

# **THE POTENTIAL OF TOURISM PHOTOGRAPHY: A CASE STUDY OF PADANG BESAR, MALAYSIA.**

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## **Abstract**

Travel photography has become an interesting form of tourism nowadays and has become one of the potential market segments as a motivator to travel. Perlis is Malaysia's smallest state, filled with breathtaking landscapes and ever vibrant and growing urban cities, but has done little to provide this experience of travel photography to travellers. The project's aims are to identify the unique photo spots and to develop travel photography as a tourism product to promote Perlis tourism. This project will be focused on Padang Besar township, which consists of Titi Tinggi, Beseri, Chuping, Santan and Mata Ayer as tourist attractions. To accomplish this goal, the project has primarily emphasised tourism product development that can be applied to travel photography as innovative tourism products to maintain tourism destinations' competitiveness. Using an innovative tourism product development approach and quantitative statistical techniques, this project is expected to implement an attractive, affordable, and unforgettable travel photography product that would provide a complete travel photography experience for a group of domestic tourists.

**Keyword:** Travel photography, Travel experience, Perlis