

INTERNATIONAL ISLAMIC UNIVERSITY  
MALAYSIA  
KULLIYAH OF LANGUAGES AND  
MANAGEMENT



# REPORT OF TOURISM PRODUCT DEVELOPMENT: A WAY TO CREATE VALUE 2019

MUAR, JOHOR

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## 1.0 INTRODUCTION

Malaysia has become one of the top tourist destinations in the world. Muar, Johor Darul Takzim is among the top destination in Malaysia that has been declared as the 'Clean City' by ASEAN. The royal town and known as Bandar Maharani or Town of Empress is a place that rich with history and culture. Tourist that came to Muar will not only enjoy the impressive historical site, but also get to experience the recreational activities such as water cruise and enjoying cultural and art. For example, Muar Cultural Walk and the Bond Mural.

A growing trend has been placed on tourism experiences and attractions related to food. Food has been found as one of the fundamental elements of the tourist product. Urry (2002) claims that tourism should involve several of aspects, such as soundscapes, smellscapes, tastescapes, the geography of touch, in addition to landscapes. A few researchers have been discussed about how the search for tastescapes becomes the tourists' motivation. Food related to tourism make the tourists to achieve their goal of relaxation, satisfaction, excitement, escapism, status, education and lifestyle (Frochot, 2003).

Gastronomy or culinary tourism refer to a travel that is motivated by the destination's cuisines. Therefore, the main motivations are to experience the food and drink that can provide a lasting memory in their lifetime (Wolf, 2002). It is essential not to confuse between food tourism and consumption of food when travelling.

Previous studies have shown the success of tourist destination is link to gastronomic aspect (Belisle, 1983; Sheldon and Fox, 1988; Reynolds, 1993; Faulkner et al., 1999; Sparks et al., 2000; Hall et al., 2003; Ramos et al., 2004). Delightful cuisine of Muar projecting a positive food image for tourist and crucial to promote Malaysian food worldwide. This study will be discussing about our case study specifically in Muar and focusing the tourism at that area especially in gastronomic.

## 2.0 POLICY REVIEW

### 2.1 Tourism development policies

Sustainable Tourism policy need to include three basic aspect for the development of tourism which are cultural values, environmental resources and economic results. In addition, tourism development destination must take into account at any level, local, regional, national and international. The key area of a tourism development policy is the following:

1. Establishment of development guidelines
2. Determine and control the planning process
3. Define a marketing strategy and actions.

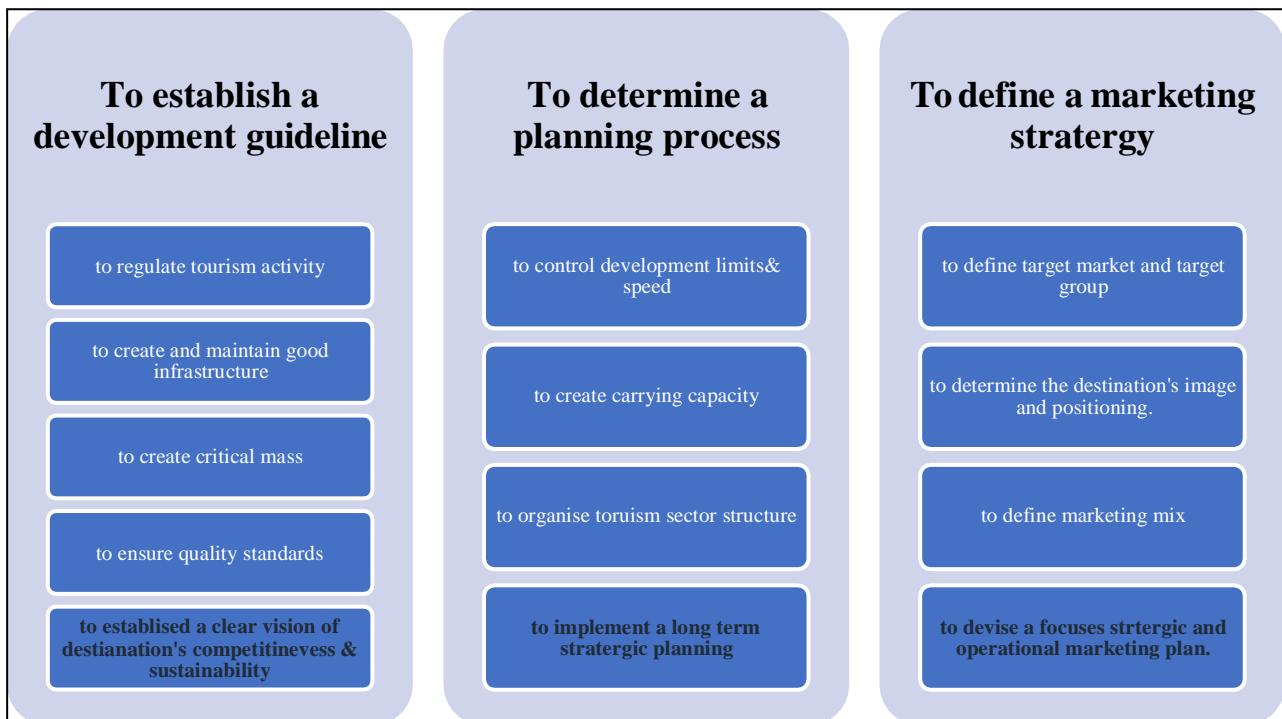


Figure 1.0 shows the key area of a tourism development policy

Sources; *cultural heritage tourism-opportunities for product development; the Barcelona case* in Tourism Review, AIEST, 2006

First of all, the first key areas of tourism development policy are development guidelines. The adequate development of a destination must have a clear rational guideline to control all the tourism activities in order to sustain the areas in term of environmental, social and economies. The purpose of guidelines is a guide for developer to minimize the impact of development for environmental and to avoid any destruction that may affect human kind. As such Muar, Municipal of Muar have been implemented guideline regarding building construction set back from the river. Plus, there are not building or construction in 3 kilometers from the Palace. The guidelines must be followed by the developers and action will be taken if the developers break the rules.

Next, planning process is a tool for development framework to control all the planning mechanism. With the implementation of development strategies, the framework helps the sustainability of the development planning in both long and short term. Hence, the development growth can be balanced and also preserved the resources of the destination. In term of planning, there are factors must be considered which are the land use, carrying capacity and development control. As in Muar, all the development monitored by Municipal of Muar with collaboration with Jabatan Pengaliran Sungai (JPS). Not only have that, they also in line their development so there will no overlapping development.

Last but not least, it is a crucial part for marketing strategies as the developers need to promote and commercialization of any destination to the public. The developers must segment the target market by tourist preferences, demographic and motivation. The marketing mix strategies is one of the ways to promote the destination and help increase the efficiency of marketing action. This marketing strategy was implemented by Muar as Muar also known as Royale city due to the historical background. In addition, Tourism Muar has promoted Muar as historical site and currently Muar popular with food tourism among the tourist. Tourist can easily search in internet about the best thing in Muar because Tourism Muar has promoted Muar through website and social media.

All in all, in order to sustain the tourism sector in Muar, government agencies have put an effort to promote Muar as tourism destination by develop new attraction,

held an event and festivals to attract tourist not only domestic but also international. Hence, the key areas development policies help government agencies in Muar improve tourism sector in each aspect.

### 3.0 LITERATURE REVIEW FOOD TOURISM

Bessiere, 1998 stated that local cuisine is an image to a destination and a remark for tourist experience of the destination. Local cuisine known as a signature of the destination as the food reflect the value of culture and authentic image of Malaysia. Therefore, local cuisine should be one of the main activities or main attraction. For example, Asian known with rice, sushi in Japan and unique cuisine of western European countries such as France for pastry and pasta, Italy for pizza. Local cuisine become one of the destinations unique selling points. Indirectly, help the countries to promote the tourism destination of the countries. Hence, Asian countries took the opportunity to integrate and promoting the local cuisine of each country and succeed to attract tourist from all over world to taste the unique and variety of local food. In a study by Lopez-Guzman and Sanchez-Canizares (2012), the local cuisine become the motivation of tourist visiting a destination.

This paper was highlighted about Malaysia cuisine as one of the motivations for tourist to travel to Malaysia. This study conducted by Mohd Hairi Jalis, Deborah Che and Kevin Markwell are to understanding how Malaysia cuisine is used in marketing Malaysia as a tourist destination. In recent year, food tourism in Malaysia become a new trend of tourism. Tourist come from all over the world to taste Malaysia multicultural cuisine, the local cuisine that formed out ethnic populations of Malay, Chinese, and India. Hence, Ministry of Tourism and Culture (MOTAC) with collaboration with Malaysia external trade development corporation (MATRADE) has develop a program “promotional plan” as strategy to promote local cuisine as part of tourist experience. MATRADE held an international promotional cuisine by “Malaysia Kitchen Programmed” to introduce Malaysian cuisine and local commodities to the worldwide. The programmed is a success when the number of tourists increase in 2009.

Not only have that, MOTAC with corporation MATRADE held numbers of foods events and festival every year to attract more tourist and the event become Malaysia annual event. As such, in 2009 ‘Fabulous Food 1Malaysia’, Malaysia International Gourmet Festival, “ASEAN Heritage Food Trail with Chef Wan” And “Street and Restaurant Food Festival”. Thus, Malaysia Government take this opportunity to promote Malaysia as Food Heaven to the world and “A-Must Go Destination” for food hunters and boost other tourism industry because other industry sector such as accommodation and entertainment complement each other.

## 4.0 TOURISM PRODUCT CREATION

### 4.1 Portfolio Strategy

Product portfolio can be defined as the compilation of products and services offered by the corporation to their target market. It includes of entire set of products offered and also comprised of all the products which are exist. The product portfolio may contain the individual product, different groups and product lines.

According to a case study of *Tourism Product Development: a way to create value The case of La Vall de LordIn* stated that in order to be able developing the tourism and concentrate on the existing products or supply of the area, the tourism destination itself need to have a good product portfolio strategy whereas it should also be based on the capitals and the existing of attractions. The amenities and utilities also should be considered such as infrastructures, facilities and services to ensure the development successfulness. Along during the process, other criteria need to be measures in order to help the precise evaluation of the real success potential of the different products and these criteria could be the economic itself, cultural, environmental or political.

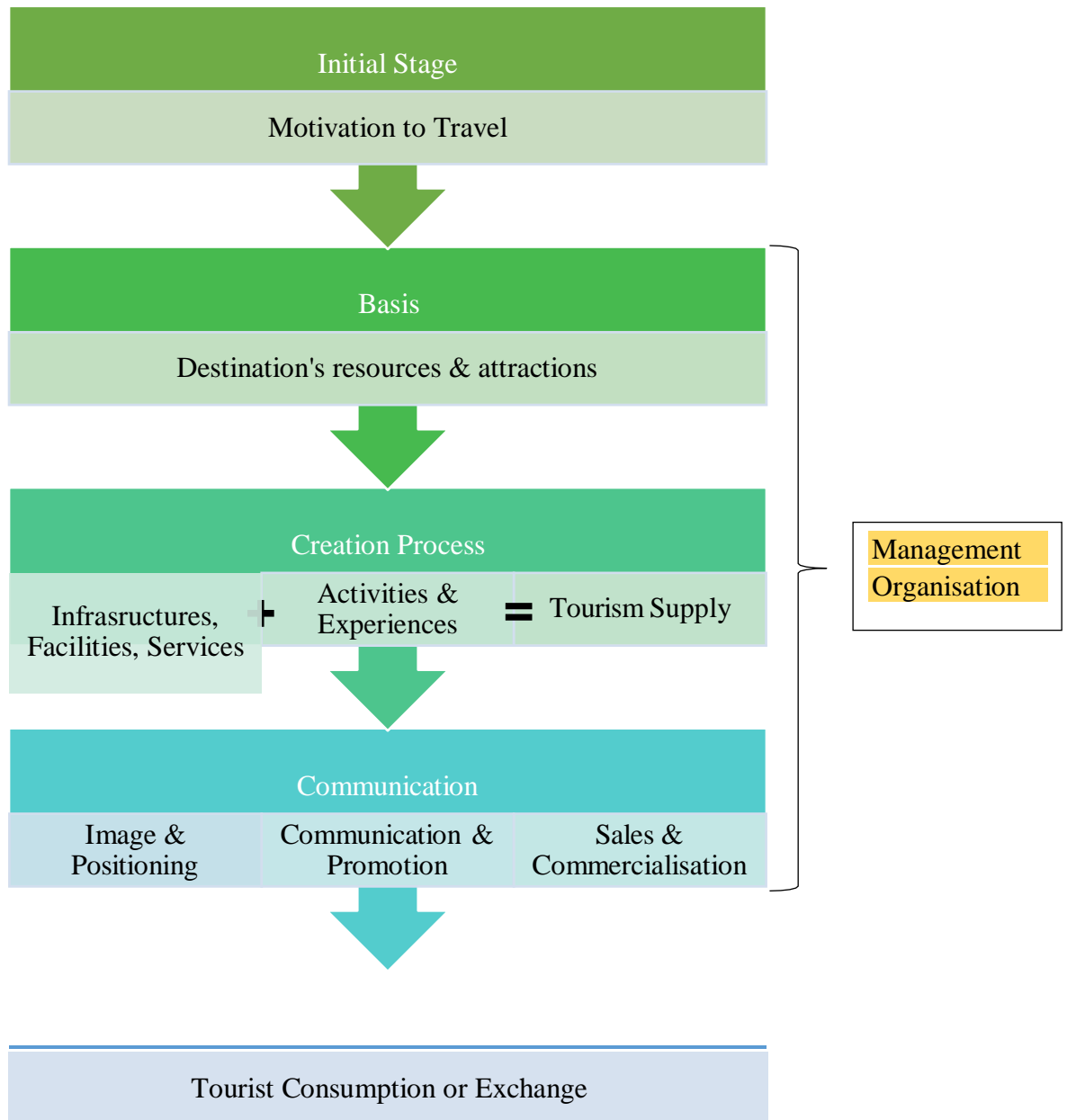
There are few examples that can be a good market potential for the product, which are the “visualization through image of creation and placing of a destination, investment from public and private sectors, predictable investment, the expected results and the benefits of the display outcome that can defined the formation of new products” according to a case study of *Tourism Product Development: a way to create value The case of La Vall de LordIn* . Based on this idea, through the creation of a balancing supply, it can help the definition of acceptable product portfolio for a destination. Moreover, a clear development strategy that will try in term of specialize the services, able create its own uniqueness from the competition and the needs of the different actors present through the process of development and creation of new products.

Based on our case study area which is Muar located in Johor, we have found out few existing tourism products in the area. One of the tourism products that are really well known among the locals and domestic tourists is the food tourism, various types of food offered in Muar (*Refer appendix page 32-35*) and numerous of local’s food stall were operating as it is one of the ways for the locals to generate their income. Based on our interview with one of the local in the area, he stated that one of the Muar signatures are Mee Bandung, Satay, Asam Pedas and also Murtabak Singapore. Muar is not just well known with its food tourism but also with its cultural and heritage as the certain buildings were still remaining historical for examples, the shop lots

buildings, Masjid Jamek Sultan Ibrahim and more. Muar could create a really good product portfolio due to its existing attractions of food and historical.

#### 4.2 Creation of Tourism Products

Figure 2.0 shows the key elements in the product creation process:



*Figure 2.0*

There are 5 steps or elements that involved in the process of product creation which are initial stage, basis, creation process, communication and result. There are 3 key elements that controlled by the management organisation which are basis, creation process and communication. Management organization plays important roles in this process including overcome the problem occur at the places especially if it involves social, environment and economic contribution.

The first step is initial stage which is about what motivate tourist to travel at certain places. Next step is basis. The destination's resources and attractions that available at the places that can attract tourist to come. Besides, creation process also important step in product creation process which including the infrastructures, facilities and services that will provided to the tourist with activities offered that will be experiences by tourist at the places. To attract tourist, the places or attraction should have complete tourism supply. For example, in Muar, there are attraction of food tourism, so in order to attract more tourist, the local authority should provide complete infrastructure and facilities such as toilets. For the services provider, they should give the best services so the tourist will gain the best experiences in Muar. Other than that, communication also important which including how to commercialise the attractions, how to promote and communicate well with potential tourist. Lastly, tourist will experience the resources and attractions, they will give feedback. If they satisfy, they will revisit.

## 5.0 METHODOLOGY

Qualitative method involves primary sources that is first-hand while secondary sources is used to interpret and analyze the primary data.

The primary resources including observation with supported images and videos during our site visit on 4<sup>th</sup> April 2019. Also, formal interview with a representative from Muar Municipal Council (MPM). The interview session highlighted information regarding the history and background of Muar. Other than that, there are few policies that have been referred to such as Tourism Policy Development: A Malaysia Experience Tourism Policy Development (June, 2010), Tourism Development And Trust In Local Government (August, 2014), Utilizing Local Cuisine To Market Malaysia As A Tourist Destination, Analysis Of The Relationship Between Tourism And Food Culture (April, 2016) and Tourism Product Development: A Way To Create Value.

Secondary sources that researcher have been used in this study is official websites to find a broader information of this research. Then, Google Earth to study Muar area by digitizing the map. Last but not least, the articles and reports about gastronomy or food tourism from Google Scholar. For example, Malaysia as a Culinary Tourism Destination: International Tourists' Perspective written by M.Shahrim Ab. Karim and Bee-Lia Chua from University Putra Malaysia.

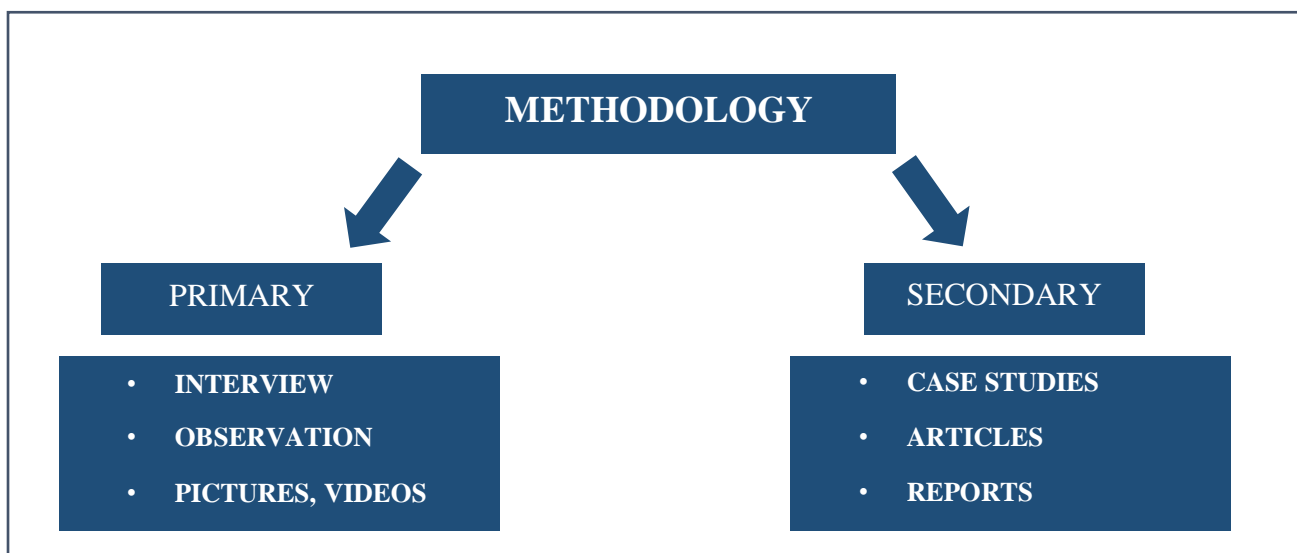


Figure 3.0 Methodology chart

## 6.0 TOURISM PRODUCT DEVELOPMENT

### 6.1 Background

Figure 4: Total area of Muar district on maps



Figure 4

Muar located in the north-west of Johor and is contiguous to Malacca, Segamat and Batu Pahat. The total area of Muar district is 2,346.12 km<sup>2</sup> and the distance between Muar to Kuala Lumpur is 150km, 47km from Malacca and 179km from Singapore. Basically, Muar is really rich with its histories and there are visible through the buildings. However, because of the evidence on historical and archaeological is not being properly recorded, most of the history remain unknown. According to Muar Municipal Council official portal, Muar was believed to have started earlier than the Malacca Empire. This is because in 1361, a record was found saying that Muar is part of the Majapahit empire province.

There is also record stated that before Parameswara heading to Malacca, Parameswara had set up a settlement in Pagoh after he moves from Temasik. Muar also do affect from the Portugese effort in conquering Malacca. 'Kubu Bentayan' is one of the historical sites that was built to combat attack from Portugese, while "Fortaleza de Muar" was built to defend the colony from Dutch and Aceh attacks. Before being part of Johor province, Muar was once standing as an independent and sovereign government that was ruled by Sultan Ali from 1855 to 1877. However, Muar started to become part of Johor province after Sultan Ali passed away.

## 7.0 MUNICIPAL COUNCIL OF MUAR, JOHOR

Municipal council is known as a legislative body of a municipality such as a city council or a town council. Every place would have a government bodies or authorities which responsible for the areas. Based on our case study area which Muar, Johor, the local authority is Majlis Perbandaran Muar (MPM) that are responsible in handling Muar, their main headquarters were located at Jalan Maharani, Bandar Maharani, Muar. Majlis Perbandaran Muar is under Johor state government and they are responsible for public health and sanitation, waste removal and management, town planning, environmental protection and building control, social and economic development and general maintenance functions of urban infrastructure.



Figure 5.0 shows the Municipal Council of Muar logo



Figure 5.1 shows the Municipal Council of Muar building

## **7.1 Timeline of MPM establishment**

**1903-1910** - Sanitation Institution.

**1921** - Town Board (under Town Board Enactment 1911).

**06.03.1952** - Maharani Town Council (under the Local Government Ordinance, Provisional Provision 1973).

**01.08.1976** - South Muar District Council (under the Local Government Act, temporary provisions 1973).

**01.01.2001** - Muar Municipal Council.

**14.04.2001** - Declaration of the Muar Municipal Council was officiated by YAB Menteri Besar of Johor.

The Muar Municipal Council's convention was finalised by YAB Menteri Besar of Johor on 14 April 2001. The Muar Municipal Council, which was once known as the South Muar District Council (Under the Local Government Act, the provision of temporary provisions 1973) covered 17 mukims occupied almost 230,000 people of various ethnicities.

## **7.2 Muar municipal council objectives**

Muar municipal council or known as Majlis Pemandaran Muar has come out with few main objectives in developing Muar and lead Muar to a betterment. One of their objectives is to strengthen capacity building and capability towards high performance organizations. Besides, they also empower municipal management towards realizing sustainable development and enhance revenue collection and develop the economy towards a competitive community. Lastly, Muar municipal council also wants to enhance the quality of life of the community through the empowerment of public infrastructure in Muar with the vision of turning Muar as a unique and sustainable Royal City Emerald City towards the Heritage City, cultural, environmental-friendly culture by the year 2020. The mission of this agency is to empowering governance of Muar municipal services efficiently, proactively, innovatively and with integrity to advance the quality of a prosperous and sustainable city for the convenience and safety of Muar residents.

### **7.3 Functions and regulation**

To make sure Muar is leading with other places in term of economy, social and infrastructure, the agency has created several regulatory and agency functions to safeguard the security and well-being of Muar.

### **7.4 Several functions and regulations of MPM:**

1. Plan and control the development of the area in accordance with the laws and regulations which are enforced.
2. Enforce and control all activities in the administrative area in accordance with the laws and regulations in force.
3. Producing and controlling business licenses, business advertising signs, hawkers.
4. Provide business facilities such as shops, bazaars, booths, public markets, and others.
5. Regulate hygiene services.
6. Provide and maintain public utilities, recreation, landscaping and urban beautification.
7. Provide and maintain infrastructure facilities such as roads, drains and street lights.
8. Manage Financial Resources efficiently, effectively and prudently in accordance with the established financial management procedures.
9. Building control body in compliance with laws, acts, guidelines, general council policies in creating a regulated and organized environment.

### 8.0 Product Portfolio

Nowadays, gastronomy tourism or travel for food has become a top trend in many countries in the world that may lead to higher expenditure among travellers especially during on this modern era which with a simple click, each information can be reached by everyone. In other words, one of the platforms that make this kind of tourism popular is through social media because all types of the information can be acquired there such as for example, people can find all sort of video about famous food and places in YouTube channels. Most destinations see the quality, diversity and distinctiveness of their gastronomic experience as one of factors attracting a growing number of tourists (World Tourism Organization, 2016). In other words, there are many travelers who travel for reasons of seeking gastronomy experience or food tourism.



Figure 6.0: Location and tour for food travel in Muar

The small riverine and Johor royal town, Muar can be known as famous for its food. Mee Bandung and Satay become honeypot for people who have desire to seek an experience in food travel. Mee Bandung is synonymous to Malay halal food meanwhile Satay surprisingly have been found was sold in the morning for breakfast which can be considered as a unique culture in Muar. There are several of famous place for tourists to come to experiences the uniqueness of Muar.

**a) Sai Kee Kopi 434**

Labelled as Muar's Starbucks, 434 coffee shop is a place to have excellent quality meals and coffee at a reasonable price. Previously, the founder opened his very own business, named 'SaiKee'. During that period, customers were very similar with the shop's phone number—434, and so they became famously known as "434 SaiKee". Not only they have unique interior decorations of Italy, but what's even more impressive is their silent determination for cultivating coffee plants. Since Malaysia has good land to richly grow elephant coffee beans, the 2<sup>nd</sup> generation owner, Mr.Kuo decided to resurrect the Liberica elephant coffee beans that were facing extinction. They became famous for their very own homemade 434 coffee's, all roasted and brewed by them. In 1960, Hainan Coffee were actually the elephant coffee and the shop now aim store store its original flavour, a precious memory to our very land, Malaysia. They also have different methods of brewing coffee, one of them is called the "coffee flower", it is brewed by using the aroma of coffee flowers. This so called "Queen Coffee" has a unique aroma.

**b) Miss Coco Rice**

Keep an eye out for old Chinese guildhalls, usually from Southern Chinese provinces as one example is the colourful and imposing Chiang Chuan Association Building on Jalan Ali. Today, it is also home to a Nasi Lemak restaurant called Miss Coco Rice. They provide the best customer services with a good and beauty waitress especially manager to treat the customers well and promote their products to all the countries in Malaysia. However, they are providing affordable and delicious foods and beverages such as Nasi Lemak Ayam Berempah, Nasi Lemak Ayam Rendang, Tea'O Ice, and

deserts. All of its prices can be affordable by the customers and the customers get very a largest portion and they would be more satisfied.

**c) Satay Warisan**

Once tourists rounded the corner, they not only saw billowing smoke, but tongues of fire were licking from charcoal grills. A plate of three varieties of satay was served with three types, such as chicken, beef, and guts (perut). There are also have foods and drinks varieties.

**d) Cendol De' Raja Muar Royal Town**

The Cendol De' Raja Muar Town is open since 2016 and received a response from their durian cendol. The durian varieties used are from D13 and D24. The customers have tried other durian varieties but are less welcome. However, there are others cendol varieties within ice cream, ABC, and others that satisfy the customer's taste. Here also provided boiled noodles (mee rebus) and rojak so it is appropriate for them to come and drink during lunch and evening.

**e) Muar Soup House**

Driving around the Muar town during night time, tourists or locals will pass by a place that a restaurant with a tricycle logo because it is one of the famous restaurants in Muar. The soup is very aromatic and suitable for those who have desire to seek what makes this Muar Soup House is different from other's soup. Not only that, it is concentrated too, unlike others which is pretty diluted, but the taste has pepper and pretty creamy like. The one most popular is the lamb and gear box soups. The gear box soup which they put the straws into the gear box soup, it is very juicy and tasty. There are a lot more choices for the meat, whether from chicken, beef, lamb, or even the insides, the customers can even mix it and put into the soup.

**f) Cendol Kampung Hulu**

It was opened in 2018 and this unique cendol operation can be found near to muar backlane district. Another thing that makes Cendol Kampung Hulu stand out from the common cendol stalls is the quality of their shaved ice. They have invested in a Korean ice shaver machine which produces a fluffy and snow like texture for their shaved ice. Because of that, it's also called Cendol Bingsu. Cendol Kampung Hulu also uses a couple homemade

ingredients such as frozen coconut milk (for the Bingsu) and coconut ice cream. And besides the usual toppings you get in a cendol, they also offer a variety of fruit add ons, albeit some of them are canned. The selection include mango, dragon fruit, pineapple, longan and even durian.

**g) Mee Bandung Abu Hanipah**

Mee Bandung Muar is one of the foods that tourists should not miss in Muar, simply because the best ones are all concentrated here. There are food and drink varieties such as satay, mee rojak, and others. Abu Bakar Hanipah's restaurant is so famous that it has been visited by many famous people including Sultan of Johor, the former Menteri Besar, and former Deputy Prime Minister Muhyiddin and Chef Wan. Abu Bakar himself started working for his father at the age of seven and has spent his whole life with the business, which today grew to three branches, one for each of his three sons whereas Abu Bakar setup branches at Medan Selera Tanjung Emas and Pagoh.

**h) Murtabak Singapore JD**

When called murtabak, Murtabak JD Singapore is among the most popular in Muar Royal Town. The Murtabak delicacies that are covered with finely chopped within meat in which meet the customer's appetite.

### 8.1 Tourism Activities



*Figure 6.1: Tourism Activity in Muar*

Food and Tourism cannot be separated since it is one of the biggest contributions in economy of tourism industry in a country because it also indirectly provides job vacancy for tourists even the locals. Muar is well known as Royal Town or locals called it Bandar Maharani, Bandar Diraja. However, many people are unfamiliar with food tourism that exists in Muar which can leads to “Food Hunting” activity. There are some food stalls and restaurants that can be as a destination or food hunt starting from Malay Restaurants up to traditional restaurants. From figure 5.3, it can be seen that there are many food tourism activities can be done starting from café, steamboat, street food and many more. Actually, there are many foods available in Muar. However, there are some places that crowd with the restaurants but some of it are not crowd with other food stalls or restaurant which people may not concern to the existence of the food stalls.

## 8.2 EVENTS IN MUAR

Even though Muar is not as famous city as Malacca or Kuala Lumpur, Muar has its own uniqueness that can be visited and explored by tourists for its food, coffee and historical pre-war buildings. Furthermore, the royal town of Muar in north-western Johor has been declared the cleanest tourist city in ASEAN in 2018. Muar also offers a complete range of event such as Treasure Hunt Muar 2017, Run for Muo 2017, World Clean Up Day Programme 2018, Dahon Gathering Muar 2019, International Ride, Run and Walk 2019 and Landscape Competition.



Figure 6.2: Dahon Classic Malaysia 2019

**Sultan Ismail Muar Bridge  
International  
RIDE, RUN & WALK  
Challenge 2019**

**Race Kit  
Collection**

Tarikh : 23 Februari 2019 (Sabtu)  
Masa : 2.00 Petang - 11.00 Malam  
Tempat : Hotel Classic, Muar  
(bersebelahan Wellex Parade)

Tarikh : 24 Februari 2019 (Ahad)  
Masa : 5.30 Pagi - 6.30 Pagi (RUN)  
6.00 Pagi - 7.30 Pagi (RIDE)  
Tempat : Dataran Tanjung Emas, Muar

CLASIC HOTEL  
2019  
Larian Mempunyai Nama  
Ride, Run & Walk  
YDP & SIDA  
International  
Bukan lari  
Ride, Run  
2019  
BANK ISLAM

Figure 6.3: International Ride, Run and Walk 2019

Based on figure 6.2 and figure 6.3, it presenting that Muar actively held a range of event not only to Muar residents but also for other who have interest to join the events.



*Figure 6.4: TPHM Students' Engagement in World Clean Up Day*

There are 21 students of Tourism Planning and Hospitality Management (TPHM) and three lecturers from Kulliyah of Languages and Management (KLM), International Islamic University Malaysia (IIUM), Edu Hub Pagoh participated in “World Clean Up Day” organised by Muar District Municipal. The activity involved was community service such as plogging activities in Muar City started from Tanjung Emas to Masjid Jamek Sultan Ibrahim. Such volunteer activity provides exposure to students of Tourism Planning and Hospitality Management (TPHM) and give them a great opportunity to explore and experience tourism product at Muar, Johor. Many VIPs such as Director Muar District Municipal Tan Kok Leyong, Members of Parliament for Bakri YB Yeo Bee Yin, Nursery Sdn. Bhd, Mr. Darren Tan and Chairman of Tourism Muar, Mr. Sallehuddin Satar are attended the event on 15th September 2018.

CREATING THE VALUES OF A DESTINATION THROUGH TOURISM PRODUCT DEVELOPMENT: MUAR, JOHOR

**MUAR**  
**Retro Havoc 2017**  
*"Rides For King"*  
 STADIUM SULTAN IBRAHIM, MUAR, JOHOR - 1ST APRIL '17, SATURDAY

Pejabat Daerah Muar  
 Majlis Perbandaran Muar

In strategic partnership with  
 STAR ROAD - STANCENATION  
 meclubz  
 HyperTune SHIFT

FB: www.facebook.com/retrohavocmalaysia INSTAGRAM: @retrohavocofficial



PRICE EARLY BIRD  
 RM900 RM750  
 RM600 RM450

**food festa**  
 MUAR CHAPTER

**7 - 9 APRIL 2017**  
 STADIUM SULTAN IBRAHIM, MUAR



**PERTANDINGAN 2017**  
**MENCARI HARTA KARUN**  
**DENGAN BASIKAL**  
**TREASURE HUNT**  
**MUAR**

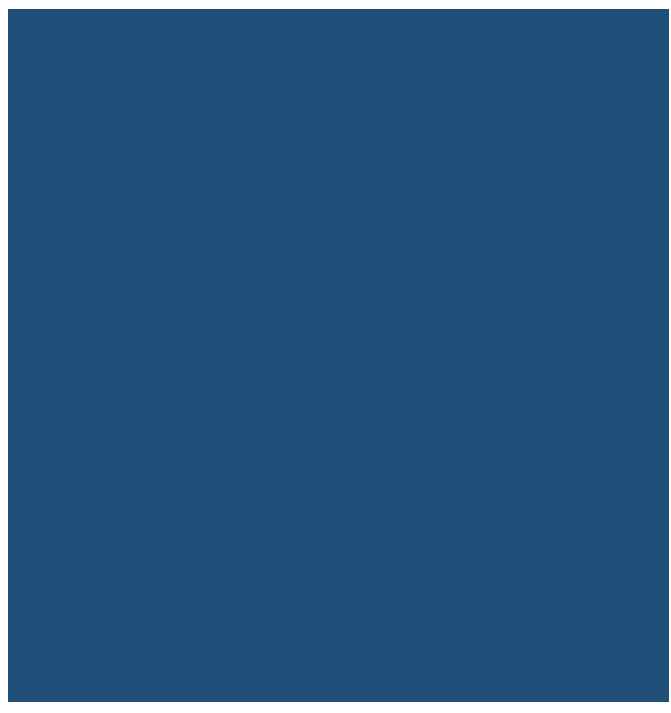
Title: < Muar Treasure Hunt >

Tarikh Aktiviti : 1/5/2017  
 Tempat Aktiviti : Dataran Tanjung Emas, Muar  
 Tarikh Akhir Permohonan : 25 / 04 / 2017  
 Kenderaan Aktiviti : Basikal  
 Jumlah Perjalanan : 15 - 20 KM +/-  
 Satu Kumpulan : 5 Peserta  
 Umur Peserta : 15 Tahun Keatas  
 Yuran Pendaftaran : Rm 250 / Kumpulan

Objektif : Mempromosikan Muar Tourism Dan makanan - makanan yang unik di Muar

Public Bank A/C : 3169720531  
 See Chin Hui  
 016 - 666 1692  
 012 - 903 7239  
 017 - 665 8002

PENGANJUR: JCI MUAR  
 PENGANJUR BERSAMA: MMAR HISTORIA  
 MEDIA PARTNER: [Logos]  
 SUPPORTED BY: [Logos]



**KUALA LUMPUR 2017**  
SUKAN SEA KE-29  
SUKAN PARA ASEAN KE-9

**LARIAN OBOR KL2017**  
PERINGKAT DAERAH MUAR

**LALUAN LARIAN**

16.5.2017 - SEMERAH MUAR - SMK PEKAN BARU MUAR (SELASA)  
MASA - 2.30 PETANG  
JARAK - 3KM  
VIP - YB PN ZAITON ISMAIL (ADUN SUNGAI BALANG)

17.5.2017 - SMK PEKAN BARU MUAR - SK ORANG KAYA ALI MUAR (RABU)  
MASA - 7.00 PAGI  
JARAK - 3KM  
VIP - YB DATO' HJ RAZALI HJ IBRAHIM (AHLI PARLIMEN MUAR)

6.30am  
Dataran Tanjung Emas

**RUN FOR MUAR**  
9.12.2017

**Challenges Run**

Challenge	Challenge (OPEN MEN)	Challenge (OPEN WOMEN)
1st Prize - RM300	NO AGE LIMITATION	NO AGE LIMITATION
2nd Prize - RM200	1st Prize - RM300	1st Prize - RM300
3rd Prize - RM150	2nd Prize - RM200	2nd Prize - RM200
4th Prize - RM100	3rd Prize - RM150	3rd Prize - RM150
5th Prize - RM 80	4th Prize - RM100	4th Prize - RM100
6th Prize - RM 70	5th Prize - RM 80	5th Prize - RM 80
7th Prize - RM 60	6th Prize - RM 70	6th Prize - RM 70
8th Prize - RM 50	7th Prize - RM 60	7th Prize - RM 60
9th Prize - RM 40	8th Prize - RM 50	8th Prize - RM 50
10th Prize - RM 30	9th Prize - RM 40	9th Prize - RM 40
	10th Prize - RM 30	10th Prize - RM 30

WhatsApp: 012.687.7216  
Mobile: 014.918.2108

Category Register Fee:  
Challenges Run - RM70  
Fun Run - RM50

METHOD OF PAYMENT:  
Public Bank A/C: 3006282605  
Muar Cycling & Running  
KARAKATANG, 11, JALAN ORANG KAYA ALI MUAR  
Muar, Johor Darul Ta'lim

ONLINE REGISTER: [www.muarcyclingrunning.com](http://www.muarcyclingrunning.com)  
Goodies collection 8/12/17 at UMNO Building Tanjung

**Gotong Royong Perdana**

**MASJID SULTAN IBRAHIM**  
MUAR JOHOR D.T.

MENGANJURKAN GOTONG ROYONG PERDANA  
SEMPENA KEDATANGAN BULAN  
**Ramadhan**  
AHLI KARIAH DAN ORANG AWAM DIPERSILAKAN HADIR

**20 MEI 2017**  
8 PAGI

Sempena

**Tandas Kita: Saya Peduli, Anda?**  
Karnival Hari Tandas Sedunia  
PERINGKAT KEBANGSAAN TAHUN 2017

**16 - 18 DISEMBER 2017**  
**DATARAN TANJUNG EMAS, MUAR**

- PAMERAN AGENSI KERAJAAN & SWASTA
- PERJUMPAAN KELAB MOTOSIKAL
- PERTANDINGAN MEMASAK MENU SIHAT
- KONSERT BERSAMA ARTIS
- PERTANDINGAN STREET SOCCER & 3 ON 3 BOLA JARING
- PROGRAM SENAM ROBIK PERDANA
- SEMBANG SANTAI
- PERTANDINGAN MEWARNA
- FUN WALK

**MARI BERAMAI-RAMAI MERIAHKAN!**

Anjuran:

**RINGO**  
-ART MARKET-

**27 JAN 2018**

萍聚手作市集  
Art, Music, Handmade  
Laman Oleh Oleh Maharani, Muar

**2017 & 2018**  
**EVENTS**

**Sayangi Malaysiaku**

**MAJLIS PERARAKAN DAN PERBARISAN HARI KEBANGSAAN 2018** PERINGKAT NEGERI JOHOR

**ACARA MENARIK**

- PERARAKAN DAN PERBARISAN JABATAN KERAJAAN, AGENSI SWASTA & NGO
- KONVOI KENDERAAN TENTERA
- PERSEMBAHAN ARTIS

*Orang Ramah Dijemput Hadir*

*Penampilan Istimewa: DATUK JAMAL ABDILLAH*

**7.00 PAGI 31 OGOS 2018**  
DATARAN TANJUNG EMAS, MUAR, JOHOR



**15 SEPTEMBER 2018** SABTU

**Karnival Sukan Merdeka 2018**

BANGUNAN PUSAT PEMBANGUNAN BELIA, JOHOR DAERAH MUAR  
JALAN TIMBALAN, TANJUNG EMAS MUAR, JOHOR

**ACARA MENARIK**

PERTANDINGAN E-SPORT GAMES (MOBILE LEGEND, FIFA & PES) | PERTANDINGAN FUTSAL | KLINIK GYMNASIUM

PERTANDINGAN INDOOR GAMES (CARROM & DAM HAJI) | PERTANDINGAN & DEMO XGAMES (SKATEBOARD)

PERTANDINGAN BOLA JARING | FUN RUN

JOY DEC



**YDP'S WALK**

**JAMBATAN SULTAN ISMAIL**  
24 FEBRUARI 2019 | AHAD | 7:30 AM

500 PERGIANTARAN TERAWAL PERGUMAMAT SHIRT

CABUTAN PERTUAH MENANTI ANDA !!!

ZOEY JOHRS | ATU ZERO | ACEY BOCEY

MRS IDAYU

SHAROL SHIRO

ARTIS JEMPUTAN TURUT MEMERIAHKAN

NURUL HISHAM

YB DATUK HJ. SALAHUDDIN ABUB MENTERI PERBANDARAN & INDUSTRI BERS. MUAR

**PERTANDINGAN BOT BERHIAS** KARNIVAL JAMBATAN SULTAN ISMAIL

SEMPENA HARI KEPUTERAAN DYMM SULTAN JOHOR

**30 MAC 2019**  
8:30 MALAM

**"EKSPLORASI BANDAR WARISAN"**

HADIAH PERTAMA : RM 7,000.00  
HADIAH KEDUA : RM 2,000.00  
HADIAH KETIGA : RM 1,000.00

ANJURAN : MAJLIS PERBANDARAN MUAR

DAULAT TUANKU

MAJLIS PERBANDARAN MUAR



**Pertandingan Landskap**  
*sempena*  
**KARNIVAL JAMBATAN SULTAN ISMAIL TAHUN 2019**

**HADIAH PERTANDINGAN LANDSKAP**

**KATEGORI**

- Kediaman
- Bangunan Pejabat Kerajaan / Pejabat Swasta
- Sekolah / Institusi Pendidikan

**JOHAN**  
RM 1,000.00  
**NAIB JOHAN**  
RM 700.00  
**KETIGA**  
RM 500.00

Tarikh Tutup Penyertaan  
**23 Mac 2019**

Sebarang pertanyaan boleh berhubung dengan :  
Pn. Faizura 011-6665944  
En. Izarul 014-2776091  
En. Fauzi 018-6629425

**PENYERTAAN ADALAH PERCUMA**



**ACARA SUKANEKA RAKYAT**  
AGENCI KERAJAAN DAERAH MUAR  
NGO, ZON-ZON AHLI MAJLIS, MUKIM & MPKK

**BERSEMPENA**  
**KARNIVAL JAMBATAN SULTAN ISMAIL 2019**

**ACARA**  
CEPER - CONGKAK - TING TING - SEPAK YEM  
GASING PANGKAH - BOWLING PADANG  
KERUSI BERIRAMA - LARI KAIN PELIKAT  
TEROMPAH GERGASI - SAMBUTLAH KASIH

**TARIKH**  
19 APRIL 2019 (JUMAAT)  
**MASA** 8.00 PAGI  
**TEMPAT** DATARAN TANJUNG EMAS

**HADIAH SETIAP KATEGORI ACARA**

- Johan RM 100
- Naib Johan RM 70
- Ketiga RM 50

Hubungi:  
Pn. Azlinda Hazes  
0136876873  
En. Nasir, Udin  
01113211457



### 9.0 Tourism Demand

Demand plays a significant role in tourism industry to promote tourism growth in a destination. Tourism demand is a schedule of the amount of any product or service that tourist is willing and able to buy at a specific price in a set of possible prices during some specified period of time (Cooper, 2014). Thus, demand in tourism destination comes from tourist who are willing and able to consume or purchase tourism products and services. It shows that tourist has significant role towards generating tourism demand.

Different scholars have been using different ways to identify tourism demand. Grouch (1992) and Li et al. (2004) has identified tourism demand through consumer expenditure and receipts and is supported by Sheldon (1993) as it was believed to be the only applicable variable which can be translated into economic impact. Apart from that, tourist typologies, motivation, determinants of choice on activities and demand also has been used to identify tourism demand by Johnson and Thomas (1992).



Figure: Muar Yi tourist information operator and Tourism Muar Facebook page

In Muar, the current tourism demand could be identified through tourist motivation of visits. To understand this, the push and pull factors should first be identified as it has significant role in the creation of tourist motivation. In regard to this, attractions in Muar has been identified to be the pull factors of what motivate tourist to visit Muar. The attraction has been categorised into four different category that is Food, Cultural and Art, Heritage, Recreational and Activity. Although tourism in Muar is considered to be new, the marketing and promotional effort through ‘Tourism Muar’ official Facebook and Muar Yi has known to be able to ‘pull’ tourist to visit Muar.

**9.1 Muar attraction category:**

<b>Food</b>	<b>Cultural and Art</b>
<ul style="list-style-type: none"> <li>• Maharani Uptown</li> <li>• Muar Soup House</li> <li>• Mee Bandung Abu Bakar Hanipah</li> <li>• Chiang Chuan Association</li> <li>• Kopi 434 Café</li> <li>• Chinese Street Food Jalan Haji Abu</li> <li>• Muar Art Cafe</li> </ul>	<ul style="list-style-type: none"> <li>• Penambang Feri Mural</li> <li>• The Roots of Worlds Furniture</li> <li>• Muar Cultural Walk</li> <li>• The Bond Mural</li> <li>• The Loving Sister Mural</li> </ul>
<b>Heritage</b>	<b>Recreational and Activity</b>
<ul style="list-style-type: none"> <li>• Muar State Railway</li> <li>• World Champion Lion Dance Landmark</li> <li>• Majid Sultan Ibrahim Muar</li> </ul>	<ul style="list-style-type: none"> <li>• Muar River Cruise</li> <li>• Tanjung Emas</li> <li>• Tanjung Ketapang</li> <li>• Laman Maharani</li> </ul>

## **10. Conclusion**

To conclude, here were several limitations of this study. Future research should examine wider range sample of tourist for their perception and satisfaction in experiencing the captivate food in Muar. The increasing level of satisfaction is essential to make the tourism sustain especially food tourism and ensure the tourists to revisit in the future.

The mixture of multicultural affair among Malays, Indians, Chinese and Peranakan and others, have made Malaysia develop wide selection of food with its own color. The authentic taste and experiences have been a fundamental thrust in order for the tourism destinations develop their own identities. In line with this, Muar local food and culture are valuable source and play important role since food is closely related to tourism consumption and experience. Thus, Muar should be upheld as a unique destination to enjoy ‘the art of eating’

**Task of allocation**

<b>Contents</b>	<b>Pages</b>	<b>Person in Charge</b>
Introduction	1	Farah Najwa binti Sarifuddin
Tourism Product Development (Literature Review)	2 – 4	Nurul Fatiha binti Amran
Tourism Development Policy (Literature Review)	5 – 6	Nurul Fatiha binti Amran
Tourism Product Creation	7 – 9	<ul style="list-style-type: none"> <li>• Khairunnisa binti Mohd Rosdan</li> <li>• Nur Faezah binti Mohd Paruddin</li> </ul>
Methodology	10	Farah Najwa binti Sarifuddin
Tourism Product Development in Muar, Johor	11 - 28	<ul style="list-style-type: none"> <li>• Nordanish Sofea Ilyana binti Roslim</li> <li>• Fatin Nurul Atikah binti Husni</li> <li>• Khairnnisa binti Mohd Rosdan</li> </ul>
Conclusion	29	Farah Najwa binti Sarifuddin
References	31	All group members
Appendix	32 – 35	Khairunnisa binti Mohd Rosdan
Slide Compiler		Khairunnisa binti Mohd Rosdan
Report Compiler		Nur Faezah binti Mohd Paruddin

## References

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Appendix



*(Figure 1.0 Muar Soup House, Muar, Johor)*



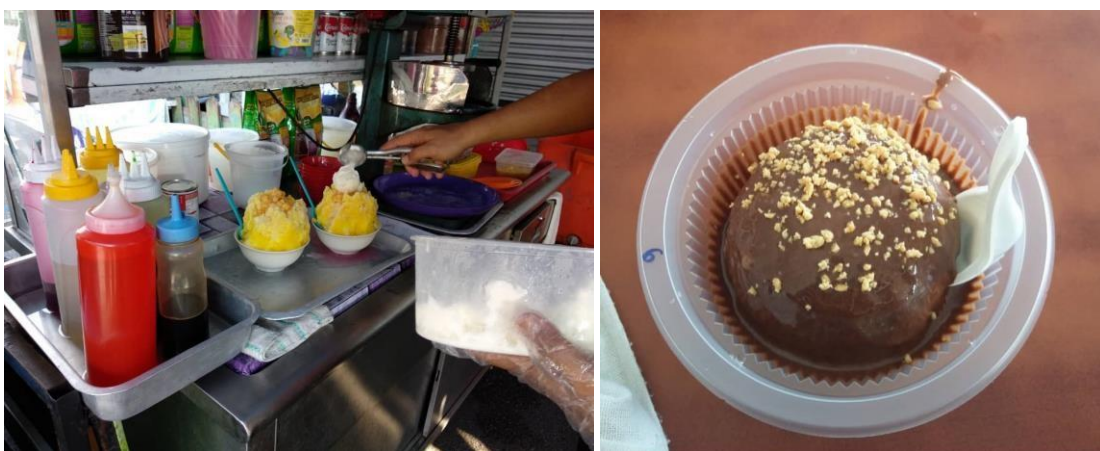
*(Figure 1.1 Mango Float Malacca, Muar, Johor)*



(Figure 1.2 Mee Bandung Hanipah, Muar, Johor)



(Figure 1.3 Cendol De' Raja, Muar, Johor)



(Figure 1.4 Ais Kepal stall (next to Cendol De' Raja), Muar, Johor)

CREATING THE VALUES OF A DESTINATION THROUGH TOURISM PRODUCT DEVELOPMENT: MUAR, JOHOR



(Figure 1.5 Historia Restaurant, Muar, Johor)



(Figure 1.6 Fast Food restaurants, Muar, Johor)



(Figure 1.7 Coffee shop and sushi stall in Wetex, Muar, Johor)



*(Figure 1.8 Local restaurants, Muar, Johor)*



*(Figure 1.9 Site Visit in Muar, Johor)*