



Universiti Malaysia  
KELANTAN

*e-proceeding*

# HoTWeC 3.0

(3rd Hospitality, Tourism & Wellness Colloquium 2019)

*Nurturing Hospitality, Tourism & Wellness World*

Universiti Malaysia Kelantan  
2nd December 2019

VOLUME 2 | TOURISM

E-PROCEEDING

# **NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD**

*TOURISM CLUSTER*

**Editors:**

Velan Kunjuraman, Raja Norliana Raja Omar, Hazyati Hashim, Mazne Ibrahim  
& Normaizatul Akma Saidi

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No ISSN: 978-967-2229-34-6

Published by:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan,  
Kampus Kota, Pengkalan Chepa  
Karung Berkunci 36  
16100 Kota Bharu, Kelantan.

# ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on poster presentations from the 3<sup>rd</sup> Hospitality, Tourism & Wellness Colloquium 2019 (HoTWeC 3.0), held on December 2, 2019 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields with the theme was “Nurturing Hospitality, Tourism and Wellness World”. The conference was organised and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organising committee which comprised of the following:

Khairil Wahidin Awang, PhD  
Ghazali Ahmad, PhD  
Roslizawati Che Aziz, PhD  
Mohd Fadil Mohd Yusof, PhD  
Marlisa Abdul Rahim, PhD  
Nor Dalila Marican, PhD  
Derweanna Bah Simpong, PhD  
Normaizatul Akma Saidi, PhD  
Velan A/L Kunjuraman, PhD  
Siti Fatimah Ab Ghaffar, PhD  
Hasif Rafidee Hasbollah, PhD  
Nur Hafizah Muhammad, PhD  
Mazne Ibrahim  
Raja Norliana Raja Omar  
Hazzyati Hashim  
Nur Aliah Mansor  
Nurzehan Abu Bakar  
Nurul Fardila Abd Razak  
Mohd Hafzal Abdul Halim  
Nor Maizana Mat Nawi  
Nur Azimah Othman  
Fadhilahanim Aryani Abdullah

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

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## The Relationship Between Push Factor, Pull Factor, Tourist Perception and Tourist Motivation in Kuala Lumpur

**Kalashini A/P Perumalsamy, Nik Nor Amira Nik Omar, Nurdiana Shamiza Muhamed, Tuffatul Janah Darwis & Nurzeihan Binti Abu Bakar**

Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan  
Corresponding email: nurzeihan.ab@umk.edu.my

### ABSTRACT

Malaysia is the next theme park capital in ASEAN as the country is now home to more international-level theme parks. Unfortunately, the number of tourists who engage with theme parks in Malaysia has declined. The causes of this decline are due to lack of promotion and innovation from the industry itself. There is not enough joined-up thinking and planning implemented by the industry in order to sustain the demand for theme parks. Thus, this research aims to study the factors that influence tourist motivation to visit theme park in Kuala Lumpur. Push factor, pull factor and tourist perception are the independent variables for this study whilst tourist motivation to visit theme parks as the dependent variable. A total of 384 questionnaires have been distributed to people age 17 to 60 years old around theme parks in Kuala Lumpur. The respondents are selected by using simple random sampling. Reliability test and descriptive test will be applied to analyze the data collected using SPSS software. The study revealed that push factor, pull factor and tourist perception to visit theme parks has a positive relationship with tourist motivation. The authors hope that this study will benefit the players and those involved in the tourism industry such as community, tourism agency and also the government.

**Keywords:** Kuala Lumpur, Push factor, Pull factor, Tourist perception, Tourists motivation, Theme parks.

### INTRODUCTION

One of the biggest sectors in the world economy is the travel and tourism industry (World Travel & Tourism Council, 2018). Asia Pacific regions hold 30 percent of the world international tourism receipts. This region has received a total of 323 million tourist arrival and collected a total of US\$ 390 billion tourist receipts (UNWTO, 2018). These numbers are estimated to increase in the near future due to the development of international theme parks in Malaysia. According to the Star Online (2018), Malaysia will become the next theme park capital in ASEAN as the country is now home to more international-level theme parks. In 2020, There will be over 21 theme parks and water parks are expected to be operated which includes the world's first Twentieth Century Fox Studios and a Ubisoft video game indoor theme park. Among the famous theme park in Malaysia are Legoland Malaysia, Sunway Lagoon Theme Park, Lost World of Tambun, District 21, KidZania, Petrosains, Aquaria, Entopia, Angry Birds Activity Park, Thomas Town, Sanrio Hello Kitty Town and many more.

Although the number of theme parks is mushrooming in Malaysia. Yet, the number of visitors to theme parks start to decline to 19.2 per cent in half 2019 from 26.1 per cent in 2018, (Tourism Malaysia, 2019). The numbers of visitors are declining because Malaysian families are cutting back on their entertainment spending (BVA, 2019). The economic slowdown has pushed the Malaysian to reduce their spending (News Straits Times, 2018). Moreover, many tourists are choosy when it comes to budget when visiting a theme park. This can be supported by McClung (1991) when the authors stated that the cost is one of the factors for choosing a theme park as a travel destination.