

**UNIVERSITY RESEARCH GRANT
FINAL REPORT**
*Geran Penyelidikan Universiti
Laporan Akhir*

A.	TITLE OF RESEARCH: <i>Tajuk penyelidikan:</i> Tourists' Evaluation on the Quality of Tourism Products in the East Coast States of Peninsular Malaysia
B.	PERSONAL PARTICULARS OF RESEARCHER / MAKLUMAT PENYELIDIK:
(i)	Name of Research Leader: <i>Nama Ketua Penyelidik:</i> Professor Badaruddin Mohamed
	Name of Co-Researcher <i>Nama Penyelidik Bersama:</i> <ul style="list-style-type: none">• Assoc. Prof. Abdul Malek Abdul Rahman• Assoc. Prof. Nor'aini Yusof• Mr. Jamil Jusoh
(ii)	School/Institute/Centre/Unit : <i>Pusat Pengajian /Institut/Pusat/Unit :</i> School of Housing, Building and Planning

C.	Research Platform (Please tick (/) the appropriate box): <i>Pelantar Penyelidikan (Sila tanda (/) kotak berkenaan):</i>
<input type="checkbox"/>	A. Life Sciences <i>Sains Hayat</i>
<input type="checkbox"/>	B. Fundamental <i>Fundamental</i>
<input type="checkbox"/>	C. Engineering & Technology <i>Kejuruteraan & Teknologi</i>
<input checked="" type="checkbox"/>	D. Social Transformation <i>Transformasi Sosial</i>
<input type="checkbox"/>	E. Information & Communications Technology (ICT) <i>Teknologi Maklumat & Komunikasi</i>
<input type="checkbox"/>	F. Clinical Sciences <i>Sains Klinikal</i>
<input type="checkbox"/>	G. Biomedical & Health Sciences <i>Bioperubatan Sains Kesihatan</i>

<p>D.</p>	<p>Duration of this research : <i>Tempoh masa penyelidikan ini :</i></p> <p>*Duration : <u>3 years</u> <i>Tempoh :</i></p> <p>From : <u>November 2007</u> To : <u>December 2010</u> <i>Dari: Ke :</i></p>
<p>E.</p>	<p>ABSTRACT OF RESEARCH</p> <p>(An abstract of between 100 - 200 words must be prepared in Bahasa Malaysia and in English. This abstract will be included in the Annual Report of the Research and Innovation Section at a later date as a means of presenting the project findings of the researcher/s to the University and the community at large)</p> <p>Abstrak Penyelidikan</p> <p>(Perlu disediakan di antara 100 - 200 perkataan di dalam Bahasa Malaysia dan juga Bahasa Inggeris. Abstrak ini akan dimuatkan dalam Laporan Tahunan Bahagian Penyelidikan & Inovasi sebagai satu cara untuk menyampaikan dapatan projek tuan/puan kepada pihak Universiti & masyarakat luar).</p> <p>ABSTRACT OF RESEARCH</p> <p>Evaluating tourist satisfaction is a changeable process as its features are keeps on changing based on time, individual and service provided. It is important to ensure that tourists would receive satisfactory experiences during visits which it could contribute to increase and encourage even more repeat tourists to this country. Hence, this study attempts to examine the holiday satisfaction of international and domestic tourist by measuring their expectations and experiences level while travelling in east coast states. A questionnaire survey was conducted with a sample size 400 for Terengganu and 389 respondents for Pahang. using random sampling technique. Questions were designed based on Holiday Satisfaction (HOLSAT) model as to compare the performance of positive and negative holiday attributes against tourist's expectations. There are 38 positive attributes and 13 negative attributes for the international tourists while 26 positive attributes and 13 negative attribute for domestic tourists. Then, the data were analyzed using descriptive, cross-tabulation and t-test analysis. The gap between the mean of experience and expectation then were justified in order to identify the level of satisfaction among the tourists The results of this study could assist tourism local authorities, destination managers and tourism stakeholders to provide better services and infrastructure for future tourists to study areas based on their perceptions, satisfaction levels and needs.</p> <p>Abstrak Penyelidikan</p> <p>Penilaian terhadap kepuasan pelancong adalah proses yang sentiasa berubah berdasarkan pada faktor masa, individu dan perkhidmatan yang disediakan. Ini adalah amat penting bagi memastikan pelancong menerima pengalaman yang memuaskan semasa melancong, di samping dapat menyumbang kepada peningkatan dan mengalakkan lebih ramai pelancong berulang ke negeri tersebut. Oleh yang demikian, kajian ini dilakukan bagi mengkaji kepuasan melancong di kalangan pelancong antarabangsa dan domestik dengan mengukur tahap jangkaan dan pengalaman ketika melancong di negeri Pantai Timur. Soal selidik dilakukan dengan menggunakan sampel saiz sebanyak 400 responden bagi Terengganu dan 389 bagi Pahang, menggunakan teknik persampelan rawak mudah. Soalan direka berdasarkan kepada <i>Holiday Satisfaction</i> (HOLSAT) model untuk membuat perbandingan antara pembolehubah positif dan negatif jangkaan pelancong. Terdapat sebanyak 38 pembolehubah positif dan 13 pembolehubah negatif untuk pelancong antarabangsa, manakala sebanyak 26 pembolehubah positif dan 13 pembolehubah negatif untuk pelancong domestik. Kemudian, data dianalisis dengan menggunakan deskriptif, penjadualan silang dan analisis ujian-t. Perbezaan antara julat pengalaman dan jangkaan kemudian di jelaskan untuk mengenal pasti tahap kepuasan di kalangan pelancong. Penemuan daripada kajian ini dapat membantu pihak berkuasa tempatan pelancongan, pengurus destinasi pelancongan dan pihak yang berkepentingan bagi menyediakan perkhidmatan dan infrastruktur yang lebih baik untuk pelancong pada masa akan datang di kawasan kajian berdasarkan kepada persepsi, tahap kepuasan dan keperluan pelancong.</p>

F. SUMMARY OF RESEARCH FINDINGS

Ringkasan dapatan Projek Penyelidikan

Findings were presented at the following conferences/ submitted to the following journal

PAHANG

Overall, for international tourist there were three attributes that they significantly satisfied, namely; [1] the availability of Pahang travel brochures written in their own language; [2] the availability of variety tourism products to buy as souvenirs at the destination; and [3] there were no beggars found at attractions in Pahang. However, there were two attributes that they claimed dissatisfied which included [1] English communication among local people at destination was poor; and [2] there were lack of clean toilets provided at destination. On the other hand, the domestic tourist group was reported to be most satisfied on 4 attributes, namely; [1] the accessible of destination; [2] the availability of shopping facilities; [3] there were no beggars found at attractions in Pahang; and [4] the preparation of food at tourist destinations was tidy and clean. Nevertheless, there were three attributes that domestic tourists claimed dissatisfied, namely; [1] the attractions were often crowded; [2] unable to witness traditional music and dance; and [3] unable to visit national parks and reserves. The issue of crowding at tourist attractions has been a long-standing issue. It is agreed that crowding often affect the quality of tourists' experiences and inevitably decreasing tourists' satisfactions. From this findings, it is suggested that service providers such as hotels, travel agents, ticketing companies and tourist information centers in Pahang to replace their front-line staffs with people who are able to communicate effectively in English. Recruiting English-converse front-liners are not only improves the business and company's image but also creates better communication with customers especially with the international tourists. Besides that, the tourism local authorities should give emphasis to the provision of sufficient clean toilets at tourist spots in their future tourism development action plan. The provision of public toilets at tourist attractions should take into consideration the cleanliness aspect, the convenience location of toilet facilities and toilet maintenance

TERENGGANU (HERITAGE AND CULTURAL SEGMENTATION)

This finding just focus on heritage and cultural segmentation in Terengganu. Overall, there were three attributes cultural and heritage tourism segmentation that indicated experience level more than expectation level and satisfaction level very high, for domestic tourists [1] this destination provided lots of things for families to see and do; [2] this destination offers variety of natural, cultural and historical attractions; and [3] this destination provided wonderful memories. For international tourists there were indicated that three attributes showed experience level achieved their expectation level, [1] this destination provided lots of things for families to see and do; [2] this destination offer with lots of things to see/experience; [3] this destination provided wonderful memories. Both of tourists group indicated that this destination didn't provided any nightlife activities and this attribute showed level of experience it's not same with their expectation level. Based on this findings, local authority, Non-Government Organization (NGO), Majlis Tindakan Pelancongan Negeri Terengganu and others should provided more variety of local cultural and heritage as a tourism products, and also provided a traditional music and dance as a nightlife activities.

G.

COMPREHENSIVE TECHNICAL REPORT*Laporan Teknikal Lengkap*

Applicants are required to prepare a comprehensive technical report explaining the project.
(This report must be attached separately)

Sila sediakan laporan teknikal lengkap yang menerangkan keseluruhan projek ini.

[Laporan ini mesti dikepilkan]

List the key words that reflect our research:

Senaraikan kata kunci yang mencerminkan penyelidikan anda:

English	Bahasa Malaysia
Expectation Level	Tahap Jangkaan Pelancong
Experience Level	Tahap Pengalaman Pelancong
HOLSAT Model	Model HOLSAT
Tourist Satisfaction	Kepuasan Pelancong
East Coast State Malaysia	Negeri Pantai Timur Malaysia

H

a) Results/Benefits of this research*Hasil Penyelidikan*

No. Bil:	Category/Number: Kategori/ Bilangan:	Promised	Achieved
1.	Research Publications (Specify target journals) <i>Penerbitan Penyelidikan (Nyatakan sasaran jurnal)</i>	4	12 ✓
2.	Human Capital Development		
	a. Ph. D Students	1	-
	b. Masters Students	1	-
	c. Undergraduates (Final Year Project)	-	-
	d. Research Officers	1	1
	e. Research Assisstants	1	3
	f. Other: Please specify	-	-
3.	Patents <i>Paten</i>	-	-
4.	Specific / Potential Applications <i>Spesifik/Potensi aplikasin</i>	-	-
5.	Networking & Linkages <i>Jaringan & Jalinan</i>	7	10
6.	Possible External Research Grants to be Acquired <i>Jangkaan Geran Penyelidikan Luar Diperoleh</i>	2	-

- Kindly provide copies/evidence for Category 1 to 6.

8 prosiding

b) Equipment used for this research.*Peralatan yang telah digunakan dalam penyelidikan ini.*

Items Perkara	Approved Equipment	Approved Requested Equipment	Location
Specialized Equipment Peralatan khusus	1. CPU Intel 2. LCD Projector 3. MacBook	1. CPU Intel CPU Intel Core 2 Duo E4500 2.4 Ghz Processor (only) = RM2,000.00 2. LCD Projector Panasonic LCD Projector (PT- LB 51EA) = RM 2,850.00 3. MacBook 2.0 GHz Intel Core 2 Duo- Alluminium = RM4,799.00	
Facility Kemudahan			
Infrastructure Infrastruktur			

- Please attach appendix if necessary.

I. BUDGET / BAJET

Perbelanjaan :Expenditure

Project Account No. : 1001 / PPBGN/ 816029

Total Approved Budget : RM 174,733.00

Total Additional Budget : RM 30,000.00

Grand Total of Approved Budget : RM 204,733.00

Yearly Budget Distributed

Year 1 : RM 23,355.18

Year 2 : RM 66,404.65

Year 3 : RM 78,223.48

Additional Budget Approved

Year 1 : RM -

Year 2 : RM -

Year 3 : RM 30,000.00

Total Expenditure : RM 204,693.98

Balance : RM 39.02

- Please attach final account statement from Treasury



Signature of Researcher
Tandatangan Penyelidik

Pejabat Pelantar Penyelidikan 2009

21 Februari 2011

Date
Tarikh

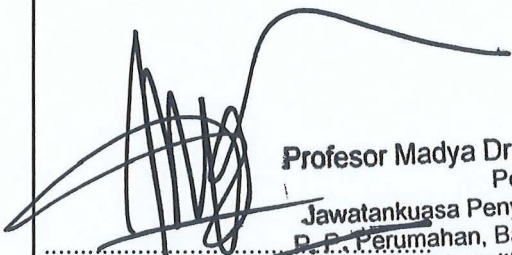
H.

COMMENTS OF PTJ'S RESEARCH COMMITTEE
KOMEN JAWATANKUASA PENYELIDIKAN PERINGKAT PTJ

General Comments:

Ulasan Umum:

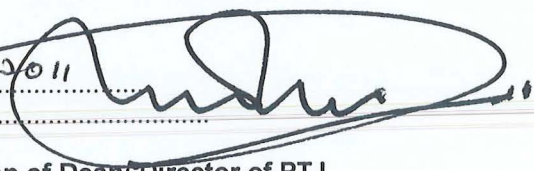
Di pa-jenye



Profesor Madya Dr. Abu Hassan Abu Bakar
Pengerusi
Jawatankuasa Penyelidikan & Pembangunan
P. P. Perumahan, Bangunan dan Perancangan
Universiti Sains Malaysia

Signature and Stamp of Chairperson of PTJ's Evaluation Committee
Tandatangan dan Cop Pengerusi Jawatankuasa Penilaian PTJ

Date : *28/3/2011*
Tarikh :



Signature and Stamp of Dean/Director of PTJ
Tandatangan dan Cop Dekan/Pengarah PTJ

Date : *29/3/2011*
Tarikh :

Profesor Ir. Dr. Mahyuddin Ramli
Dekan
P. P. Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia
11000 Pulau Pinang

**APPENDIX
PAHANG**

Table : Profile of respondents

Demographic variable	N	Value	Malaysian (%)	Non-Malaysian (%)	Total (%)
Nationality	389	Malay	53.7	0	53.7
		Chinese	5.1	0	5.1
		Indian	2.6	0	2.6
		Asia	0	19.0	19.0
		Africa	0	0.3	0.3
		Europe	0	10.8	10.8
		Oceania	0	3.3	3.3
		Others	3.6	0	3.6
Age	389	18 – 25	16.5	4.9	21.4
		26 – 35	32.4	12.3	44.7
		36 – 45	11.3	9.0	20.3
		46 – 55	4.4	6.2	10.6
		56 and older	0.8	0.8	1.6
Gender	389	Male	40.6	19.0	59.6
		Female	25.7	14.4	40.1
Marital status	389	Single	31.6	15.7	47.3
		Married	31.9	17.0	48.9
		Others	0.5	0.3	0.8
Education	389	Postgraduate	11.3	2.3	13.6
		Diploma/Degree	39.1	21.6	60.7
		Secondary	12.3	1.5	13.8
		Primary	1.0	0	1.0
		Non-formal education	0	4.9	4.9
Employment sector	389	Government	18.8	2.6	21.4
		Self-employed	2.8	4.1	6.9
		Student	10.3	7.2	17.5
		Retired/Pensioner	0.3	0.5	0.8
		Private	23.1	6.4	29.5
		Business	3.3	8.2	11.5
		Housewife	5.4	3.3	8.7
		Not Working	0.3	1.0	1.3
Monthly income	389	No income	13.4	11.3	24.7
		RM/USD <1000	3.3	0	3.3
		RM/USD1001-3000	38.0	7.7	45.7
		RM/USD3001-5000	8.0	10.0	18.0
		RM/USD5001-10000	3.1	3.6	6.7
		RM/USD>10001	0	0.3	0.3

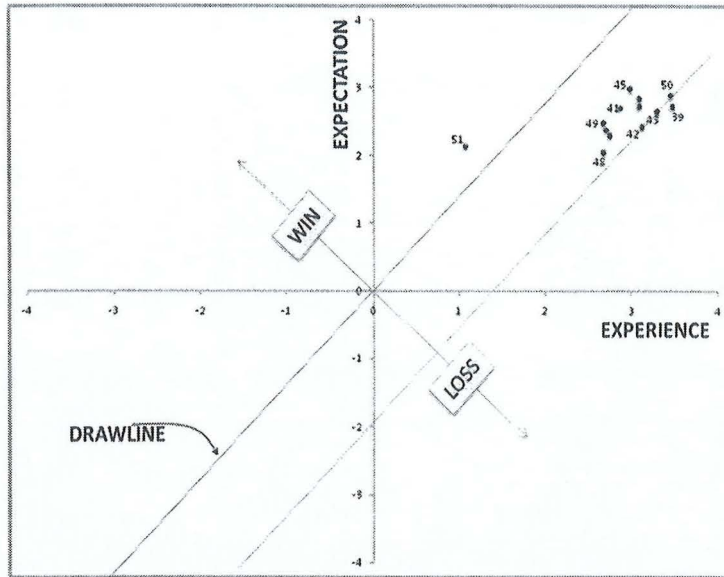


Figure : Expectation/Experience matrix of negative attributes for international tourist group

Table : Summary of results from survey questionnaire (for international tourists group)

	Positive Attributes	N	Expt Y	Exp X	Exp- Expt	T-Test t	SIG
1	The arrival airport would be modern and efficient	130	1.44	1.81	0.37	-4.77	0.000
2	Immigration officials at the port of entry are courteous and friendly	130	1.58	1.87	0.29	-5.78	0.000
3	Check-in/check-out at this destination airport is fast and efficient	130	1.46	1.76	0.30	-4.42	0.000
4	Information for tourist at the point of entry is available and efficient	130	1.52	1.80	0.28	-4.29	0.000
5	Travelling between the airport and the place of stay is secure and fast	130	1.42	1.89	0.47	-6.25	0.000
6	Local transport services is comfortable and satisfying	130	0.98	2.08	1.10	-7.34	0.000
7	Taxi/bus fare is reasonable	130	0.89	2.08	1.19	-7.92	0.000
8	A bicycle/motorcycle/car rental is available with reasonable fare	130	0.83	2.09	1.26	-8.32	0.000
9	The destination would be safe and secure for tourist whilst travelling/walking	130	3.08	4.03	0.95	-15.72	0.000
10	This destination is accessible	130	3.29	4.24	0.95	-14.79	0.000
11	I would be able to find an accommodation easily	130	3.21	4.14	0.93	-10.99	0.000
12	Check-in and check-out at the accommodation (front desk) is fast and efficient	130	3.25	4.07	0.82	-10.41	0.000
13	The hotel staffs are friendly and courteous	130	3.46	4.18	0.72	-10.60	0.000
14	The accommodation is clean and comfortable	130	3.34	4.09	0.75	-9.06	0.000
15	The room have quality furnishings	130	3.59	4.28	0.69	-9.79	0.000
16	Facilities in the room are function properly	130	3.58	4.13	0.55	-6.68	0.000
17	Internet and telephone services is available with fair	130	3.29	4.04	0.75	-13.07	0.000

	charges here						
18	I am able to charge the money easily	130	2.83	3.68	0.85	-10.44	0.000
19	Withdrawal cash from my credit card or ATM is convenience and secure	130	2.54	3.72	1.18	-11.64	0.000
20	Shopping facilities are available	130	2.97	4.13	1.16	-13.11	0.000
21	Tourist information centre is available and located at tourist spots	130	3.67	4.36	0.69	-7.93	0.000
22	Availability of brochure in my own language	130	1.88	3.59	1.71	-13.31	0.000
23	Tourist guide services are available and competence	130	2.95	4.12	1.17	-11.10	0.000
24	I am able to mix and talk with local people	130	3.35	3.76	0.41	-5.45	0.000
25	I am able to shop in local markets	130	3.72	4.11	0.39	-6.85	0.000
26	I am able to visit religious sites and temples	130	2.92	3.58	0.66	-6.20	0.000
27	I am able to visit museums, art galleries, and historical sites	130	3.62	3.88	0.26	-1.98	0.049
28	I am able to witness traditional music and dance	130	3.48	4.30	0.82	-15.90	0.000
29	I am able to relax on beaches	130	3.83	4.38	0.55	-9.98	0.000
30	I am able to visit National Parks and Reserves	130	3.74	4.63	0.89	-13.39	0.000
31	It is a place with lots of things for families to see and do	130	3.79	4.43	0.64	-8.19	0.000
32	I have chance to see things that I do not normally see/experience	130	3.35	4.40	1.05	-11.85	0.000
33	This destination have a variety of nightlife	130	2.78	3.11	0.33	-2.58	0.011
34	I am able to sample local food and drink	130	3.18	3.92	0.74	-10.13	0.000
35	Halal food is easy to get	130	2.89	3.71	0.82	-8.94	0.000
36	This destination offers variety of natural, cultural and historical attractions	130	3.48	4.12	0.64	-8.44	0.000
37	I have wonderful memories about this destination	130	3.42	4.15	0.73	-8.99	0.000
38	There are variety of tourism product to buy	130	3.08	4.35	1.27	-10.75	0.000
Negative Attributes		N	Y	X	Exp-Expt	t	SIG
39	Communication in English is poor	130	2.72	3.48	0.76	-8.25	0.000
40	There is no hot water in bathroom	130	2.83	3.10	0.27	-2.93	0.004
41	Electric power disruption is often	130	2.70	2.88	0.18	-3.09	0.002
42	There would be lack of clean public toilet at destination	130	2.42	3.13	0.71	-8.78	0.000
43	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	130	2.65	3.3	0.65	-6.54	0.000
44	There would be queuing/waiting for services at tourist facilities	130	2.72	3.1	0.38	-3.35	0.001
45	The prices of goods in shop/market are expensive (different prices for residents & tourist)	130	2.98	2.99	0.01	-0.09	0.927
46	It is difficult to find variety of restaurants	130	2.29	2.76	0.47	-3.80	0.000
47	The food and beverages at destination is expensive	130	2.37	2.71	0.34	-3.69	0.000
48	The food preparation is untidy and dirty	130	2.04	2.68	0.64	-8.44	0.000
49	The beaches and ocean are dirty and polluted	130	2.48	2.68	0.20	-2.01	0.047
50	The attractions are often crowded	130	2.88	3.46	0.58	-7.23	0.000
51	There are many beggars at attractions	130	2.13	1.08	-1.05	8.68	0.000

* Statement in bold text indicates not significant

*Y=mean score of destination attributes for Expectation; X=mean score of destination attributes for Experience;
 Expt=Expectation, Exp= Experience, Expt-Exp= mean of difference between experience and expectation, t=
 Value computed and Sig= level of significance

Positive Attributes for Domestic Tourist Group

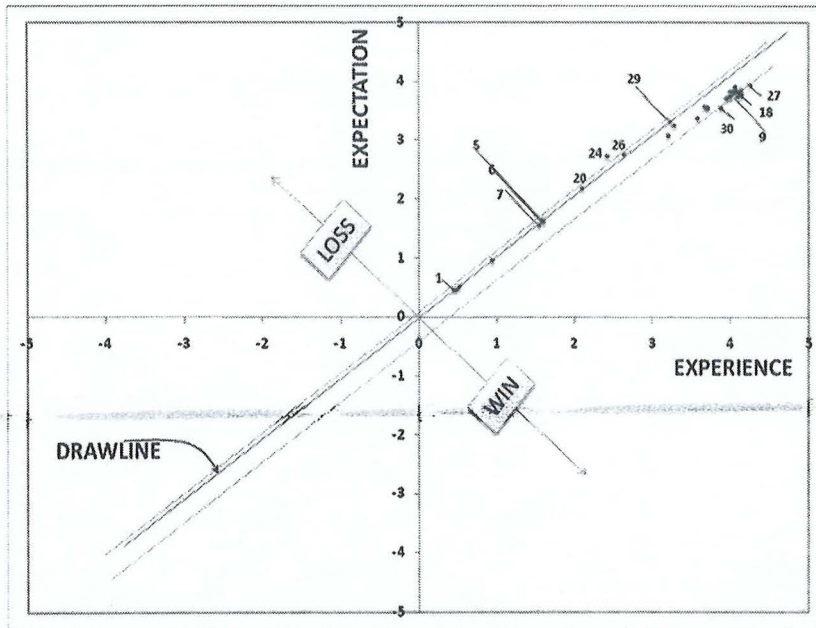


Figure : Expectation/Experience matrix of positive attributes for domestic tourist group

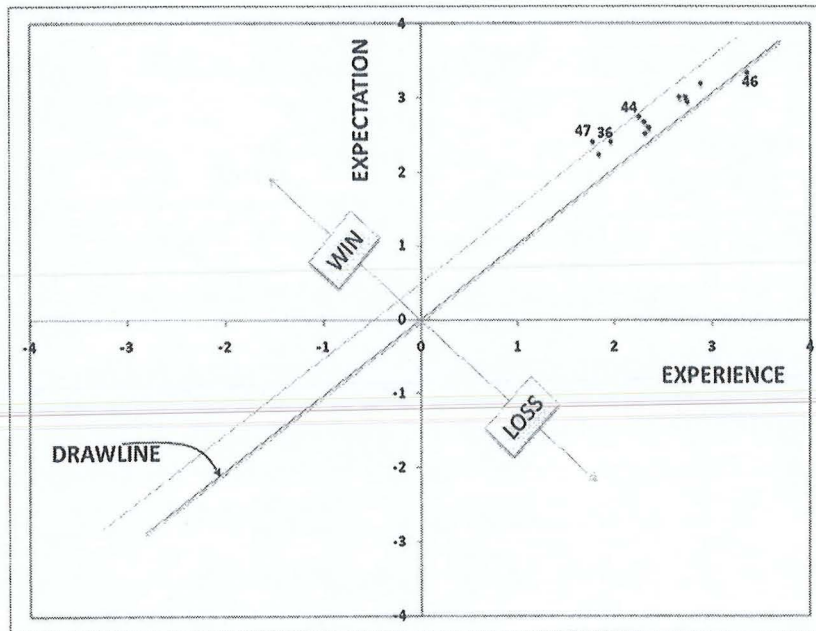


Figure : Expectation/Experience matrix of negative attributes for domestic tourist group

Table : Summary of result from survey questionnaire (for domestic tourists group)

	Positive Attribute	N	Exp† Y	Exp X	Exp- Exp†	t-test †	Sig
1	The arrival airport would be modern & efficient	259	0.46	0.45	-0.01	0.11	0.9100
2	Check-in/check-out at this destination airport is fast and efficient	259	0.46	0.49	0.03	-1.12	0.2700
3	Information for tourist at the point of entry is available and efficient	259	0.95	0.95	0.00	0.09	0.9300
4	Travelling between the airport and the place of stay is secure and fast	259	0.52	0.53	0.01	-0.37	0.7100
5	Local transport services is comfortable and satisfying	259	1.63	1.61	-0.02	0.50	0.6200
6	Taxi/bus fare is reasonable	259	1.63	1.60	-0.03	0.74	0.4600
7	A bicycle/motorcycle/car rental is available with reasonable fare	259	1.56	1.55	-0.01	0.23	0.8200
8	The destination would be safe and secure for tourist whilst travelling/walking	259	3.71	3.96	0.25	-6.03	0.0000
9	This destination is accessible	259	3.74	4.11	0.37	-6.95	0.0000
10	I would be able to find an accommodation easily	259	3.81	4.12	0.31	-6.61	0.0000
11	Check-in and check-out at the accommodation (front desk) is fast and efficient	259	3.89	4.07	0.18	-3.93	0.0000
12	The hotel staffs are friendly and courteous	259	3.90	4.07	0.17	-3.73	0.0000
13	The accommodation is clean and comfortable	259	3.86	4.07	0.21	-4.38	0.0000
14	The room have quality furnishings	259	3.82	4.01	0.19	-3.80	0.0000
15	Facilities in the room are function properly	259	3.85	4.06	0.21	-4.26	0.0000
16	Internet and telephone services is available with fair charges here	259	3.56	3.69	0.13	-2.09	0.0400
17	Withdrawal cash from my credit card or ATM is convenience and secure	259	3.8	4.10	0.30	-6.46	0.0000
18	Shopping facilities are available	259	3.78	4.15	0.37	-7.57	0.0000
19	Tourist information centre is available and located at tourist spots	259	3.06	3.22	0.16	-3.74	0.0000
20	Tourist guide services are available and competence	259	2.17	2.12	-0.05	1.15	0.2500
21	I am able to shop in local markets	259	3.73	4.00	0.27	-4.92	0.0000
22	I am able to visit religious sites and temples	259	3.55	3.73	0.18	-3.23	0.0000
23	I am able to visit museums, art galleries, and historical sites	259	3.36	3.59	0.23	-4.01	0.0000
24	I am able to witness traditional music & dance	259	2.71	2.44	-0.27	4.93	0.0000
25	I am able to relax on beaches	259	3.73	4.00	0.27	-5.42	0.0000
26	I am able to visit National Parks and Reserves	259	2.75	2.65	-0.10	1.96	0.0500
27	It is a place with lots of things for families to see and do	259	3.93	4.26	0.33	-5.82	0.0000
28	I have chance to see things that i do not normally see/experience	259	3.25	3.29	0.04	-0.79	0.4300
29	This destination have a variety of nightlife	259	3.32	3.24	-0.08	1.44	0.1500
30	I am able to sample local food and drink	259	3.54	3.89	0.35	-5.67	0.0000
31	Halal food is easy to get	259	3.76	4.02	0.26	-4.58	0.0000
32	This destination offers variety of natural, cultural and historical attractions	259	3.81	4.05	0.24	-5.21	0.0000
33	I have wonderful memories about this destination	259	3.85	4.14	0.29	-5.86	0.0000

34	There are variety of tourism product to buy	259	3.56	3.69	0.13	-2.46	0.0100
Negative Attributes							
		N	Y	X	Exp-Expt	t	Sig
35	Communication in English is poor	259	3.19	2.88	-0.31	5.62	0.0000
36	There is no hot water in bathroom	259	2.40	1.97	-0.43	7.28	0.0000
37	Electric power disruption is often	259	2.23	1.85	-0.38	7.37	0.0000
38	There would be lack of clean public toilet at destination	259	3.01	2.67	-0.34	5.41	0.0000
39	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	259	2.68	2.31	-0.37	6.55	0.0000
40	There would be queuing/waiting for services at tourist facilities	259	2.59	2.36	-0.23	5.17	0.0000
41	The prices of goods in shop/market are expensive (different prices for residents & tourist)	259	3.01	2.73	-0.28	4.97	0.0000
42	It is difficult to find variety of restaurants	259	2.52	2.32	-0.20	3.18	0.0000
43	The food and beverages at destination is expensive	259	2.95	2.75	-0.20	3.74	0.0000
44	The food preparation is untidy and dirty	259	2.75	2.25	-0.50	8.73	0.0000
45	The beaches and ocean are dirty and polluted	259	2.61	2.35	-0.26	4.17	0.0000
46	The attractions are often crowded	259	3.33	3.36	0.03	-0.46	0.6400
47	There are many beggars at attractions	259	2.41	1.78	-0.63	10.96	0.0000

* Statement in bold text indicates not significant

*Y=mean score of destination attributes for Expectation; X=mean score of destination attributes for Experience; Expt=Expectation, Exp= Experience, Expt-Exp= mean of difference between experience and expectation, t= Value computed and Sig= level of significance

TERENGGANU

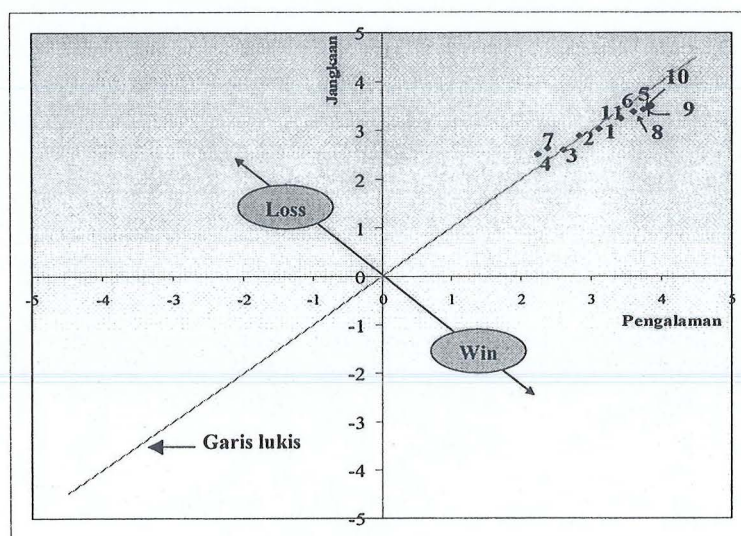


Figure : Expectation/Experience matrix for domestic tourist group

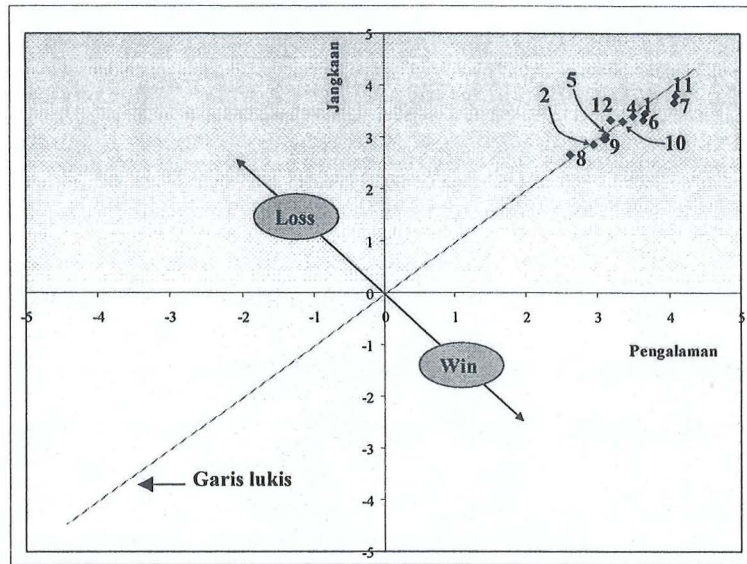


Figure : Expectation/Experience matrix for domestic tourist group

Table : Profile of respondents

Demographic variable	N	Value	Malaysian (%)	Non-Malaysian (%)	Total (%)
Gender	400	Male	50.7	6.5	57.2
		Female	38.5	4.0	42.5
		No response	0.3	0	0.3
Age	400	18 – 25	40.5	1.3	41.8
		26 – 35	28.5	5.5	34.0
		36 – 45	10.7	2.0	12.7
		46 – 55	8.5	0.7	9.2
		56 and older	0.5	0.8	1.3
		No response	0.7	0.2	0.9
Marital status	400	Single	49.7	3.3	53.0
		Married	36.2	6.3	42.5
		Others	1.0	1.0	2.0
		No response	2.5	0	2.5
Nationality	400	Malay	72.5	0	72.5
		Chinese	11.5	0	11.5
		India	3.0	0	3.0
		Asia	0	2.7	2.7
		Africa	0	0	0
		Europe	0	7.7	7.7
		Oceania	0	0	0
		Others	2.5	0	2.5
Education	400	Postgraduate	34.7	2.3	37.0
		Diploma/Degree	31.7	5.3	37.0
		Secondary	19.5	0.5	20.0
		Primary	0.5	0.3	0.8
		Non-formal education	0	0.3	0.3
		Others	3.0	2.0	5.0

Table : Summary of results from survey questionnaire (for international tourists group)

Attribute	N	Expt	Exp	Exp-Expt	t-test	
		X	Y		t	Sig
1. I am able to mix and talk with local people	42	3.45	3.67	0.21	1.776	0.083
2. I am able to shop in local markets	42	2.86	2.95	0.10	0.682	0.499
3. I am able to visit religious sites and temples	42	2.98	3.10	0.12	0.819	0.418
4. I am able to visit museums, art galleries, and historical sites	42	3.40	3.50	0.10	0.892	0.377
5. I am able to witness traditional music and dance	42	3.05	3.12	0.07	0.518	0.607
6. It is a place with lots of things for families to see and do	42	3.33	3.64	0.31	2.308	0.026
7. I have chance to see things that I do not normally see/experience	42	3.67	4.07	0.40	4.470	0.000
8. This destination have a variety of nightlife	42	2.67	2.62	-0.05	0.321	0.750
9. I am able to sample local food and drink	42	2.98	3.12	0.14	1.355	0.183
10. This destination offers variety of natural, cultural and historical attractions	42	3.31	3.36	0.05	0.339	0.736
11. I have wonderful memories about this destination	42	3.81	4.10	0.29	2.751	0.009
12. There are variety of tourism product to buy	42	3.33	3.19	-0.14	1.062	0.294

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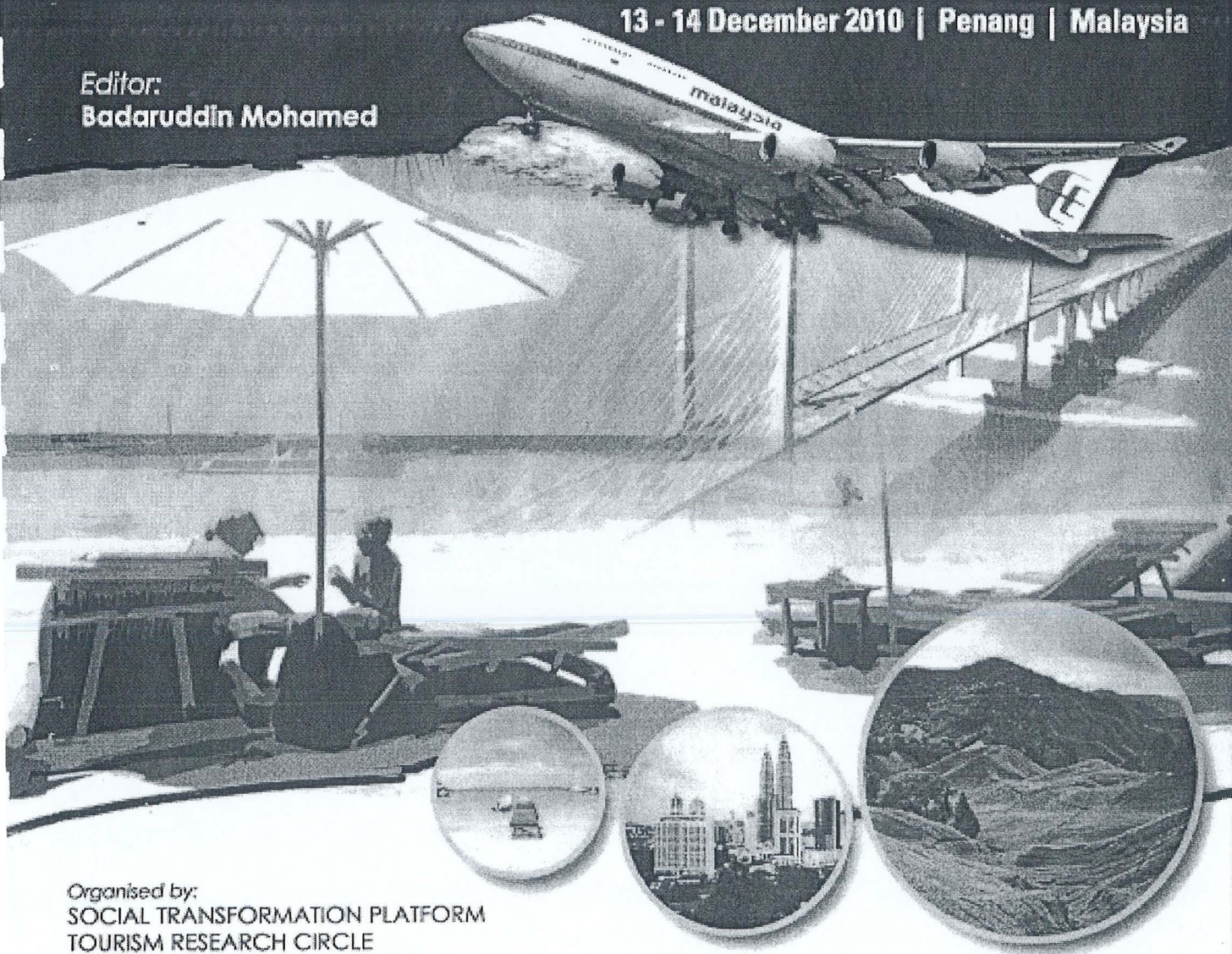
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Holiday Satisfaction: Segmentation of International Visitors in Pahang, Malaysia

Badaruddin Mohamed¹, Mohd Fauzi Sukiman, Izatul Yussof and Shida Irwana Omar

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This study utilized the holiday satisfaction model of Tribe and Snaith to assess the holiday satisfaction of international visitors to the state of Pahang, Malaysia. The gap between tourists' expectations and experiences, in terms of various destination attributes, was measured. This study examined 51 destination variables, categorized into six groups, namely, accessibility, accommodation, tourist amenities, tourist activities, food/meal, and tourism attractions. The results were drawn from a questionnaire survey involving 130 international visitors who visited Pahang between March and April 2010. The respondents, categorized based on the mode of travel, were identified and interviewed (through questionnaires) to determine differences in experiences and satisfaction levels of the various segments of international travelers who visited the study areas. The data, analyzed quantitatively using matrices, showed the mean scores of expectations, which were plotted against experience in a two-dimensional axis for positive and negative attributes. The significance of the results was determined using paired t-test in the scale of 1:1000. The findings provide Pahang's service providers with insights on the perceptions and satisfaction levels of international visitors, and help develop recommendations for the improvement of strategies in future tourism development action plans, which will ultimately result in high-quality tourism services.

Key words: holiday satisfaction, segmentation, international visitors, Pahang

Introduction

Pahang, the largest east coast state in Peninsular Malaysia, has diversified its tourism industry by introducing new tourism products, such as Kuala Gandah Elephant Sanctuary and Bukit Gambang Water Park. These developments have been influenced by the increasing popularity of Malaysia, which is among the most competitive and fastest growing tourism destinations in Southeast Asia, as demonstrated by its growing number of international tourists. There are numerous attractions in Pahang, and these attractions can be categorized as natural, cultural and heritage, and man-made attractions. The most famous natural attractions in Pahang include Tioman

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Island, which has been voted as one of the most beautiful islands in the world; Cherating, a coastal destination popular among budget travelers; and Taman Negara, known as Malaysia's premier national park. Genting Highland, which is an amusement theme resort, is the most popular man-made attraction in Pahang. Meanwhile, Muzium Sungai Lembing is considered a cultural and heritage attraction. Pahang is one of the Malaysian states that receive millions of tourists annually. Fraser's Hill Development Corporation (2008) reported that tourist arrivals to Pahang reached 10.4 million in 2007, registering a 30% increase from the previous year's 8 million tourist arrivals. The major markets for Pahang include Singapore (1,459,845), China (859,220), Hong Kong (414,862), India (329,964), Indonesia (295,413), Taiwan (155,369), and Thailand (128,116). This paper aims to measure holiday satisfaction among tourists who have visited Pahang recently. Specifically, this study aims to:

1. measure the gap between tourist expectations and experiences in Pahang, Malaysia;
2. determine the levels of tourist satisfaction using the holiday satisfaction (HOLSAT) model; and
3. recommend improvement strategies that should be emphasized in tourism development action plans, to provide better services for future tourists.

Literature Review

Tourist Expectation vs. Destination Experience

Tourist travel expectations on particular destinations vary for many reasons. Tourists do not visit destinations that have nothing to offer. It is then important for a destination to offer highly diversified and value-added tourism products for the enjoyment of tourists. A successful site attraction or destination requires a critical mass of compatible products, which have market viability and appeal (Pearlman, 1989). Therefore, destinations must compete with each other in attracting travelers, and they can do this by emphasizing the experiences they offer. Experience, however, is more difficult to produce and manage compared with other products because it involves many different elements, and the participation or role of tourists in the experience is very critical (Ritchie and Crouch, 2003).

Laws (1995) argued that consumers are likely to make comparisons regarding the facilities, attractions, and service standards of destinations. Generally, "the choice of a particular good or service is the result of a comparison of its perceived attributes with the person's set of preferences" (Fishbein and Ahjen, 1975 as cited in Laws, 1995, p. 113). Pritchard and Havitz (2006) later claimed that tourists are more likely to give positive ratings to destinations they visit if their expectations were met. Mayo and Jarvis (1981) argued that a consumer selects a destination among alternatives and evaluates each alternative considering its potential to serve the benefits he/she is looking for. However, Laws (1991) stressed that each tourist has the opportunity and freedom to choose among a set of destinations.

Different factors may affect destination choices. Telisman-Kosuta (1989) asserted that tourist decisions are determined by two factors: (1) the destination's potential for performance; and (2) the perception of its personality or image. Therefore, a destination must be able to offer an overall attractiveness and quality experiences that are better than those provided by alternative destinations, to sustain its good image and attract more tourists.

Tourist Satisfaction

Evaluating satisfaction is a changing process because the features of satisfaction change from time to time, from one person to another, from one service to another service(s), and from one company to another. This characteristic makes it important to find valid definitions for this concept. Therefore, the study of customer satisfaction should start with knowing the factors that affect satisfaction and the extent to which these factors are important in raising satisfaction levels. Many studies have suggested that customer satisfaction is a by-product of the confirmation or positive disconfirmation of expectations and that customer dissatisfaction is a by-product of the negative disconfirmation of expectations (Olshavsky & Miller, 1972; Olson & Dover, 1976; Oliver, 1980; Day, 1984). Tourist experience and expectation are the two main factors that influence satisfaction. The balance between tourist expectations and real experiences influences tourist satisfaction, and the satisfaction level is primarily influenced by factors, such as tourism environment, activities, and psychological experiences (Xie, Qiu, Chen, & Song, 2007). Woodside, Frey, and Daly (1989) added that satisfaction is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it. Bryant, Kent, Lindenberger, and Schreihe (1998), and Ganesh, Arnold, and Reynolds (2000) also suggested that when satisfactions are met, or when performance actually exceeds expectations, a customer experiences positive confirmation, feels satisfied, and reinforces his/her willingness to use the product again. Similarly, Pizam, Neumann, and Reichel (1978) defined tourist satisfaction as the result of the comparison between a tourist's experience in a destination and his/her expectations. On the other hand, Churchill and Surprenant (1982) claimed that customer satisfaction determinants differ between goods offerings and service encounters. Studies have also shown an interaction between product and service activity in achieving customer satisfaction (Bearden & Teel, 1983; Cadotte, Woodruff & Jenkins, 1987; Oliver & DeSarbo, 1988). There are indeed many techniques and considerations in measuring tourist satisfaction. Tourist experience and expectation were used in the HOLSAT model as factors determining tourist satisfaction.

Research Methodology

This study employs a questionnaire survey for primary data collection. The survey was conducted in the main attractions of Pahang. The questionnaire is divided into three sections, namely, demographic background, travel patterns, and expectation vs experience. The 5-point Likert Scale was used in asking respondents to identify the level of agreement of their expectations on and experiences in tourist attractions. The scale ranged from 1 (strongly disagree) to 5 (strongly agree), with a neutral position at the middle and 0 for "not applicable" answers. Three methods were used in distributing the questionnaires: (1) face to face basis, (2) mailing the questionnaire to selected attractions, and (3) using an online questionnaire located at <http://www.hbp.usm.my/tourism/tvs/default.htm>.

The sample size for this study was determined based on tourist arrivals (international) to Pahang in 2007. The sample included 130 participants, 56.9% males and 43.1% females. The international tourists were from Asia (56.9%), Europe (32.3%), Oceania (10%), and Africa (0.8%). The biggest age group consisted of respondents aged 26 to 35 years (36.9%), followed by group age 36 to 45 years (26.9%). There were more married travelers (50.8%) than single travelers (46.9%).

Majority of the respondents obtained tertiary education (71.5%) and worked in the business sector (24.6%), whereas 21.5% were students.

Responses from the survey were entered and encoded into the SPSS program. The results were analyzed using descriptive and cross-tabulation methods. The HOLSAT model was used in the next stage to identify the level of satisfaction among international tourists to Pahang. This model uses the score of mean differences between experience and expectation as a base to justify the level of satisfaction. A t-test was used to justify the validity of the scores (experience minus expectation) at 1:1000 level.

Findings on Tourist Market Segmentation from HOLSAT

Positive Attributes for the International Tourist Group

Figure 1 show the positive attributes plotted on the “win” side. This indicates that the international holidaymakers to Pahang are satisfied with their trips because the mean of difference between experience and expectation is positive. The farther the attribute points are from the “draw” line, the greater is the gain of satisfaction for the particular attributes (Table 1). The results of the t-test reveal that 2 out of 38 attributes are not significant, with significance values (Sig) greater than 0.001. These attributes are Attribute 27 (*I am able to visit museums, art galleries, and historical sites*) and Attribute 33 (*This destination has a variety of nightlife*). Only 31 attributes, among the remaining 36, are statistically significant (Sig < 0.001), with recorded t values at >6. Attribute 22 (*Availability of brochures in my own language*; mean of difference=1.71) and Attribute 38 (*There is a variety of tourism products to buy*; mean of difference=1.27) show the highest satisfaction levels.

Negative Attributes for the International Tourist Group

Figure 2 shows that 12 out of the 13 negative attributes are plotted on the “loss” side, and only one attribute is plotted on the “win” side. This explains that international tourists to Pahang confirm their dissatisfaction in terms of Attributes 39–50 (Table 2), and their satisfaction on the condition that there are no beggars in tourist attractions [considered as a disconfirmation of Statement 51 (*There are many beggars at attractions*)].

The farther the attribute points are from the “draw” line on the “loss” side, the greater is the gain of dissatisfaction of international tourists for the particular attributes. Five attributes indicate a greater level of dissatisfaction: Attribute 39 (*Communication in English is poor*; mean of difference=0.76), Attribute 42 (*There is a lack of clean public toilets in the destination*; mean of difference=0.71), Attribute 43 (*Sign posts, in English/Bahasa, in attractions and facilities are misleading and difficult to find*; mean of difference=0.65), Attribute 48 (*Food preparation is untidy and dirty*; mean of difference=0.64), and Attribute 50 (*The attractions are often crowded*; mean of difference=0.58). The results of the t-test reveal that 8 out of 13 negative attributes are significant, with significance levels of less than 0.001. Only one (Attribute 51) among the eight attributes indicate tourist satisfaction.

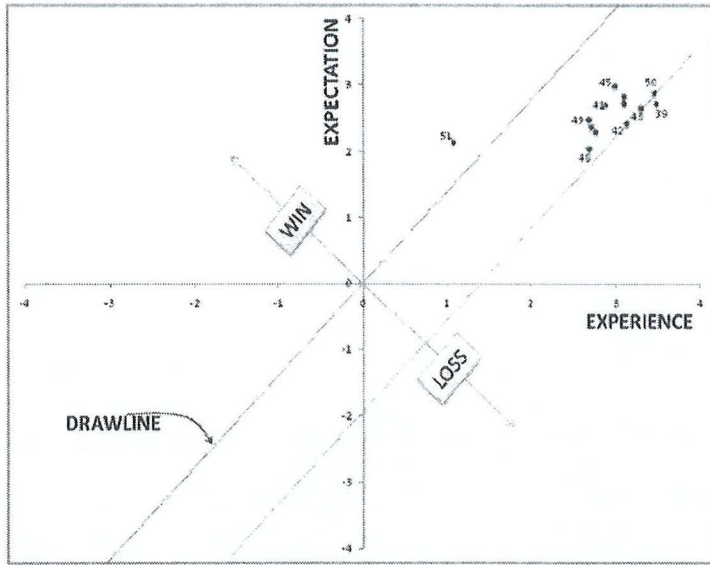


Figure 1. Expectation/Experience matrix of positive attributes for the international tourist group

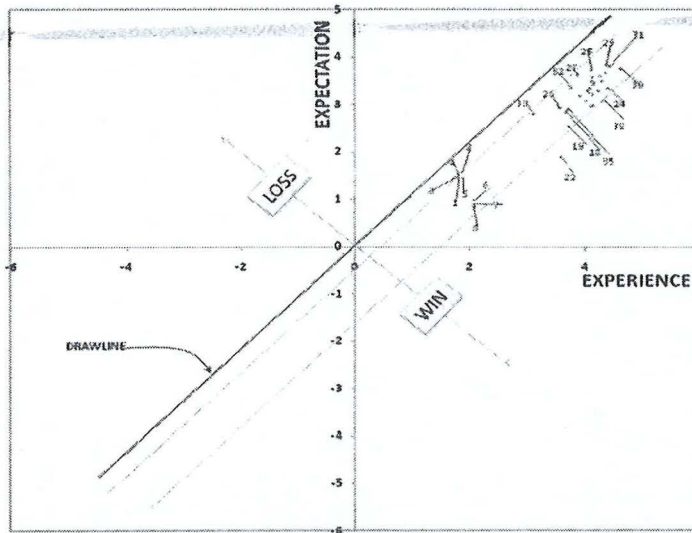


Figure 2. Expectation/Experience matrix of negative attributes for the international tourist group

Market Segmentation (*Travel Mod*)

1) *Package Tour Group*

Positive Attributes for the Package Tour Group

International package tour group tourists are satisfied in terms of the 38 positive attributes. The positive attributes exhibit positive values (after deducting expectation from experience). Satisfaction is gained based on the attributes plotted on the “win” side of the HOLSAT graph. This indicates that the experience of tourists exceeds the expectations of package tour group tourists. T-tests were applied on all the attributes, and the results show that only 1 out of 38 attributes shows an insignificant score of mean difference at 1:1000 level. A t-test was used to assess the validity of the results (on all attributes).

Negative Attributes for the Package Tour Group

The results on the negative attributes for the international package tour group show that only one attribute leads to satisfaction, Attribute 50 (*There are many beggars at the attraction site*). The other 37 attributes are plotted on the loss side, indicating dissatisfaction among tourists in the package tour group because of the values for each attribute exhibit the positive sign. A t-test was used to assess the validity of the results. Attribute 50 is indeed significant at 1:1000 levels.

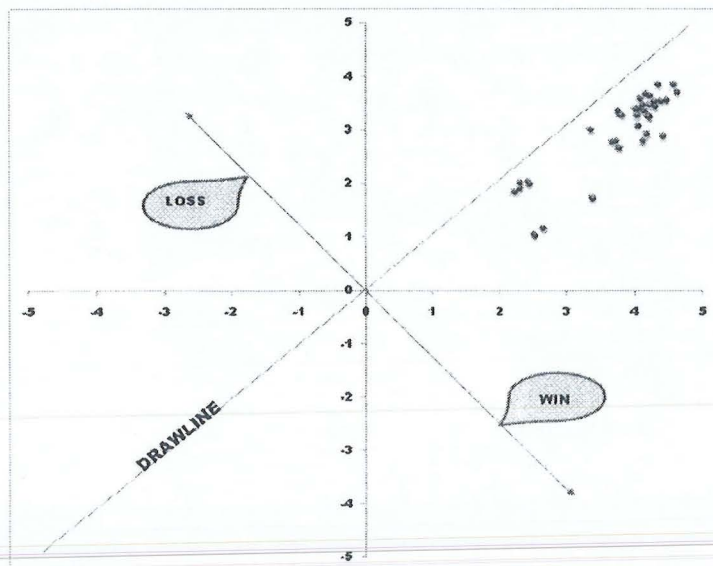


Figure 3. Expectation/Experience matrix of positive attributes for the package tour group

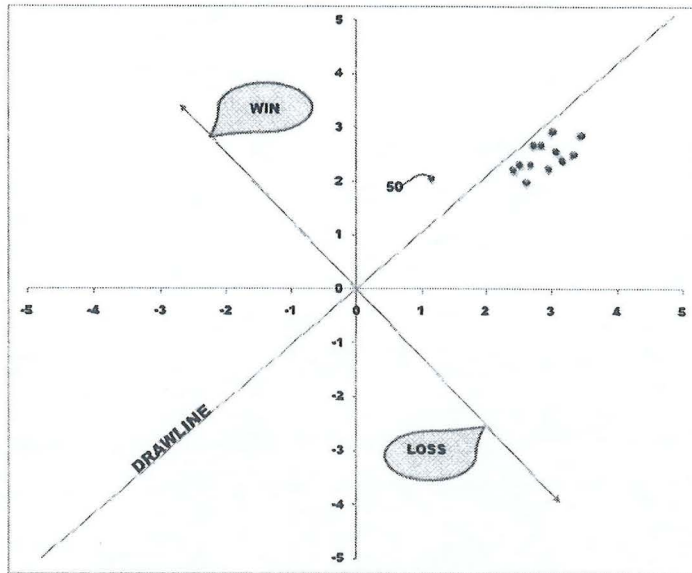


Figure 4. Expectation/Experience matrix of negative attributes for the package tour group

2) Free and Independent Tourist Group

Positive Attributes for the Package Tour Group

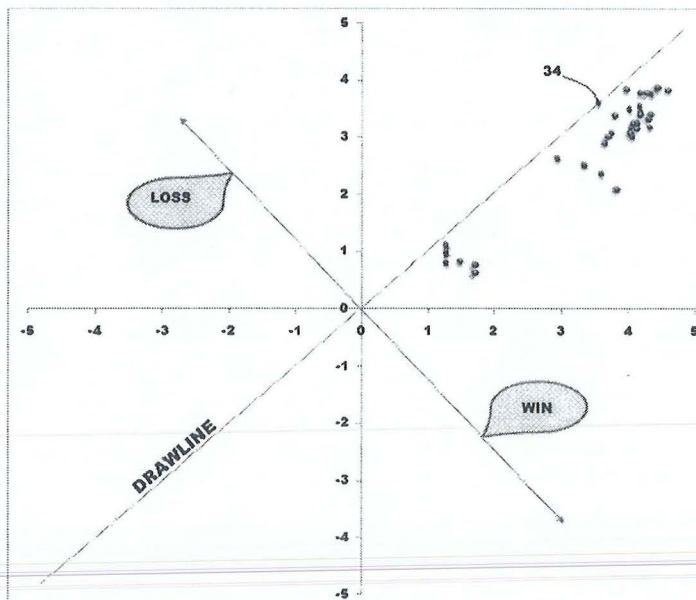


Figure 5. Expectation/Experience matrix of positive attributes for the free and independent tourist group

The results for the free and independent tourist group show that the tourists from this group are satisfied in terms of the 37 attributes and dissatisfied with only 1 attribute, specifically Attribute 34 (*I am able to visit museums, art galleries, and historical sites*). In the HOLSAT analysis, the satisfaction level is met when the mean difference between experience and expectation is positive. This is plotted on the “win” side of

the graph. The t-test, used to assess the validity of the results, show that 10 out of the 38 attributes show insignificant scores at 1:1000 level.

Negative Attributes for the Package Tour Group

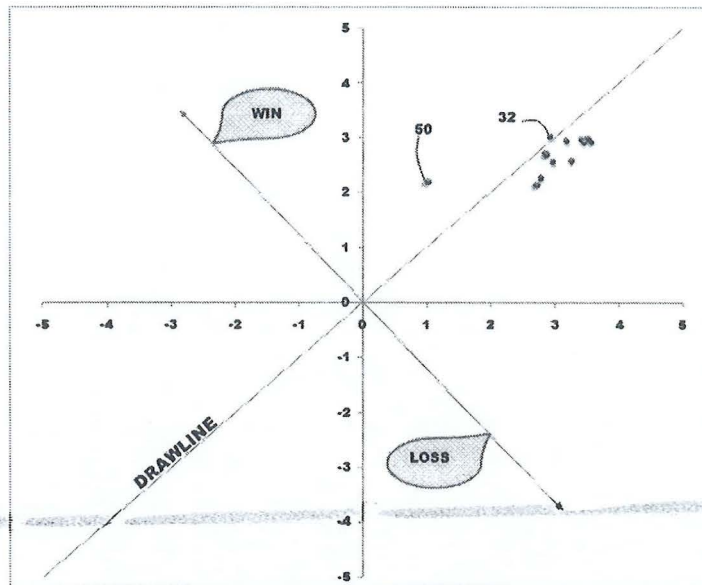


Figure 6: Expectation/Experience matrix of negative attributes for the free and independent tourist group

The negative attributes for the free and independent tourist group show slightly different results. The tourists from this group are satisfied with two attributes, namely, Attributes 32 and 50. The mean differences between experience and expectation for these two attributes are positive. These attributes are also plotted on the “win” side of the HOLSAT model graph. The t-test for validity reveals that Attribute 50 has a significant score value at 1:1000 level, whereas Attribute 32 has an insignificant score value (0.513).

Conclusion and Recommendations

This study aims to determine the level of holiday satisfaction of international and domestic tourists to Pahang by measuring the gap between their expectations and experiences in terms of positive and negative destination attributes. The findings demonstrate the usefulness of the HOLSAT model in three aspects: (1) this study identifies tourists’ sense of satisfaction or dissatisfaction in terms of the various attributes of Pahang as a holiday destination; (2) this study provides insights on how Pahang is perceived as a holiday destination by international and domestic tourists; and (3) this study provides a better approach to the understanding of tourist behavior vis-à-vis Pahang, based on the results of the comparison between expectations and experiences. The results of this study may assist local tourism authorities, destination managers, and tourism players in providing better services and infrastructure for future tourists to Pahang, based on tourists’ perceptions, satisfaction levels, and needs. Overall, tourists are satisfied with the positive attributes and dissatisfied with most of the negative attributes. Two dissatisfaction attributes have high scores: Attribute 14 (*Communication in English is poor*) and Attribute 24 (*There is a lack of clean public*

toilets in the destination). Tourism local authorities, destination managers, and tourism players should therefore pay more attention to these issues to maintain tourist arrivals in key destinations. Basic infrastructures, such as toilets, should be provided and adequately maintained so that tourists will not encounter problems when using them. Tourist-related businesses, service providers, and the local government should ensure that tourists to Pahang always have satisfactory experiences during their visits.

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Appendices

Table 1. Summary of results from survey questionnaire (for international tourists group)

	Positive Attributes	N	Expt	Exp	Exp-	T-Test	
			Y	X	Expt	t	SIG
1	The arrival airport would be modern and efficient	130	1.44	1.81	0.37	-4.77	0
2	Immigration officials at the port of entry are courteous and friendly	130	1.58	1.87	0.29	-5.78	0
3	Check-in/check-out at this destination airport is fast and efficient	130	1.46	1.76	0.3	-4.42	0
4	Information for tourist at the point of entry is available and efficient	130	1.52	1.8	0.28	-4.29	0
5	Travelling between the airport and the place of stay is secure and fast	130	1.42	1.89	0.47	-6.25	0
6	Local transport services is comfortable and satisfying	130	0.98	2.08	1.1	-7.34	0
7	Taxi/bus fare is reasonable	130	0.89	2.08	1.19	-7.92	0
8	A bicycle/motorcycle/car rental is available with reasonable fare	130	0.83	2.09	1.26	-8.32	0
9	The destination would be safe and secure for tourist whilst travelling/walking	130	3.08	4.03	0.95	-15.72	0
10	This destination is accessible	130	3.29	4.24	0.95	-14.79	0
11	I would be able to find an accommodation easily	130	3.21	4.14	0.93	-10.99	0
12	Check-in and check-out at the accommodation (front desk) is fast and efficient	130	3.25	4.07	0.82	-10.41	0
13	The hotel staffs are friendly and courteous	130	3.46	4.18	0.72	-10.6	0
14	The accommodation is clean and comfortable	130	3.34	4.09	0.75	-9.06	0
15	The room have quality furnishings	130	3.59	4.28	0.69	-9.79	0
16	Facilities in the room are function properly	130	3.58	4.13	0.55	-6.68	0
17	Internet and telephone services is available with fair charges here	130	3.29	4.04	0.75	-13.07	0
18	I am able to charge the money easily	130	2.83	3.68	0.85	-10.44	0
19	Withdrawal cash from my credit card or ATM is convenience and secure	130	2.54	3.72	1.18	-11.64	0
20	Shopping facilities are available	130	2.97	4.13	1.16	-13.11	0
21	Tourist information centre is available and located at tourist spots	130	3.67	4.36	0.69	-7.93	0
22	Availability of brochure in my own language	130	1.88	3.59	1.71	-13.31	0
23	Tourist guide services are available and competence	130	2.95	4.12	1.17	-11.1	0
24	I am able to mix and talk with local people	130	3.35	3.76	0.41	-5.45	0
25	I am able to shop in local markets	130	3.72	4.11	0.39	-6.85	0
26	I am able to visit religious sites and temples	130	2.92	3.58	0.66	-6.2	0

27	<i>I am able to visit museums, art galleries, and historical sites</i>	130	3.62	3.88	0.26	-1.98	0.049
28	I am able to witness traditional music and dance	130	3.48	4.3	0.82	-15.9	0
29	I am able to relax on beaches	130	3.83	4.38	0.55	-9.98	0
30	I am able to visit National Parks and Reserves	130	3.74	4.63	0.89	-13.39	0
31	It is a place with lots of things for families to see and do	130	3.79	4.43	0.64	-8.19	0
32	I have chance to see things that I do not normally see/experience	130	3.35	4.4	1.05	-11.85	0
33	<i>This destination have a variety of nightlife</i>	130	2.78	3.11	0.33	-2.58	0.011
34	I am able to sample local food and drink	130	3.18	3.92	0.74	-10.13	0
35	Halal food is easy to get	130	2.89	3.71	0.82	-8.94	0
36	This destination offers variety of natural, cultural and historical attractions	130	3.48	4.12	0.64	-8.44	0
37	I have wonderful memories about this destination	130	3.42	4.15	0.73	-8.99	0
38	There are variety of tourism product to buy	130	3.08	4.35	1.27	-10.75	0
Negative Attributes		N	Y	X	Exp-Expt	t	SIG
39	Communication in English is poor	130	2.72	3.48	0.76	-8.25	0
40	<i>There is no hot water in bathroom</i>	130	2.83	3.1	0.27	-2.93	0.004
41	<i>Electric power disruption is often</i>	130	2.7	2.88	0.18	-3.09	0.002
42	There would be lack of clean public toilet at destination	130	2.42	3.13	0.71	-8.78	0
43	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	130	2.65	3.3	0.65	-6.54	0
44	<i>There would be queuing/waiting for services at tourist facilities</i>	130	2.72	3.1	0.38	-3.35	0.001
45	<i>The prices of goods in shop/market are expensive (different prices for residents & tourist)</i>	130	2.98	2.99	0.01	-0.09	0.927
46	It is difficult to find variety of restaurants	130	2.29	2.76	0.47	-3.8	0
47	The food and beverages at destination is expensive	130	2.37	2.71	0.34	-3.69	0
48	The food preparation is untidy and dirty	130	2.04	2.68	0.64	-8.44	0
49	<i>The beaches and ocean are dirty and polluted</i>	130	2.48	2.68	0.2	-2.01	0.047
50	The attractions are often crowded	130	2.88	3.46	0.58	-7.23	0
51	There are many beggars at attractions	130	2.13	1.08	-1.05	8.68	0

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HOLIDAY SATISFACTION: SEGMENTATION OF DOMESTIC VISITORS IN PAHANG, MALAYSIA

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ABSTRACT: The aim of this study is to measure tourist's satisfaction among domestic visitors while embarking for holiday in Pahang, Malaysia. Holiday Satisfaction model (HOLSAT) was utilized in this study in order to determine the gap between tourist's expectations and experiences based on 47 positive and negative attributes that were grouped into six categories namely; accessibility, accommodation, tourist amenities, tourist activities, food/meal and tourism attractions. The result was drawn from questionnaire survey of 259 domestic tourists who visited Pahang between March and April 2010. A sample segment of respondents, specifically; Mode of Travel was identified and investigated in this study to determine differences amongst various segments who visited study areas. The data were analyzed using matrices which shown the mean scores of expectations, the mean score of experience and the mean of difference between experience and expectation scores. The mean scores of expectation were then plotted against experience in a two dimensional map for positive and negative attributes. The t-test was performed to identify the significant result of each attributes at 1:1000 levels. The findings provide Pahang's tourism stakeholders with insights about the level of satisfactions among domestic tourists and call for better improvements strategies for future tourism development in Pahang.

Keywords: Holiday Satisfaction, Segmentation, Domestic Tourists, Pahang

1. INTRODUCTION

In Malaysia, Pahang is one of the most states that received a lot of tourists both internationally and domestically. Based on tourist arrival statistic at Pahang, the total numbers of tourists' arrival are increasing except at the certain years. The increasing number of tourist up to 30% from 2006 to 2007 (Fraser's Hill Development Corporation, 2008) shows tourism industry in Pahang became more towards successful. In 2003, the dropped number of tourist were due to the spread of SARS virus and the war in Iraq where it hamper international tourist to go inter regional and the affect the tourist arrival to Malaysia as well as Pahang. Based on figure 1, it can be conclude that the domestic tourists in Pahang are more than international tourists. The statistic proved that the attractions in Pahang became among the main attractions for Malaysian for their holiday and most of them are repeat tourists (Malaysia2u.Net, 2008). The examples of attractions in Pahang are

Genting Highlang, Teluk Cempedak Beach, Cherating, Jerantut National Park and Sungai Lembing Museum. Furthermore, Pahang government also provided the new tourist product to encourage more tourists to visit Pahang. The newest attraction in Pahang was Bukit Gambang Water Park. The domestic tourists are regarded as favorable when international tourists' arrivals are declining due to external factors.

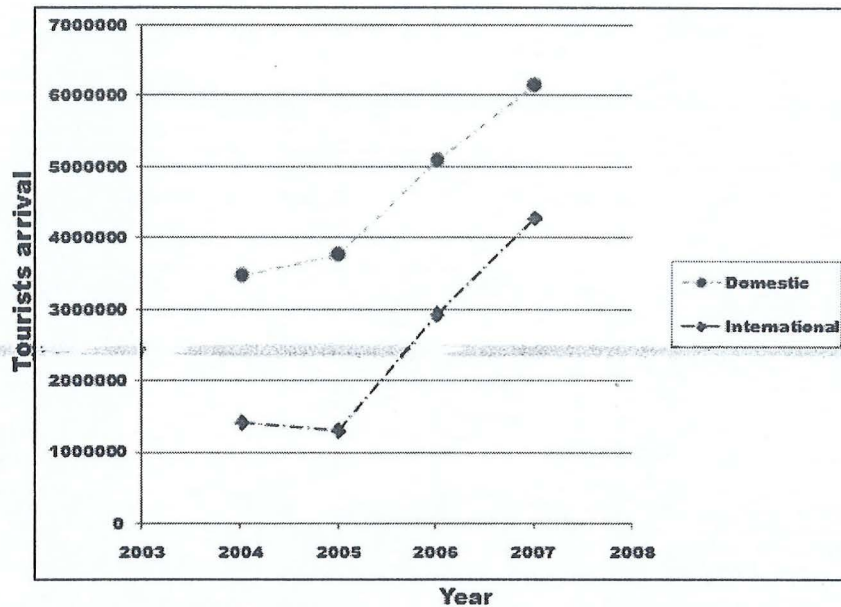


Figure 1: Domestic and International tourists arrival in Pahang from 2003-2007

Thus, the study about justification of the level of holiday satisfaction among domestic tourist is needed in order to maintain Pahang as one of the most attractive in tourism industry. Because of that, this study aim to examine the level of holiday satisfaction among tourists who visited Pahang recently. Specifically, these study objectives to:

- measure the gap between tourist expectations and experiences in Pahang, Malaysia;
- determine the levels of tourist satisfaction using the HOLSAT model; and
- recommend improvement strategies that should be emphasized in tourism development action plan to provide better services for future tourists

2. LITERATURE REVIEW

2.1 Tourist Satisfaction

The improvement of tourist attractions can be influenced by tourist satisfaction. Tribe and Snaith (1998) defined tourists' satisfaction with a destination as the degree to which a tourist's assessment of the attributes of that destination exceeds his or her expectations for those attributes. Mountiho (1987) included some notes in terms of travel that this post-purchase construct is primarily a function of pre-travel expectations and travel experiences. Furthermore, Pizam, Neumann and Reichel (1978) defined tourist satisfaction as the result of the comparison between "a tourist's experience at the destination visited and the expectations about the destination". Each customer is assumed to have expectations about how each individual product will perform. These expectations are compared with actual perceptions of performance as the product is consumed. When satisfactions are met, or when performance actually exceeds expectations, a customer experiences positive confirmation or they satisfied, reinforcing their willingness to use the product again (Bryent et al., 1998; Ganesh et al., 2000). On the contrary, if performance fails to meet customer's expectations, negative satisfaction occurs (Bryent et al., 1998). For this study, HOLSAT model has been choose as an instrument to determine tourist satisfaction. From this model, the gap between experience and expectation has been used to justify the level of satisfaction among domestic tourist who visited Pahang.

2.2 Relationship Between Satisfaction, Experience and Expectation

There is a strong need to determine visitor expectation levels prior to the tourism experience, and whether performance actually lives up to these expectations. This information is important to meet the dynamic needs of targeted segments. Failure to deliver expected quality frequently leads to poor performance in the tourism industry. Expectations, in turn, determine performance perceptions of products and services as well as perceptions of experiences. According to Hoffman and Bateson (1997), there are many studies postulated that a consumers' past experience will influence positively in their expectations of a future episode (Zeithaml et al., 1993; Anderson & Hair, 1972; Fache' 2000; Hoffman & Bateson, 1997; Oliver, 1997; Oliver & Burke, 1999; Prakash and Lounsbury, 1984). An analysis of the expectation–satisfaction relationship first requires a review of the function of expectations in consumer satisfaction judgements (Oliver, 1997). Moreover, Rodriguez et al. (1997) stated that according to assimilation theory (Sherif and Hovland, 1961), consumers experience a psychological conflict if they perceive a

discrepancy between their expectations and their perception of the consumption experience. Subsequently, consumers will adjust their perception to become more consistent with their expectations and minimise the psychological tension (Anderson, 1973). Consequently, post-consumption evaluations are a function of consumer expectations (Oliver, 1977, 1997; Pieters, Koelemeijer, and Roest, 1995). There are strong relationship between experience and expectation. In this study, the gap between tourist experiences and expectations has been considered as a tool to justify or identify tourist satisfaction. According to Parasuraman, Zeithaml, & Berry (1985), level of customers' satisfaction can be measured using various instruments that generate gap scores based on the difference between the expectation and perception. In this case, the perception then can be an expectation of tourist towards certain things.

3. RESEARCH METHODOLOGY

In this study, questionnaire survey has been employed as an instrument in collecting primary data. The questionnaire divided into three sections which are demographic background, travel patterns and expectation vs experience. The questionnaire has been finalized based on pilot study where the pilot study has been conduct with total number of 20 people as respondents.

Raosoft Sample Size Calculator was used to calculate the total number of respondents for this study based on the statistic of domestic tourist arrivals to Pahang in the year of 2007. The total numbers of respondent that have been justified were 259 tourists. The respondent were selected randomly with the justification the respondents must be 18 years old and above. From the survey, the result regarding respondent's profile shows that majority of respondents were Malay (80.69) followed by Chinese (7.72). The highest age group were 26-35 years old (48.65 %) and 61.00% of respondents were males. The percentage of the respondent's marital status was balanced where 47.49% of them are single and 47.88% are married. Majority of respondent achieved tertiary education (75.68%) and most of them work in private (34.75%) and government sector (28.19%).

Data collection for this study were collected using three different methods which are face to face survey, mail survey (post survey) and online survey. For the first approach, the survey was conducted at various tourist spots in Pahang such as Kuantan, Telok Cempedak, Cherating, Sungai Lembing Museum and Genting

Highland For mail survey, the questionnaire was mailed to 10 attractions in Pahang. The final approach was online survey where email message were first sent to all possible contacts of researchers. They were requested to answer the online questionnaire located at <http://www.hbp.usm.my/tourism/tvs/default.htm>. Responses from the survey were entered and encoded into the SPSS program. Responses from open-ended questions were recorded to allowed meaningful descriptive analysis to be performed. The data were then being analyzed using descriptive and cross-tabulation methods. On the next stage, HOLSAT Model was used as a method to justify satisfaction use the score of differences between experience and expectation. On the other hand, t-test was utilized to identify the validity of each score (experience minus expectation).

4. RESEARCH FINDINGS

4.1 The Results of HOLSAT Applied For the Domestic Tourists

The findings of HOLSAT for domestic tourist group were based on the results of 259 returned survey questionnaires. Figure 2 and 3 were illustrated the position of positive and negative attribute points plotted on the Expectation/Experience matrix. Table 1 summarizes the results obtained for Positive and Negative statements for domestic tourist group. Significant attributes are highlighted in bold text.

a. Positive Attributes for the Domestic Tourist Group

Figure 2 shows 8 attributes were plotted on the "lose" side while 26 attributes were plotted at the "Win" side. Attribute 1, 5, 6, 7, 20, 24, 26 and 29 that plotted at the "Loss" side indicated tourists' dissatisfaction which explained that their holiday experiences fail to exceed their initial expectations for those attributes (Table 1). Among these 8 attributes, Attribute 24 "*I am able to witness traditional music & dance*" was plotted the farthest away from the "Draw" line that signified the most dissatisfaction attributes perceived by domestic tourist group in Pahang. The results of the t-test reveal that 21 out of 34 positive attributes were determined as significant. From the 21 attributes, only 4 attributes were recorded the t value >6, which indicated higher satisfaction level. The attributes included Attributes 8 "*The destination would be safe and secure for tourist whilst travelling/walking*" (mean of difference = 0.25), Attribute 9 "*This destination is accessible*" (mean of difference = 0.37), Attribute 10 "*I would be able to find an accommodation easily*" (mean of difference = 0.31) and Attribute 18 "*Shopping facilities are available*" (mean of difference = 0.37).

b. Negative Attributes for the Domestic Tourist Group

As shown in Figure 3, 12 out of 13 attribute points plotted on the "Win" side, indicated that domestic tourists to Pahang gained their satisfaction for most of the attributes except for Attribute 46 "The attractions are often crowded". The result of t-test for Attribute 46 has confirmed that the attribute was found not significant. In contrast, there were 5 attributes that were found significant; namely Attribute 36, 37, 39, 44 and 47; which their t value >6. The farther the attribute plotted from the "Draw" line on the "Win" side was Attribute 47 "There are many beggars at attractions" (mean of difference = -0.63); indicating that the domestic tourist group were satisfied that there were not many beggars found at attractions during previous their visit and disconfirmed the statement given.

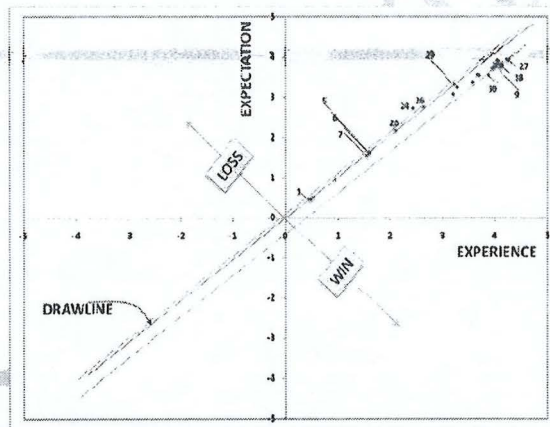


Figure 2: Expectation/Experience matrix of positive attributes for domestic tourist group

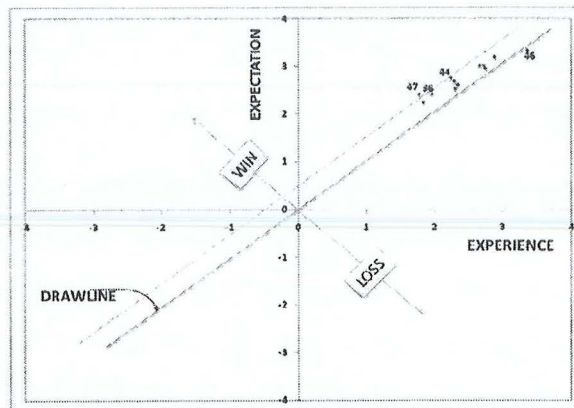


Figure 3: Expectation/Experience matrix of negative attributes for domestic tourist group

5. MARKET SEGMENTATION OF DOMESTIC TOURISTS IN PAHANG

5.1 Mode of Travel (Package Tour Group)

a. Positive Attributes for the Package Tour Group

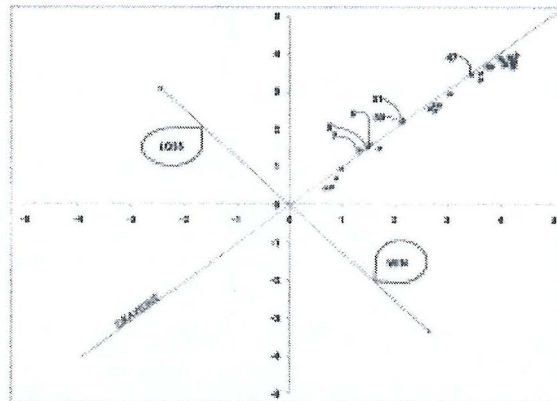


Figure 4: Expectation/Experience matrix of positive attributes for package tour group

Domestic package tour group tourist are dissatisfied with six attributes that labeled with number 7, 5, 6, 33, 31 and 47 and satisfied with the other 28 attributes. The 28 attributes seems like to appear at the "win" side of the HOLSAT matrix as shown in figure 4. The satisfaction is gained based on the mean of different of this attributes show the positive value which indicates the experience of tourist has exceeded the package tour group tourist. T-test were applied on all attributes and the results show that only 8 out of 28 attributes have significant score of mean difference at 1:1000 level. The other 20 attributes does not show significant different because it scored more than 0.001.

b. Negative Attributes for the Package Tour Group

Out of 13 negative attributes for package tourist group, the initial analysis show that tourist from this group were satisfied with 11 attributes that have been asked. The other two attributes do not reach satisfaction level among tourist because it exhibit positive values (after deducting experience from expectation). The two attributes are attributes 38, "the food and beverage at destination is expensive" and attributes 45 "the attraction are often crowded". From the tourist point of view, these destinations are indeed often crowded and the foods are expensive. T-test were run to identify the validity of the attributes and the result from the test indicates only 4 out of 11 attributes that tourist satisfied were significant where the value are below 0.001.

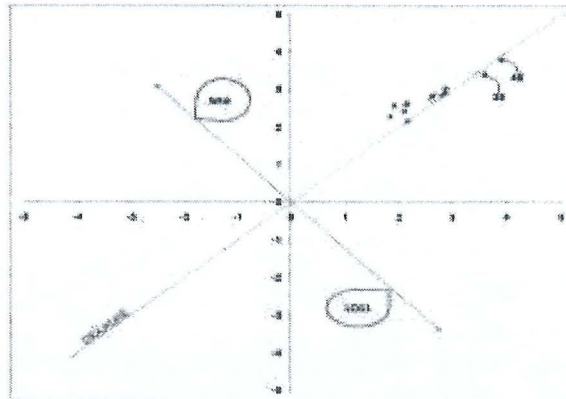


Figure 5: Expectation/Experience matrix of negative attributes for package tour group

5.2 Mode of Travel (Free and Independent Group)

a. Positive Attributes for the Free and Independent Group

Analysis shows that for free and independent group of tourist, there were many attributes that tourist from this group dissatisfied. Out of 34 attributes that have been asked they only satisfied in term of 23 attributes. The other attributes appeared to score negative mean of different between experience and expectation. The 11 dissatisfied attributes plotted on the "loss" side in HOLSAT matrix as shown in figure 6. To gain satisfaction, the value of mean different should be in positive. When T-test was applied to verify the validity of the score it shows that only 14 attributes have the significant score of experience minus expectation at 1:1000 levels.

b. Negative Attributes for the Free and Independent Group

There is a different result for the negative attributes for free and independent group. The result shows that the tourist from this group appeared to satisfy with all 13 attributes that have been asked. The value of mean difference for all these 13 attributes are positive and when it was plotted at the HOLSAT matrix, it appeared to be located at the "win" side indicates satisfaction was barely achieved. The validity of the score (experience minus expectation) were justify using T-test and the result from the test indicates 11 out of 13 attributes have significant level. The other two attributes that do not gain significant value of score (experience minus expectation) are:

- Attribute 37 "It is difficult to find variety of restaurant" and,
- Attribute 45 "The attractions are often crowded".

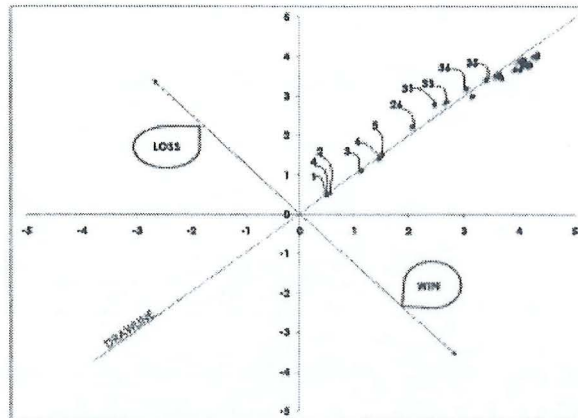


Figure 6: Expectation/Experience matrix of positive attributes for FIT group

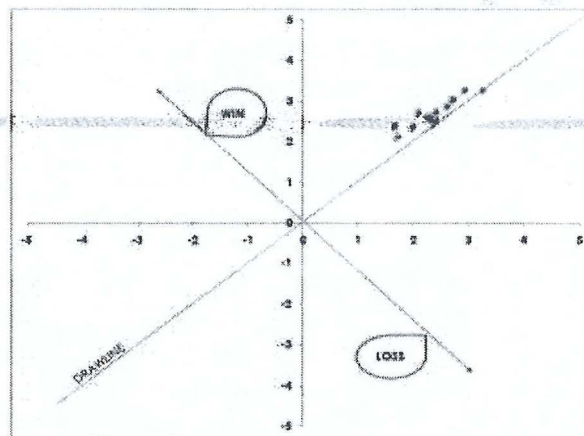


Figure 7: Expectation/Experience matrix of negative attributes for FIT group

6. CONCLUSION AND RECOMMENDATION

The purpose of this study is to identify the level of tourist satisfaction among tourist in Pahang. The usage score value between experience and expectation as an indicator to identify tourist satisfaction as well as HOLSAT Model. Market segmentation has been used to know the level of satisfaction among tourist from different group such as travel mode group.

Referring to the result of study, it indicates that different groups of tourist will satisfy and dissatisfied with different attribute as well as the same attribute. Even though the domestic tourist only dissatisfied with certain attributes but for overall satisfaction, they seems to share one opinion. In term of expenses seems majority of domestic tourist feel is it neutral (neither cheap nor expensive) and the quality of services at attraction is just closed to their expectations. When the question about

recommend to others and will they revisit again, the answer is no. It happened because the level of satisfaction among domestic tourist did not reach the highest level of satisfaction. The result indicates that domestic tourist were just satisfied with all attributes regarding attraction in Pahang. This is also probably because there is nothing new at the destinations. They seem satisfied with existing infrastructures and activities but refuse to revisit in the future. It is suggest that local authority and responsible body for tourism in Pahang should be thinking the new idea and create new attraction in order to maintain and improve tourism industry in Pahang.

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6. APPENDICES

Table 1: Summary of result from survey questionnaire for domestic tourists group

P	Positive Attribute	N	Expt	Exp	Exp-	t-test	
			Y	X	Expt	t	Sig
1	The arrival airport would be modern & efficient	259	0.46	0.45	-0.01	0.11	0.9100
2	Check-in/check-out at this destination airport is fast and efficient	259	0.46	0.49	0.03	-1.12	0.2700
3	Information for tourist at the point of entry is available and efficient	259	0.95	0.95	0.00	0.09	0.9300
4	Travelling between the airport and the place of stay is secure and fast	259	0.52	0.53	0.01	-0.37	0.7100
5	Local transport services is comfortable and satisfying	259	1.63	1.61	-0.02	0.50	0.6200
6	Taxi/bus fare is reasonable	259	1.63	1.60	-0.03	0.74	0.4600
7	A bicycle/motorcycle/car rental is available with reasonable fare	259	1.56	1.55	-0.01	0.23	0.8200
8	The destination would be safe and secure for tourist whilst travelling/walking	259	3.71	3.96	0.25	-6.03	0.0000
9	This destination is accessible	259	3.74	4.11	0.37	-6.95	0.0000
10	I would be able to find an accommodation easily	259	3.81	4.12	0.31	-6.61	0.0000
11	Check-in and check-out at the accommodation (front desk) is fast and efficient	259	3.89	4.07	0.18	-3.93	0.0000
12	The hotel staffs are friendly and courteous	259	3.90	4.07	0.17	-3.73	0.0000
13	The accommodation is clean and comfortable	259	3.86	4.07	0.21	-4.38	0.0000
14	The room have quality furnishings	259	3.82	4.01	0.19	-3.80	0.0000
15	Facilities in the room are function properly	259	3.85	4.06	0.21	-4.26	0.0000
16	Internet and telephone services is available with fair charges here	259	3.56	3.69	0.13	-2.09	0.0400
17	Withdrawal cash from my credit card or ATM is convenience and secure	259	3.8	4.10	0.30	-6.46	0.0000
18	Shopping facilities are available	259	3.78	4.15	0.37	-7.57	0.0000
19	Tourist information centre is available and located at tourist spots	259	3.06	3.22	0.16	-3.74	0.0000
20	Tourist guide services are available and competence	259	2.17	2.12	-0.05	1.15	0.2500
21	I am able to shop in local markets	259	3.73	4.00	0.27	-4.92	0.0000
22	I am able to visit religious sites and temples	259	3.55	3.73	0.18	-3.23	0.0000
23	I am able to visit museums, art galleries, and historical sites I am able to witness traditional music & dance	259	3.36	3.59	0.23	-4.01	0.0000
24	I am able to relax on beaches	259	2.71	2.44	-0.27	4.93	0.0000
25	I am able to visit National Parks and Reserves	259	3.73	4.00	0.27	-5.42	0.0000

26	It is a place with lots of things for families to see and do	259	2.75	2.65	-0.10	1.96	0.0500
27	I have chance to see things that i do not normally see/experience	259	3.93	4.26	0.33	-5.82	0.0000
28	This destination have a variety of nightlife	259	3.25	3.29	0.04	-0.79	0.4300
29	I am able to sample local food and drink	259	3.32	3.24	-0.08	1.44	0.1500
30	Halal food is easy to get	259	3.54	3.89	0.35	-5.67	0.0000
31	This destination offers variety of natural, cultural and historical attractions	259	3.76	4.02	0.26	-4.58	0.0000
32	I have wonderful memories about this destination	259	3.81	4.05	0.24	-5.21	0.0000
33	There are variety of tourism product to buy	259	3.85	4.14	0.29	-5.86	0.0000
34		259	3.56	3.69	0.13	-2.46	0.0100
Negative Attributes		N	Y	X	Exp-Expt	t	Sig
35	Communication in English is poor	259	3.19	2.88	-0.31	5.62	0.0000
36	There is no hot water in bathroom	259	2.40	1.97	-0.43	7.28	0.0000
37	Electric power disruption is often	259	2.23	1.85	-0.38	7.37	0.0000
38	There would be lack of clean public toilet at destination	259	3.01	2.67	-0.34	5.41	0.0000
39	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	259	2.68	2.31	-0.37	6.55	0.0000
40	There would be queuing/waiting for services at tourist facilities	259	2.59	2.36	-0.23	5.17	0.0000
41	The prices of goods in shop/market are expensive (different prices for residents & tourist)	259	3.01	2.73	-0.28	4.97	0.0000
42	It is difficult to find variety of restaurants	259	2.52	2.32	-0.20	3.18	0.0000
43	The food and beverages at destination is expensive	259	2.95	2.75	-0.20	3.74	0.0000
44	The food preparation is untidy and dirty	259	2.75	2.25	-0.50	8.73	0.0000
45	The beaches and ocean are dirty and polluted	259	2.61	2.35	-0.26	4.17	0.0000
46	The attractions are often crowded	259	3.33	3.36	0.03	-0.46	0.6400
47	There are many beggars at attractions	259	2.41	1.78	-0.63	10.96	0.0000

*Statement in bold text indicates not significant

*Y=mean score of destination attributes for Expectation; X=mean score of destination attributes for Experience; Expt=Expectation, Exp= Experience, Expt-Exp= mean of difference between experience and expectation, t= Value computed and Sig= level of significance





2 November 2010

Dear Badaruddin Mohamed/Izatul Yussof/Masitah Muhibudin/Shida Irwana Omar,

INVITATION TO THE INTERNATIONAL CONFERENCE ON PRESERVATION AND PROMOTION OF HERITAGE

With reference to the above matter.

2. I am glad to inform that your abstract entitled **“Pelancongan Warisan di Terengganu: Sejauh Mana Pengalaman Melancong Menepati Tahap Jangkaan?”** has been accepted by our panel of referees for oral presentation at the International Conference on Preservation and Promotion of Heritage, which is scheduled to be held on 24-26 November 2010 at the Parkroyal Penang Resort, Malaysia.
3. Please note that the conference fee is charged for each participant who will attend the conference and must be paid by 15th November to the conference secretariat.
4. Please do not hesitate to contact me or kindly visit our official website at <http://www.usm.my/warisan2010/> should you require more information or encounter any problems.
5. Looking forward to seeing you at the conference.

Sincerely,

(DR. SAIDATULAKMAL MOHD)
Chairperson
International Conference on
Preservation and Promotion of Heritage

PELANCONGAN WARISAN DI TERENGGANU : SEJAUH MANA PENGALAMAN PELANCONG MENEPATI TAHAP JANGKAAN

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Abstrak

Negeri Terengganu mempunyai pelbagai warisan budaya dan sejarah yang menjadi daya tarikan pelancong tempatan mahupun antarabangsa. Dengan kelebihan sektor pembuatan bot dan kapal tradisional, kraftangan, tekstil, pertukangan serta bangunan bersejarah, monumen dan artifak, Terengganu dilihat berpotensi untuk mengembangkan segmen pelancongan warisan. Bagi memastikan segmen pelancongan ini terus berdaya saing, maka keberkesanan sistem penyampaian produk pelancongan warisan perlu dipantau dan diteliti. Kelemahan sistem ini pasti mempengaruhi tahap kepuasan melancong dan menyebabkan kualiti pengalaman yang diperolehi tidak seperti yang dijangka pada awal perjalanan. Justeru, kajian ini dijalankan untuk mengenal pasti tahap jangkaan pelancong terhadap produk pelancongan warisan di Terengganu dan mengukur tahap pengalaman melancong yang diperolehi oleh mereka sama ada menepati jangkaan awal perjalanan atau sebaliknya. Kajian ini mengaplikasikan konsep HOLSAT (Holiday Satisfaction) (Tribe & Snaith 1998) dan penemuan kajian dihurai berdasarkan tahap signifikan (t-test) terhadap tiga aspek iaitu aktiviti pelancong, makanan dan tarikan pelancongan. Kaji selidik terhadap 400 pelancong domestik dan antarabangsa di Terengganu mendapati bahawa terdapat perbezaan antara tahap jangkaan awal dan pengalaman sebenar pelancong terhadap produk warisan ini. Kertas kerja ini turut mencadangkan strategi-strategi baru untuk memperkukuhkan sistem penyampaian produk pelancongan kebudayaan dan warisan di Negeri Terengganu. Kajian ini amat penting dilakukan bagi memandu arah kepada memperbaiki kelemahan dan menampung kekurangan yang mungkin wujud dalam sektor pelancongan Terengganu sekaligus menggalakkan lebih ramai pelancong berulang untuk terus melawat destinasi ini.

Kata kunci: pelancongan warisan, Terengganu, pengalaman melancong, tahap jangkaan pelancong

PENGENALAN

Keunikan kebudayaan di Negeri Terengganu adalah daya tarikan utama pelancong untuk datang. Melalui perkembangan pelancongan, Terengganu dapat mempamerkan keunikan budaya kepada orang luar. Contohnya Terengganu

mempromosikan kebudayaan dengan mengadakan Tahun Melawat Terengganu 2008 dengan tema 'Terengganu - Di mana Alam Semulajadi Memayungi Warisan'. Kempen dan promosi ini memfokuskan kepada alam semulajadi, tradisi dan warisan. Destinasi pelancongan seperti Muzium Negeri Terengganu, Istana Maziah, Masjid Tengku Tengah Zaharah dan Pasar Payang adalah antara beberapa senarai destinasi pelancongan warisan dan budaya yang terdapat di Negeri Terengganu. Di samping itu terdapat produk kebudayaan dan kesenian seperti tarian Rodat, Ulik Mayang serta kehalusan songket tenun dan batik Terengganu.

Berdasarkan laporan oleh Bahagian Pelancongan, Unit Perancangan Ekonomi Negeri (UPEN), jumlah pelancong yang tiba ke Negeri Terengganu pada tahun 2008 telah meningkat sebanyak 10.3% iaitu daripada 2,867,383 juta pelancong pada tahun 2007 kepada 3,528,154 juta pelancong. Jumlah pelancong domestik dan pelancong antarabangsa juga turut menunjukkan peningkatan sebanyak 10.1% dan 12.6% daripada jumlah kedatangan pelancong pada tahun 2007. Terdapat beberapa program dan aktiviti pelancongan pada tahun 2008 yang telah menarik ramai pelancong untuk datang ke Terengganu antaranya ialah Fiesta Candat Sotong Antarabangsa 2008, Monsoon Cup Terengganu 2008, Paintball World Cup Series Asia 2008 dan sebagainya.

Faktor lain yang turut mempengaruhi kepada peningkatan jumlah kedatangan pelancong ialah tahap kepuasan pelancong terhadap aspek-aspek pelancongan di kawasan tersebut seperti perkhidmatan, kemudahan, dan sebagainya. Tahap kepuasan pelancong ini boleh diukur dengan melihat kepada tahap jangkaan dan pengalaman pelancong tersebut. Pizam, Neuman dan Reichel (1978, dipetik dalam Truong dan Foster, 2006) mendefinisikan kepuasan pelancong sebagai hasil keputusan daripada perbandingan antara “pengalaman pelancong di sesuatu kawasan yang dilawati dan

jangkaan tentang destinasi tersebut". Tahap kepuasan yang tinggi secara tidak langsung akan menarik pelancong untuk datang lagi atau dikenali sebagai pelancong berulang. Kozak dan Rimmington (2000, dipetik dalam Xie, Qiu, Chen dan Song, 2007) pula menerangkan bahawa kepuasan pelancong adalah amat penting untuk kejayaan bagi sesebuah destinasi kerana ia mempengaruhi pemilihan destinasi, pengeluaran produk dan perkhidmatan serta keputusan untuk datang semula. Oleh yang demikian, objektif utama bagi kajian ini ialah untuk mengukur jurang antara jangkaan dan pengalaman pelancong warisan di Negeri Terengganu, Malaysia. Kedua, untuk menentukan tahap kepuasan pelancong dengan menggunakan model HOLSAT, seterusnya mencadangkan beberapa strategi untuk penambahbaikan pembangunan pelancongan warisan di Negeri Terengganu.

KAJIAN TERDAHULU

Pelancongan Kebudayaan dan Warisan

Kelainan budaya dapat menimbulkan pengalaman baru tentang keunikan sesebuah bangsa di sesuatu kawasan. Kementerian Penerangan Komunikasi dan Kebudayaan (KPKK) mendefinisikan kebudayaan adalah keseluruhan cara hidup manusia termasuk hasil ciptaan dan pemikiran yang sesuai dengan kehendak rohani dan jasmani yang menjadi amalan untuk kesejahteraan hidup. Definisi umum pula membawa maksud kebudayaan merupakan seluruh cara hidup sesuatu masyarakat atau seluruh aspek pemikiran dan tingkahlaku manusia yang diwarisi dari satu generasi ke generasi yang lain melalui proses pembelajaran.

Pelancongan yang berasaskan kebudayaan dan warisan sememangnya amat signifikan di Terengganu kerana selain daripada aspek sejarah, Terengganu juga mempunyai keunikan-keunikan warisan budaya. UNWTO (1985) telah memberi dua

definisi pelancongan kebudayaan iaitu definisi yang lebih khusus dan definisi yang lebih umum. Berdasarkan kepada definisi yang lebih khusus pelancongan kebudayaan ialah pergerakan seseorang terutama sekali berkenaan dengan motivasi kebudayaan seperti lawatan sambil belajar, persembahan kesenian dan lawatan kebudayaan, perjalanan untuk festival dan acara kebudayaan yang lain, lawatan ke tapak dan monumen, perjalanan untuk mengkaji alam semulajadi, seni dan keagamaan. Manakala berdasarkan kepada definisi yang lebih umum pula ialah kesemua pergerakan seseorang...yang dapat memuaskan kepelbagaian keinginan mereka, meningkatkan taraf budaya individu dan untuk meningkatkan pengetahuan, pengalaman dan pertembungan (Richard 1996 dalam Ivanovic 2008, p.77).

Pelancongan warisan merupakan salah satu daripada kategori pelancongan kebudayaan. Menurut Badaruddin Mohamed dan Nikmatul Adha Nordin (2007, ms.62) pelancongan warisan dikategorikan sebagai suatu bentuk pelancongan yang mempunyai nilai-nilai kelestarian. Pertubuhan Pelancongan Dunia telah menggariskan bahawa pelancongan warisan merupakan sub kategori di bawah pelancongan budaya. Menurut Smith, (2003) dipetik dalam Ivanovic (2008, ms.80-81), terdapat beberapa kategori utama dalam pelancongan kebudayaan iaitu pelancongan warisan, pelancongan kesenian, pelancongan kebudayaan bandar, pelancongan kebudayaan luar bandar dan kontemporari. International Council on Monuments and Sites (ICOMOS) (1999) dipetik dalam Ivanovic (2008, ms.81), mendefinisikan pelancongan warisan sebagai;

“Warisan merupakan satu konsep yang luas termasuk persekitaran alam semulajadi dan kebudayaan serta merangkumi lanskap, tapak-tapak, tempat-tempat bersejarah dan pembangunan alam sekitar, juga biodiversiti, koleksi-koleksi, amalan kebudayaan terdahulu dan yang masih diamalkan, ilmu

pengetahuan dan pelbagai pengalaman hidup. Ia mencatat dan menggambarkan proses pembangunan sejarah yang panjang, pembentukan pelbagai identiti di peringkat kebangsaan, wilayah, masyarakat asli dan penduduk tempatan, serta menjadi sebahagian daripada kehidupan moden. Ini merupakan sumber rujukan yang dinamik dan kaedah positif untuk pembangunan dan perubahan. Sebahagian warisan dan memori terkumpul daripada penduduk tempatan atau komuniti tidak dapat ditukar ganti dan menjadi asas penting untuk pembangunan sekarang dan masa hadapan”.

Hall dan Zeppel (1990) dipetik dalam Afandi Fikri (2007, ms.20) pula mendefinisikan pelancongan warisan meliputi pengembaraan ke tempat festival dan acara kebudayaan, lawatan ke tapak dan monumen, pengembaraan untuk mengkaji alam semulajadi, adat-adat masyarakat, kesenian atau berziarah ke tempat suci. Menurut Zaharan Hussain (2000), warisan adalah berdasarkan nostalgia lalu dan keinginan untuk mengalami kembali warisan budaya yang berbagai latar belakang dan bentuk yang merangkumi peninggalan nyata dalam bentuk bangunan bersejarah, tempat-tempat arkeologi, monumen dan artifak-artifak seni serta budaya yang dipamerkan di muzium sebagai sumber warisan untuk tarikan pelancongan. Badaruddin Mohamed dan Nikmatul Adha Nordin (2007, ms.62) menjelaskan bahawa pelancongan warisan melibatkan perjalanan-perjalanan yang dilakukan oleh pelancong ke tapak-tapak semulajadi seperti taman-taman negara serta kawasan lanskap yang mempunyai nilai estetik dan sejarah yang tinggi.

Produk-Produk Pelancongan Kebudayaan dan Warisan

Produk-produk pelancongan adalah berbeza mengikut jenis pelancongan termasuklah pelancongan warisan. Kementerian Kebudayaan, Kesenian dan Warisan dipetik dalam

Mohamed Anwar Omar Din (2009), telah menyenaraikan beberapa produk yang diklasifikasikan sebagai aspek kebudayaan iaitu pakaian, nilai dan norma, adat perkahwinan, perayaan kaum-kaum di Malaysia dan permainan tradisional. Aspek-aspek kesenian ialah muzik, tarian, nyanyian, teater, alat muzik dan seni tampak, manakala warisan boleh dibahagikan kepada 3 produk utama iaitu warisan ketara seperti tapak tanah bersejarah, monumen, bangunan atau sesuatu yang tidak boleh dipindahkan, dan artifak iaitu bahan kebudayaan yang boleh dipindahkan (seperti batu nisan, tekstil, ukiran kayu, manik, manuskrip). Warisan tak ketara seperti ilmu, kepakaran, tradisi lisan, nilai-nilai adat dan kebudayaan, bahasa dan persuratan, acara perayaan, ritual kepercayaan, seni persembahan, seni tampak, seni perubatan tradisional, sukan dan permainan tradisional serta aspek alam semula jadi, yang merupakan asas penting untuk membentuk definisi kebudayaan, kesenian dan warisan secara rasmi atau dari sudut pandangan kerajaan.

Hasil kajian daripada Ivanovic (2008) dan Sethi (2005) menunjukkan bahawa pelancongan warisan terbahagi kepada dua elemen iaitu *tangible* dan *intangible*. Elemen *tangible* atau elemen bahan dalam kebudayaan merupakan kawasan yang mempunyai keunikan seni bina dan seni, bangunan dan monumen yang bersejarah serta kraf dan seni tradisional, manakala elemen *intangible* atau elemen bukan bahan kebudayaan seperti festival muzik, karnival, lakonan semula peperangan terkenal/utama, rekreasi tentang permulaan sejarah atau acara, kepelbagaian tarikan tema (taman tema) dan festival berasaskan kepada tradisi lama.

Terdapat beberapa elemen dalam kebudayaan yang menjadi tarikan utama pelancong. Ritchie dan Zins (t.t) dipetik dalam Ivanovic (2008, ms.25) mengenalpasti terdapat 12 elemen kebudayaan yang biasa menjadi tarikan kepada pelancong; kraftangan (dikira sebagai kebudayaan sekiranya dihasilkan oleh penduduk tempatan

yang menjual kraftangan tersebut), bahasa, tradisi, makanan, muzik dan seni (lukisan, konsert dan arca), sejarah kawasan termasuk gambaran ingatan, penglibatan penduduk mengikut jenis pekerjaan dan teknologi yang mereka guna, seni bina yang memberi penampilan yang berbeza di sesebuah kawasan, keagamaan, termasuk manifestasi yang jelas, sistem pendidikan, pakaian dan aktiviti masa lapang. ECTARC (1989) dipetik dalam Richard (1996, ms.23) telah menyenaraikan jenis kawasan tarikan yang dianggap sebagai tarikan kebudayaan iaitu tapak arkeologi dan muzium, seni bina (keruntuhan, bangunan terkenal, keseluruhan bandar), seni, arca, kraf, galeri, festival dan acara, muzik dan tarian (klasik, kontemporari), drama (teater, filem, drama), bahasa dan kajian kesusasteraan, lawatan, festival keagamaan dan budaya (primitif dan biasa) serta sub budaya.

Jangkaan Pelancong

Tahap jangkaan adalah berbeza dengan tahap pengalaman, namun terdapat juga tahap pengalaman yang menghampiri atau menepati tahap jangkaan. Gnoth (1997) berpendapat bahawa jangkaan ialah sesuatu perkara yang belum diketahui atau belum pernah dialami. Berdasarkan kepada Mansfeldt, Vestgaer dan Iversen (2008) jangkaan berubah mengikut input maklumat, manakala, emosi adalah bersifat tidak tetap dan berubah secara dinamik, sebaliknya kenangan pula adalah bersifat subjektif dan berubah mengikut faktor masa dan maklumat. Pengalaman adalah penyertaan dalam acara (sebelum acara), manakala emosi pula merupakan keputusan daripada penyertaan acara (semasa acara), kenangan dan ingatan diperolehi setelah acara tersebut selesai (selepas acara).

Pengalaman Pelancong

Menurut Clawson dan Knetsch (1971), pengalaman melancong mempunyai potensi menggambarkan jangkaan panjang kepuasan pelancong. Pengalaman berlaku setelah tamatnya sesuatu perjalanan iaitu dengan mengingati masa berhibur semasa perjalanan (seperti kebebasan daripada kawalan, kebebasan daripada bekerja, penglibatan, keinginan, pengetahuan dan spontan). Seperti yang dirumuskan oleh Haggard dan Williams (1991) dalam Prentice, Witt dan Hamer (1998), pengalaman merangkumi menikmati alam, menenangkan diri daripada tekanan fizikal, belajar, berkongsi nilai-nilai yang serupa, dan kreativiti. Pengalaman yang diperolehi dapat dibezakan mengikut setiap kegiatan yang dilakukan atau diceburi. Pelancong yang datang melancong mempunyai pandangan yang berbeza selepas mengalaminya sendiri. Merujuk kepada Phelps (1986) dan Pearce (1982), Baloglu (2001) mendapati terdapat perbandingan antara 'pra-dan pasca-pelancongan, keputusan hasil perbandingan tersebut menunjukkan terdapat beberapa pelancong mempunyai perubahan gambaran atau persepsi setelah mereka melihat secara langsung di destinasi tersebut. Seterusnya Baloglu (2001) menjelaskan bahawa gambaran pelancong selepas pengalaman di destinasi pelancongan bergantung kepada pengetahuan sebelum lawatan dan pengalaman secara langsung.

Tahap Kepuasan Pelancong

Kajian terhadap kepuasan pelanggan telah menjadi penyelidikan yang intensif. Beberapa penyelidikan tentang kualiti perkhidmatan kawasan telah menyatakan bahawa kepuasan adalah keputusan daripada perbandingan ramalan jangkaan (Bitner, 1990; Bolton and Drew, 1991 Parasuraman, Zethaml dan Berry, 1988, 1994, Rust dan Oliver 1994). Penilaian tahap kepuasan adalah proses yang sentiasa berubah, iaitu

perubahan dari masa ke semasa, daripada seorang kepada yang lain, dari satu perkhidmatan kepada beberapa perkhidmatan. Pizam, Neumann dan Reichel (1978) dipetik dalam Truong dan Foster (2006) mendefinisikan tahap kepuasan pelancong sebagai keputusan hasil daripada perbandingan antara "pengalaman pelancong yang melancong di sesuatu destinasi dan jangkaan terhadap destinasi tersebut". Kajian terhadap kepuasan pelanggan seharusnya bermula dengan mengetahui faktor-faktor yang memberi kesan terhadap kepuasan dan betapa penting faktor-faktor ini dapat menambah tahap kepuasan pelancong.

HOLSAT

HOLSAT atau "Holiday Satisfaction" telah diperkenalkan oleh Tribe dan Snaith (1998) sebagai satu instrumen penyelidikan untuk mengukur jurang perbezaan antara anggubah jangkaan dan pengalaman dipelbagai destinasi untuk menentukan tahap kepuasan. Model HOLSAT telah direka bentuk berdasarkan kajian *Service Quality* (SERVQUAL) untuk membangunkan indikator kualiti perkhidmatan daripada perspektif pelanggan. Tribe dan Snaith (1998) mendefinisikan kepuasan pelancong di sesebuah destinasi sebagai darjah penilaian pelancong kepada anggubah destinasi tersebut dan berdasarkan kepada jangkaan mereka terhadap anggubah tersebut. Truong dan Foster (2006) menggariskan bahawa kunci kepada instrumen HOLSAT adalah kebolehan untuk mengukur kepuasan pelancong terhadap pengalaman melancong mereka di destinasi berbanding dengan perkhidmatan yang terperinci yang disediakan (seperti hotel).

Model HOLSAT adalah lebih fokus kepada elemen percutian (mengenalpasti kunci anggubah pengalaman bercuti) dan elemen kepuasan (anggubah-anggubah ini digunakan untuk menentukan tahap kepuasan dan tahap ketidakpuasan). Melalui

model ini tahap kepuasan dapat menetapkan titik kedudukan subjek, selain dapat menghalang daripada untuk mengetahui 'kepuasan' sebelum penyelidik memulakan penyelidikan. Jangkaan dalam HOLSAT didefinisikan sebagai sesuatu yang berkaitan dengan pelancong yang menjangka khususnya mengenai pengalaman pelancong (Truong dan Gebbie 2007). Model ini juga, mempunyai kemampuan yang tersendiri dalam mengenalpasti dan menentukan jurang antara pengalaman pelancong dan jangkaan serta tahap kepuasan antara pelancong yang datang melancong ke Negeri Terengganu.

METODOLOGI KAJIAN

Kaji selidik

Kajian ini menggunakan borang kaji selidik sebagai instrumen untuk mengumpul data primer kajian yang telah bermula pada bulan Mac 2010. Borang kaji selidik ini telah dibahagikan kepada tiga bahagian iaitu latar belakang demografi, pola perjalanan dan perbandingan antara jangkaan dan pengalaman sebenar. Bahagian pertama borang kaji selidik merangkumi soalan berkaitan dengan latar belakang demografi seperti umur, jantina, bangsa, kewarganegaraan, status perkahwinan, tahap pendidikan, pekerjaan dan pendapatan bulanan. Bahagian kedua pula adalah untuk mengenal pasti pola perjalanan termasuklah tujuan perjalanan, tempoh penginapan, sumber maklumat yang dirujuk dan bilangan orang yang menemani perjalanan tersebut, manakala, bahagian ketiga pula memerlukan responden untuk menentukan tahap persetujuan mereka terhadap jangkaan dan pengalaman perjalanan mereka berdasarkan kepada beberapa angkubah destinasi pelancongan. Terdapat sebanyak 12 angkubah yang perlu dijawab oleh pelancong antarabangsa dan sebanyak 11 angkubah pula untuk pelancong domestik. Setiap angkubah ini akan diukur dengan menggunakan

Skala Likert 5, bermula daripada skala 1 (sangat setuju) hingga skala 5 (sangat tidak setuju), manakala skala 3 adalah untuk neutral dan 0 tidak berkaitan. Ujian *pilot* telah dilakukan sebelum memulakan kaji selidik yang sebenarnya dilakukan. Hasil daripada ujian *pilot* yang dilakukan, terdapat beberapa penambahbaikan yang telah dilakukan dalam kaji selidik ini berdasarkan kepada maklumbalas daripada responden. Kaji selidik ini telah disediakan dalam dwibahasa iaitu Bahasa Melayu dan Bahasa Inggeris. Setiap borang kaji selidik ini mengambil masa dalam 5 hingga 8 minit untuk dilengkapkan oleh responden.

Persampelan

Saiz sampel kajian ini ditentukan dengan menggunakan aplikasi perisian komputer yang dikenali sebagai '*Raosoft Sample Size Calculator*'. Pengiraan saiz sampel ini adalah berdasarkan kepada statistik ketibaan pelancong domestik dan antarabangsa ke Negeri Terengganu pada tahun 2008. Sampel saiz bagi kajian ini ialah 358 bagi pelancong domestik, manakala sebanyak 42 bagi sampel saiz responden pelancong antarabangsa. Responden bagi kajian ini dipilih secara rawak di kawasan kajian dan umur responden yang dipilih adalah 18 tahun dan ke atas.

Pengumpulan Data

Kajian ini telah menggunakan tiga kaedah untuk mengedarkan borang kaji selidik. Kaedah yang pertama ialah melantik pembantu kajian lapangan untuk membantu mengedarkan borang kaji selidik dengan menggunakan pendekatan bersemuka atau '*face to face*' bagi meningkatkan kesahihan jawapan dan secara tidak langsung dapat mengelakkan kaji selidik yang berulang. Kawasan tumpuan pelancong iaitu di sekitar Kuala Terengganu, Pulau Perhentian, Tasik Kenyir, Lapangan Terbang Sultan

Mahmud, Muzium Terengganu, Pasar Payang dan Taman Tamadun Islam telah dipilih sebagai destinasi untuk melakukan kaji selidik kajian ini. Di samping itu, kajian ini juga turut menggunakan pendekatan kaji selidik dalam talian. Teknik *snowball* telah digunakan untuk meningkatkan jumlah responden dalam talian. Mesej melalui emel akan dihantarkan kepada semua kenalan yang pernah melancong ke Negeri Terengganu, dan meminta mereka untuk menjawab kaji selidik tersebut, yang boleh di akses di <http://www.hbp.usm.my/tourism/tvs/default.htm>. Mereka juga diminta untuk menghantar URL atau emel tersebut kepada kenalan masing-masing.

Analisis Data

Data-data daripada borang kaji selidik yang telah lengkap diisi, dimasukkan dan dikodkan ke dalam Program SPSS. Proses menyemak semula semua data yang telah dimasukkan ke dalam program SPSS dilakukan bagi mengelak berlakunya kesalahan atau pengulangan ketika memasukkan data. Bagi jawapan soalan terbuka-tertutup direkodkan untuk menghasilkan analisis deskriptif yang bermakna untuk dipersembahkan. Analisis deskriptif digunakan bagi menghuraikan data yang telah dimasukkan ke dalam program SPSS. Peringkat yang seterusnya ialah pengiraan skor min bagi jangkaan dan pengalaman untuk setiap angkubah bagi mengukur jurang antara jangkaan dan pengalaman pelancong. Analisis Ujian-*t* digunakan bagi menentukan signifikan bagi setiap angkubah pada skala 1:1000. Keputusan daripada skor min, ujian-*t* dan perbezaan min untuk kedua-dua tahap jangkaan dan pengalaman direkod ke dalam matriks yang berbeza dengan menggunakan Microsoft Excel spreadsheets. Data daripada matrik kemudian dipindahkan kepada graf dua dimensi yang ditandakan dengan jangkaan skor min (paksi Y) dan pengalaman (paksi X). Pada masa yang sama, segmentasi “Win” dan “Loss” dilabelkan pada setiap matrik, dengan

45° garis condong yang mewakili "Garis lukis". Titik angkuh yang ditanda jauh daripada garis lukis di bahagian "Win" menunjukkan tahap kepuasan yang sangat tinggi bagi angkuh tersebut.

PENEMUAN KAJIAN

Latar belakang Responden

Hasil kaji selidik menunjukkan bahawa 57.2% daripada keseluruhan responden adalah lelaki dan selebihnya adalah perempuan, majoriti responden iaitu sebanyak 41.8% adalah berumur di antara 18-25 tahun. Berdasarkan kepada status perkahwinan, sebanyak 53% responden adalah berstatus bujang. Selain itu, didapati bahawa majoriti responden pelancong domestik adalah berbangsa Melayu (72.5%), diikuti oleh bangsa Cina (11.5%) dan India (3.0%), manakala sebanyak 7.7% daripada responden pelancong antarabangsa adalah dari Benua Eropah, diikuti dari Benua Asia (2.7%). Terdapat sebanyak 37% responden mempunyai tahap pendidikan lepasan Ijazah dan Diploma/Ijazah dan daripada keseluruhan responden sebanyak 33.2% responden adalah berstatus sebagai pekerja. Sebanyak 29.7% responden yang berkhidmat dalam sektor kerajaan dan 21% berkhidmat dalam sektor swasta. Gaji bulanan menunjukkan bahawa majoriti responden pelancong domestik berpendapatan di antara RM1001-3000 adalah sebanyak 34.2% (rujuk Jadual 1 di Lampiran A).

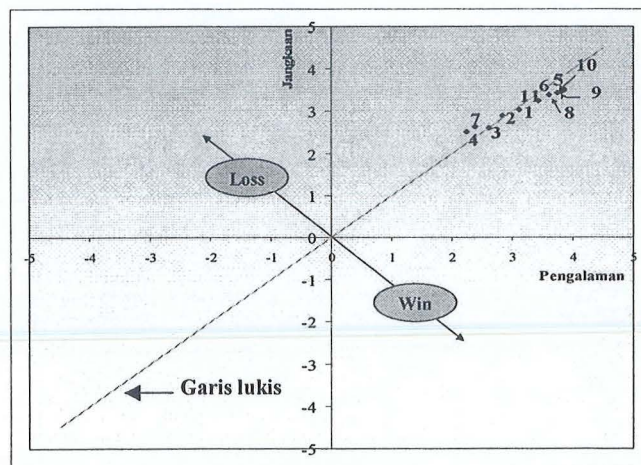
Penemuan Hasil Kajian

Pola perjalanan responden (rujuk Jadual 2 di Lampiran A) menunjukkan bahawa terdapat tiga tujuan utama tarikan kebudayaan di Negeri Terengganu iaitu majoriti responden pelancong domestik dan pelancong antarabangsa yang melancong ke Negeri Terengganu adalah untuk berekreasi iaitu sebanyak 42.3% bagi responden

pelancong domestik dan sebanyak 7% bagi responden pelancong antarabangsa. Kedua ialah untuk merasai makanan tempatan, bagi pelancong domestik (4.5%) dan responden pelancong antarabangsa (1%), manakala sebanyak 2.7% responden pelancong domestik yang memilih untuk tujuan mengalami budaya tempatan dan hanya sebanyak 1% daripada responden pelancong antarabangsa. Majoriti responden domestik dan antarabangsa menggunakan internet sebagai sumber utama rujukan maklumat perjalanan mereka iaitu masing-masing sebanyak 42.3% dan 7%. Namun begitu didapati bahawa responden pelancong domestik lebih ramai memilih untuk melancong bersama dengan kawan (27.7%), sebaliknya responden pelancong antarabangsa lebih ramai memilih untuk melancong bersama suami, isteri dan anak-anak (3.5%). Sebanyak 58.7% daripada keseluruhan responden memilih bersama 1-20 orang ketika melancong.

Penemuan daripada HOLSAT

HOLSAT Terhadap Pelancong Domestik

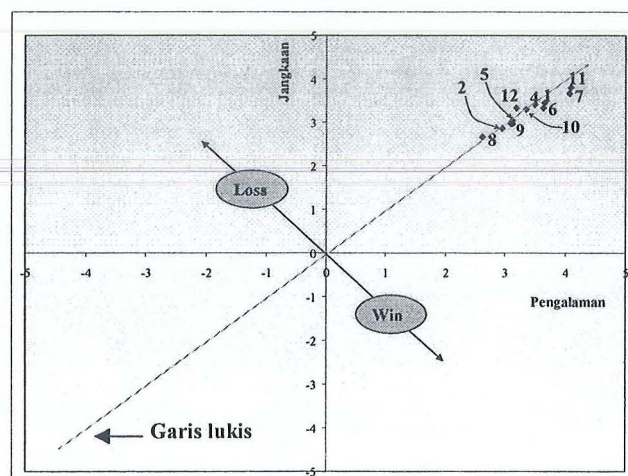


Rajah 1 : Matrik Jangkaan/Pengalaman untuk responden pelancong domestik

Hasil daripada keputusan analisis Ujian-t terhadap skor pelancongan domestik yang ditunjukkan dalam Jadual 3 (rujuk Lampiran A) didapati bahawa sebanyak 7 daripada

12 angkubah bagi mengukur perbezaan di antara "Jangkaan" dan "Pengalaman" adalah signifikan pada 1:1000 iaitu angkubah [4], [5], [6], [7], [8], [9] dan [10]. Namun, didapati bahawa angkubah [2] "*Saya dapat mengunjungi tempat-tempat ibadat*" (Perbezaan min = -0.06), angkubah [4] "*Saya dapat menyaksikan persembahan muzik dan tarian tradisional*" (Perbezaan min = -0.27) dan angkubah [7] "*Destinasi ini menyediakan hiburan malam yang pelbagai*" (Perbezaan min = -0.25) ditandakan di atas "Garis lukis" graf HOLSAT jangkaan dan berada pada kedudukan kurang memuaskan. Sementara itu, angkubah [5] "*Destinasi ini mempunyai banyak aktiviti untuk riadah keluarga*" (Perbezaan min = 0.35), angkubah [9] "*Destinasi ini mempunyai pelbagai tarikan alam semulajadi, kebudayaan dan sejarah*" (Perbezaan min = 0.32) dan [10] "*Saya menyimpan memori yang baik dan indah terhadap destinasi ini*" (Perbezaan min = 0.35) terletak agak jauh dari "Garis lukis" di bahagian "Win" yang menunjukkan bahawa tahap pengalaman responden pelancong domestik bagi 3 angkubah ini adalah lebih tinggi daripada tahap jangkaan serta mempunyai tahap kepuasan yang tinggi.

HOLSAT Terhadap Pelancong Antarabangsa



Rajah 2 : Matrik Jangkaan/Pengalaman untuk responden pelancong antarabangsa

Berdasarkan kepada Ujian-t terhadap skor pelancongan antarabangsa dalam Jadual 4 (rujuk Lampiran A), didapati bahawa hanya 1 daripada 13 angkubah yang menunjukkan tahap signifikan pada 1:1000 iaitu angkubah [7] "*Saya berpeluang melihat dan merasai perkara yang jarang saya lihat/alami*". Didapati bahawa kesemua angkubah ini terletak di bahagian "Win". Terdapat 2 angkubah yang terletak di atas "Garis lukis" yang berada di bahagian "Loss" dan berada pada tahap kurang memuaskan iaitu angkubah [8] "*Destinasi ini menyediakan hiburan malam yang pelbagai*" (Perbezaan min = -0.05) dan [12] "*Terdapat pelbagai produk pelancongan yang menarik untuk dibeli*" (Perbezaan min = -0.14) yang menunjukkan bahawa tahap pengalaman responden pelancong antarabangsa adalah tidak menepati tahap jangkaan mereka, manakala angkubah [6] "*Destinasi ini mempunyai banyak aktiviti untuk riadah keluarga*" (Perbezaan min = 0.31), angkubah [7] "*Saya berpeluang melihat dan merasai perkara yang jarang saya lihat/alami*" (Perbezaan min = 0.40) dan [11] "*Saya menyimpan memori yang baik dan indah terhadap destinasi ini*" (Perbezaan min = 0.29), berada di kedudukan agak jauh di bawah "Garis lukis" yang terletak di bahagian "Win" dan menunjukkan tahap pengalaman adalah lebih tinggi dari tahap jangkaan serta menunjukkan tahap kepuasan yang tinggi.

KESIMPULAN

Secara kesimpulannya objektif utama kajian ini dilakukan adalah untuk mengukur jurang antara jangkaan dan pengalaman pelancong warisan di Negeri Terengganu, Malaysia serta mencadangkan beberapa strategi penambahbaikan yang dapat membantu perancangan pembangunan pelancongan dalam menyediakan perkhidmatan pelancongan warisan yang lebih baik pada masa akan datang di Negeri Terengganu.

Secara keseluruhan, terdapat beberapa angkubah pelancongan kebudayaan dan warisan yang menunjukkan tahap pengalaman melebihi tahap jangkaan dan menunjukkan tahap kepuasan yang tinggi iaitu bagi responden pelancong domestik terdapat 3 angkubah iaitu angkubah [5] "*Destinasi ini mempunyai banyak aktiviti untuk riadah keluarga*", [9] "*Destinasi ini mempunyai pelbagai tarikan alam semula jadi, kebudayaan dan sejarah*" dan [10] "*Saya menyimpan memori yang baik dan indah terhadap destinasi ini*". manakala bagi responden pelancong antarabangsa, terdapat 3 angkubah yang menunjukkan tahap pengalaman menepati tahap jangkaan mereka iaitu [6] "*Destinasi ini mempunyai banyak aktiviti untuk riadah keluarga*", [7] "*Saya berpeluang melihat dan merasai perkara yang jarang saya lihat/alami*" dan [11] "*Saya menyimpan memori yang baik dan indah terhadap destinasi ini*". Namun demikian, kedua-dua kumpulan pelancong ini mendapati bahawa tahap pengalaman tidak menepati seperti tahap jangkaan mereka bagi angkubah "*Destinasi ini menyediakan hiburan malam yang pelbagai*".

Berdasarkan kepada hasil kajian ini diharap dapat membantu Pihak Berkuasa Tempatan, Badan Bukan Kerajaan (NGO), Majlis Tindakan Pelancongan Negeri Terengganu dan pihak-pihak yang berkenaan untuk memperbaiki dan meningkatkan kepelbagaian produk-produk pelancongan kebudayaan dan warisan serta menjadikan persembahan muzik dan tarian tradisional tempatan sebagai aktiviti atau hiburan pada waktu malam. Penambahbaikan yang dilakukan juga diharap dapat membantu perancangan pembangunan pelancongan dalam menyediakan perkhidmatan pelancongan warisan yang lebih baik pada masa akan datang di Negeri Terengganu.

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LAMPIRAN A

Jadual 1 : Profil Responden

Bil.	Demografi	N	Nilai	Domestik (%)	Antarabangsa (%)	Jumlah (%)
1.	Jantina	400	Lelaki	50.7	6.5	57.2
			Perempuan	38.5	4.0	42.5
			Tiada maklumbalas	0.3	0	0.3
2.	Umur	400	18 – 25	40.5	1.3	41.8
			26 – 35	28.5	5.5	34.0
			36 – 45	10.7	2.0	12.7
			46 – 55	8.5	0.7	9.2
			56 ke atas	0.5	0.8	1.3
			Tiada maklumbalas	0.7	0.2	0.9
3.	Status perkahwinan	400	Bujang	49.7	3.3	53.0
			Berkahwin	36.2	6.3	42.5
			Lain-lain	1.0	1.0	2.0
			Tiada maklumbalas	2.5	0	2.5

4.	Bangsa/Kewarganegaraan	400	Melayu	72.5	0	72.5
			Cina	11.5	0	11.5
			India	3.0	0	3.0
			Asia	0	2.7	2.7
			Africa	0	0	0
			Europe	0	7.7	7.7
			Oceania	0	0	0
			Lain-lain	2.5	0	2.5
			5.	Pendidikan		Lepasan ijazah
Diploma/Ijazah	31.7	5.3				37.0
Sekolah menengah	19.5	0.5				20.0
Sekolah rendah	0.5	0.3				0.8
Tiada pendidikan formal	0	0.3				0.3
Tiada maklumbalas	3.0	2.0				5.0
6.	Pekerja		Kerajaan	28.0	1.7	29.7
			Persendirian	5.0	0.3	5.3
			Pelajar	31.7	1.5	33.2
			Bersara/pencen	0.3	0.7	1.0
			Swasta	17.0	4.0	21.0
			Berniaga	2.7	1.5	4.2
			Suri rumah	1.3	0.5	1.8
			Tidak bekerja	1.0	0.3	1.3
			Tiada maklumbalas	2.5	0	2.5
7.	Gaji bulanan		Tiada pendapatan	29.0	1.5	30.5
			RM/USD <1000	4.0	0.3	4.3
			RM/USD1001-3000	33.5	0.7	34.2
			RM/USD3001-5000	11.3	1.0	12.3
			RM/USD5001-10000	6.7	4.7	11.4
			RM/USD>10001	1.5	1.7	3.2
			Tiada maklumbalas	3.5	0.5	4.0

Jadual 2 : Pola Perjalanan

Bil.	Penyataan	N	Pembolchubah	Domestik (%)	Antarabangsa (%)
1.	Tujuan utama melancong	400	Rekreasi	42.3	7.0
			Melawat kawan/saudara-mara	10.5	0.7
			Membeli belah	7.3	0.5
			Perniagaan	4.5	0
			Pendidikan/Persidangan/Seminar	29.0	0.3
			Berbulan madu	1.7	0.5
			Acara sukan	18.0	5.5
			Merasai makanan tempatan	4.5	1.0
			Mengalami budaya tempatan	2.7	1.0
			Tiada maklumbalas	0	0
2.	Sumber maklumat perjalanan	400	Internet	42.5	7.3
			Risalah	11.0	0.7
			Majalah/surat khabar	6.0	0
			Pusat maklumat pelancong	7.3	0.5
			Kawan/saudara mara	37.0	3.0
			TV/Radio	4.0	0.3
			Agensi/Syarikat pelancongan	10.0	0.5
			Pameran/Ekspo	2.7	0
			Papan iklan	3.0	0
			Pengalaman lalu	20.3	2.0
			Lain-lain	6.3	1.5

3.	Melancong bersama siapa	400	Seorang diri	2.0	0
			Suami/istri/anak-anak	12.0	3.5
			Keluarga/saudara-mara	6.5	1.3
			Kawan	27.7	3.3
			Ahli kumpulan rombongan	27.5	0.3
			Rakan sekerja/perniagaan	11.5	0.3
			Pelancong lain yang ditemui	0	0
4.	Jumlah orang yang melancong bersama	400	1-20 orang	48.7	10
			21-40 orang	34.5	0.5
			41-60 orang	2.3	0
			61-80 orang	0	0
			81-100 orang	0	0
			101-120 orang	0.3	0

Jadual 3: Rumusan Keputusan dari Kajiselidik (Responden pelancong domestik)

Bil.	Angkubah	Jangkaan			Pengalaman		Jangkaan-Pengalaman	t-test	
		N	X	SD	Y	SD		t	Sig
1.	Saya berpeluang berbelanja di pasar-pasar tempatan	358	3.04	1.43	3.12	1.63	0.08	-1.40	0.161
2.	Saya dapat mengunjungi tempat-tempat ibadat	358	2.90	1.44	2.83	1.55	-0.06	1.27	0.204
3.	Saya dapat mengunjungi muzium, pusat seni dan tempat bersejarah	358	2.61	1.61	2.61	1.72	0.00	0.00	1.000
4.	Saya dapat menyaksikan persembahan muzik dan tarian tradisional	358	2.51	1.48	2.24	1.49	-0.27	4.74	0.000
5.	Destinasi ini mempunyai banyak aktiviti untuk riadah keluarga	358	3.46	1.20	3.82	1.34	0.35	-6.70	0.000
6.	Saya berpeluang melihat dan merasai perkara yang jarang saya lihat/alami	358	3.39	1.23	3.60	1.30	0.22	-4.90	0.000
7.	Destinasi ini menyediakan hiburan malam yang pelbagai	358	2.63	1.33	2.38	1.39	-0.25	5.16	0.000
8.	Saya berpeluang merasai makanan tempatan	358	3.44	1.15	3.75	1.32	0.31	-4.87	0.000
9.	Destinasi ini mempunyai pelbagai tarikan alam semula jadi, kebudayaan dan sejarah	358	3.53	1.22	3.85	1.30	0.32	-6.07	0.000
10.	Saya menyimpan memori yang baik dan indah terhadap destinasi ini	358	3.50	1.14	3.85	1.14	0.35	-7.14	0.000
11.	Terdapat pelbagai produk pelancongan yang menarik untuk dibeli	358	3.26	1.20	3.43	1.46	0.17	-2.65	0.008

Jadual 4 : Rumusan Keputusan dari Kajiselidik (Responden pelancong antarabangsa)

Bil.	Angkubah	Jangkaan			Pengalaman		Jangkaan-Pengalaman	t-test	
		N	X	SD	Y	SD		t	Sig
1.	Saya berpeluang untuk bergaul dan berbual dengan penduduk tempatan	42	3.45	0.89	3.67	0.95	0.21	-1.776	0.083
2.	Saya berpeluang berbelanja di pasar-pasar tempatan	42	2.86	1.59	2.95	1.71	0.10	-0.682	0.499
3.	Saya dapat mengunjungi tempat-tempat ibadat	42	2.98	1.35	3.10	1.39	0.12	-0.819	0.418
4.	Saya dapat mengunjungi muzium, pusat seni dan tempat bersejarah	42	3.40	1.29	3.50	1.49	0.10	-0.892	0.377
5.	Saya dapat menyaksikan persembahan muzik dan tarian tradisional	42	3.05	1.40	3.12	1.50	0.07	-0.518	0.607

6.	Destinasi ini mempunyai banyak aktivitas untuk riadah keluarga	42	3.33	1.03	3.64	1.08	0.31	-2.308	0.026
7.	Saya berpeluang melihat dan merasai perkara yang jarang saya lihat/alami	42	3.67	0.90	4.07	0.75	0.40	-4.470	0.000
8.	Destinasi ini menyediakan hiburan malam yang pelbagai	42	2.67	1.54	2.62	1.43	-0.05	0.321	0.750
9.	Saya berpeluang merasai makanan tempatan	42	2.98	1.30	3.12	1.35	0.14	-1.355	0.183
10.	Destinasi ini mempunyai pelbagai tarikan alam semula jadi, kebudayaan dan sejarah	42	3.31	0.84	3.36	0.85	0.05	-0.339	0.736
11.	Saya menyimpan memori yang baik dan indah terhadap destinasi ini	42	3.81	0.97	4.10	0.91	0.29	-2.751	0.009
12.	Terdapat pelbagai produk pelancongan yang menarik untuk dibeli	42	3.33	1.26	3.19	1.31	-0.14	1.062	0.294

Pus...?

HOLIDAY SATISFACTION: SEGMENTATION OF INTERNATIONAL VISITORS IN PAHANG, MALAYSIA

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ABSTRACT

This study utilized HOLSAT (Holiday Satisfaction) model by Tribe and Snaith to assess the holiday satisfaction of international visitors to the state of Pahang, Malaysia by measuring the gap between tourists' expectations and experiences of destination attributes. This study examines 51 destination variables which were categorized into six groups, namely; accessibility, accommodation, tourist amenities, tourist activities, food/meal and tourism attractions. The result was drawn from questionnaire surveys of 130 international visitors who visiting Pahang between March and April 2010. Three sample segments of respondents, specifically---Gender, Marital Status and Mode of Travel---were identified and investigated in this study to determine the differences amongst various segments of international travelers who visited the study areas. The data, analyzed quantitatively using matrices, showed the mean score of expectation, which were plotted against experience onto two-dimensional axis for positive and negative attributes. The significance of the results was determined using the paired t-test at the scale of 1:1000. The findings provide Pahang's service providers with insights into the perceptions and satisfaction levels of international visitors and recommend improvement strategies that should be emphasized in future tourism development action plan, towards providing better quality services for visitors to the state.

Key words: *holiday satisfaction, segmentation, international visitors, Pahang*

INTRODUCTION

Pahang, the largest east coast state in Peninsular Malaysia, has diversified its tourism industry by introducing new tourism products, such as Kuala Gandah Elephant Sanctuary and Bukit Gambang Water Park. These developments have been influenced by the increasing popularity of Malaysia, which is among the most competitive and fastest growing tourism destinations in Southeast Asia, as demonstrated by its growing number of international tourists. There are numerous attractions in Pahang, and these attractions can be categorized as natural, cultural and heritage, and man-made attractions. The most famous natural attractions in Pahang include Tioman Island, which has been voted as one of the most beautiful islands in the world; Cherating, a coastal destination popular among budget travelers; and Taman Negara, known as Malaysia's premier national park.

Genting Highland, which is an amusement theme resort, is the most popular man-made attraction in Pahang. Meanwhile, Muzium Sungai Lembing is considered a cultural and heritage attraction. Pahang is one of the Malaysian states that receive millions of tourists annually. Fraser's Hill Development Corporation (2008) reported that tourist arrivals to Pahang reached 10.4 million in 2007, registering a 30% increase from the previous year's 8 million tourist arrivals. The major markets for Pahang include Singapore (1,459,845), China (859,220), Hong Kong (414,862), India (329,964), Indonesia (295,413), Taiwan (155,369), and Thailand (128,116). This paper aims to measure holiday satisfaction among tourists who have visited Pahang recently. Specifically, this study aims to:

1. measure the gap between tourist expectations and experiences in Pahang, Malaysia;
2. determine the levels of tourist satisfaction using the holiday satisfaction (HOLSAT) model;
3. recommend improvement strategies that should be emphasized in tourism development action plans, to provide better services for future tourists.

LITERATURE REVIEW

TOURIST EXPECTATION VS. DESTINATION EXPERIENCE

Tourist travel expectations on particular destinations vary for many reasons. Tourists do not visit destinations that have nothing to offer. It is then important for a destination to offer highly diversified and value-added tourism products for the enjoyment of tourists. A successful site attraction or destination requires a critical mass of compatible products, which have market viability and appeal (Pearlman, 1989). Therefore, destinations must compete with each other in attracting travelers, and they can do this by emphasizing the experiences they offer. Experience, however, is more difficult to produce and manage compared with other products because it involves many different elements, and the participation or role of tourists in the experience is very critical (Ritchie and Crouch, 2003).

Laws (1995) argued that consumers are likely to make comparisons regarding the facilities, attractions, and service standards of destinations. Generally, "the choice of a particular good or service is the result of a comparison of its perceived attributes with the person's set of preferences" (Fishbein and Ahjen, 1975 as cited in Laws, 1995, p. 113). Pritchard and Havitz (2006) later claimed that tourists are more likely to give positive ratings to destinations they visit if their expectations were met. Mayo and Jarvis (1981) argued that a consumer selects a destination among alternatives and evaluates each alternative considering its potential to serve the benefits he/she is looking for. However, Laws (1991) stressed that each tourist has the opportunity and freedom to choose among a set of destinations.

Different factors may affect destination choices. Telisman-Kosuta (1989) asserted that tourist decisions are determined by two factors: (1) the destination's potential for performance; and (2) the perception of its personality or image. Therefore, a destination must be able to offer an overall attractiveness and quality experiences that are better than those provided by alternative destinations, to sustain its good image and attract more tourists.

TOURIST SATISFACTION

Evaluating satisfaction is a changing process because the features of satisfaction change from time to time, from one person to another, from one service to another service(s), and from one company to another. This characteristic makes it important to find valid definitions for this concept. Therefore, the study of customer satisfaction should start with knowing the factors that affect satisfaction and the extent to which these factors are important in raising satisfaction levels. Many studies have suggested that customer satisfaction is a by-product of the confirmation or positive disconfirmation of expectations and that customer dissatisfaction is a by-product of the negative disconfirmation of expectations (Olshavsky & Miller, 1972; Olson & Dover, 1976; Oliver, 1980; Day, 1984). Tourist experience and expectation are the two main factors that influence satisfaction. The balance between tourist expectations and real experiences influences tourist satisfaction, and the satisfaction level is primarily influenced by factors, such as tourism environment, activities, and psychological experiences (Xie, Qiu, Chen, & Song, 2007). Woodside, Frey, and Daly (1989) added that satisfaction is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it. Bryant, Kent, Lindenberger, and Schreih (1998), and Ganesh, Arnold, and Reynolds (2000) also suggested that when satisfactions are met, or when performance actually exceeds expectations, a customer experiences positive confirmation, feels satisfied, and reinforces his/her willingness to use the product again. Similarly, Pizam, Neumann, and Reichel (1978) defined tourist satisfaction as the result of the comparison between a tourist's experience in a destination and his/her expectations. On the other hand, Churchill and Surprenant (1982) claimed that customer satisfaction determinants differ between goods offerings and service encounters. Studies have also shown an interaction between product and service activity in achieving customer satisfaction (Bearden & Teel, 1983; Cadotte, Woodruff & Jenkins, 1987; Oliver & DeSarbo,

1988). There are indeed many techniques and considerations in measuring tourist satisfaction. Tourist experience and expectation were used in the HOLSAT model as factors determining tourist satisfaction.

RESEARCH METHODOLOGY

This study employs a questionnaire survey for primary data collection. The survey was conducted in the main attractions of Pahang. The questionnaire is divided into three sections, namely, demographic background, travel patterns, and expectation vs experience. The 5-point Likert Scale was used in asking respondents to identify the level of agreement of their expectations on and experiences in tourist attractions. The scale ranged from 1 (strongly disagree) to 5 (strongly agree), with a neutral position at the middle and 0 for “not applicable” answers. Three methods were used in distributing the questionnaires: (1) face to face basis, (2) mailing the questionnaire to selected attractions, and (3) using an online questionnaire located at <http://www.hbp.usm.my/tourism/tvs/default.htm>.

The sample size for this study was determined based on tourist arrivals (international) to Pahang in 2007. The sample included 130 participants, 56.9% males and 43.1% females. The international tourists were from Asia (56.9%), Europe (32.3%), Oceania (10%), and Africa (0.8%). The biggest age group consisted of respondents aged 26 to 35 years (36.9%), followed by group age 36 to 45 years (26.9%). There were more married travelers (50.8%) than single travelers (46.9%). Majority of the respondents obtained tertiary education (71.5%) and worked in the business sector (24.6%), whereas 21.5% were students.

Responses from the survey were entered and encoded into the SPSS program. The results were analyzed using descriptive and cross-tabulation methods. The HOLSAT model was used in the next stage to identify the level of satisfaction among international tourists to Pahang. This model uses the score of mean differences between experience and expectation as a base to justify the level of satisfaction. A t-test was used to justify the validity of the scores (experience minus expectation) at 1:1000 level.

FINDINGS ON TOURIST MARKET SEGMENTATION FROM HOLSAT

POSITIVE ATTRIBUTES FOR THE INTERNATIONAL TOURIST GROUP

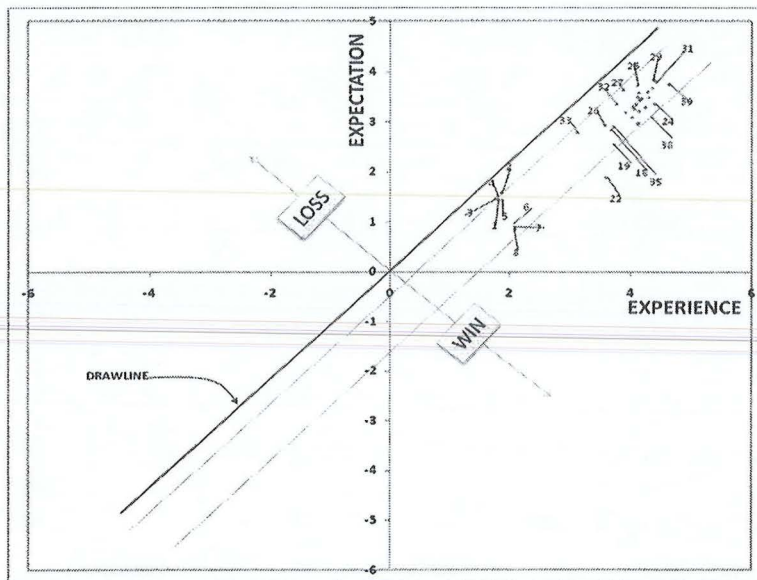


Figure 1: Expectation/Experience matrix of positive attributes for the international tourist group

Figure 1 show the positive attributes plotted on the “win” side. This indicates that the international holidaymakers to Pahang are satisfied with their trips because the mean of difference between experience and expectation is positive. The farther the attribute points are from the “draw” line, the

greater is the gain of satisfaction for the particular attributes (Table 1). The results of the t-test reveal that 2 out of 38 attributes are not significant, with significance values (Sig) greater than 0.001. These attributes are Attribute 27 (*I am able to visit museums, art galleries, and historical sites*) and Attribute 33 (*This destination has a variety of nightlife*). Only 31 attributes, among the remaining 36, are statistically significant (Sig < 0.001), with recorded t values at >6. Attribute 22 (*Availability of brochures in my own language*; mean of difference=1.71) and Attribute 38 (*There is a variety of tourism products to buy*; mean of difference=1.27) show the highest satisfaction levels.

NEGATIVE ATTRIBUTES FOR THE INTERNATIONAL TOURIST GROUP

Figure 2 shows that 12 out of the 13 negative attributes are plotted on the “loss” side, and only one attribute is plotted on the “win” side. This explains that international tourists to Pahang confirm their dissatisfaction in terms of Attributes 39–50 (Table 2), and their satisfaction on the condition that there are no beggars in tourist attractions [considered as a disconfirmation of Statement 51 (*There are many beggars at attractions*)].

The farther the attribute points are from the “draw” line on the “loss” side, the greater is the gain of dissatisfaction of international tourists for the particular attributes. Five attributes indicate a greater level of dissatisfaction: Attribute 39 (*Communication in English is poor*; mean of difference=0.76), Attribute 42 (*There is a lack of clean public toilets in the destination*; mean of difference=0.71), Attribute 43 (*Sign posts, in English/Bahasa, in attractions and facilities are misleading and difficult to find*; mean of difference=0.65), Attribute 48 (*Food preparation is untidy and dirty*; mean of difference=0.64), and Attribute 50 (*The attractions are often crowded*; mean of difference=0.58). The results of the t-test reveal that 8 out of 13 negative attributes are significant, with significance levels of less than 0.001. Only one (Attribute 51) among the eight attributes indicate tourist satisfaction.

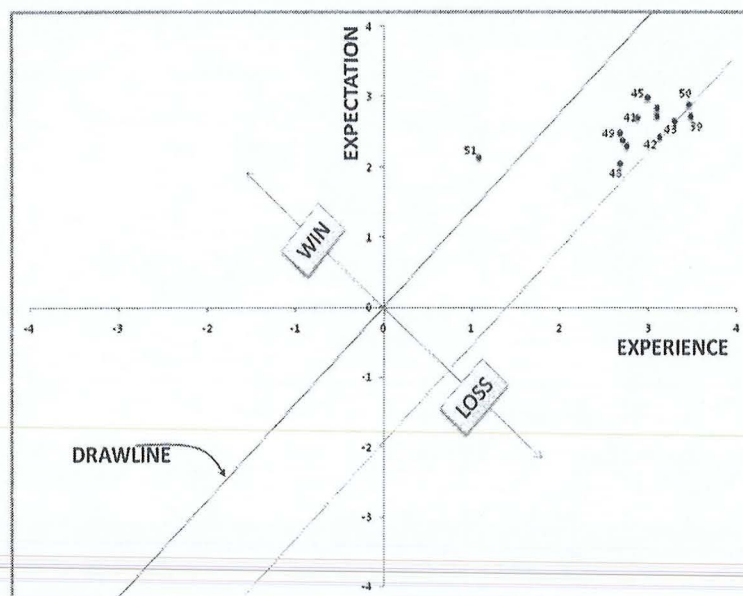


Figure 2: Expectation/Experience matrix of negative attributes for the international tourist group

MARKET SEGMENTATION (TRAVEL MODE)

(I) PACKAGE TOUR GROUP

POSITIVE ATTRIBUTES FOR THE PACKAGE TOUR GROUP

International package tour group tourists are satisfied in terms of the 38 positive attributes. The positive attributes exhibit positive values (after deducting expectation from experience). Satisfaction is gained based on the attributes plotted on the “win” side of the HOLSAT graph. This indicates that the experience of tourists exceeds the expectations of package tour group tourists. T-tests were

applied on all the attributes, and the results show that only 1 out of 38 attributes shows an insignificant score of mean difference at 1:1000 level. A t-test was used to assess the validity of the results (on all attributes). Three attributes that scored the highest (Mean of experience minus mean of expectation) were attribute 28 “availability of brochure in my own language” (1.750), attribute 22 “withdrawal cash from my credit card or ATM is convenience and secure “(1.250) and attribute 39 “I have chance to see things that i do not normally see/experience” (1.154).

NEGATIVE ATTRIBUTES FOR THE PACKAGE TOUR GROUP

The results on the negative attributes for the international package tour group show that only one attribute leads to satisfaction, Attribute 50 (There are many beggars at the attraction site). The other 37 attributes are plotted on the loss side, indicating dissatisfaction among tourists in the package tour group because of the values for each attribute exhibit the positive sign. A t-test was used to assess the validity of the results. Attribute 50 is indeed significant at 1:1000 levels.

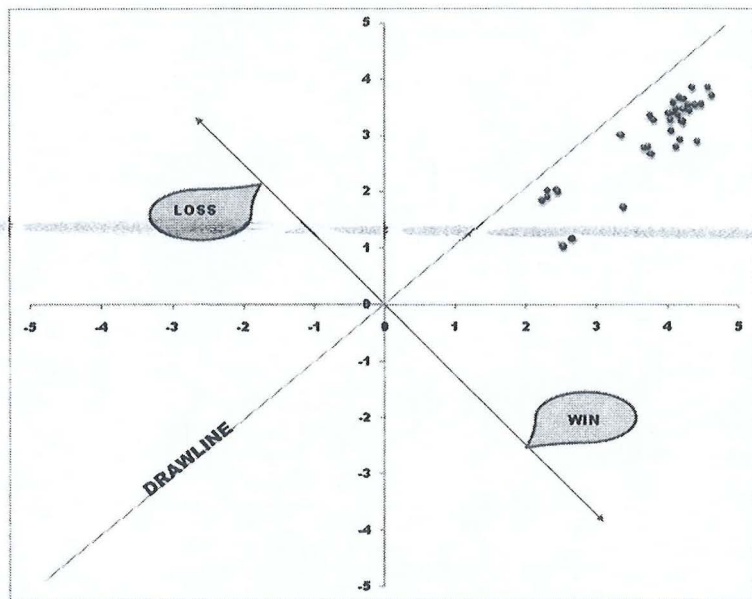


Figure 3: Expectation/Experience matrix of positive attributes for the package tour group

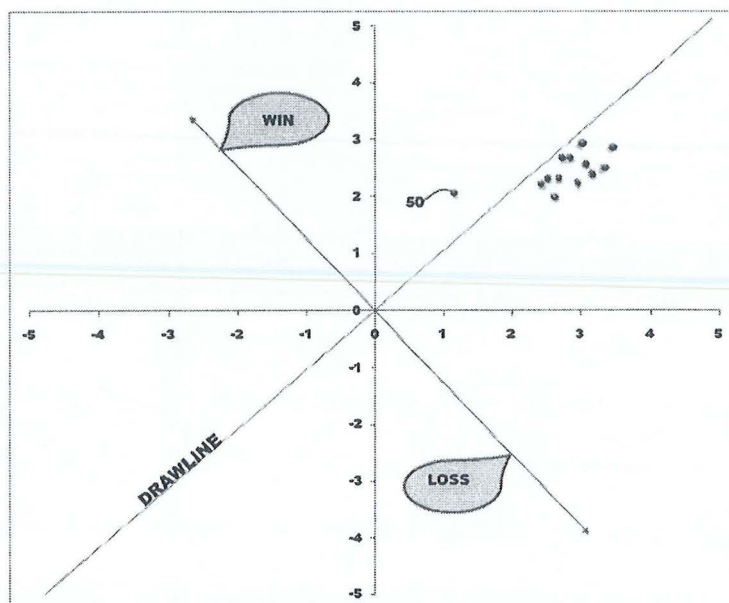


Figure 4: Expectation/Experience matrix of negative attributes for the package tour group

(II) FREE AND INDEPENDENT TOUR GROUP

POSITIVE ATTRIBUTES FOR THE FREE AND INDEPENDENT TOUR GROUP

The results for the free and independent tourist group show that the tourists from this group are satisfied in terms of the 37 attributes and dissatisfied with only 1 attribute, specifically Attribute 34 (*I am able to visit museums, art galleries, and historical sites*). In the HOLSAT analysis, the satisfaction level is met when the mean difference between experience and expectation is positive. This is plotted on the “win” side of the graph. The t-test, used to assess the validity of the results, show that 10 out of the 38 attributes show insignificant scores at 1:1000 level.

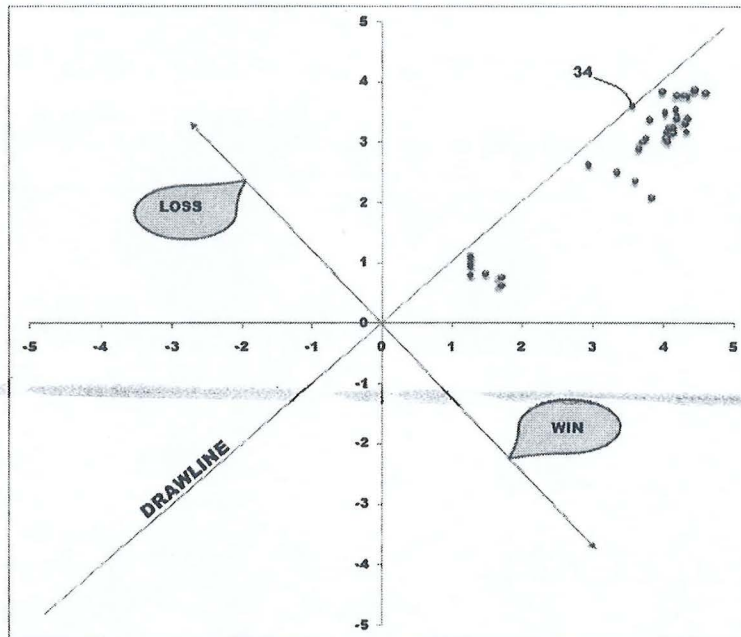


Figure 5: Expectation/Experience matrix of positive attributes for the free and independent tourist group

NEGATIVE ATTRIBUTES FOR THE FREE AND INDEPENDENT TOUR GROUP

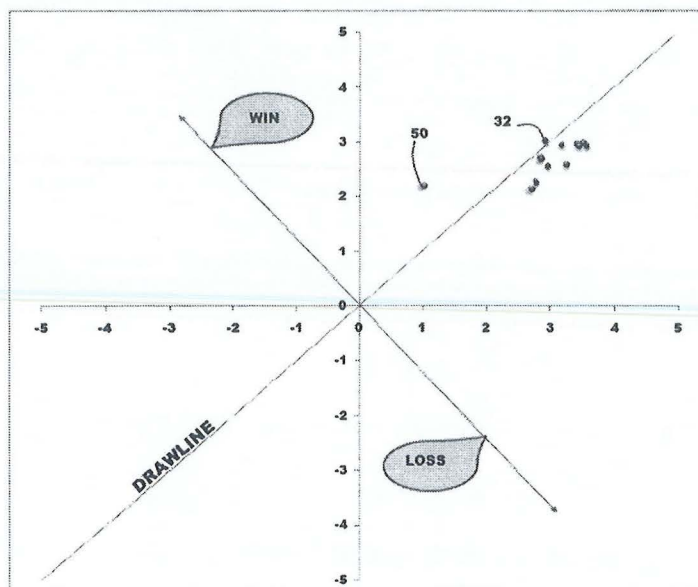


Figure 6: Expectation/Experience matrix of negative attributes for the free and independent tourist group

The negative attributes for the free and independent tourist group show slightly different results. The tourists from this group are satisfied with two attributes, namely, Attributes 32 and 50. The mean differences between experience and expectation for these two attributes are positive. These attributes are also plotted on the “win” side of the HOLSAT model graph. The t-test for validity reveals that Attribute 50 has a significant score value at 1:1000 level, whereas Attribute 32 has an insignificant score value (0.513). Among the dissatisfied attributes, attribute 14 “*Communication in English is poor*” and attribute 24 “*There would be lack of clean public toilet at destination*” scored the highest value of dissatisfaction with both score 0.635 and 0.673. This result indicates that, free and independent tourist were really dissatisfied with the communication (in English) and the cleanliness of the toilet.

MARKET SEGMENTATION (*GENDER*)

(I) *MALE*

POSITIVE ATTRIBUTES FOR THE MALE GROUP

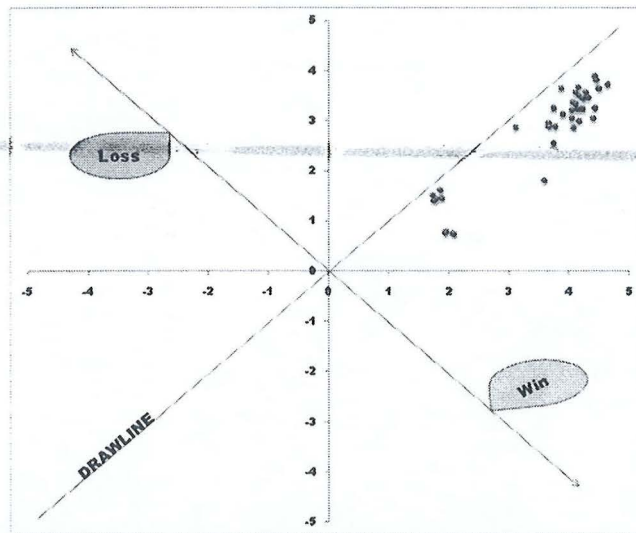


Figure 7: Expectation/Experience matrix of positive attributes for the male tourist

Result from positive attributes for the male tourist group indicates that the male tourist were satisfied with all attributes. By referring to the graph above, all the attributes were plotted at the win side because of the value of mean different (tourist experience minus tourist expectation) were positive. T-test was utilized to identify the validity of the result and in indicates that out of 36 attributes, 2 attributes specifically as attribute 34 “*I am able to visit museums, art galleries, and historical sites*” and attributes 40 “*This destination have a variety of nightlife*” were not significant at the level 1:1000.

NEGATIVE ATTRIBUTES FOR THE MALE GROUP

The analysis toward negative attributes for the male group of tourist show the same result with the package tour group. The male tourists were satisfied with 2 attributes which are attribute 50 “*There are many beggars at attractions*” and attribute 32 “*The prices of goods in shop/market are expensive (different prices for residents and tourist)*”. These two attributes scored negative value when the mean of experience was minus to mean of expectation which produced satisfaction. These attributes also plotted at the win side because of the negative value. In term of validity of the result, T-test were applied and in shows that attributes 32 has an insignificant value (0.620), meanwhile attributes 50 has a significant value at the level 1:1000.

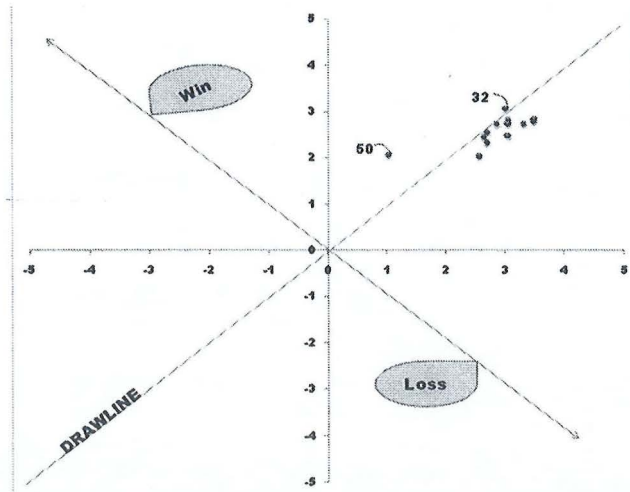


Figure 8: Expectation/Experience matrix of negative attributes for the male tourist

(II) FEMALE

POSITIVE ATTRIBUTES FOR THE FEMALE GROUP

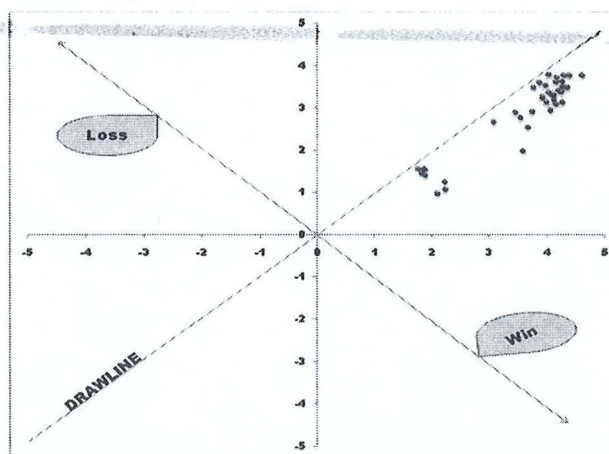


Figure 9: Expectation/Experience matrix of positive attributes for the female tourist

The result of positive attributes for female and male group of tourist is likely same where both group were satisfied with all the 36 attributes. All of these attributes were plotted at the win side due to the positive score value when the mean of experience was minus the mean of expectation. The result indicates that the satisfaction barely achieved among female group of tourist. Despite the result shows all the attributes were in the win side, T-test then were utilized to justify the validity of the result. From the test it shows that the attribute 34 "I am able to visit museums, art galleries, and historical sites" and attributes 40 "This destination have a variety of nightlife" were insignificant at the level 1:1000 where these two attributes scored 0.148 and 0.135.

NEGATIVE ATTRIBUTES FOR THE FEMALE GROUP

The negative attributes for the female group analysis found that two out of 11 attributes were plotted at the win side indicated satisfaction had barely achieved. The attributes are attributes 50 "There are many baggers at attractions" and attribute 32 "The prices of goods in shop/market are expensive (different prices for residents and tourist)".

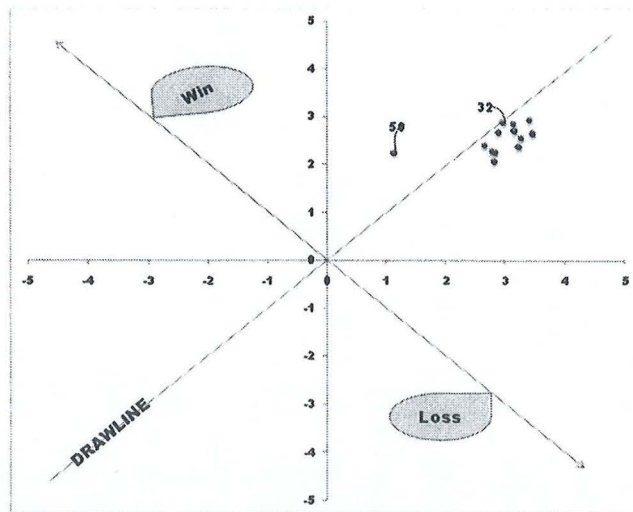


Figure 10: Expectation/Experience matrix of negative attributes for the female tourist

MARKET SEGMENTATION (MARITAL STATUS)

(I) MARRIED

POSITIVE ATTRIBUTES FOR THE MARRIED GROUP

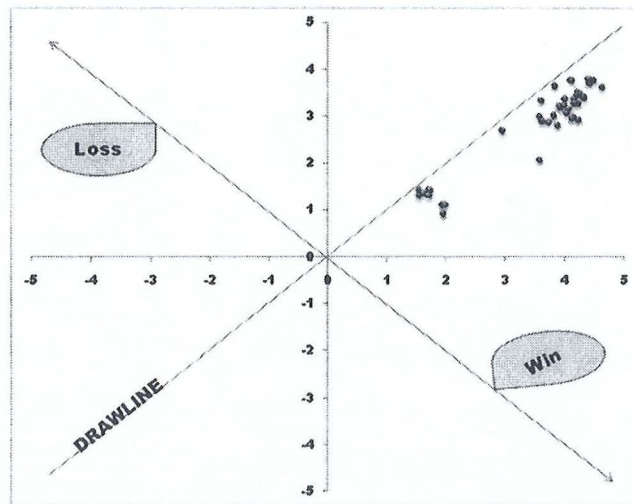


Figure 11: Expectation/Experience matrix of positive attributes for the married tourist

The result of positive attributes for married group of tourist is likely same with the positive attributes among female and male group of tourist where this group were satisfied with all the 36 attributes. All of these attributes were plotted at the win side due to the positive score value when the mean of experience was minus the mean of expectation. The result indicates that the satisfaction barely achieved among married group of tourist. Despite the result shows all the attributes were in the win side, T-test then were utilized to justify the validity of the result. It shows that, five out of 36 attributes were not significant at the level 1:1000. Those attributes are 1, 3, 30, 34 and 40.

NEGATIVE ATTRIBUTES FOR THE MARRIED GROUP

For the negative attributes among the married group, it shows that two out of 11 attributes were plotted at the win side that indicates the satisfaction has been achieved. This happened because the score value (when experience minus expectation) determined to be negative. In the negative attributes, the negative sign indicates satisfaction. The two attributes are attribute 50 "There are many beggars at attractions" attribute 32 "The prices of goods in shop/market are expensive (different prices for

residents and tourist)". When T-test was utilized to these two attributes it shows that attribute 32 was not significant (0.270).

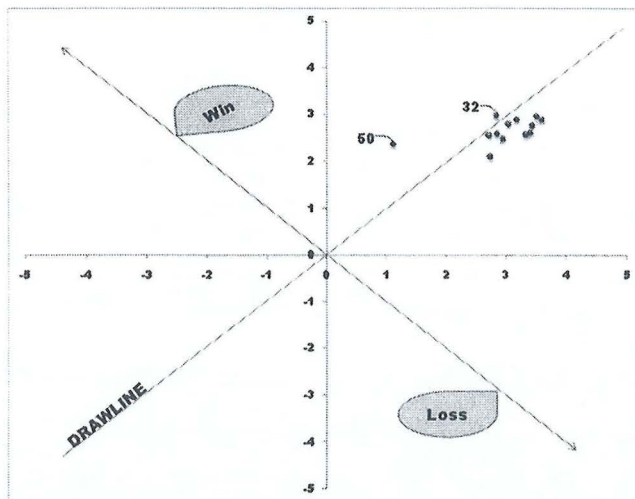


Figure 12: Expectation/Experience matrix of negative attributes for the female tourist

(II) SINGLE

POSITIVE ATTRIBUTES FOR THE SINGLE GROUP

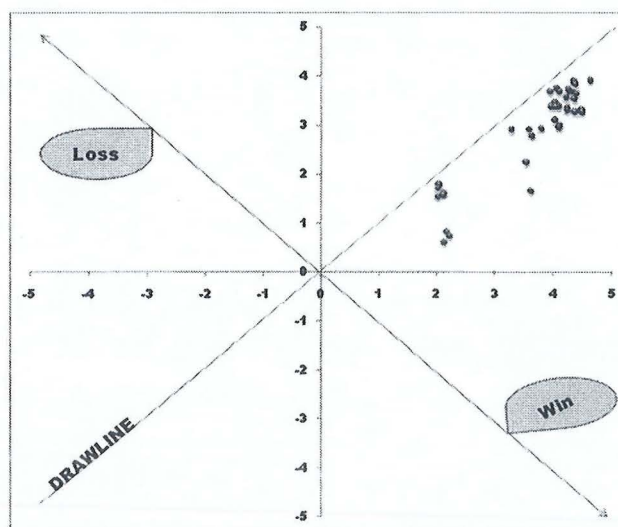


Figure 13: Expectation/Experience matrix of positive attributes for the single tourist

Same result was achieved in the positive attributes among single group of tourist. The result show that tourist from this group were satisfied with all the attributes. All of the attributes were plotted at the win side due to the positive sign of the value scored when the mean of experience were minus to the mean of the expectation. In term of validity, it shows that five of the attributes were found not significant where the attributes are attribute 2, 4, 17, 34 and 40.

NEGATIVE ATTRIBUTES FOR THE SINGLE GROUP

The result of negative attributes among the single group shows that the tourist were satisfied with two attributes which are attribute 50 and attribute 26. The other 9 attributes were plotted at the loss side because of the value of mean score (after experience minus expectation) was positive. The highest level of dissatisfaction among the attribute is attributes 14 "Communication in English is poor" with 0.984.

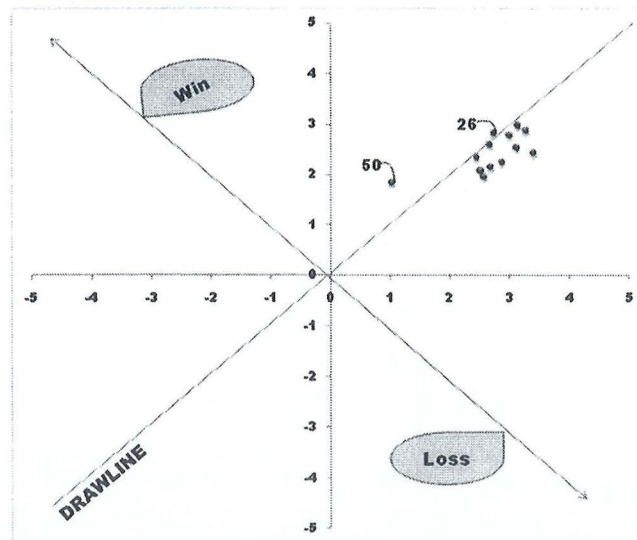


Figure 14: Expectation/Experience matrix of negative attributes for the single tourist

CONCLUSION AND RECOMMENDATIONS

This study aims to determine the level of holiday satisfaction of international and domestic tourists to Pahang by measuring the gap between their expectations and experiences in terms of positive and negative destination attributes. The findings demonstrate the usefulness of the HOLSAT model in three aspects: (1) this study identifies tourists' sense of satisfaction or dissatisfaction in terms of the various attributes of Pahang as a holiday destination; (2) this study provides insights on how Pahang is perceived as a holiday destination by international and domestic tourists; and (3) this study provides a better approach to the understanding of tourist behavior vis-à-vis Pahang, based on the results of the comparison between expectations and experiences. The results of this study may assist local tourism authorities, destination managers, and tourism players in providing better services and infrastructure for future tourists to Pahang, based on tourists' perceptions, satisfaction levels, and needs. Overall, tourists are satisfied with the positive attributes and dissatisfied with most of the negative attributes. Two dissatisfaction attributes have high scores: Attribute 14 (*Communication in English is poor*) and Attribute 24 (*There is a lack of clean public toilets in the destination*). Tourism local authorities, destination managers, and tourism players should therefore pay more attention to these issues to maintain tourist arrivals in key destinations. Basic infrastructures, such as toilets, should be provided and adequately maintained so that tourists will not encounter problems when using them. Tourist-related businesses, service providers, and the local government should ensure that tourists to Pahang always have satisfactory experiences during their visits.

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Appendices

Table 1: Summary of results from survey questionnaire

Positive Attributes		N	Expt	Exp	Exp-	T-Test	
			Y	X	Expt	t	SIG
1	The arrival airport would be modern and efficient	130	1.44	1.81	0.37	-4.77	0
2	Immigration officials at the port of entry are courteous and friendly	130	1.58	1.87	0.29	-5.78	0
3	Check-in/check-out at this destination airport is fast and efficient	130	1.46	1.76	0.3	-4.42	0
4	Information for tourist at the point of entry is available and efficient	130	1.52	1.8	0.28	-4.29	0
5	Travelling between the airport and the place of stay is secure and fast	130	1.42	1.89	0.47	-6.25	0
6	Local transport services is comfortable and satisfying	130	0.98	2.08	1.1	-7.34	0
7	Taxi/bus fare is reasonable	130	0.89	2.08	1.19	-7.92	0
8	A bicycle/motorcycle/car rental is available with reasonable fare	130	0.83	2.09	1.26	-8.32	0
9	The destination would be safe and secure for tourist whilst travelling/walking	130	3.08	4.03	0.95	-15.72	0
10	This destination is accessible	130	3.29	4.24	0.95	-14.79	0
11	I would be able to find an accommodation easily	130	3.21	4.14	0.93	-10.99	0
12	Check-in and check-out at the accommodation (front desk) is fast and efficient	130	3.25	4.07	0.82	-10.41	0
13	The hotel staffs are friendly and courteous	130	3.46	4.18	0.72	-10.6	0
14	The accommodation is clean and comfortable	130	3.34	4.09	0.75	-9.06	0
15	The room have quality furnishings	130	3.59	4.28	0.69	-9.79	0
16	Facilities in the room are function properly	130	3.58	4.13	0.55	-6.68	0
17	Internet and telephone services is available with fair charges here	130	3.29	4.04	0.75	-13.07	0
18	I am able to charge the money easily	130	2.83	3.68	0.85	-10.44	0
19	Withdrawal cash from my credit card or ATM is convenience and secure	130	2.54	3.72	1.18	-11.64	0
20	Shopping facilities are available	130	2.97	4.13	1.16	-13.11	0
21	Tourist information centre is available and located at tourist spots	130	3.67	4.36	0.69	-7.93	0
22	Availability of brochure in my own language	130	1.88	3.59	1.71	-13.31	0
23	Tourist guide services are available and competence	130	2.95	4.12	1.17	-11.1	0
24	I am able to mix and talk with local people	130	3.35	3.76	0.41	-5.45	0
25	I am able to shop in local markets	130	3.72	4.11	0.39	-6.85	0
26	I am able to visit religious sites and temples	130	2.92	3.58	0.66	-6.2	0
27	<i>I am able to visit museums, art galleries, and historical sites</i>	130	3.62	3.88	0.26	-1.98	0.049
28	I am able to witness traditional music and dance	130	3.48	4.3	0.82	-15.9	0
29	I am able to relax on beaches	130	3.83	4.38	0.55	-9.98	0
30	I am able to visit National Parks and Reserves	130	3.74	4.63	0.89	-13.39	0
31	It is a place with lots of things for families to see and do	130	3.79	4.43	0.64	-8.19	0
32	I have chance to see things that I do not normally see/experience	130	3.35	4.4	1.05	-11.85	0
33	<i>This destination have a variety of nightlife</i>	130	2.78	3.11	0.33	-2.58	0.011
34	I am able to sample local food and drink	130	3.18	3.92	0.74	-10.13	0
35	Halal food is easy to get	130	2.89	3.71	0.82	-8.94	0
36	This destination offers variety of natural, cultural and historical attractions	130	3.48	4.12	0.64	-8.44	0
37	I have wonderful memories about this destination	130	3.42	4.15	0.73	-8.99	0
38	There are variety of tourism product to buy	130	3.08	4.35	1.27	-10.75	0
Negative Attributes		N	Y	X	Exp- Expt	t	SIG
39	Communication in English is poor	130	2.72	3.48	0.76	-8.25	0
40	<i>There is no hot water in bathroom</i>	130	2.83	3.1	0.27	-2.93	0.004
41	<i>Electric power disruption is often</i>	130	2.7	2.88	0.18	-3.09	0.002
42	There would be lack of clean public toilet at destination	130	2.42	3.13	0.71	-8.78	0
43	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	130	2.65	3.3	0.65	-6.54	0
44	<i>There would be queuing/waiting for services at tourist facilities</i>	130	2.72	3.1	0.38	-3.35	0.001
45	<i>The prices of goods in shop/market are expensive (different prices for residents & tourist)</i>	130	2.98	2.99	0.01	-0.09	0.927
46	It is difficult to find variety of restaurants	130	2.29	2.76	0.47	-3.8	0
47	The food and beverages at destination is expensive	130	2.37	2.71	0.34	-3.69	0
48	The food preparation is untidy and dirty	130	2.04	2.68	0.64	-8.44	0
49	<i>The beaches and ocean are dirty and polluted</i>	130	2.48	2.68	0.2	-2.01	0.047
50	The attractions are often crowded	130	2.88	3.46	0.58	-7.23	0
51	There are many beggars at attractions	130	2.13	1.08	-1.05	8.68	0

Table 2: Market segmentation regarding travel mode of the tourists (FIT Group)

Positive Attributes	N	Expt	Exp	EXP-EXPT	t	T-test
		X	X			Sig
1 <i>The arrival airport would be modern and efficient.</i>	52	0.942	1.269	0.327	-2.828	0.007
2 <i>Immigration officials at the port of entry are courteous and friendly.</i>	52	1.096	1.269	0.173	-2.901	0.005
3 <i>Check-in/check-out at this destination airport is fast and efficient.</i>	52	1.077	1.269	0.192	-3.120	0.003
4 <i>Information for tourist at the point of entry is available and efficient.</i>	52	0.981	1.269	0.288	-2.523	0.015
5 <i>Travelling between the airport and the place of stay is secure and fast.</i>	52	0.788	1.269	0.481	-3.224	0.002
6 <i>Local transport services is comfortable and satisfying.</i>	52	0.808	1.481	0.673	-3.344	0.002
7 Taxi/bus fare is reasonable.	52	0.750	1.673	0.923	-4.174	0.000
8 A bicycle/motocycle/car rental is available with reasonable fare.	52	0.615	1.673	1.058	-4.349	0.000
9 The destination would be safe and secure for tourist whilst travelling/walking.	52	3.077	4.000	0.923	-7.545	0.000
10 This destination is accessible.	52	3.385	4.308	0.923	-9.033	0.000
11 I would be able to find an accommodation easily.	52	3.154	4.038	0.885	-5.250	0.000
12 Check-in and check-out at the accommodation (front desk) is fast and efficient.	52	3.058	4.000	0.942	-5.610	0.000
13 The hotel staffs are friendly and courteous.	52	3.481	4.019	0.538	-4.232	0.000
15 The accommodation is clean and comfortable.	52	3.231	4.135	0.904	-6.682	0.000
16 The room have quality furnishings.	52	3.750	4.346	0.596	-5.557	0.000
17 Facilities in the room are function properly.	52	3.769	4.154	0.385	-3.287	0.002
20 Internet and telephone services is available with fair charges here.	52	3.231	4.077	0.846	-16.748	0.000
21 <i>I am able to charge the money easily.</i>	52	2.885	3.654	0.769	-5.890	0.000
22 Withdrawal cash from my credit card or ATM is convinience and secure.	52	2.346	3.596	1.250	-7.496	0.000
23 Shopping facilities are available.	52	3.000	4.058	1.058	-10.145	0.000
27 Tourist information centre is available and located at tourist spots.	52	3.846	4.442	0.596	-3.764	0.000
28 Availability of brochure in my own language.	52	2.077	3.827	1.750	-11.859	0.000
29 Tourist guide services are available and competence.	52	3.135	4.096	0.962	-6.506	0.000
30 I am able to mix and talk with local people.	52	3.365	3.808	0.442	-3.402	0.001
31 <i>I am able to shop in local markets.</i>	52	3.827	3.981	0.154	-1.829	0.073
33 I am able to visit religious sites and temples.	52	2.500	3.346	0.846	-4.257	0.000
34 <i>I am able to visit museums, art galleries, and historical sites.</i>	52	3.596	3.558	-0.038	0.157	0.876
35 I am able to witness traditional music and dance.	52	3.423	4.192	0.769	-8.597	0.000
36 I am able to relax on beaches.	52	3.865	4.404	0.538	-7.178	0.000
37 I am able to visit National Parks and Reserves.	52	3.808	4.596	0.788	-7.862	0.000
38 It is a place with lots of things for families to see and do.	52	3.769	4.250	0.481	-4.448	0.000
39 I have chance to see things that i do not normally see/experience.	52	3.173	4.327	1.154	-7.272	0.000
40 <i>This destination have a variety of nightlife.</i>	52	2.615	2.942	0.327	-1.938	0.058
43 I am able to sample local food and drink.	52	3.058	3.750	0.692	-5.310	0.000
44 Halal food is easy to get.	52	3.000	3.673	0.673	-4.929	0.000
46 This destination offers variety of natural, cultural and historical attractions.	52	3.385	4.154	0.769	-5.764	0.000
48 I have wonderful memories about this destination.	52	3.538	4.173	0.635	-5.600	0.000
51 There are variety of tourism product to buy.	52	3.308	4.269	0.962	-6.008	0.000
Negative Attributes	N	X	X		t	Sig
14 Communication in English is poor.	52	2.923	3.558	0.635	-4.365	0.000
18 There is no hot water in bathroom.	52	2.981	3.500	0.519	-3.901	0.000
19 <i>Electric power disruption is often.</i>	52	2.712	2.846	0.135	-1.358	0.180
24 There would be lack of clean public toilet at destination.	52	2.577	3.250	0.673	-5.259	0.000
25 Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	52	2.962	3.404	0.442	-2.921	0.005
26 <i>There would be queuing/waiting for services at tourist facilities.</i>	52	2.942	3.173	0.231	-1.287	0.204
32 <i>The prices of goods in shop/market are expensive (different prices for residents and tourist).</i>	52	3.019	2.923	-0.096	0.659	0.513
41 <i>It is difficult to find variety of restaurants.</i>	52	2.269	2.769	0.500	-3.014	0.004
42 The food and beverages at destination is expensive.	52	2.558	2.962	0.404	-3.441	0.001
45 The food preparation in untidy and dirty.	52	2.135	2.673	0.538	-4.987	0.000
47 <i>The beaches and ocean are dirty and polluted.</i>	52	2.692	2.827	0.135	-0.817	0.418
49 The attractions are often crowded.	52	2.923	3.442	0.519	-4.397	0.000
50 There are many beggars at attractions.	52	2.192	0.981	-1.212	6.702	0.000

Table 3: Market segmentation regarding travel mode of the tourists (Package Group)

	Positive Attributes	N	Expectation	Experience	EXP-EXPT	t	T-Test
			X	X			Sig
1	The arrival airport would be modern and efficient.	71	1.901	2.310	0.408	-3.682	0.000
2	Immigration officials at the port of entry are courteous and friendly.	71	2.028	2.437	0.408	-5.159	0.000
3	Check-in/check-out at this destination airport is fast and efficient.	71	1.831	2.239	0.408	-3.567	0.001
4	Information for tourist at the point of entry is available and efficient.	71	2.014	2.310	0.296	-3.535	0.001
5	Travelling between the airport and the place of stay is secure and fast.	71	1.986	2.465	0.479	-5.994	0.000
6	Local transport services is comfortable and satisfying.	71	1.155	2.662	1.507	-6.949	0.000
7	Taxi/bus fare is reasonable.	71	1.042	2.521	1.479	-6.909	0.000
8	A bicycle/motocycle/car rental is available with reasonable fare.	71	1.014	2.535	1.521	-7.370	0.000
9	The destination would be safe and secure for tourist whilst travelling/walking.	71	3.070	4.056	0.986	-	0.000
10	This destination is accessible.	71	3.239	4.211	0.972	-	15.172
11	I would be able to find an accommodation easily.	71	3.254	4.211	0.958	-	10.840
12	Check-in and check-out at the accommodation (front desk) is fast and efficient.	71	3.394	4.113	0.718	-	10.079
13	The hotel staffs are friendly and courteous.	71	3.437	4.310	0.873	-	-9.508
15	The accommodation is clean and comfortable.	71	3.394	4.056	0.662	-	0.000
16	The room have quality furnishings.	71	3.465	4.225	0.761	-	12.106
17	Facilities in the room are function properly.	71	3.465	4.127	0.662	-	-5.839
20	Internet and telephone services is available with fair charges here.	71	3.380	4.014	0.634	-	-7.665
21	I am able to charge the money easily.	71	2.775	3.676	0.901	-	-5.504
22	Withdrawal cash from my credit card or ATM is convinience and secure.	71	2.662	3.775	1.113	-	-6.856
23	Shopping facilities are available.	71	2.915	4.183	1.268	-	0.000
27	Tourist information centre is available and located at tourist spots.	71	3.535	4.296	0.761	-	-9.125
28	Availability of brochure in my own language.	71	1.718	3.380	1.662	-	-7.106
29	Tourist guide services are available and competence.	71	2.789	4.127	1.338	-	0.000
30	I am able to mix and talk with local people.	71	3.338	3.761	0.423	-	-7.938
31	I am able to shop in local markets.	71	3.634	4.225	0.592	-	-8.615
33	I am able to visit religious sites and temples.	71	3.268	3.803	0.535	-	-4.241
34	I am able to visit museums, art galleries, and historical sites.	71	3.662	4.169	0.507	-	-8.003
35	I am able to witness traditional music and dance.	71	3.535	4.394	0.859	-	-4.729
36	I am able to relax on beaches.	71	3.845	4.352	0.507	-	-4.054
37	I am able to visit National Parks and Reserves.	71	3.704	4.634	0.930	-	0.000
38	It is a place with lots of things for families to see and do.	71	3.845	4.577	0.732	-	10.279
39	I have chance to see things that i do not normally see/experience.	71	3.549	4.479	0.930	-	-6.458
40	<i>This destination have a variety of nightlife.</i>	71	3.000	3.352	0.352	-	-9.595
43	I am able to sample local food and drink	71	3.268	4.042	0.775	-	0.000
44	Halal food is easy to get.	71	2.789	3.732	0.944	-	-8.593
46	This destination offers variety of natural, cultural and historical attractions.	71	3.577	4.085	0.507	-	-7.357
48	I have wonderful memories about this destination.	71	3.352	4.155	0.803	-	-5.404
51	There are variety of tourism product to buy.	71	2.887	4.423	1.535	-	-6.525
	Negative Attributes	N	X	X		t	Sig
14	Communication in English is poor.	71	2.493	3.324	0.831	-	-8.731
18	<i>There is no hot water in bathroom.</i>	71	2.662	2.746	0.085	-	0.000
19	<i>Electric power disruption is often.</i>	71	2.662	2.859	0.197	-	-6.811
24	There would be lack of clean public toilet at destination.	71	2.225	2.972	0.746	-	-0.660
25	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	71	2.366	3.183	0.817	-	-2.663
26	There would be queuing/waiting for services at tourist facilities.	71	2.549	3.085	0.535	-	-7.068
32	<i>The prices of goods in shop/market are expensive (different prices for residents and tourist).</i>	71	2.915	3.000	0.085	-	-6.188
41	<i>It is difficult to find variety of restaurants.</i>	71	2.310	2.690	0.380	-	-3.366
42	<i>The food and beverages at destination is expensive.</i>	71	2.197	2.437	0.239	-	-0.815
45	The food preparation in untidy and dirty.	71	1.972	2.634	0.662	-	-2.076
47	<i>The beaches and ocean are dirty and polluted.</i>	71	2.296	2.535	0.239	-	-1.732
49	The attractions are often crowded.	71	2.845	3.437	0.592	-	-6.243
50	There are many beggars at attractions.	71	2.042	1.169	-0.873	-	-5.015

Table 4: Market segmentation regarding gender of the tourists (female Group)

Attributes	Expectation		Experience	Exp-Expt	t	t-tset SIG
	N	X	X			
1 Positive						
1 The arrival airport would be modern and efficient.	56	1.45	1.82	0.38	-3.17	0.00
2 Immigration officials at the port of entry are courteous and friendly.	56	1.54	1.88	0.34	-3.52	0.00
3 <i>Check-in/check-out at this destination airport is fast and efficient.</i>	56	1.55	1.77	0.21	-2.70	0.01
4 <i>Information for tourist at the point of entry is available and efficient.</i>	56	1.55	1.88	0.32	-2.68	0.01
5 Travelling between the airport and the place of stay is secure and fast.	56	1.39	1.89	0.50	-4.01	0.00
6 Local transport services is comfortable and satisfying.	56	1.25	2.23	0.98	-4.76	0.00
7 Taxi/bus fare is reasonable.	56	1.07	2.25	1.18	-5.20	0.00
8 A bicycle/motocycle/car rental is available with reasonable fare.	56	0.96	2.11	1.14	-5.34	0.00
9 The destination would be safe and secure for tourist whilst travelling/walking.	56	3.13	4.00	0.88	-11.41	0.00
10 This destination is accessible.	56	3.38	4.25	0.87	-9.89	0.00
11 I would be able to find an accommodation easily.	56	3.18	4.13	0.95	-7.23	0.00
12 Check-in and check-out at the accommodation (front desk) is fast and efficient.	56	3.30	4.09	0.79	-7.33	0.00
13 The hotel staffs are friendly and courteous.	56	3.41	4.20	0.79	-9.89	0.00
15 The accommodation is clean and comfortable.	56	3.30	4.13	0.82	-5.97	0.00
16 The room have quality furnishings.	56	3.63	4.27	0.64	-6.22	0.00
17 Facilities in the room are function properly.	56	3.61	4.16	0.55	-5.44	0.00
20 Internet and telephone services is available with fair charges here.	56	3.25	3.93	0.68	-6.64	0.00
21 I am able to charge the money easily.	56	2.77	3.55	0.79	-5.97	0.00
22 Withdrawal cash from my credit card or ATM is convinience and secure.	56	2.54	3.68	1.14	-8.27	0.00
23 Shopping facilities are available.	56	2.95	4.07	1.13	-7.80	0.00
27 Tourist information centre is available and located at tourist spots.	56	3.71	4.18	0.46	-3.00	0.00
28 Availability of brochure in my own language.	56	1.98	3.59	1.61	-7.84	0.00
29 Tourist guide services are available and competence.	56	3.09	4.16	1.07	-6.42	0.00
30 <i>I am able to mix and talk with local people.</i>	56	3.48	3.77	0.29	-2.59	0.01
31 <i>I am able to shop in local markets.</i>	56	3.79	4.04	0.25	-2.80	0.01
33 I am able to visit religious sites and temples.	56	2.89	3.46	0.57	-3.64	0.00
34 <i>I am able to visit museums, art galleries, and historical sites.</i>	56	3.59	3.88	0.29	-1.33	0.19
35 I am able to witness traditional music and dance.	56	3.50	4.27	0.77	-11.40	0.00
36 I am able to relax on beaches.	56	3.77	4.30	0.54	-7.02	0.00
37 I am able to visit National Parks and Reserves	56	3.77	4.61	0.84	-8.57	0.00
38 It is a place with lots of things for families to see and do.	56	3.77	4.39	0.63	-4.76	0.00
39 I have chance to see things that i do not normally see/experience.	56	3.48	4.36	0.87	-7.67	0.00
40 This destination have a variety of nightlife.	56	2.66	3.09	0.43	-2.19	0.03
43 I am able to sample local food and drink.	56	3.25	3.93	0.68	-6.09	0.00
44 Halal food is easy to get.	56	2.91	3.75	0.84	-6.36	0.00
46 This destination offers variety of natural, cultural and historical attractions.	56	3.54	3.98	0.45	-3.93	0.00
48 I have wonderful memories about this destination.	56	3.36	4.04	0.68	-4.56	0.00
51 There are variety of tourism product to buy.	56	3.13	4.27	1.14	-6.08	0.00
Negative						
14 Communication in English is poor.	56	2.64	3.46	0.82	-7.79	0.00
18 <i>There is no hot water in bathroom.</i>	56	2.84	3.14	0.30	-2.08	0.04
19 Electric power disruption is often.	56	2.66	2.89	0.23	-2.63	0.01
24 There would be lack of clean public toilet at destination.	56	2.36	3.23	0.88	-7.67	0.00
25 Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	56	2.55	3.27	0.71	-4.90	0.00
26 There would be queuing/waiting for services at tourist facilities.	56	2.70	3.16	0.46	-3.13	0.00
32 <i>The prices of goods in shop/market are expensive (different prices for residents and tourist).</i>	56	2.88	2.96	0.09	-0.68	0.50
41 It is difficult to find variety of restaurants.	56	2.25	2.84	0.59	-3.31	0.00
42 The food and beverages at destination is expensive.	56	2.27	2.79	0.52	-4.07	0.00
45 The food preparation in untidy and dirty.	56	2.05	2.82	0.77	-6.15	0.00
47 <i>The beaches and ocean are dirty and polluted.</i>	56	2.39	2.66	0.27	-1.58	0.12
49 The attractions are often crowded.	56	2.93	3.41	0.48	-3.45	0.00
50 There are many beggars at attractions.	56	2.23	1.14	-1.09	6.03	0.00

Table 5: Market segmentation regarding gender of the tourists (Male Group)

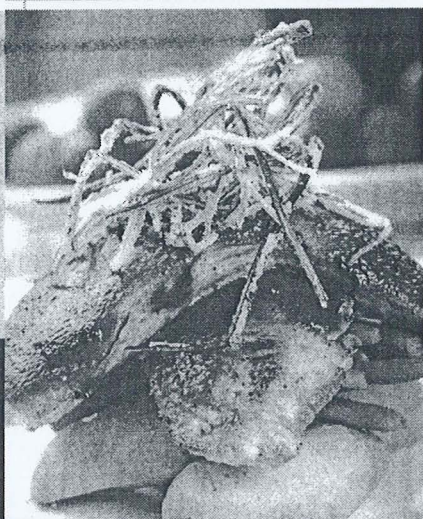
Attribute	N	Expectation	Experience	Exp- Expt	T-test	
		X	X		t	Sig
1 The arrival airport would be modern and efficient	74	1.43	1.80	0.36	-3.5474	0.001
2 Immigration officials at the port of entry are courteous and friendly.	74	1.61	1.86	0.26	-5.0218	0.0000
3 Check-in/check-out at this destination airport is fast and efficient.	74	1.39	1.76	0.36	-3.5474	0.001
4 Information for tourist at the point of entry is available and efficient.	74	1.50	1.74	0.24	-3.5320	0.001
5 Travelling between the airport and the place of stay is secure and fast.	74	1.45	1.89	0.45	-4.8178	0.0000
6 Local transport services is comfortable and satisfying.	74	0.78	1.96	1.18	-5.5927	0.0000
7 Taxi/bus fare is reasonable.	74	0.76	1.95	1.19	-5.9285	0.0000
8 A bicycle/motorcycle/car rental is available with reasonable fare.	74	0.73	2.08	1.35	-6.3733	0.0000
9 The destination would be safe and secure for tourist whilst travelling/walking.	74	3.04	4.05	1.01	-11.361	0.0000
10 This destination is accessible.	74	3.23	4.23	1.00	-11.080	0.0000
11 I would be able to find an accommodation easily.	74	3.23	4.15	0.92	-8.2198	0.0000
12 Check-in and check-out at the accommodation (front desk) is fast and efficient.	74	3.20	4.05	0.85	-7.5131	0.0000
13 The hotel staffs are friendly and courteous.	74	3.50	4.18	0.68	-6.5087	0.0000
15 The accommodation is clean and comfortable.	74	3.36	4.07	0.70	-6.8135	0.0000
16 The room have quality furnishings.	74	3.57	4.28	0.72	-7.5170	0.0000
17 Facilities in the room are function properly.	74	3.57	4.11	0.54	-4.4313	0.0000
20 Internet and telephone services is available with fair charges here.	74	3.32	4.12	0.80	-12.505	0.0000
21 I am able to charge the money easily.	74	2.88	3.78	0.91	-8.7125	0.0000
22 Withdrawal cash from my credit card or ATM is convinience and secure.	74	2.54	3.76	1.22	-8.3523	0.0000
23 Shopping facilities are available.	74	2.99	4.18	1.19	-10.650	0.0000
27 Tourist information centre is available and located at tourist spots.	74	3.64	4.50	0.86	-9.1136	0.0000
28 Availability of brochure in my own language.	74	1.80	3.59	1.80	-10.859	0.0000
29 Tourist guide services are available and competence.	74	2.85	4.08	1.23	-9.1725	0.0000
30 I am able to mix and talk with local people.	74	3.24	3.76	0.51	-4.9352	0.0000
31 I am able to shop in local markets.	74	3.66	4.16	0.50	-6.8837	0.0000
33 I am able to visit religious sites and temples.	74	2.95	3.68	0.73	-5.0102	0.0000
34 <i>I am able to visit museums, art galleries, and historical sites.</i>	74	3.65	3.88	0.23	-1.4636	0.1476
35 I am able to witness traditional music and dance.	74	3.46	4.32	0.86	-11.482	0.0000
36 I am able to relax on beaches.	74	3.88	4.43	0.55	-7.1670	0.0000
37 I am able to visit National Parks and Reserves.	74	3.72	4.65	0.93	-10.25	0.0000
38 It is a place with lots of things for families to see and do.	74	3.81	4.46	0.65	-6.8201	0.0000
39 I have chance to see things that i do not normally see/experience.	74	3.24	4.43	1.19	-9.2465	0.0000
40 <i>This destination have a variety of nightlife.</i>	74	2.86	3.12	0.26	-1.5103	0.1353
43 I am able to sample local food and drink.	74	3.12	3.91	0.78	-8.1031	0.0000
44 Halal food is easy to get.	74	2.88	3.68	0.80	-6.3205	0.0000
46 This destination offers variety of natural, cultural and historical attractions.	74	3.45	4.23	0.78	-7.9474	0.0000
48 I have wonderful memories about this destination.	74	3.46	4.24	0.78	-8.6317	0.0000
51 There are variety of tourism product to buy.	74	3.04	4.41	1.36	-9.0397	0.0000
	N	X	X		t	Sig
14 Communication in English is poor.	74	2.78	3.49	0.70	-5.0293	0.0000
18 <i>There is no hot water in bathroom.</i>	74	2.82	3.07	0.24	-2.0559	0.0434
19 <i>Electric power disruption is often.</i>	74	2.73	2.86	0.14	-1.7941	0.0769
24 There would be lack of clean public toilet at destination.	74	2.47	3.05	0.58	-5.2565	0.0000
25 Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	74	2.73	3.32	0.59	-4.4182	0.0000
26 <i>There would be queuing/waiting for services at tourist facilities.</i>	74	2.73	3.05	0.32	-1.9321	0.0572
32 <i>The prices of goods in shop/market are expensive (different prices for residents and tourist).</i>	74	3.07	3.01	-0.05	0.4975	0.6204
41 <i>It is difficult to find variety of restaurants.</i>	74	2.32	2.70	0.38	-2.2166	0.0298
42 <i>The food and beverages at destination is expensive.</i>	74	2.45	2.65	0.20	-1.5885	0.1165
45 The food preparation in untidy and dirty.	74	2.03	2.57	0.54	-5.8337	0.0000
47 <i>The beaches and ocean are dirty and polluted.</i>	74	2.55	2.70	0.15	-1.2421	0.2182
49 The attractions are often crowded.	74	2.84	3.50	0.66	-6.9844	0.0000
50 There are many beggars at attractions.	74	2.05	1.04	-1.01	6.2296	0.0000

Table 6: Market segmentation regarding marital status of the tourists (Married Group)

	Positive Attributes	N	Expectation	Experience	Exp-Expt	t-test	
			x	X		t	Sig
1	<i>The arrival airport would be modern and efficient.</i>	66	1.303	1.545	0.242	-2.390	0.020
2	Immigration officials at the port of entry are courteous and friendly.	66	1.409	1.727	0.318	-4.869	0.000
3	<i>Check-in/check-out at this destination airport is fast and efficient.</i>	66	1.409	1.545	0.136	-2.603	0.011
4	Information for tourist at the point of entry is available and efficient.	66	1.348	1.621	0.273	-3.432	0.001
5	Travelling between the airport and the place of stay is secure and fast.	66	1.303	1.712	0.409	-4.598	0.000
6	Local transport services is comfortable and satisfying.	66	1.091	1.939	0.848	-4.865	0.000
7	Taxi/bus fare is reasonable.	66	1.106	1.985	0.879	-5.232	0.000
8	A bicycle/motocycle/car rental is available with reasonable fare.	66	0.909	1.955	1.045	-5.769	0.000
9	The destination would be safe and secure for tourist whilst travelling/walking.	66	3.061	4.030	0.970	-10.90	0.000
10	This destination is accessible.	66	3.258	4.227	0.970	-9.807	0.000
11	I would be able to find an accommodation easily.	66	3.167	3.924	0.758	-5.843	0.000
12	Check-in and check-out at the accommodation (front desk) is fast and efficient.	66	3.212	3.909	0.697	-5.309	0.000
13	The hotel staffs are friendly and courteous.	66	3.364	4.152	0.788	-8.056	0.000
15	The accommodation is clean and comfortable.	66	3.258	4.152	0.894	-8.609	0.000
16	The room have quality furnishings	66	3.500	4.212	0.712	-6.375	0.000
17	Facilities in the room are function properly.	66	3.439	4.197	0.758	-7.153	0.000
20	Internet and telephone services is available with fair charges here.	66	3.227	3.985	0.758	-9.709	0.000
21	<i>I am able to charge the money easily.</i>	66	2.864	3.727	0.864	-7.442	0.000
22	Withdrawal cash from my credit card or ATM is convinience and secure.	66	2.788	3.879	1.091	-9.773	0.000
23	Shopping facilities are available.	66	2.970	4.152	1.182	-11.19	0.000
27	Tourist information centre is available and located at tourist spots.	66	3.697	4.409	0.712	-5.946	0.000
28	Availability of brochure in my own language.	66	2.061	3.576	1.515	-7.984	0.000
29	Tourist guide services are available and competence.	66	2.955	4.121	1.167	-9.324	0.000
30	<i>I am able to mix and talk with local people.</i>	66	3.333	3.606	0.273	-3.312	0.002
31	I am able to shop in local markets.	66	3.758	4.106	0.348	-5.896	0.000
33	I am able to visit religious sites and temples.	66	2.985	3.576	0.591	-4.695	0.000
34	<i>I am able to visit museums, art galleries, and historical sites.</i>	66	3.636	3.833	0.197	-1.239	0.220
35	I am able to witness traditional music and dance.	66	3.455	4.258	0.803	-14.91	0.000
36	I am able to relax on beaches.	66	3.788	4.394	0.606	-8.144	0.000
37	I am able to visit National Parks and Reserves.	66	3.606	4.621	1.015	-10.93	0.000
38	It is a place with lots of things for families to see and do.	66	3.758	4.485	0.727	-6.942	0.000
39	I have chance to see things that i do not normally see/experience.	66	3.394	4.318	0.924	-9.273	0.000
40	<i>This destination have a variety of nightlife.</i>	66	2.682	2.955	0.273	-1.483	0.143
43	I am able to sample local food and drink.	66	3.000	3.818	0.818	-8.954	0.000
44	Halal food is easy to get.	66	2.879	3.621	0.742	-6.835	0.000
46	This destination offers variety of natural, cultural and historical attractions.	66	3.364	4.000	0.636	-5.606	0.000
48	I have wonderful memories about this destination.	66	3.152	4.061	0.909	-7.044	0.000
51	There are variety of tourism product to buy.	66	2.909	4.227	1.318	-8.005	0.000
	Negative Attributes	N	x	X		t	Sig
14	Communication in English is poor.	66	2.955	3.515	0.561	-4.444	0.000
18	<i>There is no hot water in bathroom.</i>	66	2.879	3.182	0.303	-2.006	0.049
19	<i>Electric power disruption is often.</i>	66	2.788	3.045	0.258	-2.867	0.006
24	There would be lack of clean public toilet at destination.	66	2.561	3.333	0.773	-7.848	0.000
25	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	66	2.758	3.439	0.682	-5.848	0.000
26	There would be queuing/waiting for services at tourist facilities.	66	2.606	3.409	0.803	-6.880	0.000
32	<i>The prices of goods in shop/market are expensive (different prices for residents and tourist)</i>	66	2.970	2.848	-0.121	1.111	0.271
41	<i>It is difficult to find variety of restaurants.</i>	66	2.470	2.955	0.485	-2.846	0.006
42	<i>The food and beverages at destination is expensive.</i>	66	2.545	2.727	0.182	-1.491	0.141
45	The food preparation in untidy and dirty.	66	2.091	2.742	0.652	-6.362	0.000
47	<i>The beaches and ocean are dirty and polluted.</i>	66	2.576	2.864	0.288	-2.039	0.046
49	The attractions are often crowded	66	2.879	3.606	0.727	-7.619	0.000
50	There are many beggars at attractions.	66	2.364	1.121	-1.242	7.899	0.000

Table 7: Market segmentation regarding marital status of the tourists (Single Group)

	N	Expectation	Experience	Exp-Expt	t-test	
		x	x		t	Sig
1 The arrival airport would be modern and efficient.	61	1.607	2.131	0.525	-4.351	0.000
2 Immigration officials at the port of entry are courteous and friendly.	61	1.787	2.049	0.262	-3.252	0.002
3 Check-in/check-out at this destination airport is fast and efficient.	61	1.541	2.033	0.492	-3.802	0.000
4 Information for tourist at the point of entry is available and efficient.	61	1.721	2.033	0.311	-2.940	0.005
5 Travelling between the airport and the place of stay is secure and fast.	61	1.574	2.115	0.541	-4.256	0.000
6 Local transport services is comfortable and satisfying.	61	0.820	2.180	1.361	-5.427	0.000
7 Taxi/bus fare is reasonable.	61	0.607	2.131	1.525	-5.963	0.000
8 A bicycle/motocycle/car rental is available with reasonable fare.	61	0.738	2.230	1.492	-5.909	0.000
9 The destination would be safe and secure for tourist whilst travelling/walking.	61	3.098	4.033	0.934	-10.734	0.000
10 This destination is accessible.	61	3.344	4.246	0.902	-10.821	0.000
11 I would be able to find an accommodation easily.	61	3.262	4.377	1.115	-10.144	0.000
12 Check-in and check-out at the accommodation (front desk) is fast and efficient.	61	3.295	4.246	0.951	-10.709	0.000
13 The hotel staffs are friendly and courteous.	61	3.557	4.230	0.672	-6.830	0.000
15 The accommodation is clean and comfortable.	61	3.443	4.033	0.590	-4.437	0.000
16 The room have quality furnishings.	61	3.689	4.328	0.639	-7.576	0.000
17 Facilities in the room are function properly.	61	3.738	4.066	0.328	-2.617	0.011
20 Internet and telephone services is available with fair charges here.	61	3.377	4.098	0.721	-8.208	0.000
21 I am able to charge the money easily.	61	2.770	3.639	0.869	-7.224	0.000
22 Withdrawal cash from my credit card or ATM is convinience and secure.	61	2.246	3.541	1.295	-7.192	0.000
23 Shopping facilities are available.	61	2.984	4.115	1.131	-7.514	0.000
27 Tourist information centre is available and located at tourist spots.	61	3.639	4.393	0.754	-6.932	0.000
28 Availability of brochure in my own language.	61	1.656	3.623	1.967	-11.351	0.000
29 Tourist guide services are available and competence.	61	2.951	4.098	1.148	-6.455	0.000
30 I am able to mix and talk with local people.	61	3.377	3.967	0.590	-4.437	0.000
31 I am able to shop in local markets.	61	3.672	4.115	0.443	-4.285	0.000
33 I am able to visit religious sites and temples.	61	2.902	3.590	0.689	-3.952	0.000
34 I am able to visit museums, art galleries, and historical sites.	61	3.672	3.951	0.279	-1.349	0.182
35 I am able to witness traditional music and dance.	61	3.525	4.361	0.836	-8.891	0.000
36 I am able to relax on beaches.	61	3.885	4.361	0.475	-5.728	0.000
37 I am able to visit National Parks and Reserves.	61	3.902	4.639	0.738	-7.676	0.000
38 It is a place with lots of things for families to see and do.	61	3.836	4.377	0.541	-4.576	0.000
39 I have chance to see things that i do not normally see/experience.	61	3.311	4.492	1.180	-7.655	0.000
40 This destination have a variety of nightlife.	61	2.902	3.295	0.393	-2.099	0.040
43 I am able to sample local food and drink.	61	3.377	4.033	0.656	-5.514	0.000
44 Halal food is easy to get.	61	2.918	3.803	0.885	-5.768	0.000
46 This destination offers variety of natural, cultural and historical attractions.	61	3.689	4.279	0.590	-6.658	0.000
48 I have wonderful memories about this destination.	61	3.721	4.262	0.541	-5.370	0.000
51 There are variety of tourism product to buy.	61	3.262	4.492	1.230	-6.883	0.000
	N	x	x		t	Sig
14 Communication in English is poor.	61	2.426	3.410	0.984	-7.382	0.000
18 There is no hot water in bathroom.	61	2.770	3.000	0.230	-2.354	0.022
19 Electric power disruption is often.	61	2.590	2.672	0.082	-1.150	0.255
24 There would be lack of clean public toilet at destination.	61	2.246	2.885	0.639	-4.759	0.000
25 Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead.	61	2.525	3.131	0.607	-3.589	0.001
26 There would be queuing/waiting for services at tourist facilities.	61	2.820	2.738	-0.082	0.424	0.673
32 The prices of goods in shop/market are expensive (different prices for residents and tourist).	61	2.967	3.148	0.180	-1.397	0.168
41 It is difficult to find variety of restaurants.	61	2.066	2.525	0.459	-2.444	0.018
42 The food and beverages at destination is expensive.	61	2.148	2.689	0.541	-3.880	0.000
45 The food preparation in untidy and dirty.	61	1.951	2.574	0.623	-5.312	0.000
47 The beaches and ocean are dirty and polluted.	61	2.344	2.459	0.115	-0.806	0.423
49 The attractions are often crowded.	61	2.869	3.279	0.410	-3.035	0.004
50 There are many beggars at attractions.	61	1.836	1.033	-0.803	4.268	0.000



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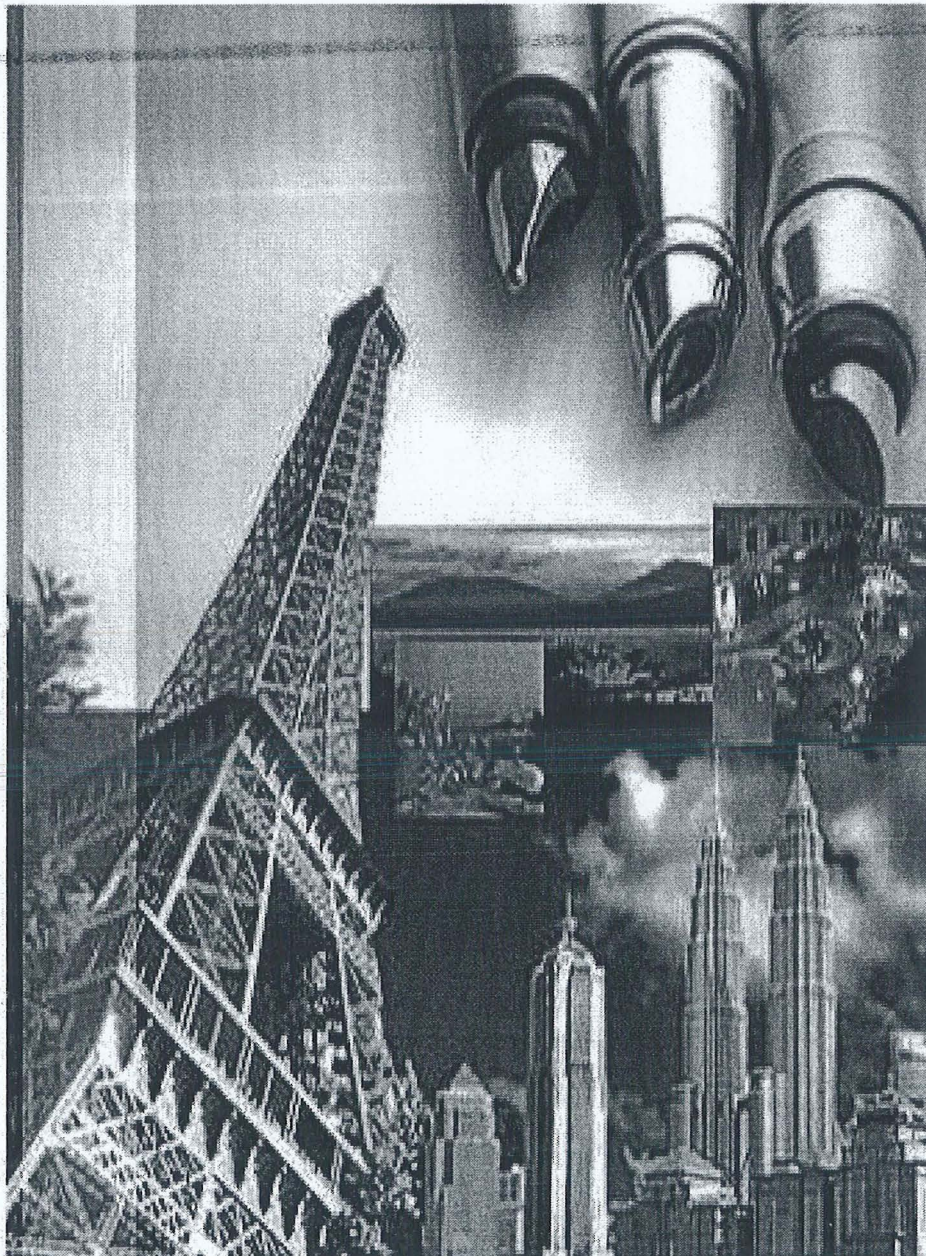


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TOURISM ISSUES

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**TOURIST SATISFACTION AND LOYALTY LEVELS IN KELANTAN,
TERENGGANU AND PAHANG: GAP ANALYSIS APPROACH**

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ABSTRACT

This paper is to discuss the relationship between tourist satisfaction and loyalty levels in relations to tourism in Kelantan, Terengganu and Pahang using survey and observation of tourist's product involving Gap Analysis. It suggests that exceeding tourist loyalty does not always lead to increases in satisfaction levels, especially where loyalty levels are initially high and well established. Furthermore, although satisfaction may be related moderately to the intention to revisiting Kelantan, Terengganu and Pahang, the linkages between individual attributes and levels of satisfaction are not strong; thereby the Gap Analysis is used. The purpose of this paper is to explain the approach in assessing tourist satisfaction and loyalty levels in tourism delivery system in Malaysia.

Keywords: satisfactions, gap analysis, loyalty levels

1.0 Introduction and Literature Review

The East Coast of Peninsular Malaysia namely Terengganu, Kelantan and Pahang are famous with culture tourism products. The states are dotted with laid-back towns, fishing villages and resort islands, characterizing these three east coast states. These tourism products, which include the life and traditional customs, become attractions to domestic and international tourists. In term of tourists' distribution, a survey by Planning and Research Division, Tourism Malaysia in 2007 revealed that Kuala Lumpur/Selangor led the list of most visited destinations in Malaysia with 47.7 percent. Whilst, comparing to Kelantan, Terengganu and Pahang have decreased about 0.9 percent (Kelantan), 1.9 percent (Terengganu) and 0.7 percent (Pahang) (Malaysia Profile 07 of Tourists by Selected Markets, Tourism Malaysia, 2008).

Terengganu is famous with the fishing villages and splendid islands found off the east coast of Peninsular Malaysia. According to Terengganu Industrial Development Division (2008), Terengganu covers around 12,995 square kilometers which located to the north lies the Kelantan state, and to the south, Pahang. It comprises seven districts: Besut, Setiu, Kuala Terengganu, Hulu Terengganu, Marang, Dungun, and Kemaman. The state capital, Kuala Terengganu features a mix of old and modern buildings. The development of tourism products in Terengganu is still at the intermediate level although it has various tourism resources. Major problems in developing tourism product in Terengganu include; low accessibility, lack of interpretations, lack of maintenance as well as ineffective marketing and promotion. In general, tourist attractions and resources in Terengganu can be classified into four elements:

- a. Nature elements (forests, wetlands, islands, beaches, lakes, rivers)
- b. Cultural heritage elements (cultural, lifestyle, festivals, foods, hand crafts, etc)

- c. Agriculture elements (orchards, plantations, fish ponds, etc)
- d. Village elements (fisherman village, village in town, etc)

The arrival of both international and domestic tourist is increasing; however, the state only receives less than 10 % of the international tourists. Since 1996, the total number of tourist arrival to Terengganu is between 1 to 1.5 million.

Kelantan, with the capital city of Kota Bharu, is well known with a bustling wet market - Pasar Besar Siti Khadijah, Cultural Centre, Royal Museum, State Museum, State Mosque and Istana Jahar, featuring Kelantan's rich cultural legacy. Kelantan's people are gifted craftsmen with many cottage industries producing silverware, textiles, kites and brass works. Tourism products in Kota Bharu consist of cultural, hand crafts, foods, nature and local people which are moderately similar with Kuala Terengganu. Kota Bharu also is a well known place in Malaysia for Islamic education, promoting religious tourism in Kelantan.

Pahang, on the other hand, is the largest state in Peninsular Malaysia and it is naturally endowed with a variety of attractions from beautiful beaches, cool highlands retreats to lakes and caves. One of the famous islands is Tioman Island whilst Cherating is a seaside destination long popular among budget travellers. Other attractions in Pahang include the Malaysia's premier national park, Taman Negara, the highland resorts of Genting Highlands, Cameron Highlands, Bukit Tinggi and Fraser's Hill, as well as the natural lakes of Bera and Chini. Kuantan is a major gateway into the east coast Peninsular Malaysia and the state itself. Although currently Kuantan is lacking diversified "tourism products" as compared to Kuala Lumpur, Penang and Melaka, it has successfully developed a leisure tourism largely based on characteristics that could be described as 3S (sun, sea and sand). Kuantan can be the hub for tourists interested in exploring the large tropical rainforest, rivers, and other natural features of the state. Even local rubber and oil palm plantations have curiosity appeal to many international tourists.

Tourist Satisfaction in Developing Tourism Product

The concept of a tourism product is, at first glance, deceptively simple. A tourism product presumably is whatever one buys while away from home (Kotler, 1984). Indeed, from a marketing perspective, one can define any product as 'anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want which includes physical objects, services, persons, places, organizations, and ideas' (Kotler, 1984).

Recently, most of researchers have done research based on motivations, perceptions and attitudes on the subject of products/services and destinations to understand trends and predict purchase decisions of tourists. As a substitute of reviewing the quality of tourism product, Shoal and Cohen-Hattab (2001) have used the methodology as an instrument by creating two sets of maps describing the distribution of the tourism accommodation in each of the four periods. As said by Kano (1998); Matzler and Sauerwein (2002) and Matzler, Bailom, Hinterhuber, Renzl and Pichler, (2003), Three-Factor-Theory could be used as a guidance, if and when satisfaction is being included as the main model to study satisfaction of the tourists. This theory revises customer satisfaction that consists three main factors which is the 3 factors (threshold (basic), performance, and attractive attributes (exciters)) stimulate marginal benefits to customer that does not expect, yet receives unexpectedly during the service encounter. The effectiveness of tourism promotion is the most important medium towards to increase the tourist demand specifically in urban tourism.

Tourism is considered as an industry which is described by a generic product and production process. As said by Smith (1994) it is necessary to show that such a generic product and process exists and presents a model that describes the product as consisting of five elements: the physical plant, service, hospitality, freedom of choice and involvement.

The model that he introduces clearly acknowledges the role of human experience in the tourism product, but also identifies which elements can be empirically measured for an estimate of the economic magnitude of the industry. The development of tourism products are essentially important and it is also formalizes the perceptive opinion of many researchers that tourism products are necessarily experiences by advertisements and promotions encouraging tourists to spend their holiday. Describing on how tourism products development can be manage by many urban cities, it is depends to some of travel agents or tour agents to provide interesting packaging insights, which is mean, it is also can be controlled by tourism product itself. For example, any newspaper in Europe will have sometimes ten or fifteen pages of travel articles and advertisements for holiday ideas to influence the tourists visit a particular city or site (Withers, 2005).

In terms of the relationship between the development of tourism and urban development, Ledo & Iglesias (2007) have highlighted that tourism is running as an urban and territorial development factor. Several expected outcomes that the highest increase in tourist activities have occurred in the cities with specialized cultural tourism, but this increase has not met correspondence in the evolution of the population and income. Tourist activities have knowledgeable with a strong dynamism, despite not being cities with tourist specialty in small and middle towns with regional or sub regional economic role. The reverse directions that urban tourism has taken as a significant economic strategy are based on existing developments in the cities of developing countries. However, Quan and Wang (2003) come up with the study of tourist experience towards a structural model of tourist experience from food experiences in tourism. They have defines the relationship between each component of the tourist experience to tourist satisfaction cannot be understood mechanically.

2.0 GAP ANALYSIS: Measures of Satisfaction and Service Quality

Ryan and Cessford (2003) have reviewed several literature relating to the quality of services and visitor experiences. The purpose of their research is to evaluate questions on visitor satisfaction when they visit to any destination. The research is more generally to monitor the levels of satisfaction in both natural environments and marketing, being expressed by visitors. The used of gap analysis in their research which appear the confirmation/disconfirmation gap will have a predictive ability in distinguishing client satisfaction scores. However, Ryan and Cessford (2003) have suggested the concept of the gap would be the expectation and perception as it is having significance remains conceptually appealing. Furthermore, they have linked the service quality to client satisfaction to determine the satisfaction using the gap model as a contributory factor to expectations and perceptions. Then, the confirmatory/disconfirmatory analysis has been used in consumer gap analysis by retaining the evaluation of perceived quality of service.

From the conceptual view of the SERVQUAL model noted by Fishbein (as cited from Ryan and Cessford, 2003), the list of three variables were variables of desired outcome (importance), perception (evaluation) and tolerated outcome (expectation). However, Ryan and Cessford (2003) have doubted from the original concept of SERVQUAL on the customer satisfaction that it could be conceived as the gap between customer expectation (E) and perception (P) of the quality of the service as well as research by Miller (1977) had previously noted that;

“...expectations reflected anticipated performance, and that four different types of expectations could be identified.”

Measurements on what type of gap which is suppose to be as follows:

- (i) While $P < E$ could be deemed to be ‘dissatisfaction’,
- (ii) $E = P$ was ‘satisfaction’, and
- (iii) What was $P > E$? Much more than satisfied?

If the expectations were too low, the model also implied satisfaction and a notification that any consistent gap did not have a consistent meaning. For example, an 'expectation score' of 5 and a 'perception score' of 4 might not be the same as a gap between an 'expectation score' of 2 and a 'perception score' of 3 (Ryan and Cessford, 2003). The use of gap analysis as the methodology could appear the confirmation/disconfirmation gap abilities to distinguish the visitor satisfaction scores, or else the concept of the gap remains conceptually appealing between expectation and perception (Ryan and Cessford, 2003).

Service quality as discussed by Markovic (2006) found that the SERVQUAL instrument consists 22 statements to assess service quality and consumer satisfaction levels. The five key dimensions as noted by Parasuraman, Zeithaml and Berry (1991) that were classified are as follows:

1. Reliability – the ability to perform the promised service dependably and accurately.
2. Tangibles – the appearance of physical facilities, equipment, personnel and communications materials.
3. Responsiveness – the willingness to help the consumers and to provide prompt service.
4. Assurance – the knowledge and courtesy of employees and their ability to convey trust and confidence.
5. Empathy – the provision of caring, individualized attention to consumers.

As mentioned by Markovic (2006), the purposes SERVQUAL is to identify where gaps in service exist and to what extent. There are five gaps that generally defined by Zeithaml, Parasuraman and Berry (1990) to ascertain the level of service quality that based on the five key dimensions, as below:

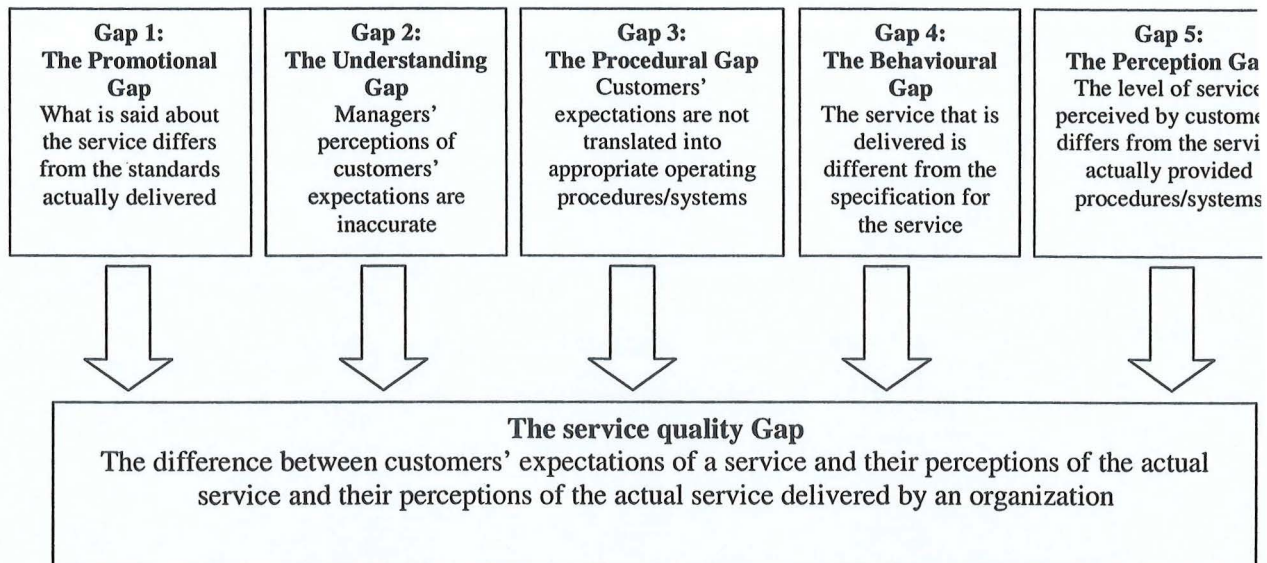
- ⇒ Gap 1 (positioning gap) – pertains to managers' perception of consumers' expectations and the relative importance consumers attach to the quality dimensions.
- ⇒ Gap 2 (specification gap) – is concerned with the difference between what management believes the consumer wants and what the consumers expect the business to provide
- ⇒ Gap 3 (delivery gap) – is concerned with the difference between the service provided by the employee of the business and the specifications set by management.
- ⇒ Gap 4 (communication gap) – exists when the promises communicated by the business to the consumer do not match the consumers' expectations of those external promises.
- ⇒ Gap 5 (perception gap) – is the difference between the consumers internal perception and expectation of the services.

There are measurement tools and techniques applied for assessing service quality and consumer satisfaction levels. Zeithaml et. al. (1990) has concluded the gaps by the following measurement,

“The lower the mean score, the larger the gap in service quality and conversely the higher mean score, the smaller the gap. Gaps 1 to 4 are within the control of an organization and need to be analyzed to determine the cause or causes and changes to be implemented which can reduce or even eliminate Gap 5. The surveying of employees can help to measure the extent of Gap 2 to 4. “

However, Hill and Alexander (2000) identified the theory of 'service gaps' which is the overall gap resulting from expectations and experience in a dissatisfied customer. The basic

cause of that dissatisfaction usually can be identified from one of five gaps as shown in Figure 1.



As shown in Figure 1, any of the five gaps can result in the overall Service Quality Gap which leads to customers' dissatisfaction. This Service gaps can be implemented to measure tourists' satisfaction and provide a good service and increase the tourist loyalty to the tourism destinations.

Laws (2004) has identified that perception is the basis for personal interpretation of the world and it is also important in the judgements tourist make of the quality of a product or service. Zeithmal, Berry and Parasuraman (1988) in Laws (2004) have argued that the tourist reaches a judgement about the quality of service actually experienced when measured against the perceived service and similarly that the consumerist gap model provides a way of investigating the quality of service experiences from the perspective of the client.

3.0 The Relationship of Tourist Satisfaction and Loyalty Levels

According to Crouch, Perdue, Timmermans and Uysal (2004), an in-depth exploration of psychological concepts such as attitudes, decision making processes, emotions, experience and satisfaction or loyalty is necessary for understanding the consumer psychology of tourism, hospitality and leisure. A Cognitive-Affective approach has been acknowledged in most literature. Study by Engel, Blackwell and Miniard (1993) have proved the defining of consumer satisfaction as a post consumption evaluation that a chosen alternative at least meets or exceeds expectations (del Bosque and San Martin, 2008).

Del Bosque and San Martin (2008) has found out a cognitive-affective approach is useful in building a broad, theoretical perspective of consumer psychology in tourism which was combined qualitative research and quantitative research to test the following three parts of hypothesis:

First hypothesis:

A review of the cognitive and affective drivers of tourist satisfaction is made.

Second hypothesis:

Loyalty towards the destinations is examined as the main consequence of satisfaction; and;

Third hypothesis:

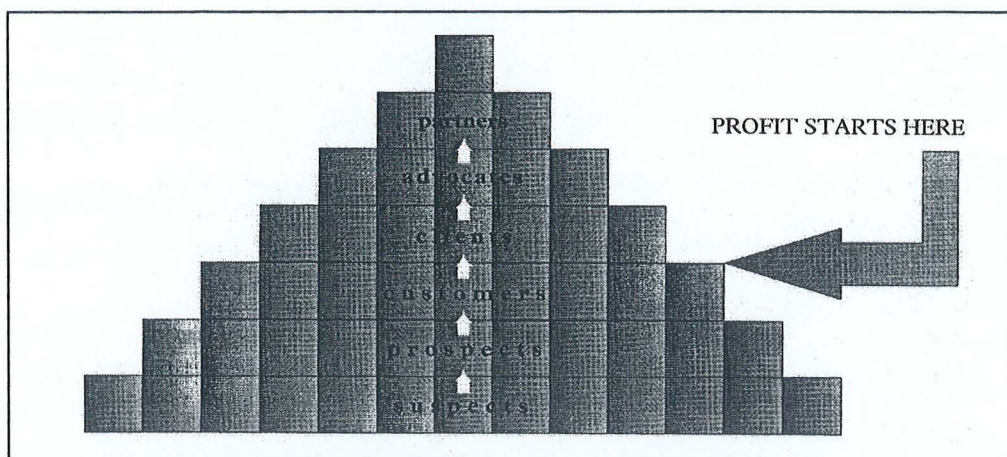
The influence of preconceived image of the place during the different stages of the stages of the mentioned process is also analyzed (pre, during and post-destination experience).

Oliver (1980) has concluded in his research that satisfaction is the consumer's response to the congruence between performance and comparison standard and Wirtz et al (2000) has viewed that the expectancy disconfirmation model is the most applied. Recently, a cognitive-affective view has been proposed, where the individual's cognitive judgments and emotions is derived from the consumptions experience and has influenced the satisfaction (Del Bosque and San Martin 2008 has revised the approach from Bigne, Andreu and Gnoth 2005; Jun et al 2001; Mano and Oliver 1993; Oliver 1994; Philips and Baumgartner 2002). Del Bosque and San Martin (2008) also have developed this approach to examine the interrelationships among the psychological variables that take place in the process of tourist satisfaction. Bigne et. Al. (2005) revised from Ryan (1995), agreed that the approach can be applied and it was a great value to prove the satisfaction components since emotional responses are essential components of the destination experiences. In earlier, the consumer behavior models had significantly increased the importance of emotions (Loken, 2006). Van Dolen et al (2004) have concluded the higher mental processes of understanding and evaluation would be performed by the cognitive system, whereas emotions would be related to the individual's feelings towards the service.

Many approaches on tourism studies have been applied to the tourist experiences. Kemperman, Joh and Timmermans (2004) study compares the activity patterns of first-time and repeat visitors accordingly 2 hypothesis which was used the sequence alignment methods their main analysis. Using Importance-Performance Analysis, the study also identified Chinese visitors' expectations and perceptions towards the country. Thus, the author was able to offer some suggestions based on Chinese travelers satisfaction with Canada as a destination. Nowadays, tourist loyalty has widely recognized by maintaining the existing tourists than tracking the new ones. Loyalty is a historical word, whilst the Oxford Advanced Learner's Dictionary's definition of the word 'loyal' is:

“ The quality of being faithful in your support of; true or faithful (to duty, love or obligation); steadfast in allegiance, devoted to the legitimate government of one's country”

There are different degrees of customer loyalty as graphically represents through various levels in Figure 2. The implications for customer satisfaction and loyalty measurement is the concept of loyalty that embedded in the past, emphasizing characteristics such as allegiance, duty, obligation and devotion and there are different levels of customer 'loyalty', from suspects and prospects to advocates and partners (Hill and Alexander, 2000).



Source: Hill and Alexander, 2000).

Figure 2: The loyalty pyramid

Research Methodology and Designing Questionnaire Approach

The specific objectives of the study are to: (1) identify tourism satisfaction/dissatisfaction levels among domestic and international return tourists; (2) to identify the overall evaluation of tourists towards tourism products and services that bought and experienced by tourist in Malaysia; and; (3) to recommend on new strategies to strengthen the tourism delivery system, products and services in selected states in Malaysia. A modified version of GAP Analysis scale will be developed for this purpose.

Latu and Everett (2000) have suggested the rating for interpretation guidelines, which assumed Expectation (E), Performance (P) and Importance (I) were scored using a 7-Point scale with 1 at the low end, as the following in Table 1.

Table 1: The rating for Interpretation Guidelines in Gap Analysis

GAP	IMPORTANCE	SATISFACTION RATING
+6 to +2 Extreme satisfaction	1 Very low	+42 to +15 Very high
+2 to +1 Major satisfaction	2 Low	+15 to +9 High
+1 to 0 Minor satisfaction	3 Moderately low	+9 to +3 Moderately high
0 No gap	4 Medium	+3 to -3 Medium/neutral
0 to -1 Minor dissatisfaction	5 Moderately high	-3 to -9 Moderately low
-1 to -2 Major dissatisfaction	6 High	-9 to -15 Low
-2 to -6 Extreme dissatisfaction	7 Very high	-15 to -42 Very low

Source: Latu and Everett (1999)

4.0 Conclusion

Exceeding tourist satisfactions does not necessarily in satisfaction levels, especially where expectations are initially high and well established (McQuilken, Breth and Shaw, 2000). Moreover, this study can be contributed to knowledge about the service quality construct in tourism delivery system in Kelantan, Terengganu and Pahang. Despite the growth of literature on the tourist experience, most researchers focus on the experience from the tourist as it is derived from the attractions of the place. The quality services are mostly ignored or taken for granted whilst it is very important elements to increase the tourist's holiday satisfaction. In this case, the satisfaction and loyalty levels can be treated as a useful

starting point in the development of service quality dimensions in tourism, and attract more return tourists for assessing and improving service quality level in selected states in Malaysia.

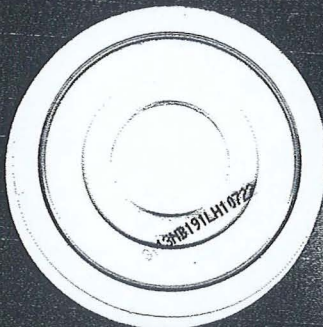
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The tourism product and its impact on tourists experience in Kelantan

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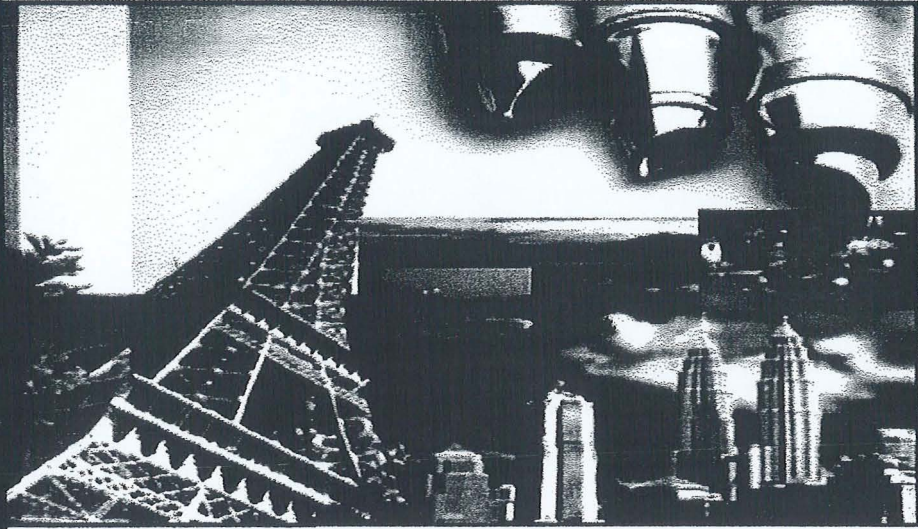
Abstract

The growing interest in destination competitiveness has focused attention on the destination and description of a destination product, and how the tourist perceives this combination of elements and experiences. This paper reviews the literature and identifies components of a destination product, then proceeds to examine their significance as perceived by tourists. Model of the Tourist System indicates the tourism product as a complex consumptive experience that results from a process where tourists use multiple travel services during the course of their visit (information, transportation, accommodation and attraction services) (Gunn, 1988). This study explores the tourist's experience of a certain destination(s) after they reach the destination, have some perceptions and satisfy or not satisfy the destinations based on certain aspects according to destinations' criteria itself. This paper outlines the method of the scale development process and explains the methodology used to assess the tourist experience level for a construct the authors' term the tourist experience in Kelantan.

Key words: tourist experience, tourism product, destination.

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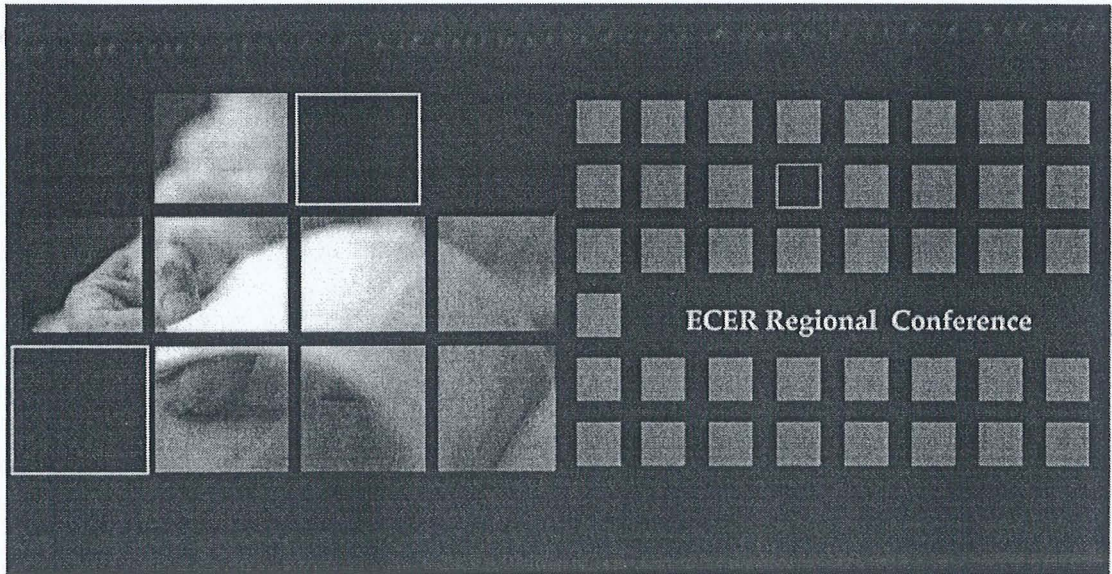
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TR(03)

ASSESSING TOURIST EXPECTATION LEVEL TOWARDS TOURISM DELIVERY SYSTEM IN EAST COAST MALAYSIA

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ABSTRACT

Tourists travel to destinations for many reasons. One of the main reasons is to receive destination experience (services). The experience, however, is likely to be affected by the expectation and preconceived ideas that the tourist may possess prior to a visit. Moreover, experience and expectation will determine tourist satisfaction/dissatisfaction level towards destination products and services. Thus, it is important for destination to measure the expectation level of their potential and repeat tourists in order to identify their strengths and weaknesses in developing and maintaining their products and services. The purpose of this paper is to explain the approach and methodology used to assess the tourist expectation level towards tourism delivery system particularly in East Coast Malaysia namely Pahang, Terengganu and Kelantan. This paper reviews some models of tourist expectation to derive attributes for developing the survey instruments. The attributes were tested in pilot study and factor analysis revealed five common underlying dimensions: services, attractions, promotion, information, accommodation and transportation. This paper also aims to address issues and limitations that need to be considered by researchers while designing the survey instruments.

Keywords: *tourist expectation, tourism delivery system, east coast Malaysia*

INTRODUCTION

The overall tourism industry has captured a high quality of Malaysian image which generates income and receives tourist from all over the world. According to Tourism Malaysia (2008), statistically Malaysia has received 20.9 million of domestic and international tourist with the total income amounting to RM46, 070 million for the year 2007. The Visit Malaysia Year 2007 programme initiated by the government has influenced the increase of tourist arrivals to Malaysia. However, the tourist arrivals are due to various external factors such as decrease of tourist's confidence by outbreaks, political instability and war in other parts of the world. According to research by Transit Visitors in Kuala Lumpur International Airport (2004), 32.1 transit visitors from Europe and Oceania are not interested in choosing Malaysia as their holiday's destination and it proves that 21.7 respondents has refused to visit Malaysia as return tourist because they have visited Malaysia before. This refusal shows that there are serious flaws that need to be concentrated on especially the weaknesses of tourism product and hospitality service delivery systems. These flaws of the system also will affect the level of the tourist's satisfaction and hospitality and in fact the experience and overall expectancy of Malaysia.

Kelantan, Terengganu and Pahang are famous with Malaysia's tourism cultures that appellation as the East Coast of Peninsular Malaysia. It is a common culture that the states were filled up with laid-back towns, fishing villages and resort islands and it characterizes the east coast states of Kelantan, Terengganu and Pahang. The cultural life stands still and many observe traditional customs are famous attractions to domestic and international tourists. Kelantan is famous for being relatively isolated; that

the state does not face a rapid industrialisation like the west coast of Malaysia. The capital city, Kota Bharu, is well known with a bustling wet market- Pasar Besar Siti Khadijah, Cultural Centre, Royal Museum, State Museum, State Mosque and Istana Jahar, featuring Kelantan's rich cultural legacy. Kelantanese are gifted craftsmen with many cottage industries around the state producing silverware, textiles, kites and brass work.

Terengganu is famous with the fishing villages located along the beach of East Coast with a pleasant image. Several idyllic islands in the South China Sea such as Perhentian Besar, Perhentian Kecil, Redang Marine Park, Merang & Tenggol are famous among domestic and international tourists. Pahang as the largest state in Peninsular Malaysia is naturally endowed with a variety of attractions from beautiful beaches, cool highlands retreats to lakes and caves. Tioman Island is one of the famous visitation islands whilst Cherating is a seaside destination long popular with budget travellers. Other attractions in Pahang including the Malaysia's premier national park, Taman Negara, the highland resorts of Genting Highlands, Cameron Highlands, Bukit Tinggi and Fraser's Hill, as well as the natural lakes of Bera and Chini.

Tourist Arrivals in the East Coast States

In terms of tourists' distribution, a survey by Planning and Research Division, Tourism Malaysia in 2007 revealed that Kuala Lumpur/Selangor led the list of most visited destination in Malaysia with 47.7 percent (with variance 0.9 percent for arrivals in 2006 and 2007). Whilst, comparing to Kelantan, Terengganu and Pahang have decreased about 0.9 percent (Kelantan), 1.9 percent (Terengganu) and 0.7 percent (Pahang) (Malaysia Profile 07 of Tourists by Selected Markets, Tourism Malaysia, 2008).

Existing Attractions of Tourism Product

The concept of a tourism product is, at first glance, deceptively simple. A tourism product presumably is whatever one buys while away from home (Kotler, 1984). Indeed, from a marketing perspective, one can define any product as 'anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want which includes physical objects, services, persons, places, organizations, and ideas' (Kotler, 1984).

Kuala Terengganu, Terengganu

In terms of achievement, the development of tourism products in Terengganu is still at the intermediate level although it has various tourism resources. Major problems in developing tourism product in Terengganu include; low accessibility, less of interpretation, lack of maintenance as well as ineffective of marketing and promotion. In general, tourist attractions and resources in Terengganu can be classified into four elements:

- a. Nature elements (forests, wetlands, islands, beaches, lakes, rivers)
- b. Cultural heritage elements (cultural, lifestyle, festivals, foods, hand crafts, etc)
- c. Agriculture elements (orchards, plantations, fish ponds, etc)
- d. Village elements (fisherman village, village in town, etc)

Meanwhile the arrival of both international and domestic tourist are increasing thus it shows a good achievement in terms of tourist arrival. However, it has less than 10 % of the international tourist arrival. Since 1996, the total number of tourist arrival is more than 1 million, yet it never indicates more than 1.5 million of arrivals.

Kuantan, Pahang

Kuantan, as a major gateway for the east coast and the state and, as a destination in its own right that has high potential for tourism and its coastal resort attractions have provided it with an identifiable image. Although currently Kuantan is lacking with diversified "tourism product" as compared to Kuala Lumpur, Penang and Melaka, it also has successfully developed a leisure tourism largely based on characteristics that could be described as 3S (sun, sea and sand). Kuantan could be the hub for tourists interested in exploring the large tropical rainforest, rivers, other natural features of the state and even local rubber and oil palm plantations which have curiosity appeal to many international tourists. For example, Teluk Cempedak at present is a major base for international tourism in Kuantan district, which offers leisure tourism which includes sailing, water skiing and other recreational activities.

Kota Bahru, Kelantan

Tourism products in Kota Bharu consist of cultural, hand crafts, foods, nature and local people which are moderately similar with Kuala Terengganu. Moreover, Kota Bharu also is a well known place in Malaysia for Islamic education thus promoting a religious tourism in Kelantan.

LITERATURE REVIEW

Destination Experience

Nowadays, tourists have decided their preferred destination based on their travel purposes and past-experiences for travelling at the same destination. The planning process for the trip began, technically, during the previous trip and the trip is affected by the expectation and preconceived ideas that the tourist may possess prior to a visit, for second time. Some of the process is also related to the tourism delivery system, which could develop attractions and services for the traveler. Referring to Mill and Morrison (1992), (as said by Jost Krippendorf, in *The Holiday Makers*); travel is motivated by "going away from" rather than "going towards" something or somebody. To shake off the everyday situation is much more important than the interest in visiting new places and people....travellers' motives and behaviors are remarkably self oriented (Mill and Morrison, 1992).

The definition of quality in tourism was in line with World Tourism Organization (WTO), emphasizing that quality is the perception by the tourist of the extent to which his (the tourist) expectations are met by his experience of the product. Smith (1994) has noted that quality is not to be equated to luxury, and must not be very exclusive, but must be available to all tourists, including those with special needs. Smith (1994) also discussed about the tourist product in which the product should be seen as the destination and process resulting in the tourist's overall experience. Despite the growth of literature on the tourist experience, most researchers focus on the experience from the tourist as it is derived from the attractions of the place. The quality services are mostly ignored or taken for granted whilst they are very important elements to increase the tourist's holiday satisfaction. According to tourism products that have been listed by Smith (1994), the model explicitly acknowledges the role of human experience in tourism product, but also identifies which elements can be empirically measured for an estimate of the economic magnitude of the industry. The detail revealed the overwhelming use of the model which is not practical to be used to satisfy the tourists based on their experiences. However, Quan and Wang (2003) have developed a structural model of tourist experience particularly on food tourism. They claimed that the relationship between components in the tourist experience to tourist satisfaction cannot be understood mechanically.

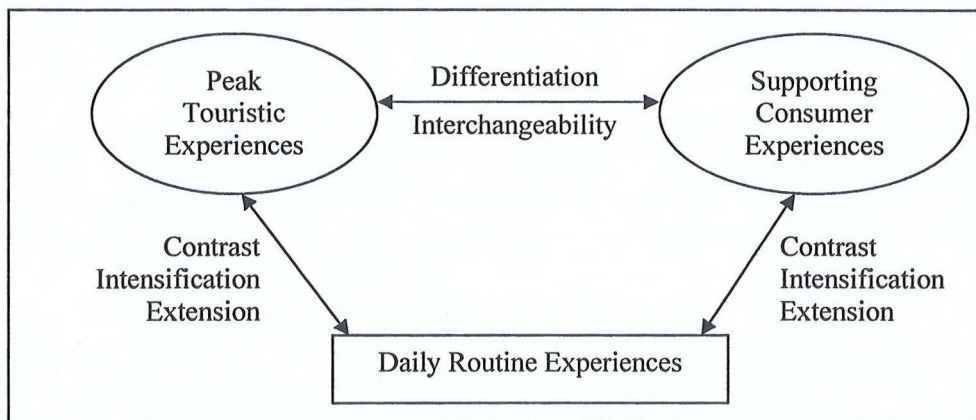


Figure 1: The conceptual model of tourist experience

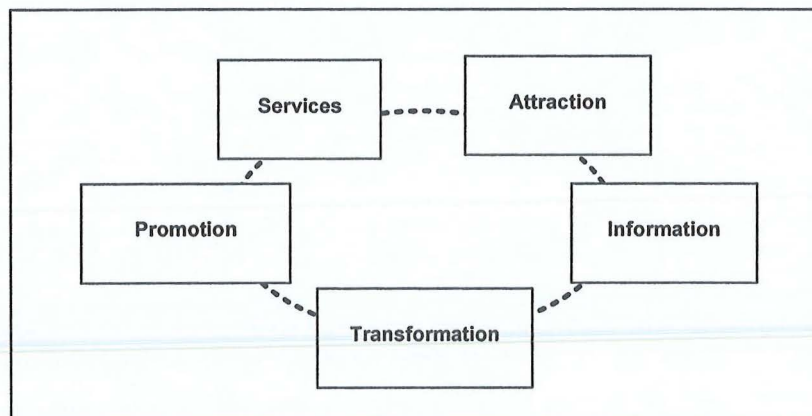
Based on Figure 1, the dimension of the peak touristic experience is conceptually differentiated from the dimension of the supporting consumer experience (Quan and Wang, 2003). Even the high quality of other consumer services such as accommodation cannot fully compensate for the deficiency and it is a regret if major motivation to pleasure travel is disappointing. The dimension of peak touristic experience and the supporting consumer experience can be interchangeable under certain conditions (Quan and Wang, 2003). Due to some components of supporting consumer experience, it could be changed into peak experience. For example, a tourist with the original motivation of sightseeing may find that local foods are so attractive that she or he goes to a food festival instead of a famous sightseeing (Quan and Wang, 2003). The vernacular foods came out as a peak, rather than the supporting experience which helped to enhance the level of overall satisfaction on the trip. The experience of attractions may be sometimes turned out in contrast, to be supporting the consumer experience. For example, a young man has a romantic affair with a female tourist on a beach holiday

(Quan and Wang, 2003). The peak experience of the attraction is the beach and it becomes a background for the romantic encounter and changed to be the supporting for consumer experience, secondary to the peak romantic experience in the beach resort (Quan and Wang, 2003).

Many approaches on tourism studies have been applied to tourist experiences. Kemperman, Joh and Timmermans (2004) have compared patterns of activity of first-time and repeat visitors according 2 hypotheses which used the sequence alignment methods as their main analysis. Kemperman, Joh and Timmermans (2004) have introduced the Importance-Performance Analysis; the study also identified Chinese visitors' expectations and perceptions towards the country. Thus, Kemperman, Joh and Timmermans (2004) were able to offer some suggestions based on Chinese travelers satisfaction with Canada as a destination.

Tourism Delivery System

Gunn (1994) has defined the elements of tourism delivery system namely services, attraction, information, transformation and promotion. In addition, the holiday industry system consists of destination elements in the form of natural or primary destination attractions, such as the area's climate, its scenery or an important castle, supported by secondary features such as hotels, guest houses and the range of attractions, shopping and catering in the city centre (Laws, 2004). The holiday system could be elaborated as the attractions that create an element which it recognizes the significance of external factors (tastes, legislation, demographics, technology and economic conditions) and interacted with transport, tour operating and travel retailing. Figure 2 shows five (5) elements of tourism delivery system contains services, attraction, promotion, transformation and information. The elements were related to the method from the tourism system by Laws (2004) and it focuses the outcomes of the system's functioning for particular stakeholder groups.

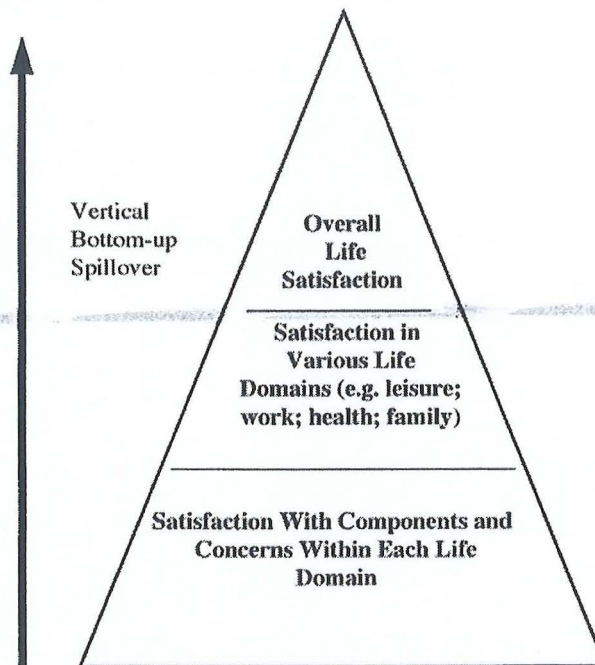


Source : Gunn (1994)

Figure 2: The Elements of Tourism Delivery System

Many aspects of travel and tourism services have referred to quality of life. J Busn Res (1999) has developed a measurement of satisfaction with its leisure in travelling or tourism services that connects to life satisfaction. Neal, Uysal, and Sirgy (1999) used the hypothesized model which is based on the

hierarchy of life satisfaction model. The model postulates that overall life satisfaction can be determined by satisfaction with major life domains (e.g., leisure life). Figure 2 shows the hierarchy model; explains the relationship that exists between leisure satisfaction and quality of life (Meadow, 1988). Neal, Uysal, and Sirgy (1995) have concluded that the hierarchy model was an assumption from Meadow (1988) which explains that the overall life satisfaction is determined by satisfaction with major life domains. The affect within a life domain spills over vertically to the most ordinate domain (life in general), thus determining life satisfaction.



Source: Meadow (1988)

Figure 3: The hierarchy model of life satisfaction

Meanwhile, model by Clawson and Knetsch (1971) shows the role of satisfaction with leisure travel and tourism services and experience in satisfaction with leisure life and overall life, as shown in Figure 3.

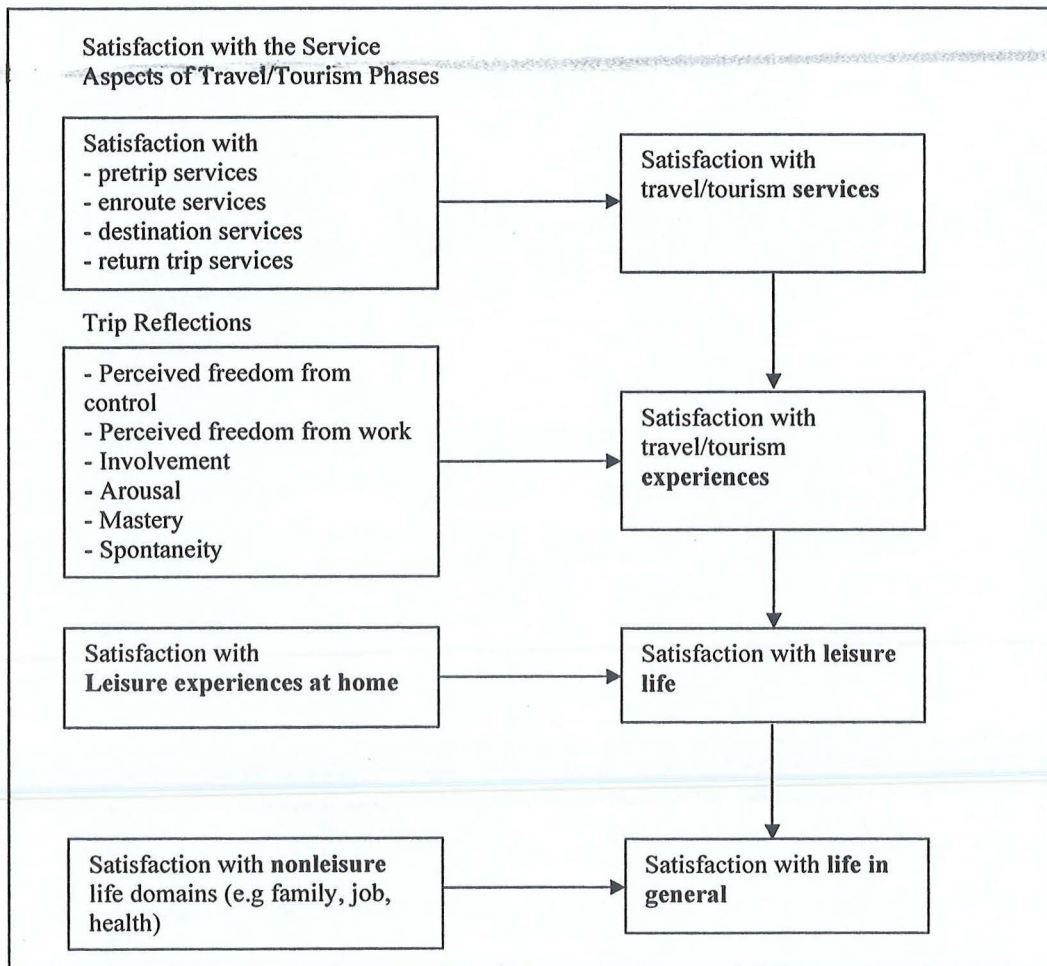
From the vantage point of the travel and tourism industry, the satisfaction with travel and tourism services and its determinants should be at the highest importance. The model as shown in Figure 4 also illustrates that satisfaction originates from four different sources:

- (1) Leisure satisfaction with **pre trip** travel/tourism services,
- (2) Leisure satisfaction with **trip en route** travel/tourism services,
- (3) Leisure satisfaction with **destination** travel/tourism services, and
- (4) Leisure satisfaction with **return trip** travel/ tourism services.

The tourist satisfaction has therefore become the key operational goal for many tourism industries. Their investment in improving performance in areas has made a strong contribution to tourist satisfaction, such as quality and customer service. Therefore, loyalty of the tourist is important and it has connections with the satisfaction levels and services. Figure 4 shows the flow of satisfaction with the services by aspects of travel/tourism phases and trip reflections at destinations. It was determined by two major factors:

- (1) leisure satisfaction with travel/tourism services and;
- (2) leisure satisfaction derived from leisure trip reflections.

Figure 4 has been approached by Clawson and Knetsch (1971) and it explained the connections between services and satisfactions. The process of tourist satisfaction in Figure 4 cannot be relied on internally generated information as a guide to receive return tourist.



Source: Clawson and Knetsch (1971)

Figure 4: The role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life.

During the first four phases of travel, the traveler is likely to experience a high level of interaction with travel/tourism service providers. Thus, satisfaction with the aspects of leisure travel/tourism services can be captured through pre-trip, en route, destination, and return trip dimensions. However, according to Clawson and Knetsch (1971), the trip reflections those have the potential of providing long term satisfaction for travelers during the leisure travel experience. After the travel experience is over and the travelers have returned to their homes, they are likely to reflect upon their trip experiences. This is often done by remembering the conditions of leisure that were present during the trip (i.e., freedom from control, freedom from work, involvement, arousal, mastery, and spontaneity). Therefore, Unger and Kernan (1983) conditions of leisure form the basis of analysis for this dimension (refer in Table 1).

Table 1: Conditions of Leisure Form the Basis of Analysis for This Dimension

No.	Conditions Of Leisure	The basis of analysis for this dimension
1	Freedom	<ul style="list-style-type: none"> ▪ Freedom in leisure and tourism studies is often categorized as either “freedom from control” or “freedom from work.” Freedom from control refers to “something one perceives as voluntary, without coercion or obligation” (Unger and Kernan, 1983, p. 383).
2	Involvement	<ul style="list-style-type: none"> ▪ Involvement may be defined as “the level of consumption or absorption in an activity” (Neal, Uysal, and Sirgy, 1995, p. 146)—the higher the level of consumption or absorption, the higher the level of involvement.
3	Arousal	<ul style="list-style-type: none"> ▪ Arousal refers to internal excitement, stimulation, exhilaration, or inspiration. Arousal may occur from the anticipation of planning a trip (Hammit, 1980), from the excitement of drawing near to the destination site (Hammit, 1980), or from meeting people and experiencing new things during the trip, for instance.
4	Mastery	<ul style="list-style-type: none"> ▪ Mastery is often experienced if one feels as though he/she has achieved great things by conquering circumstances the environment (Murphy et al., 1973). ▪ Experiencing the feelings of mastery could occur at any or all phases of the trip. For instance, travelers could feel mastery if they actually accomplished the purpose of the trip (e.g., to rest and relax). ▪ Furthermore, many individuals who engage in sports activities during leisure travel have experienced feelings of mastery (London, Crandall, and Fitzgibbons, 1977)
5	Spontaneity	<ul style="list-style-type: none"> ▪ Spontaneity is defined by Unger and Kernan as “not routine, planned, or anticipated” (1983, p. 383). Spontaneity could include changing travel plans on the spur of the moment, exploring along the way, or asking the opinion of “locals” and doing something based on the information received.

Source: Moderate from Unger and Kernan (1983); Neal, Uysal, and Sirgy, (1995); Hammit, (1980); Murphy et al., (1973); London, Crandall, and Fitzgibbons, (1977)

APPROACHES AND METHODOLOGICAL FRAMEWORK

Table 2 shows on four phases of travel and corresponding interaction with various facets of the travel/ tourism industry may occur with each phase of travel. The justification on phase of travel has

been moderated from Neal, Sirgy and Uysal (1999), combined the sets of benefits provided by the tour agent to tourist. If tourists' value package meets the tourists' needs, the tourist will be satisfied and are much more likely to be committed (Hill and Alexander, 2000).

Table 2: Phase of the Travel

Phase of travel	Justification on phase of travel
1	During the first phase of travel, pre trip activities transpire that include forming the motivation for the trip, searching for trip-relevant information, making pre trip arrangements, and so forth.
2	Next, tourists use some form of transportation en route to the travel destination. Often, tourists turn to the travel/tourism service providers (e.g., airlines, bus lines) to help them reach their destination site.
3	Subsequently, tourists reach their destinations whereby they often rely on travel/tourism service providers to supply the accommodations, restaurants, entertainment, and encounters of the traveler at the final destination
4	Finally, tourists make the return trip home from the leisure trip. During this travel phase, tourists may interact with travel carriers and personnel.

Source: Moderate from Neal, Sirgy and Uysal (1999)

Measuring service quality or service delivery must be taken from what it is - not to measure the satisfaction but to commit the behaviour from the tourist. The relationship between satisfaction and commitment is not fixed and it differs across services and even between tour agents in the same destination (Hill and Alexander, 2000). The tourist value package is the combined set of benefits provided by the tourism product and it must therefore form the basis of the tourist satisfaction survey (Hill and Alexander, 2000).

Gaps between expectations and service experiences

Clow et al (1997) in Laws (2004) has predicted the level of service was based on advertisement, word of mouth and tourist previous experiences. Based on Laws (2004), the study for consumer satisfaction is based on identification and understanding the gaps from the tourist prediction and tourist experiences of the service which various approaches have existed to conceptualize the expectations. In addition, Tolman (1932) noted the expectancy theory customers predict what they expect to be the outcome of a service (in Laws, 2004). However, Laws (2004) found that the consumerist gap model has argued that customer expectations (that is prior to a service) can be influenced at their evaluation of the firm's performance and affect their satisfaction. Another approach was the basis from the SERVQUAL instrument which considers the expectations as the level of performance the customer wants from the firm (Laws, 2004).

From the consumerist gap model, it can be summarized that the customers' expectations of service standard were indicated by level which contains dissatisfaction to satisfaction rates. This model can be

used to exact unquantified nature and level of satisfaction anticipated. The advantages of the model is it accepts expectation as a fuzzy concept, rooted in individual experiences, moods and values, and it views experiences evaluated by individuals in terms of their perceptions of complex factors in the delivery of services (Laws, 2004).

Approaches in Designing Questionnaires

Customer satisfaction measurement is about measuring how customers perceive supplier performance as a supplier. Therefore, the measurement of customer can be applied in measuring tourist satisfaction, and both of them are human being and influenced by human behaviour. Before designing the questionnaires, we have to understand the value and importance of tourist satisfaction in creating tourist commitment and profitability. Several factors which combine to produce tourists' level of satisfaction were referred to as tourist value package. An exploratory research needs to define what these factors are and it must also clarify the relative importance of the various component elements. It is also to clarify whether the survey questionnaire will not consist long questions. However, to be of the maximum value, a tourist satisfaction must measure in identifying:

- 1) the tourists' priorities
- 2) tourists' tolerance band
- 3) the tourism product performance
- 4) the tourism product relative to the tourists' priorities
- 5) the tourism product relative to others' product and;
- 6) priorities for improvement

This element will be used as an approach to maximize the tourist satisfaction in giving tourists what they want and need while travel. However, the tourists' needs and expectations are not equal; some are far more important to the tourist than others. The degree of quality experienced in a service transaction can be considered to give rise to a level of satisfaction which may vary between customers. Lewis and Booms (1983) identified the following factors as significant in understanding this variability in the enjoyment of services:

- Service quality is more difficult for the consumer to evaluate than the quality of goods.
- Service quality perceptions result from a comparison of consumer expectations with actual service performance
- Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service delivery.

Laws (2004) has identified that perception is the basis for personal interpretation of the world and it is also important in the judgements tourists make of the quality of a product or service. Zeithmal, Berry and Parasuraman (1988) in Laws (2004) have argued that the tourist reaches a judgement about the quality of service actually experienced when measured against the perceived service and similarly

that the consumerist gap model provides a way of investigating the quality of service experiences from the perspective of the client.

Latu and Everett (2000) have suggested the rating for interpretation guidelines, which assumed Expectation (E), Performance (P) and Importance (I) were scored using a 7-Point scale with 1 at the low end, as the following in Table 3.

Table 3: The rating for Interpretation Guidelines in Gap Analysis

GAP	IMPORTANCE	SATISFACTION RATING
+6 to +2 Extreme satisfaction	1 Very low	+42 to +15 Very high
+2 to +1 Major satisfaction	2 Low	+15 to +9 High
+1 to 0 Minor satisfaction	3 Moderately low	+9 to +3 Moderately high
0 No gap	4 Medium	+3 to -3 Medium/neutral
0 to -1 Minor dissatisfaction	5 Moderately high	-3 to -9 Moderately low
-1 to -2 Major dissatisfaction	6 High	-9 to -15 Low
-2 to -6 Extreme dissatisfaction	7 Very high	-15 to -42 Very low

Source: Latu and Everett (1999)

Models for tourist expectation and satisfaction

There two models can be proposed to assess the tourist expectation level towards tourism delivery system. These models also can be approached to derive attributes for developing the survey instruments.

Model 1: Model of Tourist Expectation and Satisfaction

Primarily de Rojas and Camarero (2007) determined the relationship between expectations, experiences, and satisfaction from the perspective of cultural tourism and the provision of services by cultural organization. The results illustrate that there is a significant relationship between quality and emotion. Subsequently, a model has been proposed to explain the formation of visitor satisfaction from the relationship between their evaluation or cognitive opinion (perceived quality or disconfirmation) and visitor evaluation or affective opinion (positive emotions).

To develop visitor satisfaction with cultural expositions, two complementary paths have been proposed as an effort to combine both theoretical approaches; the cognitive and the emotional.

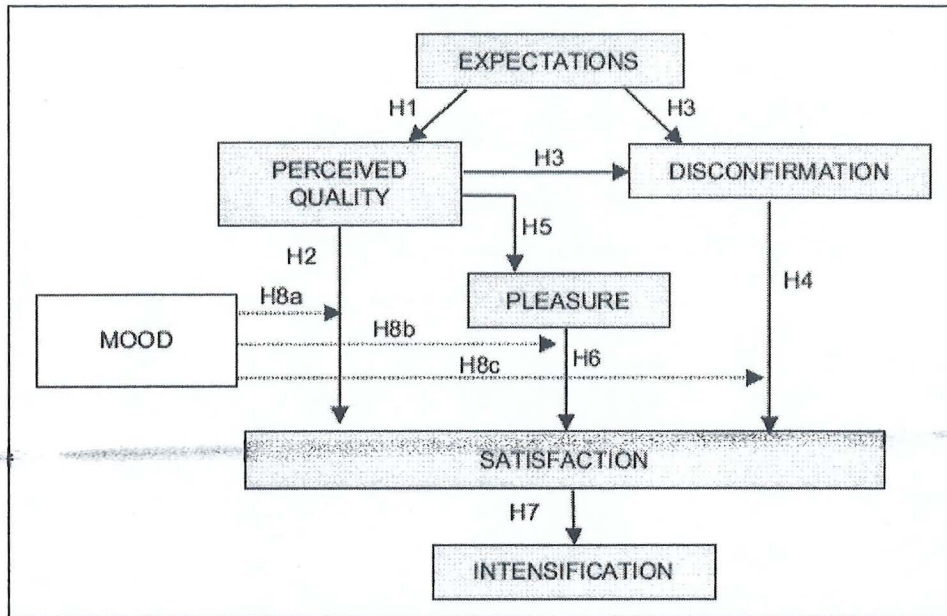
1. The cognitive path

This path consists of an evaluation of the exhibition quality, a comparison between perceived quality and expectations, and a confirmation or disconfirmation process that determines the degree of satisfaction achieved.

2. The affective or emotional path

This path begins when cultural exhibitions reach and even exceed expectations. This provokes pleasure which directly influences satisfaction.

Other than that, de Rojas and Camarero (2007) introduced the moderator 'visitor's mood' in order to evaluate the effect of their experience on satisfaction. The completion of this model also includes the analysis on "post-purchase" of visitor behavior followed by a test on all proposed relationships by a structural equation model.



Source: de Rojas, C., & Camarero, C. (2007)

Figure 5: Proposed model of tourist expectation and satisfaction

Figure 5 shows the development of the paths which is based on the proposed hypotheses. The hypotheses are:

- H1: Visitors' expectations positively influence perceived quality.
- H2: Perceived quality positively influences visitor satisfaction.
- H3: Visitor expectations and perceived quality determine the level of (dis)confirmation.
- H4: The level of (dis)confirmation determines the level of visitor satisfaction.
- H5: Perceived quality positively influences the pleasure dimension of emotions.
- H6: The pleasure dimension of emotions positively influences visitor satisfaction.
- H7: The higher the level of visitor satisfaction, the higher the level of visitor intensification.
- H8: Mood acts as a moderator in the process of formation of visitor satisfaction.
 - H8a: Favourable mood strengthens the effect of quality on satisfaction.
 - H8b: Favourable mood strengthens the effect of disconfirmation on satisfaction.

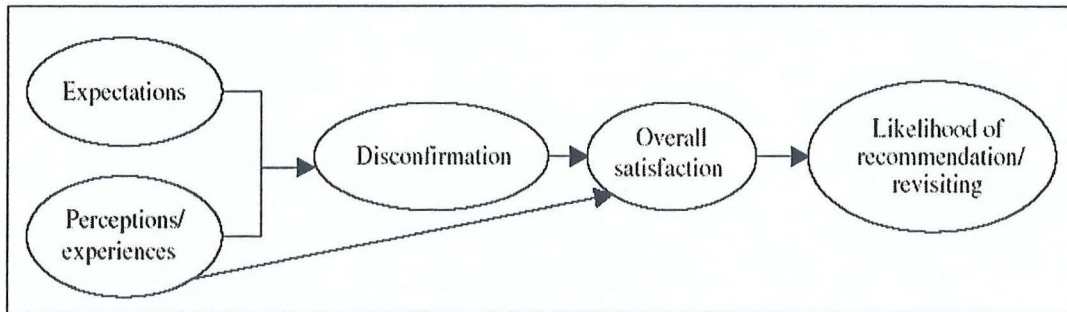
- H8c: Favourable mood strengthens the effect of pleasure on satisfaction.

Although this study is concerned on the analysis of the explanatory factors of visitor satisfaction in heritage and cultural exhibitions (as promoters of cultural and patrimonial goods) and the integration of disparate theoretical approaches, however, the analysis is significant to be applied to determine tourist expectation and satisfaction in other tourism fields.

Model 2: A conceptual model for the study of tourist satisfaction

In general, the second model is proposed to study the satisfaction of the tourists which combines the Expectancy Disconfirmation Model and the Service Quality Model. The development of this model was based on few elements;

- 1) the importance of customer satisfaction and service quality in the hospitality industry,
- 2) the issue of satisfaction formation, which is discussed using the Expectancy Disconfirmation framework and
- 3) perceived service (PS) quality which is explained by the Service Quality Model.



Source: Hui et al. (2007)

Figure 6: A conceptual model for the study of tourist satisfaction

Moreover, there are two different ways to observe the influential factors of overall satisfaction; (1) through the difference between expectations and perceptions/experiences; and (2) through perceptions/experiences alone. Besides, the relationship between destination satisfaction and revisiting is also reviewed.

However, this model does not incorporate factors that might affect a person's expectations such as personal needs, past experience and information from external sources (social environment, general media, and commercial sources) that affect consumer expectations besides the impact of expectations on perceptions of performance (Hui et al. 2007).

ISSUES AND RESEARCH LIMITATIONS

The frequency of survey for tourist satisfaction and tourist loyalty are likely to be more unpredictable and should be surveyed more often while the frequency of survey in areas where customer satisfaction is likely to remain more stable can be surveyed less often (Hill and Alexander (2000). Instability of tourist satisfaction is related with factors such as high levels of competition, short purchase cycles and times of change and these factors could also initiate change in relationship with the tourists, such as replacing a product range, changes in technology and prices (Hill and Alexander, 2000). However, the two major classifications of travel purpose are business travel and pleasure/personal travel (Mill and Morrison, 1992). As Mately (1976) noted in Mill and Morrison (1992), the study of traveler flows has been attributed to the following factors;

- The uneven distribution of tourism resources between destinations
- The wide variety of activities in which travelers participate
- Changes in season
- Weather
- International and domestic political situations
- Economic changes in countries of origin and destination
- Fluctuations in monetary exchange rates
- Increases or decreases in the prices of tourist services
- The staging of special, short duration attractions and events

This study should be reported and designed to examine the aspects of relationship between expectations, performance and satisfactions at the expressive (nonmaterial, psychological) and instrumental (physical) dimensions of a product. The frequency of survey varies between unstable tourism products needing to measure tourist satisfaction more often than stable tourism products. In addition, mystery shopping is one of the indicators that can be used to measure tourist's behaviour, doing of all the things that tourist do from making an enquiry to enjoy the tourism product or service and perhaps consuming the product. This indicator was founded by Hill and Alexander (2000) to help and increase the tourism organization's performance.

CONCLUDING REMARKS

Many tourist surveys carried out by researchers, hotels and other organizations cannot possibly enable them to judge if they are 'doing best what matters most to tourists'. Their surveys only asked about satisfaction with the tourism products' performance and not about what matters to the tourist. However, to be of any value a tourist satisfaction measurement exercise must provide information on tourists' priorities as well as the tourism products' performance. Satisfaction with leisure life became insignificant, suggesting that respondents may perceive the travel and tourism experience as "substitute" (synonymous) with leisure life. The outcome result from Neal, Sirgy and Uysal (1999) indicated that travel/tourism trip experiences have a direct impact on the overall life satisfaction of leisure travelers as well as nonleisure life domains (e.g., family, job, health) had a direct effect on

satisfaction with life in general. Satisfaction with leisure experiences at home influenced satisfaction with both leisure life and life in general. Although the field survey is not done yet, designing of study approach and methodology is required to identify tourist's expectation and perception towards tourism product in Kelantan, Terengganu and Pahang. The experience, however, is likely to be affected by the expectation and preconceived ideas that the tourist may possess prior to a visit. Moreover, experience and expectation will determine tourist satisfaction/dissatisfaction level towards destination products and services. The final findings of this study would be important in reporting tourist satisfaction as well as tourism delivery system towards tourism product.

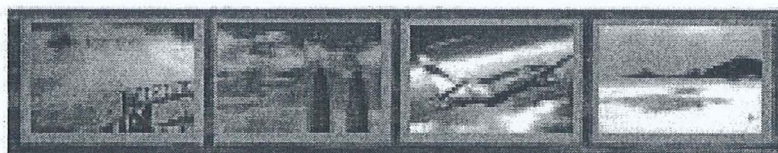
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Measuring Visitors' Satisfaction and Behavioural Intentions of the Museums in Malaysia

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MALAYSIA

In recent decades, competitive phenomenon is increasing in the tourism industry. Museum, as one of the niche products of Malaysia heritage tourism attraction, is one of the factors that could affect the tourism industry in our country. This research intends to assess the correlation between the service quality and visitors overall satisfaction as well as the behavioral intentions of the visitors of the museums in Malaysia. In order to measure the service quality and tourists satisfaction, the modified version of SERVPERF model will be used in this study.

Key words: satisfaction, behavioural intention, museum,

Introduction

Cultural and heritage tourism has become a 'new' area of tourism demand, which recognized as offering new and more varied experiences to tourists. (Jin, 2002; Boyd, 2002). However, as one of the sectors in service industry, quality issues have been a challenge of cultural/heritage tourism. Quality has recently been associated with service and heritage management, whereby quality is a process that requires implementation (Boyd, 2002).

Museum, as part of the cultural/heritage attractions is selected as the main focus of this study. Recently, museums throughout the world realized that entertainment, leisure and education are the legitimate parts of their repertoire. Public museums and galleries are under pressured to act more like businesses (Mason & McCarthy, 2006). In the highly competitive world of leisure and tourist attractions, museums need to focus sharply on visitor satisfaction, in which might leads returning visitors (Rowley, 1999). There is pressure on attraction operators to seize new opportunities and to focus greater attention on changing visitors with new needs and demands (Sterry, 2004). According to Rowley (1999), visitor satisfaction depends on the total experience from the moment that the visitor seeks for car park or purchase entrance ticket to the moment the visitor leaves the museum with information or leisure experience provided by the museum. Edvardsson (1996) mentioned that the concept of service should be approached from the customer's point of view, since it is his/her perception of the outcome. Customers may have different values and different

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grounds for assessment. There is a tendency that, they may perceive the same service in different ways (Edvardsson, 1996; Rowley, 1999).

Although the measurement of quality in service industries began as early as the 1980s with the development of SERVQUAL model, there has not been any systematic study of how museums measure service quality (Caldwell, 2002). Goulding (2000) also stated that there is little research that takes into account the perspective of the visitors to museums. Even though some museum operators and related official bodies have attempted to collect data of the visitors, much of those researches have been criticised for their lack of attempt to integrate the results into a coherent framework and fail to use the results to advance and improve the understanding of the nature of the visit.

As one of the niche products of Malaysia tourism industry (Ahmad & Badarulzaman, 2005), cultural/heritage attraction is one of the factors that could affect the tourism industry in our country. The purpose of this study is therefore to assess the perceptions of service quality, satisfaction levels, and behavioral intentions towards Malaysia's museums, from the visitors' perspective, by applying the modified version of the SERVPERF model (Cronin & Taylor, 1992).

Literature Review

Measurement Methods

A number of popular measurement methods of service quality and customer satisfaction include, Disconfirmation Model, SERVQUAL, and SERVPERF. According to Andreassen and Lindestad (1997), one of the dominant theories of service quality and customer satisfaction research is disconfirmation of expectation. Disconfirmation theory focused on cognition of transaction specific experiences as a foundation for customer satisfaction or dissatisfaction and the subsequent consumer behaviour. Johns and Howard (1998) noted that numerous studies on service quality and customer satisfaction are rooted in expectancy-disconfirmation theory, which holds that customers perceived service quality as the difference between the actual service performance that exceeds expectations, and negative when the opposite is the case.

On the other hand, SERVQUAL (Parasuraman, Zeithaml & Berry, 1988) was developed to measure service quality across different industries. Parasuraman *et al.* (1988) defined the service quality in five dimensions – reliability, responsiveness, assurance, empathy and tangibles, which consisted of 22 pairs of items to identify and measure the gaps between customers' expectations and perceptions of service quality. The model suggested service quality as a gap between customer's expectations (E) and their perceptions of the service provider's performance (P).

However, Cronin and Taylor (1992) found that little if any theoretical or empirical evidence supports the expectations-performance gap as the basis for measuring service quality, and the superiority of simple performance-based measures of service quality is noticeably supported by marketing literature. Due to the criticisms and disagreements towards the SERVQUAL model, Cronin and Taylor (1992) developed a performance-based model to measure service quality, which they named SERVPERF.

The SERVPERF model is the unweighted perception of SERVQUAL model, whereby the 22 expectation items of the SERVQUAL model were excluded. By testing on the four service industries namely, banking, pest control, dry cleaning, and fast food, they revealed that the unweighted SERVPERF model provides better results

compare to other service quality measurements and has greater predictive power. At the same time, the empirical study of Cronin and Taylor (1992) also found that service quality is an antecedent of consumer satisfaction. Similar conclusion has been made by Lee, Lee and Yoo (2000), and Parker and Mathew (2001). However, the consumer satisfaction has stronger influence on behavioural intentions than service quality does (Cronin & Taylor, 1992).

Museum Attributes

For a museum, the effectiveness of communicating historical information, the essential product, relies on the ability to construct images, convey information, and engage the visitor, through either social exchange or more traditional textual and visual methods (Goulding, 2000).

Goulding (2000) revealed that for a city museum, service experience could be mediated by a number of socio-cultural, cognitive, psychological orientation, and physical and environment conditions. All those factors need to be seen as interrelated if a quality experience is to be provided by a museum.

Gilmore and Rentschler (2002) suggested three important elements of service delivery in a museum context, such as education, accessibility, and communication. Besides that, the relevancy and frequency of special exhibitions are also important to generate repeat visits by local or regular visitors.

By comparing the expectations and perceptions of the visitors to Robben Island Museum, Phaswana-Mafuya and Haydam (2005) suggested that service quality of the museum should be focused on accessibility, safety, cleanliness, and information provision. They further explained that toilets, sitting places, gift shops, and coffee shop/restaurant facilities should be provided and well managed. Besides that, information and history of the site/building, free maps and pamphlets of the site, and personalized tour for small groups should also be given. Furthermore, all the staff of the site should wear uniform for the ease of identification and ease of seeking help by visitors when needed.

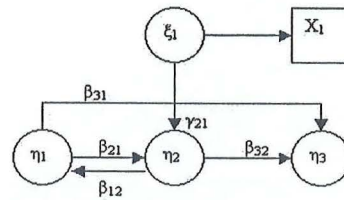
On the other hand, Goodall, Pottinger, Dixon and Russell (2004) concerned about disabled visitors. So, understanding the factors (e.g. physical environment, type of interpretive information, availability of staff that able to help and communicate with disabled visitors, etc.) which constrain or prevent disabled people from participating in visiting to historic sites is essential if the heritage tourism property managers are to implement plans to improve access for disabled visitors.

*For more detailed literature review, please refer to Lau, P. M.& Mohamed, B. (2007).

Research Methods

The conceptual framework (Figure 1.0) explains the underlying process, which was adapted to guide this study. As discussed above, the SERVPERF model tends to conform more closely to the implications of the customer satisfaction literature of attitudes (Cronin & Taylor, 1992). Therefore, SERVPERF model is proposed to be used in this research. The model suggests that perceived service quality or performance-only form is included in the measurement. However, Abdullah (2005) suggested that, SERVPERF as a generic measure of service quality may not be completely adequate instrument to assess perceived quality in a specific sector, in this case museums. Besides that, Cronin and Taylor (1992) also stated that adjustment

and consideration of scale items and service quality dimension should be done carefully when making cross-sectional comparison. So, in this research, the initial 22-items SERVPERF scale items are modified to 38-items scale that grouped into six dimensions, to measure the perceived service quality of the museums.



ξ_1 = SERVPERF
 η_1 = Visitor Satisfaction
 η_2 = Overall Service Quality
 η_3 = [Behavioural] Intentions

Figure 1.0: The Conceptual Framework
 Adapted from: Cronin & Taylor, 1992

After that, the perceived service quality-satisfaction relationship is examined. Some researchers suggested that customer satisfaction is an antecedent of service quality (β_{21}), however, some researchers argued that customer satisfaction is the outcome of the service quality (β_{12}). Both of these paths are examined in this research to assess the causal order of this relationship. Besides that, the relationships between customer satisfaction and behavioural intentions, and the relationships between perceived service quality and behavioural intentions are examined as well.

Data Collection and Data Analysis

The data for this study will be collected in two stages. The first stage will involve collecting data from pilot test. This test will involve distribution of questionnaire to about 40 visitors randomly chosen in a selected museum.

Subsequently, adjustments will be made to the layout and wording of the questionnaire. The final version of questionnaire will be used in the actual research. The questionnaire will be divided into three parts. The first section will assess the performance/perceived quality on specific services of the particular museum the respondent visit. A seven-point Likert scale will be adopted. The second section aims to examine visitors' overall level of satisfaction with museum the respondent visit and their intention of revisit the museum. Respondents were asked to rate on a seven-point scale. The final section will collect the demographic information on the respondents.

Letter of invitation to participate will be sent to the state museums according to the list of state museums stated in the Directory of Museums in Malaysia (Department of Museums and Antiques, Malaysia, no date). Questionnaire will then be distributed to the state museums that willing to participate in this research. The sample of respondents will be the visitors visited the selected museums. Total of 400 questionnaires will be distributed to those selected museums. Systematic sampling

approach will be employed, and every third visitors who come out from the entrance of the cultural and heritage site will be surveyed.

The completed forms will be transcribed into Statistical Package for Social Science (SPSS) and Analysis of Moment Structure (AMOS) for statistical processing. The reliability and correlation coefficients will be tested. Besides that, a factor analysis, multiple regression analysis and the paired t-test will be performed.

Conclusions

This proposed research intends to assess the visitors' perceived service quality, satisfaction levels, and behavioral intentions towards Malaysia's museums by applying the modified version of the SERVPERF model. It is hoped that the findings of this proposed study will contribute to the setting of a foundation for future quality development for the museums in Malaysia.

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THE EVOLUTION OF DOMESTIC TOURISM IN MALAYSIA

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ABSTRACT

Domestic tourism in Malaysia has experienced dramatic boom after government turns to domestic front and introduces various measures. Domestic travels were particularly promoted after Malaysia felt the effects of the financial crisis towards the end of the 20th century. Since then, Malaysians have been encouraged to spend their money at home and to visit local destinations. Several monetary regulations were also introduced such as the strict limitation on the amount of Malaysian Ringgits that can be taken abroad, as well as on the selling of the local currency. At the same time, continuous promotion and festivities have been carried out throughout the country all year round to spur domestic spending. While Malaysians continue to dream of, or perhaps prefer visiting foreign countries, these promotional strategies seem to result in **positive domestic tourism development** as more and more unique products are introduced for foreign travelers and domestic alike. This revitalization of tourism has built confidence in Malaysians in general that tourism does have potentials. Presenting a partial finding of a more comprehensive research on the psychographic background of Malaysian travelers, this paper analyses its initial findings on behaviors, travel patterns and types of Malaysian domestic travelers.

Key Words: Malaysia, domestic, travel behavior, travel trends

INTRODUCTION

Tourism industry in Malaysia has been traditionally concentrated and promoted towards international markets since its infancy stage in 1960s. Until today, the tourism sector has grown tremendously and has been ranked the second largest foreign income earners behind manufacturing. Malaysia played host to more than 17.5 million tourists in 2006, marking an increase of 6.8% from the previous year with only 16.4 million visitors. In terms of receipts, Malaysia received RM36.2 billion or USD 10.3 billion in 2006 (Tengku Adnan 2007). Despite the importance of alluring more and more international travelers to visit Malaysia, the domestic front cannot be overlooked for their vast benefits and numerous untapped potentials. After a string of crises that affect international arrivals on recent years, the domestic tourism industry in Malaysia started to be given priority by the Malaysian government. Continuous promotions and festivities have been carried out throughout the country all year round to spur domestic spending and holidaying. These promotional strategies seem to result in positive domestic tourism development as more unique products are introduced and developed. This paper discusses the behaviors and traveling characteristics of Malaysian domestic travelers. It is part of fundamental research funded by the Malaysian government to develop psychographic clusters of Malaysian domestic travelers based on the Plog's psychographic theory and model.

An understanding of the domestic tourists is crucial in generating specific and right promotions of destinations. Weaver and Oppermann (2000) highlighted that the number of domestic tourists taking vacations is massive compare to international tourists in most countries

and even on global scale. Domestic tourism in Malaysia continued to be an important component of the industry and domestic tourism trips increased by 30.1 per cent from 12.3 million in 2000 to 16.0 million in 2005. The number of domestic hotel guests more than doubled from 13.6 million in 2000 to 29.0 million in 2005 (EPU 2006) This was in tandem with rising household incomes, improved quality of life and regular travel becoming increasingly a part of the Malaysian lifestyle. Another trend contributing to domestic tourism was the rising number of corporate retreats, family recreation and youth camps held at various tourist destinations around the country.

There is no widely accepted definition of domestic tourist (Inskeep 1991). However, the commonly used definition was a guideline from WTO (Chadwick 1994), which defines a *domestic tourist* as any person or resident of a country visiting his own country or traveling to a place within his country other than his usual residence for a period of not less than 24 hours or one night but less than one year for the purposes of recreation, leisure, holidays, sport, business, meetings, conventions, study, visiting friends or relatives, health, mission work or religion. A *domestic excursionist*, on the other hand, is a visitor traveling in his country of residence for any of the reasons given for tourists, but who stays less than 24 hours at the destination (Smith 1988).

A report by Universiti Kebangsaan Malaysia (1999) proposed a domestic tourist to be “any person residing in Malaysia regardless of his/her nationality who travels to a place at least 40 kilometers away (one way) from his/her usual place of residence for at least one night or less than one night for any reason other than following an activity remunerated at the place visited”. This definition was used for this study. This paper also considered domestic excursionist to be included in the study since the advance system of transportation and highway have given much opportunity for domestic travelers to travel to their preferred destinations within a day.

THE EVOLUTION OF DOMESTIC TOURISM IN MALAYSIA

In the early sixties and seventies, most of Malaysians traveled to Singapore and the most significant international travel among the Malay Muslims at this stage was pilgrimage to Mecca. The departures took place at Port Klang and Penang Port where relatives and friends bid the pilgrims goodbye on board their ships for the 3 months journey. Friends and relatives went on 3 or 4 buses and stayed at budget hotels or at friends or relatives' houses nearby, or even at mosques. Mosques became the main stopovers during these trips. The remnant of past businesses such as heritage hotels and hostels can be traced at Lebuah Aceh in Penang, used to be the port of embarkation to Mecca for Malaysia's northern pilgrims. Over the years, crowd started to be seen around the international airport in Subang, Kuala Lumpur when Malaysian Airlines System Berhad (MAS) began its inaugurated pilgrimage charter to Mecca in 1974 (Malaysia Airlines, 2000).

In the 70's, tourism was perceived negatively by the society. The sector was blamed for the spread of drug and other social problems. Parents would not allow their children to join tourism industry or to study tourism simply fearing that their children would become social outcasts. There was also no proper infrastructure for tourist purposes. Traveling for leisure purpose was almost non-existence and many Malaysians mainly travel to visit friends and relatives. Until today, Malaysians enjoy recreational activities such as picnics at the beaches and waterfalls. The most popular spots then were Batu Feringghi in Penang, Port Dickson in Negeri Sembilan, Cherating in Pahang, and Pantai Cahaya Bulan in Kelantan. Top destinations among Malaysians have been the capital city of Kuala Lumpur, the heritage cities of Melaka and Penang, the hill resorts of Cameron Highlands and Genting Highlands, and the island beach resorts of Pangkor, Redang and Langkawi. Most travelers were excursionists whom traveled within their own state. They mainly used public transportation especially bus. Recently, trips by students and

graduates are also gaining popularity. In the early years, must visit locations when visiting Kuala Lumpur were the National Mausoleum, the National Mosque, the National Museum, the National Zoo, the Lake Garden and the Parliament Building. Today, visitors to the Klang Valley (where Kuala Lumpur and the new government center of Putrajaya are located) have more diversified choices. While the busy Petaling Street and Tuanku Abdul Rahman Street are still popular among the lower and middle class travelers, there are many mega-shopping complexes, the formerly world's tallest building of the Petronas Twin Towers, and well new Putrajaya center to be visited. On the international fronts, towards the end of the 80's, many Malaysians stopped going to Singapore as a result of higher currency exchange and started to venture into the northern towns of Haatyai, Takbai, Padang Besar and Danok in Thailand. It was once reported that Malaysians spend over USD700,000 a month in Thailand.

MALAYSIAN DOMESTIC INDUSTRY

The tourism industry in Malaysia has suffered an eroding numbers of international tourist arrivals since the economic downturn that hits Asian countries in 1997/1998, and when killer epidemics such as SARS and bird flu spread. Due to stiff competition and uncertainty in the world economy particularly in major markets such as USA, Japan, Europe and Australia, it is important to promote the growth of domestic tourism. Domestic tourism has been perceived to be less important for most of national governments including Malaysia since it does not involve much-valued foreign exchange into the country (Weaver & Oppermann 2000). Improved economic conditions have led to increase leisure time for the population at large and Malaysian government is supporting and increasing allocation to build budget hotels and promotions to meet the needs of domestic tourists (The Economist Intelligence Unit 1994).

As in other developing destinations like Malaysia, the Federal Government plays the leading role in promoting and developing tourism. The newly formed Ministry of Tourism in March 2004 (formerly Ministry of Culture, Arts, and Tourism) realizes that domestic travels and products for local tourists must be developed and diversified. Therefore, various promotions, festivals, and new products will be developed to meet the growing demand of domestic travelers. The declaration of holidays for the public service for the first and third Saturday of the month effective 1st January 1999 and 1st February 2000 respectively, had a tremendous effect on domestic tourism. Ticket-less travel finds its way when Malaysian Airline System (MAS) introduced its application in 2000 on domestic routes to further enhance the domestic tourism. The introduction of the no-frills, privately owned air carrier called Air-Asia has given boost to the domestic tourism industry with its slogan "Now Everyone Can Fly".

The traveling seasons for Malaysians mainly circle around the school holidays (Table 1). Other major holidays are religions or ethnic based festivals such as the Eids, Chinese New Year, and Deepavali. These festivals reflect the multiculturalisms of Malaysians, which has been promoted worldwide in the commercial "Truly Asia" slogan. During peak season as shown below, majority of domestic travelers will visit popular destinations in Malaysia such as Kuala Lumpur, Penang, and Langkawi. Successive public holidays in May also give a long break for Malaysian. This is almost equivalent to the popular Japanese 'Golden Holiday' except unlike their Japanese counterparts, Malaysians travel domestically in general. Holidays in Malaysia often see massive exodus of travelers from big city centers, causing highway jam and long queues at the toll lines.

Table 1

Traveling Seasons in Malaysia

Primary Season	Secondary Season
School Holidays (1 week in March, 2 weeks in June, 1 week in August, and 2 months in November & December)	University Breaks
Major Religion Festivals: <ol style="list-style-type: none"> 1. Hari Raya (Muslim Eids) 2. Chinese New Year 3. Thaipusam and Deepavali 	Other Festivals: <ol style="list-style-type: none"> 1. Christmas 2. Independent Day 3. Labor Day, etc.
May Holidays	1 st and 3 rd Saturday holiday of each month
	Other Public Holidays

Since the 80's, various themes and campaigns have been used to promote domestic travelers. The most recent campaign "Cuti-Cuti Malaysia" (Malaysian Holidays) has been re-launched in February 17, 2004 until end of 2005 (Utusan Malaysia 2004). Numerous exciting activities and travel programs are offered to intensify domestic tourism in Malaysia. Cuti-Cuti Malaysia is a tagline for domestic campaign that was first launched in 11 September 1999. The objectives of the campaign are to inculcate the travel culture amongst Malaysians and to get Malaysians to change their mindset and to regard holidays as part of life. The campaign also aims towards creating a planned holiday culture amongst Malaysians using tour packages. The former themes for domestic tourism campaigns include Our Malaysia, Malaysiaku (My Malaysia), and Malaysia Destinasiku (Malaysia My Destination).

METHODOLOGY

This empirical research and relevant data and information are rather limited on Malaysian domestic travellers. Primary data collection was necessary in order to identify and analyse market segments on the basis of Malaysian domestic traveller's characteristics and behaviours. A questionnaire was developed for data collection purposes and the nationwide survey has been running since March 2004. The questionnaire consists of four parts namely travel planning, travel choice, travel opinion and preference, and demographic. The process of questionnaire design involved a few testings, corrections and reductions. A pilot study was conducted to test the questionnaire and from there, several changes have been made. The preliminary test managed to secure 25 respondents and a more refined questionnaire was developed from the suggestions and comments from the respondents. The questionnaire was prepared in both Malay and English.

The sample used in this paper composes of domestic travelers mainly at major destinations in Malaysia ranging from adventure destinations such as Pahang National Park, to big cities such as Kuala Lumpur and Penang, and to theme parks like the Genting Highland. The first phase of the survey targeted 300 respondents, however only 118 respondents (or 39%) provided valid returns. The disproportionate stratified random sampling method was employed for this study. The survey employed self-administered questionnaire, which have been distributed and monitored by field surveyors. The field surveyors were instructed to approach every other traveler found at selected locations, chosen by the research leader. The locations include popular spots like beaches and waterfalls, embarkation spots like jetties and airports, and highway stopovers. Extensive data editing is undertaken before the final data can be analyzed using the SPSS program and evaluated.

RESULT

Demographic Profile

As presented in Table 2, respondents consist of 60 male and 58 female, with an average age of 29 years old, ranging from 18 to 57 years old. Most of the respondents belong to the private sector (33%) and working as engineer, sales executive and manager, among others. Their average monthly income was RM2, 500 (equivalent to US\$658), which vary from RM200 up to RM20, 000 monthly. Eighty-two percents of the respondents were Malays, followed by Chinese (10%) and Indian and others. This was perhaps due to the fact that almost all of the field assistants for this survey are Malays and they must have been more inclined to distribute the survey forms to the Malays. This bias should be corrected in the on-going survey. A great number of married travelers (36%) responded, even though single travelers were still be considered dominant (59%), resulted in the higher number of university's students who were mostly singles. Majority of the domestic travelers in Malaysia have received tertiary education and even higher degrees (60%).

Table 2

Demographic Profile of Malaysian Domestic Travelers

Demographic Profile	Frequency	Percentage (%)
Gender:		
Male	60	51
Female	58	49
Occupation Sector:		
Government	27	23
Private	39	33
On their own	14	12
Ethnic Group:		
Malay	97	82
Chinese	12	10
Indian	6	5
Mix	2	2
Others	1	0.8
Marital Status:		
Single	69	59
Married	43	36
Divorcee/Widowed	1	0.8
Others	1	0.8
Education Level:		
Higher Degree – Master/PhD	13	11
Tertiary Education – Diploma/Degree	58	49
Professional Certificate	17	14
Secondary Education	25	21
Primary Education	4	3
No Formal Education	0	0

N = 118, missing data is omitted

Travel Characteristic Profile

The main purpose of travel was mainly for leisure or holiday (63%), whereas business related matters such as seminar, convention, conference or business deal, and visit friends or relatives (VFR) constituted 27% and 25% respectively. Therefore, the activity of *balik kampung* (travel to hometown), which has been perceived as one of the major purposes, was not reflected in this study (only 6% of respondents did so). Even shopping (15%) has attracted more travelers to travel compared to *balik kampung*. Other purposes of travel include sporting events (2), job interview (2), relaxing (2), study tour (2), and send relative to perform *umrah* (1).

The survey discovered that majority of respondents (78%) planned their trip. Planning the trip is necessary especially for accommodation booking especially during school holidays and public holidays. Most of them obtained their information prior to travel from their friends or relatives (46%) through the words of mouth and also from their own past experience (42%). Advertisements or write-ups in the magazines and newspaper (29%) also played an important role in delivering the travel information needed by the domestic travelers. Half of the respondents (50%) were traveling with their friends while 38% of them were traveling with family or relatives. Only 13% of the respondents were traveling alone. The average number of persons traveling together was 6 people. Despite planning for their trips, 49% of the respondents did not make any real reservations.

Private vehicles continue to be the major mode of transportation for travels to destinations and within destinations. Fifty-nine percents of the respondents traveled on private vehicles to the destination. Other main transportations included bus or coach (33%), airline (22%), and by train (15%). While they were at the destinations, most of the respondents also used their personal vehicle (58%) and bus or coach (26%). As mentioned before, the majority of the respondents preferred to stay at their friends or relatives' houses (42%), followed by 37% of respondents who chose to stay at the 3 to 4 star hotels (22%). Other types of accommodation included resort (15%), chalet or inn (10%), and apartment or villa (8%). Most of the respondents did not buy travel package (85%). Malaysians in general, the Malays especially, are avid shoppers and bargain hunters. Pertaining this, the majority of the respondents bought souvenirs at the tourist bazaars (46%) with items such as clothes, bags or shoes were popular among the respondents (41%). The respondents also enjoyed buying local foods, beverages or fruits (31%) and chocolates or sweets (20%). Only a few of the respondents were looking for authentic local arts and crafts (19%) or handmade craft (10%). An average expenditure spend by the respondents was RM660 (approximately US\$174) ranging from RM20 to RM3, 000.

Table 3

Activities at the Destination

No.	Activity	Frequency	Percentage (%)
1	Shopping	96	81
2	Sightseeing in cities	61	52
3	Dine at café or restaurants	59	50
4	Swimming/Sunbathing	39	33
5	Amusement/Theme Parks	28	24
6	Water Sports (diving, rafting, kayaking,	21	18
7	etc.)	18	15
8	Visiting National Parks	17	14
9	Visiting heritage/historical sites	16	13.6
	Golfing/Tennis/Popular Sports	16	13.6
	Museum/Art Gallery	16	13.6

10	Environmental/Ecological excursions	13	11
11	Visiting small towns and villages	12	10
12	Attend concert/theatre/musical	10	8.5
	Attend traditional cultural performance	10	8.5
13	Rock climbing/caving	8	6.8
14	Visiting Orang Asli settlement	7	5.9
15	Disco/Night clubs	2	1.7
	Visiting Casinos/gambling		

N=118, Respondents were allow to report more than one activities

As mentioned before, the most popular activities undertaken by respondents are shopping (81%), followed by sightseeing in the cities (52%) and dining at the cafés or restaurants (50%).

MALAYSIANS AS TRAVELERS

Nowadays, a large number of Malaysian female either single or married travels. The change of mindset on traditional believe that female should stay at home has made ways for female to enjoy traveling as much as male counterpart. This also perhaps reflects the high level of safety, convenience, and affordability among Malaysian females to travel alone. The average age of domestic travelers is 29 years old reflects the normal age for traveling as Malaysian at this age would have steady job and disposable income. Most of Malaysians are having tertiary and higher education at this age, therefore provided them with necessary knowledge and life experience to indulge in traveling experience. With improved economic at macro and micro level has helped more Malaysian to secure job in private sectors or do their own business, apart from working in government sectors. The average monthly income of RM2, 500 fairly show the average monthly income among Malaysians as a whole. This study supports the fact that improved economic conditions of Malaysians have helped promoting domestic tourism industry. More Malays are traveling domestically nowadays since more exciting destinations and tourism products have been introduced by government and private sectors alike, with special amenities and facilities such as prayer rooms and tailor-made toilets been built to assist Muslim travelers. Single travelers are domineering the Malaysian traveling pattern, which is quite similar to any travelers around the globe. Single people are more mobile, have more disproportionate income, and they are more receptive towards what the travel experiences can offer.

Malaysian domestic travelers are taking more holidays, recreation or leisure pursuits. The reasons lie in several factors which include working days have been reduced for government servants, more private companies adopt flexible working hours, and more holidays have been granted on the basis of improved working hours. Despite the belief that Malaysians prefer to engage in *balik kampung* travels, this study, however, observes that only a small number of Malaysians who considered *balik kampung* as traveling purpose. Malaysian domestic travelers did not regard *balik kampung* as their way of getting away from their usual environment. Most Malaysians planned their trip prior to the journey. This especially true when news break that many accommodation facilities at major destinations like Langkawi and Cameron Highlands experience 100% occupancy during holidays. Malaysians rely heavily on their friends or relatives' word of mouth in recommending the destinations to go. They are also more prone to travel to previous destinations they have been visiting due to their past experiences. The placement of advertisements or write-up in the newspapers or magazines has helped to market and promote the destinations or tourism products as Malaysians do obtain travel information in newspapers or magazines. Many enjoy company when traveling especially with their friends and family with average number of 6 persons in the group. This is perhaps related to the fact that many travel in private vehicle. Malaysians are practically having close-knit relationship with their

family and friends; therefore they will feel comfortable to travel with people they have known for so long. Some do not make any reservations especially if they plan to stay at their friend or relative's houses, where majority of Malaysians like to do. However, since there are plenty budget hotels of 3 to 4 star rating are available throughout the country, more Malaysians choose to put a night at the hotels. There is also a growing trend, especially the urban yuppies and middle incomers, to prefer spending time in hotels despite the fact that there are friends and relatives staying nearby.

Malaysians prefer to drive their own personal vehicle from their place of travel origin to the destination, and also when going around at the destination. The next major transportation used is by bus or coach, especially the interstate buses, which has grown tremendously because better road system has been built for more travel convenient. Since they drive on their own, therefore majority of Malaysians do not buy any travel package. Ministry of Tourism has acknowledged this trend and has encouraged travel agency companies to do more promotions to target domestic travelers to buy value for money or cheap travel packages. In term of shopping, Malaysians like to buy common items found at tourist bazaars. The most popular activities are certainly shopping, sightseeing, and dining. It reflects that Malaysians are mostly the type of travelers who enjoy doing and experiencing low level of activities.

CONCLUDING REMARKS

Continuous promotions on domestic tourism, coupled with development of more interesting tourism products have pushing domestic traveling in Malaysia towards potentially a boom. While Malaysians in the past traveled for other purposes than leisure, today's Malaysians start to realize the value of getting away from their homes and seeing new faces and places. While there are still remnants of past trends such as putting up at friends' and relatives' houses, Malaysians are seen to be more practical in traveling nowadays, valuing the privacy of both themselves and the hosts and opting for hotels or resorts nearby. This also reflects a greater affordability among them. This research will continue to uncover many other aspects of Malaysians as travelers, including typical requirements and their psychographic backgrounds, in order to gain better understanding and to plan better products to suit their needs.

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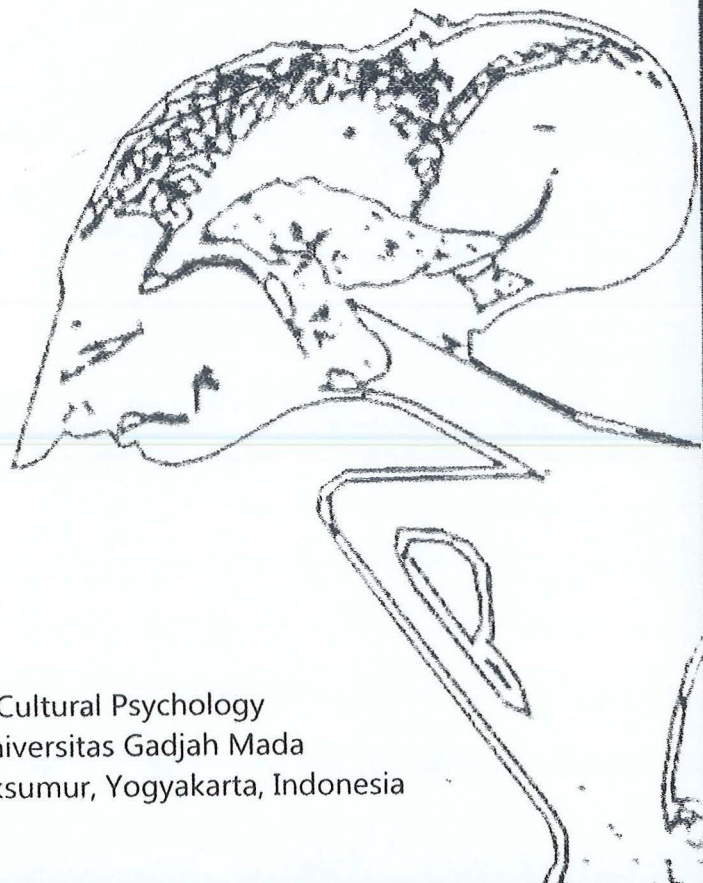


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- c. Stress and sleep (Maki Furutani) 107
- d. Application of transtheoretical model (TTM)-based stress management to Japanese university students: Subjective well-being perspectives (Yoshiyuki Tanaka & Akira Tsuda) 108
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Tourist Movement in Malaysia: Kuala Lumpur as a Destination of Choice

Badaruddin Mohammed

Masitah Muhibudin

Universiti Sains Malaysia
Malaysia

The concentration of various activities as in administrations, businesses, services, and education, make city centres an ideal destination around the world for both local and international tourists. Moreover, the tourism sector is regarded as one of the major contributors in the economic development of a particular tourist destination. However, the significance of tourist visitation on the development of tourism products and facilities in these areas still remain sketchy. Therefore, various studies were conducted evaluating the trends and prospects of the tourism sector in a particular destination by identifying tourists' travel behaviour, segmentation, choice of transportation and accommodation, preferred activities, and so on. Lesser studies on the subject matter has been found in Malaysia, thus, a study regarding Kuala Lumpur as a destination of choice for international tourists was conducted as an initiative to enhance the tourism development in the Malaysia City centre. This study describes the tourists' travel pattern, as well as, the factors that influence their choice of destination. Also, it will determine whether or not Kuala Lumpur is their main destination of choice in Malaysia. And if not, it will identify the potential of city tourism in Malaysia based on their other destination of choice. Finding will have implications toward future planning, development, and management of tourism products and facilities, as well as, in the arrangement of events in city destinations.

Measuring Holiday Satisfaction of International and Domestic Travelers in The Pahang, Malaysia

Badaruddin Mohamed

Universiti Sains Malaysia
Malaysia

The study of tourists' expectations and experiences are crucial in tourism planning since expectations significantly determine the perceptions of tourism products and performance of services, as well as influence the perceptions of destination experiences. The results of the comparison between tourist's experience at the destination visited and the expectations about the destination could help determining the level of holiday satisfaction. This study aims to measure the gap between tourists' expectations and experiences of 51 destination attributes of the East Coast State of Pahang, Malaysia, drawing on the results of surveys of 389 international and domestic tourists via a questionnaire survey which utilized the HOLSAT instrument. HOLSAT (Holiday Satisfaction) model was used to compare the performance of positive and negative holiday attributes against tourist's expectations. The study categorized the attributes into six groups, namely; accessibility, accommodation, tourist amenities, tourist activities, food/meal and tourism attraction. The data were analyzed using matrices, which showed the mean score of expectation, which then plotted against experience onto two-dimensional graph for positive and negative attributes. Significance of results was determined by the paired t-test at 1:1000. Based on the findings, a few strategies are proposed to the local tourism authorities and tourism industry players

Rujukan : 544-2010
Tarikh : 23 Ogos 2010
Kepada : Bendahari

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6. Taraf Perkahwinan	: Bujang		
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3. No. Akaun Projek/Geran	: 1001/PPBGN/816029		
4. Jenis Projek/Geran	: RU		
5. Gaji	: RM 74.84 Sehari	9. Tarikh Kualifikasi	: 1 Ogos 2010
6. Jenis Gaji	: Bulanan	10. Tarikh Mula/Tamat Lantikan	: 31 Disember 2010
7. No. Ahli KWSP	: -	11. Nama Bank	: -
8. Kadar Caruman KWSP	: 11%	12. No. Akaun Bank	: -

IMBUHAN TETAP

1. Khidmat Awam	AMAUN RM 12 Sehari	BAYARAN BANTUAN	AMAUN RM 12 Sehari
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CATATAN


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Ketua Penolong Pendaftar

s.k. Dekan / Pengarah
Pusat Pengajian Perumahan, Bangunan & Perancangan



Prof. Badaruddin Mohamed
Ketua Projek
Pusat Pengajian Perumahan, Bangunan & Perancangan

Rujukan : 438-2010
Tarikh : 23 Ogos 2010
Kepada : Bendahari

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Staf Projek : PUSAT PENGAJIAN PERUMAHAN, BANGUNAN & PERANCANGAN

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2. Tajuk Projek/Geran : Penilaian Pelancong Antarabangsa dan Tempatan Terhadap Kualiti Produk-Produk Pelancongan Di Pantai Timur Semenanjung Malaysia.
3. No. Akaun Projek/Geran : 1001/PPBGN/816029
4. Jenis Projek/Geran : RU
5. Gaji : RM 820.38 Sebulan
9. Tarikh Kuatkuasa : 1 Ogos 2010
6. Jenis Gaji : Bulanan
10. Tarikh Mula/Tamat Lantikan : 31 Disember 2010
7. No. Ahli KWSP : -
11. Nama Bank : -
8. Kadar Caruman KWSP : 11%
12. No. Akaun-Bank : -

IMBUHAN TETAP

1. Khidmat Awam

AMAUN

RM 115 Sebulan

BAYARAN BANTUAN

1. Sara Hidup

AMAUN

RM 300 Sebulan

CATATAN

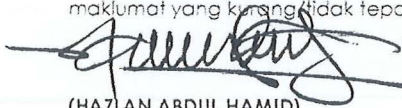
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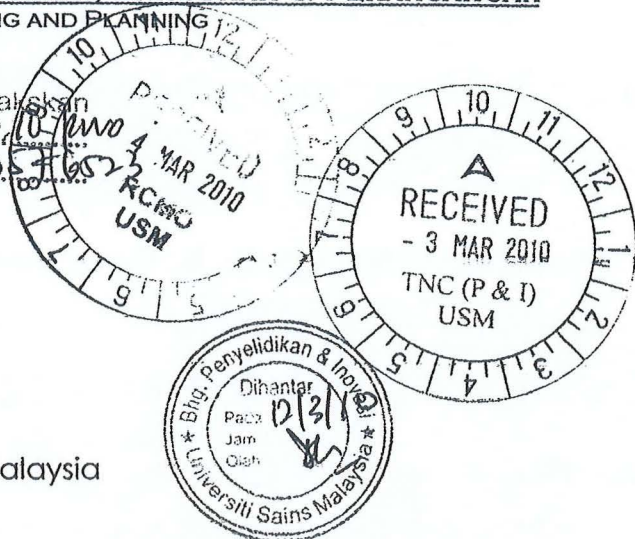
Kepada:

Yang Berbahagia Profesor Asma Ismail

Timbalan Naib Canselor

Penyelidikan dan Inovasi

Aras 6, Bangunan Canselori, Universiti Sains Malaysia



Yang Berbahagia Profesor,

MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) kepada pembantu penyelidik berikut kerana telah menjalankan kerja-kerja penyelidikan untuk Geran RU sepanjang bulan **Februari 2010**.

- 1) Nama penyelidik : **SANTY LUSIANI**
No Passport : P543859
Bayaran : **RM 2075.64** (RM 98.84 x hari)
Peruntukan : Geran RU 1001/PPBGN/816030
(The Analysis of Urban Tourism System: Examples of Malaysia Urban Centres)
- 2) Nama penyelidik : **GELAREH ABOOALI**
No. Passport : R2347917
Bayaran : **RM 720.00** (RM 40.00 x hari)
Peruntukan : Geran RU 1001/PPBGN/816029
(Penilaian Pelancongan Antarabangsa dan Tempatan Terhadap Kualiti Produk-produk Pelancongan di Pantai Timur Semenanjung Malaysia)

PROFESOR ASMA ISMAIL
Timbalan Naib Canselor
(Penyelidikan & Inovasi)
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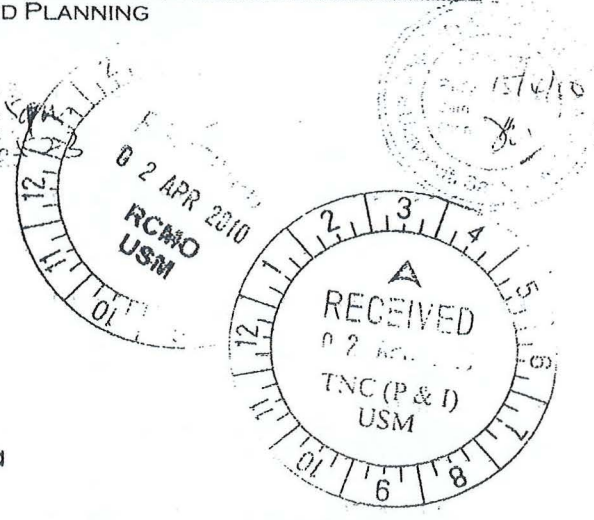
Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abooli adalah sebanyak RM 40.00 sehari dan jumlah yang dituntut adalah untuk tempoh sepanjang bulan **Februari 2010** berdasarkan skop kerja seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
1/2/2010 – 25/2/2010	1)Menjalankan kaji selidik pelancong di Johor Bahru 2)Menganalisa data kaji selidik	21 hari x RM 98.84	RM 2075.64 (Santy Lusiani)
	1)Menyediakan sorotan literatur tentang sejarah pembangunan hotel, klasifikasi hotel dan sistem pengredan hotel	18 hari x RM 40.00	RM 720.00 (Gelareh Abooli)

15/4/10
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Tarikh: 2 April 2010

Kepada:
Yang Berbahagia Profesor Asma Ismail
Timbalan Naib Canselor
Penyelidikan dan Inovasi
Ara 6, Bangunan Canselori, Universiti Sains Malaysia



Yang Berbahagia Profesor,

MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) kepada pembantu penyelidik berikut kerana telah menjalankan kerja-kerja penyelidikan untuk Geran RU sepanjang bulan **Mac 2010**.

1) Nama penyelidik : **SANTY LUSIANI**
 No Passport : P543859
 Bayaran : **RM 2075.64** (RM 98.84 x 21 hari)
 Peruntukan : Geran RU 1001/PPBGN/816030
 (*The Analysis of Urban Tourism System: Examples of Malaysia Urban Centres*)

2) Nama penyelidik : **GELAREH ABOOALI**
 No. Passport : R2347917
 Bayaran : **RM 560.00** (RM 40.00 x 14 hari)
 Peruntukan : Geran RU 1001/PPBGN/816029
 (*Penilaian Pelancongan Antarabangsa dan Tempatan Terhadap Kualiti Produk-produk Pelancongan di Pantai Timur Semenanjung Malaysia*)

2. Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abooli adalah sebanyak RM 40.00 sehari. Jumlah yang dituntut adalah untuk tempoh sepanjang bulan **Mac 2010**, berdasarkan skop kerja seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
1/3/2010 – 31/3/2010	1) Menganalisa data kaji selidik pelancong di bandar-bandar utama di Malaysia	21 hari x RM 98.84	RM 2075.64 (Santy Lusiani)
	1) Menyediakan sorotan literatur tentang sejarah pembangunan hotel, klasifikasi hotel dan sistem pengredan hotel	14 hari x RM 40.00	RM 560.00 (Gelareh Abooli)



Tarikh: 3 Jun 2010

Kepada:
Yang Berbahagia Profesor Asma Ismail
Timbalan Naib Canselor
Penyelidikan dan Inovasi
Aras 6, Bangunan Canselori, Universiti Sains Malaysia

Yang Berbahagia Profesor,

MEMOHON KELULUSAN MEMBAYAR UPAHAN BAGI TUGASAN RASMI PENYELIDIKAN

Dengan segala hormatnya saya memohon kebenaran daripada Yang Berbahagia Profesor untuk meluluskan penggunaan geran penyelidikan bagi pembayaran upahan (kadar melebihi RM25.00 sehari) bagi kegunaan rasmi dalam penyelidikan bagi akaun berikut kepada:

- 1) **SANTY LUSIANI** (No. Passport: P543859)
 Jumlah : **RM 2273.32**
 No. akaun : 1001/PPBGN/816030
 Nama geran : *The Analysis of Urban Tourism System: Examples of Malaysia Urban Centre.*
- 2) **GELAREH ABOALI** (No. Passport: R2347917)
 Jumlah : **RM 760.00**
 No. akaun : 1001/PPBGN/816029
 Nama geran : *Penilaian Pelancong Antarabangsa dan Tempatan Terhadap Kualiti Produk-produk Pelancongan di Pantai timur Semenanjung Malaysia*

Untuk makluman bagi "rat" dan "pai" B

2. Untuk makluman Yang Berbahagia Profesor, kadar upahan yang diberikan kepada Cik Santy Lusiani adalah sebanyak RM 98.84 sehari manakala Gelareh Abobali adalah sebanyak RM 40.00 sehari dan jumlah yang dituntut adalah untuk bulan April 2010. Skop kerja mereka adalah seperti berikut:

Tarikh	Tugasan	Kadar	Jumlah
3/5/2010-31/5/2010	Penulisan kertas kerja untuk kajian pelancongan bandar	23 hari x RM 98.84	RM 2273.32 (Santy Lusiani)
	Penulisan kertas kerja untuk kajian penilaian pelancong	19 hari x RM 40.00	RM 760.00 (Gelareh Abobali)



مجلس مدينة كوالا ترينغانو

MAJLIS BANDARAYA KUALA TERENGGANU

Tingkat 4 - 8, No. 88, Jalan Sultan Ismail,
20200 Kuala Terengganu, Terengganu Darul Iman.

Tel: 09- 626 1111
Faks: 09- 622 6570

Dit. (95) dan ATN. 1 (77) 6724 SK

Denaiab : 14 Jun 2010
Bersamaan : 21 Jun 2010

Profesor Madya Dr. Hadaruddin M. Yusoff
Ketua Penjawatan
Tourism Research Centre
Pusat Pengajian Perumahan, Pelancongan dan Kemuncangan
Universiti Sains Malaysia
11800 Minden, Pulau Pinang

MAJLIS BANDARAYA KUALA TERENGGANU

Dengan hormat, saya menjemput anda ke majlis persembahan...

2. Untuk makluman, saya akan bersama-sama dengan... yang difasilitasi dan yang tidak ber... Majlis Bandaraya Kuala Terengganu untuk penerimaan huan.

Yours faithfully,

MAJLIS BANDARAYA KUALA TERENGGANU

Saya yang mem...

Datuk Bandar
Majlis Bandaraya Kuala Terengganu.

INTERNATIONAL GRADUATE TOURISM RESEARCH CONFERENCE

April 16-17, 2010 Kuala Lumpur, Malaysia

Joint-Organizers:
Universiti Sains Malaysia & Berjaya University College of Hospitality



THE ORGANIZERS

The School of Housing, Building and Planning, Universiti Sains Malaysia, and the School of Tourism, Arts and Culture Management, Berjaya University College of Hospitality will jointly organize 'International Graduate Tourism Research Conference', on April 16-17, 2010. The conference venue will be at Berjaya University College of Hospitality, Level 11, West Wing Berjaya Times Square, No 1 Jalan Imbi, 55100 Kuala Lumpur.

CONFERENCE OBJECTIVES

The main objective of the conference is to encourage inter-disciplinary and comparative approaches to the study of tourism and hospitality, and towards the end, promote scholarly cooperation and collaborative research among universities and with external agencies. In meeting the above objective, the conference is expected to provide a platform for stimulating inter-disciplinary discussions, enhancing knowledge and experience, and expanding network of participants, who are mostly postgraduate students, graduate students, and researchers, both local and foreign, in tourism and hospitality.

WHO SHOULD ATTEND

- Research students with interest in tourism and hospitality
- Postgraduate students in tourism and hospitality
- Academics and educators in the field of tourism and hospitality
- Government officials involved in tourism and hospitality
- Government policy makers and national organization officials
- Tourism researchers, industry practitioners and consultants
- Individuals with interest in tourism and hospitality

CALL FOR PAPERS

This conference aims to cover a variety of topics related to tourism industry. The organizer is inviting research papers, working papers, industry initiatives, graduate and postgraduate students' research proposals with relevance, but not limited, to tourism and hospitality issues.

SUBMISSION GUIDELINES

Prospective authors are invited to submit one page abstract of proposed paper for the selection process. The abstract (150-250 words) should be written in English which includes name(s) of author(s), affiliation, postal and email addresses, and send to tourism.usm@gmail.com. All accepted papers will be published in the conference proceedings, under an ISBN reference, in CD-ROM support.

CONFERENCE FEE

1 Local participant	RM250
2 Foreign participant	USD150

SUBMISSION DEADLINES

Important dates:

1 Deadline of Abstract Submission	Jan 31, 2010
2 Full Paper Submission	Feb 28, 2010

(Note: Full paper not exceeding 8 pages, single space)

Contact us:

School of Housing, Building and Planning
Universiti Sains Malaysia
11800 Minden, Penang
MALAYSIA
www.hbp.usm.my
Email: tourism.usm@gmail.com, puadusm@gmail.com

School of Tourism, Arts and Culture Management
Berjaya University College of Hospitality
Level 11, West Wing Berjaya Times Square
No. 1 Jalan Imbi
55100 Kuala Lumpur
MALAYSIA
www.berjaya.edu.my

Joint-Organizers:



UNIVERSITI SAINS MALAYSIA



BERJAYA
UNIVERSITY COLLEGE
OF HOSPITALITY

Regional Conference on Tourism Research:

The State of the Art and its Sustainability

13-14 December 2010
University Conference Hall, USM Penang

Registration Form

Name:
 Organisation:
 Address:

 Tel. No.: H/P No.:
 Fax No.: E-mail:

- General RM350.00 (Malaysian)
 General USD110.00 (International)
 Student RM150.00 (Malaysian)
 Student USD50.00 (International)

I will / will not* present a paper
 (please delete where applicable).

Please return the completed form with payment to:

Secretariat
 Regional Conference on Tourism Research
 (RCTR 2010):
 The State of the Art and its Sustainability
 Office of Research Platform
 Social Transformation Platform
 Building JO6, 11800 USM Penang, Malaysia
*The fees include symposium proceedings (printed),
 lunch and refreshments.*

Enquiries

Professor Badaruddin Mohamed
 Conference Chairman
 Regional Conference on Tourism Research (RCTR 2010)
 Office of Research Platform
 Social Transformation Platform
 Building JO6, 11800 USM Penang, Malaysia
 Email: bada@usm.my
 Tel: + 604-653 3081
 Website: www.usm.my/pelantar

or
 1. Mr. Muhammad Nasrul Abu Bakar
 Tel : + 604-653 3093
 Fax : + 604-658 4149
 Email : mnasrul@notes.usm.my

2. Ms. Nur Ruzanna Jaafar
 H/P : + 6017-522 3077
 Fax : + 604-658 4149
 Email : zanna@notes.usm.my

3. Mr. Mohd Fazrul Zainal Arbidin
 H/P : + 6017-257 9584
 Fax : + 604-658 4149
 Email : fazrul@notes.usm.my

Call For Papers

Regional Conference on Tourism Research (RCTR 2010):

The State of the Art and its Sustainability

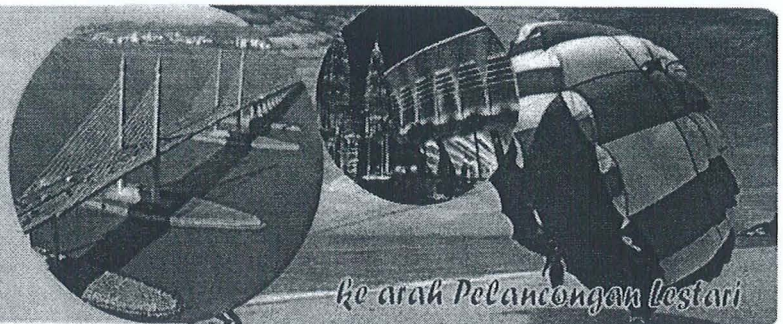
13-14 December 2010
University Conference Hall, USM Penang

Organised by:
 Social Transformation Platform
 Cluster of Tourism Research (CTR)
 Universiti Sains Malaysia Penang, Malaysia

BENGKEL PEMBANGUNAN DESTINASI PELANCONGAN

18-19 Mei 2009

Universiti Sains Malaysia
Pulau Pinang



Ke arah Pelancongan Lestari

Modul Bengkel Info Pendaftaran Bengkel Mengenai Bengkel Tentatif Program Tourism Research Circle

SELAMAT DATANG!

Pembangunan produk dan destinasi pelancongan yang baik dapat menarik kedatangan lebih ramai pelancongan dari dalam dan luar negara yang dapat menjana ekonomi bukan sahaja kepada pihak kerajaan, malah penduduk setempat sama ada secara langsung ataupun tidak langsung. Oleh itu, produk pelancongan ini perlu dibangunkan secara komprehensif dan efektif sejajar dengan matlamat kerajaan yang mahu memperkenalkan Malaysia dengan lebih meluas lagi di mata dunia. Perancangan, pembangunan dan pengurusan sesuatu produk pelancongan memerlukan penelitian dari pelbagai aspek bermula daripada formulasi dasar, strategi, program pembangunan pelancongan yang merangkumi pemasaran, penganjuran aktiviti, penyelenggaraan dan sebagainya.



Tourism Research Circle (TRC) berinisiatif untuk menganjurkan Bengkel Pembangunan Destinasi Pelancongan 2009, untuk memberi pendedahan khusus tentang aspek-aspek penting dalam proses perancangan, pembangunan dan perancangan sesuatu produk pelancongan. Sebagai Penyelaras, saya mengalu-alukan kehadiran semua pihak untuk menjayakan program ini. **Bersama kita berusaha ke arah PELANCONGAN LESTARI!**

- Prof. Madya Dr. Badaruddin Mohamed

DATANG SEKARANG!

Sila lengkapkan borang pendaftaran dan hantar (selewat-lewatnya 3 hari sebelum tarikh bengkel) kepada:
Cik Masitah Muhibudin
Pusat Pengajian Perumahan, Bangunan dan Perancangan,
Universiti Sains Malaysia,
11800 Pulau Pinang
Emel: bengkel2009@gmail.com
No.Faks: 04-657 6523

INFO PENGINAPAN

- HOTEL VISTANA (10 minit dari USM dengan kenderaan)
No. Tel. : +604-646 8000
- HOTEL B-SUITE (10 minit dari USM dengan kenderaan)
No. Tel. : +604-646 7777
- HOTEL EQUATORIAL (10 minit dari USM dengan kenderaan)
No. Tel. : +604-643 8111
- RUMAH TETAMU USM (5-7 minit dengan berjalan kaki)
No. Tel. : +604-653 2030

ANJURAN:

Tourism Research Circle (TRC)
Pusat Pengajian Perumahan, Bangunan dan Perancangan, Universiti Sains Malaysia



PERTANYAAN:

Penyelaras Bengkel
Prof. Madya Dr. Badaruddin Mohamed
No.Tel. : 04-653 2826
No. Faks: 04-6564067
E-mel : trci@usm.my

Sekretariat Utama
Cik Masitah Muhibudin
No. Tel. : 016-540 0970
No. Faks: 04-657 6523
E-mel : bengkel2009@gmail.com



MAKLUMAT TERKINI

- Muat turun slide pembentangan penceramah jempuan **New!** | [PM Badaruddin Mohamed](#) | [Dr Rahimatsah Amat](#) | [Dr Ahmad Puad Mat Som](#) | [En Zulkifly Md Said](#) | [YB Sr Hj Muhamad Farid](#) | [Mr Somboon Cheanwats](#) |

- Pendaftaran bengkel terbuka kepada semua peserta sekarang!! Pendaftaran boleh diisi **secara online** mulai 16 Mac 2009 atau muat turun borang pendaftaran

PESERTA

- Pegawai kerajaan yang terlibat secara langsung atau tidak dalam proses perancangan dan pembangunan pelancongan
- Pengurus destinasi pelancongan
- Ahli Akademik
- Penyelidik dan konsultan bidang pelancongan
- Wakil dari institusi kewangan dan para pelabur
- Eksekutif/ wakil firma-firma multinasional
- Pelajar yang sedang mengikuti kursus pelancongan/ hospitaliti

YURAN PENYERTAAN

Yuran Penyertaan* adalah seperti berikut: ● Peserta Umum **RM 450.00** ● Pelajar **RM 250.00**

*merangkumi kit bengkel, minum pagi, makan tengah hari, minumpetang untuk 2 hari dan sijil penyertaan.

This website www.hbp.usm.my/tourism/bpdp09 is best surfed using Internet Explorer Version 6.0 and above. The appropriate display resolutions to display web sites are 800 x 600 pixels.

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NATIONAL SYMPOSIUM ON TOURISM RESEARCH

26 JULY 2008, PENANG,
MALAYSIA

ORGANIZED BY:
CLUSTER OF TOURISM RESEARCH (CTR)
SOCIAL TRANSFORMATION PLATFORM
UNIVERSITI SAINS MALAYSIA
PENANG, MALAYSIA

VENUE:
University Conference Hall, Universiti Sains Malaysia, Penang

SYMPOSIUM OBJECTIVES

The aim of this symposium is to provide a platform for discussion and sharing of tourism research topics, methodology and sharing of research findings. The symposium also aims at stimulating inter-disciplinary discussions and networking to further enhance and enrich the knowledge of academicians, practitioners and professionals on tourism. The symposium will focus on a broad array of topics related to research in tourism. The symposium organizers invite research papers, working papers, industry initiatives, graduate student research symposiums or presentation proposals with relevance to tourism or the hospitality industry. The scope of the potential papers include:

Destination Planning and Development, Ecotourism, MICE, Accommodation Sector, Product Development, Training and Employment, Agrotourism, Rural Tourism, Service Industry, Information Technology, Education, Health Tourism, Human Resource Development, Impacts of Tourism Development, Community Tourism Development, Post Modern Tourism, The Businesses of Tourism, Special Interest Tourism, Marketing and other related topics.

WHO SHOULD ATTEND

- Academics and educators in tourism
- Senior government officials involved in tourism planning and development
- Tourism policy makers and national tourism organization directors
- Tourism researchers and industry consultants
- Human resources practitioners/managers of tourism establishments

SUBMISSION GUIDELINES

- [1] One page abstract of proposed papers should be submitted for the final selection process.
- [2] The abstract should be written in English which include name(s) of author(s), affiliation, postal and email addresses.
- [3] Contributor will be informed of acceptance of their abstract as soon as the committee receives the abstract.
- [4] Authors of accepted abstracts will be asked to submit full papers and the guidelines for full papers submission will be provided.
- [5] The final paper is limited to 6 pages (Times New Roman, 1.5 spacing, 12pts and APA System).
- [6] Only papers submitted by June 26, 2008 will be included in the symposium proceedings (printed) which will be distributed on the symposium day.

DEADLINES OF SUBMISSION

Abstract submission : May 30, 2008.
Full paper submission : June 26, 2008.
Once the paper is accepted, at least one of the authors must register and present the paper at the symposium.

REGISTRATION FEES

All presenters and participants are requested to register for the symposium by June 26, 2008. Registration fees may be paid either by cash/cheque/bank draft/postal order in RM.

General participants: RM 150.00
Student participants: RM 75.00

All cheque, bank draft or postal order must be made payable



PSU-USM International Conference

on Humanities and Social Sciences 2011

"Transforming Research for Sustainable Community"



Date : 3 - 4 October 2011, Venue : Lee Gardens Plaza Hotel, Hatyai, Songkhla Thailand

Main Menu

- Home
- Committee
- Call for Papers
- Important Dates
- Registration
- Abstract Submission
- Full Paper Submission
- Conference Schedule
- Participants Information
- Accommodation
- Contact Us

Home

Host: Educational Services Division, Prince of Songkla University, Pattani Campus

Co-host: Social Transformation Research Platform, Universiti Sains Malaysia

Objectives

1. To promote research activities of Prince of Songkla University and University Sains Malaysia researchers
2. To provide an opportunity for academics, researchers, graduate students of Prince of Songkla University and University Sains Malaysia and regional institutions to present their research results and exchange ideas and experiences leading to research development and collaborative research

Conference Theme

Transforming Research for Sustainable Community

Language

The official conference language will be English and no translation facilities will be provided

Participants

- Lecturers
- Researchers
- Academic staff
- Graduate students
- Others from international countries

**AGREEMENT TO PUBLISH THIRD PARTY CONTENT ONLINE WITHIN
CABI FULL-TEXT PRODUCTS**

This Agreement is between CAB International of Nosworthy Way, Wallingford, Oxon, OX10 8DE, UK (CABI) and the *Universiti Sains Malaysia*, and is dated the 11th day of January 2011.

CABI and the Publisher hereby agree that:

1. CABI may include the Publisher's content (*Proceedings of the 1st and 2nd National Symposiums on Tourism Research and Proceedings of Regional Conference on Tourism Research*) indexed in its bibliographic databases, CAB Abstracts and/or Global Health and any subsets thereof, in its online subscription products including that referred to as *CABI Full Text* or any derivative of it.
2. CABI will create a digital copy of the Publisher's content and archive it in its *CABI Full Text* database making it available via its databases for the purposes of research, education and practice.
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4. CABI will not charge the Publisher for hosting its content nor will CABI pay the Publisher for hosting and delivering its content. CABI will ensure the sustainability of *CABI Full Text* from income generated from users.
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Signed on behalf of the Publisher:

Name: Prof. Badaruddin Mohamed

Signature: 

Date: 11 January 2011

Signed on behalf of CABI:

Name: JANICE OSBORN

Signature: Janice Osborn

Date: 12/01/2011

Please return to: Janice Osborn
CAB International
Wallingford
Oxon, OX10 8DE, UK

(FAX +44 1491 833508 or as scanned copy via email to: j.osborn@cabi.org)

2nd 2nd

National Symposium on Tourism Research

THEORIES & APPLICATIONS

[HOME](#)[Objectives](#)[Who Should Attend](#)[Date & Venue](#)[Scope of Papers](#)[Committees](#)[Submission Guidelines](#)[Deadlines of Submission](#)[Registration Fees](#)[DOWNLOADS](#)[Registration Form](#)[Tentative Programme](#)[Map to the Venue](#)[Accommodation](#)

ORGANISED BY:

Cluster of Tourism Research (CTR), Social Transformation Platform

with collaboration

Tourism Research Circle (TRC), School of Housing Building and Planning, Universiti Sains Malaysia



ENQUIRIES:

Symposium Chairman

Assoc. Prof. Dr. Badaruddin Mohamed
Email: bada@usm.my
Tel: + 604-653 2826

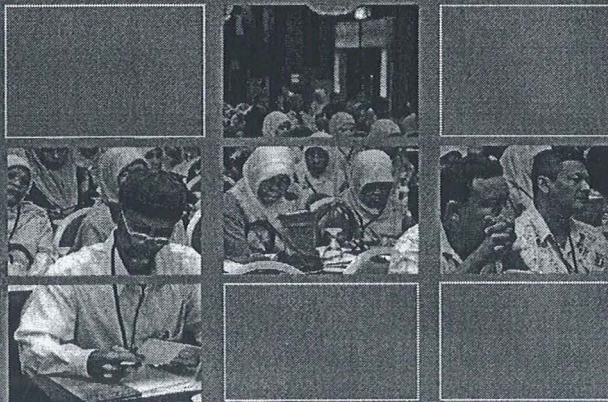
Secretariats

[1] Ms. Shida Irwana Omar
Email: trci@usm.my
Tel: + 604-653 2826
Fax: +604-656 4067

[2] Ms. Siti Nurdiyana Mohd.Farid
Email: ctnurdiyana@gmail.com
Tel: + 6019-431 4877
Fax: +604-657 6523

[3] Ms. Masitah Muhibudin
Email: masmuhib@gmail.com
Tel: + 6016-540 0970
Fax: +604-657 6523

A platform for discussion and sharing of
tourism research topics



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RECENT UPDATES

Welcome

to 2nd National Symposium on Tourism Research

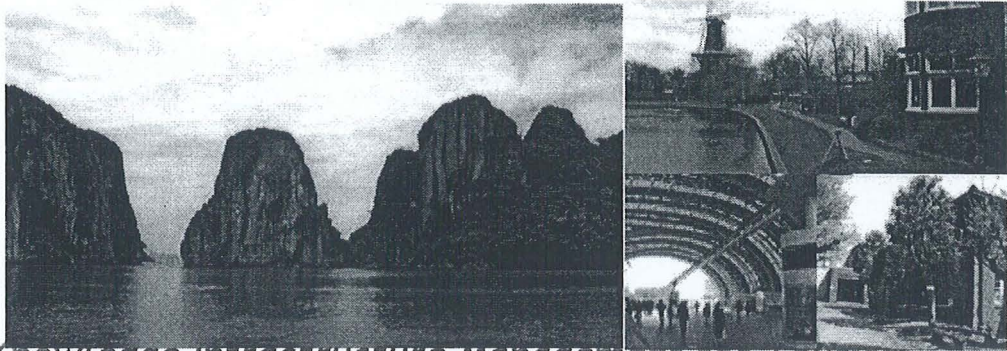
Second Announcement and Call for Papers

Deadline for Abstract submission is **April 30, 2009.**

Please submit your abstract to trci@usm.my or ctnurdiyana@gmail.com

2nd Call for papers

RARC INTERNATIONAL TOURISM CONFERENCE 2008



"Knowledge Infrastructure Management for Tourism"

3-4 November 2008, Penang, Malaysia
Institute of Graduate Studies (IPS),
Universiti Sains Malaysia, Penang, Malaysia.

Organized by:



RIKKYO
AMUSEMENT RESEARCH CENTRE



School of Housing, Building & Planning (Universiti Sains Malaysia, Malaysia)
Rikkyo Amusement Research Centre (RARC) (Rikkyo University, Japan)
Rotterdam School of Management (Erasmus University, The Netherlands)

Focus of Conference

What do we mean by knowledge? How is knowledge actually processed within the context of tourism development, in the Asian region? And how is it embedded in processes of policy making, managerial coordination of regional and urban development, strategic implementation and marketing?

The main goal of the Knowledge Infrastructure Management for Tourism Conference 2008 is to encourage the exchange of views and search for solutions on balancing a fundamental dilemma in managing the development of Asian tourism: the function versus form issue, which often arise in the interaction between culture in relation to technology and tourism development in Asia. Hence, it seeks to address the above and other relevant questions to understand the key themes that underpin the enhancement and enrichment of knowledge by academicians, practitioners and professionals.

Adopting a thematic approach, including epistemologies of knowledge development, knowledge sharing and knowledge applications, this small scale gathering by invitation features a program comprised of 5 invited keynotes by 'thought leaders' both from industry and the research community, who hail from developed and developing countries. Each keynote 'kicks off' a specific track on a particular theme followed by relevant paper presentations that address critical issues and practices by academics, policy makers and industry practitioners. The conference is designed to stimulate inter-disciplinary discussions, offers networking opportunities and conclude with a 'manifesto' to render tourism development in Asia more sustainable.

Date and Venue

The conference will held on 3rd and 4th of November 2008. It will be held in Training Room, Institute of Graduate Studies (IPS) within the garden campus of Universiti Sains Malaysia, Penang, Malaysia. The campus is located about 20 minutes from Penang International Airport.

Sessions

⇒ 5 main sessions of 90 minutes. Each session consists of 5 invited speakers plus,

Tarikh: 23 November 2009

Dokumen ini telah difakskan
pada 11/12/09 jam 9.58 am
oleh Wina Faks. 6576523



Kepada:
Yang Berbahagia Profesor Asma Ismail
Timbalan Naib Canselor
Penyelidikan dan Inovasi
Aras 6, Bangunan Canselori
Universiti Sains Malaysia



Yang Berbahagia Prof.,

MEMOHON KELULUSAN MEMBAYAR YURAN PERSIDANGAN PELAJAR MENGGUNAKAN PERUNTUKAN GERAN RU

Dengan hormat dan sukacitanya dimaklumkan bahawa kertas kerja saya yang bertajuk "Factor Influencing Conference Attendee's Decision Making: A Review Paper on Conference Decision Making Studies" telahpun diterima untuk dibentangkan di International Conference on Business, Economics and Tourism Management 2010 yang akan berlangsung di Singapura pada 26-28 Februari 2010.

2. Sehubungan itu, Cik Anahifa Malek Mohammadi iaitu pelajar PhD dibawah seliaan saya akan membentangkan kertas kerja tersebut bagi pihak saya. Beliau juga merupakan salah seorang penulis kertas kerja tersebut. Justeru, saya ingin memohon kelulusan daripada pihak Yang Berbahagia Prof. untuk membenarkan beliau membuat pembayaran yuran persidangan melalui peruntukan **Geran RU bernombor: 1001/PPBGN/816029.**

3. Bersama-sama ini dilampirkan surat penerimaan pembentangan kertas kerja daripada sekretariat persidangan untuk rujukan pihak Yang Berbahagia Prof. Kelulusan pihak Yang Berbahagia Prof untuk permohonan ini amat dialu-alukan dan diucapkan terima kasih.

Sekian, terima kasih.
'Memastikan Kelestarian Hari Esok'

Yang benar,



PROF. DR. BADARUDDIN MOHAMED

s.k : En. Ubaidillah Ozmin
Ketua Penolong Bendahari
Jab. Bendahari, USM

Lulus
9/12/2009



PROFESOR ASMA ISMAIL
Timbalan Naib Canselor
(Penyelidikan & Inovasi)
Universiti Sains Malaysia

**USM**

UNIVERSITI SAINS MALAYSIA

PEJABAT PENGURUSAN DAN KREATIVITI PENYELIDIKAN
RESEARCH CREATIVITY AND MANAGEMENT OFFICE

Ruj. Kami : 2008/197 (U0183)

Tarikh : 4 Ogos 2010

Prof. Madya Badaruddin Mohamed
Pusat Pengajian Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia

Tuan,

**KELULUSAN PEMBANTU PENYELIDIK MENGHADIRI PERSIDANGAN KE LUAR NEGARA
MENGUNAKAN GERAN UNIVERSITI PENYELIDIKAN (RU)****TAJUK PROJEK : PENILAIAN PELANCONG ANTARABANGSA DAN TEMPATAN TERHADAP
KUALITI PRODUK-PRODUK PELANCONGAN DI PANTAI TIMUR SEMENANJUNG MALAYSIA****NO. AKAUN : 1001 / PPBGN / 816029**

Dengan hormatnya perkara di atas dirujuk. Surat tuan yang telah diterima Bahagian ini pada 29 Julai 2010 adalah berkaitan.

2. Sukacita dimaklumkan bahawa Universiti telah meluluskan permohonan tuan untuk menggantikan **Cik Santy Lusiani** bagi menghadiri persidangan yang bertajuk "**The First International Conference Of Indigenous And Cultural Psychology 2010**" yang telah diadakan pada 24-27 Julai 2010 bertempat di Yogyakarta, Indonesia.

3. Sehubungan itu, beliau juga boleh membuat tuntutan bayaran elaun sara diri dan pembelian prosiding persidangan berjumlah **RM800.00** di bawah geran **1001 / PPBGN / 816029**.

4. Bersama-sama ini disertakan kelulusan TNC (Penyelidikan & Inovasi) untuk rujukan dan tindakan lanjut pihak tuan.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"
'Memastikan Kelestarian Hari Esok'

Yang menjalankan tugas,

(HAZLAN ABDUL HAMID)
Ketua Penolong Pendaftar
Pejabat Pengurusan & Kreativiti Penyelidikan
Bahagian Penyelidikan & Inovasis.k.  Dekan Penyelidikan
Pelantar Transformasi Sosial
Pejabat Pelantar Penyelidikan
Universiti Sains MalaysiaDekan
Pusat Pengajian Perumahan, Bangunan & Perancangan
Universiti Sains Malaysia**CANSELORI**

11800 USM, Pulau Pinang, Malaysia

Tel: (6)04-653 3888 ext. 2725 / 3895 / 3178 / 3194 / 3989 / 3988; Fax: (6)04-656 6466 / (6)04-656 8470 / (6)04-6532345

Program Code: Votebook9100
 DB: 13.02.08/27/2010 VB: 13.00.08/12/2010
 Switch Language: English / Malay

Version: 13.9, Last Updated at 09/01/2011
 Program Code: Votebook9100

Current Date: 21/02/2011 1:57:24 PM
 Wildcard: *eg, Lien 100%, Like 10%
 Element 1:
 Element 2:
 Element 3:
 Element 4:

Budget Control: Budget Account Code:
 Detail Excel Rule: Project Kumangan Wang Uni Penyelidikan:

Detail Excel	Budget Control	Account Description	Budget	Cash Received	Actual	Available	Percentage
490	T	Projek Kumangan Wang Uni Penyelidikan	0.00	0.00	0.00	35.02	6.02%
491	T	Sub Total	0.00	0.00	0.00	35.02	6.02%
5999		Grand Total	0.00	0.00	0.00	30.02	5.00%

JABATAN BENDAHARI

SUB KUMP WANG UNIV PENYELIDIKAN (1001)

PENYATA PERBELANJAAN PADA 30 NOVEMBER 2010

NAMA PROJEK :

PENILAIAN PELANCONG ANTARABANGSA DAN TEMPATAN TERHADAP KUALITI PRODUK-PRODUK PELANCONGAN DI PANTAI TIMUR SEMENANJUNG MALAYSIA

TEMPOH:

BADARUDDIN MOHAMED

PUSAT PENGAJIAN PERUMAHAN, BANGUNAN DAN PERANCANGAN

AKAUN	PTJ	PROJEK	DONOR	PERUNTUKAN PROJEK	PERBELANJAAN TERKUMPUL SEHINGGA THN LALU	PERUNTUKAN SEMASA	TANGUNGAN SEMASA	BAYARAN SEMASA	BELANJA SEMASA	BAKI PROJEK
111	PPBGN	816029		98,012.00	47,916.57	50,095.43	0.00	50,512.93	50,512.93	-417.50
221	PPBGN	816029		29,280.00	13,675.72	15,604.28	0.00	10,068.14	10,068.14	5,536.14
223	PPBGN	816029		1,500.00	566.33	933.67	0.00	14.50	14.50	919.17
226	PPBGN	816029		0.00	0.00	0.00	0.00	114.17	114.17	-114.17
227	PPBGN	816029		4,950.00	10,263.22	-3,313.22	0.00	2,623.09	2,623.09	-7,936.31
228	PPBGN	816029		0.00	70.00	-70.00	0.00	80.00	80.00	-150.00
229	PPBGN	816029		33,491.00	14,235.00	19,256.00	0.00	14,748.08	14,748.08	4,507.92
335	PPBGN	816029		7,500.00	9,649.00	-2,149.00	0.00	0.00	0.00	-2,149.00
552	PPBGN	816029		0.00	94.66	-94.66	0.00	62.57	62.57	-157.23
				174,733.00	96,470.50	78,262.50	0.00	78,223.48	78,223.48	39.02

SENARAI JUMLAH-JUMLAH KECIL :

110	EMOLUMEN			98,012.00	47,916.57	50,095.43	0.00	50,512.93	50,512.93	-417.50
220	PERKHIDMATAN DAN BEKALAI			69,221.00	38,810.27	30,410.73	0.00	27,647.98	27,647.98	2,762.75
330	ASET			7,300.00	9,649.00	-2,149.00	0.00	0.00	0.00	-2,149.00
550	PERBELANJAAN LAIN			0.00	94.66	-94.66	0.00	62.57	62.57	-157.23
				174,733.00	96,470.50	78,262.50	0.00	78,223.48	78,223.48	39.02