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1ST RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

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CONTENTS

COMMITTEE MEMBERS	2
Tentative Program	3
<u>1</u> BRAND EXPERIENCE AND BRAND TRUST: AN IMPACT TOWARDS CUSTOMER BRAND LOYALTY IN THEME PARK SERVICE INDUSTRY	5
<u>2</u> ACCEPTANCE OF NON-MUSLIMS TOWARDS MUSLIMS FRIENDLY TRAVEL	6
<u>3</u> THE EFFECT OF HUMAN RESOURCE PRACTICES TOWARDS BUSINESS PERFORMANCE IN TRANSPORTATION COMPANIES IN MALAYSIA.....	7
<u>4</u> THE EFFECTIVENESS OF TRAVEL BLOGS ON CONSUMERS' TRAVEL PLANNING	8
<u>5</u> FACTORS THAT INFLUENCE TOURIST VISIT INTENTION TO MUSEUMS IN MALACCA..	9
<u>6</u> EXPLORING GOPENG, PERAKAS ADVENTURE TOURISM DESTINATION FROM TOURIST PERSPECTIVES	10
<u>7</u> GASTRONOMIC TOURISM BRANDING INFLUENCING TOURIST REVISIT ATTENTION: A CASE STUDY OF PENANG	11
<u>8</u> LOCAL COMMUNITY AWARENESS TOWARDS WATER BASED ACTIVITY IN PANCHOR	12
<u>9</u> AN EMPIRICAL EXAMINATION OF FACTOR INFLUENCING YOUTH TRAVELLERS' INTENTION IN SELECTING MUSLIM-FRIENDLY TOURISM	13
<u>10</u> TO UNDERSTAND TOURISTS PROFILE AND PREFERENCES IN CULTURAL AND HERITAGE TOURISM: A CASE STUDY GEORGETOWN, PENANG	14
<u>11</u> LOCAL COMMUNITY EMPOWERMENT AND SUPPORT FOR FUTURE ECO-TOURISM DEVELOPMENT.....	15
<u>12</u> A CONCEPTUAL PAPER: THE STUDY OF COMPETENCIES OF TOURISM STUDENTS TOWARDS THEIR WORK EXPERIENCE	16
<u>13</u> DETERMINING THE MAIN INFLUENCE FACTORS FOR THE TOURISTS' REVISIT INTENTION IN MELAKA.....	17
<u>14</u> DETERMINING OF TOURIST'S SPATIAL BEHAVIOUR AND TOURIST MOVEMENT PATTERN IN MUAR ROYAL TOWN, JOHOR	18
<u>15</u> EXPLORING THE FACTORS INFLUENCE HALAL FOOD SELECTION AMONG MUSLIM YOUTH WHILE TRAVELING	19
<u>16</u> LOCAL COMMUNITY READINESS AND WILLINGNESS TO CONSERVATION OF PEAT SWAMP FOREST IN AIR HITAM MUAR	20
<u>17</u> ASSESSING MEDICAL TOUR SERVICE TOWARDS TOURIST BEHAVIORAL INTENTION IN PENANG	21
<u>18</u> LOCAL STUDENT PERCEPTION TOWARDS FOREIGN STUDENT IN IIUM GOMBAK	22
<u>19</u> THE IMPACT OF FACILITIES EFFICIENCY ON TOURIST DESTINATION SATISFACTION: A CASE STUDY IN KUALA LUMPUR.....	23

<u>20</u> TOURISTS' PERCEIVED VALUE AND SATISFACTION IN A COMMUNITY-BASED HOMESTAY IN KAMPUNG PARIT BUGIS, MUAR, JOHOR	24
<u>21</u> THE PUSH FACTOR AND ITS EFFECT ON TOURIST INTENTION TO REVISIT THE HOMESTAY PARIT BUGIS, MUAR.....	25
<u>22</u> LOCAL COMMUNITY SUPPORT TOWARDS TOURISM DEVELOPMENT IN MERSING, JOHOR	26
<u>23</u> EXPLORING EXPECTATIONS AND SPIRITUAL EXPERIENCES OF MUSLIMS IN PERFORMING UMRAH.....	27
<u>24</u> A STUDY ON DETERMINATION OF SPORTS TOURISM PREFERENCES IN MALAYSIA.....	28
<u>25</u> OVER-TOURISM IMPACT ON LOCAL PERSPECTIVE AT MELAKA HERITAGE SITE.....	29
<u>26</u> VISITORS' DINING EXPERIENCE AND THEIR BEHAVIOURAL INTENTION TOWARDS RESTAURANTS IN BANDAR DIRAJA MUAR, JOHOR.....	30
<u>27</u> MEMORABLE TOURISM EXPERIENCE OF NON-MUSLIM TOURISTS TOWARDS MOSQUE TOURISM.....	31
<u>28</u> THE IMPACT OF TRAVEL BLOG AND VLOG ON TRAVEL DECISION MAKING AMONG UNIVERSITY STUDENTS	32
<u>29</u> YOUTH ATTITUDE OF RISK AND SAFETY IN SHAPING THE EXPERIENCES OF ADVENTURE TOURISM IN GUNUNG LEDANG: A CONCEPTUAL PAPER.....	33
<u>30</u> CONTENT ANALYSIS OF BOOKING.COM REVIEWS ON HOTEL IN PENANG	34
<u>31</u> THE IMPACT OF MONETARY, ACCESSIBILITY, SECURITY TOWARDS RELIGIOUS TOURISM INTENTION AMONG MUSLIMS YOUTH.....	35
<u>32</u> TOURISM STUDENTS' OPINIONS ON COMPETENCIES AND EDUCATIONAL PERFORMANCE	36
<u>33</u> THE INFLUENCE OF SOCIAL MEDIA TOWARDS UNDERGRADUATE STUDENTS IN MALAYSIA TO TRAVEL: WEB 2.0	37
<u>34</u> THE ACCEPTANCE OF GAMIFIED SMART TOURISM APPLICATION: MOBILE AUGMENTED REALITY IN MALAYSIA'S TOURISM.....	38
<i>Social Thanks to all hands:.....</i>	39



LOCAL COMMUNITY AWARENESS TOWARDS WATER BASED ACTIVITY IN PANCHOR

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Abstract

Local community is an important aspect to develop a tourism activity in a rural area. Therefore, local community needs to be acknowledged regarding the tourism in their area. Thus, this study aims to investigate the local community awareness towards water-based activity in Panchor River. This study focusing on three objectives which are; 1) To investigate local community awareness of water-based activity, 2) To identify the relationship between local community knowledge and local awareness and 3) To identify the relationship between local community attitude and local awareness. This study is quantitative in nature. A total of 30 respondents from Panchor participated in this research. The data was analyzed by using IBM Statistical Package for Social Science (SPSS) version 21 through several analyses such as descriptive analysis, frequency analysis, reliability analysis, Pearson correlation analysis and correlation analysis. The outcomes of this study will show the relationship between knowledge and attitude towards local community awareness, and the relationship analysis show that knowledge and local community awareness have a strong, while the attitude have only positive relationship with local awareness tourism. The first major practical contribution of the study is that it has significant contribution to the local community in Panchor to help them to involve and earn more income through tourism.

Keywords: local community awareness, knowledge, attitude, water-based activity, relationship