

Brought to you by [INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA](#)

Scopus

[Back](#)

Exploratory factor analysis on rural tourism route attributes: case study of Kuala Selangor-Sabak Bernam route, Selangor, Malaysia

[Journal of Umm Al-Qura University for Engineering and Architecture](#) • Article • 2025 •

DOI: 10.1007/s43995-025-00174-5

[Ibrahim, Illyani](#)^a ; [Zakariya, Khalilah](#)^b ; [Ibrahim, Putri Haryati](#)^b

^a Department of Urban and Regional Planning, Kulliyyah of Architecture and Environmental Design, International Islamic University Malaysia, Selangor, Gombak, 68000, Malaysia

[Show all information](#)

0

Citations

[View PDF](#)[Full text](#) [Export](#) [Save to list](#) [Document](#)[Impact](#)[Cited by \(0\)](#)[References \(29\)](#)[Similar documents](#)

Abstract

Rural areas in Malaysia are now under pressure due to rapid urban development. As a result, the image and character of rural villages are at a detriment. The study area selected is along the Kuala Selangor to Sabak Bernam route. The objectives of this research are (i) to identify the significant factors influencing rural tourism route attributes using factor analysis, and (ii) to map the criteria and significant factors affecting rural tourism route attributes. The methodology is by using both primary and secondary data. Primary data were collected using questionnaires distributed to tourists visiting the study area. The secondary data includes content analysis and reports related to tourism. The analysis was done using descriptive statistics and factor analysis. The results show that only 13 factors significantly contributed to the rural tourism route attributes along the Kuala Selangor to Sabak Bernam route. The results indicated that the main factors contributing to rural

tourism routes are language, local food and recreation, agricultural activities, local landmarks, fruit orchards, plantations, livestock and fisherman villages, nature recreation, rural sounds, and nostalgia. Local authorities and stakeholders can utilise these factors to plan the development of rural areas, ensuring that rural resources and their biodiversity are used in a sustainable manner. In addition, a future study could apply a comparative approach with other rural regions in Peninsular Malaysia to widen the perspectives on rural tourism. © The Author(s) 2025.

Author keywords

Criteria; Exploratory factor analysis; Rural tourism route

Corresponding authors

Corresponding
author

I. Ibrahim

Affiliation

Department of Urban and Regional Planning, Kulliyyah of Architecture and
Environmental Design, International Islamic University Malaysia, Selangor,
Gombak, 68000, Malaysia

Email address

illyani_i@iium.edu.my

© Copyright 2025 Elsevier B.V., All rights reserved.

Abstract

Author keywords

Corresponding authors

About Scopus

[What is Scopus](#)

[Content coverage](#)

[Scopus blog](#)

[Scopus API](#)