



ISOEVA-2023

7th INTERNATIONAL SYMPOSIUM OF EDUCATION AND VALUES

(7. ULUSLARARASI EĞİTİM VE DEĞERLER SEMPOZYUMU)

26-29 Ekim 2023

26-29 October 2023

Kemer/ANTALYA

ÖZET KİTABI (SYMPOSIUM PROCEEDINGS)

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DETERMINANTS AFFECTING TOURISTS' MOTIVATION TO RETURN TO THE NATIONAL ZOO IN MALAYSIA

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ABSTRACT

Tourism represents a dynamic sector shaped by a range of factors that impact the motivation and desire of tourists to revisit specific destinations. Tourist motivation pertains to the psychological and emotional drivers that compel people to journey and participate in tourism-related experiences. Revisit intention, on the other hand, signifies a visitor's propensity or aspiration to return to a particular location or destination for a subsequent visit after their initial experience. This inclination serves as an indicator of the likelihood that an individual will come back to the same tourist destination. This study focuses on two objectives which are 1) to analyze the push and pull factors that motivate tourists to visit the National Zoo of Malaysia and 2) to assess the relationship between tourist motivation and revisit intention at the National Zoo of Malaysia. A total of 128 respondents from international and local tourists participated in this research. The research was conducted by administering surveys via both traditional offline methods and online platforms. The gathered data was processed using IBM's Statistical Package for Social Science (SPSS) version 21, employing descriptive analysis and Pearson correlation analysis. The study's analysis demonstrates a notable connection between tourist motivation and the intention to revisit. Additionally, this research seeks to elucidate how the management of animal zoos influences the push and pull motivation factors that attract tourists to visit such establishments. It's also crucial for future researchers to recognize the identified gaps in this study as they work towards enhancing future research endeavors.

Keywords: Tourism, Zoo, Tourist Motivation, Revisit Intention.

GENERATION Y AND MOSQUE TOURISM: EXPLORING VIRTUAL REALITY EXPERIENCES FROM A TOURISM PERSPECTIVE

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ABSTRACT

The rise in Muslim travelers and the rapid expansion of virtual reality technology are fundamentally reshaping the global tourism industry. This intersection highlights the pressing need for further academic exploration of virtual reality's potential in the context of Muslim tourism, offering a promising avenue for future research. Consequently, this study focuses on examining how Generation Y responds to the idea of engaging in virtual reality mosque tourism, considering both cognitive and affective responses from this demographic's standpoint. The primary objective of this research is to determine the authentic experiences of Generation Y within the realm of virtual reality mosque tourism. The methodology employed in this study is quantitative, involving 95 Muslim respondents aged between 29 and 41 years. Data analysis was conducted using the IBM Statistical Package for Social Science (SPSS), encompassing both descriptive and Pearson correlation analyses. The findings of this analysis reveal that a significant majority of respondents expressed their admiration for the 360-degree Virtual Reality Mosque Tour, describing it as an enjoyable and captivating experience. This study holds substantial implications for understanding cognitive and affective responses in relation to the intention to visit mosques within the tourism context, with the potential to influence the future of mosque tourism.

Keywords: Mosque tourism, virtual reality, cognitive response, affective response