



SURVEY ON THE DEMAND, EXPECTATION AND SATISFACTION LEVELS OF TOURIST IN MELAKA



Please give us your full cooperation in answering the questions below. Thank you:

SECTION A: TOURIST AND TRIP PROFILE

- Nationality / hometown:
- Your accommodation in Melaka?
- How did you know about Melaka?

<input type="checkbox"/> Travel agent	<input type="checkbox"/> Brochures and leaflets
<input type="checkbox"/> Travel guide book	<input type="checkbox"/> World Wide Web (www)
<input type="checkbox"/> Through school / association	<input type="checkbox"/> Malaysia Tourism Promotion Board
<input type="checkbox"/> Friends / relatives	<input type="checkbox"/> Personal experience
<input type="checkbox"/> Newspaper / magazine	<input type="checkbox"/> Others:
- Reason for visiting this area?

<input type="checkbox"/> Business trip	<input type="checkbox"/> Part of package itinerary
<input type="checkbox"/> Interest in culture / heritage	<input type="checkbox"/> Interest in nature
<input type="checkbox"/> Part of academic syllabus	<input type="checkbox"/> Others (Please specify)
- How much did you spend on this trip? MYR / USD

Accommodation : _____	Shopping : _____
Transport : _____	Entertainment : _____
F & B: _____	Others:(Please specify) _____
- Place (s) that you visited?

a. _____	d. _____
b. _____	e. _____
- General comment on place (s) visited?

a. _____
b. _____
c. _____
d. _____
e. _____

SECTION B: QUALITY OF SERVICES / FACILITIES / PROGRAMMES

8. Please rank your **EXPECTATION** (before the visit) and **SATISFACTION** during and after the visit by circling your answers:

EXPECTATION		SATISFACTION
Extremely not important	1	Extremely not satisfied
Not important	2	Not satisfied
Neutral	3	Neutral
Important	4	Satisfied
Extremely Important	5	Extremely satisfied

A. HOSPITALITY

	EXPECTATION					SATISFACTION				
• Friendliness and kindness	1	2	3	4	5	1	2	3	4	5
• Concern for guest	1	2	3	4	5	1	2	3	4	5
• Courteous	1	2	3	4	5	1	2	3	4	5
• Responsible	1	2	3	4	5	1	2	3	4	5
• Enthusiasm	1	2	3	4	5	1	2	3	4	5
• Organisation	1	2	3	4	5	1	2	3	4	5
• Cultural exchange and tolerance	1	2	3	4	5	1	2	3	4	5
• Cultural bonding	1	2	3	4	5	1	2	3	4	5

B. FACILITIES

• Cleanliness / hygiene	1	2	3	4	5	1	2	3	4	5
• Comfort	1	2	3	4	5	1	2	3	4	5
• Safety	1	2	3	4	5	1	2	3	4	5
• Public toilets	1	2	3	4	5	1	2	3	4	5
• Maintenance	1	2	3	4	5	1	2	3	4	5

C. ACCESSIBILITY

• Easy access	1	2	3	4	5	1	2	3	4	5
• Signage	1	2	3	4	5	1	2	3	4	5
• Safety of journey	1	2	3	4	5	1	2	3	4	5
• Smoothness of journey	1	2	3	4	5	1	2	3	4	5

D. FOOD

• Serve local food	1	2	3	4	5	1	2	3	4	5
• Cleanliness / hygiene	1	2	3	4	5	1	2	3	4	5
• Variety	1	2	3	4	5	1	2	3	4	5
• Taste	1	2	3	4	5	1	2	3	4	5
• Food handling	1	2	3	4	5	1	2	3	4	5
• Price	1	2	3	4	5	1	2	3	4	5

E.CULTURAL ENTERTAINMENT	EXPECTATION					SATISFACTION				
• Uniqueness of experience	1	2	3	4	5	1	2	3	4	5
• Authentic	1	2	3	4	5	1	2	3	4	5
• Enjoyable	1	2	3	4	5	1	2	3	4	5
• Educational	1	2	3	4	5	1	2	3	4	5
F. ACTIVITIES	EXPECTATION					SATISFACTION				
• Uniqueness of experience	1	2	3	4	5	1	2	3	4	5
• Challenging	1	2	3	4	5	1	2	3	4	5
• Motivational	1	2	3	4	5	1	2	3	4	5
• Enjoyable	1	2	3	4	5	1	2	3	4	5

SECTION C: GENERAL PERCEPTION

9. What were the most memorable aspects of your visit?
 a. _____
 b. _____
 c. _____
 d. _____
10. What were the most unpleasant aspects of your visit?
 a. _____
 b. _____
 c. _____
 d. _____
11. In your opinion, what other activities would you like to have during your visit to Melaka?

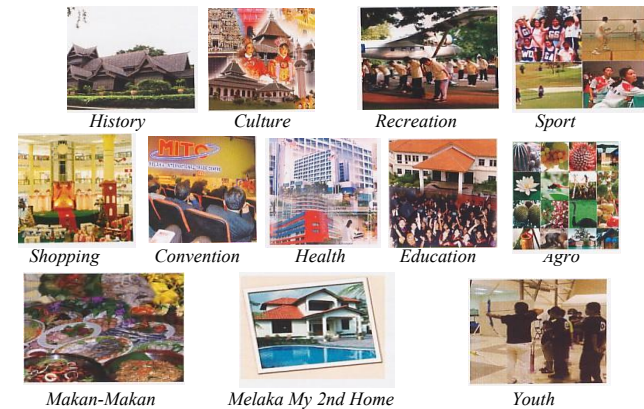
12. Will you recommend your friends or relatives to visit Melaka?
 Yes No
13. Will you come back to visit Melaka again?
 Yes No

14. In your opinion, what can be done to improve the quality of tourism aspect in Melaka?

THANK YOU

Your Cooperation Is Very Much Appreciated

MELAKA TOURISM 12 SUB SECTOR



For Any Enquiries, Please Contact:



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