

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**



**EMPLOYEE MOTIVATION IN MANAGING SAFETY AND
TOURISM RISK IN MALAYSIA**

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MARCH 2022 - AUGUST 2022

ABSTRACT

The purpose of this study was to look into the types of risk, as well as the extrinsic and intrinsic motivators that influence safety and tourism risk management. This study employed a quantitative method, involving 52 respondents from Malaysia's tourism sector via questionnaire. The study discovered that all three variables have a significant relationship with safety management and tourism risk. It is also suggested that the organization's employer prioritise a safety culture in the organisation, encourage workplace safety, and provide risk training to employees.

Keyword

Risk, Tourism, Management, Safety, Extrinsic Motivator, Intrinsic Motivator

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank Allah as finally we were able to finish our proposal that had been given by the research's lecturer to us. This task had been done with all effort by us even though there is a little bit of a problem among us while doing this proposal. Luckily, all the problems can be settled down and we were able to adapt properly and wisely.

Besides that, big thanks to our supervisor Pn. Sharifah Faatihah Syed Mohd Fuzi because without her guidance, our proposal cannot be done properly like this. She always gives us support and guides us on how to do our assignment in order to produce a good outcome from research that has been studied.

On the other hand, big thanks also go to Dr Nurul Hidayana Mohd Noor for guiding us on how to producing good proposal.

Finally, thanks to our beloved friend who always sticks together and also works hard to produce a good proposal with all effort and responsibility. I Hope that all the effort will benefit us a lot. Million thanks to our classmate for helping us a lot in doing this proposal. They always give us ideas and comment on our project so that we can improve our project in many ways.

TABLE OF CONTENT

DECLARATION	i
ABSTRACT.....	ii
ABSTRAK.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENT	v
LIST OF TABLE.....	viii
LIST OF FIGURE	ix
LIST OF APPENDICES	x
CHAPTER 1.....	1
1.1 Introduction	1
1.2 Background of the study.....	1
1.3 Problem Statement.....	4
1.4 Research Question.....	5
1.5 Research Objective	5
1.6 Scope of Study	6
1.6.1 Level.....	6
1.6.2 Territory	6
1.6.3 Time	6
1.6 Significance of study.....	6
1.6.1 Body of Knowledge.....	6
1.6.2 Minister of Tourism, Art and Culture	6
1.6.3 Tourism Industries	7
1.7 Definition of term.....	7
1.7.1 Employee motivation	7
1.7.2 Extrinsic Motivator	7
1.7.3 Intrinsic Motivator	8
1.7.4 Safety and Risk Management.....	8
1.7.5 Tourism.....	8
CHAPTER 2.....	9
2.1 Introduction	9
2.2 Overview of Tourism	9
2.3 Tourism Risk Management	10
2.4 Types of risk faced by Tourism Sector	11
2.5 Employee Motivation in General.....	14
2.6 Implication of Employee Motivation.....	15
2.7 Theory in relation with motivation.....	16

2.8 Conceptual Framework	17
2.8.1 Management of Safety and Tourism Risk (DV)	18
2.8.2 Types of risks	18
2.8.3 Extrinsic Motivator	18
2.8.4 Intrinsic Motivator	18
2.9 Hypothesis	19
CHAPTER 3	20
3.1 Introduction	20
3.2 Research Design	20
3.3 Unit of Analysis	20
3.4 Sample Size	20
3.5 Sampling Technique.....	20
3.6 Measurement/Instruments	21
3.6.1 Respondent’s Information	22
3.6.2 Types of risks	22
3.6.3 Management of Safety and Tourism Risks.....	22
3.6.4 Motivation Factor	22
3.6.5 Extrinsic Motivator	23
3.6.6 Intrinsic Motivator.....	23
3.7 Data Collection	23
3.8 Data Analysis	23
3.9 Pilot Study.....	24
CHAPTER 4	26
4.1 Introduction	26
4.2 Demographic Profile.....	26
4.3 Descriptive Statistic for variables	27
4.3.1 Descriptive statistic for Types of Risk.....	27
4.3.2 Descriptive Statistic of Motivation Factors	28
4.3.3 Descriptive statistic of Extrinsic Motivator	29
4.3.4 Descriptive Statistic of Intrinsic Motivator	30
4.4 Preliminary Test.....	31
4.4.1 Reliability Test.....	31
4.4.2 Normality Test	31
4.5 Research Objective	32
4.5.1 Objective 1: To identify the level of managing safety and tourism risks faced by the tourism sectors in Malaysia.....	32
4.5.2 Objective 2: To examine the relationship between type of tourism risk and the management of safety and tourism risk.....	33