



Faculty of Applied and Creative Arts

**Travel Needs for Tourism Apps Features for Tourist in Kuching
Sarawak**

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Tourist's Travel Needs for Tourism Apps Features for Tourist in Kuching
Sarawak

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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



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ABSTRACT

Nowadays a depth information regarding tourist needs are requirements to tourism agencies and business in order to providing attraction, accommodation and transportation. Travel agencies business play an important role in creating effective apps to become the tools to boost tourism marketing. The needs of tourist must include in features of apps in details meet their desire in conjunction be guideline to tourism agencies and business. Sarawak government support to have depth research because tourism industry is relying on smart technology to attract more tourists to visit and enrich their travel experience and most tourists use smart technology which is features such as location queries, local restaurant reviews, or mobile payments through smartphones during their travel. Features on apps have many benefits in developing the tourism industry to increase the economic sector and provide travellers with the best travel experience. In the conjunction to this, the researcher analyzed further on travel needs, the impact of features of tourism apps to needs of tourist and will become guideline to travel agencies and business. To carry forward this research, quantitative method was conducted among tourist around Kuching, Sarawak. The results show tourist travel needs in Kuching are pleasure, cost of travel, feasibility includes safety and security. These aspects of features are proven give an impact to tourist travel needs and travel agencies. The final outcome of the study is a conceptual framework as a guideline to be implemented by tourism agencies and business in order to developing tourism apps for their business itself

Keywords: Tourism sector, tourism organization, apps, travellers.

***Keperluan Pelancong Terhadap Menu Aplikasi Pelancongan untuk Pelancong di
Kuching, Sarawak***

ABSTRAK

Aplikasi pelancongan sering cuba memenuhi jangkaan keperluan dan permintaan pengembara. Kadangkala, kerjasama antara pengeluar aplikasi pelancongan dan pemilik organisasi pelancongan memainkan peranan penting dalam mencipta aplikasi untuk menjadi kunci dalam meningkatkan pemasaran pelancongan. Penggunaan telefon mudah alih merangkumi butiran dan panduan untuk tarikan pelancongan ini. Kerajaan Sarawak menyelidik pelbagai strategi dan inisiatif untuk merancakkan industri pelancongan domestik dan salah satunya adalah dengan melabur dalam pelancongan digital. Aplikasi mempunyai banyak faedah. Menghasilkan aplikasi memerlukan kajian yang sesuai tentang keperluan dan permintaan pelancong atau pengembara itu sendiri. Hasil kajian menunjukkan keperluan perjalanan pelancong di Kuching adalah keseronokan, kos perjalanan, kebolehlaksanaan termasuk keselamatan dan sekuriti. Walaupun aplikasi pelancongan mempunyai pengaruhnya ke atas pelancong apabila mereka berpuas hati dengan perjalanan, bukti dalam hipotesis yang disokong bahawa penggunaan aplikasi pelancongan akan memenuhi keperluan perjalanan pelancong secara sederhana yang mempengaruhi permintaan tinggi dalam tarikan pelancongan, pengangkutan dan penginapan. Objektif tiga adalah untuk mencadangkan ciri-ciri aplikasi pelancongan untuk pelancong dan agensi pelancongan, menyimpulkan empat ciri harus termasuk kemudahan, aktiviti dan keselamatan, penginapan, dan tarikan semula jadi. Industri pelancongan merupakan bidang yang luas, sebelum produk tertentu dihasilkan dan perkhidmatan tertentu ditawarkan, pengeluar perlu menganalisis sasaran pasaran mereka.

Kata kunci: Sektor pelancongan, organisasi pelancongan, aplikasi, pengembara.

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LIST OF ABBREVIATIONS

A	Cronbach's Alpha
ACC	Accommodation
App	Application Feature
B	Standardized Coefficients, Beta Results
CA	Cronbach's Alpha
CFA	Confirmatory Factor Analysis
DS	Descriptive Statistics
DV	Dependent Variables
EFA	Exploratory Factor Analysis
FA	Factor Analysis
H1 @ H2 @ H3	Hypotheses One, Hypotheses Two, Hypothesis Three, Hypotheses Four,
@ H4 @ H5 @	Hypotheses Five and Hypotheses Six
H6	
IV	Independent Variables
KMO	Kaiser-Meyer-Olkin
M	Mean
MSA	Measure of Sampling Adequacy
MV	Moderator Variables
N	Number
P	Significant Value
PCA	Principal Components Analysis
R	Regression Analyses
SD	Standard Deviation
SIG.	Significant

T	T-test
TN	Travel Needs
TR	Tourism Attraction
TR	Transportation
VR	Varimax Rotation
<	Smaller Than
>	Bigger Than
\hat{r}	Relationship
(%)	Percent

CHAPTER 1

INTRODUCTION

1.1 Introduction

The tourist industry in Malaysia is expanding nowadays as a consequence of the sector's favourable economic and indirect benefits on social and national development. The arrival of foreign and domestic tourists in Malaysia is regarded as a significant contribution to the development of the local economy. According to Tourism Malaysia (2017), Malaysia received 25.9 billion visitors in 2017 and earned RM82.1 billion from their trips. The figure demonstrates the significance of the tourist industry in enhancing the country's economic value. Most significantly, the sector creates local employment possibilities while also encouraging future investment.

According to Nair and Thomas (2013), there are two benefits that contribute to Malaysia's tourist industry's development. The first is the climate, which permits visitors to visit Malaysia all year. Second, Malaysia is a melting pot of nations, faiths, history, and culture, which all attract tourists. Tourists pick their holiday destination depending on their preferences and motivations, which are directly linked to the attractions, resources, and things accessible in Malaysia, particularly in Sarawak. As a consequence, travel operators must ensure that their goods and services adequately fulfil the wants and requirements of travellers. To do this, the attractions must be publicised and promoted via appropriate media. Meanwhile, employing technology such as online apps and websites to promote Malaysia's tourist business is a fantastic strategy.

The use of technology has an impact on the tourist industry. Technology is included in ICT (information, communication, and technology). The technology, software, and data that individuals use to communicate and carry out their everyday jobs are referred to as ICT. The most important component in its implementation is the presence of an internet connection, which enables ICT to entirely change into a communication technology. Apps are a sort of information and communication technology (ICT). A human constructed them to respond to human goals and expectations in the twenty-first century.

According to Bhasin (2017), needs are the basic human requirements of basic essentials such as food, clothing, and a place to live. Education and healthcare are increasingly seen as basic requirements. Demand, on the other hand, refers to a person's desire for something that is not required. When a person has the ability to get something, desire becomes demand. Tourists are essential to the tourist business since they are the sector's target customer. According to Ren (2016), the majority of commodities are manufactured to satisfy the demands and aspirations of purchasers. Tourists are a varied demographic with a wide range of needs and interests. Their goals and preferences may help us classify them. As a consequence, each visitor has a distinct viewpoint on how they will interact with applications. They need travel software to help them locate what they are searching for. Travel app development has expanded in recent years as a result of rising traveller demand. The existence of 1.2 to 1.3 million applications in the Apple App Store and Google Play Store supports this. In 2013, app sellers estimated a total revenue of around 26 billion dollars from collecting applications, with a tremendous growth projected within five years (Statista, 2013). The number of applications available on the App Store rose to 2.2 million in 2017, while the number of apps available on the Google Play Store expanded to over 2.6 million in 2018 (Statista, 2018).

Tourism apps often attempt to forecast what travellers want and need in order for the individuals that create them to profit. To create an effective travel app, collaboration between the developer of a tourism app and the owner of a tourism company, such as a travel agency that offers vacation lodgings and activities, is typically necessary. Tourism applications are progressing by anticipating people's expectations in areas such as orientation, navigation, and communication in unfamiliar situations. Tourism applications are made freely accessible before, during, and after trips. Tourists currently utilise apps to gain additional information on their journeys for a variety of reasons. The use of applications in the tourism industry has helped travel agents as well. There are several tourism applications available to meet the demands of various travellers.

According to Sucheta (2015), travellers have varying perceptions on the value of each tourism app in achieving their goals. Before starting on a journey, tourists may utilise tourism apps to learn more about it. a digital tourism business that serves as a one-stop shop for travellers looking to organise unique activities such as swimming with sharks or shopping with stylists. These benefits will make travellers' trips more enjoyable. Tourist applications have made it much easier to acquire information and communicate with travel agents. Customers will also feel more at peace since the applications will provide them with extensive and timely information regarding their trip.

The detailed travel information given by tourism applications saves travellers time and money when planning their trips. Because there are several discounts and suggestions from different travel businesses and hotels that are instantly accessible, tourism apps give travellers with a selection of cheap vacation alternatives and ideas. Tourism applications frequently use promotional strategies such as memberships or discounts to market their apps,

especially to its loyal customers. Tourism applications provide different advantages depending on the stage of the journey. According to Black, there are five phases of travel (2015). They are fantasising, planning, booking, living, and sharing their lives. Each stage has a distinct impact on the behaviour of visitors. Tourists utilise applications to plan their trips ahead of time. While travelling, they utilise it for navigation and communication. Tourists commonly post comments, reviews, and suggestions on tourism apps so that other tourists may reflect on their own experiences or read about the pros and cons of various services before choosing on the best holiday spot and housing for their requirements.

The way a tourist organises their holidays influences their travel experiences. When it comes to seeking out new experiences, everyone of them has their own set of expectations and preferences. Tourists would treasure every minute of their vacation, even if the experience was not what they were searching for (McCabe, 2009). The trip planning stage starts with visitors picturing their vacation and ends with them sharing their travel experiences and memories with other tourists. According to Digital Tourism Scotland, the dreaming stage is a component of the travel stage (2015). Dreaming of a lovely and interesting vacation is a vital first step in vacation preparation. Dreaming is often referred to as "nibbling" in the minutes before embarking on a trip. Tourists commonly use tourist apps and cellphones to plan their trips. Tourists' behaviours and preferences will change as a consequence of using tourism applications. As a consequence, tourism applications have a significant impact on influencing and encouraging travellers to plan their trips.

The information, comments, ratings, and suggestions supplied by tourism applications impact visitor choices. According to Cristescu (2016), mobile applications have an influence on tourists' travel experiences in five categories. To begin with, mobile apps are

an important source of inspiration in contemporary tourism. Second, individuals are attracted to travel by the tourist experiences of their friends and acquaintances. Third, in line with this trend, many mobile apps use sharing facilities to promote tourist activities, which is also an impact. Fourth, advanced search algorithms in mobile applications allow for the most efficient planning of any tourist activity. Finally, key impacts include the aims of finding needs through mobile apps to study travel information on hotels, countries, or motels and buy tickets. The usage of transportation, lodging, and activity booking apps by travellers is constantly expanding as a strategy to reduce travel costs.

According to Ostidick (2016), more travellers exist in a virtual world today because they are more interested in virtual information, such as reviews, comments, and recommendations, than physical information, such as a hardcopy of a travel guide. Meyers (2013) feels that the most common source of travel inspiration is a chat with or reviews, ideas, and remarks from trustworthy personal travel companions. A discussion with a trustworthy individual through messaging systems such as Skype and WhatsApp may also be a credible source for a visitor to seek for and get information before to their journey. Some travellers would also double-check the information provided on the applications before acting on the advice. As a consequence, the material will inspire and influence how a visitor organises and chooses a vacation. Furthermore, the sharing standards in tourism apps allow many travel organisations to utilise the applications to share and market their tourism activities, goods, and services.

Each tourist app, however, has pros and cons. Producers must do thorough research on the requirements and wants of visitors in order to create an efficient and successful tourism app. According to Ramos and Rodrigues (2010), the development of tourism

applications may be enhanced if the producer raises the criteria by investigating the wants and desires of visitors. It will make the applications more distinct, distinctive, fascinating, and useful. Thus, the success of a tourist app is determined by how thoroughly and thoroughly the creator has explored and studied the target audience. In contrast to the traditional method, tourists depend on tourism applications to have things sorted either before, during, or after their vacation excursion. While certain travel firms may be biased in their brand ratings and suggestions, tourism apps give honest information. The tourist sector is diverse. Producers must analyse their target market before producing certain items or providing certain services. The data will assist the producers in better understanding how the tourist business operates and how to make their applications more successful and relevant to their consumers (Hendrik & Perdana, 2014).

1.2 Background of Study

Sarawak is Malaysia's most populous state. It is situated on the island of Borneo, which is noted for its unique natural beauty, including orangutans and the world's largest flower, the Rafflesia. Kuching, Sarawak's capital, has its own collection of tourist attractions. It is different not only in terms of its people's culture, heritage, and arts, but it also has various must-see locations across the town. Tourists that visit Kuching typically stay around the Kuching waterfront since it has the bulk of historical sites, local community location, and entertainment.

The Sarawak River, for example, is one of the attractions near the Kuching Waterfront and provides River Cruise and Perahu Tampang services. Sarawak Museum, Borneo's oldest museum, Tua Pek Kong Temple, The Astana, Fort Square, Fort Margherita, Kuching Old Court House, and Kuching General Post Office are some of the historical