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Understanding of tourists' preferences pattern: A study in Melaka, Malaysia (Article)

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Abstract

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Tourism sector is one of the world largest and fastest contributors to the economic sector. The recognition as UNESCO World Heritage City in 2008, has led to the city of **Melaka** to be the most visited city in **Malaysia**. There has been a great deal of research devoted to identify the tourist **preferences** in countries, regions, cities, and other areas. Such estimation is essential for producing comprehensive estimates of tourism economic benefits in an area. This paper presents an evaluation of tourists' **preferences** among domestic and international tourists visiting **Melaka**. 1000 tourists were surveyed using diary records survey method. The result shows the purpose of heritage and conservation is the most important factors that motivate their visit to **Melaka**, while business purpose is the least motivating factors influencing the choice of destinations. It is also found that young, single and professional tourist is the new target market in **Melaka**. © 2014 by MIP.

Author keywords

Melaka; Tourist preference

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