

**UNIVERSITI TEKNOLOGI MARA**

**THE AWARENESS OF HEALTH  
TOURISM AMONG LOCAL  
RESIDENTS IN BANDA HILIR,  
MELAKA**

**SUHANA BINTI MOHAMAD**

**2012462876**

**NURUL ADIELA BINTI JAIS**

**2012482684**

**NUR SYAFIQAH BT SAAD**

**2012820596**

Thesis submitted in fulfillment  
of the requirements for the degree of  
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**Faculty of Hotel And Tourism Management**


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## DECLARATION OF ORIGINAL WORK

We declare 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 results of our 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.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

Name of Student : Suhana Binti Mohamad  
Student I.D. No. : 2012462876  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis/Dissertation : The awareness of Health Tourism among Local Resident in Melaka  
Title :  
Signature of Student : .....  .....  
Date : June 2015

Name of Student : Nurul Adiela Binti Jais  
Student I.D. No. : 2012482684  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis/Dissertation : The awareness of Health Tourism among Local Resident in Melaka  
Title :  
Signature of Student : .....  .....  
Date : June 2015

Name of Student : Nur Syafiqah Binti Saad  
Student I.D. No. : 2012820596  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis/Dissertation : The awareness of Health Tourism among Local  
Resident in Melaka  
Title :  
Signature of Student : .....  
Date : June 2015

## **ABSTRACT**

Health Tourism is relatively new in Malaysia when this industry was started since the year 1997. The earliest form of health tourism such as visiting mineral or hot springs was existed in Malaysia to attract more tourists come to Malaysia. The development of Health Tourism has been extended when there are more private hospitals and medical centers offering their healthcare services especially in city area. Neighbouring country such as Singapore, Thailand and Philippines are actively promoting Health Tourism. On top of that, Malaysia competitive in providing the highest quality for healthcare services to maintain its position as the leading Health Tourism in this region. Basically, this research objective is identifying the level of knowledge about Health Tourism among local residents in Melaka by using AIDA Model. The research findings found that the level of awareness among local residents in Melaka at very low although Melaka was one of the popular place of Health Tourism activity in Malaysia. Furthermore, the respondents also presented a positive attitude to engage in Health Tourism experience through the interest and desire. The promotion via advertisement and social media might be suggested to enhance the knowledge and provide sufficient information to the local residents so that they will clearly understand of Health Tourism.

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