

Heritage Tourism Satisfaction Toward Malacca Museums in Malaysia

Iskandar Hasan Tan Abdullah¹, Mohd Masdi Abdul Manan², Emilia Abdull Manan²,
Mohd Ridhuan Tee Abdullah³

¹Faculty of Administrative Science and Public Policy, Universiti Teknologi MARA, Machang, Kelantan, Malaysia

²Faculty of Arts and Design, Universiti Teknologi MARA, Machang, Kelantan, Malaysia

³Institute Product Research and Islam Civilization, Universiti Sultan Zainal Abidin, Kuala Terengganu, Terengganu, Malaysia

Received: March 4, 2016

Accepted: May 11, 2016

ABSTRACT

Heritage tourism has rapidly grown and one of the most income for Malaysia government. Local tourists are looking for satisfactions visiting the museum. Thus, by offering the right facilities and services that facilitate their needs, the reputation of this tourism product can be enhanced. This is supported by the findings of the study where tourists expect the museums to have greater cleanliness, well equipped safety features, nice landscape and architecture as well as an appropriate location and accessibility. This study aimed to examine the relationship between 3 elements in Levels of Tourist Satisfaction (LTS) which comprises of Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services towards tourist intention in Malacca. A set of 200 questionnaires were distributed to all museumvisitors. This study applies descriptive and inferential analysis was used to identify the relationship of Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services. The findings showed that all three elements in the LTS model (Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services) have a relationship with tourist behavioral intention towards Malacca Museums. Thus, the findings also confirm all hypotheses. The Tourist Reason Visiting Museum was the most contributed factor that leads to intention towards Malacca Museums. Hence, Malacca Museums need to create a creative design which contains the enjoyment and fun elements besides tourist attention to other factors to visit their museum.

KEYWORDS: LST Model, Tourist Reason Visiting Museum, Travel Behavior Characteristic, Museum Facilities and Services.

INTRODUCTION

Malacca has its uniqueness has attracted a number of tourists visiting the historical museums. This tourist attraction is due to savings treasures that are in museums in the Malacca Youth Museum, Historical and Ethnographic Museum, Maritime Museum, Malacca Stamp Museum and the Museum of the Malacca Sultanate. Statistics obtained from Malacca Museums Corporation indicate an increase in the number of tourists in 10 years ago. Tourists interested in visiting museums in Malacca as most of the Malacca Malay heritage on display and this information are very valuable heritage. Research studies on tourist visits to museums Malacca is less carried out by the legacy of history. Hence, this paper would like to see the two dimensions of tourist satisfaction and the satisfaction level of tourists during their visit museums Malacca. The results of this study are very important in the interpretation of the factors that contribute to the improvement of museums Malacca to tourists. This is very important in making a destination tour to museums Malacca as a must for every tourist visiting Malacca.

The results of this study will be presented to the Malacca Museum Corporation as the evidence shows that there are still many tourists, whether from outside or inside the country interested to see the historical heritage of Malacca. The aim of this study was to associate the satisfaction of tourists visiting Malacca with visits to museums Malacca. As long as the demand for museums Malacca is still at a high level, so we need to make museums more attractive looks. The objective of this study is to identify the elements that meet the needs and requirements of local tourists to museums Malacca. In addition, this study wanted to see the level of satisfaction of local tourists during their visit museums Malacca.

Tourist Satisfaction towards Malacca Museum

The definition of the term [1] heritage can be interpreted as a landscape full of historiography which includes buildings, artifacts, cultural traditions and so on. Literally, this historiography inherited from generation to generation. This is very important in creating a tourism product unique and special. He suggested that heritage sites should be distinguished from the natural or cultural heritage built on past collisions. In [2], the definition of heritage tourism and cultural heritage is instrumental in attracting tourists visit museums dating in Malacca. Tourists will be attracted to the visual attractions, performing arts and festival celebrations. In addition, tourists can also be due to visit historic sites, buildings and monuments built from the past. Heritage tourism is defined as the presence of tourists is because you want to see and feel the atmosphere of the historic environment. These experiences are very valuable because it can reveal [3] three main reasons that experienced during a visit historical places either a different time or place, learn favors cognitive experience to be shared with others and can teach youngsters about the historical heritage of Malacca especially Malaysia, Heritage tourism is a segment income. This is because the tourists who come to visit the destination look and visual arts performances, cultural exhibits and other historical attractions related. Tourists are now more informative and knowledgeable. They want to see the past through an attractive face.

Request travelers to growing heritage museum. The level of knowledge and awareness of the heritage museum also changed from low to high. Tourists are increasingly interested in visiting the site or sites of cultural heritage. The role of culture is very important because it can provide employment opportunities to the population employment sector and generate a good income to the government. Thus, the awareness of protecting resources and cultural heritage is very important especially in settlements either in the city or village[4]. Community involvement in maintaining the legacy of this cultural heritage is an initiative of its own for the interests of the state and regional levels. Care cultural heritage encourages self-awareness. There is a legacy of this culture can educate tourists, especially tourists about the importance of local history inherited the tradition from generation to generation. This situation can strengthen the relationship because of the similarity of the local community in terms of cultural heritage. Science legacy of this cultural heritage can instill a sense of respect, strengthening the values of self-esteem, building a sense of pride in their own cultural heritage and to enhance the quality of community life. Finally, cultural heritage tourism cultural heritage can promote competitiveness life economical in terms of the existence of employment, generating tourism industry, cultural heritage, increase the income of the restaurant industry or eatery, reviving the art handicraft culture, establish new sectors of agriculture such as theme parks agriculture and lastly is increasing retail sales. This can also be seen when tourist arrivals will increase property values in the area. The return of cultural heritage tourism could increase state tax revenues [6].

Tourist Level Satisfaction

Marketing traveler satisfaction level is important in influencing the choice of a tourist destination because of its feedback satisfaction in the use of tourism products and services. This will cause them to make the decision to return [5] to Malacca. Customer satisfaction survey on cultural heritage sites in particular those related to the museum is the subject of a new study. Several theories about the level of satisfaction of tourists have found such theories expectation gap-perception [7], a theoretical model of the expected Oliver [8], the theoretical model Sirgy [9] and the theoretical model of achievement travelers [10] was used to measure the level of satisfaction of the tourists by tourism them. For example, theoretical models have assumed Oliver expectation levels of tourists to the museum is due to the widespread interest by tourists. This is one of the theories used by the museum. In [10], the theoretical model used in conjunction with the performance of travelers theory [11] model the expected Oliver to improve the level of tourist satisfaction.

Both scholars introduced the dynamic nature of the basic model of tourist satisfaction levels in the study of tourism hospitality. This is because they have tested the theory model in a modified form on the level of satisfaction of tourists who come to visit Europe. In the assessment of the causal relationship through the use of this theoretical model Oliver expectation, there are 2 different methods of regression model with a single "met expectations" and use the level of tourist satisfaction as the dependent variable. The study of the past on the level of tourist satisfaction in terms of study habits of tourists in their travel destinations. For example, in [12] elements of visitor satisfaction levels up 'with their destination area. Its products showed the 8 factors of traveler satisfaction level established through the study. Tourist satisfaction expectations displacement theory used in the study of travelers in their destination. In this theory say that the level of tourist satisfaction can be measured through 9 factors through "hope to meet again" in accordance with the interests of scores of tourists visit. This model has been used in a random sampling of 100 respondents. The feedback they state that "the hope to meet again" is due to visit the museum destinations [13]. This is because the museum has kept most of the cultural heritage of a community. As a result of this study has a close link between the tourist with a visit to the museum

Other studies on the level of tourist satisfaction about "expectations about the destinations", they" have found a correlation between the museum and the museum tour destination. This is because the museum tourism product has several advantages. Among the services provided by the museum, an amazing experience in museum visits and hospitality officials museum. If the tourist experience evaluation measured through the satisfaction level of tourists, they will find themselves very satisfied in this case.

Social cognitive theory also contributed to the study of literature on tourist satisfaction levels [14]. This theory states that the tourist satisfaction is the same methodology with theoretical expectations Oliver. The difference of the two theories is located on the concept of authentication response and action taken in accordance with the level of feedback. This caused a conflict of ideas in terms of follow-up action in the form of feedback is positive or negative.

Report findings satisfaction level of tourists to the destination of their visit according to the tastes of tourists are also used by researchers [7]. Measuring the level of satisfaction of tourists according to the tastes of their destination can lead to an answer to visit the museum. This is because often satisfaction is very positive travelers to visit the museum. The relative importance of each attribute is scored distributed to tourists by tourism satisfaction level of a place. Overall the level of tourist satisfaction is high on the museum tour than any other attribute.

Relationship between Visits to the Museum and Tourist Satisfaction

Assessment of the relationship between the museum tour destination with a tourists' satisfaction level is very important in understanding the behavior of tourists. Usually the attitude and behavior of tourists wishing to visit historic sites other than the beauty of the surroundings. Feedback from the results of this relationship can be used to improve retention of cultural heritage. Tourists will often express their satisfaction when visiting historic sites, especially museums. If tourists are satisfied with the museum, tourism product will result in their interest to return to visit.

Usually, tourists who want to re-visit the museum only took less than two years. But, the most important is the recommendation of tourists to their friends. For example, the level of satisfaction of tourists who visit the museum of Oxford found that 80% of tourists have a desire to return to visit. They satisfied the architecture, the physical environment, cultural heritage relics of science and so on. In fact, the hospitality of the locals including officials of the museum is taken into account in the level of tourist satisfaction. The results of this study led to the local government would restructure Oxford city traffic, the facilities include clean toilets and road signs. The enactment was made to put the city of Oxford as a heritage site for special events on specific events can be held. In a study conducted Light of the study found that the level of tourist satisfaction closely associated with length of stay. The higher the level of tourist satisfaction will lead to a growing base period. This in turn can generate income for the locals such as hotel, food store, transport and others.

METHODOLOGY

Research was conducted in Bandar Hilir, Malacca covers various museum buildings. This area is a golden triangle for museum visits by tourists. As this area is to meet the characteristics of the research objectives. Next, a theoretical framework will be developed to identify the categorization of the level of satisfaction of tourists to visit the museum in Bandar Hilir, Malacca. The tourist population sample comprised 200 respondents who visited 5 museums in Bandar Hilir Malacca. The selection of the museum is based on the unique elements found in the museum. There are 2 session questionnaires distributed to tourists. The morning session from 10 am to 12 noon and afternoon sessions from 3 pm to 5 pm. There are 40 questions in the questionnaire consisting of 5 sets distributed by the researchers. The use of the Statistical Package for Social Sciences software (SPSS) version 2.0 of this study.

Instruments in the questionnaire consist of 4 sections. Development of the questions in the questionnaire has to do with the attitude of satisfaction of tourists' interest to visit museums and popular themes in the museum. The results of previous studies are taken into account in developing the questionnaire. This includes taking into account the views of the museum staff. The first part of the questionnaire is respondent demographic information such as gender, age, origin, marital status, occupation, household income, academic qualifications and others. The second part is about the characteristics of the tourists to visit the museum. Part three consists of the evaluation of tourists after visiting the museum. The last part is the feedback on "hope to revisit again." In conclusion, there are 45 questions based on a Likert scale of 5 low-level scales of 1 to 5 scale with high level. Among the items the question of Service Museum (10 items), exhibition and cultural heritage (10 questions), adding knowledge and information (10 questions), the physical structure of the museum (10 questions) and respondent (5 questions) [7].

RESULTS AND DISCUSSION

The results of this study indicate the respondent as Table 1. It gives the impression that as many as 69% of tourists use private transport to visit museums Malacca compared to 30% who use public transport. Another 25.5% did not spend the night in Malacca as they return on the same day. Compared to other respondents who choose to spend extra time in Malacca between 1-2 nights (32.5%), between 3-4 nights (20%) and more than 4 nights (22%). On the other hand, the majority of respondents chose to stay at their friends or relatives at 30%. The second option to stay in the homes of their families (37.5%), third; stay at a hotel or resort (15.5%), fourth; go home on the same day (13%) and fifth; stay at homestay (4%). Almost half of the respondents visited the state more than 5 times (42.5%), between 2-3 times (31%) and between 4-5 times (14%). The rest was their first time visiting Malacca (12.5%).

Table 1: Travel tourist visitors to Malacca museums behavior characteristics

Field	Category	Frequency	Percentage (%)
Transportation Mode	By Private vehicle	138	69
	By Public vehicle	62	30
Staying in Malacca (Duration)	Day trip	51	25.5
	1-2 nights	65	32.5
	3-4 nights	40	20
	More than 4 nights	44	22
	Total	200	
Staying in Malacca (Places)	Family house	75	37.5
	Friend's/Relative's	60	30
	Homestay	8	4
	Hotel/Resort	31	15.5
	None day trip	26	13
	Total	200	
Repeating Visiting Malacca Museum's	Once	25	12.5
	2-3 times	62	31
	4-5 times	28	14
	More than 5 times	85	42.5
	Total	200	

In the selection of the museum is only 5 museums favored by the respondents, followed by the Maritime Museum Youth Museum Malaysia, Malacca Sultanate Museum, Museum of History and Ethnography Museum, and the last STAMP Malacca.

Information about the museum can be seen by all respondents are various types such as magazines, television, radio, newspapers, exhibitions and other tourism. A medium that most contributed information to the respondents is the Association of Tour and Travel Agents (MATTA).

The following Table 2 explaining the purpose of the respondents visited the museum. The majority of respondents said they visit the museum for involvement in school or university program. Next is aimed at acquiring knowledge followed by promotion, to meet the leisure, art and culture and others.

Table 2: Tourist visitors reason(s) for visiting Malacca museums

Topic	Interested	Non-Interested
Knowledge	62	138
Events	75	125
Promotions	45	155
Art and culture	48	152
Fun	32	168
School/University trip	63	137
Business	34	166
Leisure	40	160
Others	45	155

The last section of this study is the assessment of the overall museum by visitors. Table 3 shows the mean scores for ease of museums and museum services. 0:37 figures are the mean difference of the average amount of accumulated min for a small gap exists between expectations and customer satisfaction. The majority of respondents like the souvenir shops, museum official hospitality, reception, lobby area and others. Thus, improvements should

be made such as disabled facilities, car park as well as a number of public telephones in the museum for visitors. In addition, the museum also needs to consider making improvements to the interactivity with visitors, mini theater, toilets, surau and others.

Table 3: Mean scores for museum facilities and service attributes

Facilities and Services	Expectation Mean	Satisfaction Means	Mean Differences
Parking space	3.56	3.11	0.45
Toilet	3.69	3.25	0.44
Prayer room	3.65	3.23	0.42
Signage	3.67	3.35	0.32
Public telephone	3.59	3.06	0.53
Facilities for disabled person	3.72	3.17	0.55
Lobby area	3.70	3.45	0.25
Reception counter	3.82	3.61	0.21
Souvenir shops/kiosks	3.91	3.73	0.18
Interactivity	3.88	3.42	0.46
Mini theatre	3.78	3.34	0.44
Public Address (PA) system	3.83	3.38	0.45
Staff courtesy	3.97	3.69	0.29
Staff friendliness	4.03	3.92	0.21
Average mean	3.77	3.40	0.37

Table 4 shows the requirements and satisfaction of tourists in the mean cumulative average of 0:16 min. Researchers believe the visitors have a good experience compared to exhibits. In each of the items listed under attributes, only an exhibition that gives a mean difference of 0:20 compared to others such as historical artifacts, themes, decorations, gallery segmentation, traditional values, art and information. This is only meant to provide between 00:14 00:17 min. Thus, an exhibition is very important to meet the needs of tourists.

Table 4: The gap between visitors' expectation and satisfaction means

	Expectation Mean	Satisfaction Means	Mean Differences
Historical artifacts	4.02	3.85	0.17
Theme	4.04	3.87	0.17
Display placement	4.08	3.88	0.20
Decoration	4.09	3.92	0.17
Gallery segmentation	4.13	3.97	0.16
Traditional value	4.11	3.97	0.14
Arts	4.09	3.93	0.16
Information	4.11	3.96	0.15
Average mean	4.08	3.91	0.16

Table 5 shows the mean difference in the average is 0.32. The entrance fee is 0.25 compared promotions and special programs and others. One reason is the entrance fee is reasonable. In addition, the museum needs to think about design and planning program which can attract tourists ask.

Table 5: Promotion and special program attribute to tourist visitors for visiting Malacca museums

Promotion and Special Program	Expectation Mean	Satisfaction Mean	Mean Differences
Events	3.83	3.49	0.34
Giveaway	3.85	3.49	0.36
Publicity	3.83	3.46	0.37
Entrance fee	3.89	3.64	0.25
Discount	3.86	3.56	0.30
Average mean	3.85	3.53	0.32

Table 6 shows the tourist visitors to the museum building attributes. 0:28 mean difference is that most min compared to the location and cleanliness shows 0:37 mean. Access and security of the building show 0:30 and 0:31. Researchers have found a museum to be accessed by the public and private vehicles is very important. The next level of safety of visitors came in second place followed by architecture, environment and landscape of 00:22 and 00:27. It shows there are still tourists who are not satisfied with these issues.

Table 6: The tourist visitors to the museum building attributes

Museum Building	Expectation Means	Satisfaction Means	Mean Differences
Cleanliness	4.13	3.76	0.37
Accessibility	4.06	3.76	0.30
Ambience	4.02	3.80	0.22
Safety aspect	4.07	3.76	0.31
Location	4.16	3.79	0.37
Architecture	4.10	3.83	0.27
Landscape	4.06	3.84	0.22
Average mean	4.08	3.79	0.28

CONCLUSION

In conclusion tourists more satisfied than foreign tourists. This is due to the understanding of the local culture better appreciated by tourists. Demand is still high museum in Malacca and Malacca state government needs a plan to develop a better museum. These efforts are aimed at meeting the needs of tourists, especially tourists. Thus, the level of satisfaction of tourists is quite good because they can increase their knowledge especially in connection with its own history and cultural heritage.

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