DARK TOURISM: TOUR OPERATOR PERCEIVED IMPORTANCE AND ACTION BEHAVIOR

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Dissertation submitted in partial fulfilment of the requirements for the degree of

Master in Tourism Management

Faculty of Hotel & Tourism Management

JUNE 2013
Candidate’s Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Dark tourism is starting to receive significant attention and creating demand among countries and international tourists that can support the existence of conventional products such as gastronomic tourism, culture based tourism, wild life tourism, green tourism and just to name a few. Due to the positive demand received from the post modern tourists, the dark tourism sites which covers the visitation to places associated with tragedies or deaths is gradually becoming a large trade and turned into new worldwide phenomenon. Realizing the importance and contribution of dark tourism, Malaysia without doubt perceived dark tourism generating revenues to the country’s economy. Some efforts are undertaking by local tour operators to promote the dark tourism activities to the international tourists with the aims of making money. However, to what extent tour operator perceived the importance of dark tourism and transform it into action behavior was not yet been discovered. This study therefore aims to investigate the relationship between perceived importance of dark tourism attributes consists of cultural, historical and heritage and education toward tour operator’s action behavior in promoting the dark tourism sites. Using the quantitative approach the tour operator’s perception on dark tourism attributes and how they translate their perception into the action behavior were tapped. The sample population was selected among the tour operators that selling inbound and domestic tour packages within the Klang Valley and Kuala Lumpur areas as the contextual setting for the data collection. The information required was gathered through self-administered questionnaire. Through a series of analyses like frequencies, descriptive (mean score) and inferential statistic (standard multiple regressions), some useful insights on the issue investigated were obtained. Findings clearly revealed that dark tourism attributes (cultural, historical, heritage and education) are slightly contributed to the tour operator’s action behavior. Therefore, the collaboration and cooperation between local tour operators and other tourism bodies are therefore crucial to further promote more Malaysia dark tourism sites in increasing the business profits as well as boosting up the local economy and push Malaysia dark tourism to a greater height.

Keywords: Dark tourism attributes perceived importance, tour operators and action behavior
ACKNOWLEDGEMENTS

Alhamdulillah, a grateful thanks to Allah for the kindnes, giving me the strength, blessings, perseverance and good health enabled me to complete this study accordingly. In the journey of completing the study, I learned and improved a lot especially in understanding the research study and academic writing skill besides the formal education.

However, this research would have not been possible without the assistance and co-operation of many individuals and groups. With that, I am taking this opportunity to record my cordial gratitude to all people who had directly or indirectly contributed towards the completion of this academic pursuit.

My utmost appreciation goes to Assoc. Prof. Dr. Mohd Salehuddin Mohd Zahari for his dedication, patience, and infinite guidance in seeing me through my studies until the successful completion of this thesis. It was a great privilege to be under his tutelage because of his professionalism, constructive comments and advice in making sure that I am on always on the right track. Therefore I hope and pray that Allah will consistently bless you with all the goodness that you deserve.

A note of thanks falls to my colleagues from HM771 for their help, support and endless friendship throughout this study process. Thank you for your words of encouragement and for being there for me especially during the chaotic times. You are all remarkable people and I wish you all the best in what you do. Special thanks also go to my beloved friends, Mohamad Nasrin Nai, Muhammad Aliff Asyraff, Siti Amalina Yazid, Nurul Nadiah Basiran, Nurul Afiqah Malek, Muhammad Fitri Zakaria and Mohammad Adzim Amin for their support, love, patience and inspiration throughout my greatest journey and success.
My grateful acknowledgement goes to the faculty members of Hotel and Tourism Management, UiTM who have given me invaluable support and corporation in completing this study. With that, special gratitude goes to the following individuals: Assoc. Prof. Abd Aziz Abd Majid, Assoc. Prof. Dr. Norliza binti Aminudin and En Hafiz Hanafiah. Thank you for your advice, intellectual support and guidance in doing my research.

This work also would not have been possible without the long distance support and encouragement from my lovely mother Jamiah Hashim. Her constant and endless support during the up and down of my journey has enabled me to be where I am today. There is no word that will adequately express my appreciation for her invaluable contribution and sacrifice of love and time towards my academic and personal life. You are my inspiration, happiness and I love you till eternity.

Finally and perhaps the greatest debt is owed to my wonderful and understanding family for their support throughout my studies: Sharifah Nur Safeenaz S. Mahbob, Syed Shameer S. Mahbob and Mohd Firdaus bin Romli. Without their patience, support, love, encouragement and sacrifices this venture could never have been successful. I am really indebted to all of you. Thanks are also extended to all respondents who have given their cooperation in completing the surveys.

Thank you all.

SHARIFAH NUR SAFEERA BT S.MAHBOB
June 2013