

**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

**HOW FILMS AFFECT TOURIST'S PERCEPTION AND
MOTIVATION TO TRAVEL**

BY:

SITI AISYAH NADIA BINTI ABDUL RAHIM

(2012293914)

NURUL SYUHADA BINTI ABD RAHIM

(2012669552)

**A research project submitted to partial fulfillment of requirement for the B.Sc
(Hons) in Tourism Management**

**FACULTY OF HOTEL & TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

Independent study (HTM650)

June 2015

ABSTRACT

The research is aim to study on how films affected tourist decision making towards perception and motivation. The objective of the study is to understand perceptions on film tourism among higher education students, to explore travel motivation and perception of film tourism and to further explore the extent of travel motivations based on physical places, storyline, castings and special events featured on films. The population among students who studied in Malacca where the researcher mainly focuses at UiTM Bandaraya Melaka. The researcher used questionnaire data collection method to study the film tourism influences in promoting destinations. A total number of 50 respondents were distributed to the students. The questionnaires were collected right after the respondents completed the survey forms. The survey is undertaken throughout May2015. The results revealed that and research objective where the effectiveness of the film tourism has being justified where most respondents were agreed that film tourism influence their perception and motivation to make decision to travel. Therefore this new phenomenon could create more excitement in promoting product and services offered yet effective and efficient.

AUTHOR'S DECLARATION

AUTHOR'S DECLARATION

I 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 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.

Name of Student : Siti Aisyah Nadia Bt Abdul Rahim

Student I.D. No. : 2012293914

Programme : Tourism Management

Faculty : Hotel and Tourism Management

Thesis/Dissertation : How Film Affected Tourist Decision Making towards Perception and Motivation

Signature of Student : 

Date : Jun 2015

Name of Student : Nurul Syuhada Bt Abd Rahim

Student I.D. No. : 2012669552

Programme : Tourism Management

Faculty : Hotel and Tourism Management

Thesis/Dissertation : How Film Affected Tourist Decision Making towards Perception and Motivation

Signature of Student : 

Date : Jun 2015

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION	1
1.1 INTRODUCTION	1
1.2 BACKGROUND OF STUDY	2
1.3 OPERATIONAL DEFINITION	3
1.4 TERMINOLOGY FILM TOURISM	4
1.5 PROBLEM STATEMENTS	4
1.6 AIM AND OBJECTIVES	5
1.7 SCOPE OF STUDY	6
CHAPTER TWO: LITERATURE REVIEW	
2.1 INTRODUCTION	7
2.2 FILM TOURIST'S MOTIVATION	7
2.3 FILM TOURIST'S PERCEPTION	10
2.4 TRAVEL DECISION MAKING	10
2.5 THEORETICAL BASIS	11
2.6 RESEARCH FRAMEWORK	11
2.7 HYPOTHESES	12
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 INTRODUCTION	13
3.2 RESEARCH DESIGN	13
3.3 MALACCA AS FIELD STUDY	13
3.4 POPULATION OF THE STUDY	14
3.5 SAMPLING	14
3.6 SURVEY INSTRUMENT	15
3.7 DATA COLLECTION METHOD	16
3.8 METHOD OF ANALYSIS	16
3.9 SUMMARY	17

CHAPTER FOUR: FINDING AND DISCUSSION	18
4.1 INTRODUCTION	18
4.2 RESPONDENT'S BACKGROUND	18
4.3 RESPONDENT'S PERCEPTION ON FILM TOURISM	21
4.4 RESPONDENT'S MOTIVATION ON FILM TOURISM	22
4.5 CHI SQUARE	
CHAPTER FIVE: CONCLUSION AND RECOMMENDATION	31
5.1 CONCLUSION	31
5.2 RECOMMENNDATION	32
REFERENCES	35
APPENDIX E 4	38

NOTE

- Chapter contents and heading may differ according to faculties requirements
- 1.5 spacing
- Maximum of third level sub heading