



University Technology MARA
Faculty of Hotel and Tourism Management

Undergraduate Project
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Project Paper:
Pull Factors That Influence Tourist Motivation to Visit Tasik Kenyir

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DECLARATION OF ORIGINAL WORK



BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT

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ABTRACT

This thesis focused on researching pull factors that influence tourist motivation to visit Tasik kenyir. The aims of the thesis are to investigate the pull factors that influence tourist visit Tasik Kenyir and to identify the marketing tools that has been used by Tasik Kenyir to promote their products. A total of 384 tourists who visited to Tasik Kenyir during May and June, 2016 were used as the sample in this study by using area samplings, simple random samplings and cluster samplings. A questionnaires was used as a tool in collecting the data, conducted in Tasik Kenyir, Terengganu. Mean and standard deviation were used in order to find the top five travel motives that were important determinants in respondents' decision making process to select Tasik Kenyir as their destination choice. The findings demonstrate that nature resources are the most compelling pull motivation forces followed by adventure, event and activities, variety seeking, and access and affordable. Discussion and suggestions were made to help destination marketers by develop better marketing tools to meet the specific needs and demands of their customers and also for tourism industry at Tasik Kenyir.

Keywords: Tourist, Motivation, Pull, Tasik Kenyir

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