A SURVEY ON THE EDUCATIONAL TOUR PLANNING AMONG THE STUDENTS OF DIPLOMA IN TOURISM MANAGEMENT IN THE POLYTECHNIC

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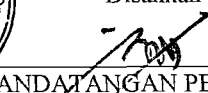
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NORASMAH BINTI JAAFAR

Laporan Projek Iini Dikemukakan Sebagai Memenuhi Sebahagian Daripada Syarat
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MAC 2003

RESEARCHER DECLARATION

"I hereby declare that the study on 'A Survey on The Educational Tour Planning Among The Students of Diploma in Tourism Management in The Polytechnic' is a true copy of my own work and effort except for those quotes and summary that had been clarify their sources".

Signature : ....

Name of the Author: NORASMAH BINTI JAAFAR

Date : 19 MAC 2003

DEDICATION

To my beloved parents who are always there whenever I needed you most.
Both of you are very wonderful

To my brothers and sister, aunts, uncle and my cute cousin. All of you have
become my major inspiration in becoming successful.

To all of my friends especially Linda, Najiha, Leen, Wyn, Ija, Wan and Hazreel.
You are my strength, my buddy that never forgot to remind me about the
responsibilities of being a person.

I love you all.

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May the Almighty Allah S.W.T bless us all.

ABSTRACT

The study of "A Survey on The Educational Tour Planning Among The Students of Diploma in Tourism Management in The Polytechnic" aim to assess the students' needs for the tour planning's guide. The study is developing on the contribution and the importance of the ETP as one of the effective methods in teaching and learning of tourism study. It is to provide the student with experience and technical training about tourism activities and process. ETP also hopes to strengthens the student understanding toward the subject learn in the tourism study. In order to assess the student's needs on the Educational Tour Planning guide, the study had produced a similar ETP guide in the form of booklets to be tested during the study. The project study involved several steps in order to be completed. It is such as the formulation of the problem, the review of the literature, the formulation of the study methodology, the production of the ETP Guidebook, field survey and finally the analyses and discussion made on the data gathered during the study. The survey involves 100 respondents among the students of Diploma in Tourism Management in the Polytechnic. Through the findings, the study indicates that the current tested product is acceptable among the students of Diploma in Tourism Management in the Polytechnic as a guide to plan for the tour. The findings also shows a slight different between the respondents who are using the ETP Guidebook and those who are not in the basis of their ETP results. Due to the important of the study, the researcher hopes to be having a fair discussion and excellence recommendation for the development of the product regarding to the current study. This report writing also important to provide a written reference for the future related study.

ABSTRAK

Penyelidikan ini bertajuk " Satu Tinjauan Terhadap Perancangan Program Lawatan Sambil Belajar di Kalangan Pelajar-Pelajar Diploma Pengurusan Pelancongan di Politeknik". Tujuan penyelidikan ini adalah untuk meninjau keperluan pelajar di dalam melaksanakan program lawatan sambil belajar terutamanya dari segi perancangan. Kajian ini dibangunkan berdasarkan kepada aplikasi program lawatan sambil belajar dalam aktiviti pengajaran dan pembelajaran yang lebih efektif di dalam pembelajaran pelancongan. Program ini diharapkan dapat memberi pengalaman yang berguna kepada para peserta supaya lebih memahami dan dapat mengetahui keadaan sebenar aktiviti pelancongan di Malaysia. Satu produk berbentuk panduan untuk merancang Perjalanan Program Lawatan Sambil Belajar telah diuji untuk menghasilkan dapatan kajian mengenai keperluan pelajar terhadap panduan tersebut selain daripada menentukan keberkesanan produk itu sendiri. Produk yang dinamakan ETP Guidebook merupakan suatu garis panduan dalam melaksanakan perancangan program lawatan sambil belajar. Kajian melibatkan beberapa langkah di dalam melengkapkan projek ini. Diantaranya adalah permasalahan kajian, Literature review, pembangunan methodology kajian, pembangunan produk, tinjauan dan akhirnya analisa dan perbincangan yang dibuat berkenaan dengan dapatan kajian. Dapatan kajian menunjukkan penerimaan positif dikalangan pelajar-pelajar terhadap produk kajian. Penyediaan ETP Guidebook sebagai satu panduan ringkas dalam merencanakan program lawatan sambil belajar telah mendapat tempat pada pandangan pelajar-pelajar Politeknik Johor Bahru.

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DTM	Diploma in Tourism Management
ETP	Educational Tour Program

CHAPTER I:

THE PROBLEM

1.1   Preface

Tourism is a major force in global trade. It plays a vital role in the social, cultural and economic development of most nations, and has the potential both to preserve heritage and to destroy it. Despite the importance of the industry, reliable, verifiable and objective information can be frustratingly difficult to obtain (Inskeep, 1991).

Tourism is an activity that individual enjoy. To understand much of the tourism phenomenon, we thus must understand individual behaviour- the psychology of tourist and potential tourist. Knowledge about how individual make decisions about alternative product, what sources of information they require at various stages of their decisions-making, how they evaluate that information, and how they structure and interpret their experiences can offer important benefits to business as well as to our general understanding of tourism experience (Inskeep, 1991).

Explaining travel behaviour is not easy. There are just too many factors that influence an individual's behaviour. Travel behaviour is a special form of consumption behaviour, and the factors noted here are recognized as major sources of influences on this type of behaviour. Each of these factors – perception, learning, personality, motivation, attitudes, and group influences (McIntosh, et. al. 1995).

As mentioned by Davidson (1993), the general assembly of the World Tourism Organisation (WTO) held in Madrid, Spain, in 1987, identified education and training as one of the four pillars on which the future development of tourism should be based (the three other pillars were security and protection of tourist, facilitation of tourism and information). Therefore, the four pillar of the tourism development base should include;

      (i)   Education and Training.

      (ii)   Security and Protection of tourist.

      (iii)   Facilitation of tourism.

      (iv)   Information.

As tourism continues to grow, the need for training and education grows. In recent years many colleges and universities have added travel and tourism programs, existing programs has expanded, vocational schools have launched program association have introduced education and certification programs and private firms have opened travel schools. There are job opportunities for administrators, teachers, professors, researchers and support staff (Rubin, 1992).

1.2   Background Of The Study

The background of the study for "A Survey on the Educational Tour Planning Among the Student of Diploma in Tourism Management in the Polytechnic Johor Bahru" is based on the importance of the tourism study for the growth of the respective industries in Malaysia. Educational Tour Program is seen as one of the effective learning methods in the study of tourism. Thus, the discussion of this topic was circulated around all that matter.

1.2.1 The Study of Tourism

Human beings are innately curious concerning the world in which we live. We yearn to know what other places look like – what people, their culture, the animals and plant life, and landforms may be elsewhere. Today, higher levels of education and the influence of television and other communication media have combined to create in us a much greater awareness of our entire world. We are now in a global economy and our industries must be globally competitive. We must think globally. Material prosperity in many developed countries, with accompanying higher standards of living, has made travel attainable for hundreds million of us. Although travel can be undertaken for many reasons, the most common are pleasure, business and study (McIntosh, *et al.* 1995).

The subject of travel is exciting and fascinating. Humanlike beings have been moving from place to place for about a million years. Since the times of the wanderings of ancient peoples, we have been travelling in ever-widening patterns about the earth. From the days of such early explores as Marco Polo, Ibn Battuta, Christopher Columbus, Ferdinand Magellan, and James Cook to the present, there has been a steady growth in travel. In the twentieth century, the invention of the automobile and all-weather road has brought about unprecedented growth following world War 11, the invention of the jet airplane, especially the wide-bodied type, and the establishment of global air routes have made possible rapid travel for many millions. Thus national and international travel by air has experienced explosive growth. Luxurious cruise ship, comfortable motor coaches, streamline passenger trains, and fine hotels, resort, and motels have provided transportation and accommodation. (McIntosh, *et al.* 1995).

1.2.2 The Trend of Tourism Study

Every human always involves in learning either intentionally or unintentionally. The learning activities come in different style; in form of written, observation or even by experience. In other words, all of the factors mentioned were consider as education. Education, is undeniable the most important aspect in our growing life (Stipek, 1998). This concept is the same as the Tourism Study. Tourism education is also an important aspect by it own means.

As Malaysia tries hard to develop the tourism industry, tourism education means to improve the knowledge and information towards the field. The importance aspect in tourism development and management study will be teach to the student to prepare them with the industry before they jump to the real work field (Nor'Ain Othman, 2000).

During the past three decades, hospitality and tourism education have growth in tandem with the rapid expanding of the industry. Due to the growing needs and popularity in tourism study today, there are more than 170 programme granting baccalaureates degrees. From time to time, the needs for the tourism study have growth to be more importance. The methods in teaching and learning also reform to more attractive and effective to prepared accurate candidate for the industries. It is such as the use of new technology, several of teaching materials and field experiences (Hergenhahn & Olson, 1993).

The Department of Tourism of the University of Zagreb's Graduate School of Economics, which has collaborated for the last 25 years with WTO and is a TedQual Certified member of the WTO Education Council, recently marked its 40th anniversary of tourism studies with a conference, from 18-20 April 2002 on Rethinking Education and Training for Tourism. WTO HRD Head, Dr. Eduardo Fayos-Solá gave a keynote presentation on "Globalization, Tourism Policy and Tourism Education" at this event which gathered world leaders in tourism education and training, business and government to share ideas and research, to reflect on innovative approaches, and to strengthen the spirit of cooperation and collaboration

on the implementation of new techniques in tourism educational systems. This area is as reported by Danese Pierson, 2002 Human Resources Department WTO.

1.2.3 Educational Tour Program.

Educational tour program (ETP) is aim to educated all the tour members about the destination visited. Apart from that, through the program they would also be having new experience that would expand their knowledge (Antil, Frederick 1988).

According to Danese Pierson, Human Resources Department WTO "World Tourism Organization (WTO) Human Resource Development programme and its WTO·Themis Foundation are launching the new WTO·Themis TedQual Practicum programme. The first session is to be held in Andorra and Madrid from 15 to 24 October 2002 in English. This programme is aimed at giving officials of NTAs, NTOs and National Tourism Promotion Offices of WTO member States specialized training and knowledge of WTO products and services in education and training."

The programs organized by World Tourism Organization (WTO) obviously prove the importance of educational tour that would educate the participant from various countries about WTO products and services. Surely this program would include the field experience where the participant visiting some of destinations and training centre of WTO's.

Besides of that, the mission of one of the international travel agency professionally involve in organizing the Educational Tour Program is stated as to develop summer programs that facilitate cross-cultural understanding and enrichment by providing their student with unique opportunity for: intensive language study and immersion, personal growth, cultural and academic enrichment, travel, recreational and athletic activities, and building lasting ties to host families and peers from around the world (Peterson, 2002).

The report on The Educational Tour: ASIAN Children's Libraries by Rosenah Abdul Karim (2001) found that after the tour programme, the group have gains a new knowledge on the latest improvement in their field, which is about children's Literature and Librarian not only on the destination of their visits but also on other country of the group members involved. The report also mentioned that the objective of the educational tour program is to exchange views and to share information on the development of Children's Literature in Asia.

The report stressed on the importance of the educational tour that provides the group with wide knowledge and new experience. The participants can also enhance their own knowledge on their study.

1.3 Purpose Of The Study

The purpose of this study can be stated as follows;

(a)   To comprehend the effectiveness of the ETP guideline for the planning of Educational Tour Program (ETP)

(b)   To gain sight of the influences of the ETP guideline in order to persuade the tour group to have more value for money in their educational tour program.

(c)   To provide some information and references for the future study or any education purpose. Furthermore the result gain from this research will benefit the ETP guideline user in improving their understanding about the high quality of Educational Tour Program through a proper planning.

1.4   Research Process

The overview of the proposed research process for the study is as shown in Figure 1.1. The first part of the research process is the problem formulation. It starts by defining the problems arise to be studied by the researcher. From the problem, then we can set our objective and construct research question to find a solution for the problem.

The next process of the research is to determine and the collection of the available data to support the study. Next is to determine the study sample design and to set up the data collection methods. It is such as the instruments used to measure the data collection so that the study can proceed to the next step, which is the analysis and interpretation of the primary data

The rest of the research process is to discuss and make a recommendation about the data that had been analysed and interpret through the charts or tables. Finally the final report will be written throughout all of research process, until the recommendation on how to develop the product can be made. The whole view of the research process can be seeing in the following figure 1.1.
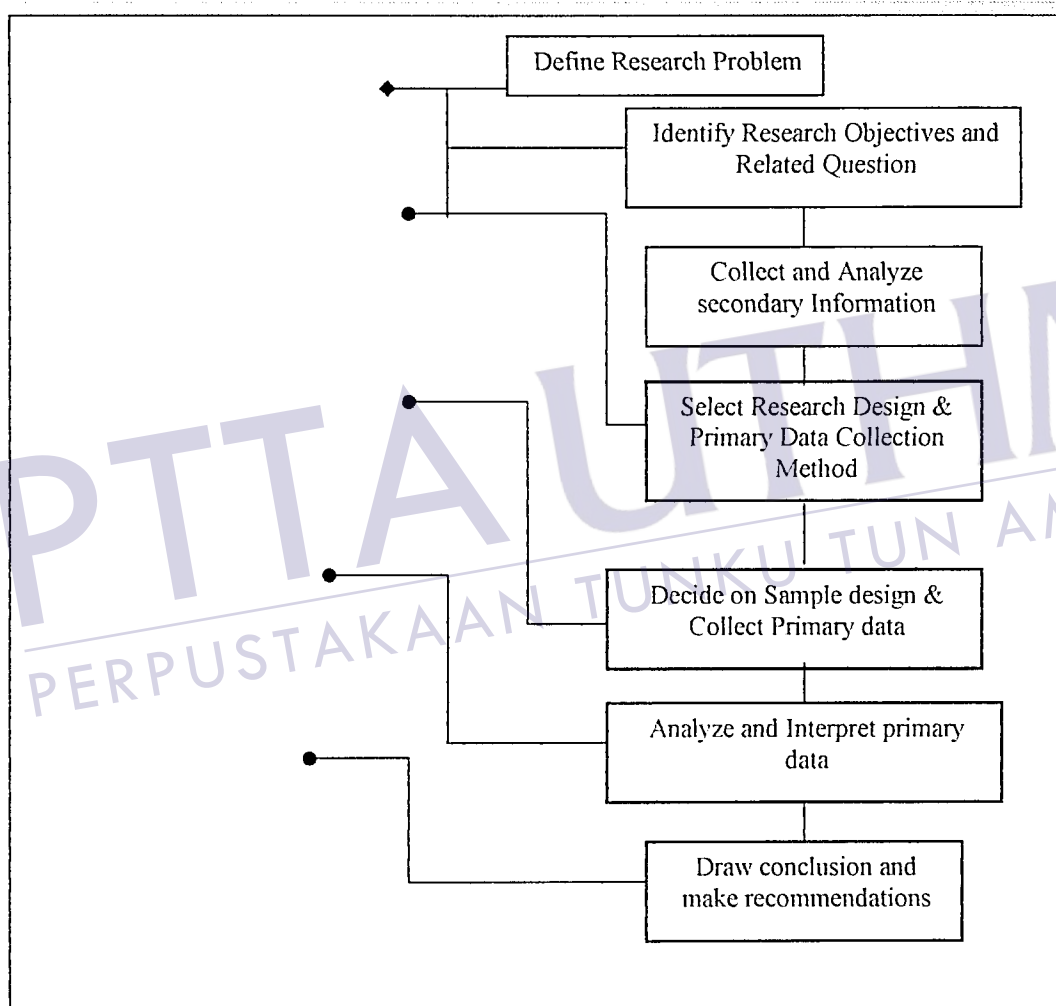
Figure 1.1 : The Research Process Framework
Sources : Bieger/Gerlach, 1996,

1.5   Statement Of The Problem

A research problem is a question concerning the relationship existing between sets of even (or variables). As mention by Einsteen & Infield (1938), "The formulation of a problem is far more often essential than its solution. To rise new questions, new possibilities, or to regard old problems from a new angle required creative imagination and marks real advance in knowledge". Therefore, carrying out research investigations requires careful planning. Central to a research investigation is a clear-end statement of the research problem.

Educational Tour Program (ETP) is one of the most interesting learning methods that can attract and motivate student to learn more about particulate subject. However, to conduct ETP we can't simply go to the chosen destination and have an educational tour there (Harssel, 1994). Without proper planning for ETP, the group may face high risk in touring such as misconduct of the ETP, unreachable objective of the ETP that should be within the course needs, funding problem and most important above all is safety problem. Thus, a guideline for a proper planning in conducting ETP might be helpful in minimizing the above risks (Rosenah Abdul Karim, 2001).

Therefore, regarding to the study, the statement of the problem is to identify what are length of the students needs for the Educational Tour planning in conducting the Educational Tour Program?

1.6   Objectives Of The Study

The objectives of the study for "A Survey on The Educational Tour planning Among The Diploma in Tourism Management Students in The Polytechnic, Johor Bahru" are stated as following:

(a) To assess the needs of the Educational Tour planning guideline for the Educational Tour Program (ETP) among the Diploma in Tourism Management (DTM) students in the Polytechnic, Johor Bahru.

(b) To understand at what extend that the Educational Tour planning guideline is helpful in the planning for ETP and really benefits the user.

(c) To understand on student anxiety and fear towards the tour program such as what influences them on their travel decision-making is also important in order to completed the study.

1.7 Research Questions

The research questions are constructed within the area of the exploratory study of "A Survey on The Educational Tour planning Among The Diploma in Tourism Management Students in The Polytechnic, Johor Bahru". There are several questions need to be answered in order to reach the objectives of this study. There are such as follows;

(a) Research question 1

What is the current tour planning guideline provided for Educational Tour Program can do to help the user to solve their difficulties and problems?

Justification of the research question 1:

This study is to identify how far the available information provided for Educational Tour Planning is able to solve the user anxiety or fear towards the Educational Tour Program.

(b) Research question 2

What are the level of influences that the information obtains from the Educational Tour planning guideline on the user travel decision-making and their choices of travel?

Justification of the research question 2:

This study hopes to identify either the Educational Tour Planning Guideline influences the group travel decision in the planning of their tour program.

(c) Research question 3:

What are the differences between the user of the ETP guideline and those who are not using the guideline in the aspect of the Educational Tour Programme?

Justification of the research question 3:

The study will indicate the contribution of Educational Tour planning guideline in persuading the educational tour group to have more value for money on their ETP.

1.8   Scope Of The Study

The scope of the current study is to evaluate the relationship between the tourism student's Educational Tour planning and the effectiveness of the Educational Tour Program (ETP). The study identified that the level of the ETP's effectiveness will be measured by identifying the objective of the tour program that match with the current subject being studying, the planning and preparation of ETP for a group of students, the estimated expenditure pattern and moreover the destination choose by the group.

The study are conducted within the Polytechnic in Johor Bahru population, to be précised the member of Diploma in Tourism Management Study in the Polytechnic, Johor Bahru.

1.9   Conceptual Framework

The conceptual framework provides the idea on the importance of information as a source of learning about the Educational Tour. The concept is explained in depth until the final idea about how the respective topic on the student needs for a proper Educational Tour Program planning arises. The current study is underpinning under the discussed conceptual framework.

1.9.1   Information As a Source of Learning

Learning occurs when an individual is exposed to and processes information. The kind of information that concerns in this research comes from major sources. As regard with this study, the information can be gained through Educational Tour Program (ETP) that would expose the students to the reality of their study. It is for example, to understand more about the actual process of *"How to Be a Good Tour Leader"* is by touring themselves and learn to handle the actual group tour, which would provide them truth experience and actual process (Harssel, 1994).

It is hope that by conducting the educational tour program, student interest towards tourism study will be increasing and through experiences they would be able to expand their knowledge. Furthermore, the concept of tourism itself would proposed a person to visits particular destination in order to gains valuable experiences. The study on Tourism Management itself stress on the importance for the student to understand what the tourist actually means at the first place, then they can provide excellence tourist destination to those recognised tourist. It is no matter internationally or domestically (Gartner, 1994). The important issue is value for money gained through the visits.

1.9.2 Travel Decision-making

To better understand the vacation choices of Educational Tour Program (ETP) groups, it is first necessary to recognize that any travel decision is not an isolated mental exercise but a step in a series of activities. This will be explained more in figure 1.2.
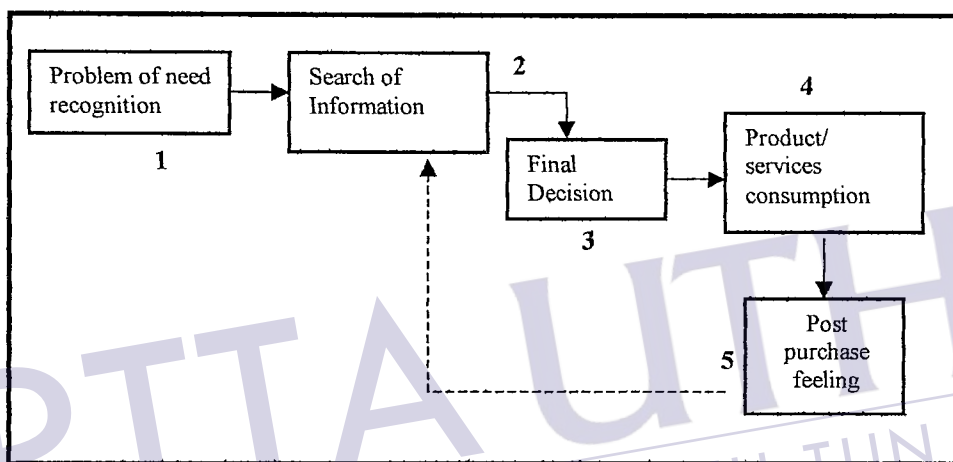
Figure 1.2 The Information Search Behavior
Source: Inskeep (1981) p.95 - 96

As Figure 1.2 indicates, travel decision-making can be broken down into five steps. The first step involved the recognition of need. It is during this first step that a traveller would realize their need to take a vacation, to visits interesting places in the state and so on.

During the information search stage, the traveller will seek alternative ways to satisfy his/her need, the educational tour guideline can be of real assistance by providing information available for a guide of a good planning that aids the decision making process. It is recognised here that when the traveller needs guidance in making a plan or preparation to conduct educational tour program the guideline

available will be much appreciated. Once enough information has been gathered, it is evaluated. At this stage, they frequently faced with several attractive decision alternatives.

In the third step of the decision-making process, a series of final decision is made. In fourth step, various travel product and services are consumed, and in the fifth step, judgements are made about whether the product or services consumed adequately served the traveller's (in this study is considered as a ETP's group) needs.

1.9.3   Understanding Travel Behaviour.

To create and gain tourist awareness of the tourism product, thus, it is best for us to understand even a basic knowledge of the tourist travel behaviour. To win their attention even a glance would lead to an awareness of the information provided (Edward Inskeep, 1991). This then would influence their choices of travel for the Educational Tour Program (ETP).

(a)   **Need Arousal**
Kotler (1982) identifies three stages in what he calls "need arousal'. In the first stage, external or internal stimulation triggers a predisposition to some product class. The second stage is considering needs that can be met through purchase of an item in the product class. In the third stage, these recognized needs activate wants. More explanation on how the needs activate wants based on Kortler (1982) can be found in APPENDIX B

(b)   **Triggering Factors**
External and Internal stimuli can trigger the desire to travel. Internal stimuli are brought on by recognition of something lacking in everyday life. People raised in a seaside community who find themselves living inland may long to hear the soothing movement of the surf against the

beach. Alternatively, a person's interest in downhill skiing may cause them to consider a trip to mountainous terrain. It may be something simple as boredom with the daily routine that predisposed a person to read weakly travel section of the newspaper, thereby invoking an internal stimulus reaction. Whatever the triggering mechanism, it is unique to the individual and is likely a product of past experiences (Kotler, 1982).

1.10 Terms And Definitions

(a) Educational Tour Program

The tour program conducted to educated the participants about the destination visited or the activities involve in the program.

(b) Travel Behaviour

The tourist travel preference towards the performing of their tour program such as expenditure pattern, mode of travel, attraction visits and more.

(c) Decision-making

The students' decision-making on the planning of the tour program that will result on a consumption of the tour product or services.

(d) Traveller

Any person on a trip between two or more countries or between two or more localities within his/her country of usual residence.

(e) Same-day visitors

Visitors who do not spend the night in a collective or private accommodation in the country visited: For example a cruise ship passenger spending four hours in port.

(f) Tourist

Visitors who stay in the country for at least one night: for example, a visitor on two-week vacation.

(g) Diploma in Tourism Management

A tourism education program in Diploma level offer by Polytechnic in order to prepared the student for the tourism industries work field.

(h)   The Work Area in Tourism Industries

The actual work area awaiting for the student of Tourism Management study are such as tourism agency, Ministry of culture, and Tourism in Malaysia and Malaysia Tourism Board.

(i)   Hospitality

Consist of the Food and beverage services, Lodging or accommodation services, Recreation services and any other services that involve in Tourism Industries.

(j)   Polytechnic

One of high institution in Malaysia that offers technical education program for the student both in certificates and diploma level. Aim to provide the industry with talented human resources.

(k)   Tour Planning

An activities involving the preparation for the tour program such as seeking information, budgeting, and familiarization trip that would lead to the final decision making.

1.11 Summary

In order to complete the study, the problem has been identified and research question were constructed to achieve the objective of this study. Based on the conceptual framework, information is one of an important pillar to create the student awareness towards the effective Educational Tour Program planning.

Thus, the completed of this first chapter would lead to the search of the data needed in this study that consists of primary data (as explained in chapter 3) and secondary data as explained in chapter 2.

2.2   The Review Of Related Research.

As mentioned by Bieger and Gerlach (1996) before the researcher begins to collect data, or even design a study, it is typical first to examine the existing literature to see what related research has already been done on the topic. It should be written in chronologically with relevant to the study. The secondary data from the review of previous research might give the strong point to support the study.

2.2.1   The Benefits of Educational Tour Program

The report made by Rosenah Abdul Karim (2001) found that after the tour program, the group have gains a new knowledge on the latest improvement in their field, which is about children's Literature and Librarian not only on the destination of their visited but also on other country of the group members involved. The report also mentioned that the objective of the educational tour program is to exchange views and to share information on the development of Children's Literature in Asia. The program stress on the importance of the educational tour that had provide the group with wide knowledge and the new experience on their course.

The study conducted by Masberg and Silverman (1996) shows that, the findings on the description of visits outcomes reflected two broad themes, which is knowledge gained (primarily factual and external), and experiences that were more personal and emotional in nature. The study also revealed that student visitors thought of heritage sites as places that involve either history, or history and culture. They recalled their visits with reference to seven salient aspects; (1) the activities in which they engaged during the visit, (2) their companions, (3) the site personnel they encountered, (4) the information they learned, and the components of (5) nature, (6) culture, and (7) the built environment they noticed. Student visitors described the outcomes of their visits in term of two broad themes: (1) Knowledge gained was

primarily factual and external, or (2) several categories of personal experience, including personal learning, social benefits and aesthetic experiences.

2.2.2 The Student Travelling Behaviour and Decision Making

Based on the study by Chadee and Cutler (1996) on the insight into international travel by student indicates that in order to gain result on travel pattern and behaviour, respondents were asked how would they plan their trips, their sources of finance and arrangement for accommodation.

Chadee and Cutler (1996) also indicates a number of interesting findings arise from observation of the descriptive statistic (from a survey of 370 university in New Zealand), which found, the fact that 90% of students planned to travel overseas has powerful implications for the tourism industry. Most significant is the finding that 595 of respondents preferred Europe as a travel destination. These students were primarily European and Asian, single and evenly divided between the sexes. In addition, approximately 54% choose their destination either for the cultural experience or for adventure. More surprisingly is 49% used the designated holiday package and the other 51% do not use the services of travel agents in planning their trip, which also recalled as independent traveller.

Clarke (1992) found that the younger traveller is typically looking for a novel experience; while Ravon (1991) points out that the young traveller is usually looking for low cost, easy access to culture, entertainment, and places of historic interest.

Bywater (1993) notes that the trend in the student and youth market is toward greater demand for fewer hostel beds per room and more private facilities.

In their study of spring break travel of college students, Joshian, et al. (1994) found that the main motive was to get away and relax and that students themselves generally funded trips.

Most important above all is, even though certain traveller likes challenging activities, they still alert for danger that may cause difficulty such as war, accident and crisis. As for ETP, challenge is not so important since the tour main objective is to gain knowledge on their field study and not to endanger the group member that usually consists of students. However, accident or unpredictable event that occur during the ETP is hardly to be avoiding if it is a fate but we can only prevent what we are able to prevent.

Roehl and Fesenmaier (1992) reported that most travel experience relies on services that are intangible, consumed simultaneously with production and that are typically hard to standardize, travellers' perceived risk is likely to be high.

In consumer behaviour, seven components or types of risk have been identified (Brooker 1983: Cheron and Ritchie 1982: Jacoby and Kaplan 1972; Kaplan, Syzbillo, and Jacoby 1974) These include equipment risk, the possibility of mechanical or equipment problems with purchase; Financial risk, the possibility that the purchase will not provide value for the money spent; physical risk, the possibility of a purchase causing physical danger, injury or sickness; Psychological risk, the possibility that a purchase will not reflect one's personality or self image; Satisfaction risk, the possibility that a purchase will not provide personal satisfaction; social risk, the possibility that a purchase will effect other's opinion of the consumer; and Time risk, the possibility that a purchase will take too much time or be waste of time.

Thompson and Cooper (1979) and Woodside and Sherrell (1977) demonstrated empirically strong link between destination most memorable (and accessible) in consumers' minds (measured by unaided awareness questioning) as places to visit and attitudes and intention toward actually visiting these destination.

The exploratory study by Woodside and Lysonski (1989) resulted that, given the unstable political and social environment, the Fiji Island would not be expected to be included as a destination of visits in most subject's (38%) consideration sets. Besides of that, the study also indicates the current Iran-Iraq War may be part of the

reason Iran was mentioned often by the subjects (17%) as an inept country destination.

It is important for the purpose oh the ETP planning to gather as much information as they can on the destination that they would visit. This might as well prevent some unexpected incident to occur. Hunt (1975) conducted that the "perception held by potential visitors about an area may significant influence upon the viability of that are as a tourist recreation region" (p.1) and Stinger (1985) concluded that images are a crucial basis of choice and decision making in tourism" (p150).

Thus, the study by (Engel, Blakwell, and Miniard 1995) indicates that primary motivation behind information search is the desire to make better consumption choices.

2.2.3 Review On The Theory Of Information Search Behaviour

The study proposed framework Figure 2.1, address this research gap by incorporating three forces driving individual tourist to develop unique info strategies; contingencies, tourist characteristic, and outcomes of search. The model also incorporates prior research on the dimensionality of information search strategies. (Fondness & Murray 1998).

The model in Figure 2.1 implies interrelationship that cannot be tested with unvariate statistic. Information search strategy will vary as a function of the purpose of trip (H3). The purpose of trip also will influence search outcomes (H7-H10) and tourist characteristic (H5, H6).
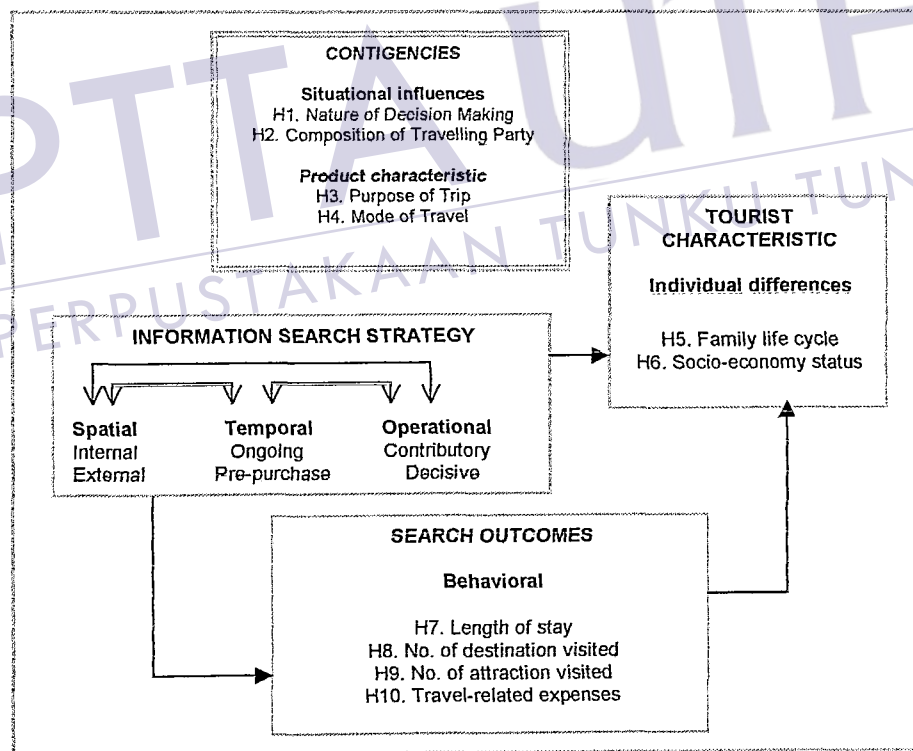

Figure 2.1 : Model Of The Tourist Information Search Strategy Process
Source: Engel, *et al.* 1995

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