

**UNIVERSITI TEKNOLOGI MARA**

**ENHANCING EXHIBITOR  
PERFORMANCE IN  
INTERNATIONAL TOURISM  
TRADE SHOW THROUGH THE  
MEDIATING EFFECT OF  
GOVERNMENT SUPPORT**

**ZAUYANI BINTI ZAINAL  
MOHAMED ALIAS**


**PhD**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carry 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 acknowledge as a 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	:	Zauyani Binti Zainal Mohamed Alias
Student I.D Number	:	2015297314
Programme	:	Doctor of Philosophy in Hotel and Tourism Management – HM950
Faculty	:	Hotel & Tourism Management
Dissertation Title	:	Enhancing Exhibitor Performance in International Tourism Trade Show Through Mediating Effect of Government Support
Signature of Student	:	
Date	:	May 2020

## **ABSTRACT**

An international tourism trade show is an essential instrument for the marketing of goods and services. Trade shows establish direct relationships between supply and demand and provide the opportunity for specific marketing activities. A growing body of literature in trade show has highlighted the relationship between trade show marketing strategies and trade show performance. However, the effect of exhibitor experience on the international trade show marketing strategy and performance relationship has not been addressed in the literature. This study therefore fills the research gap by examining the moderating role of exhibitors' trust, commitment and satisfaction during their trading experience at selected trade shows. The purpose of this study is to investigate the influence of exhibitor behavioral towards exhibitor performance at international tourism trade show; to identify the effect of government support on relationship between exhibitor behavioral and exhibitor performance at international tourism trade show and; to propose a new perspective on exhibitors' performance at international tourism trade show from an experiential standpoint. This study was conducted at selected international trade shows (ITTS) in cooperation with Tourism Malaysia and Malaysia Convention and Exhibition Bureau (MyCeb). The field survey was conducted in the held of period of 2017 – 2018. This study also adopted a mixed-methods technique to allow for the inclusion of both qualitative and quantitative methods of data collection and/or analysis to achieve a range of outcomes. This study provides an initial understanding of the nature of exhibitors' experiences at international trade shows. By reporting exhibitor responses, this study also contributes to research on trade show performance.

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# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xi</b>
<b>LIST OF FIGURES</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xv</b>
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Preamble	1
1.2 Introduction	1
1.3 Background of the Study	3
1.4 Problem Statement	7
1.5 Research Objectives	9
1.6 Research Questions	10
1.7 Study Framework	11
1.8 Conceptual Framework	13
1.9 Research Hypotheses	15
1.10 Significance of The Study	17
1.10.1 Theoretical Significance	17
1.10.2 Practical Significance	18
1.11 Limitation	19
1.12 Scope of The Study	20
1.13 Definition of The Keys Terms	21
1.14 Structure of the Thesis	23