

**HOW OVERALL DESTINATION IMAGE AND TRIP EXPERINCES
AFFECT TOURISTS' BEHAVIOR INTENTIONS: A CASE OF
KUALA LUMPUR**

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ABSTRACT

Tourism is an industry which is flourishing all over the world including county of Malaysia. While more and more destination are developed and availability of accessibility of information in tourism, the choice to consumer in selecting their destination to visit is continue to expand. Despite many studies of destination image has been conducted since 1973; however it mainly focus on the region of North America and followed by UK/Europe, Australasia and Africa and study on Asia is only explored in this decade (Steve Pike, 2002).

This study attempted to focus on Kuala Lumpur and a structural relationship between all variables (i.e. overall destination image, perceived trip quality, perceived value, satisfaction and effect on behavioral intention) were investigated. The structural model was tested on a sample of 567 international tourists in Kuala Lumpur. Subsequent from the research findings, it contributes to destination marketers a better understanding of which mechanisms and factors positively affect behavior intention of international tourist in Kuala Lumpur and enable them to enhance their competitiveness.

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