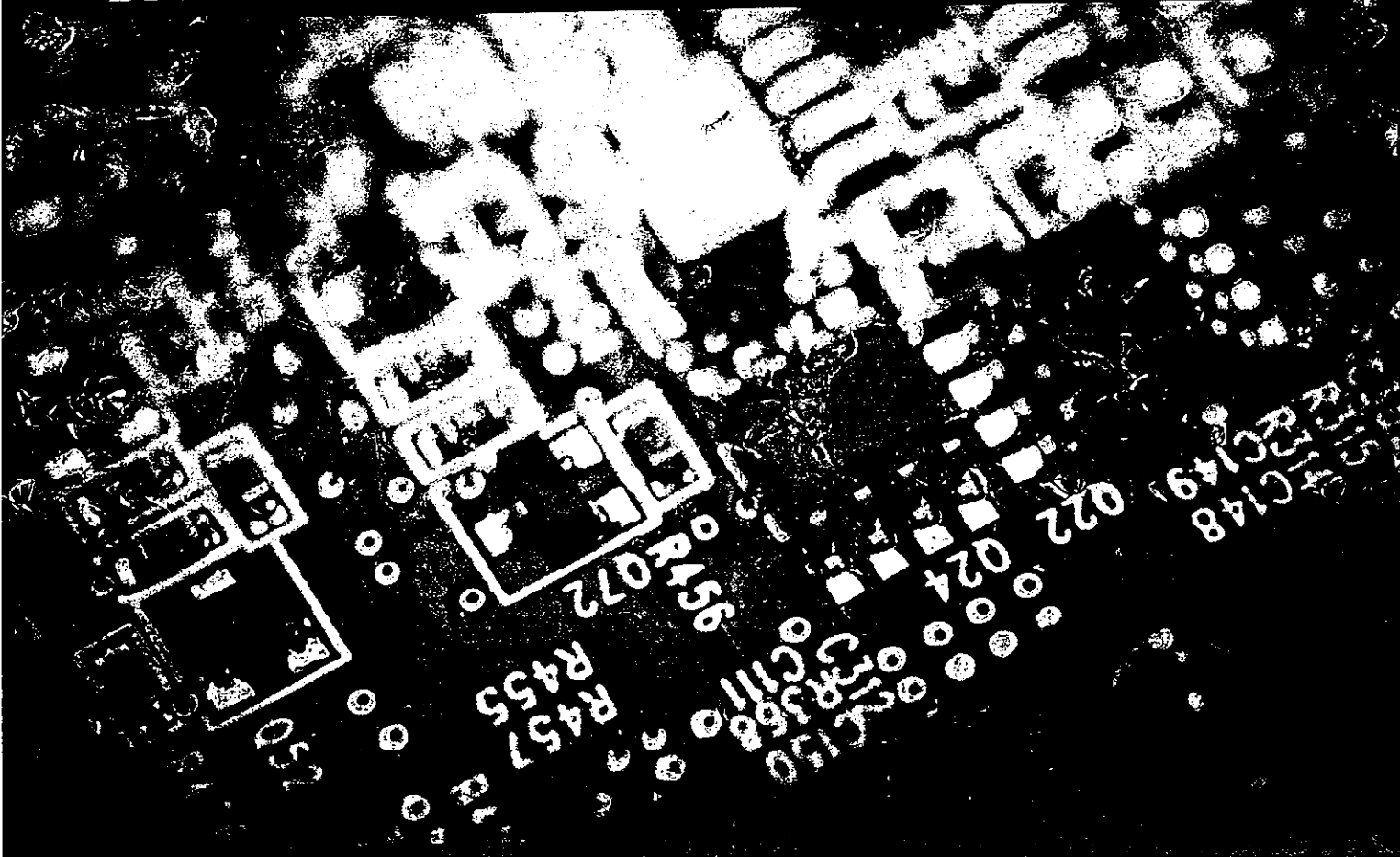




PROCEEDINGS OF ISETE INTERNATIONAL CONFERENCE



Date: 04th February, 2017 | Venue: Bengaluru, India

Association With



PROCEEDINGS OF
ISETE
INTERNATIONAL CONFERENCE

Date: 04th February, 2017

Venue: Bengaluru, India

Organized by



ISETE

In Association with



Corporate Address

IRAJ

Plot No. 161, Dharma Vihar, Khandagiri, Bhubaneswar, 751030

Odisha, India

www.iraj.in

Publisher: IRAJ

Ab

‘P
ar
su
th

O

© 2017, Bengaluru International Conference

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-86291-63-9
Edn - 2

Type set & printed by:
R. K. Printers
Bhubaneswar, Odisha, India

CONFERENCE COMMITTEE

Program Chair:

Ravi Kumar R

M.Tech. (Product Design and Manufacturing Engg.)
Bangalore Technological Institute, India

Prof. Prasad Kabade

Dayananda Sagar College of Engineering,
Bengaluru

Prof. R.N Barik

Chairman, IRAJ Research Forum
Mail: chairman@iraj.in

Conference Convener:

Miss. Sumita Nayak

Mob: +91- 8280047516

Mr. B. Das

Mob: +91- 8280047487

Publication and Distribution Head:

Mr. Manas Ranjan Prusty, IRAJ, India

International Advisory Members

Prof. Goodarz Ahmadi, Professor, Mechanical and Aeronautical Engineering, Clarkson University, USA

J. K. Chen, Ph.D., William and Nancy Thompson Professor, University of Missouri, USA

Dr. Jai Navlakhia, Professor, School of Computing and Information Sciences, Florida, USA

Dr Chi Hieu Le, Pembroke, Central Avenue. Chatham Maritime, United Kingdom

Dr. M.A. Chowdhury, Professor, Dhaka University of Engineering and Technology, Bangladesh.

Prof. Mohammed Farooque Khalil, Sr Lecturer, Jazan University, Saudi Arabia (KSA)

Davood Mohammadi Souran, Research Associate, Shiraz University, Shiraz, Iran

Prof. S.Barathkumar, Department of ECE, Christ the King Engineering College, Coimbatore, India

Prof. R. M. Khaire, Professor, Dept. of Elex. and Tele communication, B, V University, India

Prof. N. Srivastav, Professor, Dept. of Elex. and Tele communication, B, V University, India

Prof. S.P Joshi, Visiting Professor, Dept. of Computer Science, B, V University, India

Prof. I.Suneetha, Associate Professor, Dept. of ECE, AITS, Tirupati, India

Dr. Yaswanth Kumar Avulapati, Department of Computer Science (M.C.A),

S.V.U.College of Commerce Management and Computer Science, S.V.University, Tirupati, India

Mohammed Farooque Khalil, Sr Lecturer, Department of Computer Science, Jazan University, Kingdom of Saudi Arabia (KSA)

Hari Krishna Kuruva, Assistant Professor, DIT School of Engineering, Greater Noida, M-Tech, National Institute of Technology, Silchar.

Davood Mohammadi Souran, Research Associate, Control and Automation Engineering

Shiraz University, Shiraz, Iran

Gurudatt Anil Kulkarni, I/C HOD E&TC Department, Marathwada Mitra Mandal's Polytechnic

TABLE OF CONTENTS

SI No	TITLES AND AUTHORS	Page No.
01.	Web Advertisement: The Factors Influencing Purchase Intention ➤ <i>Adesh Padival B, Lidwin Michael Kenneth</i>	1-3
02.	Treatment of Water Systems Contaminated With Pesticide (Monocrotophos) and Using For Recharging Ground Water ➤ <i>K. Vinutha</i>	4-8
03.	Eye Blink Controlled Robot Using EEG Technology ➤ <i>Abdul Lateef Haroon P.S, U.Eranna, Ulaganathan J., Raymond Irudayaraj I.</i>	9-13
04.	Design and Verification of Improved Hamming Code (ECC) Using Verilog ➤ <i>Raymond Irudayaraj I., Abdul Lateef Haroon P.S, Ulaganathan J., Shridhar S. Bilagi</i>	14-18
05.	Design and Implementation of Shortest Path and Fault Tolerant Algorithm in NOC ➤ <i>Shridhar S. Bilagi, Raymond Irudayaraj I., Ulaganathan J., Abdul Lateef Haroon P.S</i>	19-22
06.	Biofeedback Acquisition Using Electromyography ➤ <i>Ulaganathan J, Abdul Lateef Haroon P.S, Raymond Irudayaraj I, Shridhar S. Bilagi</i>	23-27
07.	A Study on Corrosion Behavior of Equal Channel Angular Pressed Al 2014 in Different Corrosive Medium ➤ <i>Divya S P, Yoganandan G, Balaraju J N, Nagaraj M, Ravisankar B</i>	28-31
08.	Machine Learning Based Maximum Power Point Tracking in Tidal/Ocean Energy Conversion System ➤ <i>Siddarth Sreeni, Sahitya Tahiliani, Tushar Gothankar</i>	32-36
09.	Cloud-Based Cost Efficient Smart Parking System Based on Iot Technology ➤ <i>Goutham J., Chaitra B.R.</i>	37-40
10.	Advancement in Sugar Cogeneration System ➤ <i>Shubham S. Gaikwad</i>	41-44
11.	Laplacian of a Gaussian (Log) Edge Detector and PCA for Face Recognition ➤ <i>Kumari Ramnika, Kailash J. Karande</i>	45-47
12.	Measuring Levels of Design Fixation in Indian Engineers ➤ <i>Arukonda Siddartha, V. Mahesh</i>	48-51

- ✓
13. **Performance Optimisation of A Single Cylinder 4-Stroke Diesel Engine using Biodiesel Fuel** 52-55
 ➤ *Vivek Subramaniam S, Sai Vinayak G, Prashanth K*
 14. **Matlab Based Echo Cancellation System** 56-58
 ➤ *Saurabh K. Dahivadkar, Maruti B. Limkar*
 15. **Exploration of Factors Affecting Inbound ASEAN Tourists Growth in Malaysia** 59-61
 ➤ *Jeetesh Kumar, Leena Nitin Fukey, Anshul Garg*
 16. **An Innovative Approach to E-Learning Methodologies** 62-65
 ➤ *M.Rithvik, A.Lillyrani, M.Suribabu*
 17. **A Hybrid Vehicle Configuration with Zero Emission** 66-70
 ➤ *Krishtipati Sravani*
 18. **Vibration Behavior of a Stiffened and Unstiffened Missile Shield by using FEA** 71-78
 ➤ *Bommisetty Manikantesh, H.Pradeep Reddy, Niranjana.S.J*
 19. **Effect of Simultaneous Saccharification and Fermentation Conditions of Triticale Starch on the Efficiency of Process and Composition of the Distillates Obtained** 79
 ➤ *Ewelina Strak, Maria Balcerek*
 20. **The Study of Antiepileptic Activity of Clove Oil by MES Model In Mice** 80
 ➤ *Avanthi E*
 21. **Evaluation of Anxiolytic Activity of Rousvastatin in Male Albino Mice** 81
 ➤ *Avanthi E*
 22. **Development of GPS/INS Integration Module using Kalman Filter** 82-86
 ➤ *Chandan Yadav.N, Abhishek Shanmukha, Amruth B.M, Basavaraj*
 23. **Design and Development of I²C Protocol using VERILOG** 87-90
 ➤ *Sireesha Bhuvanagiri, Shaik Khasim Beebi*

★ ★ ★

EXPLORATION OF FACTORS AFFECTING INBOUND ASEAN TOURISTS GROWTH IN MALAYSIA

¹JEETESH KUMAR, ²LEENA NITIN FUKEY, ³ANSHUL GARG

^{1,3}Taylor's University – Malaysia

²Christ University - India

E-mail: ¹Jeetesh.kumar@taylors.edu.my, ²leena.n.fukey@christuniversity.in, ³anshul.garg@taylors.edu.my

Abstract - The tourism sector is recognized as a high-yield service industry with hedonic economic impact on businesses, destinations, local economies, and the development of human capital. It is considered as one of the fastest developing and most profitable sector. Therefore, current research was formulated to understand the factors behind inbound ASEAN tourism growth in Malaysia. Quantitative research approach was implied and in total 213 responses were collected by using non-probability convenience random sampling. Current research concludes that Satisfaction is one which directs tourist mental state and also leads towards revisiting intention and WOM. Results also shows that private sector is doing well, public sector needs to be improved and socio cultural environment is quite dominating factor in Malaysia.

Index Terms - Inbound ASEAN tourist, revisiting intension, Satisfaction, Socio cultural

I. BACKGROUND OF THE STUDY

The economic importance of the tourism industry should not be underestimated. It has several impacts on the world's economy, and these impacts are mainly categorized as the direct contribution and total contribution to the greater economy [1], [2]. Currently, the tourism industry is one of the major service industry in Malaysia, besides that rubber, tin, palm oil and petroleum products are also important and major revenue generating sectors for Malaysia. The majority of the products are export-oriented, which really hits the Malaysian economy in the time of recession. In 1987, the ministry of culture, art, and tourism was established in Malaysia. Due to high demand and huge revenue generation, ministry has high priority and in 2004, it was divided into three sectors to give proper attention to the international tourist markets and also assigned with several roles including promotional activity such as Visit Malaysia Year in 1990's, 2000, 2007 and the latest is in 2014 [3].

In the context of ASEAN countries, Malaysia has a remarkable number of tourist arrivals and tourist receipts. As several countries are the contributor to Malaysian tourism industry, it is noticed that Malaysia's ASEAN neighboring countries are the biggest contributor until now including, Singapore, Thailand, and Indonesia. Tourism in Malaysia is divided into many sectors that are managed by public and obviously private establishment [4]. Both of the parties run their own business in different areas of tourism (medical, MICE, cultural tourism, etc.). Inbound ASEAN tourist market is huge and growing in Malaysia, as tourist arrival is hitting 25 million since the last couple of years. Malaysia has a variety of tourism, attraction points for tourist same as other neighboring countries.

Table I. Tourism Statistics - Malaysia

Year	Tourist Arrivals (Million)	Tourist Receipts (RM Billion)
2016 (Jan-June)	13.03	72.0
2015	25.7	69.1
2014	27.44	72.0
2013	25.7	65.4
2012	25.0	60.6
2011	24.7	58.3

Table II. Tourists Arrival in Malaysia – Nationality

Country	January – December 2014/2015		
	2014	2015	Growth %
Singapore	13,932,99	12,930,754	(7.2)
Indonesia	2,827,533	2,788,033	(1.4)
China	1,613,355	1,677,163	4.0
Thailand	1,299,298	1,343,569	3.4
Brunei	1,213,110	1,233,555	(6.6)
India	770,108	722,141	(6.2)
Philippines	616,538	554,917	(10.3)
Australia	571,328	486,948	(14.8)
Japan	553,106	483,569	(12.6)
U.K	445,789	401,019	(10.0)
S. Korea	385,769	421,161	9.2
Taiwan	274,665	283,224	3.1
U.S.A	262,106	237,768	(9.3)
Vietnam	285,716	229,626	(19.6)
France	169,973	151,474	(10.9)
Germany	158,453	144,910	(8.5)
Iran	72,264	65,066	(10.0)
Nepal	159,144	93,159	(41.5)
Saudi Arabia	113,921	99,754	(12.4)
Canada	92,761	79,557	(14.2)

Literature confirms that there are several aspects available for the growth of tourism industry. Among all aspects, satisfaction is one which should be met as per tourist's expectation [5]. Satisfaction is one which directs tourist mental state and also leads towards revisiting intention and WOM [6].

There are many factors affecting the satisfaction level of a tourist in traveling activities. Tourist attraction in the destination, beauty of the landscape, culture and hospitality services provided by the hotel staffs, quality of the food and beverages served and even the friendliness of local citizens are some of the factors that are really giving an impact on the overall tourist satisfaction [7]. A Study also concluded that Malaysia has more amusement facilities compared to others, cheap and various accommodations and tour packages, health and hygiene tourism attractions and also various religions live together peacefully. Other countries visitors are also attracted by the seminar and conferences together with different cultural events in Malaysia.

The current study is aiming to find out the factors (push/ pull) affecting this huge growth of the inbound ASEAN tourists in Malaysia. To answer the purpose of the study, three research objectives were formed; to identify which is the strongest factor affecting inbound ASEAN tourism in Malaysia; to identify what is the most interactive segment of tourism for ASEAN tourists in Malaysia; to identify which country dominates the inbound ASEAN tourism in Malaysia.

II. RESEARCH METHODOLOGY

The current research establishes its base mainly on a quantitative research approach with one self-administered survey questionnaire designed to capture an understanding of the inbound ASEAN tourism growth in Malaysia.

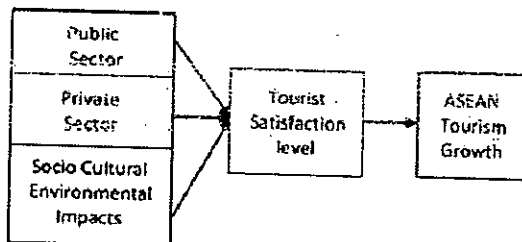


Fig. 1, Conceptual framework of the study

A. Hypothesis of the study

- H1: Public sector exerts significant positive effect on tourist satisfaction level,
- H2: Private sector exerts significant positive effect on tourist satisfaction level.
- H3: Socio cultural environmental exerts significant positive effect on tourist satisfaction level
- H4: Tourist satisfaction level has impacts on tourism industrial growth

The survey instrument was divided into two sections, where the first section captured the information regarding demographics and also some general questions for the tourism industry in Malaysia, transportation, average spending, an average night of stay, and accommodation. The Second section had 32 question with five-point Likert scale, where 1 stands for very unsatisfied and 5 for very satisfied. In total 213 response were collected while using non-probability convenience random sampling techniques from March till November 2015.

It was found out that female percentage (111) was slightly higher than male (102) respondents, with regards to age group, the majority of the respondents were in age group of 36-45 years (107) followed by 26 - 35 years (57). For nationality, interestingly Indonesia (102) was on top followed by Singapore (47), Philippines (19) and less than 10 respondents (each country) were from Brunei, Cambodia, Laos, Thailand and Vietnam. Most of the respondents (109) were having bachelor's degree as per their qualification. For accommodation, a big number of respondents (96) stayed in hotels and rest stayed in an apartment, private accommodation, friend and relatives house. With regards spending, maximum average spending was RM 2000 and least was RM 1350. It was found out that majority of respondents (101) stayed 7 days in Malaysia. Results show that more than 100 respondents visited Malaysia for leisure purpose (holiday and relaxation) followed by business/ MICE (74) and only 7 respondents came Malaysia for VFR.

III. ANALYSIS AND FINDINGS

Reliability analysis was performed to check the reliability and validity of the variables. Where all the variables were having Cronbach's Alpha (α) more which than 0.7, which is deemed acceptable [8]. Overall reliability value was 0.843.

Table III. Correlation Analysis

Scale	1	2	3	4	5
P.S	1				
P.SE	0.763	1			
SCE	0.678	0.516	1		
TSL	0.549	0.452	0.632	1	
ATG	0.351	0.645	0.823	0.687	1

Note: Correlation is significant at the 0.01 level (2-tailed).

A. Correlation Analysis

In the present study, correlation analysis was employed since "correlation analysis involves measuring the closeness of the relationship between two or more variables; it considers the joint variation of two measures" [9]. In Table 3, the results of

correlation analysis are significant at the .01 level. When the correlation coefficients matrix between study variables is examined, no correlation coefficient is equal to .90 or above. This examination provides support for the discriminant validity of this study, which means that all the constructs are different/distinct [10].

B. Regression Analysis

Since regression analysis is "the technique used to derive an equation that relates the criterion variables to one or more predictor variables; it considers the frequency distribution of the criterion variable, when one or more predictor variables are held fixed at various levels" [9]. As in this study, there are two dependent variables regression was analyzed two times by using Tourist satisfaction level with all independent variables and Tourist satisfaction level as an independent with ASEAN tourist growth as a dependent.

For the 1st regression, it was found out that positive correlation with R2 of 0.720 and F-value of 95.9 at a significance level $p < .001$. There is not such autocorrelation as the Durbin-Watson value is 1.94 and variance inflations factor is also below 3, which is clearly showing there is no multicollinearity problem. It was found that public sector ($\beta = 0.749$), private sector ($\beta = 0.308$) and socio cultural environment ($\beta = 0.526$) exerts a significant positive effect on tourist satisfaction level, hence hypothesis H1, H2, and H3 are accepted.

The results for regression 2 shows that tourist satisfaction level ($\beta = 2.42$) exerts a significant effect on ASEAN tourism growth making hypotheses H4 to be accepted.

CONCLUSION

Tourism growth is strongly affected by tourist satisfaction level, as satisfaction level leads towards

revisiting intention and WOM. The Private sector is playing very crucial role in satisfying the tourists, where public sector needs to be improved in terms of leisure backed up tourism establishments, infrastructure, public transport and also safety & security. Socio cultural environment is quite dominating factor/ variable as big number of tourists are visiting Malaysia for leisure purpose. Indonesia, Singapore, and Philippines are top leading countries from ASEAN for the past few years dominating the inbound ASEAN tourist in Malaysia. Overall, the satisfaction level of inbound ASEAN tourists in Malaysia is a strong factor that affecting the growth of Malaysian tourism industry.

REFERENCES

- [1] R. Montgomery, and S. Strick, *Meetings, Conventions and Expositions*, New York: John Wiley & Sons, 1995, ch. 5, pp. 51-58.
- [2] T. Rogers, *Conferences and conventions: A global industry*, 2nd edition, Burlington: Elsevier Ltd, 2008, ch. 3, pp. 103-117.
- [3] Tourism Malaysia. (2015). *Tourism Malaysia* [Online]. Available: <http://www.tourism.gov.my>
- [4] Bhuiyan, C. Siwar, and S. Ismail. (2013). *Tourism Development in Malaysia from the Perspective Tourist* [Online]. Available: www.ccsenet.org/journal/index.php/ass/article/viewFile/28257/16930.
- [6] M. G. Gundersen, M. Heide, U. H. Dan. Olsson, "Hotel Guest Satisfaction Among Business Travelers - What Are The Important Factors?" *Cornell Hotel and Rest. Admin. Quarterly*, vol. 36, pp. 72-81, April 2009.
- [8] T. Sarimidi, and N. H. Salleh, "Dynamic Inter-Relationship between Trade, Economic Growth and Tourism in Malaysia. *Pusat Pengajian Ekonomi*", *Fakulti Ekonomi dan Perniagaan*, pp. 1-13, 2010.
- [9] J. E. Bigne, M. I. Sanchez, and J. Sanchez, "Tourism Image, Evaluation Variables and After Purchase Behavior: Inter-Relationship" *Tourism Management*, vol. 22, pp. 607-616, 2001.
- [10] G. Churchill, *Marketing Research: Methodological Foundations*, Hinsdale, Illinois: Dryden Press, 1979, ch. 4.
- [11] G. Churchill, *Marketing Research: Methodological Foundations*, New York: Dryden Press, 1993, chp. 6.
- [12] D. J. Ainick, and H. J. Walberg, *Introductory Multivariate Analysis*, California: McCutchan Publishing Corporation, 1975, ch. 7.
