

PROGRAM BOOK

1ST RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

DEC 17, 2019

STUDIO 4 KULLIYAH OF
LANGUAGES & MANAGEMENT

ORGANISED BY
DEPARTMENT OF TOURISM
KULLIYAH OF LANGUAGES & MANAGEMENT
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, PAGOH EDU HUB

CONTENTS

COMMITTEE MEMBERS	2
Tentative Program	3
1 BRAND EXPERIENCE AND BRAND TRUST: AN IMPACT TOWARDS CUSTOMER BRAND LOYALTY IN THEME PARK SERVICE INDUSTRY	5
2 ACCEPTANCE OF NON-MUSLIMS TOWARDS MUSLIMS FRIENDLY TRAVEL	6
3 THE EFFECT OF HUMAN RESOURCE PRACTICES TOWARDS BUSINESS PERFORMANCE IN TRANSPORTATION COMPANIES IN MALAYSIA.....	7
4 THE EFFECTIVENESS OF TRAVEL BLOGS ON CONSUMERS' TRAVEL PLANNING	8
5 FACTORS THAT INFLUENCE TOURIST VISIT INTENTION TO MUSEUMS IN MALACCA..	9
6 EXPLORING GOPENG, PERAKAS ADVENTURE TOURISM DESTINATION FROM TOURIST PERSPECTIVES	10
7 GASTRONOMIC TOURISM BRANDING INFLUENCING TOURIST REVISIT ATTENTION: A CASE STUDY OF PENANG	11
8 LOCAL COMMUNITY AWARENESS TOWARDS WATER BASED ACTIVITY IN PANCHOR	12
9 AN EMPIRICAL EXAMINATION OF FACTOR INFLUENCING YOUTH TRAVELLERS' INTENTION IN SELECTING MUSLIM-FRIENDLY TOURISM	13
10 TO UNDERSTAND TOURISTS PROFILE AND PREFERENCES IN CULTURAL AND HERITAGE TOURISM: A CASE STUDY GEORGETOWN, PENANG	14
11 LOCAL COMMUNITY EMPOWERMENT AND SUPPORT FOR FUTURE ECO-TOURISM DEVELOPMENT	15
12 A CONCEPTUAL PAPER: THE STUDY OF COMPETENCIES OF TOURISM STUDENTS TOWARDS THEIR WORK EXPERIENCE	16
13 DETERMINING THE MAIN INFLUENCE FACTORS FOR THE TOURISTS' REVISIT INTENTION IN MELAKA.....	17
14 DETERMINING OF TOURIST'S SPATIAL BEHAVIOUR AND TOURIST MOVEMENT PATTERN IN MUAR ROYAL TOWN, JOHOR	18
15 EXPLORING THE FACTORS INFLUENCE HALAL FOOD SELECTION AMONG MUSLIM YOUTH WHILE TRAVELING	19
16 LOCAL COMMUNITY READINESS AND WILLINGNESS TO CONSERVATION OF PEAT SWAMP FOREST IN AIR HITAM MUAR	20
17 ASSESSING MEDICAL TOUR SERVICE TOWARDS TOURIST BEHAVIORAL INTENTION IN PENANG	21
18 LOCAL STUDENT PERCEPTION TOWARDS FOREIGN STUDENT IN IIUM GOMBAK	22
19 THE IMPACT OF FACILITIES EFFICIENCY ON TOURIST DESTINATION SATISFACTION: A CASE STUDY IN KUALA LUMPUR.....	23

20 TOURISTS' PERCEIVED VALUE AND SATISFACTION IN A COMMUNITY-BASED HOMESTAY IN KAMPUNG PARIT BUGIS, MUAR, JOHOR	24
21 THE PUSH FACTOR AND ITS EFFECT ON TOURIST INTENTION TO REVISIT THE HOMESTAY PARIT BUGIS, MUAR.....	25
22 LOCAL COMMUNITY SUPPORT TOWARDS TOURISM DEVELOPMENT IN MERSING, JOHOR	26
23 EXPLORING EXPECTATIONS AND SPIRITUAL EXPERIENCES OF MUSLIMS IN PERFORMING UMRAH.....	27
24 A STUDY ON DETERMINATION OF SPORTS TOURISM PREFERENCES IN MALAYSIA	28
25 OVER-TOURISM IMPACT ON LOCAL PERSPECTIVE AT MELAKA HERITAGE SITE.....	29
26 VISITORS' DINING EXPERIENCE AND THEIR BEHAVIOURAL INTENTION TOWARDS RESTAURANTS IN BANDAR DIRAJA MUAR, JOHOR.....	30
27 MEMORABLE TOURISM EXPERIENCE OF NON-MUSLIM TOURISTS TOWARDS MOSQUE TOURISM.....	31
28 THE IMPACT OF TRAVEL BLOG AND VLOG ON TRAVEL DECISION MAKING AMONG UNIVERSITY STUDENTS	32
29 YOUTH ATTITUDE OF RISK AND SAFETY IN SHAPING THE EXPERIENCES OF ADVENTURE TOURISM IN GUNUNG LEDANG: A CONCEPTUAL PAPER.....	33
30 CONTENT ANALYSIS OF BOOKING.COM REVIEWS ON HOTEL IN PENANG	34
31 THE IMPACT OF MONETARY, ACCESSIBILITY, SECURITY TOWARDS RELIGIOUS TOURISM INTENTION AMONG MUSLIMS YOUTH.....	35
32 TOURISM STUDENTS' OPINIONS ON COMPETENCIES AND EDUCATIONAL PERFORMANCE	36
33 THE INFLUENCE OF SOCIAL MEDIA TOWARDS UNDERGRADUATE STUDENTS IN MALAYSIA TO TRAVEL: WEB 2.0	37
34 THE ACCEPTANCE OF GAMIFIED SMART TOURISM APPLICATION: MOBILE AUGMENTED REALITY IN MALAYSIA'S TOURISM.....	38
<i>Special Thanks to all panels:</i>	39

COMMITTEE MEMBERS

THE EFFECTIVENESS OF TRAVEL BLOGS ON CONSUMERS' TRAVEL PLANNING

Ali Faris Rizal* and Mazni Saad

Kulliyah of Languages and Management, International Islamic University Malaysia, Education Hub
Pagoh, KM 1, Jalan Panchor, Pagoh, 84600 Muar, Johor, Malaysia

*Corresponding author: alifarisrizal@gmail.com

Abstract

This research explores the effectiveness of travel blogs on consumers' travel planning through information search, decision making and visual communication. There is an uncertainty of tourist services information from travel blogs that has affected consumers' travel planning in addition to the functions of travel blogs is not as prevalent as it is mostly used in the advantage of Destination Marketing Organizations (DMOs). This research proposes two research questions which are travel blogs have the functions that affect consumers' travel planning and to what degree travel blogs could influence travel planning. This research uses quantitative approach in which questionnaire is used for the instrument and the targeted population is on Education Hub Pagoh. The results is run through Pearson correlation analysis followed by regression analysis in which this research show that effectiveness, information search, decision making and visual communication has a positive relationship with each other but not all variables are significant for use. This research shows that the functions of travel blogs as well as the degree of influence are present which reflects on the effectiveness of it.

Keywords: effectiveness, travel planning, information, decision making, visual