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AN INVESTIGATION OF TOURIST SATISFACTION IN MALAYSIA CULTURAL MUSEUM: INDOOR SPACE EXPERIENCE

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Abstract

Cultural tourism is an expanding sector of the global travel industry, with tourists seeking genuine and immersive experiences that connect them to the cultural heritage of the region. Malaysia's cultural museums enable visitors to learn about the country's diverse ethnic groups, religious practices, historical events, and artistic accomplishments. This proposed study aims to fill the existing research gap by conducting a comprehensive evaluation of tourist behavior in Malaysia's cultural museums. The research employs a quantitative method by collecting data through surveys from 381 respondents. The statements in the survey embody various elements, including education, escape, aesthetics, and entertainment. The results indicate that the aesthetic element is the most valued by the respondents during their visit, while the escape element is the least valued. The majority of the respondents belong to a younger age group, which tends to appreciate aesthetics the most. Almost one-third of the respondents visited the museum for work-related reasons, which explains why the escape element was the least appreciated. Historically, museums have evolved over time, with the earliest known as "Cabinets of Curiosities" in the 1500s. Existing museums can begin to incorporate other attractions or offer more activities to make the visit more engaging and enjoyable for visitors. © 2025 by MIP.

Author Keywords

Cultural museum; experience economy; tourist behavior; tourist satisfaction

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