



# AESTHETIC QUALITY OF ISLAND TOURISM IN MALAYSIA'S EAST COAST REGION: DOES DURATION OF STAY MATTER IN SATISFYING TOURISTS?

Mazni Saad<sup>1</sup>, Ainun Khadijah Lokman<sup>2</sup>,  
Mohd Hanafi Azman<sup>3</sup> & Nor'Ain Othman<sup>4</sup>



# RESEARCHERS

01

**DR. MAZNI SAAD**

Department of Tourism, Kulliyah of Languages and Tourism,  
International Islamic University Malaysia,  
Pagoh Hub Education, Johor

02

**MS. AINUN KHADIJAH LOKMAN**

03

**MR. MOHD HANAFI AZMAN**

Department of Statistics and Decision  
Sciences, Faculty of Computer and  
Mathematical Sciences, Universiti  
Teknologi MARA Kampus Segamat, Johor

04

**PROF. DR. NOR'AIN OTHMAN**

Faculty of Hotel and Tourism  
Management, Universiti Teknologi  
MARA, Kampus Puncak Alam,  
Selangor



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# KEYWORDS

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qualities

Island  
Tourism

Length  
of Stay

Satisfaction

Malaysia



Kapas Island



# INTRODUCTION

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# INTRODUCTION



## SUOJANEN, (2016)

Aesthetic quality refers to the **belief** and **perception** of the observer, which forms into different opinions and judgments about something they observe



## BREIBY & SLATTEN, (2018)

Tourists' judgments in the context of nature-based tourism represent their **appreciation** of aesthetic qualities that could strengthen a destination's competitiveness and value creation



# INTRODUCTION

Explained the importance of investigating the aesthetic quality of **Malaysia's East Coast (EC) islands** that span across the three states of **Pahang, Kelantan**, and **Terengganu**. Their natural beauty and accessibility have made them popular as a world-class nature tourism destination, attracting a growing number of tourists throughout the year.





279,630

local tourists visiting various island marine parks  
- Malaysian Department of Marine Parks (2017)

172,822

tourists who visited the marine parks of the islands of the EC region of Malaysia.



# ISLAND TOURISM AND CURRENT ISSUE

Quite characteristic of most islands is their small size. Although tourists may not experience overcrowding when they first begin travelling to an island, this **situation may change** with the island's increasing popularity and **with more tourist arrivals**.



SERAPHIN ET AL., (2018)

BOUCHON & RAUSCHER,  
P. 560

RAMA ET AL., (2020)

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Island tourism often relates such a situation to 'tourism phobia,' which describes crowding or the **over carrying capacity** of honeypot tourism destinations

When the **negative "impact of tourism exceeds** the physical, environmental, social, economic, psychological, and political capacity thresholds," it may also have an impact on the residents and tourists, as well as the nature of tourism

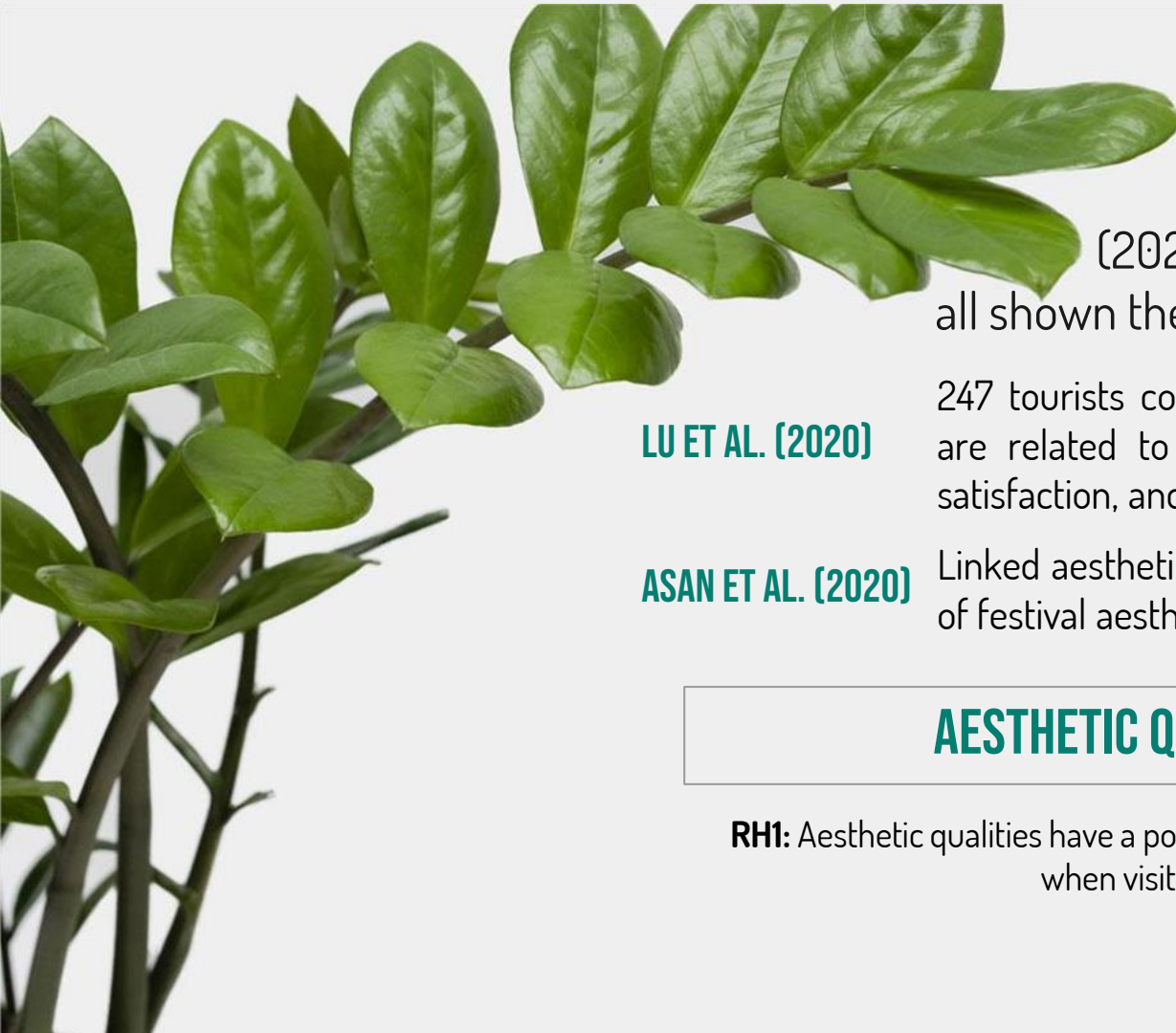
The problems associated with island tourism threaten the aesthetic quality of an island, which may finally **reduce** the tourists' quality of travelling **experience** and **satisfaction**.



# LITERATURE REVIEW 02



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Studies by Asan et al. (2020), Li (2017), Lu et al. (2020), Lupu et al. (2021) have all shown the importance of aesthetics

**LU ET AL. (2020)**

247 tourists confirmed that aesthetic qualities are related to the destination image, tourist satisfaction, and tourist loyalty

**ASAN ET AL. (2020)**

Linked aesthetic quality to happiness in a study of festival aesthetic perception

## **AESTHETIC QUALITY AND SATISFACTION**

**RH1:** Aesthetic qualities have a positive influence on tourist satisfaction when visiting the East Coast islands of Malaysia.



**HASAN &  
ABDULLAH (2019)**

The satisfaction of a travel experience on Phuket Island is hugely dependent on service quality, including service value, facilities, and cleanliness

**OA (2017)**

A survey of Aqaba's four and five-star hotels in Jordan elicited opinions that the tourists have safety issues and hygiene while on holiday

## **CLEANLINESS AND SATISFACTION**

**RH1(a)** – Cleanliness has a positive influence on the satisfaction of tourists visiting the East Coast islands of Malaysia.



**LU ET AL. (2020)**

Confirmed that tourists generally perceive a destination's aesthetic quality through images measured by destination attributes' design and cognition dimension

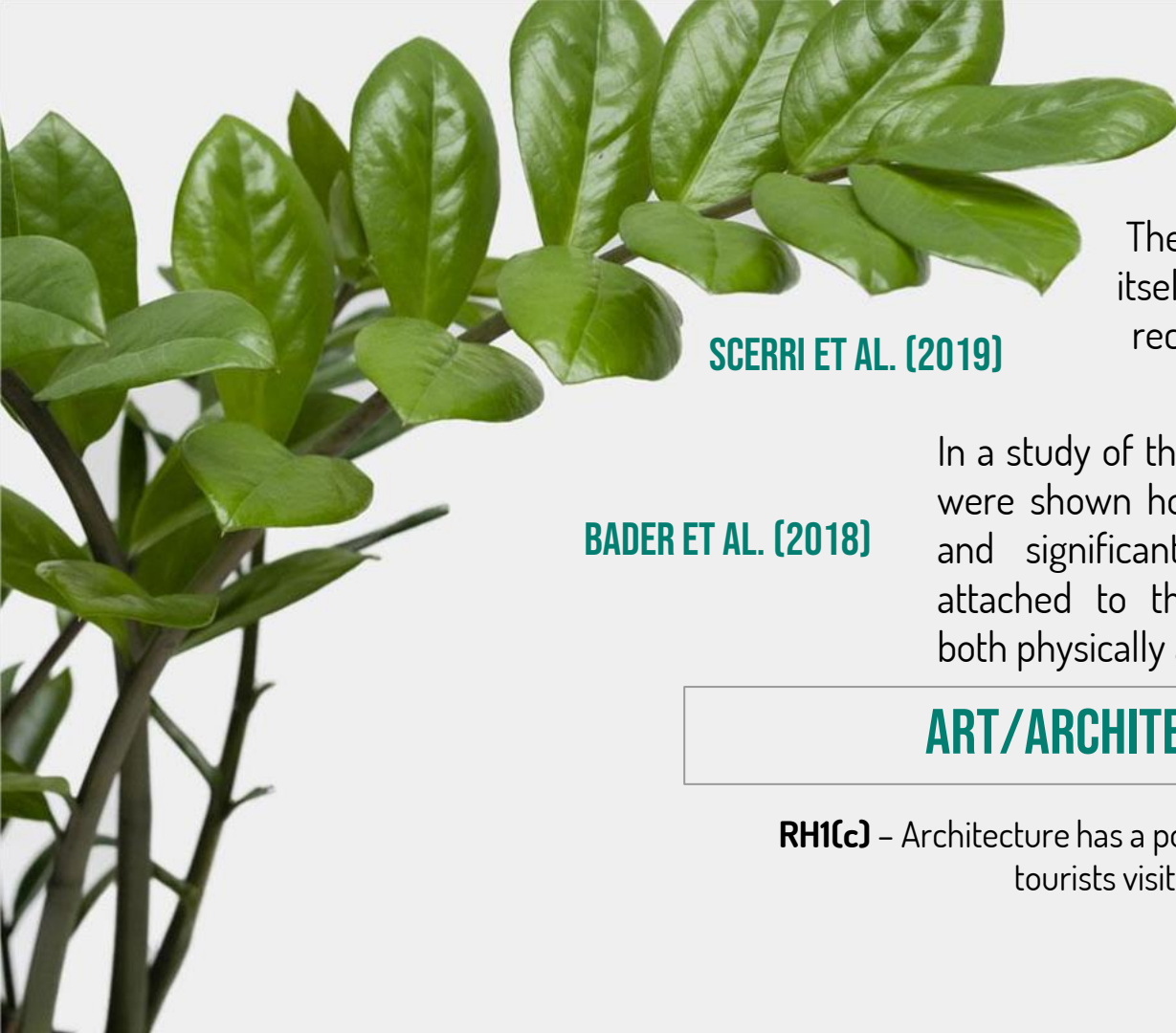
**BREIBY & SLÅTTEN  
(2018)**

An excellent travelling experience is when a particular tourist destination is typically motivated by the scenery as a powerful mental image

## **SCENERY AND SATISFACTION**

**RH1(b)** - Scenery has a positive influence on the satisfaction of tourists visiting the East Coast islands of Malaysia





**SCERRI ET AL. (2019)**

The architectural value of a building itself can significantly affect tourists' recognition and satisfaction of their holiday destination

**BADER ET AL. (2018)**

In a study of the Golden Triangle in Jordan, we were shown how 600 tourists were positively and significantly satisfied with the values attached to their new holiday environment, both physically and culturally

## **ART/ARCHITECTURE AND SATISFACTION**

**RH1(c)** – Architecture has a positive influence on the satisfaction of tourists visiting the East Coast islands of Malaysia.



**SOUZA ET AL.  
(2019)**

The findings on the perception show that for the experience to be genuine, an immersion into the hosts' way of life, local culture, and destination routine would probably offer the guest a more positive experience

**TIAN ET AL. (2020)**

Intangible cultural heritage tourism affects tourists' authentic perceptions of destination or attractions, as well as their self-worth

## **GENUINENESS AND SATISFACTION**

**RH1(d)** – Genuineness has a positive influence on the satisfaction of tourists visiting the East Coast islands of Malaysia.

# THEORETICAL FRAMEWORK

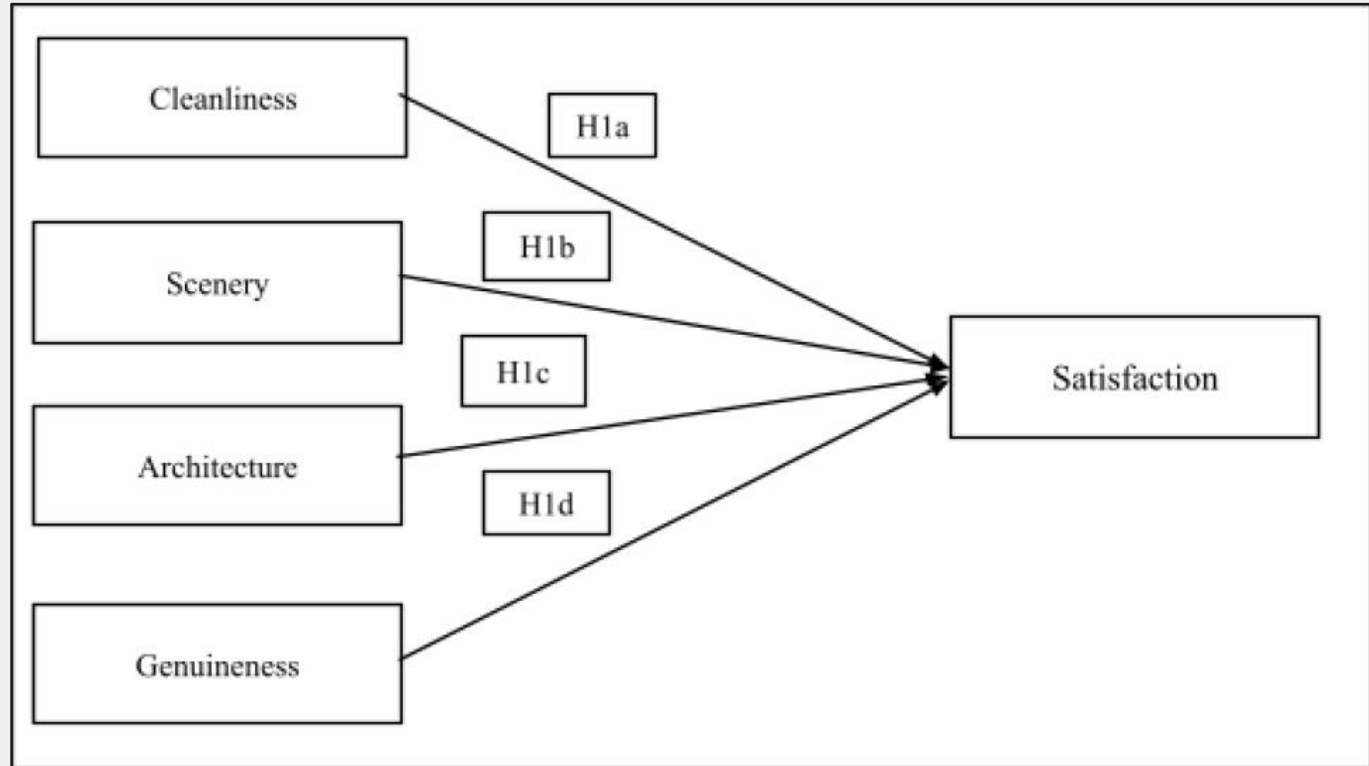


Figure 1. Theoretical Framework



**ATSIZ ET AL.  
(2020)**

The difference between one-night and longer stay visitors according to the purpose of their visit among the pure leisure tourists, business tourists, wellness, or shopping, or visiting friend or relative (VFR) tourists.

**CRUZ ET AL. (2018)**

A tourist company's profit is measured according to the number of overnight stays, average LOS, occupancy rates, average daily room rates, average daily income per available or occupied room.

## **DURATION OF STAY**

**RH2: Length of stay** has a positive influence on tourists' satisfaction with the aesthetic qualities (cleanliness, scenery, architecture, genuineness) of Malaysia's East Coast islands.



# RESEARCH METHODOLOGY 03



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# RESEARCH METHODOLOGY

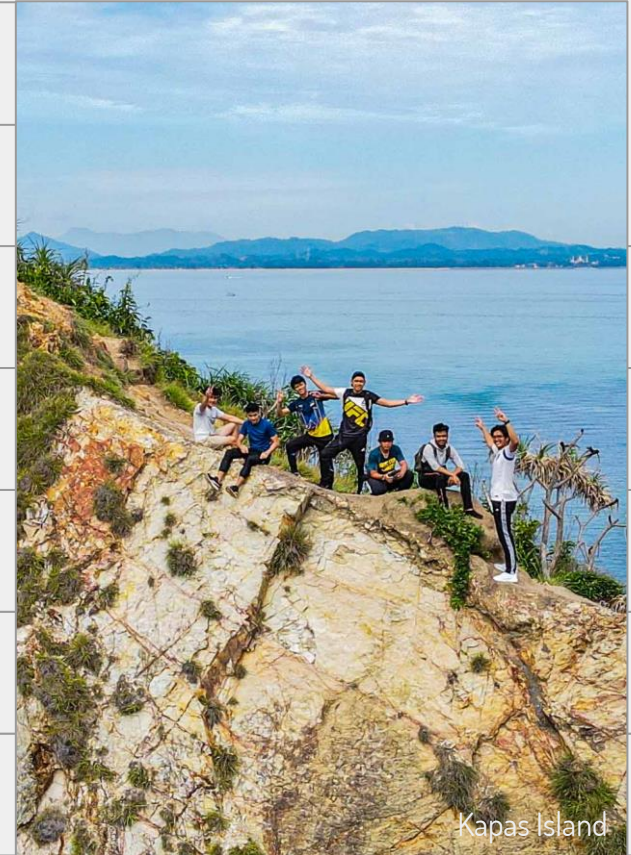
The quantitative analysis and survey methodology of this study followed recommendations laid out by:

- [Creswell \(2014\)](#) and [Saunders et al. \(2009\)](#) - The demographic profile, research variables, and open-ended query were all tailored to the respondents of this study.
- [Breiby and Slatten \(2018\)](#) and [Phillips et al. \(2013\)](#) - Adapted the questions item in developing the questionnaire sample.



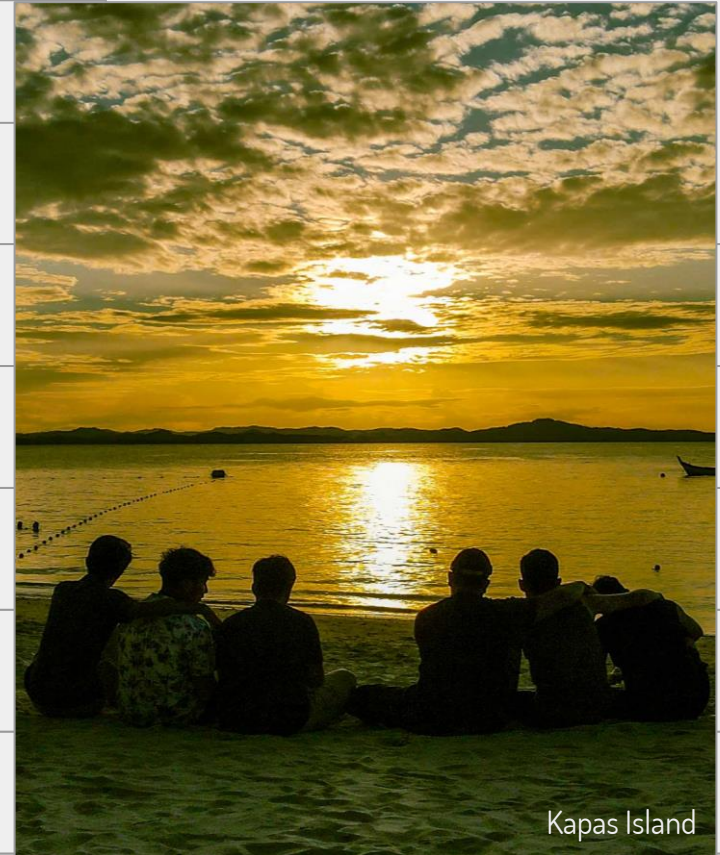
# RESEARCH METHODOLOGY

- Question items were then **pretested** among three experts whose comments
- Considered for the final revision of the items for the pilot test
- The questionnaire was **cleaned** and **updated** for face and material **validity**
- Before using the tool, the instrument was also **piloted** on **30 respondents** to ensure its reliability.
- The Cronbach Alpha coefficient showed a **range of 0.737 to 0.858** for **all study variables**, which fit Taber's (2018) recommendation that the value of Cronbach's Alpha must be  $>0.60$ .



# RESEARCH METHODOLOGY

- Using purposive ease sampling, [the Google form](#), a common electronic tool for collecting data, snowballed to the respondents.
- This medium's [drawbacks](#) is that researchers must find a [suitable platform](#) to reach as many people as possible.
- A total of [150 responses](#) were received in the time frame of one month.
- In terms of data collection, researchers used an [automated medium](#) to ensure that respondents answered all of the questions in the standardized questionnaire.



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# RESEARCH METHODOLOGY

To analyze a relatively small data size of 150 samples;

**HAIR ET AL., (2017);  
ONG & PUTEH, (2017)**

the Equation Partial Modeling with Least Squares (i.e., PLS-SEM) estimation multivariate data technique was used

**HAIR ET AL., (2012);  
HENSELER & CHIN,  
(2010)**

PLS-SEM can be considered the optimal statistical data analysis since it allows the research to test the indicators used for measuring targeted constructs based on convergent validity and discriminant validity



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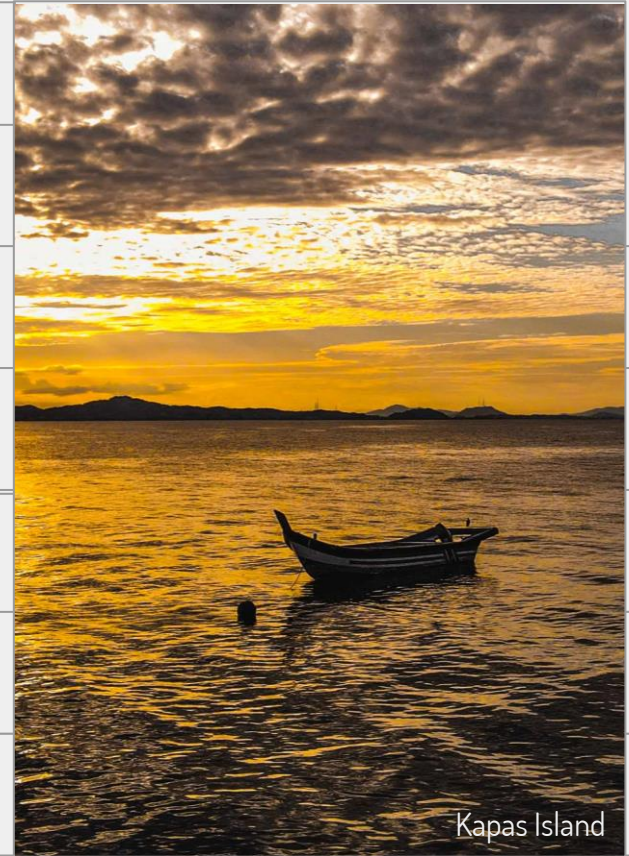
# RESEARCH METHODOLOGY

**HAIR ET AL., (2012);  
HENSELER & CHIN,  
(2010)**

The significance test in this PLS-SEM analysis was computed using the Bootstrapping method, which can be considered more robust than the conventional t-test method

**HAIR ET AL. (2017)**

5000 replications of the sample were computed to get reliable results for the empirical t-statistics and Bias Corrected (i.e., BCa) bootstrap.



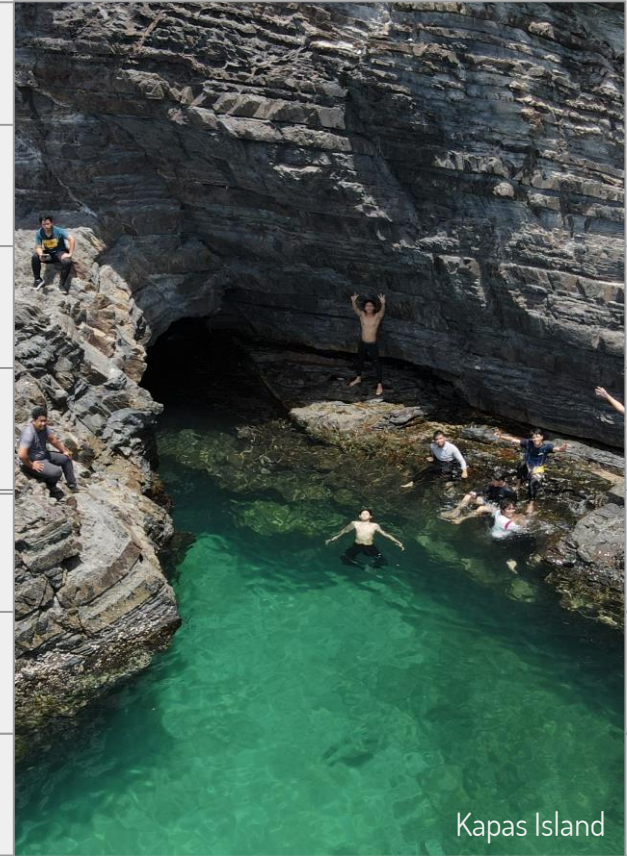
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# RESEARCH METHODOLOGY

For the comparison analysis;

**FIELD (2009);  
PALLANT (2010)**

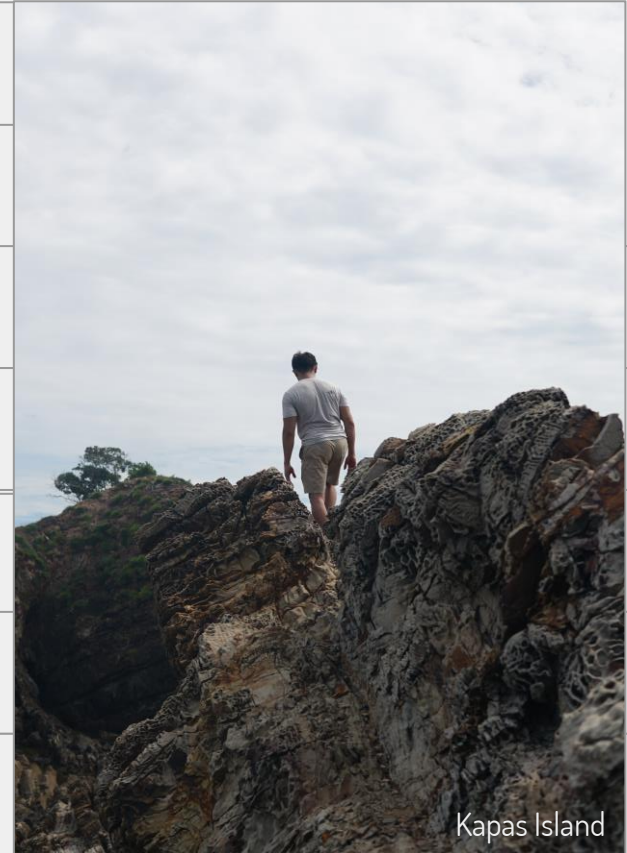
a series of One-Way Analysis of Variance (i.e., ANOVA) were conducted to assess the significant differences among the duration of stay groups toward all the targeted variables in this study. This analysis can be considered the optimal analysis compared to the Multivariate Analysis of Variance (i.e., MANOVA) since the number of samples for each group of this study can be considered small



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# RESEARCH METHODOLOGY

- Strengthening the ANOVA results, the Welch robustness test of equality of means was also used to support the result of the Statistics produced by the ANOVA analysis
- A post-hoc multiple comparison analysis was done among the groups to support the significant difference among the duration of stay groups
- Two types of tests were used for this purpose: the **Least Square Difference** (i.e., LSD) **Fisher's Test** and **Games-Howell Test**





# RESULTS & FINDINGS

## 04



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# MEASUREMENT MODEL

THE STUDY  
ACHIEVED:  
- A **39.1%**  
RESPONSE RATE  
IN 1 MONTH.  
- HAVE AN  
**OPTIMAL ONE-**  
DIMENSIONALITY  
VALIDITY

Table 1: Convergent Validity for Measurement Model

Indicator	Loading	AVE	$\gamma$	$\alpha$
<b>Cleanliness</b>				
Natural Environment along the route	.796*	.615	.863	.785
Minimum of Litter along the Route	.855*			
Cleanliness of Service Provider	.832*			
Good opportunities for drinking clean water	.635*			
<b>Scenery</b>				
Good viewpoints along the route	.811*	.684	.896	.846
Arranged viewpoints along the Route	.811*			
Good view of the cultural landscape	.846*			
Good view of the natural landscape	.838*			
<b>Architecture</b>				
Architecture enhances experiences of nature	.790*	.708	.907	.863
Signage in the natural surroundings	.849*			
The artworks at viewpoints enhance experiences of nature	.861*			
Service providers are artistically conscious	.864*			
<b>Genuineness</b>				
Availability of flora in the natural surroundings	.738*	.618	.866	.793
Good opportunities to eat local dishes	.755*			
Service providers reflect traditions	.835*			
Good opportunities to observe wildlife	.812*			
<b>Satisfaction</b>				
Would you recommend the island to other people	.934*	.875	.933	.857
Would you revisit the island again	.937*			

Note: AVE = Average Variance Explained;  $\gamma$  = Composite Reliability;  $\alpha$  = Cronbach's Alpha; \*\*p < .01.

## TABLE 2: DISCRIMINANT ANALYSIS FOR MEASUREMENT MODEL

Note: (1) = Cleanliness; (2) = Scenery; (3) = Architecture; (4) = Genuineness; (5) = Satisfaction.



	Fornell-Larcker Criteria					HTMT Criteria				
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
(1)	<b>.784</b>					-				
(2)	.364	<b>.827</b>				.448	-			
(3)	.489	.564	<b>.842</b>			.596	.657	-		
(4)	.410	.636	.588	<b>.786</b>		.526	.773	.695	-	
(5)	.487	.653	.640	.590	<b>.935</b>	.594	.767	.741	.710	-

## TABLE 3: DIRECT HYPOTHESIS TESTING

Note: CLE = Cleanliness; SCE = Scenery; ARC = Architecture; GEN = Genuineness; SAT = Satisfaction;  $\beta$  = Standardized Beta Coefficient;  $f^2$  = Effect Size;  $q^2$  = Predictive Relevance; The bootstrap samples was 5000 samples; \* $p < 0.05$ ; \*\* $p < 0.01$ .



Path	$\beta$	t-statistic	p-value	95% BCa Bootstrap	$f^2$	$q^2$	Remark
CLE $\rightarrow$ SAT	0.167	2.678**	< .01	(0.093, 0.261)	.047	.039	Small
SCE $\rightarrow$ SAT	0.348	6.534**	< .01	(0.279, 0.389)	.151	.143	Medium
ARC $\rightarrow$ SAT	0.284	2.770**	< .01	(0.146, 0.384)	.101	.087	Small
GEN $\rightarrow$ SAT	0.133	2.399*	< .05	(0.041, 0.207)	.021	.011	Small

STRUCTURAL MODEL



## TABLE 3: DIRECT HYPOTHESIS TESTING

### TABLE 3 INDICATES;

**CLEANLINESS** ( $\beta = 0.167, t = 2.678, p < 0.01$ )

**ARCHITECTURE** ( $\beta = 0.284, t = 2.770, p < 0.01$ )

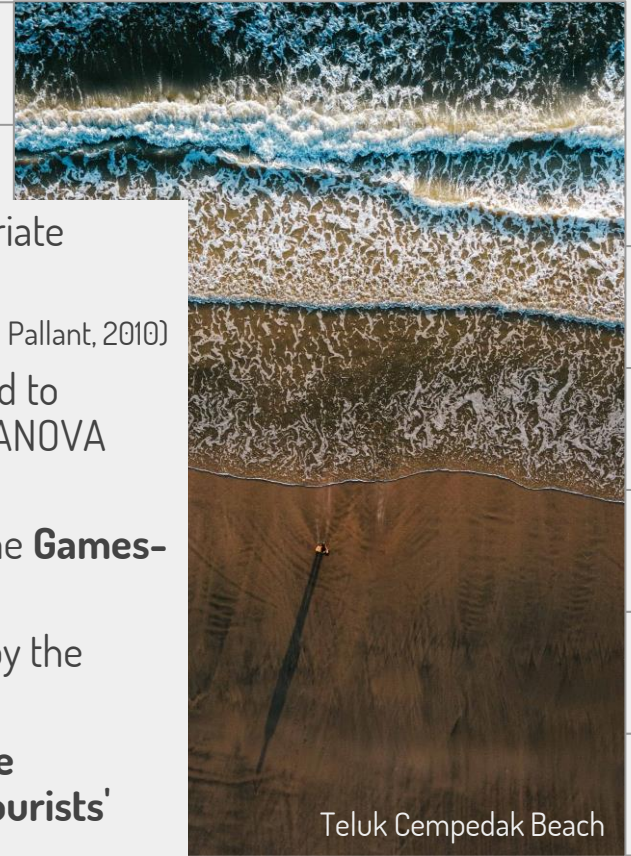
**SCENERY** ( $\beta = 0.348, t = 6.534, p < 0.01$ )

**GENUINENESS** ( $\beta = 0.133, t = 2.399, p < 0.05$ )

- Simultaneously had a significant and positive influence on Satisfaction
- Supported by the 95% Bias Corrected Confidence Interval
- The four independent gave 56.9% of variance explained toward satisfaction dependent constructs
- The targeted paths' effect size and predictive relevance could be categorized from small to medium
- The structural model having met the minimum requirements of a PLS-SEM model

# COMPARISON ANALYSIS

- **Considered the optimal analysis** compared to the Multivariate Analysis of Variance (i.e., MANOVA)  
(Field, 2009; Pallant, 2010)
- The **Welch robustness test of equality of means** was used to **support the result of the F-statistics** produced from the ANOVA analysis.
- The **Least Square Difference** (i.e., LSD) Fisher's Test and the **Games-Howell Test** were also used
- **Scenery factor** was the **most influential factor** followed by the **Architecture, Cleanliness, and Genuineness** factor.
- The **post-hoc comparison analysis reveals**, the **higher the duration of stay** of the tourists, the **lesser would be the tourists' perception** of the islands' Scenery and Architecture tend.



# COMPARISON ANALYSIS

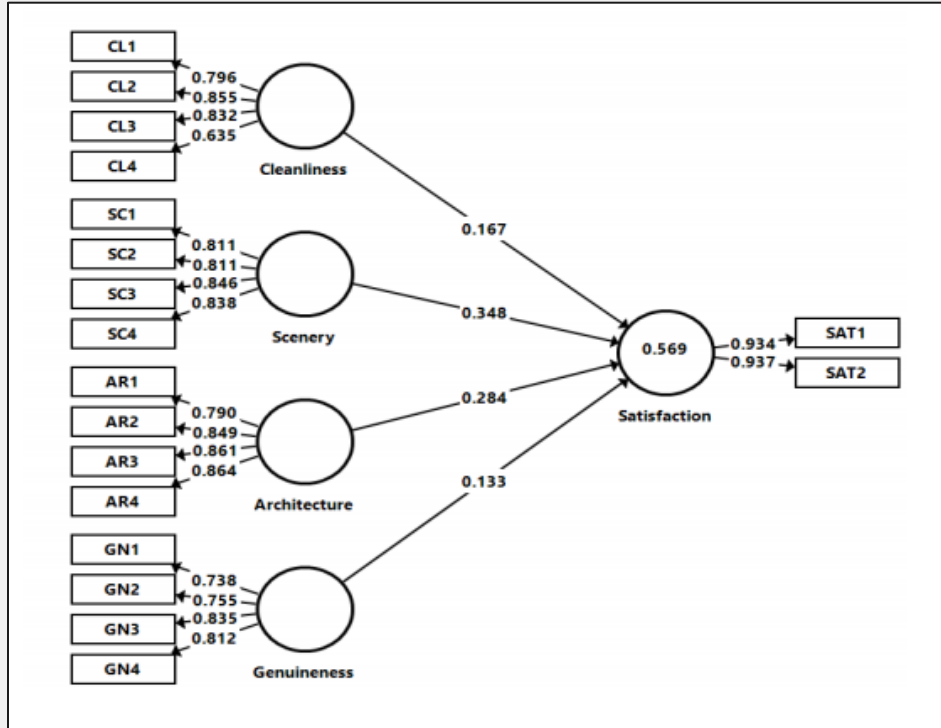
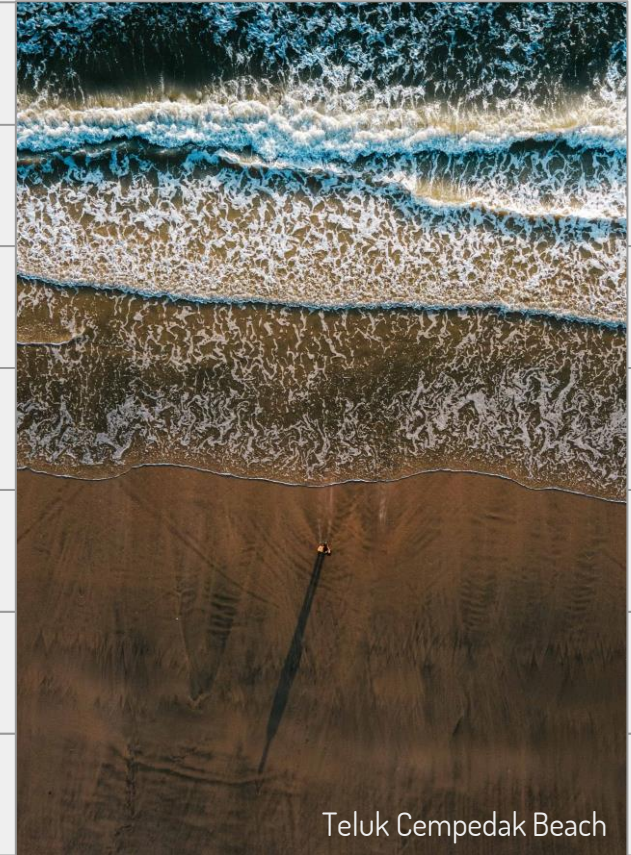


Figure 2: PLS SEM Analysis Output for Loading and Path Coefficient Values



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# COMPARISON ANALYSIS

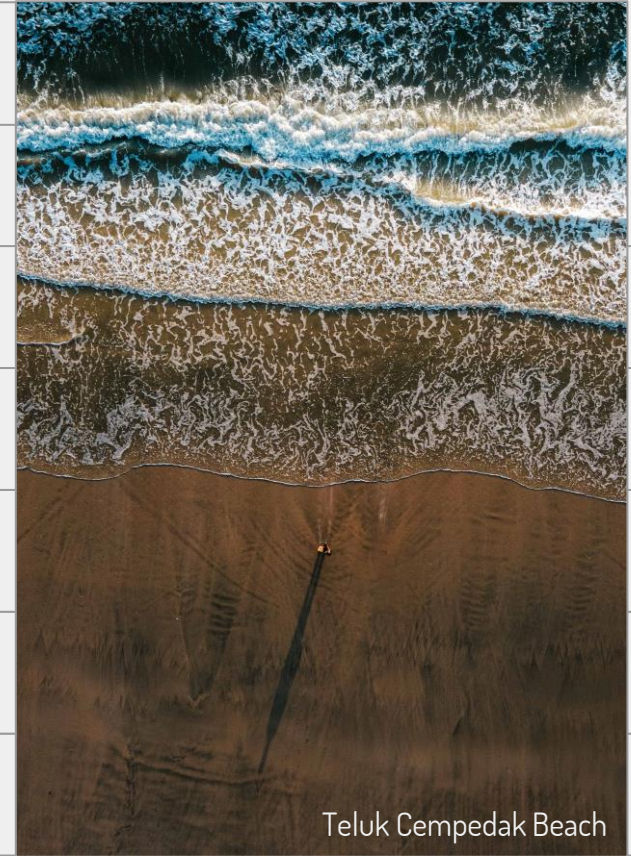
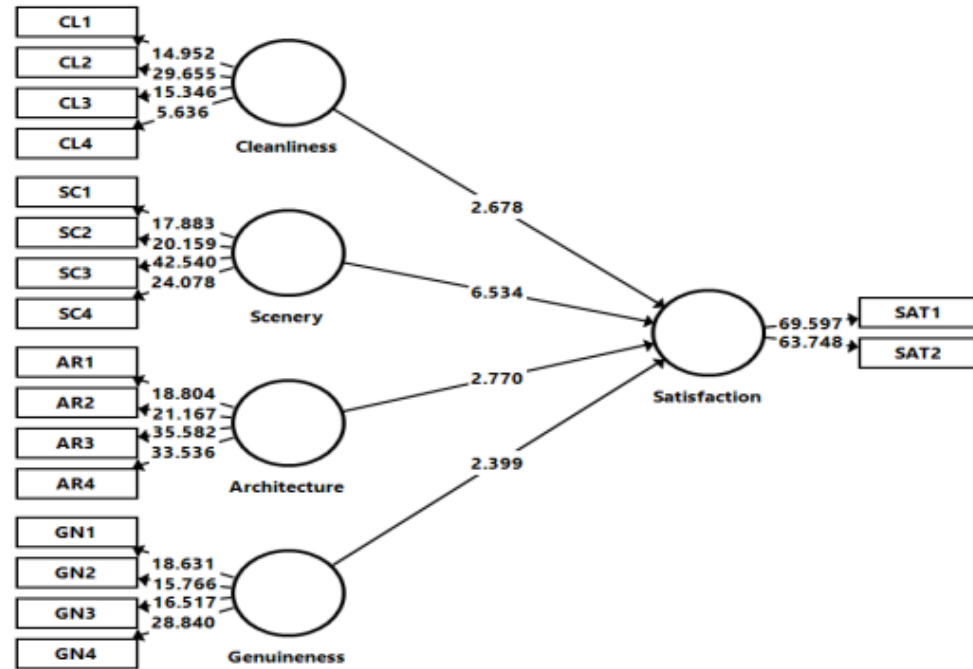


Figure 3: PLS SEM Analysis Output for t-statistic values via Bootstrapping Analysis

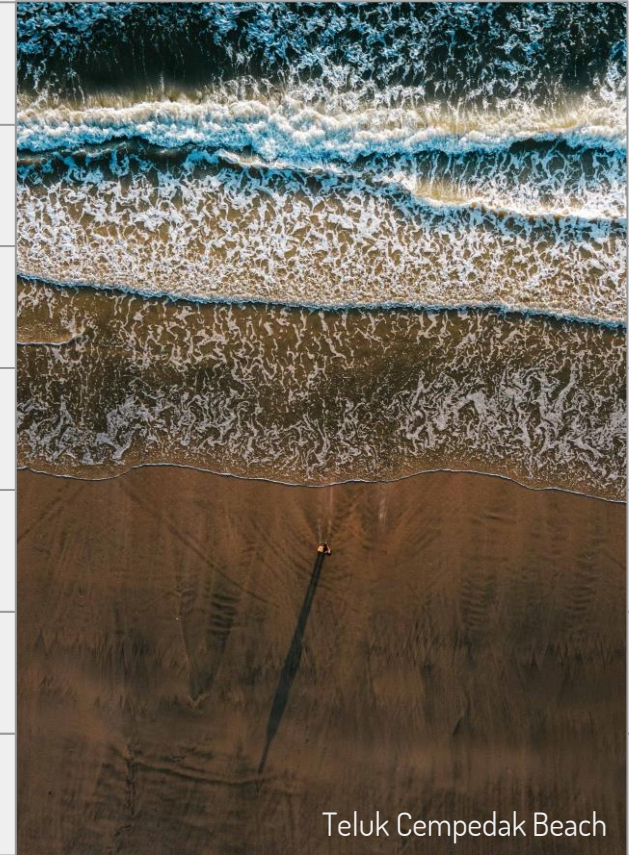


# COMPARISON ANALYSIS

Table 4: Comparison Analysis

Variable	Group	M ± SD	F-Statistics (p-value)	Welch Statistics (p-value)	LSD Comparison Test <sup>a</sup>	Games-Howell Comparison Test <sup>a</sup>
CLE	(1)	4.44±0.92	1.674 (.174)	2.176 (.101)	NA	NA
	(2)	4.16±0.64				
	(3)	4.50±0.81				
	(4)	4.54±0.89				
SCE	(1)	5.25±0.64	2.374 (.073)*	2.580 (.062)*	(1) vs. (2) (1) vs. (3) (1) vs. (4)	(1) vs. (2) (1) vs. (3) (1) vs. (4)
	(2)	4.80±0.71				
	(3)	4.93±0.73				
	(4)	5.05±0.72				
CLE	(1)	4.44±0.92	1.674 (.174)	2.176 (.101)	NA	NA
	(2)	4.16±0.64				
	(3)	4.50±0.81				
	(4)	4.54±0.89				
SCE	(1)	5.25±0.64	2.374 (.073)*	2.580 (.062)*	(1) vs. (2) (1) vs. (3) (1) vs. (4)	(1) vs. (2) (1) vs. (3) (1) vs. (4)
	(2)	4.80±0.71				
	(3)	4.93±0.73				
	(4)	5.05±0.72				

Note: CLE = Cleanliness; SCE = Scenery; ARC = Architecture; GEN = Genuineness; SAT = Satisfaction; (1) = Daytrip; (2) = 2 Days; (3) = 3 Days; (4) = More than 3 days; M = Mean; SD = Standard Deviation; NA = Not Applicable; Only shows the significance difference exists among the group's comparison for at least 10% level of significance; \*p < 0.10; \*\*p < 0.05.



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# DISCUSSION & CONCLUSIONS

# 05



Kapas Island

# DISCUSSION & CONCLUSIONS

## THIS STUDY HAS TWO PRIMARY OBJECTIVES:



The first determined **the influence of aesthetic qualities (cleanliness, scenery, architecture and genuineness)** on **tourist satisfaction** of the east coast islands of Malaysia according to its **level of significance**

-Only **a small effect was found** for all the aesthetic qualities, statistically, scenery had a **medium effect** (60% tourist satisfaction of the islands) compared to others, thus indicating that scenery is the **most important aesthetic quality** followed by architecture, cleanliness, and genuineness

(Asan et al., 2020; Li 2017; Lu et al., 2020; Lupu et al., 2020)

# DISCUSSION & CONCLUSIONS

## THIS STUDY HAS TWO PRIMARY OBJECTIVES:



- The second objective determined whether **aesthetic qualities** had a **significant influence on the length of stay** on the East Coast islands of Malaysia
- In terms of LOS, the majority (42.7%) of the tourists spent **three days on the island**, while **13% stayed longer**
- Determining the factors will increase the tourists' LOS is necessary for **future planning and management of tourism policies**

(Rodriguez et al., 2018)



# DISCUSSION & CONCLUSIONS



- The results of the comparative analysis, **all aesthetic qualities** had a **significant effect on LOS**. Interestingly, **a day trip** was found to have **the best effect**, compared to two or more days.
- Based on LOS, the **scenery** was the **most influential factor** for satisfaction while identifying different segments for island tourism.

(Alegre & Pou, 2006)

- Overall, the scenery plays a **significant role** in the overall satisfaction of tourists.
- The **state government** should take the **initiative to develop tourism state policies** that will sustain the beauty and cleanliness of the islands. **Local councils or municipalities should implement regular enforcement** to that rubbish is efficiently collected and that proper facilities are provided.

# DISCUSSION & CONCLUSIONS



- The **local communities of the island** through **capacity building programs** for job creation, small businesses, and promotion of local handicrafts to **create the island's cultural image**.
- Scenery leads all other aesthetic qualities where LOS is concerned.
- Hence, this study is **relevant** when destination marketers and managers develop appropriate strategies to increase tourists' satisfaction and LOS of their visit to the islands.
- On the other hand, these findings add to **the body of knowledge** and serve as a **wake-up call to tourism operators and policymakers** to investigate ways to extend tourists' LOS.

# CONTRIBUTION / PRACTICAL IMPLICATIONS

The three aesthetic qualities of experience need be highlighted in marketing campaigns on a natural base environment to increase overall satisfaction are:

- *Scenery*, with **good viewpoints** of the **natural and cultural landscape**
- *Harmony*, with places to **experience silence and calmness**, accommodation close to nature, the architecture of businesses in harmony with the landscape, and the interior of businesses in harmony with the **outdoor surroundings**
- *Genuineness*, with **ample opportunities** to encounter plants in their **natural surroundings**, multiple opportunities for **eating local dishes**

(Breiby & Slåtten, 2018)

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# CONTRIBUTION / PRACTICAL IMPLICATIONS

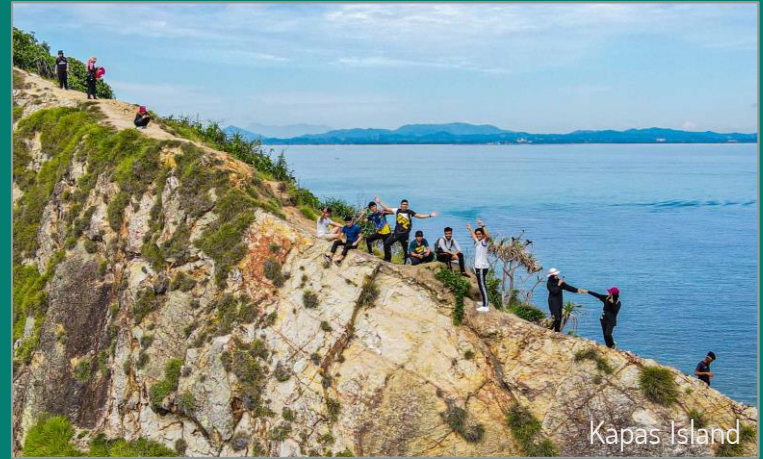
- **Academics and practitioners** need to create **awareness** among the local communities on the **importance of sustainability and its benefits**
- Where **the private sector** is concerned, **a strong partnership and collaboration** between travel operators, budget hotels, tourist associations and the local government
- Could lead to **improved infrastructure, facilities, amenities** and **activities for tourists and visitors**, thus contributing to a **more enjoyable and memorable holiday experience** on the island
- Hence, this will mean **longer stays, repeat visits, loyalty**, and **word-of-mouth information** of the island to friends and relatives
- During the pandemic crisis, various tourism sectors need to **meet and review the current situation** to re-strategize further **development and sustainability** of the beautiful scenic islands of the East Coast of Malaysia

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# LIMITATIONS

- The **purposive convenience sampling method** was **highly dependent** on the respondents' **snowballing efforts**
- The **small number** of responses
- The respondents of this study were mainly from the **three main islands of the state - Terengganu**



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An aerial photograph of a beach. The top half shows the ocean with white foam from breaking waves. The bottom half shows the sandy beach, which is dark brown. A long, thin shadow of a person is cast on the sand in the lower left quadrant.

# THANKS!

Do you have  
any questions?

Contact:  
[maznisaad@iiium.edu.my](mailto:maznisaad@iiium.edu.my)