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**"Languages, Education & Tourism - Embracing
Changes & Challenges"**

TOURIST SATISFACTION IN AESTHETIC QUALITIES OF ISLANDS IN EAST COAST REGION IN MALAYSIA

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PRESENTA TION OUTLINE

- 01** Introduction
- 02** Literature Review
- 03** Research Framework & Research Hypothesis
- 04** Research Methodology
- 05** Results & Findings
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INTRODUCTION



- Island has become one of the major attractions in tourism. This destination is popular among the tourists because of the **scenic view, activity and it is part of escapism.**
- The **isolation of the island** environment created the biodiversity and by opening to tourism, making some of that **sheltered biodiversity is endangered.**
- The inbound tourism expenditure segment grew averagely in 2017 at 5.1 per cent compared to 9.0 per cent recorded in 2016. This is because of the declining trend in international tourist arrivals from 26.8 million (2016) to 25.9 million in 2017.

LITERATURE REVIEW



AESTHETIC QUALITIES

Aesthetics components include external factors such as architecture, colour, style and aesthetics responses involving affective reactions to the object. (Hyun, et al., 2008)

CLEANLINESS

Cleanliness is also one of the attributes to measure the destination image (Etcher and Ritchie, 1991)

KEY TERMS DEFINITION

SCENERY

Natural attractions (i.e. scenic mountain & valleys, scenery & natural attractions) as part of the destination image's attribute. (Qing and Qu, 2008)

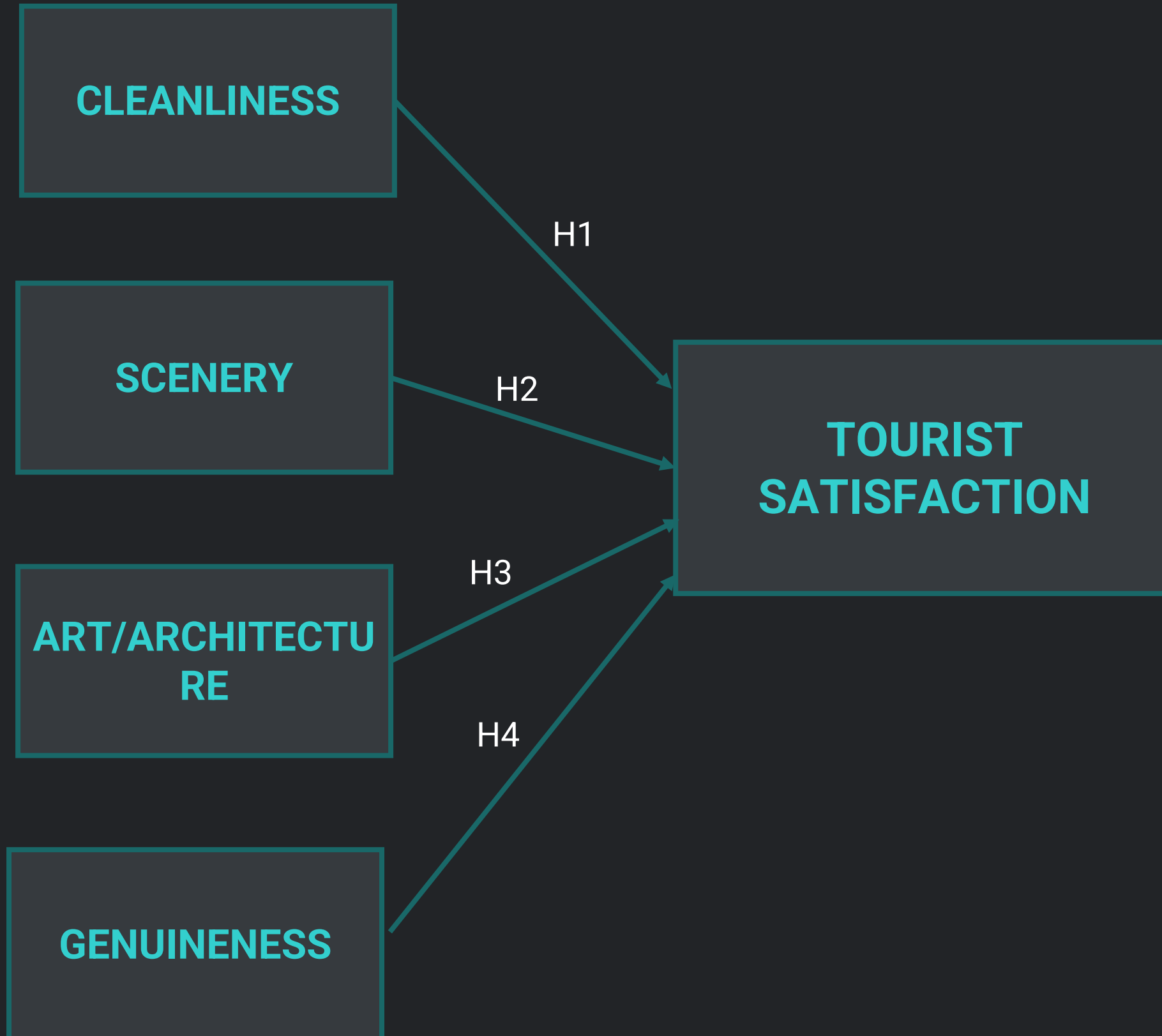
ART/ARCHITECTURE

Culture, history and art (i.e. festival, concerts, handicraft, folklore, historical buildings, monuments and customs) are part of the destination image's attribute in tourism industry. (Beerli et al., 2004)

GENUINENESS

Related to authenticity; the more authentic a destination, the more value is perceived in a destination. (Kolar and Zakbar, 2010)

RESEARCH FRAMEWORK



01

Cleanliness has a positive relationship with Tourist Satisfaction.

02

Scenery has a positive relationship with Tourist Satisfaction.

03

Art/Architecture have a positive relationship towards Tourist Satisfaction.

04

Genuineness has a positive relationship with Tourist Satisfaction.

RESEARCH HYPOTHESES

RESEARCH METHODOLOGY

COLLECTION METHOD

- The main research instruments shall be questionnaires that will use six ratings Likert scale range with "1" indicating "strongly disagree" and "6" indicating "strongly agree."
- This study chose the online survey through the Google form as the method of data collection.

POPULATION AND SAMPLE SIZE

- The population for this study is the tourists that had visited any islands in the East Coast region in Malaysia.
- Total of respondents: 150 respondents.

RESEARCH APPROACH

- This questionnaire adopts and adapts question items from a previous study by Breiby and Slatten (2018).
- The questions for the dependent variable were adopted from Phillips, Wolfe and Leistritz (2013)

RESULTS & FINDINGS



RESULTS

	Mean	Std. Deviation
Cleanliness	4.40	0.81
Scenery	4.97	0.72
Art/Architecture	4.51	0.81
Genuineness	4.54	0.80
Tourist Satisfaction	4.98	1.02

TABLE 1: Summary of All Variables

		Cleanline ss	Scener y	Art/ Architectu re	Genuinen ess	Tourist Satisfacti on
Cleanlines s	Pearson correlati on	1	.368	.493	.416	.489**
Scenery	Pearson correlati on	.368	1	.564	.628	.652**
Art/ Architectu re	Pearson correlati on	.493	.564	1	.575	.637**
Genuinen ess	Pearson correlati on	.416	.628	.575	1	.582**
Satisfacti on	Pearson correlati on	.489	.652	.637	.582	1

TABLE 2: Summary of the Relation
between the variables



FINDINGS

CLEANLINESS & TOURIST SATISFACTION

- There is a **moderate positive correlation** between Cleanliness and tourist satisfaction.
- Consistent with the previous study from **Kozak and Rimmington (2012)**

SCENERY & TOURIST SATISFACTION

- There is a **strong positive relationship** between scenery and tourist satisfaction.
- Supported by **Meng et al (2006)** where scenery contributed to the tourist satisfaction.



Art/Architecture & Tourist Satisfaction

- There is a **strong positive relationship** between art/architecture towards tourist satisfaction.
- Supported by **Lu et al (2015)** that architecture is important in determining tourist satisfaction

GENUINENESS & TOURIST SATISFACTION

- There is a **strong positive relationship** between genuineness towards tourist satisfaction
- Consistent with **Lee et al (2016)** where genuineness does have a significant role in bringing tourist satisfaction.



CONCLUSION

The **limitations** of this study is the number of the sample size and the **number of the respondents** are small

All independent variables under aesthetics qualities which are Cleanliness, Scenery, Art/Architecture and Genuineness have a **positive correlation** with the dependent variables, tourist satisfaction

The correlation between the variables are **from moderate to strong significance relation** and it does give contribution to the dependent variable

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Q & A SESSION!