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THEME PARKS ATTRIBUTES AND REVISIT INTENTION TO THE GENTING SKYWORLDS THEME PARK AMONG YOUTH IN MALAYSIA

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Abstract

Theme parks offer a distinct blend of entertainment, attractions, and leisure activities designed to immerse visitors in unique experiences distinct from their daily routines. This research investigates the motivations behind visitors' repeated visits to theme parks. It focuses on Genting SkyWorlds Theme Park as a case study due to its consistent revenue growth and explicitly targeting the youth demographic within the age bracket of 18 to 24 in Malaysia. Three independent variables, Ride Attraction, Technology, and Safety and Security, were identified to assess the correlation between the revisit intentions of Malaysian youth to the theme parks. A questionnaire will be designed and distributed among 111 Malaysian youth who have previously visited Genting SkyWorlds Theme Park. A Simple Random Sampling method was employed to ensure a diverse and unbiased sample. The data was analyzed using descriptive analysis of IBM SPSS version 22. The results show that all variables have a positive relationship with the revisit intention to the Genting Skyworlds Theme Park, supported by Cronbach's alpha analysis, which yielded values exceeding 0.7 for all variables. Ride attraction yielded the highest mean results (4.35), followed by safety and security attributes (4.30) and technology (4.03). This research not only aims to shed light on the motivations driving visitors to return to theme parks but also holds practical implications for theme park operators in understanding and catering to the preferences of their target audience.

Keywords: Ride attraction, safety and security, technology, theme park, youth

Abstrak

Taman tema menawarkan gabungan unik hiburan, tarikan, dan aktiviti rekreasi yang direka untuk memberikan pengunjung dalam pengalaman yang berbeza daripada rutin harian mereka. Kajian ini bertujuan untuk mengkaji motivasi di sebalik kunjungan berulang pengunjung ke taman tema, dengan tumpuan kepada Taman

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Tema Genting SkyWorlds sebagai kajian kes kerana pertumbuhan pendapatan yang konsisten. Khususnya, kajian ini bertujuan untuk mengenal pasti faktor-faktor utama yang mempengaruhi niat kunjungan semula. Tiga pembolehubah bebas; Tarikan Permainan, Teknologi, dan Keselamatan dan Pelindungan telah dikenal pasti untuk menilai hubungan antara niat kunjungan semula golongan belia Malaysia ke taman tema. Satu soal selidik telah direka bentuk dan diedarkan kepada 111 belia Malaysia yang sebelum ini telah mengunjungi Taman Tema Genting SkyWorlds. Kaedah Persampelan Rawak Mudah digunakan untuk memastikan sampel yang berbeza dan tidak memihak. Data dianalisis menggunakan analisis deskriptif, menggunakan IBM SPSS versi 22. Hasil menunjukkan semua pembolehubah mempunyai hubungan positif dengan niat kunjungan semula ke Taman Tema Genting Skyworlds, disokong oleh analisis alpha Cronbach, yang menghasilkan nilai yang melebihi 0.7 untuk semua pembolehubah. Tarikan permainan menghasilkan nilai purata keseluruhan tertinggi (4.35) diikuti oleh atribut keselamatan dan perlindungan (4.30) dan teknologi (4.03). Kajian ini tidak hanya bertujuan untuk menerangkan motivasi yang mendorong pengunjung untuk kembali ke taman tema tetapi juga mempunyai implikasi praktikal untuk pengendali taman tema dalam memahami dan menyesuaikan dengan pilihan penonton sasaran mereka.

Kata Kunci*: Belia, taman tema, tarikan permainan, teknologi, keselamatan dan pelindungan*

Introduction

In recent years, tourism has expanded quickly and significantly contributed to global economic growth (Xue et al., 2017, as cited in Bai et al., 2023). In the broadest sense, the tourism industry offers consumers goods and services that facilitate business, pleasure, and leisure activities away from home (Rudman, 2022). The tourism industry has various segments, including hospitality, transportation, travel facilitation and information, attractions, and entertainment (Encyclopedia.com, 2023). Theme parks are considered one of the attractions people use to get entertainment. A theme park is a popular tourist attraction where people spend time with family and friends (Lee et al., 2019). In 2017, major theme parks received approximately 500 million visitors, and more than twice as many people visited the world's main sports leagues (Themed Entertainment Association [TEA], 2018, as cited in Fu et al., 2020). The U.S. theme park industry has retained its position as the industry leader worldwide due to its lengthy history of success in industry theme parks (Milman, 2001, as cited in Lee et al., 2019). More than 154 million people visited U.S. theme parks in 2017, showing a 20% increase over the previous ten years (Themed Entertainment Association [TEA], 2018, as cited in Lee et al., 2019). Expansion means that the theme park industry will continue to thrive in the years to come (Lee et al., 2019). The update from the Department (2023), the current record for almost all top 12 amusement/ theme parks worldwide, shows an annual increase in visitors.

2019 RANK	PARK LOCATION	% CHANGE 2021-2022	ATTENDANCE (in thousands)			
			2022	2021	2020	2019
1	MAGIC KINGDOM THEME PARK AT WALT DISNEY WORLD RESORT, LAKE BUENA VISTA, FL, U.S.	35%	17,133	12,691	6,941	20,963
2	DISNEYLAND PARK AT DISNEYLAND RESORT, ANAHEIM, CA, U.S.	97%	16,881	8,573	3,674	18,666
3	TOKYO DISNEYLAND AT TOKYO DISNEY RESORT, TOKYO, JAPAN	90%	12,000	6,300	4,160	17,910
4	TOKYO DISNEYSEA AT TOKYO DISNEY RESORT, TOKYO, JAPAN	74%	10,100	5,800	3,400	14,650
5	UNIVERSAL STUDIOS JAPAN, OSAKA, JAPAN	125%	12,350	5,500	4,901	14,500
6	DISNEY'S ANIMAL KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	25%	9,027	7,194	4,166	13,888
7	EPCOT AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	29%	10,000	7,752	4,044	12,444
8	CHIMELONG OCEAN KINGDOM, HENGQIN, CHINA	-41%	4,400	7,452	4,797	11,736
9	DISNEY'S HOLLYWOOD STUDIOS AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	27%	10,900	8,589	3,675	11,483
10	SHANGHAI DISNEYLAND AT SHANGHAI DISNEY RESORT, SHANGHAI, CHINA	-38%	5,300	8,480	5,500	11,210
11	UNIVERSAL STUDIOS FLORIDA AT UNIVERSAL ORLANDO, FL, U.S.	20%	10,750	8,987	4,096	10,922
12	UNIVERSAL'S ISLANDS OF ADVENTURE AT UNIVERSAL ORLANDO, FL, U.S.	21%	11,025	9,077	4,005	10,375

Figure 1. The top 12 Amusement/theme Parks Worldwide Show Increases from 2019 to 2022.

This study seeks to examine the critical attributes of theme parks and assess the propensity of Malaysian youth, particularly those belonging to Generation Z (aged 18 to 24), to revisit the Genting Skyworlds Theme Park. The bracket age of Generation Z has been taken from Hysa et al. (2019). Visitors believe theme parks can satisfy their needs for experiential fulfillment and provide fun and entertainment (Ghorbanzade et al., 2019). In support of this, many consumers prefer to buy goods and services that offer valuer rather than purchasing them solely (Lee et al., 2019; Ghorbanzade et al., 2019). Actual and distinctive experiences can significantly enhance the value of goods and services (Lee et al., 2019). Consequently, a positive customer experience is essential in creating satisfaction and encouraging repeat visits.

Furthermore, service quality within theme parks is paramount in delivering exceptional experiences to consumers (Ghorbanzade et al., 2019). This importance is reflected in distinct attributes contributing to overall quality: ride attraction. In a diverse array of offerings, theme parks encompass a variety of attractions, ranging from thrilling rides and water attractions to immersive dark rides, simulators, and interactive experiences. These ventures transport visitors beyond everyday realities,

fostering heightened engagement and enjoyment (Fu et al., 2020). The many attractions of the ride may contribute to the enjoyment as each ride offers a different sense of excitement (Ghorbanzade et al., 2019).

Besides, technology's increasing prominence in the evolving landscape of business competitiveness cannot be ignored (Nanggong & Rahmatia, 2019). This technological integration is not limited to mere novelty; it has the potential to elevate user experiences significantly. As Nanggong and Rahmatia (2019) highlighted, incorporating technology into attractions enhances consumer interactions, making activities more streamlined and user-friendly. The impact of a practical technological framework on the tourist experience within theme parks is noteworthy. Admittedly, the degree to which individuals adapt to technology varies; some may effortlessly embrace it, while others might encounter challenges (Nanggong & Rahmatia, 2019). However, these potential challenges are balanced by a broader trend. Nanggong and Rahmatia (2019) emphasize that integrating technology into daily life is an inevitable progression as technological advancements continue. Therefore, this research aims to identify how much youth visitors have used technology at Genting SkyWorlds Theme Park.

Other than that, visitors avoid places they think are unsafe or have inadequate safety management (Chew & Jawhari, 2014, as stated in Bayang et al., 2022). Theme parks are known for their high-risk attractions if a malfunction occurs on a ride attraction (NotifyTechnology, 2019). However, as can be seen, many people still visit theme parks to have fun. The number of visitors reached a million, as seen in Figure 1 above, illustrating the significant number of visitors there.

Therefore, this research intends to determine the relationship between these three attributes, ride attraction, technology, safety, and security, on the revisit intention of the Genting SkyWorlds Theme Park among youth in Malaysia, if these attributes influence revisit theme parks or vice versa. In the meantime, this project, which adheres to SDG 3: Good Health and Well-being goals, aims to increase awareness of reproductive health-related concerns and implement policies to guarantee everyone access to safe, affordable reproductive care.

According to Pedia (2023), one of the most appealing aspects of theme parks is the rides they offer. Theme Park rides have been noted to reduce stress, as highlighted by clinical psychologist Judy Kurianski (Pedia, 2023). Many visitors visit theme parks to reduce stress and briefly escape work-related tasks. However, the quality of ride attractions is a pivotal factor influencing visitors' desire to return for subsequent visits. This correlation has been supported by Abbasi et al. (2021), who emphasized that unique attractions with seamless rides induce a sense of enjoyment that leads to a desire for repetition. For instance, the case of Hard Rock Park, Myrtle Beach, South Carolina, USA, exemplifies this principle. The park suffered from a dearth of

attractions, with some receiving criticism for their lack of entertainment value and suboptimal maintenance. High ticket prices combined with the economic recession of the time also played a role in deterring visitors. Consequently, the park closed in 2009 after just one season. The lack of attractive attractions, high operating expenses, and other factors culminated in the park's inability to attract visitors and encourage return visits. Therefore, this study aims to ascertain the degree to which ride attraction, technology, and safety and security attributes influence overall guest enjoyment of the park.

In conclusion, this paper will be comprehensively examined, considering variables such as ride attraction, technology, safety, and security; this research endeavors to ascertain whether these attributes significantly impact youth's intentions to revisit Genting SkyWorlds Theme Park.

Literature Review

Theme park

A theme park is a particular kind of amusement built around a main subject or concept, giving guests a unified and immersive experience. These parks include a wide range of amusements and attractions connected by a similar theme, which may be based on popular culture, television shows, historical periods, fantasy worlds, well-known locations, or any other original concept (Lee et al., 2019). Disneyland and Walt Disney World (based on Disney characters and storylines), Universal Studios (based on well-known films and franchises), and several other parks with distinctive themes like Legoland, Six Flags, and SeaWorld are some of the most well-known theme parks in the world.

Revisit intention

Revisit intention is the consumer's Intention to return to a location after having a positive experience. The goal of revisit intention is to encourage guests to return to a comparable location if they had a good experience there and to recommend the place to friends to foster loyalty (Zhang & Benyoucef, 2016, as cited in Rajput & Gahfoor, 2020). Loyalty is continuously repurchasing or supporting a favored product or service (Oliver, 1997, p. 392, cited in Lee et al., 2019). Customer loyalty is a primary objective in all business companies to ensure the company's longevity (Chen & Chen, 2010, as cited in Lee et al., 2019). An essential aspect of loyalty is called behavioral intentions, which describes the desired behavior of clients (Oliver & Swan, 1989, as cited in Lee et al., 2019).

Ride attraction and revisit intention

Theme park selections are based on fun show performances and ride attractions. The physical environment and ride attractions become the main criteria for evaluating the visitors' experience because theme parks also offer amenities to people (Dedeoglu et al., 2018, as cited in Bayang et al., 2022). Ride attraction is the main component that people will entertain in the theme park. According to Bayang et al. (2022), entertainment is regarded as one of the most common and attractive expressions (Pine & Gilmore, 1999). Visiting theme parks is to have enjoyable moments, as supported by Heo & Lee (2009) as cited in Luo et al. (2020), where the primary goal of theme parks is to provide an exciting experience to visitors. Creating unforgettable experiences is one of the essential aspects of the tourism industry. The acceptance of visitors towards the place can be brought into positive behaviors. Positive behaviors such as a desire to remain, explore, spend money, and browse in a specific location are examples of approach behaviors (Isa et al., 2019). Another way is through the means of customer satisfaction. Customers who are happy with their purchase may be more likely to respond favorably towards the product in the future, such as by remaining loyal to the brand or at least planning to if they feel good about their purchase (Garrod & Dowell, 2020). According to Bai et al. (2023), visitors' satisfaction is highly related to theme park services and visitors' enjoyment; they are paying greater attention to the experience of specific playing items and the entire playing experience. In other words, the ride attraction could be a terrific way to affect the guests' happiness. Management needs to understand how the customers view the service quality to enhance the quality of the theme park, which includes the quality of customer service, quality of the attractions, rides, performance, and shows (Fotiadis & Kozak, 2017 as cited in Bayang et al., 2019).

Technology and revisit intention

In the 21st century, smartphones are the newest trend in the tourism industry (Malmir et al., 2017, as cited in Dias & Afonso, 2021). They bring about several changes and have an impact on many businesses. The tourism industry has dramatically impacted mobile tourism, which is a relatively decent development in travel (Kenteris et al., 2009, as cited in Dias & Afonso, 2021). According to Nanggong and Rahmatia (2019), utilizing technology will make consumer behavior more convenient and straightforward. Many companies, such as hotels, have been using this technology (Artificial intelligence (AI), robotics, and service automation) in introducing their place for tourists, as the technology can create personalized and memorable experiences for customers (Tavitiyaman et al., 2020). Technological advancement encourages customer pleasure and loyalty, enhances service standards and gives the company options to become more profitable and competitive (Tavitiyaman et al., 2020). This shows that technology tends to have a revisit intention, as cited in Bayang et al. (2022); in particular, in tourism studies, revisit intention has been identified as a key to

behavioral loyalty. Other than that, people are encouraged to use online since technology is more convenient (Mohamad et al., 2021).

Safety and security and revisit intention

Theme Park is a place where people choose to have fun and pleasant with family and friends. As many people are aware, theme parks introduce a variety of attractions to be enjoyed. According to Bayang et al., 2019, the success and the failure of a destination are determined by the safety and security of its tourism attraction environment, which also serves as one of the significant factors influencing travel decisions (Gut & Jarrell, 2007; Rittichainuwat & Chakraborty, 2009; Samitas et al., 2018). Some tourists will avoid places that they perceive as dangerous (Aqueveque, 2006; Cetinsoz & Ege, 2013; Chew & Jahari, 2014 as cited in Bayang et al., 2019) while there are also people who perceive the danger as one of the excitement of the games (Imboden, 2012; Lepp & Gibson, 2003 as cited in Bayang et al., 2019). Meanwhile, as stated in Jingjing (2020), the theme park in Hong Kong Ocean Park, China, has faced closing company due to the perceived social risk during the COVID-19 pandemic era. Most people avoid being outside due to health concerns (Jingjing, 2020). Since then, the level of service provided has been regarded as a critical factor in earning customers' trust (Jingjing, 2020).

Methodology

The method of gathering data in this research uses both primary and secondary sources. Primary data are facts a researcher gathers directly from sources (Raveendran, 2021). As a result, purposive sampling was used during the data collection procedure, and survey questionnaires were distributed online using Google Forms. Meanwhile, secondary data refers to information that has already been shared (Raveendran, 2021). Information from websites and journal articles was used in this study.

The primary tool used in this research is the adapted survey questionnaire. These questions have been adapted from previous scholarly articles and research papers (Bicen & Sadikoglu, 2016; Ghorbanzade et al., 2019; Lee et al., 2019; Bayang et al., 2022; Abbasi et al., 2021; Bai et al., 2023). Around ten questions cover the variable. According to Jotform (2022), keeping the number of survey questions minimal is ideal to respect respondents' time, considering their busy schedules. Additionally, this method tends to garner improved responses as participants can answer at their convenience, without the pressure of an interview.

The target population of this study is 74, using Tabachnick and Fidell's formula for calculating sample size, and the number of respondents received are 111 respondents of Generation Z that have been to Genting Skyworlds Theme Parks and

were collected from 1 August 2023 – 25 September 2023. They have been distributed through popular online platforms such as Facebook, Instagram, and WhatsApp. According to Simplilearn (2023), social media offers excellent connectivity advantages, enabling rapid outreach to a broad audience. This connectivity fosters easy interactions among people (Simplilearn, 2023).

The finalized questionnaire, which was refined following the result of the pilot test, consists of three sections. Section A contains the demographic background of the respondents. It includes age, gender, annual household income, and other questions. Sections B and C aim to examine and evaluate the independent and dependent variables. The data were analyzed using the SPSS statistics and descriptive analysis.

Results

Demographic distribution

Based on the data presented in Table 1, this survey included 111 respondents from the Malaysian youth demographic. The findings revealed a predominant presence of female respondents, accounting for 76.6% (n=85), in contrast to male counterparts at 23.4% (n=26). Regarding age distribution, the most significant proportion of participants, comprising 38 individuals, fell within the 22-year-old category. Additionally, there were nearly 20 participants aged 23 and approximately 24 individuals in the 24-year-old category. It is worth noting that this project exclusively surveyed respondents within the 18- 24 years age range. The number of respondents for all other age groups was ten or fewer.

Regarding household income, most respondents reported an annual income falling within the range of RM25,701 to RM72,000, accounting for 26.1% (n=29) of the surveyed population. It is worth noting that this study excluded responses with incomes below RM0 to provide a more accurate representation. Additionally, there was a slight variation in responses, with 26 individuals (23.4%) reporting an income of RM72,001 and 23 individuals (20.7%) indicating an income between RM1 and RM25,700. These findings underscore the diversity in income levels among our respondents.

Regarding visitation frequency to Genting Skyworlds Theme Park, the results showed that the largest group, at 64.9% (n=72), had visited the park once in their lifetime. Additionally, 19.8% (n=22) had visited twice, 8.1% (n=9) three times, 4.5% (n=5) more than five times, and the smallest group, at 2.7% (n=3), had visited four times.

Regarding information sources, 55.9% (n=62) of respondents learned about Genting Skyworlds Theme Park through social media channels. Family and friends played a key role for 31.5% (n=35) of respondents, while the remaining sources included

Online Travel Forums (e.g., Klook, TripAdvisor, Booking.com), Official Websites, and Exhibitions.

When it came to purchasing tickets for Genting Skyworlds Theme Park, the majority of respondents, totaling 46.8% (n=52), opted for online websites. Walk-in purchases accounted for 30.6% (n=34), and 22.5% (n=25) of respondents preferred using mobile apps for ticket acquisition.

Table 1: Demographic Profile of Respondents

Item	Frequency	Percentage %
Age		
18	5	4.5
19	4	3.6
20	10	9.0
21	10	9.0
22	38	34.2
23	20	18.0
24	24	21.6
Gender		
Male	26	23.4
Female	85	76.6
Annual Income		
< 0	32	28.8
1 - 25700	23	20.7
25701 - 72000	29	26.1
> 72001	26	23.4
Number of previous visits: How many have you visited Genting SkyWorlds Theme Park?		
1	72	64.9
2	22	19.8
3	9	8.1
4	3	2.7
More than 5	5	4.5
How do you get information about Genting SkyWorlds Theme Park		
Official Website.	5	4.5
Travel Agents.	1	0.9
Exhibitions.	2	1.8
Online travel forums (such as Klook, TripAdvisor, Booking.com,etc).	6	5.4
Social Media.	62	55.9
Family and Friends	35	31.5

Table 1 (continues)

Item	Frequency	Percentage %
Where do you book the tickets?		
Online website	52	46.8
Apps	25	22.5
Walk in	34	30.6
Total	**111**	**100%**

Determine the level of the mean for theme park attributes and revisit intention.

Table 2 Descriptive Analysis of the Variables

Variables	Mean Score	Standard Deviation
Ride Attraction	4.3506	0.75169
Technology	4.0334	0.79751
Safety and Security	4.3057	0.71245
Revisit Intention	4.1887	0.86491

Note: Scale range 1-5 (Strongly Disagree – Strongly Agree)

Table 2 displays the mean values for all variables in this study, rated on a scale ranging from 1 (strongly disagree) to 5 (strongly agree). The scores range from 4.03 to 4.35. Notably, ride attraction received the highest mean score (4.35), indicating that respondents, on average, held a very positive view of this aspect. This high rating suggests that ride attraction is pivotal in attracting visitors to the Genting Skyworlds Theme Park.

Similarly, safety and security attributes garnered a favorable mean score (M = 4.30), signifying positive perceptions among visitors. This is crucial as it underscores visitors' significance to their safety and security when evaluating their park experience.

Revisit intention follows with a mean of 4.18 and a standard deviation of 0.864. On the other hand, Technology (M = 4.03), with a standard deviation of 0.797, received the lowest mean score. This implies that visitors may not consider technology-related features significant contributors to their overall experience at the park.

Significantly, all variables' means fall within the 'very high' range, as interpreted through the table proposed by Moidunny (2009). According to Sediqi (2022), a high mean indicates a consensus among the respondents regarding a particular variable.

In essence, the findings answer Research Question 1, shedding light on the mean levels for theme park attributes (Ride Attraction, Technology, Safety, and Security) and revisiting intention at the Genting Skyworlds Theme Park among the youth in

Malaysia. This aligns with the insights from a prior study by Bayang et al. (2022), which highlighted the influence of Ride Attractions and Safety and Security on visitor experiences and their subsequent intent to revisit.

Conversely, Technology appears to have a comparatively lesser impact on visitors' experiences, as indicated by its lower mean score in Table 2. This consistent trend suggests that technology-related features at the theme park may not be as prominent in shaping visitor perceptions and intentions to revisit.

Conclusions and Implication

This study aims to determine the mean level for the theme park attributes (Ride Attraction, Technology, and Safety and Security) and revisit the intention of the Genting Skyworlds Theme Park among youth in Malaysia. The research problem, goals, and several hypotheses were developed and presented. The operationalization of the study's research technique has been covered. Analyses of the data have been given, and conclusions and suggestions have been explored to fulfill the study objective, which was: "What is the level of mean for the theme park attributes (Ride Attraction, Technology, and Safety and Security) and revisit intention to the Genting Skyworlds Theme Park among youth in Malaysia?"

Based on the result, we can conclude that Cronbach's alpha analysis for the three attributes consistently revealed excellent results. Consequently, these findings indicate a high level of reliability in the measurements based on Cronbach's alpha values.

This study's findings underscore the importance of ride attractions in shaping visitors' intentions to revisit Genting SkyWorlds Theme Park. A substantial mean score of 4.35 suggests that the quality and variety of ride attractions significantly impact visitors' overall experiences, leading to a greater likelihood of return visits.

While safety, security, and technology attributes also influence visitors' intentions to revisit, ride attractions emerge as the primary draw for visitors. Theme park operators must prioritize continuous improvement and innovation of their attractions to maintain their appeal and cater to their target demographic, which, in this case, is Malaysia's youth, also known as Generation Z.

By enhancing ride attraction and addressing safety and technological considerations, theme park operators can achieve consistent revenue growth and encourage repeat visits, all while creating memorable and captivating experiences. This study reaffirms the central role of exhilarating attractions in the success of theme parks, and their ongoing enhancement is a means to achieve sustained prosperity and meet customer expectations.

This information will be invaluable for theme park operators aiming to grow and maintain their guest base. It suggests that investments in improving and diversifying ride attractions can lead to greater guest satisfaction and increased return business. Furthermore, it indicates that marketing campaigns and promotions should feature the park's ride attraction to attract new customers and retain the current ones. Understanding the pivotal role of ride attractions offers a promising opportunity for theme park management to make data-driven, well-informed decisions and cultivate a resilient and devoted customer base.

Recommendation

Given the observed positive relationship between the quality and diversity of ride attractions and visitors' intention to revisit, Genting SkyWorlds Theme Park should commit to continual investment in this area. To sustain and amplify visitor interest, the park should consider periodic introductions of innovative rides that offer a wide range of exhilarating experiences. Other than that, the research underscores the pivotal role of technology in shaping visitor intentions to revisit theme parks. Considering this, Genting Skyworlds is encouraged to prioritize integrating cutting-edge technology within its premises. Possibilities include the development of user-friendly mobile applications to enhance convenience and access to park information, incorporating augmented reality experiences, and other technological innovations to elevate the overall visitor experience. Next, the result also identified a positive relationship between visitors' perceptions of safety and security and their revisit intentions. To foster the intention to revisit, Genting Skyworlds should persist in its commitment to stringent safety measures, the ongoing training and preparedness of staff members, and maintaining a secure environment throughout the park. This should extend to regular safety assessments and staff training programs.

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