

# What Attracts Iranian Tourists in Malaysia? A Fresh Evidence

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## ABSTRACT

The point of the examination is to distinguish significant powerful factors for pulling in Iranian vacationers in Malaysia. An exact examination. The travel industry is viewed as an industry which can be profoundly gainful for countries and it tends to be seen from a worldwide point of view. The consequences of the examination in Malaysia demonstrated that the picture of the nation which originates from positive verbal exchange has the most noteworthy effect on the Iranian vacationers. For the past few years, a lot of Iranians came to Malaysia to visit the country recommended by their friends, relatives and families who are in Malaysia to study, and by a lot of Iranians who came to study in Malaysia. Cultural similarities, being a Muslim country, friendliness and hospitality of the Malaysians and the good quality of the universities and education have led to positive words of mouth. Those who visited the country recommend that their friends and families visit the country and it has become a favorite destination for Iranian tourists.

**Keywords:** tourists, service quality, festival dimensions, universities, Malaysia.

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## INTRODUCTION

These days, the tourism industry and the revenue it generates are of a great help to the economic growth of Malaysia, and the Iranian tourists are a part of the international tourists who come to visit Malaysia every year (Din, 1982). Due to the fact that there are numerous packages and initiative provided by the government to encourage international tourists to visit Malaysia, and considering the political stability of the country, the number of international tourists increases dramatically year by year. In 2009, 23.65 million tourist arrivals were recorded, which is much more than the arrivals in 2008. However, because of the global economic downturn, there were only 19 million tourists in the year 2010.

Malaysia is regarded as a cultural, ethnic, historical, environmental, and recreational destination and it is said that there might be a relationship between the culture and tourism. Malaysia is a peaceful and multicultural country with friendly people. Moreover, English, which is considered a global language, is the second language in Malaysia and most of the people can communicate in English. These are the factors that have led to an increase in the number of tourists who visit the country every year (Musa, 2000; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

Although Malaysia has been doing well in attracting international tourists, there is always room for improvement. Taking into consideration the fact that Malaysia can be mostly visited by Iranian, there should be more research done on the Iranian tourists who visit the country. How Iranian tourists' behave, purchase, and visit certain cities, islands and places in the country should be explored, in addition to the external factors such as festivals and special events that influence their behaviour. Apparently, there is no research conducted on Iranian tourists who visit Malaysia (Amir, Ghapar, Jamal, & Ahmad, 2015).

Regarding the fact that the number of Iranian tourists has been decreasing dramatically for the past year, there should be research conducted on the reasons of the decrease. There might be some other reasons for the decreasing number of Iranian tourists in Malaysia other than just the reason mentioned on the news in [english.astroawani.com](http://english.astroawani.com) (2014).

The unconventionality and broadness of the movement business structure is essential to look at the movement business impacts in view of a specific objective. Generally, impacts related to the movement business could be investigated in three fields: money related, sociocultural and environmental impacts, right now and the financial, social, social and characteristic states of the systems. The possibility of supportable headway in the movement business endeavors to make amicability between sociocultural, financial and common impacts anyway much as could be normal. Consequently, understanding the capacity of the movement business impacts being created method is the fundamental and reasonable assumption of viable the movement business organizing. In any case, nonappearance of reasonability in the movement business can cause outrageous costs and ascent of various challenges (Nair, Munikrishnan, Rajaratnam, & King, 2015). Generally speaking, assessing of things to drop by using non-capable ways and without design assessment can cause various issues in finishing the plans; in this manner, an exact look at the subjects and using expert examination of future examples can transform into a fitting purpose behind reducing the negative impacts and improving beneficial outcomes in the movement business space. Iran has a tremendous number and wide grouping of the movement business attractions, giving it a strong potential for the movement business improvement. To land at the goal of a productive practical the movement business headway, Iran needs careful masterminding, methodical execution of the plans and a relentless and fruitful organization. Today, the movement business in Iran needs a sensible insurrection and unequivocal

changes in its structures. At this moment, and policymaking according to the national reasonable improvement of the movement business, money related, sociocultural, and common situation and examples of the country is major (Bhuiyan, Siwar, Ismail, Islam, & Ehsan, 2011). The objective of the movement business progression in Iran must be set in a critical setting and should contribute unequivocally to the achievement of the broad financial, social, social and regular goals of the nation and country. At the present time, the movement business can't be orchestrated or supervised in restriction. Iran's movement industry, especially overseeing negative impacts of the movement business on condition, culture and economy, ought to be seen expertly by using intelligent thinking and some continuously reliable consistent procedures in the field of sensible research and assessment for its headway. All around, various future assessment systems, considering the possibility of the methods, can be portrayed into emotional and quantitative. At this moment, focus on cross-influence assessment (CIA) as one of the most applied quantitative systems at a national scale. An eminent variety of CIA system proposed is MICMAC, which has been successfully applied in various fields. This examination proposed to analyze Iran the movement business system by contemplating the positive and negative impacts of money related, sociocultural and common perspectives to find the level of practicality or difficulty of the structure (Yea, 2002).

In 2014, there was an article published by [english.astroawani.com/news](http://english.astroawani.com/news) that stated that number of Iranian tourists dropped by 38.5 % which put stress on a need for a research on the reason of this dramatic decrease. It is known that needs, wants, demands are the core concepts of marketing. Marketing is on the other hand all about customer satisfaction. In the study customers are tourists who come to Malaysia to visit the country and enjoy. They spend money in the country and it has a positive impact on the country's economic growth. Not only tourists should be treated well to make them satisfied but also their needs, wants, and demands should be studied and recognized to meet their expectations. Malaysia is one of the countries that Iranians really wish to visit regarding the cultural similarities and considering that both countries are Muslim countries (Chee, 2007). This study is aimed to identify the Iranian tourists' needs, wants, demands, and how they act towards the festivals and events. In addition, the study aims to identify the factors that are resulting in an increase in the number of Iranian tourists in Malaysia.

#### LITERATURE REVIEW

Ismail, Masron, and Ahmad (2014) articulated that, based on a few interviews with Iranians living in Malaysia who are studying, having businesses or working in Malaysia, Malaysia is considered a bridge for some Iranians as it is easy to gain entry, considering the visa requirement, and has cheaper living costs compared to Australia, Europe or western countries. Iranians come to study in any case; regularly they will proceed onward to different nations for work and to settle down. Numerous Iranians who picked Malaysia as their "connect" share one thing in like manner; they love their nation profoundly, talking enthusiastically about their rich culture and characteristic assets, yet totally loathe their administration. "Would you be able to envision, none of my companions are strict and out of nowhere you have this person attempting to force all the Islamic laws on you, who wouldn't have any desire to flee?"

says one Iranian who has lived in Malaysia since 2004 as an understudy, and is currently an English educator. The Iranian flood is little however developing quickly (Hampton, 2010). At present, as indicated by the Iranian international safe haven there are in excess of 70,000 Iranians contemplating, working, or sitting tight for visas right now, as a generally nice, multi-ethnic Muslim-larger part country. There are additionally a developing number of clubs devoting a day every week as "Iranian Night" including Iranian disk jockeys and music.

In a meeting, distributed in 2011, an Iranian said she dithers to reveal to Malaysians that she is an Iranian in light of the fact that there is constantly a specific observation about her nationality, now and again in a positive way, yet regularly in a negative light. Another Iranian said he appreciates the opportunity in Malaysia, of whether to devour liquor, or to quick during the Ramadan month yet communicated lament that Malaysian Muslims loath a similar opportunity. Numerous others likewise said that religion and legislative issues ought to never blend, highlighting Iran's history (Chee, 2007). Indeed, even in European nations, consolidating the two frequently finishes in slaughter. While it is now abnormal to discover such huge numbers of Iranian eateries in a prevalently Chinese region, it is likewise unusual to locate a developing network of Iranians as they are Shiite Muslims living in Malaysia, which names the adversary branch Sunni Islam as its official religion. Devotees of the two parts of Islam have taken on wars and conflicts until today over the confidence. Iranians are additionally the greatest gathering of Malaysia My Second Home members and are investors of in excess of 2,000 organizations (Yea, 2002).

#### Challenges that Iranians face in Malaysia

Troubles in moving cash from Iran to Malaysia can be referenced. One of the difficulties is that the boycott applies to cash moves, which influence Iranians concentrating in Malaysia as their families currently need to pay additional charges to send even limited quantities to their youngsters. A few Iranians have said that since Bank Negara dropped all financial relations with Iran in 2009, they speculate that medications are being utilized as a mechanism of cash move. By closing the real financial roads, specialists are compelling numerous towards ill-conceived channels (Bhuiyan et al., 2011). These approvals are global and have made exchange commission's high. Further, since 2007, Iran has been put as a high hazard nation under the Counter Illegal tax avoidance Act in Malaysia.

Looking at the climate of Iran and Malaysia there is an ocean of contrasts. There is an extraordinary contrast in climate in hot and muggy Malaysia, when contrasted with the dry, regular Iran. "You feel like a biting gum, strolling down the road," is said in a Meeting. Numerous Iranians think that it's difficult to become acclimated to the Malaysian cooking. It is said that Malaysia nourishment is regularly a blend of various tastes. By and by, in Iranian nourishment, each dish has a particular taste and smell and nothing is zesty. A ton of Iranians want to adhere to their own nourishment as Malaysian toll to them is excessively sweet, salty or zesty, precisely the preferences that make Malaysians fixated on what goes into their mouth. The multi-social society in Malaysia is one reason Iranian love it here, in spite of the fact that with regards to nourishment, they may miss their mothers' cooking. There are few Iranians who adjusted to the Malaysian culture and food effectively (Amir et al., 2015).

"Iranians are aesthetic, wonderful, and inventive and they love the theatre. In Iran, since it is an Islamic Republic, they

have limits. They need opportunity, they need to rehearse their craft, they need to live their lives, they need their kids instructed in English, and they love greenery," an Interviewee clarified why huge numbers of them had decided to live in Malaysia.

#### Service Quality

Reviewing the previous studies show that service quality can affect the tourism demand (Hsieh, Lin, & Lin, 2008; Narayan, Rajendran, Sai, & Gopalan, 2009; Ryu, Lee, & Kim, 2012). Needless to say, the higher the qualities of services are the more satisfied are the customers. Iranian tourists like other tourists wish to use high quality services.

In the profoundly serious the travel industry, administration quality has been recognized as the key factor in keeping up goal seriousness. Moreover, fair assistance quality isn't just planned to fulfilling the visitors yet it likewise improves the goal picture, separates the goal from others and builds faithful sightseers to play out certain post-visit conduct, for example, returns to and positive informal. Notwithstanding the numerous meanings of administration quality, usually the different meanings of administration quality have a similar blueprint (Bergen, Kauffman, & Lee, 2004).

Notwithstanding numerous meanings of administration quality, regularly the different meanings of administration quality have a similar framework, which is: administration quality is about purchasers' abstract judgment of an assistance gave by the supplier, as indicated by the hole between client's desire and reasonable view of the administration (Caceres & Paparoidamis, 2007). Then again, the degree of fulfilment will be accomplished, if the normal help is equivalent to saw administration. Clients will be progressively fulfilled if the hole between expected help and saw administration is connected little.

Service quality is viewed as a basic determinant of competitiveness thoughtfulness regarding "administration quality" can assist an association with differentiating itself from different associations and through it increase an enduring serious advantage (Kang & James, 2004). High caliber of administration is viewed as a fundamental determinant of the long haul benefit of administration associations, yet additionally of producing organizations. In some assembling businesses "administration quality" is viewed as a more significant request victor than "item quality".

Predominant "administration quality" is a key to improved benefit, and not the expense of working together. Commendable help is the following deal really taking shape. "Administration quality" influences the repurchase goals of both existing and potential clients. Statistical surveying has indicated that clients disappointed with a help will uncover their encounters to in excess of three other people. In this manner, it is sensible to infer that poor help will diminish the potential client base (Richard & Allaway, 1993). As per the Technical Assistance Research Project (Covering), it costs around multiple times more to pull in new clients. Their examination demonstrates that multiple times more individuals catch wind of a negative client assistance experience than find out about the positive one. Positive informal exchange can be an extremely integral asset for pulling in new clients. Negative informal exchange can devastatingly affect the believability and adequacy of associations' endeavours to draw in new clients. What's more, clients' administration desires are continually rising, while their resistance for poor assistance is declining. As a result clients are progressively prone to move to contenders with a seen

higher "administration quality" (Rust, Zahorik, & Keiningham, 1995).

In spite of the expanding significance of the administration segment and of the noteworthiness of value as a serious factor, administration quality ideas are definitely not very much created. Right now, administration division lingers behind the assembling area (Brown, Churchill Jr, & Peter, 1993). In addition, the administration division lingers behind the assembling part in holding onto methods of reasoning, for example, "all out quality administration" and "persistent improvement". There are significant contrasts among administration and assembling segments the extent that "quality" is concerned. Certain inalienable qualities of the administration division increment the multifaceted nature of "value control" and "improvement endeavours".

Right now inspect the basic ideas of "administration quality" and audit a few of the "administration quality improvement" models. The point of this wide-running survey is to bring an assortment of thoughts and models together (Liang, Xie, & Chan, 2004). This will advance a superior comprehension of relevant issues and of progress techniques open to support associations. The beginning stage, be that as it may, is a brief assessment of contrasts among administration and made products. This will put things in place and help to put "administration quality" in a legitimate setting. Also, potential impediments to "administration quality" enhancements are distinguished and talked about. Administration quality is the client's judgment of the standard or nature of the administration. Administration quality is the core of the business thriving of the administration business (Cronin Jr & Taylor, 1992). Better assistance quality brings more clients and produces more income. It is in light of a legitimate concern for the supervisors of each vacationer goal to be worried about improving the nature of their administrations. By improving their administration, directors can fulfil their vacationer and make traveller faithful to the goal. In the event that a specific vacationer goal neglects to offer quality types of assistance, at that point clients will pick different goals.

There are three races, Indian, Malay, and Chinese living in Malaysia as Malaysians. There are several festivals and Special events in Malaysia that attract tourists including Iranian tourists. Iranian tourists like the multicultural dimension of the country as they can become familiar with all the traditions and customs of other people and nationalities. They can make friends with different people from different cultural background. Iranian come to Malaysia to do business, studies, and work (Oktora & Achyar, 2014). As there are different races and tourists from different countries in Malaysia, the communication language is English which is considered a second language in the country and most of people know how to speak.

It is proven that cultural tourism is affected by festivals and special events (Chang, 2006; Hall & Sharples, 2008; McKercher, Mei, & Tse, 2006; Quinn, 2009). Festivals and events also might have an impact on the number of tourists visiting a country (Yeoman, Robertson, Ali-Knight, Drummond, & McMahon-Beattie, 2012). Most Iranians are Muslims and they would wish to see the festivals and events in Malaysia which is also a Muslim country. There are several festivals and special events in Malaysia that attract tourists including Iranian tourists. Iranian tourists like the multicultural dimension of the country as they can become familiar with all the traditions and customs of people of other nationalities. They are able to make friends with different people from different cultural backgrounds.

Iranians come to Malaysia to do business, study and work. Networks frequently look to celebrations and unique occasions as a method for creating neighbourhood pay and elevating themselves to potential guests (Oktora & Achyar, 2014). Numerous inhabitants of networks additionally observe the advantages in creating and advancing such occasions. They do as such for some reasons. These can incorporate an enthusiasm for a specific game and the longing to have a competition for that sport in their old neighbourhood. Others consider celebrations to be the way to make chances to mingle, manufacture systems, and to communicate pride in their locale.

As there are different races in Malaysia and tourists are from different countries, the communication language is often English, which is a second language in the country and spoken by most people.

H5. There is a positive relationship between festivals and multicultural dimensions and number of Iranian tourists in Malaysia.

In Malaysia there are a lot of high quality and recognized universities and this is a reason for Iranian tourists to come to Malaysia, either to check out the universities to study in the future, or they come to visit friends who are already students in Malaysia (Clark, 1998). It tends to be said that the expanding number of understudies in Malaysia is likewise because of the incredibly wild challenge for places at Iran's best colleges (Hindle, 2007). The government office expressed that of the 70,000 Iranians living here, 15,000 are understudies, of which 6,000 are doing their Graduate degree and around 3,000 are seeking after their PhD. One Iranian disclosed that admission to Iranian colleges has become harder as a result of the absence of spot and furthermore the political-moral capability tests which understudies need to take before being acknowledged (Asgari & Borzooei, 2013). Numerous understudies who are here said they intend to proceed onward to places like Australia, New Zealand, and Europe in the wake of finishing their examinations in Malaysia. Many don't plan to remain on as there are constrained vocation openings and it's anything but a simple procedure to get lasting residency in Malaysia. An excessive number of Iranians here, Malaysia isn't exactly the perfect break, however it comes nearer than most while holding a pinch of ameliorating commonality for them (Deem, Hillyard, Reed, & Reed, 2007).

Education and the number of the International universities might affect tourism demands (Inui, Wheeler, & Lankford, 2006). There are over 10 universities that are recognized by Ministry of Science, Research and Technology (Iran) and Iranian students wish to study in these universities. When the number of Iranians students is increased, the number of Iranian tourists will increase too. Most of parents and relatives come to see their children and families and to visit Malaysia at the same time (Bowen, 1980).

H6. There is a positive relationship between the recognized universities and number of Iranian tourists in Malaysia.

## METHODS

This investigation having the prima aim to investigate the impact of service qualities, festival multicultural dimensions and finally universities (education) and prices on Number of Iranian Tourists in Malaysia. There were 200 respondents size was considered enough to conduct the research. As the population of the investigation is not known so the researcher employed the convenience sampling (Cooper & Schindler, 2011; Sekaran & Bougie,

2009). A questionnaire was developed, pilot tested then distributed. SPSS 20.0.0 was used to analyse the data obtained and examine the hypotheses.

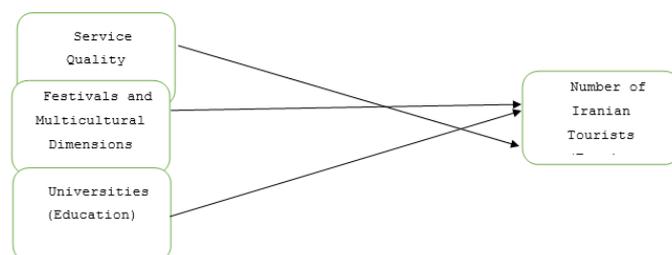


Figure 1: Framework

## ANALYSIS

In satisfaction cases of tourists, this information can be employed to provide an overview that is more accurate about respondents' profiles.

Table 1: Descriptive Summary of the Respondents.

Variable		Freq uenc y	Perce ntage
Gender	Male	77	48.1
	Female	83	51.8
Age	15 - 19 years old	33	20.6
	20 - 25 years old	73	45.6
	26 - 30 year old	42	26.2
	31 - 40 years old	11	6.8
	+ 40 years old	1	0.6
Marital Status	Single	113	70.6
	Married	30	18.7
	Others	17	10.6
Academic Degree	Elementary School	1	0.6
	High School Diploma	11	6.8
	Bachelors' Degree	89	55.6
	Master's Degree	54	33.7
	PhD or any Equivalent Degree	5	3.1
Income Level	Less than 5,000,000 Iranian Riyal	8	5
	Between 5,000,000 to 10,000,000 Iranian Riyal	14	8.7
	Between 10,000,000 to 15,000,000 Iranian Riyal	49	30.6
	Between 15,000,000 to 20,000,000 Iranian Riyal	78	48.7
	Above 20,000,000 Iranian Riyal	11	6.8

There were, there were 78 (48%) male and 82 (51%) female. There were lying in the age between the ages of 21 to 27 years old and more than 65% of the tourists have ages between 20 to 30 which gives us and idea that there were young tourists and furthermore most of them were not married. It also came to know that a high number of who were visiting to Malaysia were at least bachelor qualified. In addition to this, Iranian tourist's income level was more than 15,000,000 RM per month.

**Multiple Regressions**

There is reliability and consistency of measurement scales in the pilot test first needed confirmation. Pre-test analysis are as under

**Table 2: Pre-Test Analysis**

Variable Items	Cronbach's Alpha for Each Item	Cronbach's Alpha
<b>Variable 1</b>		
Service Quality		
Cleanliness of the room of the hotel	0.791	0.869
Air quality in the room	0.748	
Design/comfort of the room	0.835	
Design/comfort of the facility	0.831	
Friendliness of the hotel's staff	0.729	
Helpfulness of the hotel's staff	0.712	
Food quality	0.861	
Entertainment		
Recreational facilities	0.701	
<b>Variable 2</b>		
Festivals and Multicultural Dimensions		
Similar Culture	0.787	0.746
Specific Event	0.881	
Festivals	0.825	
Curiosity to Know Malaysian's Festivals	0.781	
Different Events	0.762	

**Table 3: Result of the Pre-Test Analysis (Test of Cronbach's alpha)**

Variables	No. of Items	Cronbach's Alpha
Tourist Satisfaction	5	0.878
Service Quality	7	0.869
Festivals and Multicultural Dimensions	5	0.746

Service Quality; on Festivals and Multicultural Dimensions in this study is confirmed.

**Factor Analysis**

The connection grid for this are stands at the range of 0.3 and 0.9 with the condition that there was no duplication factors. In this context 7892.614 and 0.813 were the outcomes for the Bartlett's trial of Sphericity and the KMO individually were very essentialness of .000 which demonstrated the two tests. The three determinants considered accounted for 74.47% of the total variance. Factor One (F1) accounted solely for 42.373% of the total variance.

Approximately three components having eighteen values > 1.0, were mined. Thus, they were deliberated as momentous factors. Amongst all of the 25 objects, these apparatuses accounted for 42.37%, 11.18%, 9.44%, 8.19% and 4.42% of the total variance, respectively. It can be

noted that all R-values of the first five determined factors and the tourists' satisfaction are between 0.3 and 0.9.

**Table 4: Pearson Correlations**

		Festivals and Multicultural Dimensions	Service Quality	Tourists' Satisfaction
Word Of Mouth	Pearson Correlation	.824**	.849*	.873**
	Sig. (2-tailed)	0	0	0
	N	160	160	160
Visa Requirement & Restrictions	Pearson Correlation	.846**	.845*	.751**
	Sig. (2-tailed)	0	0	0
	N	160	160	160
Costs and Prices	Pearson Correlation	.851**	.848*	.784**
	Sig. (2-tailed)	0	0	0
	N	160	160	160
Tourists' Satisfaction	Pearson Correlation	.868**	.830*	1
	Sig. (2-tailed)	0	0	
	N	160	160	160

The predictor variable like Service Quality (X4) with the values t = 2.674 and p = 0.008, respectively. The STEPWISE regression technique presented three mockups that explained 80.9% of the total variance.

Among all explanatory variables and their coefficients, only Service Quality (t = 2.674, p < 0.01) were statistically significant. Moreover, these factors kept the overall model statistically significant (R2 = 0.809, p < 0.01). The results of the regression analysis are presented in Table 9 and 10. The R2 value of 0.809 implies that the 3-predictor variables explained about 80.9% of the variance in Tourists' Satisfaction.

**Table5: ANOVA<sup>d</sup>(Model 3/ Y<sub>1</sub>)**

Model	Sum of Squares	df	Mean Square	F	Sig.
3 Regression	69.508	3	23.169	220.022	.000 <sup>c</sup>
Residual	16.428	156	.105		
Total	85.936	159			

c. Predictors: (Constant), Service Quality

#### d. Dependent Variable: Tourists' Satisfaction

This factor solely explains 76.2% of the whole variation in Tourists' Satisfaction (Tourists Demand) and also has the biggest T-value and lowest P-value compared to the other factors ( $t = 4.894$ ,  $p < 0.01$ ). Consequently, the final STEPWISE method model is written as (Equation 3):

Tourists' Satisfaction,  $Y_1 = 0.235 + 0.3(\text{Service Quality}) + e$  (Equation 3)

The R2 value of 0.809 indicated that three out of three-predictor variables explained 79.80% of the variation in Tourists' Satisfaction. This model causes R2 to change from zero to 0.809.

## DISCUSSION

For the past few years a lot of Iranians came to Malaysia to visit the country recommended by their friends, relatives and families who are in Malaysia to study, and by a lot of Iranians who came to study in Malaysia. Cultural similarities, being a Muslim country, friendliness and hospitality of the Malaysians and the good quality of the universities and education have led to positive words of mouth. Those who visited the country recommend that their friends and families visit the country and it has become a favorite destination for Iranian tourists. Service quality including food, hotels, rooms and recreational facilities is the third factor that influences the Iranian tourists' demand. The results show that costs and prices and festivals and special events have a minor impact on the Iranian tourists' demand as it might be because of the lack of familiarity of some Iranians with the special events and festivals in Malaysia. If there is a media that channels the introduction of Malaysian festivals to Iranians, there might be more Iranian who wish to travel to Malaysia.

## CONCLUSIONS

80.9% of the variation in Tourists' Satisfaction was explained by all three predictors. To sum up, there are positive relationships between Service Quality and Tourists' Satisfaction. Hypotheses number 1 and hypotheses number 3 is hereby accepted whereas on the other hand Hypotheses number 2 is rejected in the context of above given analysis.

From the above given analysis we can have a conclusion that there is positive response faced by the Iranians tourists in the Malaysia. If they follow the guidelines they might have a better response from Malaysian tourism system.

### Limitations and Future Directions

It would be preferred if the researcher had access to the sample frame, so that using a probability sampling design was feasible. For future studies, probability sampling that is more generalizable and generates more accurate results is recommended for use. Having access to the list of Iranian tourists who travel to Kuala Lumpur would also help the researcher employ a more appropriate sampling design for carrying out the study. The study should be conducted on a larger scale with a larger number of participants in both the qualitative and quantitative parts of the research.

In the studies that in the beginning, there might be no specific hypothesis made and not much is known about the situation and the issues at hand therefore, there is a dire need for exploratory research (Sekaran & Bougie, 2009). Qualitative type of research is often use to evaluate the tourists characteristics and perceived image of the destination country (Beerli & Martín, 2004). A mixed

method of study consists of qualitative and qualitative research is suggested as a method to conduct the future study on this topic. Methodological triangulation (a mixed method of qualitative and quantitative researches) can be considered as the best method for the study design of such a study and it needs more time and sufficient budget.

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