Understanding of tourists’ preferences pattern: A study in Melaka, Malaysia

Abstract

Tourism is one of the world’s largest and fastest contributors to economic growth. This paper presents an evaluation of tourists’ preferences among domestic and international tourists visiting Melaka. The methodology used involves a survey with a structured questionnaire. The result shows that cultural and historical heritage is the most important factor that motivates the visit to Melaka. Business purpose is the least motivating factor influencing the choice of destinations. It is also found that single and professional tourists are the largest tourist group in Melaka. © 2014 by MIFP.

Author keywords

Tourism preferences