

A STUDY ON
A Study on Customers' Satisfaction towards Service Quality at Melaka
A'Famosa Water Theme Park

BY

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Over the decade, the tourism industry is a large business and become booming. Tourism is alive with dynamic growth, new activities, new destinations, new technology, new markets and rapid changes. Generally, mostly people presume that tourism is an activity of sightseeing, visiting friends and relatives, taking a vacation, and having a good time. Nevertheless, tourism also includes people who are participating in a convention, business conference or other business or professional activity. (Charles & Ritchie, 2009)

The earlier travel was essentially for food, escape from danger and trade business. It starts during the ancient empires such as Roman and Egyptians (Charles & Ritchie, 2009). In tourism industry, Thomas Cook is known as Father of Tourism, where his first organized trip was 'Leicester to Loughborough' in 1841. He was acted as an agent by buying tickets in bulk and selling it to others with non-profit where then gave him an idea to make package tours in profitable manner. He makes the first 'Round the World Tour' in 1872 (Hamilton, 2005).

From there, tourism industry becomes raise and be one of important for the country economic. There are many component in tourism industry includes food and beverage service, lodging service and ski resorts, recreation services, campgrounds and theme parks, travel-related tourism service, the gaming industry and products provided with personal services (Chin & Maier, 2010).