



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

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The Factors that Influence Tourism Demand in Malaysia

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ABSTRACT

The objective of this study is to analyse the correlation between the variables under consideration of quality of accommodation, uniqueness and service quality among tourist demand in Malaysia. It is discovered quality of accommodation, uniqueness and service quality were the major needs in tourism industry that effect tourist demand in Malaysia. The international tourist and local tourist subject matter at hand pertains to the act of being specifically singled out for a particular purpose or objective respondents and a total of 208 respondents were successfully responded through the online survey. The data that was gathered underwent analysis through the utilisation of the Statistical Package for Social Science (SPSS) version 26.0. Ladies and gentlemen, today we shall be discussing the SPSS Statistical software. This software is designed to cater to the entire statistical analysis process, from planning to data collection, analysis, and reporting. Its primary objective is to enhance decision-making and performance. In this study, the Pearson correlation coefficient was utilised to examine the correlation between the variables quality of accommodation, uniqueness and service quality towards tourist demand. The result shows a significance effect of quality of accommodation, uniqueness and service quality towards tourist demand. Through this study can understand, a tourism sector's reputation could be improved by improving its accommodations, uniqueness, and service quality. This would only lure more tourists to the same site.

Keywords: Tourism sector, tourist demand, accommodations, uniqueness, and service quality.

INTRODUCTION

Ladies and gentlemen, it is imperative to acknowledge that tourism plays a pivotal role in the economic growth and development of numerous nations across the globe. Ladies and gentlemen, it is my pleasure to discuss with you today the various benefits that tourism can bring to host cities. As per Yehia's research in 2019, tourism has been found to have a positive impact on a country's economy by increasing its revenue and creating numerous job opportunities. Additionally, it has been observed to enhance a nation's infrastructure and promote cultural exchange between its citizens and visitors from other countries. In recent decades, both international tourism and the importance of tourism to many nations' economies have grown. It is noteworthy that tourism has been incorporated into three of the seventeen universal goals. These goals include goal 8, which pertains to the attainment of decent employment and economic development, goal 12, which emphasises responsible consumption, and goal 14, which focuses on life below water. Good afternoon, class. Today, we will be discussing the work of Comerio and Strozzi in their 2018 publication. Tourism are often seen as the sector of the economy that will thrive in the years to come. It has been suggested by Chalupa that the worldwide phenomena of the present are an important carrier of globalization processes. The topic we are discussing here is the current global phenomenon (Pellešová, 2019).

Tourism promotes growth. It contributes 10% of global GDP and employment. Every other economic sector is tied to the industry. Its capacity to operate in several regions and provide entry level employment and beyond helps overcome development and income divides (Peng, 2019). The tourism industry has grown to become a significant global and national economic force. The industry has expanded rapidly and is now a force in promoting long-term, positive social and economic change across the world. Yet, tourism is a major contributor to environmental deterioration due to its impact on carbon dioxide emissions (GHG) (Wakimina et al., 2018). There are always plenty of difficulties for any given government in attempting to increase tourism. However, although numerous publications have verified that industry may aid in boosting tourism, very few studies have explored the function of both agricultural and manufacturing sectors in doing so, as was witnessed over the 2 previous decades. Second, there is a paucity of research linking political stability to tourist demand in the ASEAN area, even though this is the element with the greatest influence (Nguyen & Nguyen, 2020).

Malaysia's economy has seen tremendous development in the previous 10 years, notably in the domains of e-commerce and digital banking. E-commerce, in particular, has grown in importance. Digital technology has a significant impact on the running of economies due to its capacity to grow the size of firms, boost economic efficiency, improve user experiences, lower operational costs, and better manage financial risks (Mentek, 2022). Digital technology was critical in restoring economic stability during the Covid-19 pandemic. Accurately locating confirmed cases of the disease, moving many financial dealings online, and enabling local governments to provide vouchers for consumer purchases all contributed to this success. As a consequence of 5G and other technology advancements, as well as infrastructural upgrades, Malaysia's digital economy is expected to grow at a faster pace in the next few years, ushering in a higher number of major changes. To ensure that the program runs well, the authorities will need to handle some additional issues (Yipping. Et al., 2021).

This research highlights three criteria that influence tourist demand: quality of accommodation, uniqueness and service quality. Each variable has its explanation for how it might affect tourist demand. There are links between the tourist's selection and the tourist's desire to experience the product again. All of the elements in tourism have an essential part in influencing the number of tourists that visit the tourist site. If a tourist is happy with their experience in Malaysia, they would most likely return or suggest Malaysia to their friends and family members. Tourist satisfaction with Malaysia is critical since it will contribute to the growth of Malaysia's tourism business. Malaysia should understand what is on tourists' minds about Malaysia to meet their expectations and ensure that their perception matches what they will encounter. Thus, the purpose of this research is to look at the aspects that impact tourist demand in Malaysia, such as quality of accommodation, uniqueness and service quality. All of these characteristics will be examined to determine their link to tourist demand. The target of the study is the tourism demand in Malaysia. The focus of this research will be on the topic at hand quality of accommodation, uniqueness and service quality

The study was undertaken with the subsequent aims and objectives:

- a. To examine the relationship between the quality of accommodation and tourism demand in Malaysia.
- b. To investigate the relationship between uniqueness and tourism demand in Malaysia.
- c. To analyze the relationship between service quality and tourism demand in Malaysia.

SIGNIFICANT OF THE STUDY

The research study could offer details on how the quality of accommodations, uniqueness, and service quality can affect tourist demand to return to Malaysia.

In addition, this study will examine how to enhance Malaysia's image in order to attract more tourists, especially in the future. Due to the study's improvement of locals and tourists' knowledge of potential problems with the quality of accommodations, it will be beneficial to the country's tourism industry and cultural heritage.

Additionally, as this study will give the required details on the elements that influence a nation's uniqueness, it may be advantageous to both tourists and residents. This could alter tourists' perceptions of Malaysia and cause them to change their minds. This study can give future researchers a baseline understanding of the current state of tourist demand in Malaysia.

Researchers

The outcome of the investigation shall facilitate the assessment of the correlation among three variables by the researchers: quality of accommodation, uniqueness and service quality and tourist demand in Malaysia. The result will help researchers aspire to understand much about the factors that influence tourism demand in Malaysia.

Owners

This study will provide information about the individual's satisfaction with services. This study will evaluate a quality of accommodation, uniqueness and service quality to know the type of behavior that can be involved when using services. Get to know the behavior of customers and the decision making when an individual or group uses the services. Data gathered will help owners know what factor influent them when purchased a service.

Tourism demand

Today, we will be discussing the concept of tourism demand. As we delve into the topic of tourism, it is important to understand the concept of tourism demand. In essence, tourism demand refers to the desire and inclination of individuals to consume various travel-related products and services within a particular market or location, at a given time and for a specific cost. In essence, tourism demand refers to the desire for goods and services that are related to the tourism industry. As we delve into the realm of tourism, it becomes apparent that catering to the needs and wants of visitors and consumers alike is an integral aspect of the tourism demand. It is imperative to comprehend the intricacies of supply and demand within the purview of the business being scrutinised. As we delve into the intricacies of the tourism product, we come to realise that it is not a singular entity but rather a multifaceted amalgamation of numerous intangible services. This poses

an even greater challenge in the context of tourism. As we can see here, the authors Song et al. in 2019, Song and Li in 2008, and Wu et al. in 2017 have all contributed to this topic.

LITERATURE REVIEW

Antecedents of tourism demand

There are many variables or factors that contribute to tourist demand in the tourism sector. The first case study that have been chosen and examined was "The Impact of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention to Rural Tourism Destination in Sarawak: The Moderating Role of Local Communities' Attitude "by Chee Hua Chin, Fung-Yee Law, May-Chiun Lo, T.Ramayah. The measured variables in this case study are the activity appeal, a consideration of the influence of the accessibility and accommodation quality.

Quality of accommodation

The idea of accommodation was initially used by renowned psychologist J.M. Baldwin 2010. He claims that the phrase refers to learned adjustments in people's behaviour that aid in environment adaptation. "The word accommodation has been used to designate the changes people in groups make to relieve the weariness and stress of rivalry and conflict,(Lundberg 2009). Sociologists use the term "accommodation" to refer to how hostile people or groups adjust (Nimkoff & Ogburn 2009). Conflict naturally leads to accommodation: Conflicts allow for accommodation because they cannot always persist. When parties or individuals engaged in a dispute do not enjoy the conflict's current state, they sit down to try to resolve it. These settlements, whether transient or permanent, may be referred to as 12 "accommodation." Conflicts do not exist when the issue of finding accommodations does not exist. Both the "condition" and the "process" of accommodation are universal. Conflicts are necessary since antagonistic elements make up human civilization. Accommodation becomes necessary since no community can exist in a condition of constant strife. As a result, accommodations can be found throughout all societies and sectors of social life. The process of accommodation is not limited to any one stage of a person's life. It is not constrained by any specific social circumstance either. On the other hand, one must learn to adjust to different conditions throughout life. Additionally, if and when conflicts arise, accommodation would follow sooner or later. The groupings that make up society must make accommodations for one another as well as for the individuals who belong to them. As a first step toward assimilation, it might act to lessen tension between individuals or groups. As in a treaty between nations or labour management pact, it may serve to temporarily put off outright conflict. It might make it possible for groups with pronounced sociopsychological gaps to get along.

Uniqueness

A person or object is said to be unique when it differs from everything else in comparison, or when it is noteworthy or exceptional. When used in reference to people, it frequently refers to a person's personality or certain aspects of it, indicating that they differ from the personality traits that are typical in their culture (Tayob,Abdulkador,2004).When the word "uniqueness" is used to

describe something, it's frequently in the context of a product (Strack, Stephen, 2006). The term is then used to promote or sell the product in an effort to set it apart from similar items in the same category (Baumol, William, 2008). The idea of American exceptionalism is based on the West's distinctiveness, especially its clearly defined secularism (Headley & John 2012).

Service quality

This notion of service excellence is founded on the expectancy-disconfirmation paradigm, which serves as the foundation for the framework. (Balakrishnan & Barry, 2007). A company that offers good service quality will continue to be economically competitive while meeting or exceeding customer expectations (Kenzelman 2008). As per empirical studies conducted by Parasuraman in 2008, it has been observed that there exists a correlation between enhanced service quality and increased profitability as well as long-term economic competitiveness. It is imperative to measure customer satisfaction and other performance outcomes in order to enhance operational procedures. By doing so, problems can be identified promptly and systematically, and service performance measurements can be established that are both valid and trustworthy. Ultimately, this leads to improved operational processes. (Oliver Joseph Brady, 2000). As a result of the intangible character of services and the fact that they are sometimes subjectively experienced, experts have historically regarded service quality as being particularly challenging to define and quantify (Barry 1985). The so-called Nordic School made one of the early attempts to address the idea of service quality. According to this method, there are only two fundamental dimensions for service quality (Oliver 2011).

Relationship between the quality of accommodation, uniqueness, service quality and tourism demand in Malaysia

Relationship between the quality of accommodation and tourism demand in Malaysia.

According to Chin et al., (2018), persons who evaluated a favorable level of accommodation quality would have more intent and be more satisfied with their conduct. It is now well-accepted that high-quality lodging is a crucial factor in boosting vacationers' happiness Shonk (2018).

Now, in the realm of tourism, the term "accommodation" encompasses a variety of premises, including but not limited to hotels and motels within urban areas. Conversely, in the context of rural tourism, accommodation may take the form of village stays or homestays. Among the most common options for visitors to rural tourist hotspots is a homestay Chin et al.(2018). According to the findings of previous research, the physical aspects do play a role in determining the quality of the accommodations in rural areas. In particular, the state of the facility, the furnishings, and the cuisine all play a role in determining the quality of the accommodations (Deshmukh) 2018. They will be more likely to visit Malaysia in the future if they have a positive experience with the service and quality of their accommodations, which can both meet the requirements of foreign visitors and keep them coming back.

When tourists from other countries go to Malaysia, the quality of their accommodations and the level of service they get are two of the most significant factors for them to consider. Therefore, the level of service provided by accommodation is taken into consideration to be a significant component that influences the level of satisfaction experienced by tourists. As tourists want to

guarantee that the quality of accommodation meets their expectations before traveling, it is critical that the host country's accommodation meets tourism demands (Deng et al, 2019).

Relationship between the uniqueness and tourism demand in Malaysia.

According to Karagoz et al. (2020), the individual's reliance on uniqueness is typically a psychological structure that examines the individual's reliance on uniqueness due to a personality attribute. When a person exhibits the need to seek items or services that exhibit distinction and achievement, uniqueness is required. The advertising firm will be asked to provide a variety of stunning, soothing, and aesthetically pleasing photographs. People nowadays often have preconceived notions of what they will see at a tourist attraction or trip (Hikmah et al., 2018).

Furthermore, Thai tourists who have a positive experience in Malaysia or who are drawn to the country by its distinctive tourism offerings will tell their friends and family back home about their travels. As a result, boosting the marketing of Malaysia's tourism is simultaneous with spreading knowledge about Malaysia's tourism to attract prospective Thai tourists. Promotion of Malaysian tourism at the right moment and with the right amount of information will attract Thai tourists and allay their fears about the country's security (Thien et al., 2018).

Malaysia cares about its multicultural community. Before Merdeka, numerous races lived in Malaysia. Malaysians are Malay, Chinese, and Indian, but there are also Iban, Dayak, and Kadazan. Everyone lives peacefully. Malaysians accept each other's culture and religion as evidence. Hari Raya, Chinese New Year, and Deepavali are also celebrated. Malaysia is distinct and powerful because all races stand together (Sutra, 2019).

Relationship between service quality and tourism demand in Malaysia.

When used in the field of tourism research, the term "destination service quality" refers to the degree of service performance achieved at each characteristic (Chen & Chen, 2019). In this age of increased competition in destination management, service quality has become critical. Tourist sites are more likely to attract both first-time and repeat tourists if they provide high-quality services. Tourists who had a positive experience are more inclined to tell their friends and family about it. This generates both recurring business and the possibility of new business Vassiliadis et al. (2018).

One of the most significant benefits that can be acquired via the efficient delivery of highquality tourist services and unforgettable experiences at a tourism destination is loyalty to the area. This may be accomplished in a number of ways Akroush et al. (2018). According to (Khan et al.,2013), vacation spots that provide higher-quality services are more likely to entice visitors and fulfill their expectations once they get there. In addition, a number of studies (Silvestri et al., 2017) amongst others, have revealed that the quality of the service provided is an important factor in determining the level of satisfaction experienced by tourists.

Research Hypothesis

A hypothesis must be testable and realistic, taking current knowledge and methodologies into account. Furthermore, a hypothesis is a forecast or explanation of a link between two variables. It suggests that an independent variable and a dependent variable have a systematic connection. As a result, the research suggests:

Taking into account the aforementioned factors, the following research hypotheses are developed:

H1: Quality of accommodation has a positive relationship with tourist demand.

H2: Uniqueness has a positive relationship with tourist demand.

H3: Service quality has a positive relationship with tourist demand.

Conceptual Framework

The suggested structural equation model of tourist demand intention is shown in Figure 1. The model reveals a direct causal-effect relationship between the variables that affect tourism demand in Malaysia. Previous research, including that done by Nagi Medai, Naoyuki Okamoto, Yu Ogasawara, and Katsuya Hihara (2022), supports this association. (In this study, three variables will be analyzed. Based on prior studies, quality of accommodation, uniqueness and service quality will expect to have relationships with tourism demand. The relationship of the variables shows in Figure 1.

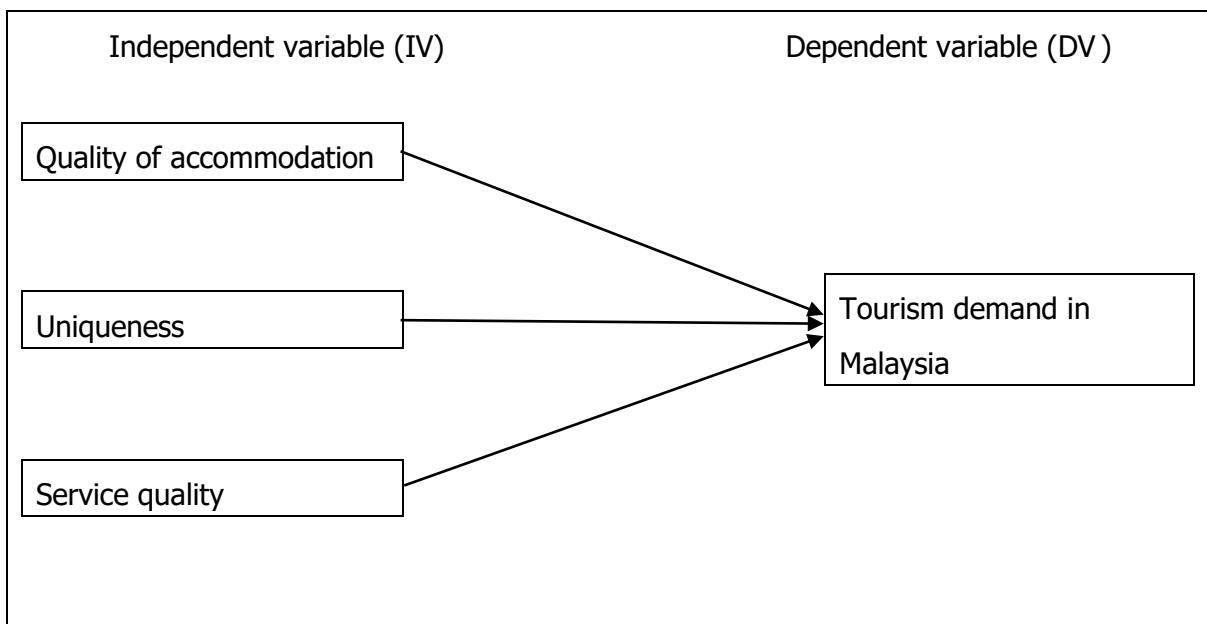


Figure 1 : Conceptual Framework of Quality of Accommodation, Uniqueness and Service Quality towards the Tourist Demand

METHODOLOGY

Research Design

Research design is also important in determining a method to conduct research (Nusaibah, 2019). According to Willey, (2020) research is also an action plan in the collection, measurement and analysis of data that is implemented empirically in a research. The design of the study will be adapted as a maximum control over the factors that are problematic about the findings of the study. (Burns & Grove, 2002). Boris F.Blumberg's statement, (2011) stated that the plan in forming the answer to make the research design. Research design can also be categorized as research purpose, exploratory testing, descriptive or hypothesis (sekaran & bougie, 2010). According to Maxwell, (2005) states that the study design will also affect the research questions and research objectives. The research design also has a good measurement method in determining the research objectives, research questions and hypotheses.

Target population

As we delve into the realm of research, it is imperative that we establish a clear understanding of the term "population". In essence, population refers to the entirety of individuals, occurrences, or entities that are of relevance to the researcher's inquiry and warrant investigation (Sekaran and Bougie 2009). Population refers to the total number of people from whom samples will be drawn. The population is also the entire subject of the study while the sample is a part of the population. This study will focus on international tourists in Malaysia where the target population is 131.7 million (Domestic Tourism, 2020).

Sample Size

According to Boris F.Blumberg et al., (2011) stated that sample size is the total population that has been summarized into a small sample. The number of respondents selected to be a small population according to regulations (Sekaran and Bougie, 2009). The sample of this study consists of requests from overseas tourists who come to Malaysia. The minimum sample size of this study is 384 foreign tourists from various countries. Therefore, the total number of respondents of 384 tourists will be selected based on Krejcie & Morgan's table (Krejcie & Morgan 1970) as shown below.

S = sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size) d = the degree of accuracy expressed as a proportion (0.5)

$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + (x^2 P(1 - P))}$

$$S = 3.841(205400000)(0.5)(1 - 0.5) / (0.05)^2(205400000 - 1) + 3.841(0.5)((1 - 0.5))$$

$$S = 1972353500 / 5135000.958$$

$$S = 384.099$$

$$S = 384$$

It is important to note that the sample size for the population is precisely 384. However, it is worth mentioning that the data collected from respondents through the questionnaire return was based on a sample size of 204.

Data Collection

A collection of information called data may include words, numbers, measurements, observations, or merely descriptions of various objects. The information obtained from the data can be used to achieve various goals whether it's individual, group, company and so on.

Primary data is information regarding the factors affecting the study topic that has been gathered by researchers themselves or under their direction and supervision. Original, genuine, trustworthy, objective, legitimate, and most crucially unpublished, this data should be acquired by researchers themselves or under their supervision and assistance. (Ganesha & Aithal, 2022)

In this study, our group decided to use primary data as a source of data collection. The primary data we will use is through questionnaires and the questionnaire will be distributed online survey or in any other way to reach the respondents to get primary data.

A questionnaire is a tool consisting of a series of questions or items designed to collect data from respondents regarding their attitudes, experiences, or opinions. Questionnaires are a viable tool for gathering either quantitative or qualitative data. This study has decided to use close ended questions.

The purpose of this analysis will be displayed on the front page of the form that will be distributed to respondents. This is because it aims to tell the respondents the purpose of why this study was conducted so that they can provide more accurate information based on the correct perspective.

Sampling

Data collection should have a systematic process in providing good data based on questionnaires provided by the researcher. Data collection also has good knowledge from various aspects (Sekaran & Bougie, 2009). According to Kumar (2011) data collection can also go through the process of testing hypotheses according to certain phenomena. This study has evaluated three hypotheses based on the dependent and independent variables outlined in the preceding chapter.

Data collection methods need to have original sources in testing hypotheses. A good researcher will also develop a strong reputation to ensure that research methods can be organized according to logic and basis (Olsen, 2011). According to Al Mansor, (2012) he stated that the data collection method has been divided into two approaches namely quantitative approach and

qualitative approach. Quantitative approach is research that addresses the objective of the study through empirical assessors involving measurement and numerical analysis (Boris F.Blumberg et al., 2011). According to (Merrigan & Huston, 2004) the qualitative approach is an approach that does not involve the form of numbers or statistics. Usually, this data collection involves interviews or conversations. The questionnaire also has closed questions for non-involved respondents. This approach can also be measured by mathematical methods (Robert B.burn, 2008). For example, correlation, regression, chisquare, mode, median and mean approaches.

Quantitative analysis and non-probability sampling techniques will be used in this investigation. Instead of testing a hypothesis based on a small number of large populations, these analyses seek to better understand a community (McCombes, 2021). In this analysis, the nonprobability sampling methodology was selected as the best sample strategy. Convenience sampling will be used in this investigation.

Convenience sampling will aid in data collection for researchers. It is the most widely used sampling procedure since it is so quick, easy, and economical (Fleetwood, 2020). This methodology was chosen for this inquiry due to the benefits and practicality of using various sampling approaches in situations when there are large populations.

Research Instrument

A Research Instrument is a tool used to collect, measure, and analyse data related to your research interests. The Research Instrument is usually determined by researchers and is tied to the study methodology.

Table 1: Measurement items

Measurements	Number of items in the questionnaires	Scales used	Author
Section A: Demographic information	4	1-10	
(Dependent Variables) Section B: Factors influences tourism demand	5	1-10	Seyidov and Adomaitienė (2016)
(Independent Variables) Section C: quality of accommodation	5	1-10	Kamata and Misui (2015)
(Independent Variables) Section D: Uniqueness	5	1-10	Jafari (2000)
(Independent Variables) Section F: Service Quality	5	1-10	(Seo, Moon, & Lee, 2015)

Total	24		
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DATA ANALYSIS

Researcher will use the use the programmed Statistical Programmers for Social Science (SPSS) version 27 to examine the primary data. SPSS is a program-based data processing and analysis window that allows you to create tables and pie charts. Computers aided researchers in lowering the effort required to determine information and making quantitative analysis easily and quickly. The researcher uses descriptive statistics, reliability statistics, Pearson's correlation, and regression to evaluate quantitative data.

FINDINGS

• Demographic Profile of Respondent

Table 2: Demographic Profile of Sample

CHARACTERISTIC		FREQUENCY	PERCENTAGE (%)
Gender	Male	105	50.5%
	Female	103	49.5%
Age	20 years old and below	19	9.1%
	21 - 30 years old	109	52.4%
	31 - 40 years old	40	19.2%
	41 - 50 years old	33	15.9%
	50 years old and above	7	3.4%
Race	Malay	151	72.6%
	Chinese	15	7.2%
	Indian	42	20.2%
Religion	Islam	152	73.1%
	Buddha	14	6.7%

Hindu	38	18.3%
Christian	4	1.9%

The respondent profile is summarized in Table 2. The total number of respondents for male was 105 respondents while the total of female is 103 respondents. The highest percentage of respondents was respondents in range of age 21-30 years old (52.4%), the second highest is age range 31-40 years old (19.2%). The third one is age range 41-50 years old (19.2%) and the fourth one is age range 20 years old and below and the least total respondents is age range of 50 years old and above.

Besides, there were 208 respondents which consist of Malay with 151 respondents (72.6%), followed by Indian with 42 respondents (20.2%) and lastly Chinese with 15 respondents (7.2%). Meanwhile the highest total number of respondents based on religion is Islam with 152 respondents (73.1%). The second one is Hindu with the total of 38 respondents (18.3%).

RELIABILITY TEST

A reliability test is a method used to evaluate the stability and performance of a system over a specific period and under different testing conditions. It is a crucial tool for assessing the overall reliability of a system. Prior to its distribution through an online survey, a pilot test was administered to a cohort of 30 individuals. The subsequent sample size for the survey was 208 participants.

Table 3: Results of Reliability Test

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Quality of Accommodation	5	0.960	Excellent
Service Quality	5	0.963	Excellent
Uniqueness of Destination	5	0.958	Excellent

Tourism Demand	5	0.919	Excellent
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Cronbach's Alpha Coefficient values for the independent and dependent variables in this study are shown in Table 3. Based on the table above, it can be concluded that all the variables were more than 0.9. Consequently, the presented variable is reliable and may be accepted in this study. For dependent variable which is Tourism Demand was measured using five questions, and the Cronbach's Alpha result for this question section was 0.919 which was excellent. As a result, the coefficients derived for the Tourism demand variable were reliable.

Besides that, for independent variable which is Quality of Accommodation, there were five questions in assessing the quality of accommodation variable that affected tourism demand in Malaysia and the result was 0.960 which was excellent. As a result, the coefficients produced for the reliability variable questions were reliable.

Furthermore, there were five questions utilized to measure the service quality that affected tourism demand in Malaysia and the outcome of the result is 0.963 which was excellent. As a result, the coefficients for the safety variables were reliable.

Last but not least, there were five questions utilizes to measure the uniqueness of destination that affected tourism demand in Malaysia and the outcome of the result is 0.958 which was excellent. As a result, the coefficients for the safety variables were reliable.

DESCRIPTIVE ANALYSIS

The present study has conducted an analysis of the mean and standard deviation values pertaining to sections B, C, D, and E of the questionnaire.

Table 4: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Quality of Accommodation	208	8.86	0.961
Service Quality	208	9.024	0.958
Uniqueness of Destination	208	8.826	0.963
Tourism Demand	208	8.95	0.958

Table 4 shows the dependent variable and independent variable, the mean and standard deviation analysis. The independent variable is Quality of Accommodation, Service Quality and Uniqueness of Destination while the dependent variable is Tourism Demand in Malaysia. The highest mean value was Service Quality which is 9.024 where respondent agreed more on this factor. Meanwhile, the lowest mean is Uniqueness of Destination, which shows that the respondents agreed lower for that variable. The data set with the standard deviation of more than 0.9 out of 208 respondents who's more dispensing values.

PEARSON CORRELATION

One of the most important analyses that examined the linear relationship between the two variables was Pearson's correlation analysis. The goal of this study was to see if there were any relationship between the independent variables (quality of accommodation, service quality and uniqueness of destination) and the dependent variable (tourism demand in Malaysia). If the relationship is substantial, the researcher must determine what degree association strength is acceptable

Hypothesis 1

H1: There is relationship between Quality of Accommodation and Tourism Demand in Malaysia

Table 5: Correlation coefficient for Quality of Accommodation and Tourism Demand in Malaysia

		Tourism Demand	Quality of Accommodation
Tourism Demand		.820	1
	Pearson Correlation		
	Sig. (2-tailed)	.000	
	N	208	208
Quality of Accommodation		1	.820
	Pearson Correlation		
	Sig. (2-tailed)		.000

Table 5 shows the Pearson correlation coefficient, the significant value, and the total number of respondent (208). The p-value was 0.000, which was less than 0.01 level of significance. The Quality of Accommodation component and Tourism Demand exhibited a high positive link with a correlation value of 0.820.

Hypothesis 2

H2: There is relationship between Service Quality and Tourism Demand in Malaysia

Table 5: Correlation coefficient for Service Quality and Tourism Demand in Malaysia

	Tourism Demand	Service Quality
Tourism Demand	1	.794
Pearson Correlation		
Sig. (2-tailed)		.000
N	208	208
Service Quality	.794	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	208	208

Table 5 shows the Pearson correlation coefficient, the significant value, and the total number of respondent (208). The p-value was 0.000, which was less than 0.01 level of significance. The Service Quality component and Tourism Demand exhibited a high positive link with a correlation value of 0.794.

Hypothesis 3

H3: There is relationship between Uniqueness of Destination and Tourism Demand in Malaysia

Table 5: Correlation coefficient for Uniqueness of Destination and Tourism Demand in Malaysia

	Tourism Demand	Uniqueness of Destination
Tourism Demand	1	.781
	Pearson Correlation	
	Sig. (2-tailed)	.000
	N	208
Uniqueness of Destination	.781	1
	Pearson Correlation	
	Sig. (2-tailed)	.000
	N	208

Table 5 shows the Pearson correlation coefficient, the significant value, and the total number of respondent (208). The p-value was 0.000, which was less than 0.01 level of significance. The Uniqueness of Destination component and Tourism Demand exhibited a high positive link with a correlation value of 0.781

DISCUSSION AND RECCOMENDATION

The study analyzing the relationship between Quality of Accommodation factors, Service Quality factors and Uniqueness of Destination factor and Tourism Demand in Malaysia. The purpose of this study is to determine the relationship between Quality of Accommodation factors, Service Quality factors and Uniqueness of Destination factor and Tourism Demand in Malaysia

This study suggest that more research need to be conducted on tourists especially foreigner that has traveled in Malaysia. This because this research was limited to Malaysian visitors, which cause to unable to draw further conclusions. The result of this study may differ if its open to international visitors in Malaysia and it will surely could fill out the answers of important questions in surveys.

In addition, the current study is focusing limited to only three characteristics that influence Tourism Demand in Malaysia and potentially ignoring another crucial factor. Future researcher should

consider including additional variables such as economic factored to generate new findings in their research.

Furthermore, the current study also only limited to 384 respondents according the ratio of Krejcie and Morgan (1970) table. Higher sample sizes might be useful to applied to analyzed millions of local tourists to improve the validity and reliability of research data.

Finally, Future researcher could consider using interview methods or open-ended questions. This is because it may provide more specific answer to collect data than online scaling questionnaire. Interviews can yield a high respond rate and enable to clarify any ambiguities. This method could produce more accurate results.

CONCLUSION

In conclusion, these three factors must be addressed together to attract and increase the tourism demand in Malaysia, with more quality services, facilities and marketing strategies. One of method that could boost Tourism Demand in Malaysia is the government should focus more on providing quality services to local tourist, modify or create tourist attraction while following Sustainable Development Goal (SGD) because tourist love uniqueness and something different to experience. The result of this study will aid researcher in better understanding tourism demand in Malaysia. Future research should also consider doing research on well balance population and note solely focus only one group. Last but not least, larger sample size also helps to acquire more precise and accurate findings on this research. Researcher also should consider more variables that may affect more tourism demand in Malaysia.

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