

PROGRAM BOOK

# 1ST RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

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STUDIO 4 KULLIYAH OF  
LANGUAGES & MANAGEMENT

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## COMMITTEE MEMBERS

# **A STUDY ON DETERMINATION OF SPORTS TOURISM PREFERENCES IN MALAYSIA**

Nur Syaqlra Husnina Mohd Noor and Mazni Saad

Department of Tourism, Kulliyyah of Languages and Management, International Islamic University Malaysia, Education Hub Pagoh, KM 1, Jalan Panchor, Pagoh, 84600 Muar, Johor, Malaysia.

(Email: qiraninaa@gmail.com)

## **Abstract**

Tourism industry is known as one of the largest contributors of national and globally revenues through sports events and tourism. The purpose of this research is to identify the most preferable type of sports tourism among Malaysian and to examine the factors of social, economic and environmental that influence sports visitors to travel in Malaysia. However, least of articles are exploring the specific type of sports activities that loved and participate by Malaysian. In response to this statement, this study wants to emphasize the preferable type of sports tourism among Malaysians based on their social, economic and environmental factors. This study used simple random sampling and an online survey form distributed among Malaysian. Based on SPSS analysis, 53 respondent response the survey showed the result that only environment factor gives significant impact toward preferences in sport tourism while social and economic factors are partially supported in this study.

**Keywords:** Sports Tourism, Social, Economic, Environmental