

The Role of Sustainable Tourism Development on Tourist Satisfaction among Local Tourist in Malaysia

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ABSTRACT

Tourism business has become a thriving and competitive industry recently. This industry is becoming increasingly vital to strengthen the country's economy as well as increase popularity and awareness through publicity. In today's world, travelling is the ideal kind of pleasure for people of all ages. People will travel to destinations that offer tourist facilities and experiences. It should be noted that the impact of sustainable tourism on tourist satisfaction is a critical research topic in the tourism sector. Despite a substantial amount of study on satisfaction, it remains unclear whether sustainable tourism influences on tourist satisfaction. Therefore, this assessed the visitor's behaviour literature gap by focusing on the relationship between sustainable tourism on satisfaction from the customer's perspective. The survey was distributed to the local tourist. A total of 202 respondents from Seremban, Malaysia was involved. This study identifies that economic benefit, sustainable tourism and perceived experience user generated content positively influence tourist satisfaction. Analysis from the study shows that the tourist satisfaction and recommend Negeri Sembilan as a holiday destination.

Keywords: Sustainable Tourism, Economic, Environment, Perceived experienced, Tourist Satisfaction

INTRODUCTION

Tourism is one of the fastest growing industries in the world and a major source of foreign exchange and employment opportunities for many developing countries, such as Singapore, Malaysia, etc. Tourism is important in many countries (WTO, 2002) because it is a vibrant and competitive industry, it requires the ability to constantly adapt to customers' changing needs and desires, customer satisfaction, safety and enjoyment, and this is the most particular of tourism enterprises. Tourism is defined as a sectoral system of innovation and production which identifies the constraints related to innovation in this activity (Malerba 2001, 2004)

One of the most significant engines for growth and economic development is the tourist industry, which not only brings in money for a nation. While expenditure on tourism is linked to gains in the well-being of consumers of tourism services, the industry simultaneously provides opportunities for economies to thrive and for people to make money (OECD, 2020). Although it is now generally acknowledged that travel makes people happier, the question of whether some forms of travel have a greater positive impact than others has just lately been raised. For instance, from statement of (Bimonte and Faralla 2012, 2015) investigated the connection between life happiness and the vacation activities that people participate in.

Tourism development is a dynamic process of matching tourism resources to the demands and preferences of actual or potential tourists (Liu, 1994). Over the past several decades, tourism industry has been steadily increasing. Thus, tourism is one of important

components that contribute to the economy. There are many areas that can be explore in tourism based on tourist satisfaction.

Tourism in Malaysia

Malaysia is part of Asian. In efforts to diversify the economy and make Malaysia's economy is not dependent on the export-oriented government to increase tourism in Malaysia. (Malaysia 2020). The tourist industry is one of the most important drivers of economic growth in Malaysia, ranking second only to the manufacturing sector, accounting for at least 8 to 10% of the country's annual GDP.Malaysia's. (Sivalingam, 2007).

In December 2018, tourism income increased to 21 billion USD from 19 billion USD the year prior (income 2019). Therefore, promoting tourism is a wise strategy that gives the government money. To help the tourism sector, Tourism Malaysia unveiled its Strategic & Marketing Plan for 2022–2026, a new organisational plan for the following five years. 10.07 million people arrived in Malaysia to go there in 2022 (Tourism Malaysia, 2022). Based on research by (Tang & Tan, 2015), the tourism-led growth hypothesis was endorsed and suggests that inbound tourism in Malaysia can be depended upon to generate economic growth. Thus, much research needs to be done to study the climate of tourism in Malaysia and its impacts to create sustainable tourism.

The focus on tourism, arts, and cultural sustainability with the goal of reducing the negative consequences of tourism development and offering direct benefits to the community through the tourism industry (Malaysia 2020). To maintain the environment for future generations, sustainability has become the primary priority.

However, there is limited study that focuses on sustainable tourism. Thus, the current study is in line with the government focus on sustainability tourism. The purpose of this study is to identify the role of sustainable tourism development on tourist satisfaction among local tourist in Malaysia.

LITERATURE REVIEW

Sustainable Tourism impact on tourist satisfaction

The goal of sustainable tourism is to please both visitors and the host nation while preserving and improving chances for the long-term use of all resources. While preserving cultural integrity, crucial ecological processes, biological diversity, and life support systems, requirements that are related to economic, social, and aesthetic needs can be satisfied (WTO, 1998). In addition, sustainable tourism is to examine how it can meet the needs of the host population in terms of improved living standards both in the short and long term. Tourism is said to have a unique quality in income generation and distribution compared to many other industries in that it promotes regional development. Sustainability undoubtedly includes the natural environment as a key component, but it is considerably more complex than that (Global Environment Facility 1998). According to Oliver (1999), satisfaction is an evaluation of a product or service's success following use. As a result, their pleasure may be impacted by the sustainable tourism experience. Sustainability is a commitment to help travelers who are concerned about the environment. The current study's topic, which examines the influence of sustainable tourism on visitor satisfaction, is comparable to a study by Oviedo-Garca et al. (2019), which found that tourism in protected areas has a beneficial impact on visitors' satisfaction.

Economy Benefit impact tourist satisfaction

Local communities benefit economically from tourism, but there are drawbacks as well (Kim et al., 2013). The growth of tourism may encourage foreign investment and economic activity in the neighbourhood, which increases employment opportunities, raises incomes, and improves living conditions for the locals, but it also drives up the cost of goods, services, real estate, and other assets. The various stages of tourist development may affect the extent of its economic effects (Kim et al., 2013). The local economy must take the tourism industry into account when addressing the social and environmental effects of development. Governments now have bigger roles and duties in tourism planning thanks to the spread of the sustainable development concept in the 1980s (Ruhanen, 2013). The tourism development literature indicates that perceived economic benefits positively related to attitude and support for tourism development (Gursoy & Rutherford, 2004). The revealed that the economic impacts of tourism also influence residents' material wellbeing, which further contributes to life satisfaction (Kim et al. 2013). Besides that economic benefit contribute to local income that will avoid crime rate towards the tourist. Thus, a safe travelling experience will enhance tourist satisfaction.

Environment benefit impact on tourist satisfaction

The environmental benefits are often difficult to measure however it refers to the impact on nature and the surrounding areas (Hartmann & Apaolaza-Ibáñez 2012). Environmental is referring to the natural resources or a living space. Thus environmental sustainability is important, and there is a need to preserve the environment for the future generation. Environment is a source of income in tourist that related to the tourism destination. According to Chuie Hong Tan, (2017) keeping cleanliness of the destination is essential in attracting tourists. The importance of keeping the destination clean. Whereby keeping cleanliness of the destination helps to preserve the wildlife and greater social and environmental costs were major concerns as they were evidence of cultural deterioration and negative impacts on physical development (Azizan Marzuki, 2011). The tourism industry impacts water quality, forest, wildlife and historical sites. Tourist satisfaction drives recommendations of the destination and increases the probability of repeat visits (Castellanos-Verdugo et al. 2016) That link to tourist satisfaction and dissatisfaction experience during the visit. A study confirm that tourists' perceived sustainability of the destination has a positively influence tourist satisfaction during the visit (Iniasta-Bonillo, Sánchez-Fernández, & Jiménez-Castillo 2016)

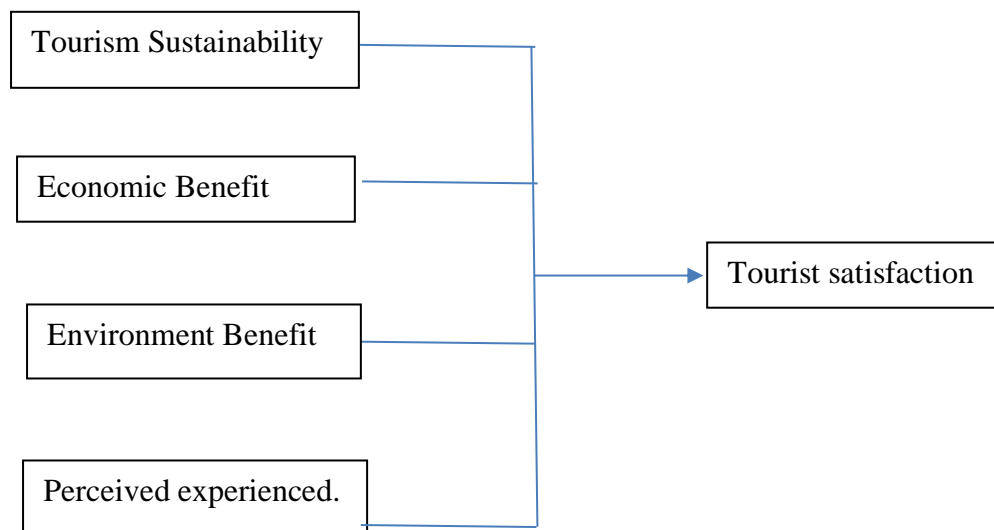
Perceived Experience impact tourist satisfaction

Perceived benefit refers to the perception of the positive consequences that are caused by any specific action taken. Perceived value has been found to have a direct positive impact on behavioural intention (Ye Sandy Shen, 2016). Based on the social exchange theory, perceived benefits and costs are effective predictors of the support for sustainable tourism development. Suggested that the perceived benefits and costs of sustainable tourism affects support for sustainable tourism development, and the behavioural model of the host residents reflects international and multicultural perspectives on community-based sustainable tourism development (T.H.Lee, 2012). Determining a tourist experience as either positive or negative can be easier for a tourist than determining it as authentic or memorable. A positive tourism experience is one which results from the impression associated with fulfilment or satisfaction and which has a positive influence on tourists' lives (Jung, 2015). The destinations management organisations have to manage the tourism product to encourage visitor involvement in order to enhance memorable travel experiences (Eddy K Tukamushaba at el., 2016).

Tourist satisfaction

Satisfaction is a success feedback a product or service, assessed for one time purchase or ongoing purchase (Oliver 1999). Satisfaction is the final feedback when a person satisfies towards the product and services. The current study is focusing on tourist satisfaction. Tourism is an experience that people gain during the visit. A study on tourism industry confirms that satisfaction drives recommendations of the destination and increases the probability of repeat visits (Castellanos-Verdugo et al. 2016). Thus, satisfied tourists that had a good experience will repeat their revisit and recommend others about the destination. Note that, concentrating on post behavioral intentions is necessary because, based to the theory of reasoned, behavior it is a prediction of the actual behavior (Ajzen 1991; Armitage & Conner 2001; Miller 2017). The satisfaction concept is a perception from the tourist as a post purchase expectation. Dissatisfaction is the opposite of satisfaction that occurs if the product or services do not meet expectations. Dissatisfaction is a feeling of stress, unhappy and unpleasant experience during post purchase (Grzeskowiak et al. 2016). Dissatisfaction will lead to unfavorable behavior that makes the person disappointed. Thus during the visit, the person may experience either satisfaction or dissatisfaction based on the experience. Dissatisfaction will lead to negative consequences. Thus, in any situation, dissatisfaction must be avoided. Satisfaction is important as it will enhance and growth the tourism industry.

Conceptual Framework



RESEARCH METHOD

3.1 Research Design

In this study, a descriptive study was used to get the information. Descriptive studies are also undertaken to understand the characteristics of a group of students. (Sekaran & Bougie, 2016). This research has been used because of the suitability to identify the level of the four components of independent variables who experienced visited Malaysia. It involves survey from questionnaires and sampling method and deciding on how to measure the variables items. The measurements were adapted from previous studies. The reliability and validity for the construct have been established. Note that, the items for this study were measured using 6-point Likert-type scale that indicate by 1=strongly disagree and 6 =strongly agree separately. The -point Likert scale was applied to force the respondent to answer positive or negative (Kumar, Salim, & Ramayah 2013).

Items for Sustainable tourism (ST) for management aspect were adapted from; GSTC (2017), Sitepu (2019), items for Environmental benefit (ENB) ,Economic benefit (EB) were adapted from (Schivinski & Dabrowski 2016), item for Perceived experience (PE) were adapted from Yoon et al. (2010) and Zabkar et al. (2014), while item for Tourist satisfaction (TS) were adapted from Yoon et al. (2010) and Žabkar et al. (2010) (Oviedo-García et al. 2019)

3.2 Sample and data collection

The study's respondents are tourists who have travelled to Negeri Sembilan in Malaysia. By a self-administrated questionnaire, the data was gathered. It was done by using convenient sampling (Sekaran & Bougie, 2016). The survey participant was approached and asked to complete the form. They must go through the filter question to guarantee that the appropriate respondent was chosen. There were 202 participants in total from Seremban, Malaysia.

RESULTS

The researcher used frequency distribution analysis, reliability analysis, means analysis and pearson-r correlation coefficient analysis as the method of running data analysis

Table 1: Respondents Profile

Respondents' Demographic		Frequency	Percentage
Gender	Male	89	44.3
	Female	112	55.7
Marital status	Single	86	42.6
	Married	116	57.4
Age	20-29	84	41.6
	30-39	76	37.6
	40-49	38	18.8
	50-59	4	2
Education level	Secondary	26	12.9
	Diploma	89	44.1
	Bachelor Degree	62	30.7
	Master	16	7.9
Occupation	PhD	9	4.5
	Self-employed	43	21.3
	House wife/ Retired	10	5
	Professional	25	12.4
	Managerial Private	49	24.3
	Managerial Government	40	19.8
	Support at Private Sector	24	11.9
	Support at Government	11	5.4
Income level (RM)	Mean	RM3580	
	Standard Deviation	1.769	
Age	Mean	37 year old	
	Standard Deviation	0.807	

The sample consist of respondent with average age of 37 years (SD = 0.807). Most of the respondent is female with 55.7 percent as compared to 44.3 percent male. Most of the respondents are married; and hold a Diploma (44.1 percent) and Bachelor degree (30.7 percent). Most of them work in the private sector 36.2 percent. Table 1 below provide a complete overview of the respondent profile in this study.

4.2 Reliability Analysis

Table 4.2: Reliability

Variables	Cronbach'Alpha
Sustainable tourism	0.821
Economic benefit	0.800
Environment benefit	0.828
Perceived experience	0.863
Tourist satisfaction	0.815

The outcome shows that the Cronbach's Alpha for the sustainable tourism (independent variables) measure for fourteen (14) items is 0.821. The outcome demonstrates how excellent this independent variable is.

The outcome shows that the Cronbach's Alpha for the economic benefit (independent variables) metric for seven (7) items is 0.800. The outcome demonstrates the merits of this independent variable.

The outcome shows that the Cronbach's Alpha for the environment benefit eight (8) items (independent variables) is 0.828.

According to the outcome, the Cronbach's Alpha for the perceived experience three (3) items with independent variables is 0.863.

The outcome shows that the dependent variable (tourist satisfaction) measure's Cronbach's Alpha for eight (8) items is 0.815. The outcome demonstrates how excellent this dependent variable is. It can be said that the questions of the overall variables are acceptable.

4.3 Descriptive Analysis

Table 4.3 Descriptive Table

Variables	Mean
Sustainable tourism	4.67
Economic benefit	4.48
Environment benefit	4.77
Perceived experience	4.52
Tourist satisfaction	4.88

The findings indicate that sustainable tourism, economic, environment, perceived experience is in moderate levels of tourist satisfaction.

4.4 Correlation Analysis

Table 4.4 Correlation

	EB	ENB	PER	ST	TS
Economic benefit					
Environment Benefit	0.499				
Perceived experience	0.292	0.47			
Sustainable tourism	0.478	0.481	0.525		
Tourist satisfaction	0.464	0.379	0.58	0.668	0.724

Table 4.4 shows the value correlation sustainable tourism, economic, environment, perceived experience of tourist satisfaction. Pearson correlation was used to identify the significant relationship among each of the variables. It can indicate as strong, moderate, and weak correlation based on the score. The score calculates different from -1.00 to+1.00. Hence, positive value shows positive relationship meanwhile negative value will shows negative relationship. Therefore, based on the table 4.4 the overall correlation value of the variables showed the coefficient of correlation with above 0.3 at where above 0.5 have strong relationship (Nunally, 2014)

CONCLUSION

The current study has empirically confirmed that perceived experience, social, economic, and sustainable tourism all influence visitor satisfaction. Significantly, this study gives some useful recommendations for professionals in the field. This shows that tourists are satisfied, which is a sign of sustained tourism and economic gain. User created content and perceived experience further enhance this link. The tourism sector brings in money for the nation and the local community. Exploiting the tourist destination is a tremendous opportunity provided by the tourism sector. The current study's findings add to the body of knowledge on sustainable tourism and personal experience as they relate to information sharing on social media. The study is distinctive since it examines the relationship between individual behavior and sustainable tourism, focusing on how individual experience affects visitor pleasure. This useful information enlightens the sector and advises it to consider the significance of the visitor experience. To encourage others to travel to the tourist location, tourists will post about their experiences on social media. To further measure visitor happiness, future study could go deeper into sustainable tourism and incorporate additional structures.

RESEACH LIMITATION

Finally, it is important to address the study's limitations in order to better understand how sustainable tourism development affects visitor satisfaction in Malaysia's most popular tourist destinations. Due to the location of Polytechnic Nilai, the sample for the current study was primarily gathered in Negeri Sembilan, a popular tourist destination in Malaysia. The results might not apply to Malaysia's tourist region's population. Thus, target people from various places should be included in future research and sampling groups. Future research should include more variables, especially the assessment of the

in-person experience, the post-trip experiences like word-of-mouth, and the desire to return to creative tourism places.

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