



**MELAKA GASTRONOMY IDENTITY TOWARDS LOCAL TOURIST  
SATISFACTIONS AND ITS RELATIONSHIP TO DISSEMINATION BEHAVIOR**

**FAIZAL BIN MOHD YUSOF (2011654076)**

**NUR AKMAL FATHIAH BINTI CHE MUSA (2011207654)**

**NURUL FAEZAH BINTI ROSHIDI (2011279352)**

**ADVISOR:**

**MOHAMAD DAIM BIN DARSON**

**BACHELOR OF SCIENCE (HONS.) IN TOURISM MANAGEMENT**

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA MELAKA (CITY CAMPUS).**

**JULY 2014**

## ABSTRACT

Gastronomy is a branch of tourism products that attract anyone including tourist and investor that consists of foods, beverages and food cultures. This research focuses on Melaka gastronomy identity towards local tourist satisfactions and its relationship to dissemination behaviour. Based on reviewing previous studies, this study containing three main categories of attributes: (1) foods, (2) beverages, (3) food cultures, and suggested that this attributes can influence towards local tourist satisfactions and its dissemination behaviour. In comparison with other literature, this study focuses its scope to the local tourist rather than an international tourist. Hence, this research looks at the dissemination behaviour of the local tourists towards gastronomy products. The questionnaires were distributed to the Melaka main tourist areas namely Kota Laksamana, Klebang and Bandar Hilir. Using quantitative approaches the experiences of one hundred and fifty local tourists were tapped. Through a series of descriptive and inferential analyses, some useful understandings or analysts on the issues of interest revealed. Finding clearly revealed that local tourist's dissemination behaviour towards foods, beverages and food cultures have positively influenced by the tourist satisfaction of local tourists. Foods attributes among the most contributors that give the positive impact to the local tourist's satisfactions compared to beverages and food cultures. The results also contribute to the future literature especially in the gastronomy tourism in Malaysia which needs further exploration.

*Keyword:* gastronomy; tourist satisfaction; dissemination behaviour

## ACKNOWLEDGEMENTS

In the name of Allah, we praise Him, seek His help and ask for His forgiveness. Whoever Allah guides none can misguide, and whoever He allows to fall astray, none can guide them alright (*Surah Qasas verse 56*). Herein, we would like to express our deepest gratitude to Allah *Subhanawataala* for His blessing, strength and wellness to complete this thesis. We would never have been to finish our thesis without guidance of several people who deserve special mention.

Foremost, our deepest gratitude goes to our beloved parent whom always blessing we with their prayer and love. We have nothing to be given to you rather than to make you smile and proud. May Allah bless you and give you continuous health and happiness.

We would like to express the sincere thankfulness to our supervisor, Mr. MohamadDaimDarson, who has the attitude and the substance of a genius; he continually and convincingly conveyed a spirit of quest in regard to research exploration and excitement in regard to teaching. Not just that, for his spiritual guidance, motivation and advice in ensuring that we always on the right track.

For whatever is worth, he has been helped tremendously without expecting anything to return. May Allah bless the day to come upon him, *Barakaullah*. Without his guidance and persistent help this thesis would not have been possible. For that we hope that Allah will consistently bless you with a goodness that you deserve.

Special thanks also go to fellow classmate and all faculty members who have given the precious support and cooperation to our in completing this study. Your words will always be in our mind.

*Insyallah.*

*Faizal bin MohdYusof,*

*NurAkmalFathiahbintiChe Musa,*

*NurulFaezahbintiRoshidi,*

*Jun 2014*

## TABLES OF CONTENTS

	<b>PAGE</b>
<b>CANDIDATE’S DECLARATION</b>	i
<b>ABSTRACT</b>	iv
<b>ACKNOWLEDGEMENT</b>	v
<b>TABLE OF CONTENTS</b>	vii
<b>LIST OF TABLES AND FIGURES</b>	x
<b>LIST OF ABBREVIATIONS</b>	xi
 <b>CHAPTER ONE: RESEARCH SETTING</b>	
1.0 Introduction	1
1.1 Background of study	3
1.2 Problem statement	4
1.3 Aims and objective of the research	
1.3.1 Research objectives	7
1.3.2 Research questions	
1.4 Theoretical framework	8
1.5 Significant of the study	
1.5.1 State government	9
1.5.2 Academic perspective	
1.6 Definition of important terms	
1.6.1 Gastronomy	10
1.6.2 Tourist	
1.6.3 Foodways	