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Dean
Research and Innovation
College of Law, Government and International Studies
University Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
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Aliyu Bukola Biodun
ABSTRAK


KataKunci: Jangkaan Pelancong, Kualiti Kepuasan, Nigerian, Tanggapan.
ABSTRACT

Tourism is currently recognized as the second largest income generating industry in the global economy, particularly as a driver for economic development and poverty reduction. The primary objective of this research is to empirically validate reasons for the continuous increase of Nigerians in Malaysia despite their negative image by testing the relationship between Nigerian tourist’s expectation, actual experience and satisfaction with Malaysian tourism products. A theoretical framework was developed based on literature review, to test the above relationship. Importantly, tourist’s expectation and the perceived quality were considered as critical antecedents to Nigerian tourist’s satisfaction. In this quantitative study, a survey of 108 Nigerian students in Malaysia was analysed through SPSS, constituting an overall 43% response rate. The research findings indicated that the four hypothesized relationships were supported: tourist expectation is positively related to satisfaction and perceived quality, while perceived quality is also positively related to tourists satisfaction. The findings also indicated that perceived quality mediates the relationships between Nigerian tourists’ expectation and satisfaction with Malaysian products. Key benefits for practitioners and academics were discussed under the theoretical and practical implications, for example, availing tourism manager the practical implications by establishing the tourist’s expectations before designing their service standards. Moreover, it is of benefit to the academic by establishing the theoretical linkages that exist between Nigerian tourist’s expectation, perceived quality and satisfaction with the tourism products. Researcher finally recommends that future researchers should explore new variables that can influence tourist’s satisfaction.

Keywords: Nigerian; perceived quality; satisfaction; tourist’s expectation
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<tr>
<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
</tr>
<tr>
<td>MOTM</td>
<td>Ministry of Tourism Malaysia</td>
</tr>
<tr>
<td>MOHE</td>
<td>Ministry of Higher Education Malaysia</td>
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CHAPTER ONE

INTRODUCTION

1.1 Background

With rapid developments in the tourism industry, both the governments and private entrepreneurs have started to maximize the opportunities of attracting tourists to their countries. Trying to define the term tourism can be difficult. World Tourism Organization defines tourism as any form of activities that involves people leaving their homes to travel and stay in other places that are outside their environments within one year for business, leisure, education learning or other purposes (UNWTO, 2008). These domestic and international travels have shown tourism as a dynamic and unique industry that its competitiveness strategically requires the ability of destinations to constantly adapt to the customers' ever-changing needs and demands (Alegre and Cladera, 2006). The market mandates that customer satisfaction should primarily be the focus for tourism service providers (Mishra and Panda, 2001).

Mishra and Panda (2001) divides tourism industry into five main sectors: food and beverage, accommodation, service, entertainment and recreation, travel service and transportation. Similarly, the Canadian Tourism Human Resource Council divides tourism industry into eight different sectors or areas: adventure tourism and recreation, accommodation, conference and event, attraction, food and beverage, tourism service, travel trade and transportation. These classifications capture the diversity of these sectors and thus, show that the potentials in the tourism industry are virtually unlimited. They also go further to explain that
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References


Publications from the Thesis


