

PROGRAM BOOK

# 1ST RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

DEC 17, 2019

STUDIO 4 KULLIYAH OF  
LANGUAGES & MANAGEMENT

ORGANISED BY  
DEPARTMENT OF TOURISM  
KULLIYAH OF LANGUAGES & MANAGEMENT  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, PAGOH EDU HUB



# CONTENTS

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

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



# DETERMINING OF TOURIST'S SPATIAL BEHAVIOUR AND TOURIST MOVEMENT PATTERN IN MUAR ROYAL TOWN, JOHOR

Nor Affin Nadia M Noor Azman<sup>1</sup> and Siti Salwa Md Sawari

<sup>1</sup>Department of Tourism, Kulliyah of Languages and Management, International Islamic University Malaysia, Johor, MALAYSIA.

(E-mail: [zaffinadzman19@gmail.com](mailto:zaffinadzman19@gmail.com))

## ABSTRACT

Travelling acquire movement. The movement pattern was formed to deliver a meaningful purpose to travel that closely related with personal behavior characteristic. However, tourists nowadays faces limitation in their movement of journey while visiting plenty of attractions. The movement limitations can be occurred due to unsystematic transportation system and accessibility, less of tourism packages supply, and disorganized digital marketing strategy by tourism destination management. Hence, this study aims to explore the characteristic of tourist's spatial behaviour and tourist movement pattern in urban heritage area at Muar. The research design applied in this study is qualitative method which involved grounded theory approach. Therefore, the construction of theories through gathering and analysis of data by using inductive reasoning from fieldwork observation and interviewing method. The result of this study demonstrates that the tourist spatial behaviour has influenced the tourist movement pattern in aspect socio-cultural background characteristic on visitors travel life style that consist of accommodation location, travelling purpose, mode of transportation used and special interest. In short, it will be significantly useful to know sociocultural visitor behaviour towards tourist movement pattern in Muar Royal Town Johor.

**Keyword:** Tourist spatial behaviour, tourist movement pattern, urban heritage, sociocultural visitor behaviour, visitor travel lifestyle