



UNIVERSITI PUTRA MALAYSIA

***TOURIST PERCEPTION ON TOURISM SUSTAINABILITY DIMENSIONS
OF MELAKA, MALAYSIA***

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**TOURIST PERCEPTION ON TOURISM SUSTAINABILITY DIMENSIONS
OF MELAKA, MALAYSIA**

By

NORSYAFINA BINTI MAHAT

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Master of Science**

February 2016

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

TOURIST PERCEPTION ON TOURISM SUSTAINABILITY DIMENSIONS OF MELAKA, MALAYSIA

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February 2016

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Sustainable tourism refers to the ways of managing environment, protecting the environment and socio-cultural capital, measuring acquired self-sufficiency, and the factor that influences the needs of present and future generation's satisfaction. However, few researchers have focused on tourists' view towards sustainable tourism. Therefore, the main purpose of this research is to examine tourists' perceptions on sustainable tourism dimensions, namely environment, economy, social, authenticity and service delivery and their relationships toward overall tourists' satisfaction.

Questionnaires were developed and this study was undertaken in Melaka. Melaka is known as a historical city and was recognized as the World Heritage Site (WHS), by UNESCO since 2008. Besides, Melaka was amongst the top most visited state in Malaysia, comprising of both domestic and international tourists (Tourism Melaka, 2014). A total of 400 respondents were participating in this research. There were five main dimensions of sustainable tourism which were represented by 30 item scales. The dimensions were environment, economy, social, authenticity, and service delivery and these were referred as the indicators for Sustainable Attraction Management (SAM). The relationship between SAM and tourists' satisfaction was also examined.

The sustainable tourism dimensions were tested for its reliability strength and the results showed that all dimensions were highly reliable. Descriptive statistic which involved frequency distribution was used to achieve the first objective which was to analyze tourists' awareness towards sustainable tourism dimensions in tourist attraction. The results showed that the respondents were most aware of the 1st rank as in economy initiative due to the highest mean score. Then followed by authenticity (2nd rank), social (3rd rank), service delivery (4th rank), and the last rank was due to the environment. A conceptual model of the study with six hypotheses was developed in this research.

Multiple Regressions were used to achieve the second objective which was to examine the sustainable tourism dimensions in influencing the overall tourists' satisfaction.

Regression results showed that the environment initiative did not influence on the overall satisfaction among the tourists. However, other four sustainable tourism dimensions; economy, social, authentic and service delivery gained a significant result and influenced the overall satisfaction of the tourists. Results also showed a significant positive relationship between tourists' satisfaction and revisit intention. Hence, this research provides support for sustainable tourism concept which signifies tourism to have the characteristics to improve the quality of life of host community, to provide quality experience to the visitors, and to maintain social quality for the use of both tourists and the host community (WTO 1993).

The findings contributed to a bigger perspective in developing the tourism industry in the country, particularly in making attractions, sustainable in terms of environment, economy, social, authenticity, and service delivery dimension. More importantly, this research provides evidence on useful scales in measuring sustainable tourism for tourists' attraction and the scales are viewed as the indicators for Sustainable Attraction Management (SAM).

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

PERSEPSI PELANCONG TERHADAP DIMENSI PELANCONGAN MAMPAN DI MELAKA, MALAYSIA

Oleh

NORSYAFINA BINTI MAHAT

Februari 2016

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Pelancongan lestari merujuk kepada cara untuk menguruskan alam sekitar, cara untuk melindungi alam sekitar dan sosio-budaya, mengukur perolehan sara diri, dan faktor yang mempengaruhi kepuasan generasi masa kini dan akan datang. Walau bagaimanapun, beberapa kajian telah memberi tumpuan kepada pandangan pelancong dalam memahami dimensi pelancongan mampan. Tujuan utama kajian ini adalah untuk mengkaji persepsi pelancong terhadap dimensi pelancongan mampan yang terdiri daripada alam sekitar, ekonomi, sosial, ketulenan, dan penyampaian perkhidmatan dan hubungannya dengan kepuasan pelancong.

Borang soal selidik telah dibuat dan kajian telah dijalankan di Melaka. Kajian telah dijalankan di Melaka kerana Melaka dikenali sebagai sebuah bandar sejarah di Malaysia dan telah diiktiraf sebagai Tapak Warisan Dunia (WHS), oleh UNESCO sejak tahun 2008. Selain itu, Melaka merupakan antara negeri yang paling kerap dilawati di Malaysia, yang terdiri daripada pelancong domestik dan pelancong asing (Pelancongan Melaka, 2014). Sebanyak 400 orang responden telah diambil dalam kajian ini. Terdapat lima dimensi utama pelancongan yang mampan diwakili oleh 30 skala. Skala tersebut terdiri daripada alam sekitar, ekonomi, sosial, ketulenan, dan penyampaian perkhidmatan sebagai petunjuk kepada Pengurusan Tarikan Lestari (PTL). Hubungan antara PTL dan kepuasan pelancong juga telah dikaji.

Dimensi pelancongan mampan telah diuji dari segi kekuatan dan kebolehpercayaannya. Statistik deskriptif kekerapan telah digunakan untuk mencapai objektif pertama iaitu untuk menganalisis kesedaran pelancong terhadap dimensi pelancongan yang mampan di satu tempat tarikan. Hasil kajian menunjukkan bahawa responden mempunyai kesedaran yang paling tinggi terhadap inisiatif ekonomi dengan mempunyai min skor tertinggi. Kemudian diikuti dengan ketulenan (kedudukan ke-2), sosial (kedudukan ke-3), penyampaian perkhidmatan (kedudukan ke-4), dan kedudukan terakhir adalah alam sekitar. Model konseptual kajian dengan enam hipotesis telah dibangunkan dalam kajian ini.

‘Multiple Regressions’ digunakan untuk mencapai objektif yang kedua iaitu untuk menilai dimensi pelancongan mampan dalam mempengaruhi kepuasan pelancong. Faktor persekitaran tidak mempengaruhi kepuasan keseluruhan pelancong. Walau bagaimanapun, empat dimensi pelancongan mampan yang lain; ekonomi, sosial, ketulenan, dan penyampaian perkhidmatan mendapat hasil yang baik dan mempengaruhi kepuasan keseluruhan pelancong. Oleh itu, inisiatif bagi ekonomi dan ketulenan adalah yang paling mempengaruhi kepuasan pelancong berbanding pembolehubah lain. Keputusan juga menunjukkan hubungan positif yang signifikan di antara kepuasan pelancong dan niat untuk datang semula. Oleh itu, kajian ini disokong dengan konsep pelancongan mampan yang menunjukkan bahawa pelancongan mempunyai ciri-ciri untuk meningkatkan kualiti hidup masyarakat, menyediakan pengalaman berkualiti kepada pengunjung, dan mengekalkan kualiti sosial bagi penggunaan kedua-dua pelancong dan tuan rumah (WTO 1993).

Penemuan ini menyumbang kepada perspektif yang lebih besar dalam membangunkan pelancongan yang berkualiti di negara ini, terutamanya dalam menjadikan tempat tarikan yang mampan dari segi alam sekitar, ekonomi, sosial, ketulenan, dan penyampaian perkhidmatan. Lebih penting lagi, kajian ini membuktikan skala yang berguna dalam mengukur pelancongan mampan untuk tarikan pelancong yang dipanggil sebagai Pengurusan Tarikan Lestari (PTL).

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I certify that a Thesis Examination Committee has met on 19 February 2016 to conduct the final examination of Norsyafina binti Mahat on her thesis entitled "Tourist Perception on Tourism Sustainability Dimensions of Melaka, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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LIST OF ABBREVIATIONS

AVR	Average Room Rate
DMO	Destination Marketing Organization
EPU	Economic Planning Unit
LNG	Liquefied Natural Gas
MOTAC	Ministry of Tourism and Culture Malaysia
PCA	Principal Component Analysis
PERZIM	Perbadanan Muzium Melaka
PTL	Pengurusan Tarikan Lestari (PTL)
SAM	Sustainable Attraction Management
SARS	Severe Acute Respiratory Syndrome
SPSS	Statistical Package for the Social Science
TDC	Tourism Development Corporation
UNESCO	United Nations Educational, Scientific and Cultural Organization
WCED	World Commission on Environment and Development
WEF	World Economic Forum
WHS	World Heritage Site
WTO	World Tourism Organization

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter discusses the background of the study regarding the Sustainable Attraction Management (SAM) and its relationship with satisfaction and re-visit intention. Problem statement and objectives of this study will be provided. Furthermore, the contributions of sustainable tourism dimensions initiatives that will affect the decision to choose sustainable area as a tourist destination also will be discussed.

1.2 Background of the Study

Tourism is one of the largest and fastest growing industries in the world. Tourism is defined as the visitation of people from their homes to other places of interest. Besides that, tourism is the main source of income and employment in many countries (Bhatiah, 2006). Goeldner et al. (2000, p. 247) defined tourism as 'the process, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attraction and hosting of visitors'.

Li et al. (2013) stated the tourism growth in Malaysia shows an increasing number of tourist arrivals and receipts. This is supported by Tourism Malaysia (2014) when the statistic shows number of tourist arrivals and receipts from year 2000 to 2013 is increasing. Arrival in 2000 were at 10.22 million, while in 2013 were at 25.72 milion. Receipts in 2000 were at 17.3 billion, while in 2013 were at 65.4 billion. Meanwhile, Hamzah (2004) who mentioned economy activities such as export and import in tourism contribute to foreign exchange earnings, which resulting in tourism-led growth in Malaysia. Therefore, the tourism industry can be a benchmark for the potential strategic factor to the economic growth. These contributions cause the tourism industry to be the second largest contributor to foreign exchange earnings after manufacturing in Malaysia. Hence, to maintain this reputation and further developing the tourism industry in Malaysia, many strategies have been conducted and showed positive results toward tourism position and its contributions. This is proven when World Tourism Organization (WTO, 2013), stated Malaysia to be the 9th rank in the most visited country in the world in 2013.

In fact, among states in Malaysia which contributed to an increase in the number of tourists in Malaysia is Melaka. Tourists flock to Melaka due to many reasons. However, the major focus is because of the fact that Melaka is known as a historical city. The state has been recognized as a World Heritage Site (WHS), by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2008 (Tourism Malaysia, 2010).

Melaka represents Malaysia's tourist and heritage industry as the place 'where it all began' (Worden, 2001). According to Choy (2013), the slogan "Visit Historic Melaka Means Visit Malaysia" was able to give an overview of the tourism product that is served to the tourists, tourism themed historical and cultural heritage communities. This is because Melaka as a state has the most number of museums in Malaysia, with 20 museums and galleries. Some of the well-known tourist attractions are the Museum of the Sultanate Palace, Museum of History and Ethnography, and The Stadthuys Museum (Tourism Melaka, 2014).

Although there are many interesting and historical places in Melaka, the most attractive location in Melaka city is the Bandar Hilir. The location of Bandar Hilir is middle of the city and there are many heritage sites there. For example, the attractive places in Bandar Hilir are Baba and Nyonya Heritage Museum, Bukit Cina, Jonker Street, Maritime Museum, Melaka River Cruise, Melaka Sultanate Palace, A Famosa, Stadthuys, Taming Sari Tower, and others (Amin et al., 2013). This is the reasons why the number of tourists who come to Melaka city is increasing.

This is supported by the Ministry of Tourism and Culture Malaysia (MOTAC) (2013) that the number of tourists' arrival to Melaka city has increased from 3.2 million in 2010 to 3.4 million in 2012. Due to the increasing number of tourists' arrival, many developments took place in the city, including facilities and services such as shopping complexes, antique shops, and food stores found throughout the state (MOTAC, 2013). For example, the shopping malls in Melaka City including Dataran Pahlawan Mall, Melaka Megamall, and Mahkota Parade provide both local and foreign tourists with its attractiveness to fulfill their needs (Choy, 2013).

Due to the increasing number of tourists, the state faces degradation and social issues which have become threats to the tourism sustainability of Melaka (Chiu et al., 2014). According to WTO (2004), sustainability refers to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Rathouse and Scarles (2010) stated that the destinations that were seen as unpopulated and rural were usually ranked as to be more sustainable compared to urban destination. This is because the unpopulated and rural area has less issues of environmental degradation and social issues.

However, the raised issues of environmental degradation and social issues like Melaka is contrary to the concept of sustainability that refers to an effort in helping and protecting the environment, social, and cultural resources (Sharpley, 2000). This is also mentioned by Mensah (2006) by which the tourism industry depends heavily on the environmental resources for its overall development. However, the researcher has added that environmental pollution can contribute to negative effects because the environment is recognized to be one of the aspects of tourism development in sustainable management.

Hence, despite the growing tourist visitations to Melaka, issues such as quality experience (Chen et al., 2010), unsatisfied tourists (Akama et al., 2003) and traffic congestion (Bernama, 2013) are the hints to destination manager toward the threats to tourism sustainability of Melaka. Therefore, there is a need to practice sustainable approach for the tourism sector to instill awareness among visitors about the importance of sustainability (Rathouse and Scarles, 2010).

Together with that, educational tourism is also important and should be offered to the tourism providers and tourists. By applying sustainability in tourism, not only the approach can improve the environmental degradation and social issues but also can create another opportunity like economic development, such as can create employment and can increase tourists' quality experience and satisfaction (Flint and Frick, 2002).

The function and objective of sustainability are not only focusing to help and improve human activity without doing damage to the society and the environment, but also to keep its authenticity alive (Ibid). For example, operator and destination manager make an effort to sustain the site by developing their heritage area and attract the tourist to visit without removing the authentic features (Choy, 2013). In Melaka to be specific, the state is known as the World Heritage Site by UNESCO since 2008 and becomes tourist attraction (Tourism Malaysia, 2010). So, tourists always have high hope of better and different experience from the heritage site.

Heritage tourism is one of the oldest types in tourism field (Timothy, 2011). Alzua et al. (1998) stated heritage tourism is known as one of the most significant and fastest growing components of tourism. Chen and Chen (2010) defined heritage and cultural tourism as the segment that have special attraction such as art museums, archaeological sites, plays, museums, and musical performances. Nowadays, due to the advances in global trends in cultural tourism, heritage tourism has emerged as a popular form of tourism (Chen and Chen, 2010). At the national tourism levels of Malaysia, the strategies to attract high quality tourists who have higher expenditure were identified (Economic Planning Unit, 2009). Therefore, the emerging tourist segment for Malaysia, such as heritage tourism in Melaka, is potential in contributing to higher tourism receipts. Tourism Melaka (2014) stated that the state of the supply side of tourism or the attraction providers require in depth assessments for them to able to enhance the needs of the quality tourists.

Tourists will find attraction sites unique and interesting to be visited. This is the reasons why the curator and destination manager always feel responsible to ensure the historical areas to have sustainable tourism attraction characteristics (Poria et al., 2013). Bonn et al. (2007) proposed that the curator and destination manager are always looking for new ideas to ensure their attraction areas to be sustained in order to attract more tourists. For example, the authenticity (originality) dimensions in historical sites can affect the tourists when they found something historical and original, thus can keep the tourists' sustainability (Bonn et al., 2007). Besides, museums and public galleries are striving constantly in order to turn their attractions into a business that can increase the revenues and offer good services to keep tourists sustain (Mason and McCarthy, 2006). Therefore, McKercher (1993) stated that there will be more pressure faced by

the attraction operators and museum curators in seizing new opportunities and devoting more attention to engage visitors with the needs and demands. The researcher has added the effort mentioned before as one of the steps to keep tourists' attention, sustain their sense of purpose and demands to be met. So, the historical attractions also prioritize the sustainability of tourism management in order to fulfill tourists' needs and demands.

Tourism policies play important roles that help to protect the natural, social, and cultural resources that ensure the destinations are able to satisfy the needs of tourists and residents (Sharpley, 2000; Liu, 2003). Apart from the profits in the business, satisfaction of the tourists is also the main target among tourism provider. This is mentioned by Zabkar et al. (2010) which identified that tourists' satisfaction is certainly essential in achieving the tourism goal because it is assumed that tourists who feel satisfied would loyally to the destinations. Similarly, Yoon and Uysal (2005) mentioned that the satisfaction of tourists makes them become loyal to destinations. This is because, tourists' satisfaction will be one of the reasons for them to revisit and invite others to come to the same place. Therefore, it gives good effects towards the attraction place because a number of tourists will increase and it can maintain and improve the profitability (sustain) of the tourism providers (Yoon and Uysal, 2005).

Routinely, the practices by tourism provider on sustainable characteristics in tourist attraction will give a positive impact on tourists. For example, the sustainable practices will make tourists feel happy and be satisfied with the visits and probably will share their travel experience, and willing to revisit (Chen and Chen, 2010). Findings by Chi and Qu (2008) highlighted that in a tourism context, when tourists feel satisfied with the products, services, and other resources, which offered by the destination, it can cause tourists' willingness in sharing their positive traveling experiences and recommending others by using word of mouth. But, Baker and Crompton (2000) found the satisfaction of the tourists is the mediator between the service qualities towards behavior intentions. In short, if the service qualities received by the visitors are good, then the visitors will feel satisfied and can influence them to revisit.

1.3 Problem Statement

Martin and Uysal (1990) who state when the number of tourists increases at attractive sites, the larger the impacts going to be on sustainability. In addition, despite the growing tourist visitations in Melaka, issues such as quality experience (Chen et al., 2010), unsatisfied tourists (Akama et al., 2003) and traffic congestion (BERNAMA, 2013), are hints to destination manager on the threats to tourism sustainability of Melaka.

However, few researchers have focused on tourists' views on sustainable tourism. For example, previous studies were less focused on the perception of tourists towards the attractions available in Melaka, which was also known as the World Heritage Site (WHS). This is surprising because past studies have shown frequent changes in the pattern of demand and the influx of tourists in historic places like Melaka (Tucker and Emge, 2010; Yang et al., 2010). Poria et al. (2011), examined the impact of the brand

WHS and UNESCO on tourists' motivation in tourist attraction. While, the study by Marcotte and Bourdeau (2006) revealed the effects of WHS itself to the selection of tourist attraction. This proved that there is a relationship between perspective of tourists towards heritage tourism through their experience during visitation.

As such the study is in timely manner to provide more evidence on tourism sustainability from the perspective of the tourists and to provide further insights in the relationship between tourism sustainability awareness and tourist satisfaction. This is pertinent as larger impacts related to environment and social (sustainability threats) will be more likely to occur, when the number of tourist increased every year (Martin and Uysal, 1990).

Emotions and perspective/perceptions of tourists usually involve feelings such as happiness, satisfaction, excitement, fear, anger, envy, fear, and pride (Palau et al., 2012). Heritage site gave an impact on tourists' perception through their experience (Chen et al., 2010). The study showed that tourists' satisfaction is the main link and contributes to the intention to come again and dissemination of information to others. Moreover, Akama (2003) stated that tourists usually have initial expectations of type and quality of services offered in their intended destinations.

The extent to which expectations are met by tourists will determine the level of their satisfaction. Overall, when it exceeds or meets initial expectations during or after they visited the destination, this is considered as to be satisfied. However, if performance below the initial expectations and then tourist considered not satisfied. In addition, tourists can express their satisfaction through a variety of ways such as word of mouth, give praise to the service or product provider and the development of long-term loyalty to the destination (Akama, 2003). Furthermore, the sustainable practices will make tourist feel happy and satisfied with the visitation probably sharing to others their travel experience, and willing to make revisit (Chen and Chen, 2010).

The function and objective for sustainability is not focusing only to help and improve human's activity without damaging society and environment, but also to keep the authenticity alive (Flint and Frick, 2002). However, very often measurements on sustainability used in previous research have focused largely on environmental practices particularly in the hotel sector compare to other sustainable tourism dimensions such as environment, economy, social, authenticity and service delivery in tourism attraction site (Richins, 2008). This is supported by Park et al. (2011) which indicated in measuring sustainable tourism, the focus have largely been on environmental factors and practices, thus giving less emphasis on other indicators. Hassan et al. (2014) however proposed a more comprehensive dimension in measuring sustainable tourism, but no empirical findings were provided.

Therefore, this research will adopt previous research in measuring sustainable tourism, particularly as proposed by Park et al. (2011) and Hassan et al. (2014) and provide the empirical evidence from the tourist perspective. This is line with the sustainable tourism concept that tourism is not only focusing on environment practices but other

variables also should be important in contributing to tourism sustainability (Angelkova et al., 2012). Lozano et al (2012) which stated that sustainable tourism is as an approach in developing tourist regions, and therefore, should be used to make all types of tourism more environmentally, socially and economically beneficial.

Akama (2003) further stated focusing on tourists' view is important as tourists appreciate all the initiatives implemented by destination managers. The researcher added due the lack of research in this area, as more studies were about the perceptions of attraction operator and destination manager. Thus, measuring sustainability in tourist attractions is indeed significant, because the core of tourist travelling motive is visiting attractions in the chosen destination.

Therefore the main purpose of the research is to examine tourist perception on useful characteristics in relations to sustainability in determining continuous tourist visit to a particular attraction. Accordingly, it will focus on the tourists' perception towards appreciating sustainable tourism initiatives, implemented by destination managers and policy makers. Thus, the study hopes to provide significant feedback by identifying the sustainable tourism dimensions that influencing tourist satisfaction as well as to achieve the level of tourist revisit intention. Hence, by understanding the indicators, these contribute to the continuous popularity of a tourist area and the attractions that are offered to the tourists. This research area is important for both; attraction sustainability in terms of continuous ability to increase tourist visitation, as well as contributing to the wealth knowledge in measuring sustainable tourism particularly in the attraction sector.

1.4 Research Questions

By answering the research questions, the researcher can provide the scope of the study into insights. Therefore, the issues and objectives of this study are provided in order to answer the research questions. The research questions for this study are as follows:

- What is the level of tourist awareness towards sustainable tourism dimensions at tourist attraction sites?
- What are the sustainable tourism dimensions that influence the overall tourists' satisfaction?
- What is the relationship between tourists' satisfactions and revisit intention?

1.5 Research Objective

Main Objective

- To assess tourists' perception on tourism sustainability dimensions

Specific Objectives

To achieve the goals, specific objectives are as follows:

- To analyze the level of tourists' awareness towards sustainable tourism dimensions at tourist attraction sites.
- To determine the sustainable tourism dimensions that influence the overall tourists satisfactions.
- To examine the relationship between tourists' satisfactions and revisit intention

1.6 Definitions of Terms

1.6.1 Authenticity

Xie and Wall (2003, p. 354) consider authenticity can be viewed from two different meanings which are "authenticity as a realness artifacts" or "events as well as human nature indicates a person's true self or being true to one's essential nature". Xie and Wall (2003) identify authenticity as an important criterion for heritage tourism development in terms of sustainable tourism. For this research, the author refers to both definitions in term of sustainable tourism.

1.6.2 Economy

Economic sustainability is about how to exploit and perform the tourism industry for the purpose of gaining economic benefits from tourism (Blancas et al., 2011). Angelkova et al. (2012) defined economy as its brand and a part of the economic development which becomes the basic goal of all countries that care about their future and their place in the global world. For this research, the author refers to both definitions in term of sustainable tourism.

1.6.3 Environment

Environment is a destination area that should be managed accordingly to achieve sustainable tourist activity in the long term (WTO, 1993). While Bonn et al. (2007) defined environment as an indicator in determining both visitors' attitudes toward the heritage attractions and future patronage intentions, as well as their willingness to recommend the experience to their friends and relatives. For this research, the author refers to both definitions in term of sustainable tourism.

1.6.4 Revisit Intention

Yoon and Uysal (2005) defined revisit intention will be accepted and happened only if tourists feel satisfied towards the products, services, and other resources, which offered by the destination. They added that the feeling could cause tourists' to recommend and share their positive traveling experience with their friends and relatives and to revisit same destination. For this research, the author refers to this definition in term of sustainable tourism.

1.6.5 Service Delivery

Usually the definition of service delivery quality depends on the effectiveness of a product or service received by customers and tourists, whether they are satisfied or vice versa (González et al., 2007). Parasuraman (1998) defined the concept of quality or service by making a comparison between customers' expectations and actual service received in order to determine the level of satisfaction among customers. For this research, the author refers to both definitions in term of sustainable tourism.

1.6.6 Social

Lozano-oyola et al. (2012) defined social can be considered as a good community lifestyle and the changes in the development of social conditions. While Blancas et al. (2011) defined social as the ability to support life, to comfort, to nurture and to keep alive that guides and assesses the indirect effects of tourism sustainable development as the well-being of both destination and ability. For this research, the author refers to both definitions in term of sustainable tourism.

1.6.7 Tourists' satisfactions

Oliver (1980) and Engel et al. (1990) defined satisfaction as a discrepancy between expectation and the actual situation that were received by consumers or tourist. For this research, the author refers this definition in term of sustainable tourism.

1.7 Contribution of Study

The study attempts to examine tourist perception on useful characteristics in relations to sustainability in determining continuous tourist visit to a particular attraction. The study will be significant to the following groups:

1.7.1 The Practitioners

The practitioners consist of travel agents, restaurants, hoteliers, transportation, and others. The findings of this study were useful for them to support destination managers in implementing environmental, social, and economic in relation to the initiatives for sustainable tourism. In particular, private run attraction operators are more confident to

increase their efforts to ensure their sites are conforming to sustainable tourism practices.

1.7.2 The Public Sector

The public sector consists of government and other agencies such as Tourism Malaysia, Tourism Melaka, and the attractions that are owned and operated by the public sectors. This study was helping Melaka Tourism to assist the strategies for tourism development and to enhance the image of Melaka as a preferred holiday and tourism destination among domestic and international tourists.

1.7.3 The Academicians and Researchers

This research is aimed to contribute to the knowledge of tourism sustainability. As such, it also offers academicians and researchers to conduct studies related to the importance of tourism sustainability to tourists' satisfactions.

1.8 Chapter Summary

Tourism gives many advantages to the country, especially in the economic growth due to foreign exchange activities. Thus, much effort was implemented by the country to make sure that the reputation of the tourism industry is continuously sustained. This is proven when the tourism industry in Malaysia shows positive position every year. Unfortunately, the successful tourism industry caused certain issues like environmental degradation; social issues, a quality experience, unsatisfied tourists, traffic congestion, and others and became the threats to tourism sustainability. These problems occurred because of the increasing number of tourists and their demands are not being fulfilled in terms of environment, economy, social, authenticity, and service delivery (sustainable dimensions) as to achieve the objective of sustainable concept. This was because the sites that attract more tourists would be more likely to give larger impacts related to the environment and social (sustainability threats). So, measuring sustainability in tourist attractions is indeed significant, because the motive of travelling among the tourists is due to the attractions that have sustainability characteristic.

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