



UNIVERSITI TEKNOLOGI MARA

**ATTENDEES' MOTIVATION ATTENDING
FESTIVAL: THE CASE OF MALAYSIA
INTERNATIONAL SHOE FESTIVAL 2016**

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AUTHOR'S DECLARATION

I declared that the work in this thesis/dissertation 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.

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ABSTRACT

Festivals and events found as a concept of special interest context that has contributed significantly to tourism, travel, leisure and recreation, and lodging industries recently by becoming tourism demand generating factor. Apart from that, festival is an important way that able to provide social, economic, environmental goals and beneficial for the societies and destinations. Festivals and events are one of the attention attractions of destination that provide tourists with updated information about culture, arts, society and history. They also are seen as unique tourist attractions and destination image makers with a variety of other special events. All these kind of festivals are playing major role in contributing developments of the cities by making them to be well-known cities worldwide, together that contributes in country's revenue itself. The aim of this research is to investigate the underlying dimensions of motivation for attending international festival with regard to different product offering, in specific, shoe. Plus, the second objective of the research is that, to understand how festival attendees perceive the shoe festival with different festival attendee groups. Overall, the study examines how the motivations are related in the context of attending shoe festival that nurtures the Malaysia's position as a tourist destination that will be focusing on leisure and business tourism around the world. A self-administered questionnaire was designed for the purpose of this study. Samples of 96 respondents that visit Malaysia International Shoe Festival (MISF 2016) were taken and the survey was conducted in Putra World Trade Centre (PWTC), Kuala Lumpur. The results show that there were significant differences in motivation among attendees from shoe festival products.

Keywords: shoe festival, motivation, tourism, festivals, events

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