

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



ASSESSING MEDICAL TOUR SERVICE TOWARDS TOURIST BEHAVIORAL INTENTION IN PENANG

Nuraini Syakirah binti Shaharuddin and Siti Salwa Md Sawari

^{1,2} Department of Tourism, Kulliyah of Languages and Management, International Islamic University Malaysia, Johor, MALAYSIA.
(E-mail: nsakinah.fadzilb@gmail.com, ²salwa_sawari@iium.edu.my)

Abstract

Medical tourism received attention recently in global. Ongoing with the trends and interest in increasing the tourism development, medical tourism is marketed as a niche product that gives both medical services and tourism packages that related to the medical industry. The objective of this paper is to investigate medical tour service towards tourist behavioral intention in Penang. Through medical tourism, tourist can relief their anxiety and stress on their health problem because medical tour services consist of pleasure orientation. The study was carried out by conducting survey around 30 respondents who travel to get a medical tour service in Penang and the method used to analyse the level of tourist behavioural intention is by using SPSS. From the research, it is found that the medical factor which are affordability of price, medical quality, service swiftness is the most factor that influence tourist behavioral intention to visit Penang for the purpose of medical treatment.

Keywords: Medical Tourism, Tourist Behavior Intention, Tour Services, Treatment, Penang