

INVESTIGATING TOURIST'S AFFECTIVE ATTACHMENT IN MELAKA
WORLD HERITAGE SITE BY USING PHOTO ANALYSIS TECHNIQUE

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DEDICATION

Dedicated to my dearest mother *Zabidah Binti Awang*, my beloved little sisters, *Siti Aisyah Binti Dirhamsyah* and *Siti Sarah Binti Dirhamsyah*.

May Allah keep us in His care and protection.

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ABSTRACT

This research explains in deeper on the affectives attachment of tourists when they visit Melaka World Heritage Site (WHS). Affective attachment in this research were analyzed using photo analysis technique which is participatory photo analysis. From the 22 photo of main attraction in the Core Zone of Melaka WHS researcher analyse the latent content of the photo from the tourists perspectives. The content were analysed on affective feelings, cognitive feeling and conative feelings. Affective feeling is an emotional feeling of a tourists to the place of their visit. Cognitive feeling is opposite to affective feeling which tourists made a choice in conscius mind compare to affective feeling which is emotionally driven. Conative feeling is more to the tourist's intention regarding on their experience in the place. Data was collected in around Melaka WHS and the result shows that the overall feelings of Melaka torist when visiting Melaka WHS are more on pleasantness quality (affective), uniqueness quality (cognitive) and tourists have positive behavioural intention (conative) to Melaka WHS. The discussion are based on tourist feeling to attraction and image of Melaka.

ABSTRAK

Penyelidikan ini menerangkan dengan lebih mendalam mengenai hubungan afektif pelancong apabila mereka melawat Tapak Warisan Dunia Melaka. Kajian hubungan afektif ini dianalisis menggunakan satu teknik foto analisis iaitu partisipatif foto analisis. Penyelidikan ini menggunakan 22 foto tarikan utama di Zon Teras Tapak Warisan Dunia Melaka untuk menganalisis kandungan tersirat (latent) foto dari perspektif pelancong. Kandungan tersirat ini dianalisis mengenai perasaan afektif, perasaan kognitif dan perasaan konatif. Perasaan afektif adalah emosi pelancong terhadap tempat lawatan mereka. Perasaan kognitif adalah bertentangan dengan perasaan afektif yang mana pelancong membuat pilihan dalam minda sedar berbanding perasaan afektif yang didorong secara emosional yang kuat. Rasa konatif adalah lebih kepada niat pelancong setelah merasai pengalaman mereka di tempat itu. Hasil data yang dikumpul di sekitar Tapak Warisan Dunia Melaka menunjukkan bahawa keseluruhan perasaan pelancong ketika melawat Tapak Warisan Dunia Melaka lebih kepada kualiti kesenangan (afektif), kualiti keunikan (kognitif). Pelancong mempunyai niat tingkah laku yang positif (konatif) mengenai Tapak Warisan Dunia Melaka. Perbincangan adalah berdasarkan kepada perasaan pelancong semasa ke arah tarikan dan imej Melaka.

TABLE OF CONTENTS

	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENTS	vii
	LIST OF TABLES	xi
	LIST OF FIGURES	xiii
	LIST OF ACRONYMS	xv
	LIST OF APPENDICES	xvi
CHAPTER 1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Background of Research	1
	1.3 Significant and Rationale of the Research	3
	1.4 Problem Statement	5
	1.5 Research Aim and Objectives	7
	1.6 Research Question	7
	1.7 The Scope of Research	8
	1.8 Understanding Key Areas of the Research	8
	1.9 Structure of the Thesis	9
CHAPTER 2	LITERATURE REVIEW	11
	2.1 Introduction	11
	2.2 Term and Definition	11
	2.3 Place Attachment	12
	2.3.1 The Definition of Place Attachment	13
	2.3.2 The Dimension of Place Attachment	14

2.3.2.1	Person Dimension	15
2.3.2.2	Place Dimension	16
2.3.2.3	Psychological Process Dimension	17
2.3.3	Place Attachment in Tourism	22
2.3.4	Sense of Place	24
2.4	Volunteered Employed Photography (VEP)	26
2.4.1	The Relevance of VEP and Tourism	27
2.4.2	Photo Analysis Technique	28
2.4.3	Manifest and Latent	30
CHAPTER 3	RESEARCH METHODOLOGY	35
3.1	Introduction	35
3.2	Research Design	35
3.3	Research Instrument	37
3.4	Sample Size and Population	40
3.5	Data Collection	43
3.6	Data Analysis Technique	43
3.6.1	Descriptive Analysis	44
3.6.2	Mean Score	44
3.6.3	Photo Analysis Technique	45
3.6.4	One-way Analysis of Variance (ANOVA)	47
3.7	Study Area	49
3.8	Summary	51
CHAPTER 4	ANALYSIS AND FINDINGS	53
4.1	Introduction	53
4.2	Participants Profile	54
4.3	Photo Analysis	56
4.4	Affective Quality	57
4.4.1	Pleasantness	58
4.4.2	Arousal	59
4.4.3	Excitement	61
4.4.4	Relaxation	62

4.4.5	Relationship between different categories of affective feeling	63
4.5	Cognitive Quality	64
4.5.1	Uniqueness	65
4.5.2	Extent of Commercialization	66
4.5.3	Modernity Level	67
4.5.4	Crowdedness	68
4.5.5	Cleanliness	69
4.5.6	Economic Development	70
4.5.7	Friendliness	71
4.5.8	Personal Safety	72
4.5.9	Relationship between different categories of cognitive feeling	72
4.6	Affective Attachment Mapping	74
4.7	Relationship between socio demographic profile and affective attachment	77
4.7.1	Gender and Affective Quality	77
4.7.2	Travel Frequency	78
4.7.3	Nationality	78
4.7.4	Travel Companion	79
4.8	Result on various demographic profile with affective attachment in Melaka WHS	80
4.9	Conative Behaviour	80
4.10	Observation	81
CHAPTER 5	CONCLUSION AND RECOMMENDATIONS	83
5.1	Introduction	83
5.2	Different between day and night affective feeling	84
5.3	Affective Attachment	85
5.3.1	Pleasantness	85
5.3.2	Excitement	88
5.3.3	Relaxation	89
5.4	Cognitive Attachment	90
5.4.1	Uniqueness	90

5.4.2	Extent of Commercialization	91
5.5	Limitation of Research	92
5.6	Conclusion	93
REFERENCES		95

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 2.1	Personal Safety	18
Table 2.2	Affective descriptors	19
Table 2.3	Table show the cognitive feeling attribute and scale. (Kim & Stepchenkova, 2015)	21
Table 2.4	“Push” and “pull” structure for tourism motivation (Uysal and Hagan, 1993)	23
Table 2.5	Level of Sense of Place	25
Table 3.1	Questionnaire Divison (Field study, 2019).	37
Table 3.2	Scale for level of affective feeling (Ordinal Scale)	39
Table 3.3	Scale for level of cognitive feelings	40
Table 3.4	Melaka Hotel Guest	41
Table 3.5	Mean score range on the positive or negative feeling of affective attachment	45
Table 3.6	Four type of photo analysis (Gapp, 2008)	45
Table 3.7	Positive and negative affective feelings variables	48
Table 3.8	Positive and negative cognitive feelings variables	48
Table 4.1	Participant demographic data of gender, age and nationality	54
Table 4.2	Participant demographic data travel companion, frequency of travel companion, frequency of visit, purpose of travel and education	55
Table 4.3	Pleasantness Feeling	59
Table 4.4	Arousal Feeling	60
Table 4.5	Excitement Feeling	61
Table 4.6	Relaxation Feeling	62
Table 4.7	Relationship between different categories of affective feeling	63
Table 4.8	Uniqueness	65
Table 4.9	Extent of Commercialisation	66

Table 4.10	Modernity	67
Table 4.11	Crowdedness	68
Table 4.12	Cleanliness	69
Table 4.13	Economic Development	70
Table 4.14	Friendliness	71
Table 4.15	Personal Safety	72
Table 4.16	Relationship between different categories of cognitive feeling	73
Table 4.17	Gender versus affective and cognitive quality	77
Table 4.18	Travel frequency versus affective and cognitive quality	78
Table 4.19	Nationality versus affective and cognitive quality	79
Table 4.20	Travel companion versus affective and cognitive quality	79
Table 4.21	Affective quality	80
Table 4.22	Cognitive Quality	80
Table 4.23	Conative Behaviour	81

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
Figure 1.1	Research Structure	9
Figure 2.1	The tripartite model of place attachment. (Scannell & Gifford, 2010)	15
Figure 2.2	Clusters of adjectives descriptive of the affective quality of places.	20
Figure 2.3	Circular ordering of eight affective descriptors.	20
Figure 2.4	Seven scale of sense of place.	25
Figure 2.5	Four type of photo analysis. (Gapp, 2008).	29
Figure 2.6	Variables in Affective Attachment.	31
Figure 2.7	Photo analysis technique (Kim & Stepchenkova, 2015)	32
Figure 2.8	Research Framework	32
Figure 3.1	Example of question in Section A: Respondent Profile.	38
Figure 3.2	Example of question in Section B: Image Analysis (affective feelings and cognitive feelings).	39
Figure 3.3	Example of question in Section C: Behaviour Intention (Close-Ended Question).	40
Figure 3.4	Variables in affective attachment	46
Figure 3.5	Photo analysis technique (Kim & Stepchenkova, 2015)	47
Figure 3.6	The Core and Buffer Zones of the Historic City of Melaka	50
Figure 4.1	22 photos in the Core Zone of Melaka WHS	57
Figure 4.2	General affective quality in Melaka WHS	58
Figure 4.3	General cognitive quality in Melaka WHS	64
Figure 4.4	Affective attachment mapping	75
Figure 4.5	Cognitive attachment mapping	76
Figure 5.1	Picture during day time	84
Figure 5.2	Picture during night time	85
Figure 5.3	Photo of Pleasantness	87
Figure 5.4	Photo of Excitement	89

Figure 5.5	Photo of Relaxing	90
Figure 5.6	Photo of Uniqueness	91
Figure 5.7	Photo of Extent of Commercialization	92

LIST OF ACRONYMS

VEP	-	Volunteer Employed Photography
WHS	-	World Heritage Site
UNESCO	-	The United Nations Educational, Scientific and Cultural Organization
WHO	-	World Heritage Organization
NKEA	-	National Key Economic Areas
ETP	-	Economic Transformation Programme
GNI	-	Gross National Income
MTBC	-	Melaka Tourism Business Club
MAH	-	Malaysian Association of Hotel

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
Appendix A	Questionnaire English Version	99
Appendix B	Questionnaire Malay Version	104

CHAPTER 1

INTRODUCTION

1.1 Introduction

This dissertation examines the affective attachment of tourist when they visit Melaka World Heritage Site (WHS) by using Volunteer Employed Photography (VEP). The exploratory research is to understand about the tourist experiences as a reflection on what they plan for that area. In future, the tourism planner can improve a better tourist experiences, and make tourist will feels more emotionally attached to the tourism destination.

In general, this chapter begins with background of the study, highlights the research fundamental and the overview of affective attachment in tourism. There were also problems statement been identified. Research aim, research question and research objectives are explained in the next section. Next, the scope of research importance is explained briefly. Finally, the chapter were determined with structure of thesis and emphasized the five synopsis contents inside.

Introduction chapter is mainly discussed about the introduction of the overall research. This chapter are mostly about the construct of the research to continue the last chapter which is discussion. This chapter are mostly discussed about the reason to further research and the reason for selecting tourist's affectives attachments for Melaka World Heritage Site (WHS) as a research.

1.2 Background of Research

The concept of place attachment had been generally discussed by researchers of environmental psychologists and human geography over the decades. Some scholars

believe that the meaning has attributed to places and that place has been created in emotional relationship between people and places. Tuan (1979) defined the place in two general statuses; first is general symbols and draw is people's experiences. This concept implies a strong link between person and environment in terms of mental, emotional and cognitive (Hashem, Abbas, & Akbar, 2013). Seamon (2008) agreed in (Hashem et al., 2013) researchers name this concept in relation with place when people have a positive sense about it. In this process, when place become important for them, it led to attachment to place.

In general concept of place attachment Giuliani (2003) and Low & Altman (1992) agreed that place attachment as a multifaceted concept that characterizes the bonding between individuals and their important places. Relph (1976) and Tuan (1974), argue that a bond with a meaningful space, or sense of place is a universal affective tie that fulfils fundamental human needs. In 1998, Hay agrees that place attachment includes ancestral ties, which feeling like an 'insider,' and a desire to stay in the place. Then, some authors suggest that sense of place encompasses the sub concepts of place identity, place attachment, and place dependence (Jorgensen & Stedman, 2001). Kasarda & Janowitz (1974) stated by (Scannel and Gifford, 2010) that the urban sociologists and community scientists locate attachment at the city, home, and neighbourhood levels. This definitional diversity reflects the growing interest in place attachment, and can be seen as progress in the concept's theoretical development. According to (Hashem et al., 2013), in general, interaction between humans and places was divided in three dimensions which is emotional (affective), cognitive, and behavioural (conative).

The concept of place attachment is closely related to tourism development and been mentioned by (Weidenfeld, 2016). According to him, there are four interrelated component of place attachment in tourism. The first component is place identity. Place identity represents the identification of the tourist with a certain place or with its symbolic value. The second component is place dependence. Place dependence describes how much a specific place meets the tourists' needs, and can be perceived as the functional attachment component. The third component is affective attachment has so far received limited attention and refers to the strong feeling tourists feel towards a destination. The last component is social bond. Social bonds component

does not relate directly to spatial aspects, but to the social relations a specific place enhances. In this research, researcher will focus more on affective attachment which is the strong feeling of tourists feels towards the destination.

In order to analyses place attachment in a certain tourism destination, the proposed tools are by using Volunteer Employed Photography (VEP). VEP is a technique where photos in a certain destination were voluntarily taken whether by respondent or researcher, then the content of the photos were analyses. These photo analysis technique was already acknowledge by (Gapp, 2008) where there are four common technique that can be used for photo analysis. The first technique is direct photo analysis, second is supplemental photo analysis, the third is participatory photo analysis, and the last one is collaborative photo analysis. This technique was supported by Haywood (1990) that VEP considered as to be highly appropriate to tourism planning (Balomenou & Garrod, 2014). According to him, photographs could reveal something about peoples which how people could see and interpret the world.

Beside that, (Balomenou & Garrod, 2014) conclude there are four main reasons why VEP is particularly relevant to tourism planning practice. The first is the shift towards public participation in land-use planning as a means of involving those affected by planning decisions in making them. The second is the potential for VEP to assist with tourism planning at a local level which is necessarily land-use oriented. The third is that community involvement is essential for the success of tourism planning, as those with personal experience are best placed to determine what success should mean and how best to pursue it. The fourth is that photography is used in planning because it is considered to be the best way to map physical land use. By extension, tourists' and local residents' photographs may be a good way to 'map' their different perceptions and experiences of a tourism destination.

1.3 Significant and Rationale of the Research

The significance of study may provide a future researcher and an academicians new knowledge about tourists psychological feeling in Melaka World Heritage Site

(WHS). This study will open up new ideas about understanding tourists and tourist demand in order to improve a travel destination. The analysis will be beneficial to stakeholder community in Melaka World Heritage Site (WHS) from the government, building owner, business person, until the neighbourhood stay in the attraction. This research will provide a better understanding about how different affective attachment of tourist to feel the experience in a travel destination.

Furthermore, tourism planner will also get a deeper understanding about the tourist experiences as a reflection on what they plan for that area. In future, the tourism destination will improve a better tourist experiences and strengthen tourist emotionally attachment to destination.

Besides the benefit to the tourism planner, a service provider around the area will also get benefit when then improve their knowledge and understand customers feeling. Understanding the emotion of a tourists when they travel to a certain destination is a crucial part since it is not something that can be easily describe. A positive emotional attachment to the destination will improve the level of experience and giving a positive experience to the wider market of all over the world. A positive impression will spread a positive image to the tourism market and bring more tourists to the destination. In order to gain more tourist, giving a valuable tourist experience will be crucial part. A better understanding of this study will enable the service providers in that area to be more effective in delivering their service meets the diver range of satisfaction. A better tourist experience also will increase high retention of visit and attracting new market segments.

Besides that, using Volunteer employed photography (VEP) tools is relevant to tourism planning as a shift towards public participation in land-use planning as a means of involving those affected by planning decisions in making them. VEP also potential to assist with tourism planning at a local level which is necessarily land-use oriented. Community involvement is essential for the success of tourism planning, as those with personal experience are best placed to determine what success should mean and how best to pursue it. Other than that, aerial photography is used in planning because it is the best way to map physical land use. By extension, tourists and residents

photographs may be a good way to ‘map’ their different perceptions and experiences of a tourism destination.

1.4 Problem Statement

Tourism industry is the driver income to Malaysia. It was listed as one National Key Economic Areas (NKEA) as a one of major income to Malaysia. Economic Transformation Programme (ETP) 2017 targeting business tourism to contribute RM3.9 billion in the incremental Gross National Income (GNI) and providing about 16,700 jobs by 2020 (“Malaysia Convention & Exhibition Bureau annual report 2017,” 2017). This data showing Malaysia was targeting an improvement in tourism industry development in the future. In order to achieve the goal, there are few issues need to be highlighted.

In Melaka, Melaka Tourism Business Club president (MTBC) Chew Chert Fong estimated that the number of tourist arrivals to Melaka, especially from China, fell between 20% and 30% in 2018 compared to 2017. According to (The Star Online, 2019), tourism players here are no longer enjoying flourishing arrivals like before. This statement was supported by the chairman of the Melaka chapter of the Malaysian Association of Hotel (MAH) Abu Hassan Ismail also said there had been a drop in hotel occupancy rates in the state as he stated that its difficult for to provide an exact figures due to a disparity in occupancy rates among the different categories of hotels. In general MAH show there has been an overall drop for hotel occupancy (The Star Online, 2019). According to (Tourism Malaysia, 2019), starting from 2016 to 2017, report shows that number of international hotel guest were decreased.

In Melaka the problem arose when like any other developing city, they continuously seek for a better improvement. Align with 9th Malaysia Plan objectives, the plan is to develop more modern buildings and shopping arcades, concentrated mainly in the Core Zone Melaka town. These developments have caused both local and foreign tourists to flock the areas, which in turn cause traffic congestion, especially where car park facilities are lacking. Local residents avoid visiting the places where

facilities and services are not sufficient to accommodate the high numbers of visitors. In addition, the reclamation of land for the purpose of supporting new buildings for commercial purposes such as business office and shopping malls had ruined the strategic location of Afamosa, an iconic heritage monument, which was previously at the sea front.

Heritage places are often shown as an effort to highlight the virtues of particular political ideologies. For instance, in state-socialist countries, tours typically involve visits to shrines and monuments dedicated to great communist leaders and patriots; they also include visits to schools, community centres, factories and specially designed villages where the residents are actors living an idealized lifestyle.

Malacca has known as heritage city, city with mixture of cultures, place for leisure and city of green technology (Amalina, 2015). United Nations Educational, Scientific and Cultural Organization (UNESCO) have nominated Malacca as the World Heritage site on 7th July 2008. In view of the culture and the heritage, Malacca is now a famous tourist attraction from all over the world. Unfortunately, nowadays there is a new building or structure was constructed and developed in some area at the core Zone of Melaka WHS (Chin, 2016). This was happen because of too many pressures from human activity, especially tourists could potentially damage the physical condition of the site and compromise its Outstanding Universal Value. Some of the local and repeated tourist are questioning how can a building that has never been there before, make it to the core heritage area? Who gave the approval? (The Star Online, 2016). This issues lead to the physical appearance of the Melaka WHS was disturb and changes slowly by recently. VEP are the relevance method to find out the examine the affective attachment of tourist when they visit Melaka World Heritage Site by using participatory photo analysis because photographs tell stories that can inform trip planners and designers, as well as destination managers and marketers, about visitor's preferences and expectations (Groves & Timothy, 2001).

Academics and practitioners alike concur that customer satisfaction and loyalty are an integral part of doing a business. Almost no business can survive without establishing a loyal customer base (Gremler & Brown, 1996). Previous researcher has been discussed that variables such as place attachment or place bonding to be an

important part of the self and to evoke strong emotions that would influence a person's behavior, including loyalty (Yuksel, Yuksel, & Bilim, 2010). Then (Hashem et al., 2013) supported that attachment to places is one of most important concepts in relationship between place and people.

Mainly, urban design research focused on the quality of the physical elements without understanding the psychological sense of place. It is important to understand the experiential place-making process through identifying place attachment dimensions (Ujang, 2012).

1.5 Research Aim and Objectives

The aim of this research is to examine the affective attachment of tourist when they visit Melaka World Heritage Site by using participatory photo analysis. The affective attachment in this research consist of affective feeling, cognitive feeling, and conative behaviour.

There are three objectives:

- a) To find out affective attachment in Melaka WHS by using photo analysis technique.
- b) To discuss the most prominent attributes towards tourist affective attachment in Melaka WHS.
- c) To find out the different between socio demographic profile with affective attachment in Melaka WHS.

1.6 Research Question

This research answers the followings questions:

1. What is the tourist affective attachment in Melaka WHS?
2. What is the most prominent attributes towards tourist affective attachment in Melaka WHS?

3. What is the different between tourist socio demographic profiles with emotional attachment in Melaka WHS?

1.7 The Scope of Research

Understanding an affective attachment of tourist, a research was conducted at Melaka WHS by using participatory photo analysis. Three dimensions which is emotional (affective), cognitive, and behavioural (conative) was used in evaluating 22 photographs taken from the core zone of Melaka WHS. Photographs taken were selected based on the nodes identified in the core zone of Melaka WHS.

Then, this research focus on relationship between between tourist socio demographic profiles with emotional attachment in Melaka WHS. Descriptive analysis used to collect data that describe the characteristics of persons, events, or situation. This research will focus on cross-sectional study which data are gathered just once, perhaps over a period of days or weeks or months to answer a research question.

1.8 Understanding Key Areas of the Research

There are several key areas was covered in this research which are place attachment, affective feeling, cognitive feeling, conative feeling and topophilia. Place attachment is a multifaceted concept that characterizes the bonding between individuals and their important places (Low & Altman, 1992). Affective feeling known as emotional interaction between human and places. It is also can be refer as the emotional bonds which make peoples behave irrationally to accomplish their desire (Hashem et al., 2013; Manzuma-ndaaba, Harada, Romle & Shamsudin, 2016).

According to (Caruana, 2002) as cited in (Manzuma-ndaaba et al., 2016) cognitive feeling is involves the consumer's conscious decision making process in the evaluation before a purchase is made. Conative feeling: consumer beliefs, feelings, and intention within the traditional consumer attitude structure. The behavioural

intention used to measure behaviour in the theory of planned behavior is effective at this level of loyalty dimension. Topophilia: literally means love of place. In other words, is the human being's affective ties with the material environment which implies a strong link between person and environment in terms of mental, emotional and cognitive (Tuan, 1974).

1.9 Structure of the Thesis

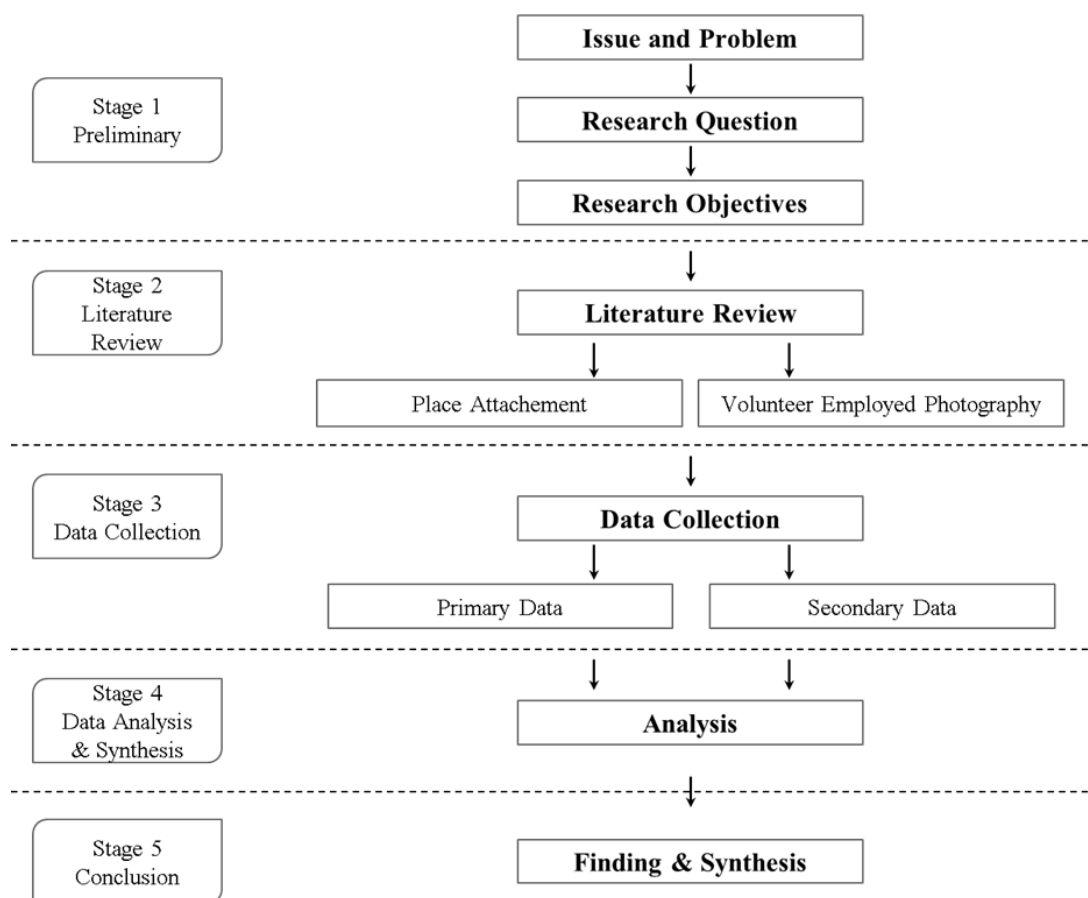


Figure 1.1 Research Structure

Figure 1.1 shows five stages of framework to conduct the research. Primary data was collected through questionnaire survey which analyzing the tourist affective attachment and also understanding behavior intention based on their feeling during their visitation in Melaka WHS.

As for the secondary evidence is obtained from the literature reading where it was done by the previous researchers. It will be included documents or other non-human intervention methods. Therefore, the previous academic researches, journals, books, news, as well as articles that related to the affective attachment are used in this research. For this stages, three attributes were explored which affective feeling, cognitive feeling, and conative feeling.

The third one is research implementation. This phase is the implementation where the questionnaire is sent handed to the respondents or it can be called as data collection. The questionnaires were distributed at the Core Zone Melaka WHS. Apart from that, the data collection conducted on the weekend which are 12 to 13 April and 26 to 28 April 2019. The reason of distributing questionnaires during weekend as researcher is due to leisure time of tourist and more tourist visited Melaka WHS as a touristic spot. Hence, from the survey, there is 130 data's being collected all together.

Next, in stage 4, research analysis was carried out based on the objectives and scope of research, then the results are used in stage 5 in findings and synthesis process.

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