST USER GENERATED CONTENT

The spread of UGC, also known as user-generated content, through social networks has undoubtedly had a significant effect on the tourism sector overall, — specifically, the pre-travel period, the journey length, and the post travel phase. UGC-related travel and recreation digital information is considered as additional content for tourists to improve their traveling plan and also to assist tourists in making travel decisions. It was thought to be an exceptionally dependable technique of locating relevant and rapid information. Reviews from real-life pals on social media will improve their confidence.

SATISFACTION

Tourism satisfaction is defined as "the level of overall fulfilment or happiness perceived by the visitor as a result of the travel experience's satisfaction of the visitor's preferences, needs, and expectations for the holiday." WOM, or Word of Mouth, is a sort of consumer verbal networking that appears to have a substantial effect on customer referral creation and purchasing decisions. Previous research has found that customer satisfaction is one of the variables of WOM recommendation, and when a visitor finds excellent tourism amenities, he or she will refer that location to his or her friends and acquaintances. As a result, high-quality tourism services will increase a destination's favourable WOM.



**The Voice of Traveller
Sumber:
openknowledge.world
bank.org**



“WOM”

Sumber: MarketShare

