

**STUDY ON THE SELECTION CRITERIA FOR CHOOSING DOMESTIC
PACKAGE TOURS IN MALAYSIA**

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PACKAGE TOURS IN MALAYSIA**

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ABSTRAK

Kajian ini bertujuan untuk mengenalpasti kriteria-kriteria penting yang mempengaruhi pelancong memilih pakej pelancongan domestik di Malaysia. Sejumlah 21 kriteria telah dikenalpasti, dimana ianya telah mengambil contoh dari sebuah kajian yang hampir sama di Hong Kong yang telah dilakukan oleh Chak-Keung Simon Wong dan Wai Yan pada tahun 2003. Daripada kajian ini, telah didapati bahawa harga merupakan kriteria yang paling penting mempengaruhi pelancong di Malaysia untuk membeli pakej pelancongan domestik, diikuti pula dengan kriteria-kriteria lain seperti keselamatan, kualiti servis yang ditawarkan oleh agensi pelancongan, pemandu pelancong yang berkualiti dan berpengalaman, pengangkutan yang selesa and makanan yang disediakan semasa lawatan. Ini menunjukkan bahawa pelancong tempatan sangat mementingkan harga pakej pelancongan bila merancang untuk melancong. Pelancong Malaysia juga amat mengambil berat tentang kualiti servis yang diberi oleh agensi pelancongan terutamanya servis daripada pemandu pelancong dan juga pengurus lawatan sepanjang perjalanan lawatan. Pelancong domestik juga amat suka sekiranya perjalanan tersebut menggunakan pengangkutan yang selesa dan bagi yang muslim akan memilih makanan halal. Untuk menjadikan pakej pelancongan lebih menarik dan mampu bersaing, beberapa cadangan telah dicadangkan untuk agensi pelancongan termasuk dari segi harga dan keselamatan lawatan, latihan untuk pemandu pelancong, itinerari dan servis perkhidmatan pelanggan.

ABSTRACT

This study was designed to identify important selection factors for domestic package tours in Malaysia. A total of 21 selection criteria were identified in this study, which is applied from a similar but outbound research in Hong Kong done by Chak-Keung Simon Wong and Wai Yan, 2003. From the study, it shows that price is the most important criteria for Malaysian in choosing their domestic package tour, followed by the safety of the tour, service quality offered by the travel agency, escorts, tour guides quality and experience, comfortable transportation and meals provided. All of these criteria were viewed as important with mean score greater than 4. This conclude that Malaysian people are very particular about the price of the tour package when they planning to travel. Malaysian also would consider on the service quality provided the travel agency which will of course goes to the experienced tour guide and tour leader or manager during the tour. As we know, Malaysian is very keen in having a comfort journey which will reflect to the comfortable transportation provided and also meals during the tour especially muslim which will prefer halal food. Recommendations for travel agencies, included price and safety of tour, training for escorts and tour-guides, itinerary and customer care services, will, it is argued, enhance the attractiveness of package tours and their competitiveness.