

# FACTOR ANALYSIS OF TOURISM APPS FEATURES BY TOURIST IN KUCHING, SARAWAK

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## ABSTRACT

This paper highlights the factor analysis of tourism apps features that anticipate the needs and demands of travelers. Dumping of apps that emphasized how to develop the tourism industry and can promote the arts, culture, and heritage in facilitating the travel organization by promoting their business. Producing apps need absolute research on needs and demands of inbound and outbound tourist. Objectives of this paper to identify the features of tourism Apps throughout travel needs and tourism attractions. Second is to propose the features of tourism Apps for tourists and travel agencies in Kuching, Sarawak. Because of that matter, this paper shows the items need in features of tourism apps. Quantitative method used to collect the data then analyze factor analysis using Statistical Package for Social Science. According to the findings find out there are four features in tourism apps should be includes, natural attraction, accommodation, facilities then activities and safety. The tourism industry is a wide field, before certain products are produced and certain services are offered, the producers need to analyze so the product and services can meet target market desire and demands.

**Keywords:** Tourism Apps; Application; Tourism Sector; Travelers

## 1.INTRODUCTION

Malaysia has diversified tourism attractions and resources that can be used as a tool to attract tourists. They are divided into various categories such as beaches, businesses, cities, culture, and heritage, jungles, local cuisines, resorts, health care, sports as well as shopping and retails. These attractions need to be highlighted to gain the interest of tourists. Tourists are an important part of tourism because they are the target customer of the industry. They need travel Apps that can map out their desired products. Cristescu (2016), has identified five fields in which mobile Apps influenced tourists' travel experience. First, tourism mobile Apps help tourists to plan a perfect vacation through the reviews and suggestions shared in the Apps. Lately, the production of travel Apps increases from time to time due to the demands from travelers. The factor analysis is used to examine how underlying constructs can influence the response on several measured variables. Factor analysis has two types, exploratory and confirmatory. Exploratory factor analysis (EFA), attempts to discover the nature of influencing a set of

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