



Faculty of Applied and Creative Arts

## **SARAWAK CULTURAL VILLAGE TOURIST EXPERIENCE**

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**Bachelor of Applied Arts with Honours  
(Design Technology)**

**2019**

Grade:   A  

Please tick (✓)

Final Year Project Report

Masters

PhD

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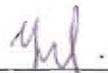
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# **SARAWAK CULTURAL VILLAGE TOURIST EXPERIENCE**

**CHOO YII CHING**

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This project is submitted in partial fulfilment of  
the requirements for the degree of Bachelor of Applied Arts with Honours  
(Design Technology)

Faculty of Applied and Creative Arts  
UNIVERSITI MALAYSIA SARAWAK

2019

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Final Year Project Report

Masters

PhD

DECLARATION OF ORIGINAL WORK

This declaration is made on the .....day of.....2019.

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## **ACKNOWLEDGEMENT**

I wish to acknowledge the assistance provided by my supervisor, Dr. Siti Shuikaila bt Shaharuddin for her constructive and valuable suggestions during the development and progress of this research work. Her willingness to give her time so generously has been very much appreciated. This work would unlikely be possible without the guidance and suggestions from her in improving my Final Year Project. I would also like to extend my thanks to the lecturers from the Graphic Design Department, technicians, fellow course mate and friends. Last but not least, I would like to express my gratitude towards my parents for their encouragement and support throughout my study.

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## **ABSTRAK**

Projek penyelidikan ini adalah bertujuan untuk mengkaji pengalaman pelawat semasa mengunjungi Kampung Budaya Sarawak. Oleh itu cadangan reka bentuk CX bagi meningkatkan minat, dan pengalaman pelawat dilakukan dalam bentuk interaktif digital. Hasil penyelidikan ini dapat melihat aktiviti peta perjalanan pelawat serta tahap kepuasan dan pengalaman pelawat terhadap Kampung Budaya Sarawak.

## **ABSTRACT**

Sarawak Cultural Village (SCV) called a living museum which has been one of the popular tourism attractions in Kuching, Sarawak. Sarawak Cultural Village has displays the lifestyle and culture of the people of Sarawak. Most of the tourists are more interested hands-on cultural experience. Tourist interaction in Sarawak Cultural Village should improve in order to enhance tourists' satisfaction towards the experience. The objective of this research is to enhance the tourist interaction towards the journey experience in Sarawak Cultural Village. Data analysis of each aspect has been collected through the research sample from each researcher.

Keywords: Cultural Tourism, Tourists' Experience, Tour Experience, Customer Experience (CX)

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

This research is about customer experience (CX) focusing on the tour experience in Sarawak Cultural Village. In this chapter, details such background study and problem statement will be study by researcher to have a deeper understanding towards tour experience. Chapter one also contained few research questions and objectives, scope and limitations to specify the research study.

#### **1.1 BACKGROUND STUDY**

Customer experience (CX) refers to a customer's experience with a company or brand, at all touchpoints. A touchpoint is any way by which a customer can interact with a brand, such as when purchasing or using a product or through seeing commercials featuring it (Foundation, 2019). CX design focuses on creating an optimal experience for customers at all such touchpoints. A customer journey map often used by CX designers to gain a comprehensive idea of a customer's experience with the brand. The customer journey map tells the story from the different customers' points of view.

This research is to improve the tourist experience in Sarawak Cultural Village in order to increase tourists' satisfaction towards the experience during the visit. The objective of this research is to enhance the tourist interaction towards the journey experience in Sarawak Cultural Village.

Sarawak Cultural Village (SCV) called a living museum which has been one of the popular tourism attractions in Kuching, Sarawak known as Borneo as well. According to Tourism (2018), SCV spans across 17-acres of land just a walk from nearby resort hotel (Damai Puri Resort). SCV is the place where visitors or tourists can learn about the lifestyle and cultural about Sarawak without travelling from one town to another. The cultural village represents local tribes from different ethnics and groups in Sarawak mainly the Bidayuh, Iban, Orang Ulu, Penan, Melanau, Malay and Chinese. All the replica buildings of Sarawak ethnics group, cultural performance and the cultured experiences are the activities that can be visit in Sarawak Cultural Village. Multi-ethnic cultural dance and music performances as the highlights in SCV depict numerous traditional dances which originates from a different tribe.

Meanwhile, tourist experience could be considered as a function of individual psychological processes. Through the emotional senses of touch and affect, tourist experience is achieved as an embodied experience through active engagement with and participation in the given circumstance of tourism settings. Therefore, an ever-lasting tourist experience should have long term memory, involve innovation and highly unique experience (Park & Santos, 2017).

The significance of study of visitors' behaviour and level of satisfaction allows researchers to draw some conclusions in order to improve and contribute opportunities towards local tourism especially in cultural tourism. Findings should contribute valuable meaning for the development and tourism at Sarawak Cultural Village. Based on (Boon, Mohd Khan, & Abd Rahim, 2013), useful implications can help to determine the differences that exist in the market of cultural tourism in terms of cultural tourists behaviour. Investigate the differences serves an as attempt to segment the market according to the depth of tourist

experiences and motivation and tourists' decision to visit a cultural destination. This as a guidance on how the tourism management and marketing can maintain the income of the country.

## **1.2 RATIONALE AND MOTIVATION**

The main rationale of this research study is to contribute to the existing literature on the tourist satisfaction and expectation towards tourists' interaction. By gathering different studies from different researchers, researcher can figure it out useful information for their research purposes.

## **1.3 PROBLEM STATEMENT**

Since Sarawak Cultural Village has displays the lifestyle and culture of the people of Sarawak, therefore the existing tourists' interaction needed to be improve to gain the attractions for tourism. As an award-wining living museum, SCV has to be more entertainment not only with multi-cultural dance performances but other facilities as well. For instance, tour activity inside SCV remain the same and need to be enhance. It is important to manage the tourism especially in cultural tourism. According to Pedersen (2002), most of the tourists have more interest to have on-hands experience with culture and lifestyles as well. Tourist interaction in Sarawak Cultural Village should improve in order to enhance tourists' satisfaction towards the experience.

## **1.4 RESEARCH QUESTIONS**

The research questions are related to specific tourism aspects which include tourists' experiences, expectation, and satisfaction. Research question are developing from broad aspects to a focused question.

**i. How to evaluate the tourists' experiences when visiting Sarawak Cultural Village?**

Tourists' experiences are important to evaluate as an embodied experience that gained through participation in the given circumstances of tourism settings as they went through the emotional stage such as feelings, moments experienced and more (Park & Santos, 2017). Therefore, tourists' experience should be evaluating to have a deeper understanding about costumer journey map throughout the visit.

**ii. What is the expectation from the tourist when they involve themselves into Sarawak Cultural Village activities?**

In order to achieve successful tourism marketing such as destination attractiveness and tourist goods and services, tourist's expectation is important to understand to see the effects on tourists' selections and having decision to revisit the destination (Aksu, İçigen, & Ehtiyar, 2010).

**iii. What is the design element for tourist interaction that can enhance the tourists' experiences in Sarawak Cultural Village?**

In order to have an interactive customer experience design (CX Design), design element is important from different aspects such as project mood, design concept,

interaction elements that can be include both tourist and activity inside Sarawak Cultural Village.

## **1.5 AIM AND OBJECTIVES**

**i. To evaluate tourists' experiences when participate in Sarawak Cultural Village Tour.**

Evaluate on tourists' experiences get more understanding towards their emotional stage when visit to Sarawak Cultural Village. Questionnaire and interview session will be use as the method to evaluate tourists' experience.

**ii. To analyse tourists' expectation on the activities provided by Sarawak Cultural Village.**

Analysis on tourists' expectation on the activities as a guideline on how tourism management to achieve successful tourism marketing including decision to revisit the destination. Customer journey map which involve the travel phase especially on pre-visit stage as a tool to analysis tourists' expectation.

**iii. To design and enhance the tourist interaction towards the journey experience in Sarawak Cultural Village.**

An interactive tourist guided tour can help to enhance the tourists' experience and increase the tourism marketing in Sarawak Cultural Village. A development of design strategy can be done when the data is collected from different aspects and analyse systematically.

## **1.6 IMPORTANCE AND SIGNIFICANCE OF THE STUDY**

Tourism is an important sector to develop the economy of every country. Various factors of the tourism management bring visitors from different places, which contribute opportunities to increase the income of the country.

In this research, in-depth study of various ways to improve tourist interaction will be carry out. This research also investigates how the experience in Sarawak Cultural Village can be improved by looking for the best solution to solve the problem. Furthermore, the significant of the research help to attract more tourists to Sarawak Cultural Village which has more attractions and everlasting experience. The findings of this research will contribute to the existing literature on the tourist satisfaction and expectation. This will also awaken the tourism board to improve the tourist experience in Sarawak Cultural Village. Therefore, this research intends to develop a strategic improvement on tourist interaction in Sarawak Cultural Village, by appraising current tourists' experience.

## **1.7 SCOPE AND LIMITATION**

This research will focus on the tourists' interaction and services offered in Sarawak Cultural Village. The focus will be within the local tourist and foreign tourist who visit to Sarawak Cultural Village. This research will highlight the weaknesses, strengths and explore the interaction design that can be offer in Sarawak Cultural Village. Furthermore, exaggerated response or unwillingness to provide answer is another limitation that may be encountered when, for instance, conducting the face-to-face interviews. Therefore, researcher will put efforts to overcome the limitations mentioned above. Some vital

documents will be preparing as it can be efficiently cooperating with the respondents to achieve the purpose of this research works.

## **1.8 SUMMARY**

To summarise, this chapter included background study, rationale and motivation, problem statement, research questions, aim and objectives, importance and significance of the study, scope and limitations. Study on customer experience (CX) refers to a customer's experience with a company or brand, at all touchpoints which CX Designer often use the customer journey map to gain a comprehensive idea of a customer's experience. Background study on Sarawak Cultural Village and tourist experience as a contribution towards the tourism to enhance the tourism marketing. Existing tourists' interaction is the main problem that faced by Sarawak Cultural Village.

This research study is mainly focus on the tourist experience and satisfaction toward tourist interaction that provided in Sarawak Cultural Village. This chapter has investigated the research questions and objectives which include tourists' experience, tourists' expectation and interaction design to achieve research purposes. The significant of the research help to attract more tourists to Sarawak Cultural Village and also contribute to the existing literature on the tourist satisfaction and expectation.

Last but not least, researcher can know the process of the research by understand the scope and limitations of the research which focus on the tourists' interaction and services offered in Sarawak Cultural Village.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

Numerous studies have reviewed the tourist expectations and satisfaction in the tourism industry. Up to now, there is no research has been undertaken to investigate those variables specifically on tourists visiting Sarawak Cultural Village. Chapter two included few reviews of literature which to cultural tourism, tourist behaviour, tourists' experience, tourists' satisfaction and tourists' expectation.

#### **2.1 CULTURAL TOURISM**

Travel for cultural motivations like performing arts and cultural tours, cultural festivals and events, visits to heritage sites and monuments to experience the values of cultural is what cultural tourism mean it (Organization, 2018). Cultural tourism allows tourist to immerse themselves in local authentic culture that acquire knowledge and experience in culture lifestyle. Cultural heritage represent the most significant foundation for establishing and maintaining identity, belonging and value of citizenship (Pietro, Mugion, & Renzi, 2017). According to Pederson (2002), cultural tourism seems to be expanding yet the market is difficult to quantify. Therefore, tourism experts suggest to have more research that actually help cultural tourists based on their motivations towards culture.

A range of cultural, historical and natural assets including places, attractions and events should involve in an evolution from an initial vision limited to past history. Reinforcing group identities and transmission of tradition as importance of cultural tourism that

integrating people, nations, economies, places and social traditions. Therefore, implementation of modern technology can be the innovative ways to enhance visitors experience and a sense of belonging. Value of cultural tourism include the cultural experience at the site; the quality of the facilities; or tourist service quality.

In order to encourage higher visitation rates, conservation programs provided can improve tourist experience which they can stay and spend more time at heritage sites (Pedersen, 2002). Conservation program is the preservation of the built environment as part of a comprehensive ethic of environmental, cultural, and economic sustainability called conservation programs. The conservation of built heritage is mainly perceived to be in the long term interest of society. There are three key concepts that need to be understood to determine whether a property is worthy namely as heritage which are historic significance; historic integrity and historic context. Historic significance is the importance of a property to the history, architecture, engineering or culture of a community, archaeology, nation or region. Historic integrity is a survival of physical characteristics that existed during the property's historic period as the evidence of a property's historic identity. Moreover, historical context giving information about historic trends and properties during a particular period of time (General, 2013).

## **2.2 TOURIST BEHAVIOUR**

Attitude towards responsible tourism, tourist beliefs in local culture and tourist environment consciousness are important to measure tourist behaviour include their interest and willingness to pay (Boon, Mohd Khan, & Abd Rahim, 2013). For instance, destination image and evaluative factors will affect tourist motivation to travel and choice of destination. Motivation theory as a guideline in this research to look in-depth on tourist behaviour.

Theory of motivation is viewed as a state of need, a circumstance that serves as a driving force to show different kinds of behaviour toward certain types of activities, developing preferences, and reach at some expected outcome (Wong, Cheung , & Wan, 2013). When a tourist has motivation to travel around, they become exposed and immersed into local art, cultural heritage, languages and lifestyles. The push and pull theory play a role as an important theoretical framework to figure out tourists' motivation. People usually pushed by internal desires, like escape from daily routine, thrill and adventure, psychological or physical health and social interactions. In the other hand, they also pulled by external resources, such as, natural or artificial attractions at that particular destination (Wong, Cheung , & Wan, 2013).

### **2.3 TOURISTS' EXPERIENCE**

The tourist experience is an embodied experience that gained through participation in the given circumstances of tourism settings as they went through the emotional stage such as feelings, moments experienced and more (Park & Santos, 2017). For instance, memorable tourism experience contains of influence, expectations, consequentiality and recollection. When tourists describing their particular travel experiences, it means a meaningful and remembered journey for them. There are four dimensions of experiences: entertainment; educational; escapist; aesthetic. In entertainment, customer or visitor will have positive emotions towards the experience. In the educational dimensions, people tend to learn new thing or skills in their experience. Escapism is the most effective bond at where tourist escape from the daily routine and present different character. Customer or visitor found physical surroundings and sensory contents in different places is called aesthetic (Güzel, 2014).

According to research (Jennings et al., 2009), there are four frames to understand tourists' experiences: meanings, benefits, satisfaction, and experience based. Meanings-based models are the result of codification based on a system of predetermined meanings and partly are acquired over time as people give to space historical associations derived from events over the time. Experience model should include travelling phases that start with pre-trip (phase 1); on-trip (phase 2); post-trip (phase 3). Furthermore, experiential learning should involve in tourists' experience as an interactive learning method towards hands-on experience (Goh, 2011).

### 2.3.1 Travelling Phases

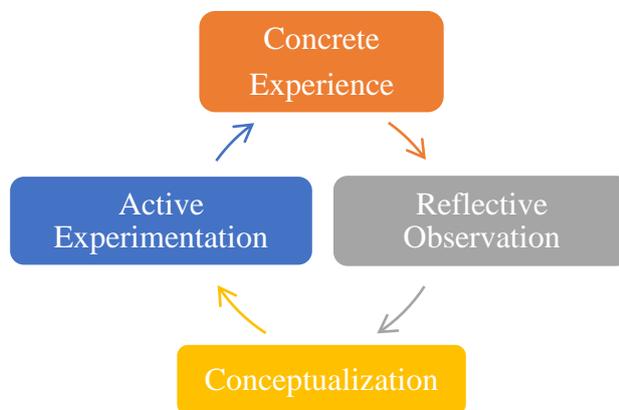
Pre-trip which means “planning phase” that visitor need information for the decision making and planning purposes. At this phase, visitor rather follow an optimistic approach than plan the activities they want. After that, visitor will identify, select the suitable tourist information within a certain timeframe. On-trip is where the visitor is on experience stage. They experience on the facility and service quality that provided in particular destination. While post-trip is where the visitor or tourist giving feedback and overall review on their trip. Therefore, they will share their information or experience through the journey for friends and family (Goh, 2011).



**Figure 2.0:** *Travelling Phrases*

### 2.3.2 Experiential Learning

The transformation of experience created individual's learning process of knowledge that carry particular experience into future experiences. In experiential learning process, there are four stage of experiential learning model: concrete experience (stage 1); reflective observation (stage 2); abstract conceptualization (stage 3); active experimentation (stage 4). Concrete experience is an activity that experience actively by the learner; reflective observation is where the learner is reflecting back on particular experience; abstract conceptualization is where a theory or model is being presented of what is observed or to be conserved; while active experimentation is where a model or theory is planning to test for a forthcoming experience. For instance, experiential activities like fieldtrips is a chance to reflect and wider the learner reading and theoretical aspects (Goh, 2011).



*Figure 2.1: Experiential Learning Process*

## 2.4 TOURISTS' SATISFACTION

Through research (Prebensen, 2018), satisfaction is a psychological process that included perception of experienced products to achieve pleasurable level of consumption-related fulfilment. Tourist satisfaction has been dominated by measurement of how tourists