



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS  
BRIGHT

FHPK, UMK

# **E-PROCEEDING HoTWeC 6.0**

**THE GAME ON 2022:  
THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,  
UNIVERSITI MALAYSIA KELANTAN**

**Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2022**

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan  
Kampung Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



## **Editors**

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

# Domestic Tourist Behaviour on Tourist Areas in Bandar Hilir, Malacca

Muhamad Shazwan Abdul Hamid, Nur Ernie Syuhada Mohd Zain, Nur Ezzatul Azreen Iskandar, Nur Faizah Abdul Halim & \*Suchi Hassan

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: [suchi.h@umk.edu.my](mailto:suchi.h@umk.edu.my)

---

## ABSTRACT

*Malacca is a state with the highest domestic tourism throughout the year. Domestic tourist behaviour will occur because of the high number of domestic tourists and its impact on the development of the state's tourism. These domestic leaders will show an action in which they make their behaviour one from their personal motivation and comfort. Tourist behaviour occurs due to their reaction to the atmosphere or travel activities they do have caused problems from various factors. Previous studies note that tourist behaviour gives a clear picture of tourist decision-making in their destination, products, services or brands. Therefore, this study examines factors that influence domestic tourist behaviour such as tourist space, tourist time, tourist movements, and tourist money expenditure in tourist areas in Bandar Hilir, Malacca. The study included 384 respondents and was conducted through social media platforms such as Instagram, Facebook, and WhatsApp. This study focuses on domestic tourists in all states in Malaysia who come to the downstream town of Malacca. A statistical package for Social Science (SPSS) was used to evaluate the data gathered. The results show that tourist space, tourist timing, tourist movements, and tourist expenses positively correlate with domestic tourism behaviours in the downstream town of Hilir, Malacca.*

*Keywords: Behaviour of Domestic Tourist, Culture and Heritage, Tourist Areas, Tourist*

---

## INTRODUCTION

Tourism is a major industry in many nations throughout the world, including Malaysia. The tourist industry has become Malaysia's second most important source of revenue. Similarly, because Malacca is known for its well-preserved culture and tradition, the tourism business in the state has an enormous potential. On July 7, 2008, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated Malacca as a World Heritage Site (WHS). Malacca's total tourist arrivals climbed to 13.7 million in 2012, and the state government is very enthusiastic about the numbers, estimating that they will reach 14 million by 2013. Tourist behaviour was studied in terms of their attitudes towards responsible tourism, environmental awareness, and tourist beliefs in local culture and its preservation in Malacca, a World Heritage City (WHC). Interest in and willingness to pay for responsible tourism, as well as holiday experiences at a heritage site, are among tourist behaviour studied (Teo et al., 2014).

According to Md Khairi et al., (2018), this is accomplished by combining non-spatial (socio-demographic and travel behaviour pattern) and spatial characteristics of tourist (space, time, and money). These qualities are the most important determinants of tourist consumption. Tourist consumption will, in turn, aid in a more comprehensive understanding of tourist behaviour. The incorporation of tourist behaviour through the merging of non-spatial and spatial factors can aid in destination space management and urban development. However, this study aims to analyse the factors that cause domestic tourist behaviour on tourist areas in Bandar Hilir, Malacca.

There are four objectives included in this study:

1. To examine the space factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.

2. To examine the time factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
3. To examine the tourist movement from the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
4. To examine the money expenditure factor that influences the behaviour of domestic tourists towards tourist areas in Bandar Hilir, Malacca.

## **Significance of the Study**

### ***Researchers***

The findings of this study will provide recommendations to the future researcher about domestic tourist behaviour in tourist areas in Bandar Hilir, Malacca. As a result, this will help the future researcher to get more information and data for their future research.

### ***Tourism Industry***

The data from this study provide the information for tourism industry on the behaviour of domestic tourists when they visit tourist areas. The findings will enhance their understanding regarding the behaviour of domestic tourist behaviour that can use to improve resource integration.

### ***Consumers***

This study provides information on how the domestic tourist behaviour improves tourist satisfaction and experience. It would help to have better knowledge about domestic tourist behaviour by doing so.

## **LITERATURE REVIEW**

### **Domestic Tourist Behaviour in Tourist Areas**

Domestic tourist has proven to be important for the sustainability of the country's tourism industry, and Malaysia is no exception. Domestic tourists are indispensable as it helps to raise the country's economy (Ghani N et al, 2021). Domestic tourists will be more knowledgeable about destinations, more familiar with the location, and more knowledgeable about what they are exploring. As a result of their new understanding, their goal image has become more complicated and nailed. Domestic tourists spend time travelling in their own country, so they will be satisfied or dissatisfied with their own assessment of the tourist places they visit. As a result, their goal image has become more complicated and nailed. Md Khairil N et al, (2019) stated that these two components, the use of tourism and tourist behaviour, are very important to know. The attitude and decision of a person in performing travel activities from one place to another by choosing a various types of transport such as cars, trains or aeroplanes are called travel behaviour for travellers.

### **Tourist Space**

Tourist space and time are very important when travelling because it will influence their behaviour. Spaces is the fundamental things that exist in our lives. Space for this study gives a strong influence on the behaviour of tourists, especially the space owned when tourists visit Bandar Hilir, Malacca. Other than that, the tourists need transportation to get to a destination to have their space while on vacation. Next, travel to a destination is very good if tourists travel solo. This is because they can have many spaces available just for them to enjoy a comfortable and peaceful trip. Tourists need technology to explore the outside world. They need smart technology such as phone and internet access to find and select the destinations they want to visit as well as subscribe to vacation packages without needing to go to travel agency (Alen, E., Losada, N., & De Carlos, P. 2017).

## **Tourist Time**

Xiaoting Huang, Minxuan Li, and Jingru Zhang (2020), stated that time is among the most important things in travel or vacation for every tourist who does tourism activities. Tourists who do any tourism-related activities are very concerned about space and time to fulfil their desires in doing tourism. Apart from that, the behaviour of tourists will be influenced by their desires in doing tourism. The behaviour of tourists will be influenced by their satisfaction and comfort in keeping the time to do any activities or things that involve themselves while travelling or having vacation.

The time spent by tourists has influenced tourist behaviour. Time management while conducting a tour vacation is very important, especially for tourists who want to come to the tourist destination of their choice. Therefore, the tourism industry needs to set the time and movement of tourists in a systematic and orderly manner. So that, the time taken to go to the tourist destination is not wasted and tourists can spend time for themselves while travelling by filling various tourist activities that make them feel satisfied and have fun while on vacation (Shoval et al., 2020).

## **Tourist Movement**

Chung et al., (2017) stated that tourist movement is a key factor in tourism and also represents very important information in terms of understanding the tourist behaviour and the role of specific tourist destinations. This is because the number of individual tourists who do not rely on travel agencies and make their own travel decisions instead is increasing, tourist movement patterns are becoming complicated. The interaction developed between the areas is used to depict human mobility. It's analogous to the context of tourism, when visitor movement is designed to visit a specific attraction.

This demonstrates the human urge to travel point of origin to point of goal for a variety of reasons. Xia, et al, (2017) stated that increased tourist visits result in increased tourist movements, which are caused by a shift in the region of origin to the tourist destination, as well as the incentive of visitors to travel. Tourist movement is a complicated process that may be modelled at a micro level as a continuous process with high resolution, such as centimetres, or at macro level as discrete processes with low resolution, such as kilometres between areas. In addition, tourist movements, are divided into three categories: single pattern, multiple patterns, and complex patterns.

## **Tourist Money Expenditure**

Tourist expenditure is a significant indicator of global tourism demand. The total consumer expenditure made by the tourists or on behalf of tourists during and during his or her journey and stay at a place is referred to as a tourist expenditure. Tourist expenditure, according to the World Tourism Organization, is referring to the entire expenditure made by tourists during their journey and stay at a destination (Md Khairi et al., 2018). Tourist expenditure is critically important because "tourism is an expenditure that influence on economic activity" and "tourism consumption is at the centre of economic tourism assessment and the backbone of tourism's economic consequences".

Moreover, the high tourist expenditure will give great impact on tourists like satisfaction and repeat visits in that particular tourist attraction area in future and other previous studies also mentioned that tourist expenditure has been studied, but it has yet to be used to understanding tourist behaviour.

## **Research Hypothesis**

The research hypotheses were made based on the several factors which are tourist space, tourist time, tourist movements, and tourist money expenditure to behaviour tourist domestic in tourist areas in Bandar Hilir, Malacca. There are four hypotheses that have been purposed in this study:

- H<sub>1</sub>:** There is a relationship between the space and domestic tourist behaviour in tourism areas.

- H<sub>2</sub>:** There is a relationship between the tourist time and domestic tourist behaviour in tourism areas.
- H<sub>3</sub>:** There is a relationship between the tourist movement and domestic tourist behaviour in tourism areas.
- H<sub>4</sub>:** There is a relationship between the money expenditure and domestic tourist behaviour in tourism areas.

**Research Framework**

Figure 1 below shows the research framework use for this study

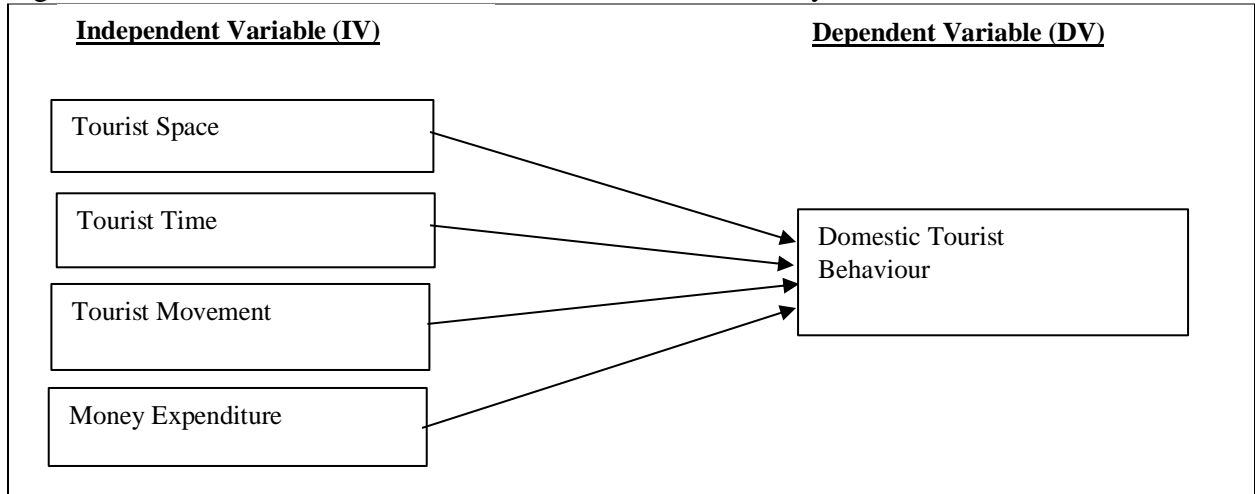


Figure 1: Research Framework

**METHODOLOGY**

**Research Design**

In this study, research design is the most important element because it helps researchers to obtain information about the study conducted. Researchers need to understand well about the study so that data collection and other work is easy and quick to implement. In this research design a quantitative method has been used which involves the respondents to answer the questionnaires through Google form about domestic tourist behaviour in the tourist area in Bandar Hilir, Malacca. Furthermore, the questionnaire was divided into in five sections, namely Section A, B, C, D and E. Section A asks general questions to respondents about demographics involving age, gender and so on. While Section B to E, the questions are based on dependent and independent variables.

**Data Collection**

In this part of data collection, the researcher needs to study and analyse the data obtained through the questionnaires that has been revealed by collecting all the data to be used as reference material during the data analysis process. Questionnaires through Google form were distributed through various types of social media such as WhatsApp, Telegram, Facebook and others to facilitate researchers to collect data and information easily and quickly.

**Sampling**

On sampling methodology, this section displays the process of collecting data and information through each person who has responded to the questionnaire. In this method, there are two sampling methods, namely probability and non-probability sampling. This method is used to obtain the quality of data and help in this study. Respondents who have answered the questionnaire will assist in the the data collection. Convenience sampling which is the type of non-probability sampling method was used in this study.

$$s = \frac{x^2 N p (1 - P)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n= sample size

N= population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### Data Analysis

Data analysis is also part of this study. Data analysis is a process of collecting and evaluating data systematically and easily. Researchers used analytical data to obtain the quality of data and information through distributed questionnaires. In this study, there are two ways to analyse the data, namely qualitative and quantitative. Researchers used quantitative methods to analyse and obtain quality data, organize data by category, position, or quantity. The researcher also used descriptive analysis, reliability analysis and Pearson Correlation Coefficient.

### FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

<b>Profile Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	172	44.6
Female	214	55.4
<b>Ethnicity</b>		
Malay	260	67.4
Chinese	22	5.7
Indian	22	3.7
Bumiputera Sarawak	18	4.7
Bumiputera Sabah	29	7.5
Others	35	9.1
<b>State</b>		
Perlis	20	5.2
Penang	25	6.5
Kedah	26	6.7
Kelantan	38	9.8
Terengganu	33	8.5
Pahang	21	5.4
Perak	49	12.7
Negeri Sembilan	24	6.2
Selangor	20	5.2
Malacca	25	6.5
Johor	21	5.4
Wilayah Persekutuan	20	5.2
Wilayah Sarawak	27	7.0
Wilayah Sabah	37	9.6
<b>Marital Status</b>		
Single	303	78.5
Married	83	21.5
<b>Occupation</b>		



Student	209	54.1
Private Sector	65	16.8
Government Sector	68	17.6
Others	44	11.4
<b>Income Level</b>		
Less than RM1000	62	16.1
RM1001-RM3000	97	25.1
RM3001-RM5000	61	15.1
RM5001-RM8000	10	2.6
RM800 and above	16	4.1
No Income	140	36.3

Based on Table 1, the female respondents answering the questions were 214 respondents (55.4%). The male respondents who answered the questions were 172 respondents (44.6%). Also, the main ethnicity that participates in the survey is Malay which is 260 respondents (67.4%), followed by 35 respondents (9.1%) from another ethnicity. Bumiputera Sabah that participated in this survey is 29 respondents (7.5%). 22 respondents (5.7%) are Chinese and 22 respondents (3.7%) are Indian. Lastly, 18 respondents (4.7%) are Bumiputera Sarawak. In addition, for the state profile, the highest number of respondents that participated in this survey are from Perak which is 49 respondents (12.7%), followed by respondents from Kelantan, with 38 respondents (9.8%). Next, Wilayah Sabah which is 37 respondents (9.6%), 33 respondents (8.5%) from Terengganu. Besides, Wilayah Sarawak is with 27 respondents (7.0%). Kedah which is 26 respondents (6.7%), 25 respondents (6.5%) are from Penang. While 21 respondents (5.4%) are from Pahang. Lastly 20 respondents (5.2%), are from Perlis and Wilayah Persekutuan respectively.

For the marital status, 303 respondents (78.5%) are single and 8 respondents (2.1%) are married. The survey also indicates the main occupation with the high respondent participation are student with 209 respondents (54.1%), followed by 68 respondents (17.6%) are employees from the government sector. 65 respondents (16.8%) are from the private sector. 44 respondents (11.4%) are from other occupations. Lastly, 140 respondents (36.3%) have no income. Next, the income RM1001-RM3000 are 97 respondents (25.1%), followed by 62 respondents (16.1%) that have income less than RM1000. Income RM3001-RM5000 are 61 respondents (15.1%), and income RM800 and above was 16 respondents (4.1%). Income RM5001-RM8000 have 10 respondents (4.1%).

### Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Tourist Space (IV)	I like to travel solo to Bandar Hilir, Malacca.	3.62	0.976
	I like to explore a tourist area in Bandar Hilir without using a tour guide.	3.92	0.801
	I will travel to an environmental tourist destination like flora and fauna.	3.94	0.861
	I like to appreciate a historic and unique tourist spot in Bandar Hilir.	4.10	0.694
	I do not like the tourist destination with many people.	3.44	1.018
	I prefer the tourist places that always take care of the privacy of their customers.	3.98	0.769

Tourist Time (IV)	I recommend spending my vacation time alone at Bandar Hilir, Malacca.	3.49	1.010
	I am very alert with the time of tourism operations so I can visit the tourist spot early.	3.89	0.837
	I do not like long queues to enter a tourist spot.	3.79	0.960
	I like to choose use a transportation to go to another tourist destination as I want to see the classic stores in Bandar Hilir.	3.92	0.779
	I like to plan the places I want to visit to save time.	3.91	0.859
	I like to plan my time when traveling to Bandar Hilir, Malacca.	4.00	0.747
Tourist Movement (IV)	I like to travel to Bandar Hilir, Malacca because I can make my own travel decisions.	3.86	0.885
	I like to go to tourist places because of the interactions developed in those areas.	4.10	0.701
	The tourist places that I visit is able to foster awareness of the elemental that influence tourist selection.	4.15	0.796
	My tourist places must be a place that has the characteristics of nature.	3.87	0.938
	I like to visit tourist places that many historical and cultural relics of Malacca.	3.98	0.759
	I enjoy the tourism area with murals similar to those found along the Malacca River.	4.05	0.735
	I like to plan the tourist places before I start tourism activities in Bandar Hilir, Malacca.	4.13	0.771
	I like to travel to Malacca using my own transportation.	4.02	0.837
	I like to go to places of tourism with available recreational activities such as waterfalls, bungee jumping and so on.	4.06	0.814
There is an incentive for visitors to travel from government is a factor I visit to Bandar Hilir, Malacca.	3.96	0.803	
Tourist Money Expenditure (IV)	The cost of expenditure to travel to Bandar Hilir, Malacca is not high.	3.88	0.812
	I like to spend money on playing activities visit to tourist attraction places.	4.03	0.716
	I like to spend money at souvenir shops at Jonker Walk, Bandar Malacca.	4.09	0.843
	I like to spend money while traveling to Bandar Hilir, Malacca.	4.02	0.721
	I will spend money for food, souvenirs, entrance and convenience.	3.94	0.797
	I like to spend money for luxury places and give comfort to myself.	3.77	0.867
	I prefer to spend money on goods and services that handed by original community.	4.05	0.798
	I prefer to spend money because I prefer to go to attractions tourist places only.	3.80	0.860
	I prefer to use my own transportation because it can save costs.	3.96	0.806

	I do not like to plan my spending when travelling to Bandar Hilir, Malacca.	3.61	1.014
Domestic Tourist Behaviour on Tourist Area (DV)	The first place I visited in Malacca was cultural heritage site at Bandar Hilir.	3.83	0.863
	While in Malacca I visited more cultural heritage site than other tourist sites.	3.99	0.721
	I'm just interested in taking pictures in tourist sites.	4.01	0.907
	I often visit cultural heritage sites while travelling.	4.07	0.692
	I would like to come to Bandar Hilir every year for travelling purpose.	3.75	0.818
	I always keep my discipline when entering the tourist spot in Bandar Hilir, Malacca.	4.12	0.688
	I visited more than 5 minutes in each travel destination.	4.11	0.814
	I like to talk to local residents in Bandar Hilir.	3.87	0.821
	I respect the culture and tradition of local residents in Bandar Hilir.	4.02	0.783
	I will feel the holidays experience when I go visit the tourist place of culture heritage.	4.08	0.694

In table 2 above, for tourist space variable, the question with the highest mean score is '*I like to appreciate a historic and unique tourist spot in Bandar Hilir*' with 4.10 (0.649), The question with the lowest mean score question is '*I do not like the tourist destination of many people*' with 3.44 (1.018). For tourist time variable, the question with the highest mean score is '*I like to plan my time when traveling to Bandar Hilir, Malacca*' with 4.00 (0.747), the question with the lowest mean score is '*I recommend spending my vacation time alone at Bandar Hilir, Malacca*' with 3.49 (1.010). For tourist movement variable, the question with the highest mean score is '*The tourist places that I visit be able to foster awareness of the elemental that influence tourist selection*' with 4.15 (0.796), The question with the lowest mean score is '*I like to travel to Bandar Hilir, Malacca because I can make my own travel decisions*' with 3.86 (0.885).

For tourist money expenditure variable, the question with the highest mean score is '*I like to spend money at souvenir shops at Jonker Walk, Bandar Malacca*' with 4.09 (0.843). The question with the lowest mean score is '*I like to spend money for luxury places and give comfort to myself*' is 3.61 (1.014). For domestic tourist behaviour variable, the question with the highest mean score is '*I always keep my discipline when entering the tourist spot in Bandar Hilir, Malacca*' with 4.12(0.688), followed by '*I visited more than 5 minutes in each travel destination*' with 4.11(0.814), The question with the lowest mean score is '*I will like to come to Bandar Hilir every year for travel purpose*' with 3.75(0.818).

### Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Scales	Cronbach's Alpha	N of Items
Tourist Space	0.806	<b>6</b>
Tourist Time	0.848	<b>6</b>
Tourist Movement	0.918	<b>10</b>
Tourist Money Expenditure	0.896	<b>10</b>
Domestic Tourist Behaviour on Tourist Area	0.905	<b>10</b>

Table 3 above shows the reliability of (a=0.918) was the highest Cronbach's alpha found on tourist movement. The reliability of medium level results of Cronbach's alpha was (a=0.896) which is tourist money expenditure indicates as good internal reliability. Other than that, the middle high results for Cronbach's alpha that is shown in this section is (a=0.848) on tourist

time. So, the lowest level results for Cronbach's alpha is ( $\alpha=0.806$ ) which is tourist space that can be an indication as a good internal reliability in this study. Therefore, all the questionnaires in tourist space are reliable and can be accepted. The reliability results for dependent variable which is domestic tourist behaviour on tourist areas is ( $\alpha=0.905$ ).

### Result of Pearson Correlation Analysis

Table 4 below shows the result of Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
<b>H<sub>1</sub></b> : There is a positive relationship between tourist space and domestic tourist behaviour in tourist area	0.627	H <sub>1</sub> is supported
<b>H<sub>2</sub></b> : There is a positive relationship between tourist time and domestic tourist behaviour in tourist area	0.525	H <sub>2</sub> is supported
<b>H<sub>3</sub></b> : There is a positive relationship between tourist movement and domestic tourist behaviour on tourist area	0.695	H <sub>3</sub> is supported
<b>H<sub>4</sub></b> : There is a positive relationship between tourist money expenditure and domestic tourist behaviour in tourist area	0.724	H <sub>4</sub> is supported

Hypothesis 1 (H1) proposed that tourist space has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist space shows the value of Pearson's correlation, which is  $r = 0.627$ ,  $p = 0.001$ .

Hypothesis 2(H2) also proposed that tourist time has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist time shows value of Pearson's correlation, which is  $r = 0.525$ ,  $p = 0.001$ .

Next, hypothesis 3 (H3) proposed that tourist movement has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist movement shows value of Pearson's correlation, which is  $r = 0.695$ ,  $p = 0.001$ .

Lastly, hypothesis 4 (H4) proposed that tourist money expenditure has a high positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist money expenditure shows value of Pearson's correlation, which is  $r = 0.724$ ,  $p = 0.001$ .

## DISCUSSION AND RECOMMENDATION

The discussion aims to solve the questions and address the hypotheses as mentioned in the first chapter of this study. In general, this study has researched domestic tourist behaviour in tourism areas in Bandar Hilir, Malacca. The big problem of this study is the respondents. In this study, not all the domestic tourists in Malaysia can be the respondents that wanted to answer questions or received questionnaire from the researchers. This is because some of the respondents have trouble to understand each question provided in the questionnaire even though the questionnaire is already provided in English and Malay language. Next, in this study, the researcher is only using online survey to distribute the questionnaire because of the Covid-19 pandemic facing by all people. So, it is impossible to collect the data face to face. Online survey method is the only method available for researchers to share all information and collect the data using social media like WhatsApp, Facebook, Telegram and Instagram. Other than that, by using online survey method, it will take more time for respondents to answer the questionnaire and this will make the process for collecting the data for this study delayed. Furthermore, the research scope

for this study is only focusing at tourist areas in Bandar Hilir, Malacca. So, the scope is limited to the domestic tourists who come to tourist areas in Bandar Hilir, Malacca.

Recommendations are arguably the most important part of the analysis phase. This study had challenges which is not all respondents of domestic tourists in Malaysia understand each question that are provided in the questionnaire. Although each question is provided in English and Malay language, some of them found it difficult to understand the meaning of each question and felt that answering this question is a waste of their time. Next, the researcher changed the method of obtaining data from a quantitative method to a qualitative method. Qualitative method is a research method where the researcher obtains the views of the respondents such as asking broad and general questions, collecting data in the form of text from the respondents. Next, the scope of respondents is the behaviour of domestic tourists who come travel to tourist areas in Bandar Hilir, Malacca because this study only focused on domestic tourists. This study can help other researchers in the future research. This is because future studies can contribute a better understanding and address the same research problem in different settings, context, location or culture.

## CONCLUSION

In conclusion, this study has been accomplished to discover the domestic tourist behaviour in tourist areas in Bandar Hilir, Malacca. Four independent variables, namely tourist space, tourist time, tourist movement and tourist money expenditure have been chosen to examine their relationships with the dependent variable which is domestic tourist behaviour on tourist areas in Bandar Hilir, Malacca. A total of 386 respondents from domestic tourists in all states of Malaysia have participated in investigating the behaviour of domestic tourists when coming to Bandar Hilir, Malacca. Overall, based on Pearson Correlation analysis, tourist space scored a value of 0.627, followed by tourist time with 0.525, tourist movement with 0.695, and tourist money expenditure with 0.724.

## REFERENCES

- Alen, E., Losada, N., & De Carlos, P. (2017). Understanding tourist behaviour of senior citizens: lifecycle theory, continuity theory and a generational approach. *Ageing & Society*, 37(7), 1338-1361.
- Bajpai, R., & Bajpai, S. (2014). Goodness of Measurement: Reliability and Validity. *International Journal of Medical Science and Public Health*, 3(2), 112.
- Bartosiewicz, B., & Pieleciak, I. (2019). Spatial patterns of travel behaviour in Poland. *Travel Behaviour and Society*, 15, 113–122.
- Beattie, J. M., & Schneider, I. E. (2018). Does service type influence satisfaction? A case study of Edinburgh Castle. *Tourism Management*, 67, 89–97.
- Chung, H., Chung, N., & Nam, Y. (2017). A Social Network Analysis of Tourist Movement Patterns in Blogs: Korean Backpackers in Europe. *Sustainability*, 9(12), 2251. <https://doi.org/10.3390/su9122251>
- Ghani, N., Nasir, M., Nor, Z., Yahya, R., Ramli, R., Muhammad, N., & Karim, F. (2021). Identifying Destination Attractiveness of Kuala Terengganu Perceived by Domestic Tourist. *International Journal of Asian Social Science*, 11(9), 399-408.
- Md Khairi, N. D., Ismail, H. N., & Syed Jaafar, S. M. R. (2018). Tourist behaviour through consumption in Malacca World Heritage Site. *Current Issues in Tourism*, 22(5), 582–600.
- Sullivan, G. M., & Artino, A. R. (2013). Analyzing and Interpreting Data from Likert-Type Scales. *Journal of Graduate Medical Education*, 5(4), 541–542
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management*, 58, 184–195.

- Shoval, N., Kahani, A., De Cantis, S., & Ferrante, M. (2020). Impact of incentives on tourist activity in space-time. *Annals of Tourism Research*, 80, 102846. <https://doi.org/10.1016/j.annals.2019.102846>
- Troy, C. (2020, April 15). Reliability and Validity in Research. *Research Prospect*. <https://www.researchprospect.com/reliability-and-validity/>
- Teo, C. B. C., Khan, N. R. M., & Rahim, F. Hj. A. (2014). Understanding Cultural Heritage Visitor Behavior: The Case of Malacca as World Heritage City. *Procedia - Social and Behavioral Sciences*, 130, 1–10. <https://doi.org/10.1016/j.sbspro.2014.04.001>
- Xiao-Ting, H., & Bi-Hu, W. (2012). Intra-attraction Tourist Spatial-Temporal Behaviour Patterns. *Tourism Geographies*, 14(4), 625–645.
- Xiaoting Huang, Minxuan Li, Jingru Zhang, Linlin Zhang, Haiping Zhang, Shem Yan (2020). *Journal of Destinations Marketing & Management* 15, 100411,