



GLOBAL TOURISM CONFERENCE

Tourism Development & Innovation:
A Catalyst for Sustainable Environment & Livelihood
19-22, July 2017, Primula Beach Hotel,
Kuala Terengganu, Malaysia

BOOK OF ABSTRACTS



Organized by
School of Business Maritime & Management
Universiti Malaysia Terengganu

Partners



TABLE OF CONTENTS

- **Welcoming Remarks**
- **Committee Member**
- **Scientific Committee**
- **Keynotes and Invited Speakers**
- **Presentation Schedules**
- **Conference Abstracts**
- **Sponsors**

WELCOMING REMARKS

Bismillahirrahmannirrahim

Assalamualaikum Warahmatullahi Wabarakatuh

Salam Sejahtera, Salam 1Malaysia and Salam Harmoni



I am very honoured to have this opportunity to welcome the keynote speakers, participants, paper presenters, and honoured guests to the inaugural conference organized by School of Maritime Business and Management, Universiti Malaysia Terengganu “Global Tourism Conference 2017”.

First and foremost, I would like to thank the Almighty Allah (SWT) for granting us the permission and blessings to implement such a meaningful programme in line with our sustainable environment and livelihood mission.

The theme of the conference is **TOURISM DEVELOPMENT AND INNOVATION: A CATALYST FOR SUSTAINABLE ENVIRONMENT AND LIVELIHOOD** and as such the conference focuses on the critical role of tourism development and innovation and the sustainable development goals related to tourism. The theme is very relevant today when people around the world are faced with major environmental and development issues that affect the tourism industry such as unfriendly logging activities, pollution, climate change, and economic downturns. These issues, and many more like them, have brought to the forefront the fundamental need for conservation and preservation of our natural environment. Only by confronting such problems can we meet the needs of tourists and sustain the economic contributions to our local communities and our destination countries

Malaysia wants to share its blessings with the rest of the world by promoting the tourism industry. We have a rich diversity of flora and fauna, abundant natural resources and a wonderful mosaic of cultural heritage. Under the slogan, “Malaysia Truly Asia”, the country is seeking to boost its economy and to continue generating income for our communities. Over the years, the tourism industry in Malaysia has grown significantly, both in terms of visitor arrivals and economic contributions. In recent years, Malaysia has become one of the most important tourist destinations in the world. Currently, the tourism sector is a vital contributor to the economy. Tourism is now one of the major sources of foreign exchange earnings and a catalyst for economic growth. From a mere 5.5 million visitor arrivals in 1998, contributing some RM8.5 billion in tourism receipts, Malaysia is expected to attract 36 million visitors in 2020, generating RM168 billion in tourist receipts. This is a significant forecasted growth in the industry that will generate hundreds of thousands jobs indirectly and directly.

This year the Terengganu State Government launched Visit Terengganu Year 2017 with the slogan “Beautiful Terengganu” and wants to attract 6.5 million visitors over the next five years. A great opportunity exists for Terengganu to capitalise upon her natural wonders and cultural heritage through tourism activities and promotion. In capitalizing upon this opportunity, from its many scenic islands and pristine beaches, to rich cultural history and delightful cuisine, Terengganu has many hidden treasures waiting to be discovered by visitors from Malaysia and beyond. Along with this wonderful opportunity comes great responsibility. We must find strategies that conserve and preserve attractions, that use best practices and that deliver outstanding service to our visitors. Both public and private sector organizations must build stronger relationships with their stakeholders by providing transparent and timely information about development projects and by embarking on a competitive and sustainable growth plan that is clearly communicated to all the stakeholders of the industry.

I believe that this conference is an excellent platform for sharing thoughts about such issues. This conference is a place where knowledge, notions and values can be freely developed and shared. I believe that this conference can develop a closer understanding and rapport among academics, researchers and

practitioners, especially for creating knowledge and environment awareness necessary for future sustainability. In this four-day event, we are delighted to have four invited speakers who are well-known in their disciplines:

I am also pleased to note that the conference offers you high-quality presentations on a wide range of relevant topics. This year, we have 80 authors from countries, ranging from Malaysia, Indonesia, Taiwan, Maldives, Turkey, Hungary, Australia, Nigeria, Pakistan to Thailand. The conference was quite selective, as 125 papers were submitted and only 80 papers were accepted.

I believe that this conference will provide insights that can be translated into actions to improve the industry landscape, public sector service and the quality of the tourism experience for visitors and subsequently increase the economic benefits to the communities. I would like to take this opportunity to express my gratitude to our sponsors, keynote speakers, paper presenters, participants, and the media. I would like to congratulate the School of Maritime Business and Management and its committees for their hard work in organising this informative and interesting conference. Special thanks go to the authors who have come to Terengganu to share their work and to all the invited guests who have given freely of their time to make this event run smoothly.

As life is not all about work, we have three conference tours and city tours respectively to be chosen. These include: Conference Tour to Redang Island, Conference Tour to Setiu Wetlands and Terrapuri Heritage Village, Conference Tour to Kenyir Lake, City Tour State Museum and Crystal Mosque, City Tour to KT Walk, and City Tour to Malaysian Chinese Cultural Parade Festival. We also invite you to enjoy the conference dinner to be held tonight at Primula Beach Hotel. We have food and entertainment from our state's many cultures. And please do take the time to explore our state. Discover the attractions that make us proud to say "Visit Beautiful Terengganu 2017".

I wish you all a pleasant stay in Terengganu and hope that this conference will be of great value to everyone.

Thank you

Prof. Dato' Dr Nor Aieni Haji Mokhtar
Vice Chancellor
Universiti Malaysia Terengganu

COMMITTEE MEMBER

PATRON	Professor Dato' Dr. Nor Aieni Haji Mokhtar Vice Chancellor
CHAIRMAN I	Associate Professor Dr Che Mohd Ruzaidi Ghazali Deputy Vice Chancellor (Student's Affair and Alumni)
CHAIRMAN II	Professor Dr Mohd Shaladdin Muda Dean, School of Maritime Business and Management
DEPUTY CHAIR	Dr Fathilah Ismail Chairperson of Tourism Program
SECRETARY	Associate Professor Dr Hafiza Aishah Hashim Dr Noor Zatul Iffah Hussin
TREASURER	Associate Professor Dr Zalailah Salleh Mdm. Norhashimah Hamzah
PAPERWORK, PROCEEDINGS & PUBLICATION COMMITTEE	Dato' Associate Professor Dr Noraien Mansor Associate Professor Dr Nor Mazura Mohamad Noor Dr Akmalia Mohamad Ariff Dr Siti Falindah Padlee Dr N Alia Fahada W Ab Rahman Dr Marhana Mohamad Anuar Dr Khatijah Omar
WELCOMING & PROTOCOL COMMITTEE	Associate Professor Dr Yusliza Mohd Yusoff Mdm. Wan Mariam Wan Abdullah Mdm. Sulwani Abd Rahman
ICT, PUBLICITY AND PROGRAM COMMITTEE	Dr Kalsitinoor Set Dr Noorul Shaiful Fitri Abdul Rahman Dr Zaleha Mohamad Dr Noraida Haji Ali Mr. Mohd Hafriz Nural Azhan
SPONSORS AND TASK FORCES COMMITTEE	Dr Azizul Yadi Yaakop Dr Zuha Rosufila Abu Hasan Mr. Mohd Rahimi Abdul Halim Mr. Hanif Hanan Mr. Shahrman Hamid Mdm. Laila Mamat

SCIENTIFIC COMMITTEE

Chair

Dato' Assoc. Prof. Dr. Noraien Mansor

Managing Editor, Journal of Sustainability Science and Management (JSSM)

Universiti Malaysia Terengganu

Members

- Professor Brian King, *The Hong Kong Polytechnic University*
- Professor Dr Azilah Kasim, *Universiti Utara Malaysia*
- Associate Professor Dr Nada Kulendran, *Victoria University, Melbourne*
- Associate Professor Dr Khairil Wahidin Awang, *Universiti Putra Malaysia*
- Associate Professor Dr Norzalita Abd Aziz, *Universiti Kebangsaan Malaysia*
- Associate Professor Dr Rosliza Mat Zin, *Universiti Malaysia Terengganu*
- Associate Professor Dr Azwadi Ali, *Universiti Malaysia Terengganu*
- Dr Ranjith Ihalanayake, *Victoria University, Melbourne*
- Dr Riccardo Natoli, *Victoria University, Melbourne*
- Dr Joanne Pyke, *Victoria University, Melbourne*
- Dr Thu-Huong Nguyen, *Victoria University, Melbourne*
- Dr Eerang Park, *Victoria University of Wellington, New Zealand*
- Dr Hashim Fadzil Ariffin, *Universiti Teknologi MARA*
- Dr Zurinawati Mohi@Mohyi, *Universiti Teknologi MARA*
- Dr Arif @ Kamisan Pusiran, *Universiti Malaysia Sabah*
- Dr Awangku Hasanah Bahar Pg Bagul, *Universiti Malaysia Sabah*
- Dr Abdul Hafaz Ngah, *Universiti Malaysia Terengganu*
- Dr Yusnita Yusof, *Universiti Malaysia Terengganu*
- Dr Siti Nur 'Atikah Zulkifli, *Universiti Malaysia Terengganu*
- Dr Kasypi Mokhtar, *Universiti Malaysia Terengganu*
- Dr Monizaihasra Mohamed, *Universiti Malaysia Terengganu*
- Dr Nur Amalina Mohamad Zaki, *Universiti Malaysia Terengganu*
- Dr Nur Raihan Mohamad, *Universiti Malaysia Terengganu*
- Dr Siti Nurain Muhammad, *Universiti Malaysia Terengganu*
- Dr Roshaiza Taha, *Universiti Malaysia Terengganu*
- Dr Farizah Sulong, *Universiti Malaysia Terengganu*

KEYNOTES



Professor Brian King

Associate Dean and Professor in the School of Hotel and Tourism Management at Hong Kong Polytechnic University. He was previously at Victoria University Australia including as Pro Vice-Chancellor (Industry & Community) and Head of the School of Hospitality & Tourism. Originally from Scotland he specializes in tourism marketing with an emphasis on cultural dimensions and emerging Asia-Pacific markets. He has published books and articles on tourism marketing, resorts, VFR travel and Asia-Pacific tourism. He is Co-editor-in-chief of *Tourism, Culture and Communication* and has held senior roles in the tour operations, airlines, cruise and destination management sectors. He continues this work through various board-level roles.



Professor Dr Vikneswaran Nair

Dean of Graduate Studies and Research at the University of Bahamas. He was previously 19 years attached to Taylor's University in Malaysia as the Programme Leader for the Responsible Rural Tourism Network and a Professor in Sustainable Tourism at the School of Hospitality, Tourism & Culinary Arts. He is also the founding and former Director of the Centre for Research & Development, Taylor's University. He has more than 20 years' experience in the field of sustainable tourism, rural tourism and environmental management. He was honoured as the Outstanding Young Malaysian of the Year Award in 2006 and 2009. With more than 200 publications to his credit, he is also a seasoned researcher and consultant to many national and international projects, with numerous awards and accolades. He is currently the Treasurer of the Malaysian Ecotourism Association and was elected as the President of the Asia-Pacific Council on Hotel, Restaurant and Educational Institution (CHRIE) Federation in 2007. His latest accolade was when he was awarded a RM9million national research grant from the Ministry of Higher Education for the project, "Multidimensional Responsible Rural Tourism Capacity Framework for Sustainable Tourism".

INVITED SPEAKERS



Professor Lindsay Turner

Professor of Research in the College of Business at Victoria University, Melbourne with specialised training and consulting experience in Quantitative modelling and statistics in economics. He has published extensively in the areas of tourism economics, forecasting and the analysis of culture in tourism. He is also a Special Advisor on the editorial board of the UK journal *Tourism Economics* and editorial board member of the USA *Journal of Travel Research*.



Mr. Carl Solomon

Board Member of Science for Wildlife and served as a Board Member of Australia for United Nations High Commissioner for Refugees (UNHCR). He is also the inaugural Executive Director of Olympic Aid (now known as Right to Play) and as Director of Tourism and Partnerships of New South Wales National Parks and Wildlife Service (NPWS) Executive. He is known for his significant reform in the nature and cultural tourism industry in Australia, engaging communities and delivering innovation solutions to attract more visitors and increase revenue. He has designed and delivered sustainable tourism action plans and experience development strategies, including the New South Wales (NSW) National Parks Sustainable Tourism Action Plan, Nature Tourism Plan for the NSW River Red Gum Region and the NSW National Parks Sustainable Mountain Biking and Sustainable Horse-riding Strategies.

PRESENTATION SCHEDULE

July 19, 2017 [Wednesday]

Parallel Session : 1A

Theme : Tourist Behaviour

Venue : Room 1

Time : 9.00AM-10.00AM

Session Chair : Dr. Azlinzuraini Ahmad

CODE	TITLE	PRESENTER
GTC044	A Study on Participants' Behavioral Intention to Re-Attend Outdoor Sport Events in Penang, Malaysia Siew-Ching Yeoh Universiti Sains Malaysia Yen-Nee Goh Universiti Sains Malaysia	Yen-Nee Goh Universiti Sains Malaysia
GTC111	A Framework for Service Quality, Value, Satisfaction and Future Intention in Medical Tourism by Using PLS-SEM Noor Hazilah Abd Manaf International Islamic University Malaysia Suharni Maulan International Islamic University Malaysia Husnayati Hussin International Islamic University Malaysia Puteri Nemie Jahn Kassim International Islamic University Malaysia Rokiah Alavi International Islamic University Malaysia Zainurin Dahari International Islamic University Malaysia	Noor Hazilah Abd Manaf International Islamic University Malaysia
GTC043	Customers' Behavioral Intention Towards Heritage Café in George Town World Heritage Site (WHS), Penang, Malaysia Hun-Kean Cheah Universiti Sains Malaysia Yen-Nee Goh Universiti Sains Malaysia Salmi Mohd Isa Universiti Sains Malaysia Zurina Mohaidin Universiti Sains Malaysia	Yen-Nee Goh Universiti Sains Malaysia
GTC099	A Confirmatory Factor Analysis of The Muslim-Friendly Tangible Features and Muslim-Friendly Intangible Features Scale Yuhanis Abdul Aziz Universiti Putra Malaysia Azmawani Abd Rahman Universiti Putra Malaysia Hamimah Hassan Universiti Putra Malaysia Siti Halimah Abd Hamid Universiti Putra Malaysia	Yuhanis Abdul Aziz Universiti Putra Malaysia
GTC009	Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam: Kajian Awal Mohammad Imran Ahmad Kolej Universiti Islam Antarabangsa Selangor Mohammad Najib Jaafar Kolej Universiti Islam Antarabangsa Selangor	Mohammad Imran Ahmad Kolej Universiti Islam Antarabangsa Selangor

July 19, 2017 [Wednesday]

Parallel Session : 1B

Theme : Tourism Marketing

Venue : Room 2

Time : 9.00AM-10.00AM

Session Chair : Dr. Azreen Hamiza Abdul Aziz

CODE	TITLE	PRESENTER
GTC116	A Review of Tourist's Satisfaction and Revisit Intention Nurul Amalinah Binti Rusdin University Malaysia Sabah Rosmalina Abdul Rashid University Malaysia Sabah	Nurul Amalinah Binti Rusdin University Malaysia Sabah
GTC017	International Tourists' Understanding of and Purchase Intention towards Low-Carbon Tour Packages Provided by Travel Agencies Hsiao, Teng-Yuan National Kaohsiung University of Hospitality and Tourism Sung, Pei-Ling National Kaohsiung University of Hospitality and Tourism Lu, Chia-Yun National Kaohsiung University of Hospitality and Tourism	Sung, Pei-Ling National Kaohsiung University of Hospitality and Tourism
GTC041	The Place of Festivals in Gastronomic Tourism Mustafa Yilmaz University of Necmettin Erbakan Eda Güneş University of Necmettin Erbakan Ümit Sormaz University of Necmettin Erbakan	Mustafa Yilmaz University of Necmettin Erbakan
GTC040	UNESCO Intangible Cultural Heritage List: Turkey Ümit Sormaz University of Necmettin Erbakan Sinan Uslu University of Necmettin Erbakan Mustafa Yilmaz University of Necmettin Erbakan Aybüke Ceyhun Sezgin University of Gazi	Ümit Sormaz University of Necmettin Erbakan

July 21, 2017 [Friday]

Parallel Session : 2A

Theme : Tourist Behavior

Venue : Room 1

Time : 8.30AM-10.30AM

Session Chair : Dr. Choo Ling Suan

CODE	TITLE	PRESENTER
GTC069	The Role of Memorable Tourism Experiences in Destination Loyalty: A Case Study at Giant Panda Conservation Centre (GPCC) in Zoo Negara Malaysia Thoo Poh Yee Universiti Putra Malaysia Shazali Johari Universiti Putra Malaysia Mohd Hafizal Ismail Universiti Putra Malaysia	Thoo Poh Yee Universiti Putra Malaysia
GTC016	Predicting Service-Oriented Citizenship Behaviour Among Frontlines with Personal Resources and Work Engagement: A Proposed Research Framework Choo Ling Suan Universiti Utara Malaysia Chandrakantan Subramaniam Universiti Utara Malaysia Norsiah Mat Universiti Utara Malaysia	Choo Ling Suan Universiti Utara Malaysia
GTC127	Vietnamese Domestic Tourists: An Investigation of In Situ Decision Making Behaviour Anh Viet Le Holmes Institute, Melbourne Thu Huong Nguyen Victoria University, Melbourne	Anh Viet Le Holmes Institute, Melbourne
GTC071	Understanding Service Quality and Memorable Tourism Experience in Zoo Negara Malaysia Thoo Poh Yee Universiti Putra Malaysia Shazali Johari Universiti Putra Malaysia Mohd Hafizal Ismail Universiti Putra Malaysia	Thoo Poh Yee Universiti Putra Malaysia
GTC121	Food Choice Determinants of Island Tourists: An Implication Towards Sustainable Island Tourism Wan Hafiz Wan Zainal Shukri Universiti Malaysia Terengganu Fathilah Ismail Universiti Malaysia Terengganu Noraien Mansor Universiti Malaysia Terengganu	Wan Hafiz Wan Zainal Shukri Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 2B

Theme : Tourism Management

Venue : Room 2

Time : 8.30AM-10.30AM

Session Chair : Dr. Zaleha Mohamad

CODE	TITLE	PRESENTER
GTC093	The Extent Application of Management Accounting Techniques Case Study: Five Star Hotels in Jordan Alaa Nimer Abukhalifeh Management and Science University Ahmad Rasmi Albattat Management and Science University	Alaa Nimer Abukhalifeh Management and Science University
GTC067	Exploring the Design and Results of a Pilot Study: A Test of Psychometric Properties of Volunteer Functions Inventory Among Episodic Youth Volunteers in Event Tourism Khairun Najiah Ahmad Universiti Sains Malaysia Azizan Marzuki Universiti Sains Malaysia Zaharah Mohamed Rani Universiti Sains Malaysia	Khairun Najiah Ahmad Universiti Sains Malaysia
GTC057	Human Resource Practices in Langkawi Hotels After Minimum Wage Order 2012 Implementation Rozila Ahmad Universiti Utara Malaysia Noor Azimin Zainol Universiti Utara Malaysia Hamimi Omar Universiti Utara Malaysia	Rozila Ahmad Universiti Utara Malaysia
GTC029	Exploring the Potential of Ecotourism Management Scenario for Sustainable Wetlands Ecosystem Using an Integrated Ecosystem Approach Roseliza Mat Alipiah Universiti Malaysia Terengganu Fathilah Ismail Universiti Malaysia Terengganu Noraien Mansor Universiti Malaysia Terengganu Siti Aisyah Saat Universiti Malaysia Terengganu Azlina Abdul Aziz Universiti Malaysia Terengganu	Roseliza Mat Alipiah Universiti Malaysia Terengganu
GTC031	Does Differentiation Strategy Influence Hotels Performance? Abdullahi Hassan Gorondutse Universiti Utara Malaysia Haim Hilman Universiti Utara Malaysia	Abdullahi Hassan Gorondutse Universiti Utara Malaysia
GTC033	Entrepreneur Competencies and Sustainability of Tourism Accommodation Entrepreneurs Zaleha Mohamad Universiti Malaysia Terengganu Isma Rosila Ismail Universiti Malaysia Terengganu Nur Aisah Awi Universiti Malaysia Terengganu Noor Zatul Iffah Hussin Universiti Malaysia Terengganu	Zaleha Mohamad Universiti Malaysia Terengganu
GTC030	Building a Sustainable Competitive Advantage: On Strategic Management Perspective Abdullahi Hassan Gorondutse Universiti Utara Malaysia Haim Hilman Universiti Utara Malaysia Narentheren Kaliappen Universiti Utara Malaysia Francis Chuah Chin Wei Universiti Utara Malaysia Muhammad Haroon Hafeez Universiti Utara Malaysia	Abdullahi Hassan Gorondutse Universiti Utara Malaysia

July 21, 2017 [Friday]

Parallel Session : 2C

Theme : Ecotourism

Venue : Room 3

Time : 8.30AM-10.30AM

Session Chair : Assoc. Prof. Dr. Khairil Wahidin Awang

CODE	TITLE	PRESENTER
GTC126	Social transformations of Rural Communities Through Eco(tourism): A Review Velan Kunjuran Universiti Malaysia Sabah Rosazman Hussin Universiti Malaysia Sabah	Velan Kunjuran Universiti Malaysia Sabah
GTC036	Study of Navigation System at Kenyir Lake to Safeguard Societal Wellbeing Noor Apandi Osnin Universiti Malaysia Terengganu Noorul Shaiful Fitri Universiti Malaysia Terengganu Ahmad Faizal Ahmad Fuad Universiti Malaysia Terengganu	Noor Apandi Osnin Universiti Malaysia Terengganu
GTC106	From Hunting to Adventure With Nature: Analyzing the Representation of Natural Tourism Attractions in Malaysia Norhanim Abdul Razak Univerisiti Utara Malaysia	Norhanim Abdul Razak Univerisiti Utara Malaysia
GTC104	Sustaining the Growth of SME Beach Resorts: A Case Study of Perhentian Island Khairil Wahidin Awang Universiti Putra Malaysia Mazlina Mustapha Universiti Putra Malaysia	Khairil Wahidin Awang Universiti Putra Malaysia
GTC068	Comparing the Consumer Value Dimensions of Rural Tourism in Hungary and Malaysia Noémi Kulcsár Budapest Metropolitan University	Noémi Kulcsár Budapest Metropolitan University
GTC014	Public Perceptions About Sustainability of Billfish Angling for Ecotourism in Kuala Rompin Zahaitun Mahani Zakariah Universiti Malaysia Terengganu Saharuddin, A.H. Universiti Malaysia Terengganu	Zahaitun Mahani Zakariah Universiti Malaysia Terengganu
GTC063	Ecotourism in Penang National Park: A Multi-Stakeholder Perspective on Environmental Issues Azreen Rozainee Abdullah KDU University College, Penang Chan Ngai Weng University College Penang	Azreen Rozainee Abdullah KDU University College, Penang

July 21, 2017 [Friday]

Parallel Session : 2D

Theme : Tourism Marketing

Venue : Room 4

Time : 8.30AM-10.30AM

Session Chair : Dr. Marhana Mohamed Anuar

CODE	TITLE	PRESENTER
GTC083	Influence of Destination Attractiveness on Place Satisfaction and Environmentally Responsible Behaviour in The Selected Marine Parks of Malaysia Nadzirah Binti Mohammed Universiti Putra Malaysia Yuhanis Bt Abdul Aziz Universiti Putra Malaysia Khairil Wahidin Bin Awang Universiti Putra Malaysia Zaiton Binti Samdin Universiti Putra Malaysia	Nadzirah Binti Mohammed Universiti Putra Malaysia
GTC107	An Analysis on Key Drivers of Medical Tourism in Malaysia Suseela Devi Chandran Universiti Teknologi MARA Fadilah Puteh Universiti Teknologi MARA Azizan Zainuddin Universiti Teknologi MARA Ahmad Shah Pakeer Mohamed Universiti Teknologi MARA Nur Alia Azmi Universiti Teknologi MARA Wong Wai Khuen Universiti Teknologi MARA	Suseela Devi Chandran Universiti Teknologi MARA
GTC130	Factors Influencing Tourist Intention to Travel Abroad During Eid Festival: A Case of Malay Malaysian Travellers Hanif Hanan Universiti Malaysia Terengganu Nur Amalina Mohamad Zaki Universiti Malaysia Terengganu	Hanif Hanan Universiti Malaysia Terengganu
GTC020	Travelling for A Cause: How Cause-Related Marketing Strategy Benefits the Travel Industry Major Stakeholders Marhana Mohamed Anuar Universiti Malaysia Terengganu Khatijah Omar Universiti Malaysia Terengganu Siti Falindah Padlee Universiti Malaysia Terengganu Maznah Wan Omar Universiti Malaysia Terengganu	Marhana Mohamed Anuar Universiti Malaysia Terengganu
GTC074	Exploring Baba and Nyonya Culture Via Multiple Image Lenses: The Food Travellers' Perspective Jason M. S. Lam Multimedia University (Malacca campus) Sean Lee Curtin University Goh Mei Ling Multimedia University (Malacca campus) Siti Zakiah Melatu Samsi Multimedia University (Malacca campus)	Jason M. S. Lam Multimedia University Malacca campus

July 21, 2017 [Friday]

Parallel Session : 3A

Theme : Tourism Economics and ICT

Venue : Room 1

Time : 10.30AM-12.00PM

Session Chair : Dr. Nor Yasmin Mohd Bani

CODE	TITLE	PRESENTER
GTC072	Is Tourism a Tool for Poverty Reduction in a Developing Country? A Study on Uganda Ronald K.S. Wakyezeza Victoria University Nada Kulendran Victoria University Ranjith Ihalanayake Victoria University	Ranjith Ihalanayake Victoria University
GTC076	Malaysia's Tourism Demand Muhammad Hanif Bin Othman International Islamic University Malaysia Noorihsan Bin Mohamad International Islamic University Malaysia Gairuzazmi Bin Mat Ghani International Islamic University Malaysia Muhammad Irwan Bin Ariffin International Islamic University Malaysia	Muhammad Hanif Bin Othman International Islamic University Malaysia
GTC064	Modelling Tourism Demand from United Kingdom to Maldives: A Cointegration Analysis Nor Yasmin Mhd Bani Universiti Putra Malaysia Hussain Auzar Universiti Putra Malaysia Suryati Ishak Universiti Putra Malaysia	Nor Yasmin Mhd Bani Universiti Putra Malaysia
GTC005	Use of Technology in Tourism and Consumer Behaviors Tugay Arat Selcuk University Faculty Of Tourism	Tugay Arat Selcuk University Faculty Of Tourism
GTC008	Cross-Cultural Comparison Between Indonesian and German Hotel Website Design Characteristics Rora P. Sari Universitas Padjadjaran Fajar Kusnadi Universitas Padjadjaran	Fajar Kusnadi Universitas Padjadjaran
GTC060	Placing Borneo: How Bloggers Use Geography to Build Online Destination Image Wong Siao Fui Universiti Malaysia Sabah Balvinder Kaur Kler Universiti Malaysia Sabah Stephen Laison Sondoh, Jr. Universiti Malaysia Sabah	Wong Siao Fui Universiti Malaysia Sabah

July 21, 2017 [Friday]

Parallel Session : 3B

Theme : Tourism Sustainability

Venue : Room 2

Time : 10.30AM-12.00PM

Session Chair : Dr. Noorul Shaiful Fitri Abdul Rahman

CODE	TITLE	PRESENTER
GTC100	International Tourist Satisfaction on Local Owned Greenview Bed & Breakfast of Sukau Village, Lower Kinabatangan, Sabah, Malaysia Rosazman Hussin Universiti Malaysia Sabah Velan Kunjuraman Universiti Malaysia Sabah Saudah binti Ibnu Hasim Universiti Malaysia Sabah	Rosazman Hussin Universiti Malaysia Sabah
GTC120	An Empirical Study on The Socio-Cultural Impacts of Tourism Development on an Island Community: A Case Of Maafushi Island Sadha Ahmed Maldives International University Aishath Nadheema Maldives International University Zuneena Habeeb Maldives International University	Sadha Ahmed Maldives International University
GTC084	Maritime Tourism and Marine Biodiversity: Exploitation or Conservation? Willy Widian Universitas Indonesia	Willy Widian Universitas Indonesia
GTC128	Sustainability and Value Creation of ASEAN Tourism Apirada Chinprateep University of Minnesota/National Institute of Development Administration, Thailand	Apirada Chinprateep University of Minnesota/National Institute of Development Administration, Thailand
GTC088	The Sustainability of Nautical Sports Tourism in Terengganu Using a Cost Benefit Analysis Noorul Shaiful Fitri Abdul Rahman Universiti Malaysia Terengganu Nur Hanis Bazaruddin Universiti Malaysia Terengganu Mohd Hafizi Said Universiti Malaysia Terengganu Syed Faizal Shah Syed Johari Shah Universiti Malaysia Terengganu Mohammad Khairuddin Othman Universiti Malaysia Terengganu	Noorul Shaiful Fitri Abdul Rahman Universiti Malaysia Terengganu
GTC049	Legal Challenges to the Sustainability of Nautical Tourism In Malaysia Wan Mariam Wan Abdullah Universiti Malaysia Terengganu Fathilah Ismail Universiti Malaysia Terengganu Datin Norhayati Mohd Shariff Universiti Malaysia Terengganu	Wan Mariam Wan Abdullah Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 3C

Theme : Tourism Marketing

Venue : Room 3

Time : 10.30AM-12.00PM

Session Chair : Dr. Zuha Rosufila

CODE	TITLE	PRESENTER
GTC048	Developing the Contextual Framework of Street Arts Project in Preserving the Malaysian Culture Jimmy Anak Salau Universiti Malaysia Sarawak Qistina Donna Lee Abdullah Universiti Malaysia Sarawak Salmiah Abdul Hamid Universiti Malaysia Sarawak Aliffazraie Jali Universiti Malaysia Sarawak	Jimmy Anak Salau Universiti Malaysia Sarawak
GTC125	Benefit Segmentation of Domestic Tourism to Kuala Terengganu Noor Zatul Iffah binti Hussin Universiti Malaysia Terengganu Siti Falindah Binti Padlee Universiti Malaysia Terengganu Kalsitinoor Set Universiti Malaysia Terengganu	Noor Zatul Iffah binti Hussin Universiti Malaysia Terengganu
GTC024	Generation Y Tourist Perception and Loyalty with Quality of Services in Kuala Terengganu Siti Falindah Padlee Universiti Malaysia Terengganu Lailatul Jalilah Sulaiman Bukhari Universiti Malaysia Terengganu Nor Zatul Iffah Hussin Universiti Malaysia Terengganu Siti Nur 'Atikah Zulkiffli Universiti Malaysia Terengganu	Siti Falindah Padlee Universiti Malaysia Terengganu
GTC124	The Process of Establishing City Brand Identity and Its Significance in Terms of Tourism Ayşen Civelek Selcuk University	Ayşen Civelek Selcuk University
GTC037	Muslim Friendly Hospitality: A Review of the Emerging Hospitality Industry in Malaysia Azreen Hamiza Abdul Aziz Universiti Sains Malaysia	Azreen Hamiza Abdul Aziz Universiti Sains Malaysia

July 21, 2017 [Friday]

Parallel Session : 3D
Theme : Tourism Management
Venue : Room 4
Time : 10.30AM-12.00PM
Session Chair : Dr. Yuhanis Bt Abdul Aziz

CODE	TITLE	PRESENTER
GTC065	Validate Theme Park Outdoor Event Risk Management Factors Using Correlation and Content Analysis Qistina Donna Lee Abdullah Universiti Malaysia Sarawak Jon Dee Nien Universiti Malaysia Sarawak	Qistina Donna Lee Abdullah Universiti Malaysia Sarawak
GTC021	Malaysia Foresight on Eco-Tourism for Maritime Education and Training on Port Workers in Enhancing Technical and Vocational Skills in the Maritime Industry Mohamad Rosni Othman Universiti Malaysia Terengganu Jagan Jeevan Universiti Malaysia Terengganu Zuha Rosufila Abu Hasan Universiti Malaysia Terengganu	Mohamad Rosni Othman Universiti Malaysia Terengganu
GTC061	Palaeolithic Sites in Eastern of Sabah: Potential as Archaeotourism Jeffrey Abdullah Universiti Sains Malaysia Siti Khairani Abd Jalil Universiti Sains Malaysia Mokhtar Saidin Universiti Sains Malaysia	Siti Khairani Abd Jalil Universiti Sains Malaysia
GTC025	Youth Engagement in Avitourism : A Case of TNBC2017, Kuala Tahan, Pahang, Malaysia Khatijah Omar Universiti Malaysia Terengganu Marhana Mohamed Anuar Universiti Malaysia Terengganu Isma Rosila Ismail Universiti Malaysia Terengganu Yusliza Mohd Yusoff Universiti Malaysia Terengganu Siti Nur 'Atikah Zulkiffli Universiti Malaysia Terengganu	Khatijah Omar Universiti Malaysia Terengganu
GTC035	Lean Management in Higher Education Sector Nur Aishah Awi Universiti Malaysia Terengganu Zaleha Mohamad Universiti Malaysia Terengganu Zulfiqar Khan Universiti Malaysia Terengganu	Nur Aishah Awi Universiti Malaysia Terengganu
GTC054	Coral Reef Sustainability: Management Perspectives on the Evaluation of Coral Reef Restoration C.B. Lee Universiti Malaysia Terengganu N. H. Mohd Salleh Universiti Malaysia Terengganu K. B. Loke Universiti Malaysia Terengganu	Nurul Haqimin Mohd Salleh Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 4A

Theme : Tourism Research Methods

Venue : Room 1

Time : 2.30PM-4.00PM

Session Chair : Dr. Nurul Haqimin Mohd Salleh

CODE	TITLE	PRESENTER
GTC047	Construct Validity Using Factor Analysis On Malaysian Street Arts Project Jimmy Anak Salau Universiti Malaysia Sarawak Qistina Donna Lee Abdullah Universiti Malaysia Sarawak Salmiah Abdul Hamid Universiti Malaysia Sarawak Aliffazraie Jali Universiti Malaysia Sarawak	Jimmy Anak Salau Universiti Malaysia Sarawak
GTC052	Developing Dive Site Risk Assessment Model (DSRAM) for Enhancing Tourism Safety and Sustainability in Perhentian Islands M. A. H. Anuar Universiti Malaysia Terengganu Nurul Haqimin Mohd Salleh Universiti Malaysia Terengganu Jagan Jeevan Universiti Malaysia Terengganu	Nurul Haqimin Mohd Salleh Universiti Malaysia Terengganu
GTC062	Factor Analysis and Construct Validity of the Public-Private Partnership (PPP) in Managing Arts, Cultural and Tourism Sector Qistina Donna Lee Abdullah Universiti Malaysia Sarawak Salmiah Abdul Hamid Universiti Malaysia Sarawak	Qistina Donna Lee Abdullah Universiti Malaysia Sarawak
GTC028	Destination Service Quality For Rural Tourism Sustainability: A Propose Framework And Pilot Analysis Of Kuala Tahan National Park, Malaysia Mohd Rahimi Abdul Halim Universiti Malaysia Terengganu Wan Zainuddin Wan Abdullah Universiti Malaysia Terengganu Awanis Ku Ishak Universiti Utara Malaysia	Mohd Rahimi Abdul Halim Universiti Malaysia Terengganu
GTC073	Understanding Factors Influencing Community's Life Satisfaction and Support Towards Sustainable Heritage Tourism Destination: The Case of Yogyakarta, Indonesia Norzalita Abd Aziz Univerisiti Kebangsaan Malaysia Istyakara Muslichah Universiti Islam Indonesia Abdul Hafaz Ngah Universiti Malaysia Terengganu	Abdul Hafaz Ngah Universiti Malaysia Terengganu
GTC-059	Analyzing the Influence of Electronic Word of Mouth on Theory of Reason Action and Visit Intention on World Monument Fund Site Abdul Hafaz Ngah Universiti Malaysia Terengganu Mohamad Rosni Othman Universiti Malaysia Terengganu Nor Zalita Abd Aziz Universiti Kebangsaan Malaysia	Abdul Hafaz Ngah Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 4B

Theme : Tourism Marketing

Venue : Room 2

Time : 2.30PM-4.00PM

Session Chair : Dr. Azizul Yadi Yaakop

CODE	TITLE	PRESENTER
GTC056	Islamic Attributes Of Destination and Travelers' Behavioural Intentions for Halal Hospitality: Examining the Moderating Role of Religious Commitment Azizul Yadi Yaakop Universiti Malaysia Terengganu Siti Aishah Ismail Universiti Malaysia Terengganu Marhana Mohamed Anuar Universiti Malaysia Terengganu Siti Nor Adawiyah Azzahra Kamaruddin Universiti Malaysia Terengganu	Azizul Yadi Yaakop Universiti Malaysia Terengganu
GTC055	Conceptualizing an Integrated SERVQUAL Framework towards a Sustainable Hotel Front Office Service in Kuala Terengganu Wong Weng Hong Universiti Malaysia Terengganu Azizul Yadi Yaakop Universiti Malaysia Terengganu Siti Falindah Padlee Universiti Malaysia Terengganu Kalsitinoor Set Universiti Malaysia Terengganu	Azizul Yadi Yaakop Universiti Malaysia Terengganu
GTC117	Determinants of Competitive Advantage in The Tourism Sector of Langkawi Island (Pulau Langkawi), Kedah Er Ah Choy Universiti Kebangsaan Malaysia Nur Helwa Ruslan Universiti Kebangsaan Malaysia	Er Ah Choy Universiti Kebangsaan Malaysia
GTC118	Campus Sustainability: Case Study in Universiti Malaysia Sabah (UMS) Nurul Fadilah Mohd. Nawi Universiti Kebangsaan Malaysia Er Ah Choy Universiti Kebangsaan Malaysia	Nurul Fadilah Mohd. Nawi Universiti Kebangsaan Malaysia
GTC039	The "Why" Of Travel Blog: Blogging Motivation, Behaviours And Strategies At The Pre-Visit Stage Of Tourist Experience N Alia Fahada W Ab Rahman Universiti Malaysia Terengganu Sangjyun Kim Edith Cowan University	N Alia Fahada W Ab Rahman Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 4C

Theme : Tourism Management

Venue : Room 3

Time : 2.30PM-4.00PM

Session Chair : Dr. Zuha Rosufila Abu Hasan

CODE	TITLE	PRESENTER
GTC058	Get Them All: Influence of Pokémon Go Among Student Zuha Rosufila Universiti Malaysia Terengganu Fadzidatul Fadzanaqueiah Universiti Malaysia Terengganu Nina Marlina Ahmad Universiti Malaysia Terengganu Nadia Abu Hasan Universiti Malaysia Terengganu	Zuha Rosufila Universiti Malaysia Terengganu
GTC032	Exploring the Prospect of Malaysian Seaports as a Hub for Seaport Tourism: A Dimension of Strategic Planning in Maritime Transportation Jagan Jeevan Universiti Malaysia Terengganu Mohamad Rosni Othman Universiti Malaysia Terengganu Zuha Rosufila Abu Hasan Universiti Malaysia Terengganu	Jagan Jeevan Universiti Malaysia Terengganu
GTC075	An Analysis of Push and Pull Factors Motivating Expatriate Migration to Contemplate Malaysia as Their Second Home Ramya Raneer Konna Segaran Universiti Sains Malaysia Sofri Yahya Universiti Sains Malaysia	Ramya Raneer Konna Segaran Universiti Sains Malaysia
GTC026	Competitive Capabilities of Small and Medium-Sized Accommodation Business in Malaysia: A Conceptual Analysis Siti Nur 'Atikah Zulkiffli Universiti Malaysia Terengganu Siti Falindah Padlee Universiti Malaysia Terengganu Khatijah Omar Universiti Malaysia Terengganu Juhaizi Mohd Yusof Universiti Malaysia Terengganu	Siti Nur 'Atikah Zulkiffli Universiti Malaysia Terengganu
GTC066	Fiqh of Tourism in Islam Tamyiz Mukharrom Islamic University of Indonesia	Tamyiz Mukharrom Islamic University of Indonesia
GTC027	Organizational Commitment as a Mediator of the Relationship Between Attitude and Life Satisfaction Yusnita Yusof Universiti Malaysia Terengganu Wan Norhayati Mohamed Universiti Malaysia Terengganu Nik Hazimah Nik Mat Universiti Malaysia Terengganu Hayatul Safrah Salleh Universiti Malaysia Terengganu	Yusnita Yusof Universiti Malaysia Terengganu

July 21, 2017 [Friday]

Parallel Session : 4D

Theme : Tourism Sustainability

Venue : Room 4

Time : 2.30PM-4.00PM

Session Chair : Dr. Mazlina Mustapha

CODE	TITLE	PRESENTER
GTC019	A Cross-Cultural Study of Destination Attributes: Impact on Sustainability of Island Tourism Fathilah Ismail Universiti Malaysia Terengganu	Fathilah Ismail Universiti Malaysia Terengganu
GTC109	Enhancing Sustainability Through Implementation of Balanced Scorecard: A Case Study of Beach Resorts Mazlina Mustapha Universiti Putra Malaysia Khairil Wahidin Awang Universiti Putra Malaysia	Mazlina Mustapha Universiti Putra Malaysia
GTC012	Change Management of Indigenous People Towards Lake Toba as National Strategic of Tourism Region in Indonesia Niko Saripson Pandapotan Simamora Institute Technology of Bandung	Niko Saripson Pandapotan Simamora Institute Technology of Bandung
GTC050	The Attractiveness of Tasik Kenyir as an Ecotourism Destination: The Perspective of Tasik Kenyir Ecotourism Operators Kalsitinoor Set Universiti Malaysia Terengganu Borhanudin Mohd Yusof@Mohamed Universiti Malaysia Terengganu Azizul Yadi Yaakop Universiti Malaysia Terengganu Noor Zatul Iffah Hussin Universiti Malaysia Terengganu	Kalsitinoor Set Universiti Malaysia Terengganu
GTC034	Intercultural Communication in Malaysian Tourism Perspective Isma Rosila Ismail Universiti Malaysia Terengganu Roswati Abd Rashid Universiti Malaysia Terengganu Khatijah Omar Universiti Malaysia Terengganu Zaleha Mohamad Universiti Malaysia Terengganu	Isma Rosila Ismail Universiti Malaysia Terengganu
GTC119	Identification of Sustainable Tourism Practices for Tour Operators in Malaysia Maisarah Abd Hamid Universiti Teknologi MARA Salmi Mohd Isa Universiti Teknologi MARA	Maisarah Abd Hamid Universiti Teknologi MARA

CONFERENCE ABSTRACTS

GTC-005: USE OF TECHNOLOGY IN TOURISM AND CONSUMER BEHAVIORS

Tugay Arat

tarat@selcuk.edu.tr

Selcuk University Faculty of Tourism

The tourism sector is one of the most intensive and widely used areas of information and communication technology. The importance of tourism sector is increasing day by day by changing the traditional marketing and the sale methods and providing different usage facilities for the seller and the customer. Technological innovations increase competitive capacity of the tourism sector and productivity by helping to many delivering services. Tourism Businesses who are not resilient to the change generally stuck in difficult situations even end their activities. Tourists, who are equipped with an information system that is easily accessible to every topic they look for, expect better service, move away from dependence on the product or the service, become more selective with regard to products and services offered to them and change their holiday habits. The research is conducted to understand consumers' usage level of e-tourism services, their attitudes, decisions and behaviors better. The study analyzed e-tourism services in detail by using the survey method.

KEYWORDS: Technology, Information and Communication Technologies, Tourist Behaviour.

GTC-007: CONCEPTUAL FRAMEWORK OF AEROTOURISM USING HYBRID UAV: TECHNOLOGY ENABLER FOR SUSTAINABLE ECOTOURISM DESTINATION

¹F.Mustapha, ²F.Ismail & ³W.A. Mariam

faizalms@upm.edu.my (corresponding author)

¹Universiti Putra Malaysia, ^{2&3}Universiti Malaysia Terengganu

Tourism industry has witnessed rapid growth worldwide and Malaysia is no exception. Malaysia has made serious efforts to develop international tourism since 1980s by promoting specific tourism product particularly ecotourism. Despite abundant of ecotourism studies, existing literature related to destination image enhancement and sustainability that incorporates aerospace technology is still lacking. The introduction of Aerotourism using Unmanned Aerial Vehicle (UAV) is timely due to the importance of strong, positive destination image and how it works to influence tourist destination selection and satisfaction, as well as destination sustainability. UAV has certain advantages over piloted aircraft missions, which include the lower operating cost, improved safety, flexibility in mission planning, less expensive remote sensing platform, more rapid deployment capability than piloted aircraft and closer proximity to the target requirement. The increasing trend of UAV (fixed wing and rotorcraft) as part of image capturing and live telecasting has prompted many tourism operators to migrate into this autonomous technology. Unfortunately due to its restricted design configurations and requirements related to fixed wing and rotorcraft UAV such as the need for landing strip and long endurance has receded the ultimatum usage of this technology. This paper aims to develop a conceptual framework of Aerotourism for destination image enhancement, as well as addresses the conceptual approach of Hybrid UAV (hUAV) by integrating fixed wing with rotorcraft. It is predicted that this enabling technology will achieve the smooth transition from hover to cruising and the realization of Aerotourism in Malaysia. This research could be considered as a breakthrough for Malaysian destination image, thus it could further boost the tourism industry in Malaysia.

KEYWORDS: Conceptual Framework, Unmanned Aerial Vehicle (UAV), Hybrid UAV (HUAV) and Aerotourism

GTC-008: CROSS-CULTURAL COMPARISON BETWEEN INDONESIAN AND GERMAN HOTEL WEBSITE DESIGN CHARACTERISTICS

Rora, P. Sari

rora.puspita@unpad.ac.id

Universitas Padjadjaran

The purpose of this paper is to evaluate website design of two culturally bipolar countries. As Indonesia represents the east countries that has high-context culture while Germany who represent low-context culture, this study evaluates

website of both countries to seek differences in the terms of website design elements. This study used 60 samples from five stars hotel in Indonesia and Germany. Content analysis was used to evaluate website design of hotel in Indonesia and Germany. After the website design was analyzed using content analysis, Mann-Whitney U test was performed to compare the differences between Indonesia and German hotel website design. The results of this study found significant differences in hotel website design between Indonesia and German website in the terms of website presentation, navigation, and page download speed. Indonesia hotel website also founded to have lower design quality compared to German hotel website. The results proved that that hotel websites from the high-context culture have lower quality than the hotel websites who has low-context culture. This study provides evidences that hotel industry has the similar conclusion with the other industry that there are differences between east and west countries in the terms of website characteristics.

KEYWORDS: Cultural Dimension, Website Evaluation, Hotel Industry.

GTC-009: NEEDS ANALYSIS MODEL ARABIC FOR ISLAMIC TOURISM: A PRELIMINARY STUDY

¹Mohammad Imran Ahmad, ²Mohammad Najib Jaafar

imranahmad@kuis.edu.my, najib@usim.edu.my

¹Fakulti Pengajian Peradaban Islam, Kolej Universiti Islam Antarabangsa Selangor, Bandar Seri Putra, 43000, Kajang, Selangotr, Malaysia. Tel: +6019-6401667. ²Fakulti Pengajian Bahasa Utama, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800, Nilai, Negeri Sembilan, Malaysia, Tel: +6019-3049075

Kajian ini adalah berdasarkan kepada kajian awal terhadap analisis keperluan linguistik bagi model Bahasa Arab Untuk Pelancongan Islam. Kajian ini berasaskan kepada teori Analisis Keperluan Bahasa yang dipelopori oleh Hutchinson dan teori Waters yang mengumpul maklumat mengenai keperluan pelancong Arab dan pengamal industri pelancongan yang terdiri daripada tiga elemen; “keperluan”, “kekurangan” dan “kehendak”. “Keperluan” adalah untuk mengesan faktor pelancong Arab memilih Malaysia sebagai destinasi pelancongan Islam. Manakala “kekurangan” meninjau persepsi mengenai penggunaan bahasa Arab dalam sektor pelancongan Islam. “Kehendak” pula mengkaji kehendak pelancong Arab terhadap penggunaan bahasa Arab sebagai bahasa pelancongan Islam. Kajian ini akhirnya mencadangkan modul bahasa Arab untuk pelancongan Islam.

KEYWORDS: Bahasa Arab Pelancongan Islam, Analisis Keperluan, Keperluan, Kekurangan, Kehendak

GTC-012: CHANGE MANAGEMENT AND LOCAL CULTURE OF INDIGENOUS PEOPLE OF LAKE TOBA

Niko Saripson P Simamora

niko.saripson@sbm-itb.ac.id

School of Business & Management, Institute Technology of Bandung (ITB)

Lake Toba is located in North Sumatra Province designated by the government as one of 10 (ten) priority tourist destination since 2016. The government sets tourism sector as one of the main business along with infrastructure, food, energy and maritime. Indonesia's tourism sector accounts for IDR 155 trillion for foreign exchange, which reached 4% of the Gross Domestic Product (GDP). With the growth of 7,4% per year, well above the average growth rate of 4,7% of the world tourism, tourism is expected to contribute high foreign exchange in addition to oil and gas, coal and palm oil. Lake Toba has long been a tourist destination both domestic and foreign. Tourism infrastructures already available, but these still need to be developed to anticipate the growth of tourist visits. Development of information technology needs to be done to support the fulfillment of the needs and wants of business people and tourists. In addition, human resource development becomes a major factor that greatly affects the whole tourism activities. The local culture is one factor that must be considered to support the development of the tourism industry. The local population is dominated by the Batak people spread across seven districts with each characteristics about how to speak, customs and cultural pattern. However, there are similarities that could be considered as a common practice found in every culture. The development of tourism region of Lake Toba will involve those indigenous people. The indigenous community must be ready to change without losing control to maintain local culture but fully support the tourism business. In order to view the condition of the people, this research using qualitative methods through interviews and literature study. This paper has objectives to show the condition of the local communities of Lake Toba, a change management model that could be applied to support the vision of the government in promoting tourism in the Lake Toba.

KEYWORDS: Change Management, Indigenous People, Tourism, Lake Toba

GTC-014: PUBLIC PERCEPTIONS ABOUT SUSTAINABILITY OF BILLFISH ANGLING FOR ECOTOURISM IN KUALA ROMPIN

Zahaitun, M.Z. and Saharuddin, A.H.

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

Billfish angling encompassed highly migratory fish species which its migratory range extends to all the oceans of the world, including Malaysia. The distribution and migration pattern of billfish towards coastal waters involves seasonal movement into temperate waters for feeding purposes, after which they go back to subtropical and tropical waters for over wintering and spawning. Although billfish seasonal congregation can be found in the other part of Malaysian waters like the West Coast of Northern Peninsular and Eastern Sabah waters, the international billfish angling competition has been officially organized in Kuala Rompin since 2004. The aim of this study is to investigate the factors influencing public's perceptions for the sustainability of international billfish angling in Malaysia which is known as the Royal Pahang Billfish International Challenge (RPBIC). This study was conducted in Kuala Rompin of Pahang state. Partial least squares-structural equation modelling (PLS-SEM) has been employed to perform the analysis. In this method, the statistical software SmartPLS3 is used to estimate the model. Each attribute item is measured on a 5-point Likert scale with 1 = fully unknown or fully unsupported to 5 = fully known or fully supported. The results reveal about good supports in the management, conservation and legislation of sustainability billfish angling. Hence, the implementation of "catch-and-release", usage of circle hook and gazettement of billfish congregation area in Kuala Rompin waters as a congregation site of the highly migratory species are strongly concerned by the public and should be considered seriously by decision makers in Malaysia.

KEYWORD: Billfish, Public Perceptions, Conservation, Management and Legislation

GTC-016: PREDICTING SERVICE-ORIENTED CITIZENSHIP BEHAVIOUR AMONG FRONTLINES WITH PERSONAL RESOURCES AND WORK ENGAGEMENT: A PROPOSED RESEARCH FRAMEWORK

¹Choo Ling Suan, ²Chandrakantan Subramaniam & ³Norsiah Mat

¹clsuan@uum.edu.my, ²chandra@uum.edu.my, ³norsiah@uum.edu.my
Universiti Utara Malaysia

Steady economic performance in recent years has resulted in rapid expansion of the travel and tourism industry. The fast development brought an extensive pressure to the industry's players in sustaining their market share. In the context of labour intensive business such as hospitality, the competitive position can be enhanced by capitalizing its human resources. Particularly, the behaviour of its frontline staff is crucial in determining customers' perception of service quality. Frontline staffs who are able to display service-oriented organizational citizenship behaviours typically provide outstanding service quality. From a review of the literature, this paper proposes the motivational construct of work engagement and personal resources, such as emotional intelligence and self-efficacy, to have a positive influence on service-oriented organizational citizenship behaviours which may be the source of competitive differentiation for the hospitality industry.

KEYWORDS: Service-Oriented Organizational Citizenship Behaviour, Work Engagement, Personal Resources, Emotional Intelligence and Self-Efficacy.

GTC-017: INTERNATIONAL TOURISTS' UNDERSTANDING OF AND PURCHASE INTENTION TOWARDS LOW CARBON TOUR PACKAGES PROVIDED BY TRAVEL AGENCIES

Hsiao, Teng-Yuan, Sung, Pei-Ling and Lu, Chia-Yun
National Kaohsiung University of Hospitality and Tourism

Because of global warming, more attention has been paid to low-carbon economic theory to reduce carbon dioxide emissions and understand green development. Therefore, the concept of low-carbon tourism has become increasingly accepted, and numerous studies have addressed this concept as well as measures for energy saving and carbon emission reduction. In addition, travel agencies play a crucial role in promoting the concept of environmental protection and low-carbon tourism. In recent years, the importance of the tourism development has been emphasized in Taiwan. The government has developed various tourist policies, and the number of tourists in Taiwan has increased to more than 9 million in 2014. However, no studies have investigated the international tourists in Taiwan who purchased low-carbon tour packages provided by travel agencies. The present study therefore explored international tourists' understanding of low-carbon tour packages in Taiwan, their purchase intention, and willingness to pay. In this study, 650 questionnaires were distributed, and 498 valid questionnaires were returned, with a return rate of 77%. The SPSS 21 software package was used to conduct descriptive statistics, one-way analysis of variance, chi-square test, and regression, verifying various research hypotheses. The following results were revealed. First, international tourists in Taiwan exhibited a certain degree of understanding of low-carbon tour packages ($M = 3.79$), but the understanding varied among these tourists. Second, the understanding of low-carbon tour packages significantly influenced purchase intention; particularly, tourists' views about accommodation effectively predicted their purchase intention. Third, 34.5% of international tourists in Taiwan were willing to pay 5% more to purchase low-carbon tour packages, and 32.3% of international tourists in Taiwan were willing to pay 10% more to purchase low-carbon tour packages. That the results of this study can serve as a reference for the government and travel agencies to design and determine prices for low-carbon tour packages.

KEYWORDS: International Traveler, Low-Carbon Tour Package, Purchase Intention, Willing to Pay

GTC-019: A CROSS-CULTURAL STUDY OF DESTINATION ATTRIBUTES: IMPACT ON SUSTAINABILITY OF ISLAND TOURISM

F. Ismail, Roseliza Mat Alipiah, Shukri, HZ & Noraien Mansor

fathilah@umt.edu.my (corresponding author)

Universiti Malaysia Terengganu

One importance issue for sustainability development of tourism is knowledge of host and tourist needs and constraints. As tourism is now global, there is a need to study this issue from a cross-cultural context. This paper investigates a cross-cultural exchange between hosts and guests and the potential impacts of cultural differences on their selection of destination attributes. A cross-cultural approach has been undertaken by grouping the sample according to their language spoken; Malay, Chinese, English and non-English (Continental European). This study is quantitative in nature with survey data collected from three island destinations in Malaysia, reprinting small islands (Perhentian and Redang) and a large island (Langkawi). The study locations have been divided in such a way to permit a meaningful comparison between island settings and to identify unique criteria and issues for small island tourism. The Mann-Whitney U-test and Principal Components Analysis (PCA) have been utilised in analysing the data. This study has demonstrated that hosts and guests from different cultural groups behaved differently with regard to destination attributes. This study contributes to the literature related to consumer behaviour in a cross-cultural context. Additionally, this study contributes to the literature related to service quality and destination attributes, and outlines the importance of cultural differences in providing quality tourism services for long-term island tourism sustainability.

KEYWORD: Cross-Cultural, Destination Attributes, Island Tourism, Sustainable Tourism

GTC-020: TRAVELLING FOR A CAUSE: HOW CAUSE-RELATED MARKETING STRATEGY BENEFITS THE TRAVEL INDUSTRY MAJOR STAKEHOLDERS

¹Marhana Mohamed Anuar, ²Khatijah Omar, ³Siti Falindah Padlee, ⁴Maznah Wan Omar

^{1,2,3} Universiti Malaysia Terengganu, ⁴Universiti Teknologi MARA

Cause-related marketing or cause partnerships between nonprofits and for profits companies has a long history in the travel industry. This type of partnership becomes more prevalent these days, whereby there has been increasing number of airlines, hotels, restaurants and other tourism agencies involved in cause-related marketing. The rewards of cause-related marketing for nonprofits, for profits companies and travellers are plentiful. Despite, the increasing importance and the widespread of cause-related marketing in the tourism industry, research on cause-related

marketing in the context of tourism remains scarce. This study intends to fill in the literature gap. The objectives of our study are threefold: (1) To examine the implementation of cause-related marketing in tourism industry, (2) To highlight benefits of cause-related marketing to key stakeholders of cause-related marketing; namely, for profits companies, nonprofits and travellers, (3) To recommend few strategies for effective implementation of cause-related marketing in the tourism industry. The findings of our study provide significant implications for both theory and practice.

KEYWORDS: Cause-Related Marketing, Stakeholders, Tourism Industry, Cause Partnership, Implementation

GTC-021: MALAYSIA FORESIGHT ON ECO-TOURISM FOR MARITIME EDUCATION AND TRAINING ON PORT WORKERS IN ENHANCING TECHNICAL AND VOCATIONAL SKILLS IN THE MARITIME INDUSTRY

¹M. R. Othman, ²Jagan Jeevan, ³Zuha Rosufila

rosni@umt.edu.my (corresponding author)

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia.

The Malaysian maritime sector is contributing significantly towards the national economy. Human capital development, particularly relating to maritime industry will be the determining factor in the advancement of this country as a maritime nation. Coastal communities, in particular working in the seaport sector, are often concern about threats to their livelihoods and destruction of their environments but do not have the awareness, skills and political power to control the rapid development that comes from the marine industry or tourism industry. It is imperative that Malaysian institutions of higher learning respond to the changing situation by producing manpower equipped with the relevant technical and managing skills. Thus, maritime education a collaborative partnerships are one approach that can help destinations achieve more sustainable eco-tourism in the maritime cluster. The shipping industry has become highly specialized and given its inherent services characteristics it is inseparable from ports. Ports are heavy, long term investments and in terms of economics, often affected by the derived demand factor in shipping. The industry is highly competitive, thus higher levels of competency and skills are needed for port operations in sustainable manner. Ships are getting bigger and efficient to derive the advantages from scale of economies but comparatively long port stays can make ports uncompetitive. These factors make skilled workers in port is a fundamental need. However, as usual in many other aspects of the shipping industry, it has not yet realized the seriousness of the environmental issue that can jeopardized the uniqueness of the seaport area for recreation and ecotourism. This paper provides an overview of the importance of the maritime sector to the Malaysian economy and the need to fully utilize the maritime resources by strengthening the environmental maritime education programs, employment and capacity building of the port workers and explain of how industry and environment can coexist successfully.

KEYWORDS: Human Resource, Academic Program, Maritime Cluster, Maritime Education

GTC-024: GENERATION Y TOURIST PERCEPTION AND LOYALTY WITH QUALITY OF SERVICES IN KUALA TERENGGANU

¹Siti Falindah Padlee, ²Lailatul Jalilah Sulaiman Bukhari, ³Nor Zatul Iffah Hussin, ⁴Siti Nur Atikah Zulkiffli

¹siti.falindah@umt.edu.my, ²laylaleman123@hotmail.com, ³zatul.iffah@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

Generation Y tourist is identified as the new and fast growing market segment in the tourism industry. They have high interests and leisure time in exploring new destinations. They like to travel and experience tourism places independently. Their contribution is significant to economic and social of tourism industry. For instance, Generation Y tourists spend a lot of their money for expenses like foods, transportation and accommodations in places they visit. Due to this reason, this study is interested to understand Generation Y tourists' perception with service quality and loyalty in the state of Kuala Terengganu. The objective of this study is to examine the relationship between Generation Y tourist perception and loyalty with quality of services in Kuala Terengganu. About 350 questionnaires have been distributed to students of two universities and the final return questionnaires were 320. Regression analysis was used to examine the relationship between perception and loyalty intention. The results of the analysis showed

that the perception of Generation Y tourists with quality of services in Kuala Terengganu influenced to their loyalty intention. As overall conclusion, the result of this study can be used as a guideline to policy makers and marketing managers of tourism authorities of Kuala Terengganu in relating to promoting tourism products to this particular market segment which at the same time, to ensure tourism sustainability of Kuala Terengganu as a tourism destination.

KEYWORDS: Generation Y tourist, Perception, Loyalty, Regression, Sustainability

GTC-025: YOUTH ENGAGEMENT IN AVITOURISM: A CASE OF TNBC2017, KUALA TAHAN, PAHANG, MALAYSIA

¹Khatijah Omar, ²Marhana Mohamed Anuar, ³Isma Rosila Ismail, ⁴Yusliza Mohd Yusoff & ⁵Siti Nur 'Atikah Zulkifli

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

Tourism has been described as the largest and fastest-growing economic sector in the world and avitourism (observing birds in their native habitats) has been identified as a growing trend in tourism. Despite the rapid growth of avitourism globally, the local market potential is yet to be further explored. The aim of this study is to investigate the personal engagement among the youth participants in avitourism activities. It is important to record their engagement because knowing the level of participants' engagement could help to predict the sustainability of avitourism activity or program. The data was collected using self-administered questionnaires distributed to youth participants who participated in Taman Negara Bird Count (TNBC2017) program. The results show that personal engagement among youth participants was high and this gives signal that avitourism could have a good future. The results can provide significant implication for both theory and practices. The results could also provide some guides to government and relevant agencies in drafting policies and strategies to further promote avitourism in Malaysia.

KEYWORDS: Avitourism, Personal Engagement, Youth Participants, TNBC2017

GTC-026: COMPETITIVE CAPABILITIES OF SMALL AND MEDIUM-SIZED ACCOMMODATION BUSINESS IN MALAYSIA: A CONCEPTUAL ANALYSIS

¹Siti Nur 'Atikah Zulkifli, ²Siti Falindah Padlee, ³Khatijah Omar & ⁴Juhaizi Mohd Yusof

School of Business and Maritime Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia

There has been a rapid growth of small and medium-sized accommodation (SMSA) industry in Malaysia, due to several factors. This phenomenon has caused an encouraging growth of tourist arrivals in Malaysia. This will also effect to the competitive capabilities of those SMSA as the number of competitors are increased every year. Competitive capabilities are necessary for a firm to develop core competence, and in turn to generate a good business strategy. It is common to have many substantial differences in capabilities and resource allocation across individual companies that pursue the same strategy. Therefore, this study focuses to analyse resource-based view (RBV) theory to investigate the relationship of competitive capabilities and business performance within the context of SMSA in Malaysia. These facts highlight the study's contribution to expanding the application of the RBV theory to firm- and country-specific research; specifically, to the development of SMSA in Malaysia. Finally, the study also highlights the theoretical, empirical and practical issues that will guide scholars to undertake parallel studies in the future, as well as provide useful guidance to Malaysian SMSA practitioners and policy-makers.

KEYWORDS: Resource-Based View, Competitiveness, Hotels, Lodgings, Malaysia

GTC-027: ORGANIZATIONAL COMMITMENT AS A MEDIATOR OF THE RELATIONSHIP BETWEEN ATTITUDE AND LIFE SATISFACTION

¹Yusnita Yusof, ²Wan Norhayati Mohamed, ³Nik Hazimah Nik Mat, ⁴Hayatul Safrah Salleh

¹yusnitayusof@umt.edu.my, ²wannor@umt.edu.my, ³nikhazimah@umt.edu.my, ⁴hayatul@umt.edu.my

School of Business and Maritime Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia

This study investigates the role of organizational commitment as a mediator between the attitude and life satisfaction. Using a sample of 346 homestay owners representing the homestay operators in the homestay program throughout Malaysia, results supported the hypothesis as attitude moderately correlated with life satisfaction. Commitment was found to partially mediate the attitude-life satisfaction relation. These results suggest that organizational commitment may represent a critical link between attitude and life satisfaction. The relationship between the determinants of life satisfaction among homestay operators intensified when commitments become mediator factor especially in the relationship between attitude and life satisfaction. The study concluded that organizational commitment act as mediator variable in the relationship between the determinants of an attitude in life satisfaction of homestay operators for sustainable livelihood. Implication of the study and suggestions for future research been discussed in this paper.

KEYWORDS: Organizational Commitment, Life Satisfaction, Attitude, Sustainability, Homestay.

GTC-028: DESTINATION SERVICE QUALITY FOR RURAL TOURISM SUSTAINABILITY: A PROPOSE FRAMEWORK AND PILOT ANALYSIS OF KUALA TAHAN NATIONAL PARK, MALAYSIA

¹Mohd Rahimi Abdul Halim, ²Awanis Ku Ishak, ³Wan Zainuddin Wan Abdullah

¹ m.rahimi@umt.edu.my, ² awanis@uum.edu.my, ³ w.zainuddin@umt.edu.my

^{1,3} School of Business Maritime and Management, Universiti Malaysia Terengganu,

² School of Business Management, College of Business, Universiti Utara Malaysia

The service sector has assumed greater economic importance over the past decade and delightful in the largest share in Gross Domestic Product (GDP) worldwide. Tourism and hospitality services being an important part of service sector are facing critical challenges to compete with the international destination while satisfying customers by offering quality services to fulfil the needs and wants of the tourist. In rural tourism context, the sustainability concept has provide significant roles for community empowerment and destination conservation and preservation. However, conflict to maintain the park infrastructure and facilities and demand to upscale the service standard towards visitor has given direct impact to the tourist satisfaction and behaviour and affect the destination future sustainability. This current research investigate the relationship between destination service quality (DSQ) with tourist satisfaction, tourist perceived value and behavioural intention towards Kuala Tahan National Park, Malaysia from tourist perspective. The methodological aspects of this paper and measurement are discussed based on pilot study of 30 visitors at the park, the data was analyze through “Alpha Cronbach” used SPSS version 24. Thus, the outcome of this study are expected to validate destination service quality (DSQ) as one of the instrument to measure tourist behaviour intention towards the rural tourism destination. Recommendation for further studies relation to rural tourism destination service quality framework at larger population also proposed for future discussion.

KEYWORDS: Destination Service Quality, Rural Tourism Sustainability

GTC-029: EXPLORING THE POTENTIAL OF ECOTOURISM MANAGEMENT SCENARIO FOR SUSTAINABLE WETLANDS ECOSYSTEM USING AN INTEGRATED ECOSYSTEM APPROACH

¹Roseliza Mat Alipiah, ²F. Ismail, ³Noraien Mansor & ⁴Siti Aisyah Saat

roseliza@umt.edu.my (Corresponding author)

¹School of Social Economics and Development (PPPSE), ²School of Maritime Business and Management (PPPM) and ^{3,4}Center for Foundation and Liberal Education (PPAL)

This research tries to develop an integrated ecosystem management approach and explore the potential of Ecotourism scenario for the purpose of a sustainable wetlands ecosystem management in Setiu, Terengganu. The Setiu Wetlands ecosystem currently supports a significant level of aquaculture activities with trivial impacts on the wetlands ecosystem and the local communities. The cause-effect relations were modelled using an integrated ecosystem approach; and four policy scenarios which is Ecotourism, Intensive Aquaculture, Conservation, and the Status Quo) were proposed. The findings of this research identified Ecotourism, along with the Status Quo scenarios as the second preferred, in the eyes of most of the stakeholder sub-groups. Meanwhile, Conservation were identified as the most

desirable scenario and Intensive Aquaculture was the least desirable scenario. The developed methodologies and results from this research provide an opportunity for improving planning and decision making processes in Ecotourism which aims to deliver sustainable management of wetland ecosystems in Malaysia. This research also produced clear guidelines to inform policy makers considering alternative wetland management scenarios.

KEYWORDS: Wetland Ecosystems, Integrated Ecosystem Approach, Ecotourism, Sustainable Management.

GTC-030: BUILDING A SUSTAINABLE COMPETITIVE ADVANTAGE: ON STRATEGIC MANAGEMENT PERSPECTIVE

¹Abdullahi Hassan Gorondutse, ²Haim Hilman, ³Narentheren Kaliappen, ⁴Francis Chuah ⁵Chin Wei and ⁶Muhammad Haroon Hafeez

abdullahi@uum.edu.my, ahgdutse@gmail.com

School of Business Management, College of Business, Universiti Utara Malaysia

The main objective of this case study is to look how bank and other stakeholders like tourist and hospitality industry succeed in the dynamic competitive business environment, because some bankers and other stakeholders like tourist and hospitality industries are still facing several challenges in today's highly competitive and rapidly evolving market. Banks and other stakeholders like tourist and hospitality industries that grow and change that know how to build resilient strategies that secure and sustain competitive advantage. This case study will utilise both primary and secondary data through interview and annual report. It's expected that the case study will design to illustrate the practical application of the theoretical concepts covered during strategic management, management & strategic, management lectures. Specifically, the case will focus on best strategic initiatives, this will assist banks and other stakeholders like tourist and hospitality industry on strategy formulation, implementation and evaluation and identify the strategic direction that will attract more customers and tourist and sustain competitive advantage. Thus, with the right strategies building and sustaining competitive advantage initiatives, banks and tourist industry are truly competent enough to overcome the hurdles in 21st centuries. Banks and tourist industry needs to continually use strategic planning so it will be successful in the competitive industry.

KEYWORDS: Sustainable, Competitive Advantage

GTC-031: DOES DIFFERENTIATION STRATEGY INFLUENCE HOTEL PERFORMANCE?

¹Abdullahi Hassan Gorondutse, ²Haim Hilman

¹abdullahi@uum.edu.my; ahgdutse@gmail.com, ²hilman@uum.edu.my

School of Business Management, College of Business, Universiti Utara Malaysia.

This study examines the effect differentiation strategy on hotels performance. Past literature indicates that few studies were done to examine the effect of differentiation strategy in hotels and tourist and hospitality industry. Specifically, numerous of previous researches focused on banking and manufacturing industries in developed countries. For that reason, to explore our understanding in this area, the present study conducted in Nigeria hotels industry. The data were collected using survey designed from 83 owner/manager of hotel in Kano North West of Nigeria using census as sampling technique. The data were analyzed using SPSS and Partial Least Square (PLS) technique. The findings indicated that differentiation strategy is significant on hotels performance. Similarly, the result signifies the appropriateness of PLS in analysis and has contributed better understanding of differentiation strategy on hotel performance. Further, finding is significant to practitioners and policy makers in enhancing the practicability/actions on implementing best strategy. Based on these finding, theoretical and practical implications, and future research suggestions were discussed.

KEYWORDS: Differentiation Strategy, Performances, and Hotels

GTC-032: EXPLORING THE PROSPECT OF MALAYSIAN SEAPORTS AS A HUB FOR SEAPORT TOURISM: A DIMENSION OF STRATEGIC PLANNING IN MARITIME TRANSPORTATION

¹J. Jeevan, ²M.R. Othman, ³Zuha Rosufila Abu Hasan

¹jagan@umt.edu.my, ²rosni@umt.edu.my, ³zuha@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia.

Dependency of Malaysian economic growth on seaports and tourism industry is irrefutable which evident by the significant contribution of each component on national prosperity. Combinations of these two segments are expected to explore a new market in Malaysian tourism industry and reduce the overdependence on conventional tourism activities. The evolution of seaports from a cargo based seaport towards customer-centric community seaports revealed significant interconnection between seaports and community. In that case, this symbiosis nexus between seaports and tourism need to be explored in order to provide a luxury economic growth. The capacity of Malaysian seaports to accommodate a new function needs to be evaluated systematically from the perspective of seaport strategic planning. Hence, this paper aims to explore the prospects of Malaysian seaports to be transformed into hubs for seaport tourism. A thorough case study and content analysis consist of five major seaports in Malaysia including Penang Port, Port Klang and Port of Tanjung Pelepas, Kuantan Port and Bintulu Port have been selected to reveal their opportunities to incorporate tourism activities as one of the stream in the fifth generation seaports. This paper begins with the discussion on seaport business and tourism industry in Malaysia. Section 3 explains the methodological approach and conceptual framework followed by nexus between seaports and tourism in Section 4. Section 5 evaluate the prospect of Malaysian seaports as a hub for tourism sector, and section 6 showcases the implication and conclusion of the paper.

KEYWORDS: Malaysia, Seaports, Tourism, Case Study.

GTC-033: ENTREPRENEUR COMPETENCIES AND SUSTAINABILITY OF TOURISM ACCOMMODATION ENTREPRENEURS

¹Zaleha Mohamad, ²Isma Rosila Ismail, ³Nur Aisah Awi, ⁴Noor Zatul Iffah Hussin

zaleha.m@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

This study aims to identify the relationship between entrepreneurs competencies and sustainability of accommodation entrepreneur. Data were collected using self administrated questionnaires among homestays entrepreneur. A descriptive and inferential analysis were used to provide detail about situation and social relationship. The results showed that there were positive significant relationships between entrepreneurs competencies towards sustainability for accomodation entrepreneurs.

KEYWORDS: Relationship, Entrepreneurs, Competencies, Sustainability

GTC-034: INTERCULTURAL COMMUNICATION IN MALAYSIAN TOURISM PERSPECTIVE

¹Isma Rosila Ismail, ²Roswati Abd Rashid, ³Khatijah Omar, ⁴Zaleha Mohamad

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

Intercultural communication and tourism are interrelated as culture and communication relates with the addressing cultural diversity and recognizes the differences. Intercultural communication also relates to others through attitudes of understanding and tolerance in the tourism industry. Therefore tourism provides an absolute context for intercultural communication. Through travel, people are migrating temporarily to other destinations and cultures. Hence tourism provides an opportunity for improving international understanding. Intercultural communication plays an important role in this paradigm in improving the people who involve in this industry to understand, to know and to appreciate other cultures. This concept paper will discuss about the intercultural communication and tourism in Malaysian context such as the cultural values, religion, customs and etiquette. The secondary data and content analysis will be used to report about intercultural communication experiences that could help the tourists and the people in this industry to know and to value other cultures, and at the same time appreciate their own culture.

KEYWORDS: Intercultural Communication, Tourism, Cultural Values, Religion, Customs and Etiquette.

GTC-035: LEAN MANAGEMENT IN HIGHER EDUCATION SECTOR

¹Nur Aishah Awi, Zaleha Mohamad, ²Zulfiqar Khan

¹School of Maritime Business and Management, University Malaysia Terengganu (UMT), Malaysia, ²Faculty of Business and Law, Coventry University, United Kingdom

Many sectors have started to apply lean management in their work processes. Lean was first introduced decades ago by the Japanese automotive company. The purpose of this paper is to discuss about lean application in tourism education sector. In western countries, several universities have started to implement Lean principle in the Higher Education (HE) sector. The main purpose is to improve their services by increasing the quality in order to compete with other institutions. A positive impact of Lean principles in HE sector has been identified and presented in several studies. All universities in the world always changing to provide an outstanding services (Green 2013). Thus, this study will determine how lean can also help tourism education sector to improve their services as achieved by manufacturing sector.

KEYWORDS: Lean, Higher Education, Course Delivery, Quality Improvement

GTC-036: STUDY OF NAVIGATION SYSTEM AT KENYIR LAKE TO SAFEGUARD SOCIETAL WELLBEING

¹NA Osnin, ²NSF Abdul Rahman & ³AF Ahmad Fuad

apandi@umt.edu.my (corresponding author), nsfitri@umt.edu.my, afaf@umt.edu.my

¹School of Ocean Engineering, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia,

²School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia.

KETENGAH reports that there is a gradual and steady increase of about 100,000 tourist to Kenyir Lake, since 2009 to 2015. The local authority have been proactive in developing public use for the Lake yet movement over water can only be done during daylight hours with local knowledge as there are no proper aids to navigation system for restricted visibility, night navigation or directional guidance. Markers deployed in high density areas are non-conventional and laid to mark routes to some destination only. Without a proper safety navigation system and increasing number of user's, societal wellbeing is at risk. Navigation system can be categorised as on-board and external system made up of the vessel, equipment's, seafarers and aids to navigation, routeing, monitoring structure. This study aims to determine the status of navigation system at Kenyir Lake using a combination of observation and comparison method with emphasis on the external systems. There is a need to consider deriving a safety navigation system that is in accordance with accepted standards and convention applied elsewhere in Malaysia to provide a systematic approach to lake use and ultimately have positive implication for holistic development of Kenyir Lake as a major tourist destination. The results of this study provides a scope of knowledge regarding the navigation safety system applied on lakes or inland waters that are immune to the requirements of accepted standards and conventions of navigational safety and provides recommendations towards a holistic approach and by extension for tourism sustainability and societal wellbeing.

KEYWORDS: Tourism Sustainability; Navigation System; Maritime Tourism; Societal Wellbeing, Kenyir Lake.

GTC-037: MUSLIM FRIENDLY HOSPITALITY: A REVIEW OF THE EMERGING HOSPITALITY INDUSTRY IN MALAYSIA

Azreen Hamiza Binti Abdul Aziz

azreenhamiza.aziz@gmail.com/azreenhamiza@usm.my

Centre for Islamic Development Management Studies (ISDEV), Universiti Sains Malaysia, 11800, Penang

Malaysia has emerged towards Muslim friendly hospitality services (MFHS) that sees the formation of two main industries, hospitality and tourism to move side by side hastily today. The positioning of Malaysia as the pioneer in promoting MFHS foresee to transform Malaysia into a high-income nation by 2020 to achieve the target to become the leading tourist destination. It also will heighten the target of 36 million tourist arrivals and RM168 billion in receipts to intensify the existing Islamic tourism sector for the desirable economic benefits. Muslim friendly hospitality however, is a holistic tourism services that adhere to the Islamic values but with more sufficient outlook.

It is very important to review the emerging MFHS industry in Malaysia to ensure that the new label of MFHS in Malaysia is emergent globally. This study explores MFHS and review the emerging hospitality industry in Malaysia and where the direction should be. The methodology of this study is exploratory with the main data collected by using library research. The findings of the study found that the emerging hospitality industry in Malaysia is on the right track and should focus on the structure of the MFHS concept to maximize the economic benefits and to maintain the sustainability of the industry.

KEYWORDS: Muslim Friendly Hospitality, Tourism and Hospitality, Islamic Hospitality

GTC-039: THE “WHY” OF TRAVEL BLOG: BLOGGING MOTIVATION, BEHAVIOURS AND STRATEGIES AT THE PRE-VISIT STAGE OF TOURIST EXPERIENCE

¹N Alia Fahada W Ab Rahman, ²Sangkyun Kim

n.alia@umt.edu.my, s.kim@ecu.edu.au

¹University Malaysia Terengganu, ²Edith Cowan University

Travel blogs, are widely acknowledged as an alternative medium to other traditional travel related communication media and have gained popularity among internet users. Previous studies into engagement with travel-related social media, including travel blogs, merely focus on the active engagement (such as producing content) and the motivation behind the active engagement. Distinguishing different levels of engagement is crucial because it enables an understanding of the engagement activities. Therefore, this study attempts to understand different engagement and blogging strategies, which is beyond posting behaviour and also motivations of those engagement and strategies throughout the three stages of the tourist experience (pre-visit, on-site and post-visit stage) which in turn will provide a holistic understanding of the travel blogging phenomenon. Through in-depth interviews with 19 travel bloggers and content analysis of their blogs (i.e. texts, photos and videos), this study shows that tourist bloggers had diverse blogging behaviours at the three stages of the tourist experience. At the pre-visit stage, tourists were merely passive consumers seeking more reliable and realistic information and seeking the lived authentic stories of others' tourist experiences with the planned destination(s). At the on-site stage, tourists generally did not engage with travel blogs, but tourists became more active users of travel blogs at the post-visit stage, motivated by the opportunity for instrumental, hedonic and social responsibility motivations. Implication for the development of a dynamic and sustainable travel blogging community are discussed.

KEYWORDS: Travel Blogs, Engagement, Motivation, Tourist Experience

GTC-040: UNESCO INTANGIBLE CULTURAL HERITAGE LIST: TURKEY

¹Ümit Sormaz, ²Sinan Uslu, ³Mustafa Yilmaz, ⁴Aybüke Ceyhun Sezgin

¹usormaz@konya.edu.tr, ²suslu@konya.edu.tr, ³mustafayilmz14@gmail.com, ⁴aybukeelif@gazi.edu.tr

^{1,3} University of Necmettin Erbakan, Department of Gastronomy and Culinary Arts, Konya, TURKEY, ² University of Necmettin Erbakan, Department of Tourism Guidance, Konya, TURKEY, ⁴ University of Gazi, Department of Gastronomy and Culinary Arts, Ankara, TURKEY

Cultural heritage transfer is a process that carried out by transferring the knowledge of individual or society based on experience from the past both materially and spiritually to the next generation. Problems among factors that keep it active constantly cause this process to slow down or even disappear. Today people spend most of their time at work and the rest with mass media so that communication between young people and their families is decreasing. Thus, young people stay away from many traditions and social practices due to the influence of popular cultures. In this process, the family loses many functions against its children and it is inevitable to lose the function of transferring cultural heritage. Although this process of extinction in cultural transmission seems to be slow, but takes place faster than thought in time where protection schemes have not been developed and the participation of young people and community has not been achieved. Turkey has been taken in within the scope of "Protection of Intangible Cultural Heritage" which today plays a very important role and provided protection and sustainability by transferring very important cultural values in the name of Turkish nation and culture. This study is a compilation study aimed to introduce of cultural values covered in Turkey according to protection of UNESCO Intangible Cultural Heritage agreement and explain necessity of protection of these values in terms of tourism and the benefits for sustainability.

KEYWORDS: Tourism, Culture, UNESCO, Intangible Cultural Heritage

GTC-041: THE PLACE OF FESTIVALS IN GASTRONOMIC TOURISM

¹Mustafa YILMAZ, ²Eda GÜNEŞ, ³Ümit SORMAZ

¹mustafayilmz14@gmail.com, ²egunes@konya.edu.tr, ³usormaz@konya.edu.tr

^{1,2} University of Necmettin Erbakan, Department of Gastronomy and Culinary Arts, Konya, TURKEY, ³ University of Necmettin Erbakan, Department of Gastronomy and Culinary Arts, Konya, TURKEY,

Festivals in gastronomy tourism; has various functions mainly promotion, social interaction, commerce, and inspiration. These functions increase the number of visitors to the region, improve the image of the country and the region and increase the pride of the local people and the promotion of the region. Festivals, which are a source of attraction for tourists, and making a demand for accommodation businesses that, contribute to economic recovery, a celebration that plays an active role in the development of tourism both nationally and internationally, are also considered important attractiveness factor that is used in the change and development of local culture. These activities are indispensable tourism resources for the country since them providing a flow of money from tourists through the region, being the focus of media attention and play an important role in the introduction of the country and the region. In addition, as reviving forgotten traditions it is an effective tool in ensuring social cohesion and integration, increase cohesiveness in society. This study is a compilation of studies that the importance of festivals in gastronomy tourism is highlighted and benefits to the country are also described.

KEYWORDS: Tourism, Gastronomy, Gastronomy Tourism, Festival publicity.

GTC-043: CUSTOMERS' BEHAVIOURAL INTENTION TOWARDS HERITAGE CAFÉ IN GEORGE TOWN WORLD HERITAGE SITE (WHS), PENANG, MALAYSIA

¹Hun-Kean Cheah, ²Yen-Nee Goh, ³Salmi Mohd Isa, ⁴Zurina Mohaidin

yngoh@usm.my (Corresponding author)

Graduate School of Business, Universiti Sains Malaysia, USM, Penang, Malaysia

Since the listing of George Town as UNESCO World Heritage Site, old buildings have been transformed into cafés, boutique hotels and home stays. In order to generate profit from the cafés, it is essential for the café owners to understand customers' behavioral intention towards heritage cafés. No previous study has investigated customers' behavioral intention towards heritage cafés in George Town. Therefore, to explore this phenomenon, the current research investigates the quality impacts of food, service, ambience and perceived price on customers' behavioral intention towards heritage café in George Town. A self-administered questionnaire based on previous validated scale has been used. 300 completed questionnaires have been analyzed using Statistical Package for the Social Sciences (SPSS) and SmartPLS. The findings indicated that the quality of food and service influences customers' behavioral intention significantly. However, ambience quality and perceived price have no significant positive impact on customers' behavioral intention. The current study is considered a significant contribution to determine the customers' preferences, their behavioral intention towards toward heritage cafés at George Town World Heritage Site, Penang, Malaysia.

KEYWORDS: Heritage Café, Food Quality, Perceived Price, Customer Satisfaction, Behavioral Intention

GTC-044: A STUDY ON PARTICIPANTS' BEHAVIORAL INTENTION TO RE-ATTEND OUTDOOR SPORT EVENTS IN PENANG, MALAYSIA

¹Siew-Ching Yeoh, ²Yen-Nee Goh

yngoh@usm.my (Corresponding author)

Graduate School of Business, Universiti Sains Malaysia, USM, Penang, Malaysia^{1,2}

There have been many outdoor sports events organized in Malaysia every year. Some of the events has turns out to be one of the major attraction among the participants such as the Penang Bridge International Marathon Run where the participants have been re-attending for years. Yet, the research to investigate the participant's behavioral intention to re-attend outdoor sport events is still lacking in Malaysia. Hence, this study intends to close the mention gap by investigating participant behavioral intention to re-attend outdoor sport events in Malaysia. In specific, this study examines the influence of physical environmental quality, interaction quality, outcome quality and participant behavioral intention with participants' satisfaction as the proposed mediator. A total of 100 completed surveys

questionnaires was collected through intercepts at major sports events in Penang, Malaysia. Data collected was analyzed using SPSS and Smart PLS. Stimulus-organism-response (S-O-R) model is applied in this study to support the proposed research model. Outcome quality is found to be significantly related to participant behavioral intention. Surprisingly, physical environmental quality and interaction quality were insignificant to participant behavioral intention. Moreover, it was found that participants' satisfaction mediates the relationship between physical environmental quality, interaction quality, outcome quality and participant behavioral intention. The findings from this study help to shed some insights to sports events organizers in particular on improving the outcome quality for participants. Moreover, gaining participants' satisfaction is also important for future re-attend intention.

KEYWORDS: Behavioral intention, physical environment quality, interaction quality, outcome quality and Malaysia

GTC-047: CONSTRUCT VALIDITY USING FACTOR ANALYSIS ON MALAYSIAN STREET ARTS PROJECT

¹Salau J, ²Lee Abdullah Q.D, ³Abdul S.H, & ⁴Jali A

¹jimmysalau37@gmail.com, ²qistinadonnalee@gmail.com, ³salmiah@gmail.com, ⁴areliphe@gmail.com

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

The preservation of Malaysian Culture through the street art projects in developing the tourism industry has yet to be discussed thoroughly either by the artists, researchers or academicians. Most research examines culture and heritage activities and their associations with the arts and tourism organization. Much less attention, however, has been paid to develop and validate measurement constructs of the street art projects in developing the Malaysian cultural identity. Through an extensive literature review, six dimensions of culture variables are identified. These six dimensions form the component factors of the Malaysian culture identity through the street arts project. Following a quantitative approach, a final of 53 -item measurement construct is validated. The factor analysis is discussed further in light of these findings.

KEYWORDS: Factor analysis, Malaysian Culture, Street arts

GTC-048: DEVELOPING THE CONTEXTUAL FRAMEWORK OF STREET ARTS PROJECT IN PRESERVING THE MALAYSIAN CULTURE

¹Salau J, ²Lee Abdullah Q.D, ³Abdul S.H, & ⁴Jali A

¹jimmysalau37@gmail.com, ²jimmysalau37@gmail.com, ²qistinadonnalee@gmail.com,

³salmiah@gmail.com, ⁴areliphe@gmail.com

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

Malaysia has unique and distinct culture, with a multi-racial population that brings diversity to the cultural facet of the country. Therefore, Malaysian culture should be maintained to prevent extinction. Preserving the culture and heritage is vital in the development of the modern world. Notwithstanding the increasing attention on technology advancement at the global level, the preservation of culture and heritage of local impacts points towards a prime role for regional tourism industry. This paper presents a conceptual framework that describes the street arts projects in Malaysia. It addresses the following key independent variables such as cultural content and audiences; moderator variables such as guidelines and demographic factors; and dependent variables such as city image and tourist expectations. The aim of this paper is to analyse and create new set of guidelines for Street Arts Project to preserve the Malaysian culture in the tourism sector. Through preliminary research, the main problems have been identified such as limited study on cultural and themes of street arts. From this paper, researchers suggested that culture Malaysian culture can be preserved through the street arts project.

KEYWORDS: Preserved Culture, Street Arts, Malaysia Multi-racial

GTC-049: LEGAL CHALLENGES TO THE SUSTAINABILITY OF NAUTICAL TOURISM IN MALAYSIA

W.A. Mariam, F.Ismail and D.N. Shariff & Madzli Harun

wmariam@umt.edu.my (corresponding author)

University Malaysia Terengganu

Being a maritime region, nautical tourism is not something new to Malaysia but yet its importance is less regarded by local tourist compared to other tourism products. With the rapid development of Langkawi, Labuan, southern and east coast economic region, nautical tourism has the potential to be one of the leading tourism products for the economic development for these States. Given the nature of nautical activities which are mainly related to port, marinas, yacht and shipping charter, it will involve complexity of legal technical contexts. This paper aims to analyse the legal challenges faced by Malaysia in sustaining nautical tourism as one of the most important tourism products. Using secondary documentary evidences and legal content analysis, this paper will at first review and analyse the adequacy of the existing laws and regulations applicable to the relevant issues associated to the nautical tourism, and later recommends potential improvements to the existing laws to suit the current needs of nautical tourism. It is expected that Malaysian maritime law is still at its infancy to cope with the development of tourism particularly in nautical activities.

KEYWORDS: Legal Challenges, Sustainability, nautical, tourism

GTC-050: THE ATTRACTIVENESS OF TASIK KENYIR AS AN ECOTOURISM DESTINATION: THE PERSPECTIVE OF TASIK KENYIR ECOTOURISM OPERATORS

¹Kalsitinoor Set, ²Borhanudin Mohd Yusof@Mohamed, ³Azizul Yadi Yaakop & ⁴Noor Zatul Iffah Hussin

¹kalsitinoor@umt.edu.my, ²borhan@umt.edu.my, ³aizul_yadi@umt.edu.my, ⁴zatul.iffah@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Malaysia

The aim of this study is to explore the attractiveness of Tasik Kenyir as an ecotourism destinations in Malaysia from the perspective of Tasik Kenyir ecotourism operators. Ecotourism operators were selected as the target population because they represent an important source of information about a destination and can significantly influence the decision of potential tourist about a holiday destination. The data for the study were handed-collected by survey questionnaires and employed a descriptive questionnaire among the ecotourism operators in Tasik Kenyir. Based on the mean analysis, among of the important findings of this study are that the flora and fauna, scenery, water and air quality in Tasik Kenyir perceived as relatively low by the ecotourism operators in Tasik Kenyir. Some policy implications to assist ecotourism operators in Tasik Kenyir to implement and improve the destination attractiveness are suggested.

KEYWORDS: Destination attractiveness, eco-tourism, ecotourism operators, Tasik Kenyir, Malaysia

GTC-052: DEVELOPING DIVE SITE RISK ASSESSMENT MODEL (DSRAM) FOR ENHANCING TOURISM SAFETY AND SUSTAINABILITY IN PERHENTIAN ISLANDS

¹M. A. H. Anuar, ²N. H. Mohd Salleh & ³J. Jeevan

¹azalii11@yahoo.com, ²haqimin@umt.edu.my, ³jagan@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Malaysia

Recreational scuba diving sport has growing rapidly every year in marine tourism industry. Scuba diving is one of primary attractions for tourist to visit Perhentian Islands. It is worth mentioning that scuba diving is not just a recreational activity, but it is also a survival skill. Divers are exposed to many risks which ultimately depend on many factors such as diver condition, equipment and dive site. Statistically, the accident rate at dive site is notably increasing every year around the world. So far, no mathematical model has been developed for assessing the dive site risk dealing with multiple criteria. As a result, this paper aims to develop a dive site risk assessment model (DSRAM) with the objectives to identify, prioritize, assess and map the dive sites' risk level in Perhentian Islands. A hybrid method called Fuzzy Evidential Reasoning (FER) is utilised in this proposed model. The results have shown that the most influential risk factors at dive site are found to be boat traffic, followed by current, hazard, wave, visibility, marine life threat and depth. It is expected that dive site risk levels produced by DSRAM can be used as

safety guidance for commercial scuba divers and tourism operators (e.g. dive centers) in their diving routines. In addition, the DSRAM model will also contribute significant benefits to a sustainable tourism industry by enhancing the safety of recreational scuba diving sport.

KEYWORDS: Scuba Diving, Dive Site Risk Assessment Model (DSRAM), Tourism Safety and Sustainability, Analytical Hierarchy Process, Evidential Reasoning.

GTC-054: THE EVALUATION MODEL FOR CORAL REEF RESTORATION FROM MANAGEMENT PERSPECTIVE FOR ENSURING MARINE TOURISM SUSTAINABILITY

¹C. B. Lee, ²N. H. Mohd Salleh & ³K. B. Loke

¹chiabinlee@outlook.com, ²haqimin@umt.edu.my, ³loke.k@umt.edu.my

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Malaysia

Coral reefs are proved to be valuable resources for resorts and eco-tourism operators that cater to eco-tourists. It is also has commercial values on recreation and tourism industries where local communities and tourism operators gain the revenues from tourists through scuba diving, snorkeling, hotels and related businesses that closed to coral reefs ecosystem. Nowadays, coral reefs have been seriously damaged due to many aspects especially by human factors. This critical situation has led to the growing concern of coral reefs restoration and conservation. However, based on literatures, no evaluation has been conducted towards the effectiveness of coral reefs restoration. Thus, the objective of this paper is to evaluate the effectiveness of coral reefs restoration by selecting Perhentian Islands as a focus area. For evaluating the effectiveness of coral reefs restoration, Analytical Hierarchy Process (AHP) and Evidential Reasoning (ER) methods are employed for prioritizing and aggregating the judgments under fuzzy environments. The result has shown that under water's temperature for coral gardening is the most important factor to ensure the effectiveness of coral reefs restoration. In addition, the effectiveness of coral reefs restoration in Perhentian Islands is assessed as 67%. This model provides a useful decision making tool to several related agencies such as Department of Marine Park Malaysia and Reef Check Malaysia for conducting the effectiveness evaluation on coral reefs restoration.

KEYWORDS: Coral Reef Sustainability, Coral Reef Restoration, Analytical Hierarchy Process, Evidential Reasoning.

GTC-055: CONCEPTUALIZING AN INTEGRATED SERVQUAL FRAMEWORK TOWARDS A SUSTAINABLE HOTEL FRONT OFFICE SERVICE IN KUALA TERENGGANU

¹Wong Weng Hong, ²Azizul Yadi Yaakop, ³Siti Falindah Padlee, ⁴Kalsitinoor Set

kevin5894@outlook.com, azizul_yadi@umt.edu.my, siti.falindah@umt.edu.my, kalsitinoor@umt.edu.my)

School of Maritime Business and Management, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Malaysia

The front office service plays a major part within a hotel. The frontlines are the first persons that greet and welcome guests upon arrival and they are the most noticeable unit within a hotel, thus reflecting the image portrayed by the hotel. This study aims at proposing a more unified framework within SERVQUAL study by integrating a mediating role of perceived value (PV), concentrating in hotel front office service due to its importance as a sustainable guest satisfaction driver in hotel industry. This quantitative judgment of service quality may provide views to the hotel management on how customers perceive the quality of service and assess customer satisfactions at hotels. It is believed that his integrated framework will provide a more comprehensive understanding of the behaviours related to hotel management and operation specifically with the reference of hotel front office service in Kuala Terengganu.

KEYWORDS: SERVQUAL, Perceived Value, Front Office Service, Customer Satisfaction

GTC-056: ISLAMIC ATTRIBUTES OF DESTINATION AND TRAVELERS' BEHAVIORAL INTENTION FOR HALAL HOSPITALITY: EXAMINING THE MODERATING ROLE OF RELIGIOUS COMMITMENT

¹Azizul Yadi Yaakop, ²Siti Aishah Ismail, ³Marhana Mohamed Anuar, ⁴Siti Nor Adawiyah ⁵Azzahra Kamaruddin

¹azizul_yadi@umt.edu.my, ²sa_aishah@yahoo.com.my, ³marhana@umt.edu.my, ⁴azzaharakamaruddin@gmail.com
School of Maritime Business and Management, University of Malaysia Terengganu, Terengganu, Malaysia.

Even though Muslims is one of the largest markets for tourism in the world, the understanding of Islamic perspective in tourism and hospitality is still lacking in the related literature. The paper is written to investigate the effect of Islamic Attributes of Destination (IAD) on Muslim tourists' Behavioral Intention (BI) and the possible moderating role of Religious Commitment (RC) within the framework. A total of 293 responses were collected and the data was analyzed by using Smart Partial Least Square 3 (Smart PLS-3). The findings of the study indicated that Islamic Attributes of Destinations consist of (i) availability of worship facilities, (ii) banning of immoral activities and (iii) Islamic dress code, significantly influence BI. The result also showed that there is a significant moderation effect of RC in the total research framework. It is hoped that the study will be useful as guideline for destination marketers to develop marketing strategies to attract Muslim travelers to visit Malaysia.

KEYWORDS: Islamic Attributes of Destination, Halal Hospitality, Behavioral Intention, Religious Commitment

GTC-057: HUMAN RESOURCE PRACTICES IN LANGKAWI HOTELS AFTER MINIMUM WAGE ORDER 2012 IMPLEMENTATION

¹Rozila Ahmad, ²Noor Azimin Zainol & ³Hamimi Omar

¹rozila@uum.edu.my, ²azimin@uum.edu.my, ³hamimi@uum.edu.my

School of Tourism, Hospitality and Environmental Management, Universiti Utara Malaysia, Malaysia

This paper presents the human resource (HR) practices in Langkawi hotels after the enforcement of Minimum Wage Order (MWO) 2012. Despite the criticism, lawsuits and publicity received by the hotel industry due to its enforcement, articles published on HRP in Malaysian hotel industry since MWO implementation is still very few. Existing studies is mainly quantitative, and they only focus on compensation and labour cost increased. To ensure information richness, this study is conducted in hotels of various sizes and levels of service. It employed qualitative method with semi structured interview to investigate the HRP in Langkawi hotels. Participants were asked the question "Does MWO implementation affect your human resource practices?" Based on the interviews with 18 hotel managers and two hotel owners, it is discovered that the MWO enforcement affects employees' wages. In addition, the size of the workforce is reduced and organizations are practicing organizational flexibility. This paper contributes to human resource management literature by providing information of HR practices in Langkawi hotels after MWO implementation. It provides implications for HR practitioners who are facing challenges of MWO and the rising minimum wage level.

KEYWORDS: Human Resource Practices, Hotel, Minimum Wage Order, Malaysia.

GTC-058: GET THEM ALL: INFLUENCE OF POKÉMON GO AMONG STUDENT

¹Zuha Rosufila, ²Fadzidatul Fadzanaqueiah, ³Nina Marlini Ahmad &

⁴Nadia Abu Hasan

¹zuha@umt.edu.my, ²ffadzanaqueiah@gmail.com, ³emim@umt.edu.my, ⁴nadia.abuhasan@mmu.edu.my

¹ School of Maritime Business and Management, Universiti Malaysia Terengganu, ²English Language Learning Center, Universiti Malaysia Terengganu, ^{3,4}Faculty of Law, Multimedia University, Melaka

The explosion in popularity of the mobile game Pokémon Go which is a location based augmented reality (AR) game is sweeping the world. The game relies on smartphone's geolocation to enable game player to catch Pokémon characters that have been placed in prominent real locations. In fact since it was officially introduced in 2016, players are spending more time playing it surfacing Facebook, Twitter and Snapchat. However, this game has been criticized for its enclosure and privatization of urban places, just another mobile game craze that player enthusiasm will eventually wane, and it's only for younger generation. Hence, the popularity of Pokémon Go and gamer behaviour needs to be investigated by using the factors constructs (i.e., attitude, subjective norm, perceived behaviour control, and feelings) adapted from Theory of Planned Behaviour. Therefore, the aim of this study is to investigate factors that influence student intention of playing Pokémon Go by analyzing 244 responses to questionnaires distributed in Universiti Malaysia Terengganu. The findings reveal that attitude, subjective norm, perceived behaviour control, and feelings, all positively affect the intention to play Pokémon Go. It is hoped that this study able to help tourism industry to utilize the game to induce visitation of places, promote and sustain physical activity habits.

KEYWORDS: Pokémon Go, Mobile Gaming Behavior, Influence, Tourism, Student

GTC-059: ANALYZING THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON THEORY OF REASON ACTION AND VISIT INTENTION ON WORLD MONUMENTS FUND SITE

¹Abdul Hafaz Ngah, ²Mohamad Rosni & ³Norzalita Abd Aziz
¹hafaz.ngah@umt.edu.my, ²rosni@umt.edu.my, ³eita@ukm.edu.my
^{1,2}Universiti Malaysia Terengganu, ³Universiti Kebangsaan Malaysia

Traditional Chinese shop houses were built in 19th Century in Kampung Cina, Kuala Terengganu functioned as home and trading post for between Eastern Asia and the West. Understanding the importance to preserve the area, the World Monuments Fund (WMF) provided a grant of USD 50,000 to develop a plan to improve the shop structures in the Kampung Cina. Due to that, Kampung Cina has been on the watchlist in 1998, 2000, and 2002. In line with that changes, a lot of activities were conducted in this area, and many efforts were taken by community and the state administrator to promote Kampung Cina which WMF deemed as a major tourist attraction in this area. This exploratory study focused on modeling the influence of electronic word of mouth (eWOM) on the attitude and subjective norm and the visit intention on this world monument site funded. Many researchers have done the study on the effect of eWOM, but most of them were focusing on the World Heritage Cities. A survey based on the theory of reason action, was distributed among 155 tourist at the WMF site. Of these, 123 responses can be used for the analyzing purposes. A quantitative approach using self-administered questionnaire was applied. The result indicate that eWOM has a positive relationship with attitude and subjective norm. On the other hand, the study also found that attitude, subjective norm, and benefits have a positive relationship with the visit intention. The findings of this study could help the government and private sector to develop a better planning in enhancing this WMF site as a major tourist attraction in this city. It is also expected that, this research will increase researchers' interest to conduct more studies for tourism in Terengganu.

KEYWORDS: Theory of Reason Action, Electronic Word of Mouth, Second Order Construct, Intention to Visit, Smart PLS.

GTC-060: PLACING BORNEO: HOW BLOGGERS USE GEOGRAPHY TO BUILD ONLINE DESTINATION IMAGE

¹Wong Siao Fui, ²Balvinder Kaur Kler & ³Stephen Laison Sondoh, Jr.
¹siao_fui@yahoo.com, ²balvinder@ums.edu.my, ³jude@ums.edu.my
Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah

This paper considers how a geographical location on the world map, Borneo, is portrayed as a tourist destination by bloggers. How do bloggers use images and stories within blogs to transform space into place which creates an online destination image? Qualitative content analysis (QCA) was used to analyze a purposive sample of 25 blogs. The QCA indicates that Malaysian Borneo, comprising Sabah and Sarawak are each identified clearly for unique experiences related to three categories: nature, adventure, and culture. Key iconic attributes of Borneo are the orangutan of Sabah and the wilderness of Sarawak. Findings suggest that geography influences induced image as each category is linked to different types of geographical characteristics. Nature is linked to the physical geography, adventure is linked to the human-environment geography, and culture to human geography. Bloggers use geography to linked tourists' mind to key attributes. This study proposes the travel trade continues to use Borneo as the brand for Sabah and Sarawak. Finally, finding indicates that online destination image is no longer only under the purview of destination management organizations (DMOs). Bloggers are contributors in the creation and distribution of the destination image. Since blogs are considered trustworthy sources which heighten potential tourists' expectation, this paper recommends blogs should be considered as an important source of destination image.

KEYWORDS: bloggers, Borneo, destination image, geographical location, qualitative content analysis (QCA)

GTC-061: PALAEOOLITHIC SITES IN EASTERN OF SABAH: POTENTIAL AS ARCHAEO TOURISM

¹Jeffrey Abdullah, ²Siti Khairani Abd Jalil and ³Mokhtar Saidin
Centre for Global Archaeological Research, Universiti Sains Malaysia

Sabah is located on the island of Borneo, which is a part of the Sunda mainland during the Pleistocene epoch. This caused the migration of early humans to the island of Borneo. This is proven by discoveries of Palaeolithic sites which mainly in eastern Sabah. A Palaeolithic site in eastern Sabah includes the caves and open sites. Besides, the eastern Sabah also have evidence of early settlements that began 235,000 years ago. Most of these sites showing evidence of stone tool-making workshops and habitation of prehistoric people. Although many Palaeolithic sites that have been studied systematically and scientifically, but Palaeolithic site development as a tourist destination in terms of archaeotourism has never been done. Most of these Palaeolithic sites located near to infrastructure facilities such as roads and placements. In addition, these sites have a complete archaeological data with absolute dating. Therefore, these sites have the potential to serve as archaeotourism.

KEYWORDS: Archaeotourism, Sabah, Palaeolithic, Stone tool, Archaeological

GTC-062: FACTOR ANALYSIS AND CONSTRUCT VALIDITY OF THE PUBLIC-PRIVATE PARTNERSHIP (PPP) IN MANAGING ARTS, CULTURAL AND TOURISM SECTOR

¹Lee Abdullah Q.D, & ²Abdul S.H

¹dlqistina@unimas.my, ²ahsalmiah@unimas.my

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

Public Private Partnership (PPP) is an increasingly popular choice for policymakers in implementing important public works or events projects especially when facing shortage of government's financial resources and when it is necessary to counter public inefficiency (Terry, 1996 and Alfen et al., 2009). Under the Ninth Malaysia Plan, the government had officially announced the implementation of public events of using the Public Private Partnership (PPP). The Malaysian Ministry of Tourism and Culture applies this policy whereby they recognize the importance of PPP in sustaining and developing the cultural and tourism industry as the main product in promoting Malaysia to the world. By recognizing these benefits, this evaluative research aims to analyze the effectiveness of the strategic alliances in Arts, Tourism and Cultural organizations based on the Partnership Model adopted from the Government-Non-profit framework (Brinkerhoff, 2002). To carry forward this research, quantitative method was employed through survey and questionnaires targeted to the management staffs of selected government agencies, offices, units and private sectors that are being engaged in this PPP projects. The data gathered were analyzed through correlation and Non-parametric statistics analysis. The final outcome of the survey based on the dimensions constructed in the framework will be implemented in the real PPP collaboration projects

KEYWORDS: Public-Private Partnership, Arts, Tourism, Culture, Management

GTC-063: ECOTOURISM IN PENANG NATIONAL PARK: A MULTI-STAKEHOLDER PERSPECTIVE ON ENVIRONMENTAL ISSUES

¹Azreen Rozainee Abdullah & ²Chan Ngai Weng

¹School of Hospitality, Tourism and Culinary Arts, KDU Penang University College, Anson Road, 10400, Penang, Malaysia, ²School of Humanities, Universiti Sains Malaysia, 11800, Minden, Penang, Malaysia

Ecotourism in protected areas usually strive for conservation, educational and minimal visitor impacts. Located in a fast-paced developing island of northern Malaysia, Penang National Park (PNP) serves as an ideal ecotourism site for both domestic and international visitors. However, the increasing number of visitors and improper environmental management strategies can cause detrimental impacts towards the sensitive ecosystems in the area. Hence, this study is designed to identify the environmental issues based on the perspectives of three main stakeholders; management authorities, local communities and visitors. Data were collected from the three stakeholders using semi-structured in-depth interviews and stakeholder analysis was used to analyze the stakeholders' perceptions. The main problem found is due to the rampant littering by visitors. Other problems include insufficient garbage bins, lack of environmental awareness, feeding wild monkeys, fallen trees and entrance fee. This paper concludes with recommendations for the management authorities to manage the visitors in a sustainable manner in order to ensure the long term sustainable development of the ecotourism sites particularly in national parks.

KEYWORDS: Ecotourism, stakeholder, visitor impact, protected area

GTC-064: MODELLING TOURISM DEMAND FROM UNITED KINGDOM TO MALDIVES: A COINTEGRATION ANALYSIS

¹Hussain Auzar, ²Yasmin Bani, ³Suryati Ishak

¹hussainauzar@gmail.com, ²nor_yasmin@upm.edu.my (Corresponding Author), ³suryatiis@upm.edu.my
Universiti Putra Malaysia

Maldives depends heavily on tourism industry. To date, it provides 60% of the receipts from foreign exchange and accounts for more than 30% of the GDP. United Kingdom is the main contributor to the Maldivian tourism industry throughout 2007 to 2009. The outgoing tourist expenditure recorded an impressive 6% increase in 2013. The aim of this paper is to examine the long-run demand for tourist arrival by United Kingdom (U.K) to Maldives. Using monthly data from January 2007 to August 2015, the paper examines the significance of the gross domestic product (GDP) of United Kingdom, relative price index and exchange rate to determine the long-run relationship for tourist arrival. The augmented Dickey-Fuller (ADF) test is used to analyze the order of integration of the series, and we employ Autoregressive-Distributed Lag (ARDL) procedure to test for the presence of long-run relationship. The result shows that there is a long-run relationship between tourist arrival, GDP of U.K, exchange rate and relative prices. The short run and long-run result shows that U.K GDP is significant and negatively related to tourist arrival.

KEYWORDS: Tourism demand, Maldives, ARDL, Cointegratio

GTC-065: VALIDATE THEME PARK OUTDOOR EVENT RISK MANAGEMENT FACTORS USING CORRELATION AND CONTENT ANALYSIS

¹Lee Abdullah Q.D, & ²Jon.D.N

dlqistina@unimas.my

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

Theme park is a recreational place that aimed to create experience of fun to its participants. According to John & Gyimóthy (2002), theme parks provide exciting experience towards emotional content instead of being viewed as commercial service offerings which is the utility of tourism service provision. The elements that comprised a theme park including rides, roller coaster, landscape, restaurant, toilets, and souvenir shop. In Malaysia, theme park activities become one of the recreational activities for citizens to spend their vacations. Some of the outdoor theme parks that can be found in Malaysia are Legoland Malaysia, Sunway Lagoon, Lost World of Tambun, Bukit Gambang Resort and Melaka Wonderland. The activities of outdoor theme park are associated with risks. Risk is an uncertainty that inherent in our daily activities. According to Sport and Recreation New Zealand (SPARC) (2010), risk if happens will stop you for achieving daily activities and even organization goals and objectives. The sources of risk are therefore needed to be identified to take appropriate actions for minimizing its negative effects to the public and theme park organizations. The neagative effects of risk to public and theme park organizations can be in terms of loss of material and non-material forms, for instance, physical injury or psychological fear. To carry forward this research, mixed method was employed. In quantitative approach, survey and questionnaires distributed to the public who have been to outdoor theme park. In qualitative approach, in-depth interview targeted to management officer who work in risk and safety area in outdoor theme park. The data gathered from survey and questionnaires were analyzed through correlation analysis while information collected from in-depth interview were analyzed through content analysis.

KEYWORDS: Outdoor Theme Park, Risk, Risk Factor, Equipment, Human, Environment, Effects of Risk

GTC-066: FIQH OF TOURISM IN ISLAM

Dr. Tamyiz Mukharrom, MA

Permanent lecturer of The Faculty of Islamic Studies, Islamic University of Indonesia
Yogyakarta - Indonesia

Since the beginning of the growth of Islam, history recorded the command of religion in order to visit and travel to various places. Some of the purposes of the trip is for example to strive in a broad sense and to take life lessons from the places visited. Due to the importance of 'tourisme' in the Islam, religion has custom rules about taking rukhsah (alleviation lighter acts of worship), notably related to the prayer and fasting. Therefore, there is also

furthermore a special discussion about enable to perform worship in non-Muslim countries and in worshipping places for non-Muslims if just in case that tour location should be there. The importance of 'tourisme' in Islam is a religious reason require the rulers organizes and promotes tourism objects (e.g. religion), history, nature), which should be in accordance with the rules of rites of Islam. In general, the government must consider two things: 1) positive effects that must be developed and 2) the negative effects must be avoided. Among the positive effects regarding the dissemination of knowledge, both public knowledge and social science and the science of religion, the spread of God religion, and searching for business profits. While the negative effects are partly related to efforts to avoid Muslims to be culturally affected by of non-Muslims cultures, removes the barriers that make Muslims difficult to carry out the rites of religion, and efforts to protect the rights of women during the visit. All of this must be met as a manifestation of Islamic tourism.

KEYWORDS: Tourisme, Islam, Politics, Government

GTC-067: EXPLORING THE DESIGN AND RESULTS OF A PILOT STUDY: A TEST OF VOLUNTEER FUNCTION INVENTORY AMONG EPISODIC YOUTH VOLUNTEERS IN EVENT TOURISM

¹Khairun Najiah Ahmad, ²Azizan Marzuki & ³Zaharah Mohamed Rani

¹khairun@salam.uitm.edu.my, ²chik72@usm.my, ³zaharah3813@ppinang.uitm.edu.my

^{1,2} School of Housing Building and Planning, Universiti Sains Malaysia Pulau Pinang, ³Faculty of Hotel and Tourism Management, UiTM Pulau Pinang

This study aims to explore the Volunteer Function Inventory (VFI) by Clary et al. (1998) as an instrument to measure the motivation among episodic youth volunteers in events tourism in Malaysia. Youth, defined by National Youth Development Policy (1997) refers to individual within the age group of 15-40 years old. However, definition for youth for this study will change subject to previous announcement by the Ministry of Youth and Sport to which in 2018, the new definition for youth refers to individual within the age of 15-30 years old. Meanwhile, episodic volunteering is an emerging trend within the nexus of event volunteering resulted from the need for a flexible volunteering experience among individuals. The exploration of VFI derives from results obtain from a pilot study from youth volunteers during Citrawarna@Kuala Lumpur 2016. A total of 78 set of questionnaires were distributed and analyzed using SPSS. Based on the data collected, the predominant type of episodic volunteers were in the age group of 18-23 years old. Independent t-test result revealed that there was no significant difference in scores for male and females for all six functional motivational constructs adopted from Clary et al. (1998), Cronbach's alpha values were reported within the range of .89 and .94. The outcomes of this study are expected to validate Volunteer Functions Inventory (VFI) as one of the instrument to measure Malaysian youth motivation to volunteer. Recommendations for further directions for studies related to events tourism at a larger population are also proposed for the use of scholars in this area of study.

KEYWORDS: Volunteer Function Inventory (VFI), youth, event tourism, episodic volunteer, pilot study.

GTC-068: COMPARING THE CONSUMER VALUE DIMENSIONS OF RURAL TOURISM IN HUNGARY AND MALAYSIA

Noémi Kulcsár

nkulcsar@metropolitan.hu

Budapest Metropolitan University

This study introduces, analyses and compares rural tourism, and its consumer value dimensions in Hungary and Malaysia. Unlike Malaysia, Hungary lacks spectacular natural attractions, seaside or high mountains, but Hungary has always been an agricultural country and it is rich in cultural landscapes with traditional small villages and rural hospitality. Both countries have the potential to be an attractive rural tourism destination and be able to offer pleasant experiences to the kind of tourist in search of relaxation and recreation in a calm setting. In Hungary, no theoretical research has been conducted so far to show the consumer value factors in rural tourism, thus the primary aim of the research was to conduct a niche survey in rural tourism, which can contribute to the better understanding of the demand side and crystallise the factors with value to tourists. In Malaysia, the dimensionality of tourist perceived value in the rural tourism context is rarely studied either. The aim of this study is to compare these two countries based on empirical research. In spite of the cultural and geographical differences, the results show several similarities, namely that the functional, experiential and emotional factors are important determinants of the perceived value of rural tourism. It is therefore recommended that host providers, destination managers and governments should pay

attention to the importance of these value dimensions to increase overall tourist value as well as to better develop the positioning strategies, the promotion and the competitiveness of rural tourism.

KEYWORDS: Rural Tourism, Consumer Value Dimensions, Hungary, Malaysia

GTC-069: THE ROLE OF MEMORABLE TOURISM EXPERIENCES IN DESTINATION LOYALTY: A CASE STUDY AT GIANT PANDA CONSERVATION CENTRE (GPCC) IN ZOO NEGARA MALAYSIA

¹Thoo Poh Yee, ²Shazali Johari & ³Mohd Hafizal Ismail

zali_johari@edu.upm.my (Corresponding author)

¹ Department of Recreation and Ecotourism, Faculty of Forestry, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia. ^{2,3}Department of Sustainable Bioresources Management (BIOREM), Institute of Tropical Forestry and Forest Products, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia

Memorable tourism experiences (MTEs) have recently emerged to become an important study for tourism destinations to compete in this rapid growing marketplace. Unlike visitors' loyalty, it has always been a vital objective of service providers. Positive MTEs have been hypothesized for being able to develop future behavioural intentions in the visitors such as revisiting a destination which, in other words, the visitors' destination loyalty. There is currently still lack of studies regarding the relationship between these two dimensions especially at Giant Panda Conservation Centre (GPCC) in Zoo Negara Malaysia which was established in year 2014. GPCC is the enclosure of the two giant pandas loaned to Malaysia by China to mark the 40th Anniversary Diplomatic Relationship between the two countries. For GPCC, loyal visitors and also new visitors are crucial as the giant pandas will be here for 10 years. Therefore, this research examines whether MTEs can affect a visitor's destination loyalty at GPCC in Zoo Negara. A quantitative method was used with a sample of 500 visitors and multiple regression analysis was carried out. The results showed that MTEs have a significant relationship with visitors' destination loyalty. In a nutshell, it is essential for GPCC's management to increase positive visitors' MTEs in order to increase the number of loyal visitors who will revisit GPCC and provide positive Word of Mouth to their family and friends which will help them to attract more new visitors.

KEYWORDS: Memorable Tourism Experience, Loyalty, Zoo Negara, Giant Panda, Behavioural Intentions

GTC-071: UNDERSTANDING SERVICE QUALITY AND MEMORABLE TOURISM EXPERIENCE AT GIANT PANDA CONSERVATION CENTRE (GPCC) IN ZOO NEGARA MALAYSIA

¹Thoo Poh Yee, ²Shazali Johari & ³Mohd Hafizal Ismail

zali_johari@edu.upm.my (Corresponding author)

¹ Department of Recreation and Ecotourism, Faculty of Forestry, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia. ^{2,3}Department of Sustainable Bioresources Management (BIOREM), Institute of Tropical Forestry and Forest Products, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia

Service quality has always been the highlight in service-based sectors especially in the tourism sector where experience is their primary product. However, to be successful in this highly competitive tourism industry, bestowing visitors with great service quality and increase their positive memorable tourism experiences (MTEs) are essential as satisfaction alone is proven to be insufficient. Zoo Negara is the oldest zoo in Malaysia, but it is one of the latest additions to the panda zoo around the world as it has been chosen to house a pair of giant pandas named Fu Wa (Xing Xing) and Feng Yi (Liang Liang) for 10 years. A Giant Panda Conservation Centre (GPCC) was built in Zoo Negara. The giant panda's arrival is meant to enhance the image of Malaysia's tourism sector, promotes greater awareness on the importance of conservation works in Malaysia, and most importantly to increase the research works related to giant pandas among Malaysians. Therefore, this exploratory research examines whether service quality is an antecedent of MTEs for GPCC in Zoo Negara Malaysia. Quantitative method has been used, and a purposive sampling approach has been employed. The data gathered were analysed using multiple regression analysis. Results indicated that service quality is an antecedent of MTEs. Hence, it is necessary for the management of Zoo Negara to enhance their service quality of GPCC so that more people will have positive MTEs and eventually will increase the possibility of a person to revisit it.

KEYWORDS: Service Quality, Memorable Tourism Experience, Zoo Negara, Functional Quality, Technical Quality

GTC-072: IS TOURISM A TOOL FOR POVERTY REDUCTION IN A DEVELOPING COUNTRY? A STUDY ON UGANDA

¹Ronald K.S. Wakyereza, ²Nada Kuledran & ³Ranjith Ihalanayake

¹ronald.wakyereza@research.vu.edu.au, ²nada.kuledran@vu.edu.au & ³ranjith.ihalanayake@vu.edu.au
Victoria University, Melbourne Australia

Tourism sector is widely recognized for its role in poverty reduction in many developing nations including those in Sub-Saharan Africa. Some of these nations (i.e. Botswana) have graduated from least developed country (LDC) status thanks to the contribution of tourism to the economy of these countries. In Uganda, though tourism is considered as a leading export commodity for the nation, the empirical work in relation to tourism's role in poverty reduction is limited. Therefore, this study is aimed at conducting an empirical investigation to establish whether tourism can reduce poverty in Uganda. The study uses time series data for the period 1985 - 2014 and employs VAR, VECM Granger causality tests. The study also forecasts tourism's role for poverty reduction using impulse response and variance decomposition analyses. Findings indicate that tourism does Granger cause poverty reduction in Uganda. Meanwhile, impulse response and variance decomposition analysis indicate that the impact of tourism on poverty reduction in Uganda is high in the short-run but declines in the long run.

KEYWORDS: Tourism sector, Poverty, VECM Ganger Causality, Uganda.

GTC-0073: UNDERSTANDING FACTORS INFLUENCING COMMUNITY'S LIFE SATISFACTION AND SUPPORT TOWARDS SUSTAINABLE HERITAGE TOURISM DESTINATION: THE CASE OF YOGJAKARTA, INDONESIA

¹Norzalita Abd Aziz¹, ²Istiyakara Muslichah² & ³Abdul Hafaz Ngah

¹eita@ukm.edu.my, ²istiyakara@uii.ac.id, ³hafazngah@gmail.com

¹Universiti Kebangsaan Malaysia, ²Universiti Islam Indonesia, ³Universiti Malaysia Terengganu

Many countries focus more attention on their tourism potential as a tool for their regional economic development. Tourism has been generally recognized as a positive economic driver that has lead many governments and community leaders in Southeast Asia region to treat tourism as an important aspect to improve the economic condition. Besides economic impact, tourism also has potential impact from different aspects, such as social, cultural, and environmental. Community is considered one of the important pillars in the tourism planning process for sustainable tourism in the long run. However, understanding how tourism's benefits impact on a community's life satisfaction and community support in this region have not been well researched. The need to examine and analyze the relationship between tourism's impact on community's life satisfaction and support is important in order to have a sustainable heritage tourism management. Yogyakarta is considered as one of the favourite tourists' destination in Indonesia and in Southeast Asia. Moreover, it is known as one of the heritage tourism destination that is rich with cultural, historical, and traditional appeal for tourists in this region. With 250 usable respondents, the PLS results indicated that community perception of tourism economic and cultural benefits influenced the community's life satisfaction and community support. However, the perceived tourism social and environmental benefits did not influence the community life satisfaction. The results also showed that a community's life satisfaction had significant impact on community support in sustainable heritage tourism development in Jogjakarta.

KEYWORDS: Perceived Tourism Benefits, Community Support, Community Life Satisfaction, Sustainable Tourism Development, Yogyakarta

GTC-074: EXPLORING BABA AND NYONYA CULTURE VIA MULTIPLE IMAGE LENSES: THE FOOD TRAVELLERS' PERSPECTIVE

¹Jason M. S. Lam, ²Sean Lee, ³Goh Mei Ling & ⁴Siti Zakiah Melatu Samsi

mislam@mmu.edu.my, Sean.Lee@curtin.edu.au, mlgoh@mmu.edu.my, zakiah.melatu@mmu.edu.my

¹Faculty of Business, Multimedia University (Malacca campus), Old Ayer Keroh Road, 75400 Historic Malacca, West Malaysia. ²School of Marketing, Curtin University, Kent Street, Bentley, Western Australia 6102.

In recent years, the study of destination food image has emerged in the tourism and hospitality literature due to its proven influence on tourist behaviour. While the majority of previous studies explored destination food image as a

unidimensional construct, this study applies a multidimensional approach in the context of Baba and Nyonya cuisine. A total of 209 international food tourists were surveyed in Malacca, Malaysia. The results derived from structural equation modelling empirically confirmed that the cognitive image dimensions of safety, uniqueness and family-oriented significantly and positively influenced both affective and conative images. However, the cognitive image dimension of variety only partially influenced affective image, but not conative image, while the cognitive image of cooking methods did not show any significant effects on affective nor conative image. Finally, affective image dimensions significantly and positively influenced conative image. Relevant implications, limitations and suggestions for future studies for Baba and Nyonya cuisine also discussed.

KEYWORDS: Baba & Nyonya Cuisine, Food Destination Image, Cognitive-Affective-Conative, Malacca, Malaysia

GTC-075: AN ANALYSIS OF PUSH AND PULL FACTORS MOTIVATING EXPATRIATE MIGRATION TO CONTEMPLATE MALAYSIA AS THEIR SECOND HOME

¹Ramya Ranee Konna Segaran, **²Sofri Yahya**
¹rrks15_gsb041@student.usm.my, ²sofri@usm.my
Universiti Sains Malaysia

In the recent times, Malaysian government has been promoting Malaysia My Second Home (MM2H) program to attract more foreigners of all ages to choose Malaysia as their second home. The present study is the first of its kind to explore the preferences of the expatriates to participate in MM2H. The objectives of this study were to examine and find the relationship between the push and pull factors associated with the intention of selecting Malaysia as the second home destination. The study also examines the moderating effect of the relationship between the independent variables and the dependent variable of interest. The push factors that motivate to leave their home country included high cost of living, social problems, ecological problems, health hazards, natural disasters and poor safety and security. On the contrary, the pull factors that makes Malaysia as a suitable second home option includes economic environment, tourist attractions, social and cultural environment, safety and security, political stability and relaxing retirement life. These push and pull factors were identified from elaborate literature review and experts' opinion. The push and pull factors were conceptualized and the business research model was proposed. Suitable propositions were developed to test the cause and effect relationship between the push and pull factors on the intentions to consider Malaysia as a second home destination. In addition to this, laws and regulations may serve as a moderating variable for this investigation of the relationship between the push and pull factors on the intentions to consider Malaysia as a second home.

KEYWORDS: Expatriates; Malaysia My Second Home (MM2H); Push and Pull Factors; Expatriates Motivation Business Model.

GTC-076: MALAYSIA'S TOURISM DEMAND

¹Muhammad Hanif Bin Othman, **²Noorihsan Bin Mohamad**, **³Gairuzazmi Bin Mat Ghani** and **⁴Muhammad Irwan Bin Ariffin**
¹mhanif.othman@yahoo.com, ²noorihsan@iium.edu.my, ³gairuzazm@iium.edu.my, ⁴irwan@iium.edu.my
International Islamic University Malaysia (IIUM)

The tourism sector in Malaysia has undergone substantial growths as a result of the efforts taken by the Ministry of Tourism in policy planning and implementation. It is the government's long-term goal to make Malaysia as the most popular tourism destination. The growth of tourism sector in Malaysia can be measured by tourist arrivals and receipts. Since this industry is able to drive Malaysian economy forward, more studies should be done in determining factors that influence demand for tourism. Therefore, this study was conducted to identify the demand factors of tourist arrivals in Malaysia and estimate their relative importance. Through understanding the determinants of Malaysia's tourism demand, the government can design strategies and policies to enhance Malaysia's competitiveness as a tourist destination. This study employed the bilateral tourism flows gravity model. The model includes income level of origin country and exchange rate to control for international shocks. This study also includes supply factor which is number of hotel room availability. The data used includes 149 countries, including countries with small numbers of arrivals. The bilateral tourism flows gravity model was estimated using random effect model

(REM). The finding show that shorter distance, population of country origin, country that share common border and common language with Malaysia are major factors that increase international tourist arrivals.

KEYWORDS: Tourism Gravity Model, Tourist Arrival, Tourism Sector, Ministry of Tourism, Malaysia

GTC-083: INFLUENCE OF DESTINATION ATTRACTIVENESS ON PLACE SATISFACTION AND ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR IN THE SELECTED MARINE PARKS OF MALAYSIA

¹Nadzirah Mohammed, ²Yuhanis Abd Aziz, ³Khairil Wahidin Awang & ⁴Zaiton Samdin
¹nadzirahm@yahoo.com, ²yuhanis@upm.edu.my, ³khairil@upm.edu.my, ⁴zaisa@upm.edu.my
Faculty of Economics and Management, Universiti Putra Malaysia

Malaysia is well known as one of the twelve mega biodiversity countries in the world. In order to leverage the existing tourism product, the government had acknowledged some of the islands in Malaysia as a Marine Park. The recognition of Marine Park is to protect and manage the marine ecosystem systematically in order to market Malaysia as a nature hub. However, human activities have impacted the nature of the Marine Park and there are negative reviews from the tourists regarding the landscape and services in Marine Park. Meanwhile, tourists' positive environmental behaviour indicates an important role in sustaining the destination. The objectives of this study are to examine the relationship between destination attractiveness, place satisfaction and environmentally responsible behaviour of tourists in Marine Park. A survey had been conducted in selected Marine Parks of Malaysia which are Pulau Tioman, Pulau Payar, Pulau Redang and Pulau Perhentian. By using the data from 275 tourists who visit these Marine Parks, this study used structural equation modelling (SEM) to examine the relationships of the variables. Results show that destination attractiveness affects environmentally responsible behaviour of tourists in the Marine Park through place satisfaction. It indicates that tourists who are satisfied with the Marine Park attractiveness will tend to commit environmentally responsible behaviour. Thus, this will assist in enhancing the destination marketing strategy as well as sustaining the destination through identifying current tourists' experience in Marine Park. The paper ends with discussions and suggestions for future empirical research.

KEYWORDS: Marine Park, destination attractiveness, place satisfaction, environmentally responsible behaviour.

GTC-084: MARITIME TOURISM AND MARINE BIODIVERSITY: EXPLOITATION OR CONSERVATION?

Willy Widian
willy.widian@ui.ac.id
Universitas Indonesia

In the name of economic development, environmental factor often sacrificed or even destroyed for the sake of economy concerns. Even though, the economic benefit that achieved by sacrificing the environment does not provide sustainable positive impacts. In fact, sustainable development which deeply considered the environment is a very important factor for economic development in the future. Furthermore, environmental factor such as biodiversity is a natural economic potential, especially in tourism sectors. Thus, this writing will try to show the importance of marine biodiversity conservations as critical factors for the development of Indonesia's tourism sectors. There will be some explanation about some possible ways to conserve marine biodiversity in regards of tourism industry. Finally, to make this writing more comprehensive, this writing will be used Liberalism paradigm elaborate with Ecocentrism and Sustainable Development Goals (SDGs) concepts as a theoretical framework for explain the topic more clearly.

Keywords: Tourism, marine biodiversity, conservation, Sustainable Development Goals (SDGs), economic development.

GTC-088: THE SUSTAINABILITY OF NAUTICAL SPORTS TOURISM IN TERENGGANU USING A COST BENEFIT ANALYSIS

¹Noorul Shaiful Fitri Abdul Rahman, ²Nur Hanis Bazaruddin, ³Mohd Hafizi Said, ⁴Syed Faizal Shah Syed Johari Shah, & ⁵Mohammad Khairuddin Othman

¹nsfitri@umt.edu.my (corresponding author), ²hanis.bazar@yahoo.com, ³hafizi@umt.edu.my,
⁴syedfaizal0293@gmail.com, ⁵khairuddin_din44@yahoo.com

¹School of Maritime Business and Management, Universiti Malaysia Terengganu, 20130 Kuala Nerus, Terengganu,
^{2,3,4,5}School of Ocean Engineering, Universiti Malaysia Terengganu, 20130 Kuala Nerus, Terengganu

Monsoon Cup is the flagship of nautical sport tourism that listed in the annual event on the Match Racing World Championship tour calendar. The fifth Prime Minister of Malaysia initiated this particular sport since 2005, and the event then reserved at Pulau Duyong, Kuala Terengganu for attracting sailors and tourists to visit Terengganu during the monsoon season in November every year. The significant contribution of this sport was the total tourist visited Terengganu has gradually increased from 3.16 million tourists (2011) to 3.37 million (2012), 4.03 million (2013), and 4.51 million (2014). Thus, it creates more advantages to Terengganu State Government and community in several aspects especially on tourism industry and economic opportunities (for instance, hotels, food supplies, souvenirs, etc). However, in 2015, the Monsoon Cup venue has been relocated to Johor Bharu as the Johor State Government became the new organiser. Due to this situation, Terengganu expects to lose a number of tourists together with business opportunities. Therefore, the objective of this paper is to select the most potential nautical sports tourism that can be proposed to the state government with the purpose of boosting both tourism and economy sustainability. A cost benefit analysis (CBA) will be used in order to determine the relationship between the demand and supply of the examined nautical sports. As a finding, there are six new potential nautical sports have been determined and the top three (3) are ranked as follows: 1) parasailing, 2) fly boarding and 3) sailing activities. This paper contributes in suggesting new potential nautical sports to the state government, which is in line with the state policy to enhance the tourism industry.

KEYWORDS: Tourism Industry; Nautical Sports; Tourism Sustainability; Cost Benefit Analysis; Marine Tourism

GTC-093: THE EXTENT APPLICATION OF MANAGEMENT ACCOUNTING TECHNIQUES, CASE STUDY: FIVE STAR HOTELS IN JORDAN

¹Ala`a Nimer Abu Khalifeh and ²Ahmad Rasmi Albattat

School of Hospitality and Creative Arts, Management and Science University, Shah Alam, 40100, Selangor, Malaysia

This study expected the extent of Application of MA techniques in Jordanian Hotels, the degree to which the use of management accounting techniques varied among the corporations was also investigated and the relationship between the extents of management accounting techniques used in the Jordanian Hotels and their tools. However, the accounting techniques were stated the population included all five stars Hotels in Jordan at the end of 2016. A questionnaire was designed and distributed to the corporate five star Hotels as well as financial data were collected. The researcher used both the descriptive and inferential statistic, and one sample T-test was utilized to test for any statistically management accounting techniques, from the size and the person, and use of the extent of application MA in Jordanian Hotels higher or lower. The Study recommends that five star hotels in Jordan to use management accounting techniques in identifying the techniques in the hotel, besides develop the accounting techniques towards the efficient application accounting techniques.

KEYWORDS: Hotels, Accounting Techniques, Jordan

GTC-099: A CONFIRMATORY FACTOR ANALYSIS OF THE MUSLIM-FRIENDLY TANGIBLE FEATURES AND MUSLIM-FRIENDLY INTANGIBLE FEATURES SCALE

¹Yuhanis Abdul Aziz, ²Azmawani Abd Rahman, ³Hamimah Hassan & ⁴Siti Halimah Abd Hamid

yuhanis@upm.edu.my
Universiti Putra Malaysia

The tangible and intangible aspects of Islamic tourism are considered to be important factors in determining the satisfaction of Muslim tourists. However, there is limited evidence to suggest that these two constructs have been examined in any research. Through an extensive literature review, four dimensions of Muslim-friendly tangible and Muslim-friendly intangible features are identified and form the component factors of the constructs. A field survey was conducted with international Muslim tourists. Confirmatory factor analysis (CFA) was used to analyse the goodness of fit of the proposed scale. Goodness of fit indices result suggest that the data from 275 respondents adequately fit the hypothesized four factor model for both construct. Alternative models were tested but did not result in significant improvements in the goodness-of-fit indices, suggesting the proposed model to be the most accurate of the models tested. The results generally supported the 4-factor model for Muslim-friendly tangible features which include accommodation, destination attraction, halal food and infrastructure. On the other hand, the CFA analysis also confirmed 4-factor model for Muslim-friendly intangible features which consist of hospitality, folklore, environment and customs. The present study offers a systematic procedure that could form the foundation for providing further insights on the conceptual and empirical knowledge of Muslim-friendly features and its constituents.

KEYWORDS: Muslim Tangible Features, Muslim Intangible Features, Islamic Tourism, CFA, Malaysia

GTC-100: INTERNATIONAL TOURIST SATISFACTION ON LOCAL OWNED GREENVIEW BED & BREAKFAST OF SUKAU VILLAGE, LOWER KINABATANGAN, SABAH, MALAYSIA

¹Rosazman Hussin, ²Velan Kunjuraman & ³Saudah binti Ibnu Hasim

¹drazzros@gmail.com, ²velan1199@gmail.com, ³saudah_hasim66@yahoo.com

Ethnography and Development Research Unit (UPEP), Faculty of Humanities, Arts and Heritage, Universiti Malaysia Sabah, 88400 Kota Kinabalu, Sabah, Malaysia.

This paper examines the level of satisfaction of international tourists towards products, facilities, and travel services as well as the level of security provided by the local owned Sukau Greenview Bed & Breakfast Downstream, at Kinabatangan, Sabah. The study used both qualitative and quantitative approaches using in-depth interviews and questionnaire survey as study methods. A series of in-depth interviews were held among selected upper managers of Sukau Greenview Bed & Breakfast resort. In addition, the method of questionnaire was used to assess the level of satisfaction over 62 international tourists who visited Sukau Greenview Bed & Breakfast resort. The results from the study revealed that majority of international tourists are satisfied with the products, facilities and services offered by the local owned service providers in Sukau Village. Most importantly, this study revealed that majority of the international tourists who come to Sukau Greenview Bed & Breakfast resort do not have any security problems or injuries while staying. This shows that the management of the locally owned Sukau Greenview Bed & Breakfast resort has taken rigorous monitoring of safety aspect. In academia, study pertaining to international tourists' satisfaction towards products, services and security aspects are less paid attention to by tourism researchers in Malaysia to measure the satisfaction level of international tourists who visited a tourist destination in Malaysia, especially in Sabah. Thus, this study bridges the current gap and more future research on tourist satisfaction related issues are needed. Given this kind of research, it can improve the quality of tourism in Malaysia and increase the presence of international tourists to visit Malaysia.

KEYWORDS: International tourists, Satisfaction, Sukau Village, Greenview Bed & Breakfast resort

GTC-104: SUSTAINING THE GROWTH OF SME BEACH RESORTS: A CASE STUDY OF PERHENTIAN

¹Khairil Wahidin Awang & ²Mazlina Mustapha

khairil@upm.edu.my, mazlina05@gmail.com

Universiti Putra Malaysia

The aim of this study is to seek on the understanding on how SME typed beach resorts grow in the midst of challenges at a famous island destination of Malaysia. SMEs are vital cog in Malaysia's realization to become a developed nation. Similarly, SMEs in tourism-related industry contribute towards fulfilling future targets of tourist arrivals and expenditures. Resorts, a form of the accommodation sector, play a significant role in accommodating increase number of tourist arrivals. This study is based on a case study of two SME beach resorts in Perhentian. Findings indicate that these resorts faced many challenges even though typically SMEs possess low entry level. Challenges range from

difficulties in accessing capital, higher operation costs of resourcing utilities like electricity and water to facing external threats like seasonal monsoon and the lack of infrastructure provisions. The outcome of this research would be beneficial to other SME players specifically owners or managers of such resorts and policy makers from the Ministry of Tourism and Culture of Malaysia and Tourism Malaysia. Results would help SME players particular those who are new to this kind of business to steer their business establishments from trouble waters to stability. Policy makers could further streamline their policies to better facilitate assistance in the forms of fund and know how to potential and new players into becoming successful entrepreneurs and operators of such businesses, stimulating further the SME's arena.

KEYWORDS: Beach resorts, Businesses, Perhentian Island, SMEs, Tourism.

GTC-106: FROM HUNTING TO ADVENTURE WITH NATURE: ANALYSING THE REPRESENTATION OF NATURAL TOURISM ATTRACTIONS IN MALAYSIA

Norhanim Abdul Razak

norhanim@uum.edu.my

School of Tourism, Hospitality and Event Management, College of Law, Government & International Studies,
Universiti Utara Malaysia

Although nature-based tourism is frequently presented as a sustainable form of tourism, there are claims that many destination marketers have often exploited this type of tourism in order to attract tourists and make profits. Despite many past works have investigated aspects related to nature especially ecotourism, very few studies explored how natural resources have been marketed by the tourism promotional organizations. Owing to this reason, this paper analyses how nature-based attractions have been incorporated and presented to visitors in the promotional brochures using content analysis method. The content analysis of the brochures published from 1962 to December 2016 found that natural resources have been incorporated extensively in tourism brochures published throughout these 54 years. Three categories of nature based attractions represented widely in tourism brochures are national parks, islands and beaches, and mountains and hills. On the other hand, big game hunting was only included and marketed to tourists in the brochures published in 1960s and 1970s. The types of natural resources promoted to tourists have expanded from 1990s to 2016 through the publication of brochures advertising specific natural features such as Adventure with Nature, Islands and Beaches, Marine and National Parks, Birdwatching and Dive in Paradise. Overall, it is uncovered that with the rising environmental awareness, the Malaysian tourism authorities have modified the way they presented nature-based attractions to some extent; from the image of exploiting natural resources for tourism purposes to environmental care and responsible travel in relatively recent promotional brochures.

KEYWORDS: Nature-Based Tourism, Sustainability, Ecotourism, Adventure Tourism, Tourism Marketing

GTC-107: AN ANALYSIS ON KEY DRIVERS OF MEDICAL TOURISM IN MALAYSIA

¹Suseela Devi Chandran, ²Fadilah Puteh, ³Azizan Zainuddin, ⁴Ahmad Shah Pakeer Mohamed & ⁵Nur Alia Azmi

¹saisuseela@gmail.com, ²fadilahputeh@salam.uitm.edu.my, ³azizan_zainuddin@salam.uitm.edu.my,
⁴ahmad7243@ns.uitm.edu.my, ⁵nuraliaazmi217@gmail.com

Faculty of Administrative Science and Policy Studies, University Technology MARA (UiTM), Shah Alam, 40450,
Selangor, Malaysia

Globalization has transformed medical tourism into as a booming revenue generating industry in many Southeast Asian (SEA) countries. Following the economic crisis in 1997-1998, many SEA nations began to focus on tourism to revive their economic growth. One of the sub-sectors of tourism that contributed significantly towards their economic development was medical tourism. Since then, medical tourism has gained recognition as one of the major hallmarks for many SEA nations, given the aggressive and creative global marketing strategies of these countries. Medical tourism has attracted medical tourists from other parts of the world to the SEA region seeking medical attention and care. Among the SEA countries that are sought after for medical tourism is Malaysia. As medical tourism has become an economic phenomenon, Malaysia is actively promoting its great potential in providing excellent medical care. Medical tourism is rapidly expanding niche area and Malaysia has successfully claimed its position as one of the most preferred medical tourism destinations. The country has now emerged as the 3rd preferred medical tourism destination among SEA nations that offers competitive medical care and facilities. Thus, the

objective of this paper is to examine the key drivers behind the impressive landscape of medical tourism development in Malaysia. This paper offers extensive discussion on the development of medical tourism in Malaysia based on the globalization theory that underpins this study. How globalization acts as a catalyst towards the development of medical tourism in Malaysia is intensely discussed in this paper.

KEYWORDS: Medical Tourism, Malaysia, Healthcare, Key Drivers, Globalization, Medical Tourists

GTC-109: ENHANCING SUSTAINABILITY THROUGH IMPLEMENTATION OF BALANCED SCORECARD: A CASE STUDY OF BEACH RESORTS

¹Mazlina Mustapha & ²Khairil Wahidin Awang

mazlina05@gmail.com

Faculty of Economics and Management, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor, Malaysia.

Sustainable tourism development has become an increasingly important strategic goal for world class destinations. Global tourism industry leaders realize that sustainable tourism development is critical to the conservation of nature and the preservation of indigenous culture. Tourism destinations often are dependent on natural and cultural/heritage resources to form their attractions bases, which are linked to the economic vitality of local communities. It is claimed that sustainable tourism, when properly managed, will provide the economic incentive to preserve natural areas for low-impact use. One of such attractions in the Southeast Asia is the beach resorts. Beach resorts manage to attract the tourists due to the attractive nature and sandy beaches. However, prior studies claimed that these resorts were not properly managed and further actions need to be taken to ensure its sustainability. Thus, this study aims to examine how balanced scorecards dimensions are implemented in enhancing the sustainability of these resorts. This study is a qualitative research where beach resort owners or/and managers in islands in Terengganu were interviewed. The interview results appear to indicate that improvements need to be done in some areas in ensuring the sustainability of the resorts. This study contributes to the sustainable tourism literature especially relating to the beach resorts in islands.

KEYWORDS: Sustainability, Tourism Industry, Beach Resort, Balanced Scorecard

GTC-111: A FRAMEWORK FOR SERVICE QUALITY, VALUE, SATISFACTION AND FUTURE INTENTION IN MEDICAL TOURISM BY USING PLS-SEM

¹Noor Hazilah Abd Manaf, ²Suharni Maulan, ³Husnayati Hussin, ⁴Puteri Nemie Jahn Kassim, ⁵Rokiah Alavi, ⁶Zainurin Dahari

¹hazilah@iium.edu.my, ²suharni@iium.edu.my, ³husnayati@iium.edu.my, ⁴nemie@iium.edu.my, ⁵rokiah@iium.edu.my, ⁶zainurind@iium.edu.my

International Islamic University Malaysia

Medical tourism is a new and exciting industry due to its rapid growth and huge economic potential, estimated to be worth USD 8.5 billion by 2013 for the Asian chapter (Lee, Han & Lockyer, 2014). Leahy (2008) estimates the industry to be worth USD 60 billion worldwide, with growth estimated by Deloitte (2008) at more than 20 percent annually. Malaysia is joining the bandwagon with Thailand, Singapore and India in being the main medical tourist destination countries in Asia. Medical tourism is a term that is loosely used to denote patients who travel abroad to another country for medical treatment, which may range from wellness services to invasive procedures such as a heart bypass or organ transplant. As a major medical tourism country, the study seeks to explore the impact of service quality on perceived value, patient satisfaction, and future intention of patients to seek medical services in the country again. The study also investigates the relationship between patient satisfaction and perceived value; and between future intention and perceived value. A structural model by using PLS-SEM was established from the research finding with data collected from 161 responses from medical tourists surveyed in major destination hospitals in Kuala Lumpur, Malacca and Penang.

KEYWORDS - Medical Tourism, Malaysia, Healthcare Management, Patient Satisfaction.

GTC-116: A REVIEW OF TOURIST'S SATISFACTION AND REVISIT INTENTION

¹Nurul Amalinah Binti Rusdin & ²Rosmalina Abdul Rashid

lyna_nurul92@yahoo.com

Forestry Complex, Faculty of Science and Natural Resource, University Malaysia Sabah, UMS Road, 88400 Kota Kinabalu Sabah, Malaysia.

Tourist's satisfaction is a main issue in the context of tourism because it is the key measure in determining whether a tourist is satisfied with their overall visit and their revisit intention. A few of previous theories in measuring tourist's satisfaction and behavioural intention has been used and adapted to create a new conceptual model of visitor's satisfaction and behavioural intention. The model identifies tourist satisfaction level based on service quality with the addition of two sustainable practice variables. Secondly, five dimension of the original model and 2 additional sustainability dimensions were applied to improve the SERVQUAL. Finally, the conceptual model is used to identify the effect of service quality with the additional of two sustainability practice attribute toward behavioural intention. Through these findings, the conceptual model developed can be used to determine the tourist satisfaction and revisit intention in the ecotourism destination.

KEYWORDS: Tourist's satisfaction, Intention to revisit, SERVQUAL, Sustainable practice, Eco-tourism

GTC-117: DETERMINANTS OF COMPETITIVE ADVANTAGE IN THE TOURISM SECTOR OF LANGKAWI ISLAND (PULAU LANGKAWI), KEDAH

¹Er Ah Choy, ²Nur Helwa Ruslan

eveer@ukm.edu.my

Social, Environment and Developmental Sustainability Research Centre (SEEDS), Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600, UKM Bangi, Selangor Darul Ehsan, Malaysia

Langkawi is not just the focal point for ecotourism on the world tourism map but it also has the potential to become an economic driver for the country. The development of ecotourism is a concept of development, which emphasizes on sustainability. This study was conducted to analyze the determinants of competitive advantage in the ecotourism sector using the Porter Diamond Model and to identify the role of the stakeholders in the development of ecotourism in Langkawi Island. The study used the purpose sampling method and the snowball method to obtain data from 300 respondents consisting of tourists and key stakeholders using a questionnaire. The study found that Langkawi's development of tourism products has attracted domestic and international tourists are satisfied with the services and amenities provided. The study concluded that Langkawi Island has its own attractions such as physical characteristics and existing natural resources, which in turn gives it a high demand as the preferred destination among domestic and international tourists.

KEYWORDS: Tourism, Ecotourism, Economy, Tourists, Competitive Advantage

GTC-118: CAMPUS SUSTAINABILITY: CASE STUDY IN UNIVERSITI MALAYSIA SABAH (UMS)

¹Nurul Fadilah Mohd. Nawi & ²Er Ah Choy

nurulfadilah.mohdnawi@gmail.com

Faculty of Social Sciences and Humanities (FSSK), Universiti Kebangsaan Malaysia, 43600, UKM Bangi, Selangor Darul Ehsan, Malaysia

Universiti Malaysia Sabah (UMS) created history by being recognized as the first university and higher education in Malaysia to launch the first Action Plan Eco Campus and is currently ranked 44th in the standings of the IU-Green Metric Campus in the world. Students and staff is the majority community in the campus. However, poor awareness about the concept of sustainability among them is the main issues in the Malaysia's sustainable campus. Therefore, the objective of this study is to identify the level of knowledge and practices of sustainability in UMS community campus. Questionnaires were distributed to 65 respondents randomly to students and staff of UMS, and interviews were also carried out with key informant. The findings show that the awareness of sustainable campus among students and staff is high, however their willingness to adopt the practices is still at a moderate level. Lack of activities involving community campus which is between students and staff capable of creating large communication gap if not taken seriously yet improvements necessary taking place from time to time.

KEYWORDS: Campus Sustainability, Community Campus, Understanding, Practices

GTC-119: IDENTIFICATION OF SUSTAINABLE TOURISM PRACTICES FOR TOUR OPERATORS IN MALAYSIA

¹Maisarah Abd Hamid & ²Salmi Mohd Isa

¹maisal179@tganu.uitm.edu.my, ²salmi.mohd.isa@usm.my

Faculty Hotel and Tourism Management, UiTM Terengganu, Malaysia, Graduate school of Business, USM Penang, Malaysia.

Sustainable tourism is among the most important issues in tourism industry. Though tour operators have the obligations on sustainable tourism, however the studies conducted on sustainable tourism for tour operators are limited. Therefore, this preliminary study is conducted to identify the sustainable tourism practices for tour operators in Malaysia. A qualitative approach is taken to identify the sustainable tourism practices using the semi structured interviews. 10 semi-structured interviews were conducted and the content analysis is conducted to identify the sustainable tourism practices in Malaysia. This paper discusses the sustainable tourism practices that had been adopted by tour operators in Malaysia. The results are used to identify sustainable tourism practices that were adopted by tour operators so that it can be used as guidelines for tour operators in adopting sustainable tourism in their business practices. However, the data needs further analysis to identify the sustainable tourism practices for tour operators in Malaysia by comparing them with the literature and generalized to Malaysian context.

KEYWORDS: Sustainable Tourism Practices, Tour Operators, Malaysia

GTC-120: AN EMPIRICAL STUDY ON THE SOCIO-CULTURAL IMPACTS OF TOURISM DEVELOPMENT ON AN ISLAND COMMUNITY: A CASE OF MAAFUSHI ISLAND

¹Sadha Ahmed, ²Aishath Nadheema and ³Zuneena Habeeb

aishath.nadheema@mnu.edu.mv

Faculty of Hospitality and Tourism Studies, Maldives National University

Maafushi Island has experienced a tremendous tourism growth since the introduction of tourism in 2009. Using fieldwork interviews and surveys, we investigate the socio-cultural impact of tourism development in the island community. The research was based on the hypothesis that a positive relationship exists between residents' perceptions of the positive socio cultural impacts of tourism development and community participation or whether a negative relationship exists between residents' perceptions of the negative sociocultural impacts of tourism development and community participation. Hence, the research proved the initial hypothesis as valid.

KEYWORDS: Socio-Cultural, Local Community, Impacts, Negative and Positive

GTC-121: FOOD CHOICE DETERMINANTS OF ISLAND TOURISTS: AN IMPLICATION TOWARDS SUSTAINABLE ISLAND TOURISM

¹Shukri, W.H.Z., ²F. Ismail and ³Noraïen Mansor

¹h.wan@surrey.ac.uk, ²fathilah@umt.edu.my, ³aïen@umt.edu.my

¹School of Food science and Technology, Universiti Malaysia Terengganu, ²School of Maritime Business and Management, Universiti Malaysia Terengganu and ³Centre for Fundamental and Liberal Education, Universiti Malaysia Terengganu

Tourism has been recognized for its vast contribution to the economy in Malaysia, with its variety of natural and cultural assets. These assets include expansive white sandy beaches, tropical islands with crystal clear water and pristine coral reefs, as well as national parks and jungles. Additionally, the unique blend of centuries-old cultures, arts and traditions, and of multi-racial, multi-ethnic and multi religion communities makes Malaysia a unique destination captivating international tourists. Apart from accommodation and other tourism activities, food and beverage is considered one of the most important elements in the tourism and hospitality industry. A large proportion of tourist experiences are spent either consuming food or deciding what and where to eat. Food can also be a major draw or primary motivator for some, which satisfies a multiplicity of physiological and other needs. This study aims

to investigate factors that influence food choice of international tourists at small island settings. In this study, Perhentian Island was selected as a representative of small islands as the island received the largest number of international tourists, particularly in the East Coast of Peninsular Malaysia. A close-ended questionnaire survey was conducted at various tourism spots on Perhentian Island for two months between June and July, where the island usually received the highest percentage of international tourists. A total of 173 international tourists were interviewed in this study. Descriptive analysis was applied to summarize the tourists profile and travel pattern. Satisfaction gap analysis generated important factors that influence food choice among island visitors. As the majority of the international tourists to island destinations in Malaysia were on a multi-destination vacation, the results of the study could be crucial to the real needs and expectations of island tourists in Malaysia. Finally, effective development and marketing strategies could be devised to enhance the growth of food tourism, targeting remote island destinations in Malaysia.

KEYWORDS: Island tourism, food choice determinants, cross-cultural, Malaysia

GTC-124: THE PROCESS OF ESTABLISHING CITY BRAND IDENTITY AND ITS SIGNIFICANCE IN TERMS OF TOURISM

Ayşen Civelek

acivelek@selcuk.edu.tr, Selcuk University

Today, branding efforts which appear as a results of better marketing of branded products and provide positive effects on establishments are taking their effects on cities which are considered to be a touristic product, and city tourism has begun to increasingly come to the forefront among study topics of local governments. Country branding, on the other hand, has been replaced by city marketing which has a brand value. It is almost impossible for a country to create a consistent perception as each of the cities constituting that country has different outstanding features. This becomes clear especially in tourism. People do not go to France, Italy and Turkey for holiday. They go to Paris, Venice, Istanbul and Antalya. Cities have begun to concentrate on branding practices in order to receive a greater share not only in tourism but also in areas such as trade, health, education and investment in both national and international markets. Brand components which express the purpose of existence of a brand and the value it offers and which are expected to be established and protected by city administration are the building blocks of city brand identity. City brand identity expresses the most appropriate situation that is composed in order to create the demanded perception over people. A positive image which is created by an identity is the key to success in city marketing. In this study, samples of branded cities around the world and branding efforts of some cities in Turkey will be exemplified.

KEYWORDS: Brand, Brand Identity, City Marketing, Tourism

GTC-125: BENEFIT SEGMENTATION OF DOMESTIC TOURISM TO KUALA TERENGGANU

Noor Zatul Iffah Hussin, Siti Falindah Binti Padlee, Kalsitinoor Binti Set

zatul.iffah@umt.edu, siti.falindah@umt.edu.my, kalsitinoor@umt.edu.my

Universiti Malaysia Terengganu

Benefit segmentation is considering as one of the critical variable in decision making process. The understanding of this variable will be able to help the state or marketers in identify marketing opportunities and threat, develop discrete product and services, allocate the scare resource effectively, retaining the most profitable tourism and /or focus marketing mix. Thus, the primary purpose of this study is to examine the local tourist benefit sought and activities involved while in Kuala Terengganu. A self-administer survey was obtained from 382 domestic tourists that visited the state. The results of this study provide useful information in recognizing the tourist benefit sought to Kuala Terengganu and assist the state to improve marketing and product development.

KEYWORDS: Kuala Terengganu, benefit segmentation, seaside destination

GTC-126: SOCIAL TRANSFORMATIONS OF RURAL COMMUNITIES THROUGH ECO (TOURISM): A REVIEW

¹Velan Kunjuraman & ²Rosazman Hussin

velan1199@gmail.com

Ethnography and Development Research Unit, Faculty of Humanities, Arts and Heritage, Universiti Malaysia Sabah

This review paper observes the gap in the tourism literature specifically issues regarding communities' qualities of life through eco (tourism) activities in both developed and developing countries. Based on the previous literature, it was found that the term 'social transformation' is a missing concept in the literature and less focused by tourism researchers. The issue of social transformation in tourism development is crucial to be studied in order to understand the communities' quality of life when engaging into tourism activities and how they managed impacts. In this paper, a brief literature on community participation in tourism activities and the issue of tourism impacts towards communities' qualities of life is also studied. The main contribution of this paper is focus the issue of social transformations of local communities through tourism is scarce and proposes the need to study by having some successful case studies in both developed and developing countries. By looking at this issue, it would be more insightful if studies are done and would expand the current body of knowledge and implications to all stakeholders.

KEYWORDS: Social Transformations, Local Communities, Review of Literature, Eco (tourism)

GTC-127: VIETNAMESE DOMESTIC TOURISTS: AN INVESTIGATION OF IN SITU DECISION MAKING BEHAVIOUR

¹Anh Viet Le, ²Thu Huong Nguyen

Thu-Huong.Nguyen@vu.edu.au

¹Holmes Institute, Melbourne Australia, Ale@holmes.edu.au, ²Victoria University, Melbourne, Australia

In general, tourists experience three stages of consumption namely pre-trip, during-trip and post-trip. However, most of the prior research focuses on up-front decision making/pre-trip decisions instead of decisions made during the travelling time. In fact, during the travelling time, at destination tourists may face not only some unforeseen or unplanned problems but also several opportunities that lead to new decisions being made. Plus, types of tourists determine different resulting behaviours. This research shows the finding via survey about the disparities between types of tourists regarding in situ behavioural change in Vietnamese domestic tourism context.

KEYWORDS: In Situ Decision Making, Travel Behaviour, Vietnamese Tourism

GTC-128: Sustainability and Value Creation of ASEAN Tourism

Apirada Chinprateep

Apirada.ch@gmail.com, apirada.c@nida.ac.th

University of Minnesota (Twin Cities), USA Assistant Professor, National Institute of Development Administration, Thailand

Tourism is an activity that is growing important, especially as a source of foreign currency, employment creation and distribution of income bringing to the region. The preparation of all members of the countries group, given the complexity of the issues entail to the concept of sustainable tourism, this paper tries to assess tourism sustainability, based on a number of quantitative indicators for all the ten economies, Thailand, Myanmar, Laos, Vietnam, Malaysia, Singapore, Indonesia, Philippines, Cambodia, and Brunei. The proposed methodological framework will provide a number of benchmarks of tourism activities in these countries assessed. They include identification of the dimensions, for example, economic, socio-ecologic, infrastructure and indicators, method of scaling, chart representation and evaluation on Asian countries. This specification show us that a similar level of tourism activity might introduce different sort of implementation in the tourism activity and might have different consequences for the socio-ecological environment and sustainability. The heterogeneity of developing countries exposed briefly here would be useful to detect and prepare for coping with the main problem of each country in their tourism activities, as well as competitiveness and value creation of tourism

KEYWORDS: Tourism, Sustainable, ASEAN

GTC-130: FACTORS INFLUENCING TOURIST INTENTION TO TRAVEL ABROAD DURING EID FESTIVAL: A CASE OF MALAY MALAYSIAN TRAVELLERS

¹Hanif Hanan & ²Nur Amalina Mohamad Zaki

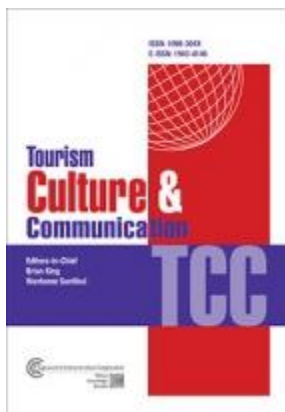
¹hanif.hanan@umt.edu.my, ²amalina@umt.edu.my

School of Maritime Business & Management, Universiti Malaysia Terengganu

Celebrating Eid festival is one of the must events that every Muslim in the world will celebrate it once a year. The celebration of the festival also been celebrated by Muslim in Malaysia whereby the influence of Malay culture had been practice during the celebration. The traditions such as 'balik kampung' or journey back to the hometown are the crucial part of celebrating the festival in order for them to gather with the family and relatives for the festival. This kind of situation not only facing by Malay in Malaysia but also Muslim in Indonesia, Brunei and Southern Thai. However, several Malays in Malaysia choose not to follow this traditional practice whereby they choose to travel abroad to celebrate the festival and also plan their vacation during the festival been celebrated. Thus, the purpose of this study is to identify the factors that make Malays travel abroad during the Eid festival and why they do not follow the traditional trend whereby most of them practicing journey back to the hometown. A total of 14 respondents had been selected using snowball sampling method to answer the semi-structured interviewing techniques whereby researchers use the face to face interview to get the information from the respondent. The data had been analyzed using the manual technique of coding in order to categories the themes (factors). The outcome expected towards this study is to introduce the framework on the factors influencing tourist traveling during the religious festival.

KEYWORDS: Eid Festival, Religious Festival, Travel Motivation, Festival Tourism

CONFERENCE SPONSORS



1. Kulit Kayu Manis Book by Toh Puan Rosita Abdullah
2. Hamie Industries SDN BHD