PENANG TOURISM ATTRACTIONS
AND ATTRACTION ATTRIBUTES

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ABSTRAK (MALAY)

Objektif kajian ini adalah untuk menyelidik tentang tarikan pelancongan dan ciri-ciri tarikannya dalam konteks negeri Pulau Pinang. Kajian ini juga bertujuan untuk menyiasat hubungan di antara ciri-ciri tarikan destinasi dan tahap kepuasan pelancong terhadap tarikan destinasi tersebut. Demografi pelancong telah dimasukkan dalam kajian ini untuk meninjau kesan dan hubungan antara demografi pelancong, ciri-ciri tarikan destinatisi dan tahap kepuasan pelancong. Dari segi praktikal, kajian ini merupakan satu usaha untuk mengkaji pembangunan pelancongan warisan di negeri Pulau Pinang secara keseluruhan serta prestasi dan kesannya sebagai Tapak Warisan Dunia.

Teori Pelbagai Attribut dan Pandangan berasaskan Sumber telah menjadi dasar dalam kajian ini. Satu kaji selidik telah dijalankan untuk mengumpul pendapat pelancong antarabangsa dan domestik yang menghasilkan sejumlah 204 balas jawapan yang boleh digunakan . Kajian ini menunjukkan bahawa ciri-ciri tarikan destinasi mempunyai hubungan yang bermakna dan positif dengan tahap kepuasan pelancong. Umur dan taraf perkahwinan pelancong juga mempengaruhi tahap kepuasan pelancong. Selain itu, aset warisan fisikal lebih menarik perhatian pelancong untuk mengunjunginya sementara aset warisan budaya menghadapi kekurangan kesedaran di kalangan pelancong. Penguatkuasa dan peserta industri pelancongan perlu mengambil langkah perubahan dalam strategi pemasaran dan pengagihan sumber. Usaha yang lebih fokus akan menyalurkan sumber-beharga kepada destinasi mengikut keperluannya dan menyumbang ke arah negeri Pulau Pinang sebagai destinasi pilihan pelancong.

ABSTRACT

The objectives of this study are to investigate on tourism attractions and its attraction attributes in the state of Penang context. This study also intended to examine the relationship between attraction attributes of heritage destination and tourist satisfaction towards the heritage destination. The tourist demographics had been included in this study to explore the moderating effect and the relationship between tourist demographics, attraction attributes and tourist satisfaction. In practical sense, this study is an effort to determine the overall performance of tourism attractions in the state of Penang as the World Heritage Site and the impact of the enlistment.

Multi-attribute theory and resource based view formed the foundation of this study. A survey had been conducted to gather the opinion of international and domestic tourist which resulted in a total of 204 valid and usable responses. This study revealed that the attraction attributes of heritage destination has significant and positive relationship with tourist satisfaction level. The age group and marital status of tourists do affect the tourist satisfaction level. Besides, the tangible heritage assets attracts more tourists to visit whilst the intangible heritage assets has a lack of awareness among the tourists. The authority and tourism industry players should consider a shift in marketing strategies and resource allocation of the heritage assets. A more focused effort in distributing the valuable yet scarce resources to the heritage assets and a sustainable development of the state of Penang as a whole will contribute towards becoming the choice destination of tourists.

CHAPTER 1

INTRODUCTION

1.0   Introduction

This study researches on the "Penang Tourism Attractions and Attraction Attributes". The chapter will start with the background of this study and continue with the history of Malaysia Tourism and Penang Heritage Tourism. It will discuss the motivation and direction in term of problem statement, objectives of the study and key term of major variables used. This chapter will conclude with a proposition on the significance of the study, and summary of this chapter

1.1   Background of Study

Since the enlisting of George Town as World Heritage Site and the prominent addition of Street Art in the State of Penang's cultural scene, heritage tourism has become the main focus of the Penang Tourism Ministry. The Street Art has ignited new interests in the appreciation of traditional culture and heritage in the streets of George Town area, with a twist of creativity. Heritage Trails are identified and promoted through Penang Tourism websites. Tour packages which include the Heritage Trails are introduced by tour operators. Relevance signboards which contain historical information and interesting facts are built around George Town's streets. Besides, Penang Tourism Ministry is trying to add national parks and other relevant attractions to the existing line of tourism packages in an attempt to provide more interesting and diversifying tourist experience. In 2014, Penang National Park has

been ranked seventh as Best Park and Green Space in Asia region by Agoda.com, a popular online hotel platform. The ranking is done by international travelers which had acquired Agoda.com's online hotel booking service (Star, 2014).

The Association of Southeast Asian Nations (ASEAN) is driving an effort to promote cross-countries multi-destination trips for experiential and creative tourism, emphasizing on responsibility to nature and traditions. The effort is to create different tourism products as a kind of experience involving different activities or themes. Today's tourists are more inclined to immerse in unique and sophisticated experience with localized indulgent. Penang is one of the selected destinations for Culture and Heritage Tourism Product (ASEAN, 2013). Multi-destination trips can expand to include the Asia region to attract cross-continent tourists. Multi-destination trips are suitable for regional tourism development as tourists may consider these trips as higher value and of variety. There are also other factors that encourage multi-destination trips (Stewart & Vogt, 1997).

Daily direct flights to Penang from various countries have boosted the tourist arrivals through Penang International Airport. Certain heritage sites such as the Pinang Peranakan Mansion has enjoyed greater attention and almost doubling increased visitor volume. However, there are uncertainties as to the actual factors which contribute to the rise of tourist arrivals. Heritage sites in Penang do not generally imposed entrance fee. The heritage sites, which do imposed entrance fee, do not have visitors' registration process in place. This causes the lacking of tourist profiles which patronage the heritage sites (Yeoh & Ng, 2012).

Tourist is one of the main stakeholders in tourism industry. Positive tourist experience lead to increased tourist satisfaction and will contributes to positive "word of mouth" among tourists (Chan, 2011). The tourist's characteristics are important factors in determining tourist satisfaction with the travel destination. Research shows that different characteristics of creative tourists will construct their own personal creative experience in travel destination (S.-K. Tan, Luh, & Kung, 2014). This will lead to different satisfaction level of the tourist.

1.1.1 Tourism in Malaysia

According to the Department of Statistics Malaysia (2013), tourism industry is worth around MYR 128 billion with a growth rate of 7.2% over the previous year. This industry plays an important role in Malaysia's economy as it has contributed around 5% of Malaysia's Gross Domestic Product. Visitor exports are major element of direct contributor to the tourism industry. Direct contributors reflect internal spending within a country regardless the spending is by locals or foreigners. Visitor exports are the internal spending by foreigners in various related tourism businesses. Malaysia churned out visitor exports worth MYR 68.7 billion in the year 2013 and expected a growth rate of 9.5% in 2014 (Malaysia, 2013).

Around 16.4% of the country's workforce is in the tourism industry, or equivalent to around 2 million people. The livelihood of a major percentage of Malaysia's population is closely linked with the tourism industry. Tourism in Malaysia has a steady growth rate over the period of 2005 to 2012. The only negative growth occurred in year 2008 at -8.9% due to the global financial turmoil. This crisis

impacted most industries and multiple countries' economy including Malaysia. After the year 2008, the tourism industry and overall economy gradually recovered. In the year 2012, there is a slowdown of growth rate from 12.1% in the year 2011 to 7.2%. (Malaysia, 2013).
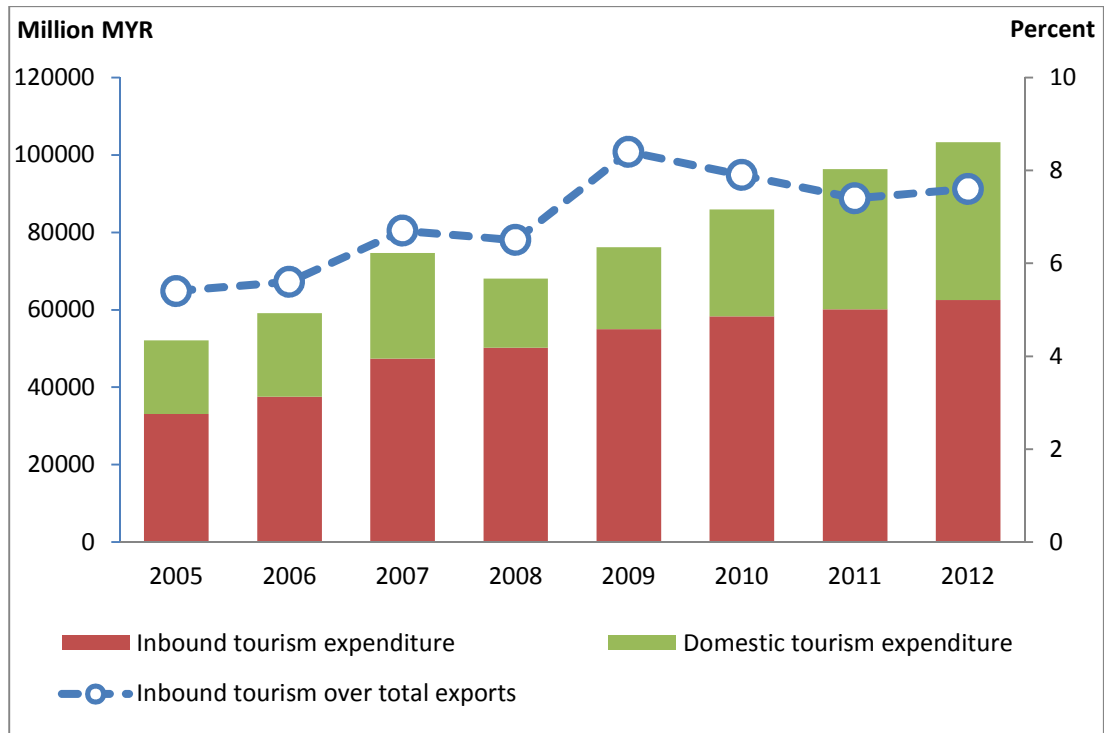
Figure 1.1: Malaysia Internal Tourism Consumption, 2005-2012

Note. Reproduced from Malaysia Tourism Satellite Account (p. 12), by Department of Statistics Malaysia, 2013, Putrajaya: Department of Statistics Malaysia

The steady growth of tourism market is relatively in line with the growth trend of tourist arrivals through Penang International Airports, as shown in Figure 1.2. The fluctuation of tourist arrivals in Penang is more substantial compare to the much linear growth trend of tourism market. The negative growth rate of tourist arrivals at -4.67% occurred in the year 2009, a year after the negative growth rate of internal

tourism consumption. One of the factors can be attributed to tourists usually plan for their trips earlier.
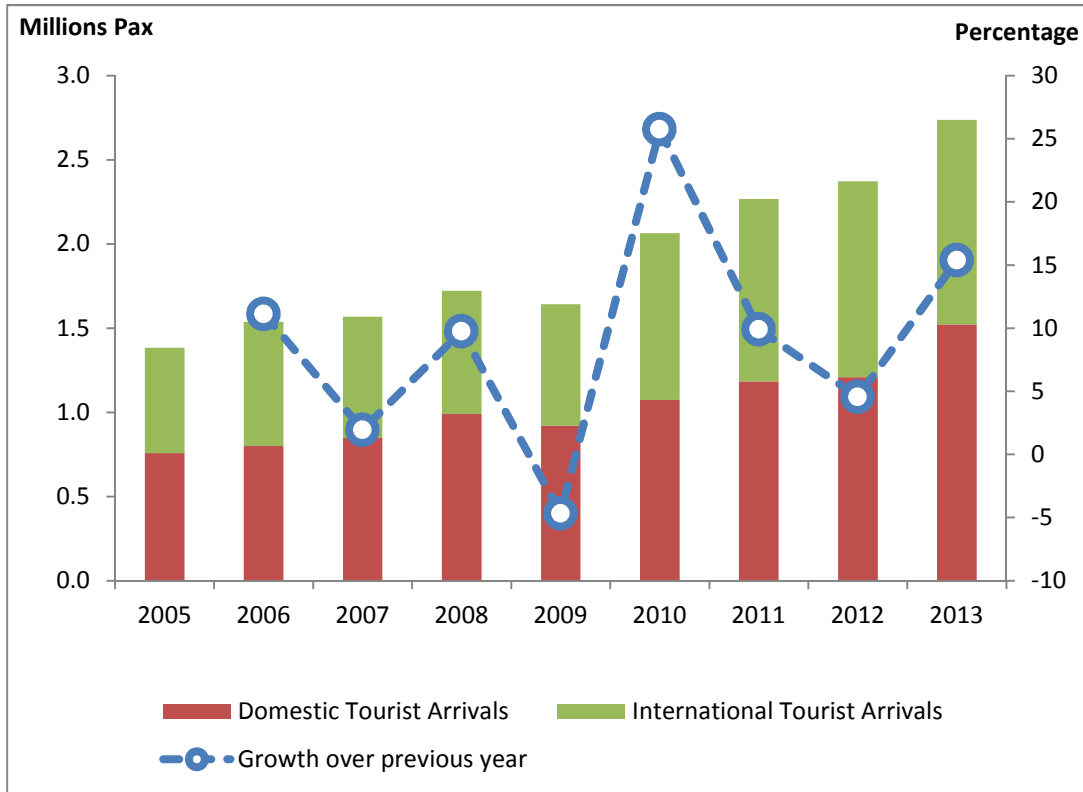
Figure 1.2: Tourist Arrivals through Penang International Airport, 2005-2013

Note. Malaysia Airports Holdings Berhad Annual Reports from 2005 to 2013. Retrieved from http://ir.chartnexus.com/malaysiaairports/reports.php

1.1.2 Brief History of Heritage Tourism in Penang

Since before 1957, independence of Malaysia, the State of Penang is the main tourist destination in Malaysia and earned the title "Pearl of the Orient" (Chan, 2004, as cited in Chan, 2011).The State of Penang is one of the thirteen states of Malaysia which situated on northern of Peninsular Malaysia. The state consists of Penang

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Island and mainland of Seberang Perai. The island is connected to the mainland by two bridges, Penang Bridge and Penang Second Bridge or Sultan Abdul Halim Muadzam Shah Bridge. The Penang Second Bridge is the longest bridge in Malaysia and the longest in Southeast Asia with the total length of 24km. George Town is a protected UNESCO Heritage site on the island of Penang in Malaysia. George Town and Malacca were awarded the World Heritage Site status in July 2008 (Chai, 2011).

Since then, Penang's Georgetown Festival is held every year to celebrate George Town's UNESCO World Heritage Site Listing. The festival is a month-long festival with various events spanning the arts. In the year 2012, in conjunction with the Georgetown Festival, a street art project called the "Mirrors George Town" was initiated by the Penang Municipal Council. A Lithuanian, Ernest Zacharevic, was commissioned by the Penang Municipal Council to undertake this project which consisted of painting several large scale murals in different location of George Town. This project garnered overwhelming attention from tourist and locals and boosted the state's image. Tours based on these art works are introduced by the travel agencies. However, after several months, some of the street arts started to fade due to the weather condition in Penang. Sustainability of the street art becomes important as more tourists are attracted to these art works and cultural-heritage tourism sector is boost up (Omar, Muhibudin, Yussof, Sukiman, & Mohamed, 2013).

1.2   Problem Statement

Research suggests that the culture heritage tourism of Penang faces various dilemma including the effect of mass tourism, poverty and out-migration, the difficulty of identifying culture heritage identity of Penang, issue of preservation of culture and urbanization, and issue of culture sustainability (Abdullah, Azam, & Bustami, 2013; Chai, 2011; Chan, 2011; PHT, 2013).This is in line with the many dilemmas faced by World Heritage Sites worldwide in managing the precious legacy on-site (Donohoe, 2012; Hede, 2008; Li, Wu, & Cai, 2008; Marcotte & Bourdeau, 2012; Ripp, Eidenschink, & Milz, 2011; Roders & Oers, 2011; Ryan & Silvanto, 2011; Sofield & Li, 1998; Su & Wall, 2011; Wilson & Boyle, 2006; Yasuda, 2010). Tourism development generally involves modification of existing heritage structures and this is in conflict with heritage conservation which requires the heritage structures to be preserved.

Destinations which are accredited World Heritage Sites are supposed to properly manage and protect the sites. The sites may lose the designation if the UNESCO World Heritage Committee determines that the designated site is not properly maintained and preserved. So far, two heritage sites were striped of the designation, Oman in 2007 and Germany in 2009. The designation revocation is an example of the conflict existing between heritage conservation and tourism development. Poaching and habitat degradation has reduced the Oman's Oryx population from 450 in 1996 during the listing as World Heritage Site to 65 with four breeding pairs in 2007 during the delisting. The delisting is in accordance with the government's desires because oil was found on the site leading to decision to reduce

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90% of the Oryx sanctuary. On the other hand, Germany's Dresden Elbe valley lost its heritage status to a bridge constructed just a mile away from the historical site. It is seen as an embarrassment to the country and a loss of tourism economic benefits. Malaysia may face the same situation as development is taking over in some areas of World Heritage Sites in the country (Connolly, 2009; Pragalath, 2013; UNESCO, 2007).

Out-migration of residents in World Heritage Sites can cause the loss of traditional and living culture of the heritage sites. The traditional and living culture form a part of the cultural heritage identity of a heritage site. The cultural heritage identity of Penang is essential to developing heritage tourism and introducing suitable tourism product offerings. Designation of a building as heritage site and tourism attraction will open door to more development funding and enabling sustainability and continued survival of the building (Chan, 2011; Nuryanti, 1996). Hence, in shaping the tourism product offerings of the State of Penang, the attractiveness ranking of various formally or informally-recognized heritage sites, together with traditional and living culture, will contribute towards the funding allocation decision making and government policy making.

In recent years, research based on stakeholders' perception explores the view from the residents, business operators' and sites' administrators' perspective (Atorough & Martin, 2012; Carlisle, Kunc, Jones, & Tiffin, 2013; Kiely, 2013; Omar et al., 2013; Presenza & Cipollina, 2010). Stakeholders perspective is inclusive of the tourists' perspective as tourist is the customer in the tourism industry (Brown & Cave, 2010). A destination without tourist is equivalent to non-existence or cease of

destination survival. Research conducted by Zang (Mohamed, Othman, & Ariffin, 2012) suggested that motivational theory can used to explain the tourist needs of a destination. Motivational factors can be differentiated into push and pull factors. Push factors are stimulus that push or drive tourists to a particular destination whilst pull factors are stimulus that pull or attract tourists to this particular destination. Understanding the tourists' perception of the destination is vital in determining the desired changes of destination by actual and potential tourists. Tourist may have positive or negative perception, or even non-existence perception of the destination. Different aspect of a destination may attract different type of travelers. For instance, historical aspect may attract tourists while contemporary aspect may attract investors (Greaves & Skinner, 2010; Rothschild, Alon, & Fetscherin, 2012).

Figure 1.3: Malaysia Public Safety Index, 2000-2012

Note. Reproduced from Malaysia Well-Being Report (p. 92, 97), by Economic Planning Unit Malaysia, 2013, Putrajaya: Prime Minister's Department.

Another issue identified is destination safety in Penang. Destination safety is another consideration when visiting a place. Generally, Malaysia's Public Safety Index has increased by 25.6 point during the period of 2000 to 2012, as shown in Figure 1.3. Public Safety Index takes into consideration the crime rate and road accidents indicators of the country. As the crime rate and road accidents indicators showing decreasing trend, public safety index will show increasing trend. Malaysia Crime Rate Index has decreased from 6.5 in the year 2011 to 6 in the year 2012. On the other hand, Malaysia Road Accident Index has declined from 21.1 in the year 2011 to 20.4 in the year 2012.

Table 1.1:

Number of Violent Crimes, Penang 2011-2012

Crime Category	2011	2012
Murder	33	46
Rape	142	123
Molest	Not Available	Not Available
Gang Robbery With Arms	4	4
Gang Robbery Without Arms	651	571
Robbery With Arms	0	0
Robbery Without Arms	218	181
Blackmail	Not Available	Not Available
Crime Threat	Not Available	Not Available
Riot	Not Available	Not Available
Human Slaughter	366	341
Total	**1414**	**1266**

Note. Reproduced from Royal Malaysian Police, Penang, 2013.retrieved from https://www.pccc.org.my/index.php?route=information/information&information_id= 31

Even though the public safety index has increased, survey (EPU, 2013) shows that The Fear of Becoming a Victim of Crime Index has increased from 52.5% in the year 2011 to 56.0% in the year 2012. Reasons attributed to this are increasing number of websites tracking crimes, public awareness and politicizing of crime issues. Table 1.1 shows the violent crimes in Penang has decreased from 1414 in the year 2011 to 1266 in the year 2012. There is an overall decrease in the different crime category except for murder cases which has increased from 33 in the year 2011 to 46 in the year 2012. News of theft and snatch thieves' cases in tourist spots does not help to reduce the perception of in danger to being a victim of crime. In 2014, a Hong Kong couple was robbed by perpetrators imposing as police. News of water sports accidents along the Penang beaches has hampered the image of Penang even though there are only 3 cases reported since 2011. There was a Jet Ski incident in the year 2011 and a horse riding incident in the year 2012 which caused water sports activities to be suspended. However, the parasailing incident in the year 2013 has cost the victim's life (Mok, 2013; Rakyat Post, 2014). The seriousness of the incidents has instigated a probe into the cause and whether safety rules are adhered to. A rethinking of the safety protocol imposed on water sports may be timely and in need to ensure tourists are not deterred from visiting Penang.

Most of the heritage sites in Penang are free to enter even though foreign tourists are willing to visit with entrance fee charged. Heritage sites which imposed entrance fee lack visitors' registration process. This leads to a lack of traceability on total tourists visiting each heritage sites and difficulty in profiling of tourists which favors each heritage sites. Tourist profile is important for a destination marketing as marketers can promote suitable products to the tourist market segment and businesses

can provide complementary services to attract tourists to patronage their business premises. Tourists' increment or reduction differs from site-to-site with some heritage sites reporting non-increment of total tourists visiting after the listing of Penang's World Heritage Site status. The recent events involving Malaysia Airlines' flight can contribute to reduction of tourists from China and Netherland. There will not be a way to confirm this situation in each individual heritage sites. Most importantly, there is a dire lack of Penang tourists' demographics information because data tabulation at tourist sites is through ticketing sales only and ticket sales do not record tourists' demographics information (Tan, 2014; Yeoh & Ng, 2012).

1.3   Research Questions

Based on the problem statement, this research seeks the answer of the questions as below:

1.   What are the attraction's attributes of heritage tourism?

2.   To what extent attraction attributes influence tourist satisfaction?

3.   How attractive is the tangible and intangible heritage?

4.   To what extent does tourist profile influence heritage tourism and tourist satisfaction?

1.4   Research Objectives

Based on the research questions, this research has three objectives to achieve:

1.   To understand the relationships between attraction attributes, heritage tourism and tourist satisfaction

2.   To evaluate the attractiveness of tangible heritage sites and intangible heritage culture.

3.   To examine the influence of tourists' demographics on heritage tourism and tourist satisfaction.

1.5   Definition of Key Terms

The following provides definition of the key terms used throughout this study as references:

Heritage Tourism - Heritage tourism includes the material components and intangible form of culture and heritage, and visitor experience. Materials components of heritage are attractions, arts, relics, and objects whilst intangible forms include traditions, language and others. Focus on visitor experience is more a customer-oriented approach to heritage tourism (Vong & Ung, 2012).

Culture and History - Culture and history is about experiencing unique cultures of others, visiting places for entertainment, learning about the past history, and understanding the factors which form the local culture identity (Giudici, Melis, Dessì, & Ramos, 2013; Yuan, Fowler, Goh, & Lauderdale, 2013).

Facilities and Service at Heritage Site - Facilities and services which fulfill the basic needs of tourists are important to a satisfying customer experience at the heritage site (Vong & Ung, 2012). The tourist safety at heritage site, cleanliness and accessibility of a heritage site and availability of souvenirs contributes to the overall experience.

Heritage Interpretation - Heritage site-specific knowledge is gained through personal experience and interpretation of persons involved in the process of localized understanding (Swensen & Stenbro, 2013). Interpretative marketing of heritage site which integrates intangible value and interpretation of cultural heritage enable tourist to understand more about the sites and further improvement the destination cultural identity (Mitsche et al., 2013).

Heritage Attractiveness - Heritage attractiveness refers to the touristic appeal of heritage site which includes the ability to arouse tourists' curiosity, interests, and enjoyment (Vong & Ung, 2012). This relates to the overall perception of heritage sites or the branding image of a destination.

1.6   Significant of Study

The economic potential of George Town's WHS state is significant. By understanding the customers a.k.a. tourists' needs, tourism industry, especially the culture heritage tourism, can enhance and cater its product offerings accordingly. Besides, establishing the cultural heritage identity of Penang will contribute to the focus of Penang government efforts and allocation of valuable resources in heritage sites of importance. Understanding the factors attracting tourists to heritage site could help tourism providers to strategize, attract and retain customers. Knowing the demographics of satisfied tourists can provide marketing opportunity and contribute to the maintaining of heritage sites' sustainability.

Furthermore, this research provides new insights to one of the main stakeholders' view on tourism, i.e. the tourists. Heritage tourism researches cover a wide range of topics, from destination management, destination attributes to sustainability. Existing researches on Penang as a destination explores the surrounding community and businesses' perspective, and impact of World Heritage Site status (Chai, 2011; Chan, 2011; Mohamed et al., 2012; Omar et al., 2013). Perception of tourists towards Penang as a destination choice is crucial in the midst of several events which has hampered the image of Penang

1.7   Organization of Remaining Chapters

This research is structured and separated into five chapters. The first chapter starts with an introduction, background of the study, problem statement, research questions, research objectives, definition of key terms and finish with the significance of study. The second chapter reviews existing literature on heritage tourism, tourist satisfaction models and the major variables of the models. A theoretical framework is proposed for the study, followed by the development of hypothesis to support the theoretical framework. The third chapter describes the methodology used in this study, which includes the research design, type of study, population, sample frame, unit of analysis, and sample size required. The data collection and data analysis are discussed as well. Then, the fourth chapter details the results of the data analysis and corroborates the hypothesis developed in chapter two. Finally, the fifth chapter deliberates the findings of the study and substantiates with supporting evidences and literatures. Further elaboration or argument on the results compared to previous research findings is reported and the chapter concludes with a summary, limitation of this study and suggestions for future research.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter consists of the literature review of the underlying theories of this study and major variables. Based on the literature reviews, a conceptual theoretical framework is proposed and hypothesis of the research model is developed.

2.1 Underlying Theories

Resource based view posited tourism destination as an area comprising of physical, natural, cultural and human resources which have economic capabilities and able to attain some form of competitive advantages (Barney, 1991; Eisenhardt & Martin, 2000; Grant, 2005; Wernerfelt, 1984). Destination marketing necessitates resources within the destination being packaged as commodity to be sold as tourism product (Bramwell, 1998). Satisfying experience in consuming tourism product is essential for tourism industry survival. Tourist satisfaction has been measured and researched in multiple areas. There are a few theories based on Customer Behavioral Model which explain on tourist satisfaction, including the Person-Situation-Fit model, Attribution Theory (Jackson, White, & Schmierer, 1996), Expectancy-Disconfirmation Paradigm (Pizam & Milman, 1993), Value-Percept Theory, Equity Theory, Comparison Level Theory, Evaluation Congruity Theory, Importance-Performance model, Dissonance and Contrast Theory (Dmitrovic et al., 2009).

The Person-Situation Fit concept can explain heritage tourism. The concept posited that a person intentionally search for situations that match their characteristics and preferences. This concept fits the tourist settings whereby tourists choose a particular tourist destination based on their preference. Heritage tourism is catered for tourists who wish to immerse in the historical and current cultural environment and experience.

SERVQUAL is a widely used model to measure satisfaction level with service quality across various sector including retail industry, restaurant industry, hospitality industry, web site service and tourism industry (Bouranta, Chitiris, & Paravantis, 2009; O'Cass & Carlson, 2012; Rajaratnama, Munikrishnana, Sharif, & Nair, 2014; Xie, 2011).In Malaysia, perceived service quality in rural tourism destinations positively influence tourist satisfaction and previous experience with rural tourism destination moderates this influence (Rajaratnama et al., 2014). Rural tourism is culture and heritage tourism in nature but sets in rural destinations which are basically wide open spaces with low level of development. There are ten dimensions posited for service quality in tourism industry, which are core-tourism experience, information, hospitality, price fairness, hygiene or cleanliness, amenities or facilities, value for money, logistics, food and security or safety.

Push and Pull framework can explain the reason tourists choose a destination over another destination, the type of destination experience, and the type of activities. The push and pull framework is based on tourists' motivation to fulfill their needs to ease psychological imbalance and to attain social acknowledgment. Destination attributes are likened to pull factors in influencing the period, the destination and the

transportation methods of travelling. Push factors are the motivation of tourist to visit a destination (Prayag & Hosany, 2014).

Multi-attribute utility theory is the fundamental theory used by consumer organizations to evaluate consumer products. Heritage tourism as a consumable experiential product can be measured by multiple attributes. Attributes are often grouped into different dimensions to show the nature of the attributes. This theory is further expanded to different theories to incorporate different understanding of the attributes. The convergence of heritage tourism has prompted researchers into exploring different aspect of heritage destinations and resulting in heritage resources transpiring into attractions. The magnitude and implication of the attraction is an inducing factor in tourist decision making process (Apostolakis, 2003; Nuryanti, 1996).

2.2   Tourist Satisfaction

Tourist satisfaction is customer satisfaction of tourism product (Bramwell, 1998). Customer satisfaction can be defined as a momentarily emotional reaction to a product or service performance (Dmitrovic et al., 2009). Consumer satisfaction affects consumer trust on the product or service. The volatility nature of tourism product may produce information disproportionateness and opportunistic conduct which can impact consumer trust. The overall experience of the tour, including the cultural experience, and cuisine, will affect the tourist satisfaction of the tour and tourist trust in the long run (López-Guzmán, Di-Clemente & Hernández-Mogollón, 2014; Wang, Law, Hung, & Guillet, 2014).

Tourism researches often evaluate tourist satisfaction through the characteristics of the tourism products offered. The characteristics of the tourism product will form the destination attributes. Measurement of destination attributes together with tourist satisfaction model generates a more convincing proposition for managerial and marketing decision-making (Dmitrovic et al., 2009).

2.3   Heritage Tourism

As mentioned in Chapter One, heritage tourism encompasses material components and intangible form of culture and heritage, and visitor experience. Heritage consists of tourism products and does not limit to only sceneries, structures, relics, cultural customs and anything that are emblematically passed on from generation to generation. Many destinations associate their heritage in term of landscape, historical artifacts, traditions, language, music, arts, and more. Heritage can be differentiated into three types, which are built, natural and cultural heritage (Moscardo, 1996; Nuryanti, 1996).

Cultural tourism is used interchangeably with heritage tourism. Some researches differentiate cultural tourism as more towards visual attractions, performing arts and festivals, and heritage tourism more towards historical sites, buildings, and monuments. In this study, heritage tourism encompasses the living culture and arts of culture tourism, historical relics and sites and more. Heritage tourism is a form of experiential tourism because visitors are taken for a tour through historical experience and environment, seeking novelty in connecting with the past (Andersen, Prentice, & Guerin, 1997; Nuryanti, 1996). Research shows that there are

three major reasons for visiting historic sites, which are to experience a different time or place, to learn and enjoy a cerebral experience, and to share with others or teach the next generation on the history of the site. Heritage tourists is highly motivated by different form of arts including performing arts and visual arts, exhibition related to culture, and other related attractions.

Heritage tourism is likened to demand and supply of heritage attractions. The destination is commoditized as product of heritage attractions and tourists consume the products (Andersen et al., 1997; Richards, 1996). Heritage route or heritage trail is introduced based on the marketability, profitability and cultural value of the heritage attractions. The selective conservation and development of heritage attractions will contribute to enhance certain individuality of the destination and some individuality will be lost in the process. Over time, certain event or phenomena changes in the destination may bring back the individualities which are lost. The management of heritage tourism has to balance between the economic benefits and social benefits of the destination (Pearce & Tan, 2004; Snowball & Courtney, 2010).

2.4   Attraction Attributes

This study attempts to determine the attraction attributes of heritage destination which satisfy tourist when they visit these destinations. Attraction attributes has been researched in term of destination attributes, destination attraction, destination attractiveness, pull factor, and destination image image (Andersen et al., 1997; Vong & Ung, 2012). This study engages the multi-attributes approach in determining the attraction attributes of Penang.

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Destination attributes can be categorized into physical and spiritual attributes based on the Physical and Spiritual Attributes of Revitalization Index (RI). This RI comprises of evaluative indicators for heritage streets' revitalization attributes in term of architectural perspective (Samadi & Yunus, 2012). The physical attributes are more prominently associated with a destination because places to visit are the main consideration for visitors (Huh, 2002).

In this research, multi-attribute model is used whereby attraction attributes are investigated in term of culture and history, facilities and service at heritage site, heritage interpretation, and heritage attractiveness. Culture and history include four attributes, which are historical values, site uniqueness, good heritage conservation, and reflective of destination cultural identity. Facilities and service at heritage sites encompass attributes namely tourist facilities, opportunity to buy souvenirs, safety, cleanliness, and accessibility. Heritage interpretation is pertaining to educational opportunity available at heritage sites to learn and understand more on the destination heritage. This factor consists of gain in knowledge, new perspective of heritage sites, ample relevant information and well interpretation. Heritage attractiveness addresses the appeal of heritage sites and includes pleasurable, visit regardless of need to buy entry ticket, attractiveness, curiosity, interesting, relaxation, and overcrowded (Vong & Ung, 2012).

Multi-attribute models are widely used approach in measuring attraction attributes (Echtner & Ritchie, 1993; Pike, 2002). Some researches combine quantitative and qualitative methods in the assessment of results. There are arguments

that attraction factors as perceived destination image is virtual, transient, and exclusive to a culture (Prayag & Hosany, 2014).

2.4.1   Culture and History

Culture and history is central to heritage tourism. Culture and socialization have been associated with tourists' motivation to visit and shop at a place (Yuan et al., 2013). Culture factor is about experiencing unique cultures of others and visiting places for entertainment. This is related to existential intangible heritage in which traveling to another place is to integrate different culture with one's personal identity (Vidal González, 2008). Existential intangible heritage is essentially living culture of the destination community whereby the different way of life and traditions are showcased to the public for immersion understanding. The authenticity of culture and history will help in shaping the dynamic and uniqueness of the heritage site. The authenticity will in turn increase product quality and tourist satisfaction level (Chhabra, Healy, & Sills, 2003; Fawcett & Cormack, 2001). The quality of tourism experience depends on meaningful interaction between visitors and other stakeholders and appreciation of local traditions and customs (Giudici et al., 2013).

2.4.2   Facilities and Services at Heritage Site

Facilities and services which fulfill the basic needs of tourists are important to a satisfying customer experience at the heritage site (Vong & Ung, 2012). Facilities in a destination such as accommodation, toilet, food and beverage are a must because tourists need these facilities for basic human needs. The non-existential of these basic

facilities or even the lack of these facilities will lead to discomfort and dissatisfaction of the tourists. With the wider usage of smart phone in today's society, application focusing on tourist destination can effectively lead tourists to interesting and much-needed facilities (Koch, Martin, & Nash, 2013). The service rendered at heritage sites is important enough that numerous tourism researches have focused on service quality.

2.4.3 Heritage Interpretation

Heritage site-specific knowledge is gained through personal experience and interpretation of persons involved in the process of localized understanding. (Laing, Wheeler, Reeves, & Frost, 2014; Moscardo, 1996; Swensen & Stenbro, 2013). For example, guided tours are said to be more effective in bringing a positive tourist experience. Quality interpretation about heritage assets can craft interesting theme oriented stories and create presence of relevant and enjoyable heritage experience. Tourist understanding level of a tourist product or heritage attraction will increase the tourist overall perception of the products. Sense of a destination can be reinforced by being in, living in and experiencing the destination. The stronger the sense of a destination will cause the person to feel more emotionally attached to the destination. When a person is emotionally attached to the destination, everything that happens in the destination will impact the person sense of belongings. Thus, heritage conservation is important in securing the sense of belongings in the heritage site.

The lack of necessary and quality heritage interpretation can lead to low level of heritage experience values. The cultural and physical attributes of heritage assets may appeal to local community and form a feeling of attachment and sentiment