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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



LOCAL STUDENT PERCEPTION TOWARDS FOREIGN STUDENT IN IIUM GOMBAK

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Abstract

Educational tourism become famous practices in worldwide as known as gaining knowledge while travelling somewhere. However, the cultural diversity happened in university campus can create positive and negative thoughts among local students because of different perception on multicultural environment. The aim of this study is to investigate the local students' perception towards foreign students either it shows positive or negatively inclined. Thus the findings of this study will be reference for next research in order to observe on the potential of IIUM Gombak to be one of the International Educational Tourism university soon. Specifically, this research concentrate on quantitative research design using a none probability sampling method. The research findings represent collected data from questionnaire that has been distribute to local students of IIUM Gombak using online platform. The result obtained on local students' perception towards foreign students from this study is based on 32 sample. Overall findings of this research shows local students had positive perception towards foreign students, however minor group of local student are not comfortable enough with the presence of foreign student because of their bad experiences in the past. The significant contribution of this study was to take ensure there are positive perception, interaction between local students towards foreign students to create successful and peaceful environment as potential education tourism university.

Keywords: Education tourism, Interaction, Attitude, Foreigner Student, Local Student