Faculty of Social Sciences and Humanities

Sustainable Tourism Performance Analysis in Bako National Park

Nur Anisah Binti Mohamad Junaidi

Master of Social Science
2023

Sustainable Tourism Performance Analysis in Bako National Park

Nur Anisah Binti Mohamad Junaidi

A thesis submitted

In fulfillment of the requirements for the degree of Masters of Social Science

(Development Studies)

Faculty of Social Sciences & Humanities
UNIVERSITI MALAYSIA SARAWAK
2023

DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

……

Signature

Name: Nur Anisah Binti Mohamad Junaidi

Matric No.: 18020038

Faculty of Social Sciences and Humanities

Universiti Malaysia Sarawak

Date : 25th October 2023

ACKNOWLEDGEMENT

First and foremost, I wish to express my gratefulness to the Almighty God for granting me the opportunity to pursue my study in masters' degree and to complete this research.

Also, my utmost gratitude to my supervisors, Dr. Haslina Hashim and Dr Dzulzalani Eden as their constant support and guidance in assisting me to continue writing and conclude this masters' degree. Without their continuous encouragement, I may not be able to complete this research paper on time.

I would also like to convey my sincere appreciation to the management of Bako National Park for allowing and assisting me in conducting this research at the park. Not forgetting the other tourism players including the boatmen, tour guides, local Bako villagers and the visitors for cooperating with me in completing this thesis.

Furthermore, my utmost gratitude to my husband, Khalid Sulaiman who was constantly by my side and assisting me in distributing the questionnaire at the park and through social media. Additionally, I would like to extend my thanks to all my family members and friends for their relentless assistance and guidance in any forms from the beginning until its completion especially Mohamad Norazwan as he also assisted me conducting research at the park.

Lastly, thank you to those who were directly and indirectly helping me in undertaking this research. Thank you everyone.

ABSTRACT

Ecotourism, which falls under sustainable tourism umbrella, is one of the fastest growing segments in the tourism industry. Sarawak is very rich in natural and cultural attraction, and this makes up the popularity of its ecotourism. With this, it is vital that Sarawak should maintain the sustainability of its tourism products. This can be done by evaluating the states of sustainability of a natural attraction. This research aims to analyse the sustainable performances in environmental, social and economic attributes that are available in Bako National Park from visitors' perspectives. Bako National Park is the oldest protected national park in Sarawak and it houses various rare wildlife and vegetation which makes it imperative to be evaluated to maintain its sustainability. To achieve this, this thesis identifies suitable attributes in three different yet related aspects which are environmental, social and economic and their importance and performance are then evaluated. Thus, Importance-Performance Analysis (IPA) is implemented in this study to identify which sustainability areas that need to be improved. This thesis also aims to identify what Bako visitors perceived to be important in sustainable aspects. Using the results, the management will be able to allocate their resources more effective and efficiently to further improve Bako National Park in its aspects of sustainability.

Keywords: Sustainable tourism, ecotourism, natural attraction, importance-performance analysis (IPA)

Analisis Prestasi Pelancongan Mampan di Taman Negara Bako

ABSTRAK

Ekopelancongan, yang berada di bawah payung pelancongan mampan, adalah salah satu segmen yang paling pesat berkembang di dalam industri pelancongan. Sarawak sangat kaya dengan tarikan semula jadi dan budaya yang membentuk popularitinya ekopelancongannya. Dengan ini, adalah penting bahawa Sarawak harus mengekalkan kemampanan produk pelancongannya. Ini boleh dilakukan dengan menilai keadaan kemampanan tarikan semula jadi. Penyelidikan ini bertujuan untuk menganalisis prestasi mampan daripada segi aspek alam sekitar, sosial dan ekonomi yang terdapat di Taman Negara Bako daripada perspektif pengunjung. Taman Negara Bako adalah taman negara tertua yang dilindungi di Sarawak dan ia menempatkan pelbagai hidupan liar dan tumbuh-tumbuhan yang jarang ditemui, yang menjadikannya penting untuk dinilai untuk mengekalkan kemampanannya. Untuk mencapai matlamat ini, atribut yang sesuai dalam tiga aspek yang berbeza namun saling berkait iaitu alam sekitar, sosial dan ekonomi dikenal pasti terlebih dahulu dan kepentingan dan prestasinya akan dinilai. Oleh itu, Importance-Performance Analysis *(IPA) telah dilaksanakan dalam kajian ini untuk mengenal pasti bidang kemampanan yang perlu diperbaiki. Objektif lain tesis ini adalah untuk mengenal pasti atribut yang dianggap penting oleh pelawat. Berdasarkan hasil kajian, pihak pengurusan akan dapat memperuntukkan sumber mereka dengan lebih berkesan dan cekap untuk memperbaiki aspek kemampanan Taman Negara Bako.*

Kata kunci: *Pelancongan mampan, ekopelancongan, tarikan semula jadi,* importance-performance analysis (IPA)

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

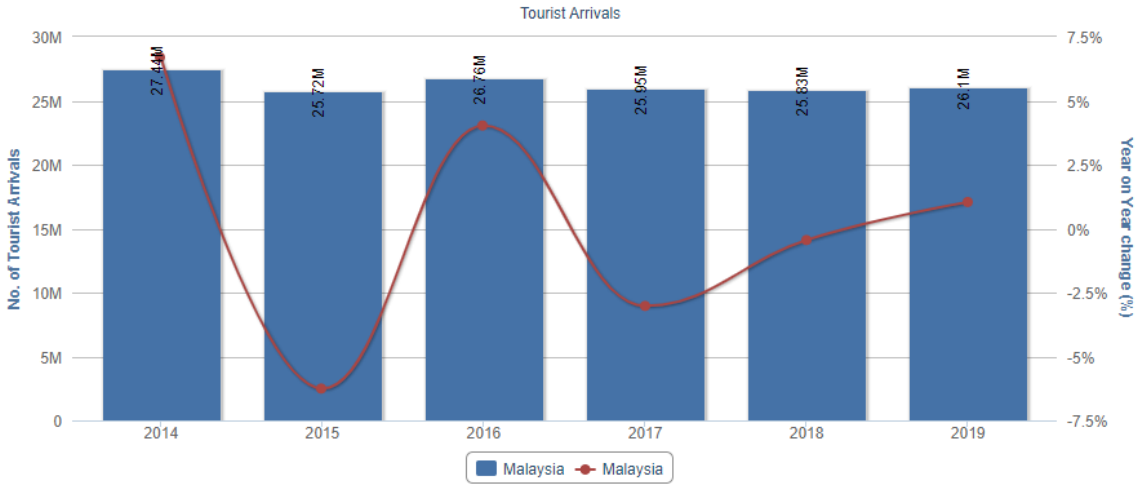
IPA	Importance-Performance Analysis
MCO	Movement Control Order
TIES	International Ecotourism Society
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organisation
WCED	World Commission on Environment and Development
WTO	World Tourism Organisation

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Tourism has been known as one of the most important industries in Malaysia as it brings numerous benefits to the development of the country in terms of its economic, social and environmental aspects.



Source: Tourism Malaysia (2020)

Figure 1.1: Number of Tourist Arrivals in Malaysia

According to Tourism Malaysia (2017), Malaysia has received about 26.8 million tourist arrivals in 2016 which recorded an increase of 4.03% from 25.7 million in 2015. This contributes to the country's revenue which recorded an increase in tourist spending (expenses) in 2016 which was 82.1 billion as compared to only 69.1 billion in 2015. Moreover, Malaysia was awarded as Asia's Leading Destination by World Travel Awards 2016 and No. 1 Muslim-friendly Destination by MasterCard-Crescent Rating 2016 (Performance Management and Delivery Unit, 2016). However, beginning 2017, there has

been a decline in tourist arrival with 25.9 million in 2017, 25.8 million in 2018 and 26.16 million in 2019 (Selvadurai, 2018; Tourism Malaysia, 2018; Tourism Malaysia 2019). The number of tourist arrival lately has been fluctuating and has not been exceeded the number recorded in 2016. The economic contribution of the tourism industry is lucrative. These show that Malaysia should place high importance in the development of tourism industry since it gives positive impact to the country's economy. This can be done by continuously improving in meeting visitors' expectation and satisfaction. This is so that more tourists from all around the world are attracted to visit and travel in Malaysia.

It is undeniable that tourism brings positive economic impact to a country, but it may also pose unintended negative impact particularly in terms of social and environmental aspects (Chavez-Cortes & Maya, 2010, p. 3075). Thus, it could be a challenge for a country to minimise the negative impacts and optimising the positive impacts. The idea of sustainable development has gathered much attention since the Brundtland Commission Report (World Commission on Environment and Development, 1987) established as there were growing concerns of environmental, economic and social impacts to the development and it is still in discussion today by different parties, including the tourism industry. In relation to this, the number of tourism studies has grown over the years to understand issues and potentials related to the industry. A study was done by Buckley (2012) who reviewed 250 researches which related to sustainable tourism literature that concentrates on the impacts of tourism and comparison of research efforts and results against real-world progress and significance. He concluded that the tourism industry has not yet reach the level of sustainability. Major tourism enterprises only abide to sustainability due to legal compliance or cost cutting. Moreover, he stresses that despite there are over 5000 studies of sustainable

tourism, there are more areas of tourism that needed to be explored and implemented in the field.

As mentioned, there are much room to explore within the scholarly space of tourism. In particular, Sorensson and Friedrich (2013, p.14) stated that the tourism industry mainly views the issues from the perspective of tourism providers and producers and rarely on the tourists' perspectives. Moreover, the Sorensson and Friedrich (2013) mentioned that previous studies have overlooked, and only few researches being done on the tourist destination's sustainability performance and on the sustainability aspects that tourists consider most important in a destination. My study aims to fill the gap by examining sustainability performances from tourists' perspective using a case study in Sarawak which is Bako National Park.

Sarawak is an example of a state in Malaysia that promotes ecotourism. Ecotourism falls under sustainable tourism umbrella. Datuk Amar Abang Johari Tun Openg mentioned that Sarawak is a state which offers tourism products that are rich in culture, nature and adventure (Tuah, 2015). Furthermore, the number of tourist arrivals in Sarawak increases by the year. In 2016, the number of tourist arrivals was 4.6 million and this number increased to 4.8 million in 2017. As for 2018, a slight decrement of the number of tourist arrivals which was 4.4 million and another increment to 4.6 million in 2019. Thus, it is important to ensure that tourism products are sustainable as these products can be exhausted and this could have negative impacts to the social, environment and economy. In order to maintain the sustainability in an attraction like Bako National Park that is rich in nature products, the sustainability characteristics can be evaluated using Important-Performance Analysis (IPA) tool. According to Nicholas and Thapa (2010), social, environment and economy aspects make up the theory of sustainable tourism development. Thus, all these three different yet

related aspects will be evaluated. In particular, environmental aspect will touch on the nature and man-made products and services of the park, economic aspect will be on the visitors' expenditure and availability of accommodation as well as social aspect which taps on the interpretation tools that will help spread information and enhance visitors hiking experience as it is a natural attraction. Using data captured from a survey, the IPA tool will measure the mean of importance and performance of the sustainability characters in an attraction like Bako National Park and will be used to develop an IPA quadrant grid which will be discussed more in Chapter 2.

1.2 Problem Statement

With the growing number of tourists visiting Malaysia specifically Sarawak, it is vital for tourism players to support the initiatives to maintain sustainability in the tourism attractions. This will not only beneficial to the business or economy but also the environment and social aspects in the country.

Bako National Park is the oldest protected national park in Sarawak (Ringgit, 2016) which was established in 1957 (Sarawak Tourism, 2017). Not much studies have been done on Bako National Park, particularly on the environmental, economic and social aspects, with an exception to a study conducted by Chin, Moore and Wallington (2000). They evaluated the environmental impacts and the managements of the park from visitors' perspectives in which they found out that the visitors were concerned with the potential physical impacts on the environment and the management should do better with educational (social) aspect of Bako National Park.

In fact, Bako National Park has received some negative reviews from visitors despite being the top destination to visit in Kuching. Some of the comments include the (environment) park's facilities are poorly maintained, and these include the (environment

and economic) accommodation and (environment and social) trails (Dayak Daily, 2017; TripAdvisor, 2018b). These comments echo the researcher's own experience in her recent visit to Bako National Park. She found that among other issues, there was no proper (environment and social) signature of the entrance at the beach area, confusing (social) self-guided map and (environment and social) trails, faded info on (social) information panel, broken wooden (environment) path, (environment) litters at certain parts of the park, (economy) lack of souvenirs variety and not many usages of (social) interpretation tools. If unchecked, these can affect the overall visitors' satisfaction when they visit Bako National Park.

Given the current scenario of Bako National Park, it is important to evaluate the sustainable performance of this ecotourism product. As mentioned earlier, there is limited knowledge on the performance of the sustainability of environment, economic and social aspects in Bako National Park. This justifies the need to dedicate a research on this. In this project, the researcher will examine Bako's sustainability performance from visitors' perspectives. This approach is chosen as the literature shows that there are only a few studies focusing on tourism sustainability performance from visitors' perspectives and what aspects of sustainability that visitors deemed to be important (Sorensson & Friedrichs, 2013, p. 15) especially in the case of a national park. Aydin and Alvarez (2020) also mentioned that many literatures have observed through supply-based perspective, rarely from visitors view sustainability. Thus, this study potentially fills the gap in this scholarly space and could be used to assist the management to improve the sustainability areas that needed to be addressed critically. Moreover, recommendations based on the needed sustainability areas that needed to be addressed will be included in Chapter 5.

1.3 Research Question

Listed below are the research questions of the study developed from the research problem detailed above:

a) How does Bako National Park measure in the context of sustainable tourism development within environmental, social and economic aspects?

b) How do visitors perceive the sustainable performance of Bako National Park?

1.4 Research Objectives

These are the main objectives of conducting this study:

a) To evaluate the sustainable performance of a sustainable tourism product (in the aspects of environment, social and economic) that are available in Bako National Park in the visitors' perspective by using the Importance-Performance Analysis (IPA)

b) To identify the sustainable aspects that visitors deemed to be important in sustainable tourism through Importance-Performance Analysis (IPA)

c) To recommend possible strategies or actions to improve the performance of the sustainability areas in Bako National Park.

1.5 Scope of the Study

The scope of this study is to analyse the state of sustainability performance of Bako National Park in terms of its environmental, social and economic aspects using visitors' perspectives. Some examples of the attributes that will be evaluated under the respective aspects are:

a) Environmental: Natural products that are available in Bako National Park's forest and wildlife

b) Social: Imparting knowledge and awareness of the importance of these natural elements in Bako National Park as well as interaction between visitors and residents (cultural).

c) Economic: Purchasing of local products and willingness to stay overnight for more than one day in Bako (homestay at Bako Village or accommodation at Bako National Park).

Importance-performance analysis (IPA) will be used to evaluate the importance and performance of the sustainability characteristics that are available in Bako National Park.

1.6 Significance of the Study

1.6.1 Contribution of Literature

This research is a contribution to the body of knowledge specifically on sustainable performance literature by highlighting the importance of identifying the states and maintaining the sustainability in an attraction. At the moment, there are only few researches conducted on sustainability performance analysis from visitors' perspectives (Sorensson & Friedrichs, 2013; Aydin and Alvarez, 2020) and what visitors deemed to be important in sustainable aspects (Sorensson & Friedrichs, 2013). Similarly, there is limited recommended set of indicators to analyse sustainable tourism performances (Reihanian et. Al., 2014). Also, despite there are many frameworks and set of indicators being suggested (Franzoni, 2015; Reihanian, Hin, Kahrom, & Mahmood, 2015; UNWTO, 2016), not many were implemented in the previous studies. This research fills these gaps by analysing the performance of the sustainable characteristics (environment, economic and social) that are available in Bako National Park. Thus, this dissertation may be able to assist other researchers in conducting similar researches.

1.6.2 Managerial Contribution

By conducting this research, the tourism operator will be able to identify the strengths and weaknesses of the sustainability areas available in Bako National Park that will be divided into three dimensions which are environment, social and economic. Thus, they can allocate their resources properly in order to improve their area of weaknesses and lessen the effort on improving the "possible overkill" area in which area that respondents perceived to be not important but extremely satisfied. Some recommendation and suggestions can also be provided for the management team to use to satisfy visitors' experience.

1.7 Conclusion

This chapter consists of the introduction to the conducted research. It explains from the background of the study and the problem statement, that leads to the research questions and research objectives. This research aims to fill the research gap in sustainable performance literature by analysing the performance of sustainable characteristics of a protected natural attraction like Bako National Park. The chapters that follow explore; firstly, Chapter 2; the related literature review to understand more of this research paper especially on the concept of sustainable tourism and Importance-Performance Analysis (IPA) tool which is used to analyse the performance of the sustainable performance. Next is Chapter 3 which discussed on the research methodology; to show how the research were being carried out to collect the data through conducting interviews and distribution of questionnaires. Chapter 4 analysed series of data collected using Statistical Package for Social Science (SPSS) and IPA to identify the performance of each sustainable attributes available in Bako National Park. Lastly, Chapter 5 concluded the research including the recommendations to improve the needed sustainability areas as well as the challenges encountered during performing this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the related literature that would help to unpack the research questions and objectives of this study. The literature review, firstly, explores the definition and impacts of sustainable tourism and ecotourism. Next, it discusses how visitors and residents perceive in sustainable tourism development. And lastly, the role of and how, Importance-Performance Analysis (IPA) as a tool to measure sustainable tourism performance is explained to set as a background to the research methodology chapter of this thesis.

2.2 Sustainable Tourism

The development of tourism industry has produced major impacts on natural resources, consumption patterns, pollution and social systems (Mbaiwa & Stronza, 2009; Dodds, 2014). These have been a global issue since in the 1980s when the idea of sustainable development was brought into discussion due to growing concerns of global environmental issues. Sustainable development is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). The notion of sustainable tourism emerged in the early 1990s when it became a subject of discussion in the tourism circle (UNWTO, 2016). Since then, there were various definitions and concepts for sustainable tourism were derived or influences when the concept of sustainable tourism was first discussed.

One definition of sustainable tourism developed by Inskeep (1991, as cited in in Mbaiwa & Stronza, 2009, p. 344) was heavily influenced by the sustainable development

concept. He derived it as which "…meets the need of present tourists and hosts region while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetics needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system".

Butler (1999) has discussed on the many definitions of tourism developed by different scholars yet he concluded that there will never be a fully accepted meaning of sustainable tourism that is universally implemented. This is because the term is undefinable and "has become all things to interested party". As Butler (1999) said it;

> to the tourist industry, it means the development is appropriate; to the conservationist, it means that principles are articulated a century ago are once again in vogue; to the environmentalist, it provides a justification for the preservation of significant environments from development; and to the politician, it provides an opportunity to use words rather than action.

Hence, it depends on the interested groups on how they are going to interpret and implement the concept of sustainable tourism and the same goes for sustainable development (Sharpley, 2000). Butler (1993 as cited in Butler, 1999) also gave his definition of sustainable tourism based on the current literature at that time. He defined it as follows:

> tourism which is developed and maintained in area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes.

The World Tourism Organisation (WTO) has been very active in the sustainability growth and application in the tourism industry globally since the early 1990's. They also developed their own definition for sustainable tourism and came out with a document to further explained the meaning of sustainable tourism which is shown in Table 2.1 below. WTO (2005) defined sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, environment and host communities" (as cited in UNEP & WTO, 2005).

Table 2.1: Defining Sustainable Tourism

UNWTO definition:
Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer 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. Thus, sustainable tourism should: 1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity. 2. Respect the socio-cultural of authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. 3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and

income-earning opportunities and social services to host communities, and contributing to poverty alleviation. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Policy implications of a sustainable tourism agenda	
1. Economic viability 2. Local prosperity 3. Employment quality 4. Social equity 5. Visitor fulfilment 6. Local control	7. Community wellbeing 8. Cultural richness 9. Physical integrity 10. Biological diversity 11. Resource efficiency 12. Environment Purity

Source: UNEP & WTO (2005)

Based on all the various explanations above, we can conclude that there is no single definition for sustainable tourism. However, three aspects of tourism which are environmental, social and economy were all mentioned in these definitions. As mentioned by Nicholas and Thapa (2010) in their research on sustainable tourism development, many researchers have concluded that the three different yet related dimensions; environmental,

social and economics comprise the theory of sustainable tourism development. Also, in their research, they listed what each aspect promotes which are as follows:

a) Environmental sustainability

   The environment is the main tourism product. Thus, all matters which regards to the environment will be the stakeholders' highest priority. This sustainability mainly encourages the protection and conservation of the ecological processes and biodiversity at the destination.

b) Social sustainability

   For this aspect, less attention was given in the literature as its impacts are mostly "intangible and tend to occur at a slow pace and in a rather subtle manner". This sustainability mostly focuses on the (socio-cultural) impacts it has towards the host community and their involvement in the tourism development.

c) Economic sustainability

   Despite this aspect is important and mostly paid attention in the tourism industry, it is not in the sustainable tourism development context as environmental concerns are prioritised. For economic sustainability, it focuses on how to lessen the costs while amplifying the benefits.

Therefore, these three dimensions in sustainable tourism development need to be balanced for a destination to achieve long term sustainability. Also, Yang et al. (2023) mentioned that the main agenda of sustainable tourism is to preserve the environment, economic benefits and sociocultural protection. Despite the term were all well-established and gaining more attention, its implementation in the industry by the visitors themselves has not been very well-implemented and has not yet achieved sustainability (Buckley, 2012;

Sorensson & Friedrichs, 2013; Yang et al., 2023). This may be detrimental to the tourism resources in the future.

2.3 Ecotourism

Under the sustainable tourism umbrella, ecotourism or nature-based tourism is one of the fastest growing segments in the world of tourism (WTO, as cited in Said, Shuib, Ayob, & Yaakub, 2013, p. 66) and is rapidly growing (United Nations Environment Programme, 2011, p. 415). Conferring to Rainforest Alliance (2016), sustainable tourism and ecotourism shared many similar ideas and principles, but sustainable tourism has wider concepts as it covers the entire types of travel and destinations, from busy cities to remote tropical forests and luxury to backpacking. As for ecotourism, it covers reducing the affects, protecting the biodiversity, developing environmental awareness, and appreciating local culture.

The structure in Figure 2.1 (developed by Weaver 2008, p. 23) shows ecotourism is a subcategory of sustainable tourism. Ecotourism could be part of alternative tourism. Mass tourism can either be sustainable and unsustainable. Mass tourism is a large-scale tourism when there are growing numbers of tourists travel to a certain destination. In economics, there is more demand than supply. This can cause adverse impacts to environment and social but the impacts on the environment will be more adverse such as biodiversity loss, pollution, resource overuse and excess carrying capacity (Yang et al., 2023). Alternative tourism is an alternative to mass tourism, and it is defined as ‘a type of tourism that is consistent with social, community and natural values as well as allow the hosts and guests to enjoy positive and worthwhile interaction and shared experiences and has a clear relevance for natural areas since tourism needs to fit within the capacity and ability of the environment to accommodate visitors’ (Page & Dowling, 2002, p. 11). Having said that, alternative tourism is an option

that includes harmful impacts towards the environment, social and economic in a destination (Weaver, Ecotourism in the Less Developed World, 1998, p. 8).

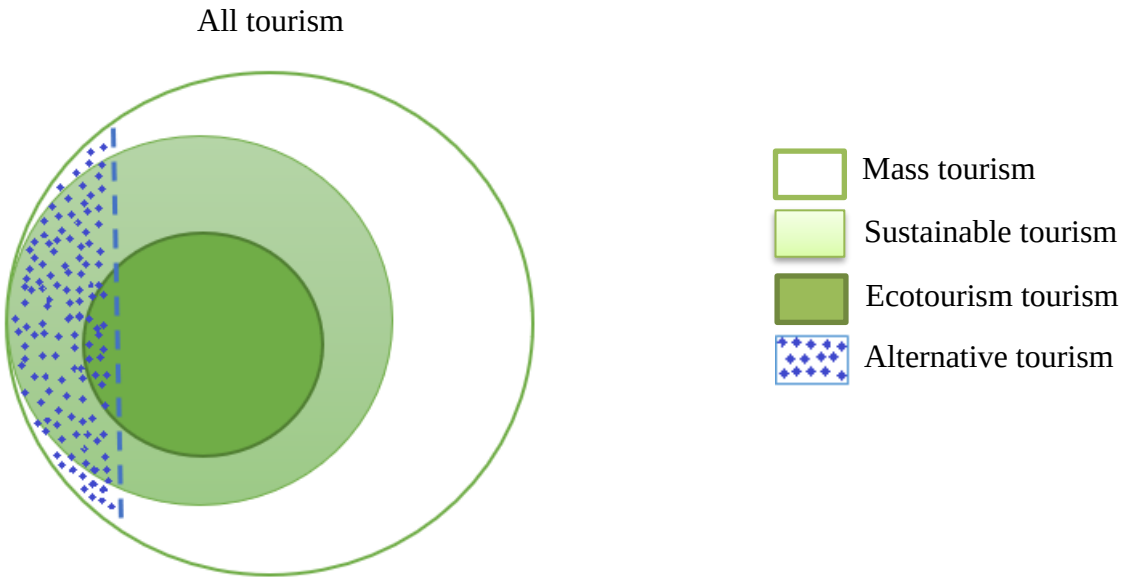


Figure 2.1: Structure of Ecotourism and Sustainable Tourism in Tourism Industry

As shown in Figure 2.1, all types of tourism belong in either alternative tourism or mass tourism. This is also shown in (Figure 2.2), developed by Dowling (1997, as cited in Page & Dowling, 2002) as an overview of tourism, specifically towards ecotourism.

The first definition of ecotourism was coined in the late 1980s by Cellabalos-Lascurain, who was a Mexican architect and environmentalist (Page & Dowling, 2002, p. 24). He started to use the word 'ecotourism' was when he realised that there were an ever-increasing number of tourists interested primarily in birdwatching and believed that they have a significant part to play in enhancing the local's income, employment and sustaining the environment (Page & Dowling, 2002, p. 24).

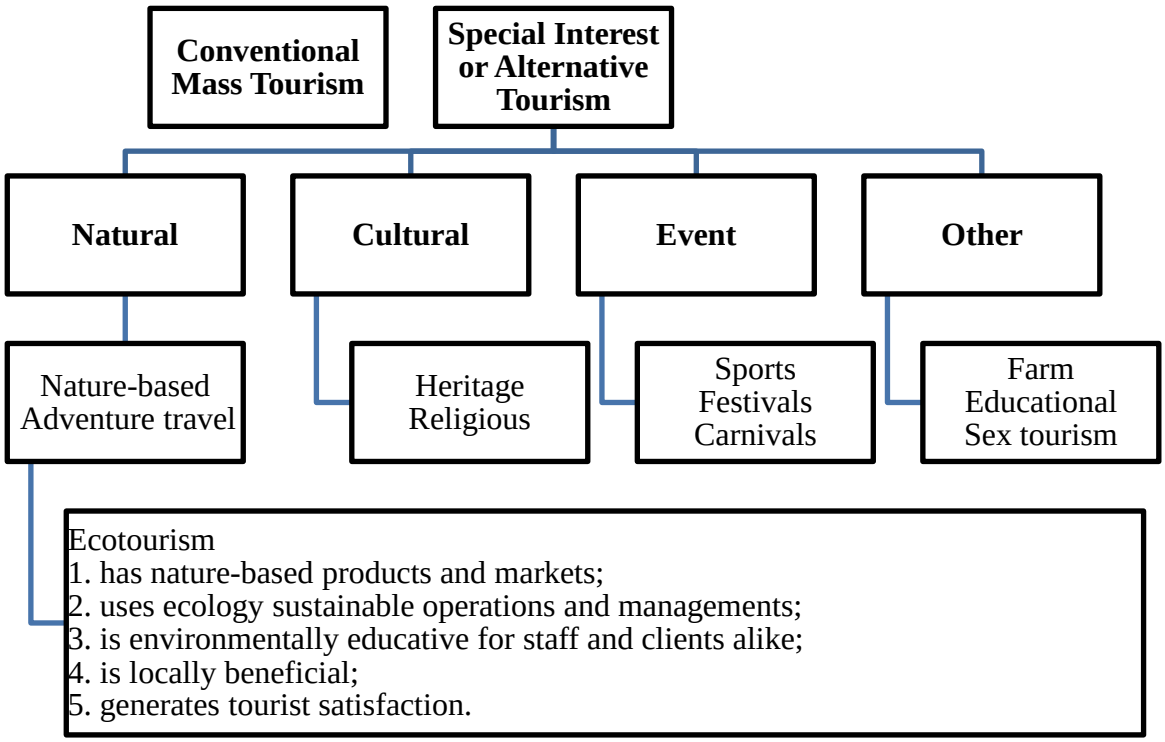


Figure 2.2: An Overview of Tourism

Also, according to him, the key point is that those who apply ecotourism will have an opportunity of engaging themselves in nature in a way that most people cannot take pleasure in their repetitive, city life. Ultimately, this will increase their awareness and appreciation of the natural environment and to be involved in conservation movement. Thus, Cellabalos-Lascurain then defined ecotourism into three aspects (see Said, et al., 2013, p. 66) which are;

a) travelling to and visiting natural and relatively undisturbed area, with an objective of seeing, studying and admiring the feature of the landscape, flora and faunas, as well as any cultural aspects

b) the local people in the process so they can have socio-economic benefits

c) minimum impact on the environment

Weaver (2008) has compiled a few definitions proposed by scholars chronologically which includes the criteria of ecotourism starting from 1992. They are shown as in Table 2.2 and all criteria resembles Cellabalos-Lascurain's definition of ecotourism.

Table 2.2: Selected Ecotourism Definitions

SOURCE	**DEFINITION**
Valentine (1992)	Nature-based tourism that is ecologically sustainable and is based on relatively undisturbed natural areas, is non-damaging and non-degrading, contributes directly to the continued protection and management of protected areas, and is subject to an adequate and appropriate management regime.
Scace, Grifone & Usher (1992, p. 14)	An enlightening nature-travel experience that contributes to conservation of the ecosystem while respecting the integrity of host communities.
Ecotourism Society (as cited in Lindberg & Hawkins 1993, p. 8)	Ecotourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people.
J. Butler (as cited in Scarce 1993, p. 65)	• It must be consistent with a positive environmental ethic fostering preferred behaviour. • It does not denigrate the environmental resources. There is no erosion of resource integrity. • It concentrates in intrinsic rather than extrinsic values. • It is biocentric rather than homocentric in philosophy, in that an ecotourist accepts nature largely on its own terms, rather than significantly transforming the environment for personal convenience. • Ecotourism must benefit the resource. The environment must experience a net benefit from the activity, although these are often spin-offs of social, economic, political or scientific benefits.

	• It is a first-hand experience with the natural environment. • There is in ecotourism an expectation of gratification measured in appreciation and education, not in thrill-seeking or physical achievement. • There are high cognitive (informative) and affective (emotional) dimensions to the experience, requiring a high level of preparation from both leaders and participants.
Allcock et al. (1994, p. 17) from the National Ecotourism Strategy of Australia	Nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that 'natural environment' includes cultural components and that 'ecologically sustainable' involves an appropriate return to the local community and long-term conservation of the resource.
Goodwin (1996, p. 288)	Low-impact nature tourism which contributes to the maintenance of species and habitats either directly through contribute on to conservation and/or indirectly by providing revenue to the local community sufficient for local people to value, and therefore protect, their wildlife heritage areas a source of income.
Fennell (1999, p. 43)	A sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits and scale). It typically occurs in natural areas and should contribute to the conservation or preservation of such areas.
EAA (2000a)	Ecologically sustainable tourism, with a primary focus on experiencing natural areas, that fosters environmental and cultural understanding, appreciation and conservation.
Blamey (2001)	Ecotourism is: • nature based • environmentally educated and

	• sustainably managed
Quebec Declaration on Ecotourism 2001 (as cited in Buckley 2003a, p. xiii)	Sustainable tourism that • contributes actively to the conservation of natural and cultural heritage • includes local and indigenous communities in its planning, development and operation and contributes to their well-being • interprets the natural and cultural heritage of the destination for visitors • lends itself better to independent travellers, as well as to organised tours for small groups

Source: Weaver (2008)

Also, recently in 2015, the International Ecotourism Society (TIES) has revised the definition ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education", which is in line with the first definition. Below are the principles of ecotourism introduced by TIES:

a) minimise physical, social, behavioural, and psychological impacts.
b) build environmental and cultural awareness, and respect
c) provide positive experiences for both visitors and hosts
d) produce direct financial benefits for conservation
e) generate financial benefits for both local people and private industry
f) deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental and social climates
g) design, construct and operate low-impact facilities
h) Recognise the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Other than that, Mbaiwa and Stronza (2009) also defined ecotourism as nature-based tourism with three further objectives which are to lessen the negative economic, environmental and social impacts regularly linked with mass tourism, to supply a positive role to environmental conservation and to enhance the livings of local communities. Thus, they concluded that ecotourism is a type of tourism that lessen the negative impacts of the established tourism while optimising the positive impacts of the economic, environmental and social problems.

In practicing ecotourism, there are various potential advantages and disadvantages which have been compiled by Weaver (2008). The impacts of ecotourism are categorised according to three dimensions which are environment, economic and social. In each dimensions, there are other two subcategories which are the advantages and disadvantages and within these subcategories are further divided into direct and indirect. According to Weaver (2008) as well, the advantages results are mostly deliberate whereas the disadvantages results are usually unintentional.

Table 2.3: Potential Impacts of Ecotourism

Environmental Impacts	
Direct Advantages	**Indirect Advantages**
• Provides encouragement to protect natural environments • Offers to recover modified environments • Supply funds to oversee and enlarge protected areas • Ecotourists able to help in habitat conservation and enhancement	• Awareness to ecotourism nurtures bigger commitment to environmental well-being • Areas protected through ecotourism offers environmental profits

• Ecotourists aid in overseeing environment	
Direct Disadvantages • Impact of building (e.g. vegetation removal due to ecolodge) and production of wastes • Impacts on tourist activities such as wildlife observation can cause disruption in balance of nature, hiking can cause erosion and introduction of exotic species can cause micro-organism dispersals	**Indirect Disadvantages** • Effects of induced building (e.g. employees housing) • Exposure to less benign forms of tourism (the site becomes vulnerable due to the development for ecotourism) • Transit effects (emission of gas can cause climate change) • Issues related to economic evaluation of nature (monetary value of natural phenomena)
Economic Impacts	
Direct Advantages • Generation of revenue and job opportunities • Offers economic opportunities for peripheral region	**Indirect Advantages** • High multiplier effect and indirect generation of revenue and job opportunities • Stimulation of mass tourism (due to popular protected areas, more tourists will travel to the country and stay overnight) • Support for cultural and heritage tourism (ecotourists are likely to support the cultural in that particular destination) • Economic benefits from areas protected for ecotourism (e.g. exploitating biodiversity for pharmaceutical purposes)

<table>
<tr><td>Direct Disadvantages

May be disadvantages if costs are not sufficient, excessive, improperly allocated or managed, or relying long-term donor.

• Start-up expenses (acquisition of land, establishment of protected areas, superstructure, infrastructure)
• Ongoing expenses (maintenance of infrastructure, promotion, wages)</td><td>Indirect Disadvantage

• Revenue uncertainties (risks in demand and supply side)
• Revenue leakage due to imports and non-local participation (due to foreign suppliers)
• Opportunity costs (if the area were used for different purpose before ecotourism was introduced, e.g. agriculture, mining or logging)
• Damage to crops (community assets) by wildlife</td></tr>
<tr><td colspan="2">Social Impacts</td></tr>
<tr><td colspan="2">Direct and Indirect Advantages

• Offers community stability and wellbeing through economic benefits and local participation (e.g. local products purchased by tourists as well as locals involved in decision making)
• Raise awareness in appreciating the environment and enjoyment by tourists and residents
• Accessible to a broad spectrum of the population or in other word, anyone can access the natural attraction</td></tr>
<tr><td>Direct Disadvantages

• Intrusion of local culture and social
• Imposition of elite alien value system as ecotourism is essentially based on an elitist Western or Eurocentry value system that imposed ecotourism as a mode of tourism which are preferred and the best for the local community. This can be a subconcious form of</td><td>Indirect Disadvantages

• Potential for local resentment or antagonism (loss of homes or resources due to the development of ecotourism)
• Tourist opposition to aspects of local cuture and lifestyle (e.g. hunting, slash/burn agriculture)</td></tr>
</table>

imperialism as less-developed country rely on the 'wealthy' country on funding, markets, capital, skills and knowledge. • Erosion of local control (e.g. foreign experts and inmigration of job seekers) • Local inequalities and internal disputes (costs and benefits of ecotourism can never be equally distributed within the tourism players)	

Source: Weaver (1998 & 2008)

It can be concluded that ecotourism is a form of tourism that promotes preservation and conservation of natural environment in a destination as well as educating people may they be the tourists or the local residents, and improving the livelihood of the locals. This makes it in line with sustainability principles as written in Section 2.2. This definition generally frames the coverage of this thesis by examply; people's attitude on how sustainable tourism performs in Bako National Park.

2.4 Visitors' and Residents' Attitude Towards Sustainable Tourism

According to Hornby (2010), attitude can be defined as "the way that you behave towards somebody or something that shows how you think and feel" and perspective can be defined as "a particular attitude towards something". From these definitions, attitude and perspective can be used interchangeably as they have the same meaning. In tourism studies, stakeholders' attitudes or perspectives are often accounted for as they provide important feedback to the cause of the study.

Stakeholders including the tourists, industry/private sector, governments/public sector and communities (Nicholas & Thapa, 2010, p. 841) are important in the involvement of the future sustainability (Ng et al., 2017, p. 103). A few researches were done on the

tourists' and residents' attitudes or perspectives in sustainable tourism development (Nicholas & Thapa, 2010; Daud & Abdul Rahman, 2011; Kaltenborn et al., 2011; Ramseook & Naidoo, 2011; Sorensson & Friedrichs, 2013; Franzoni, 2015; Reihanian et al., 2014; Boley et al., 2017; Ng et al., 2017; Aydin & Alvarez, 2020; Passafora, 2020) which shows that they are important to be involved in the sustainable tourism development process may it be in social, economic and environmental aspects. Every visitors arrival will have positive and negative influences to a local community (Williams, 1998 as cited in Armenski, Dragičević, Pejović, Lukić & Djurdjev, 2011). The relationships between visitors, tour operators and host communities or residents depend significantly on the cultural and socio-economic differences between residents and visitors (Buckley, 2009). The residents and visitors are mostly similar in domestic tourism and the social impacts are usually related to crowding, cross-subsidisation and competition for resources.

As for differences where most ecotourism from developed to developing countries, the relations are normally complex. For instance, tensions between imported and traditional lifestyles increases, strength of local language dwindles, degradation and commercialisation of culture, and risks of elevation of antisocial activities including gambling, drugs and violence (Armenski et al., 2011).

Residents' perspectives are important as they are the ones whose daily lives are impacted by the tourism industry (Boley, McGehee, & Hammett, 2017, p. 67). Many previous studies were focusing more on the residents' perceptions of tourism-related development and residents attitude towards tourists (Frauman & Banks, 2011, p. 129). In past studies that examines the impacts of tourism on residents, the themes often include environmental (e.g. litter, noise, wildlife and erosion), social (e.g. community spirit, chance to meet new people and crime rates) and economics (e.g. tax revenue, personal income and

job opportunities) (Frauman & Banks, 2011, p. 129) which can be referred in Table 2.3. These themes are going to be useful in my own study.

As informed in the definition and concept of sustainable tourism and ecotourism, the local communities or residents should be involved in the process of decision making and execution in the tourism activities. This is important as residents can show supports and benefit from the positive impacts that tourism activities can bring may it be in economic, social or environmental aspects. Conferring to Buckley (2012), the local communities may involve in a few different ways which are listed below:

1) Local communities, whether they are indegineous or traditional, may perhaps own the land or water where tourism operates, or own rights of use via modern or traditional legal systems. Thus, it is up to them to choose to issue or lease or an operating permit to a tour operator, and if so they can also decide the requirements
2) Local community members may have direct commercial involvement in ecotourism enterprises as owners, employers or contractors
3) Local community members may be involved in commercial dealings with ecotourism operations, as suppliers of products and services
4) Locals may be perceived by visitors as part of the attraction
5) Regardless of which of these ways may be involved, most communities will experience some form of social impact – positive, negative or both.

Visitors in sustainable tourism development literature are often seen to have negative impacts on environment, social and economics aspects in tourist attraction (Nicholas & Thapa, 2010, p. 845). According to Swarbrooke (1999, as cited in Nicholas & Thapa, 2010, p. 843), tourists should be encouraged to support sustainable tourism development and this

may not be accomplished unless the tourists have a genuine interest in and exercise commitment toward this movement; accepting that tourists have privileges and responsibilities; promoting types of sustainable tourism that will be attractive to tourists and enhance their tourist experience; and educating tourists on the principles of sustainable tourism. Passafaro (2020) additionally mentioned that studies have shown that the effect of knowledge which regards to sustainable issues can affect visitors attitutes and behaviour toward sustainable tourism positively. Besides, tourism education is one of the most important approach to successful ecotourism so they are aware of the impacts that they make to tourism destinations (Fiji Sales and Marketing Inc., 2020). This can in turn lessen the negative impacts on tourist attraction and tourists can understand better the concept of sustainable tourism and take active actions to protect local ecosystem. The positive and negative impacts can also be referred in Table 2.3.

Since ecotourism is the fastest growing segment in the tourism industry (WTO, as cited in Said, Shuib, Ayob, & Yaakub, 2013, p. 66), it is not suprising if the number of ecotourists are also expanding. Ecotourists are tourists that look for nature-based learning experiences and will behave at best in an environmentally and socioculturally sustainable way. However, according to Weaver (2008, p. 43), ecotourists are not a homogenous market since they display a series of motivation, attitude and other traits that involve variable of anthropocentrism and biocentrism. Based on Oxford dictionary websites (lexico.com, 2019 & oxfordlearnersdictionaries.com, 2019), anthropocentrism can be defined as the belief that humans are more important than anything else and biocentrism means the view or belief that rights and needs of humans are not more important than those of other living things. Ecotourists can be characterised which range from hard to soft ecotourist. A figure was developed by Weaver (2008, p. 44) to show the characteristics which consists of ecotourists'

motivation, attitude and behaviour of hard and soft ecotourists as ideal types which can be seen in Figure 2.3.

When the number of ecotourists increases, an effective visitor management is essential in keeping and sustaining the states of an attraction especially in protected areas (Page & Dowling, 2002; Weaver, 2008; Mowforth & Munt, 2009). This is also because they can cause various of negative impacts if the visitors are not properly managed, since (Marion and Farrell, 1998, as cited in Page & Dowling, 2002, p. 229):

1. Visitor use can negatively affect vegetation, soil, water and wildlife resources, as well as the quality of visitor experiences.
2. Visitor crowding and conflict can reduce the quality of visitor experiences.
3. Environmental attributes such as vegetation and soil resistance and resiliency, influence the type and severity of visitor use reduction and dispersal strategies.
4. The use or impact relationship limits the effectiveness of visitor use reduction and dispersal strategies.
5. Decision making frameworks can provide an explicit and flexible means of managing visitor impacts.
6. Indirect management strategies are often less costly to implement and are preferred by visitors.

This is especially important for natural attraction which the resources can be exhausted which may also in turn impact the visitors's satisfaction and the livelihood of the residents. Hall and McArther (1998, as cited in Page & Dowling, 2002, p. 230) has listed a visitor management technique that tourism operators can implement in order to sustain the natural resources available at the attraction. They are:

1. By regulating access by area (for example, zoning);

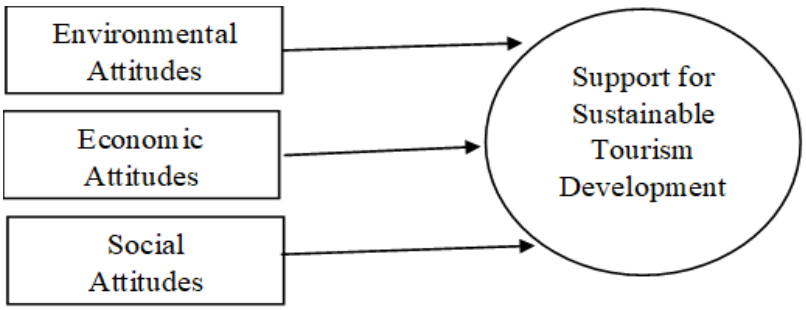
2. By regulating access by transport (for example, only pedestarian or foot access);
3. By regulating visitor number by group and size (for example, Antarctica);
4. By regulating visitation by visitor type (for example, through pricing);
5. By regulating visitor behaviour (for example, codes of conduct);
6. By regulating equipment (banning certain types of vehicle)
7. By implementing entry or user fees;
8. By modifying the site;
9. By undertaking market research;
10. By undertaking monitoring and research;
11. By undertaking promotional marketing;
12. By providing interpretation programmes and facilities;
13. By encouraging operators to seek alternative resources;
14. By concentrating on allowing accredited organisations to bring visitors to the site.

HARD (active, deep)	***the ecotourism spectrum***	**SOFT** (passive,shallow)
Strong environmental commitment	⟷	Moderate or superficial environmental commitment
Enhancive sustainability	⟷	Steady state sustainability
Specialised trips	⟷	Multi-purpose trips
Long trips	⟷	Short trips
Small groups	⟷	Larger groups
Physically active	⟷	Physically passive
Physically challenge	⟷	Physically comfort
No services expected	⟷	Services expected
Deep interaction with nature	⟷	Shallow interaction with nature
Emphasis on personal experience	⟷	Emphasis on mediation
Make own travel arrangements	⟷	Rely on travel agents and tour operators

Source: Weaver, 2019

Figure 2.3: Characteristics of the Hard and Soft Ecotourists as the Ideal Types

In their study, Nicholas and Thapa (2010) has developed a conceptual model (see Figure 2.4) to evaluate the visitors' attitude on sustainable tourism development in the Pitons Management Area World Heritage Site, St. Lucia (p. 845). The model demostrates three dimensions of sustainablitity: environmental, economic and social. In their study, it is found that most of the visitors showed positive attitudes and supported the sustainable development that were implemented in the Pitons Management Area. For environmental attitudes, the visitors responded positively that the diversity of nature must be valued and and protected as well as species of rare plants and animals. They also prioritised the protection of the habitat of flora and fauna rather than provide recreational opportunities. As for economic attitudes, visitors claimed that it is important to purchase local products and services which shows that the visitors support sustainability as it is in line with the concept of sustainable tourism. However, visitors were mostly neutral about their paying experience whether the visitation should be free or not. This may be the case if they are not aware the value of their fees for the conservation of the tourist destination. For social attitudes, visitors feel that it is important to interact with the local community and they feel safe doing so. This study on Bako National Park mainly adopts Nicholas and Thapa (2010) model especially for developing the research instrument to collect data along with other secondary resources.



Source: Nicholas & Thapa (2010)

Figure 2.4: Modelling Visitors' Support for Sustainable Tourism Development

2.5 Conceptual Model for Sustainable Tourism Performance

Figure 2.5 shows the conceptual model that was developed for this study which has been modified from Nicholas and Thapa (2010) conceptual model of visitors' support for sustainable tourism development. The model depicts the three aspects of sustainable tourism will be evaluated to assess their importance and performance by using the IPA quadrant grid.

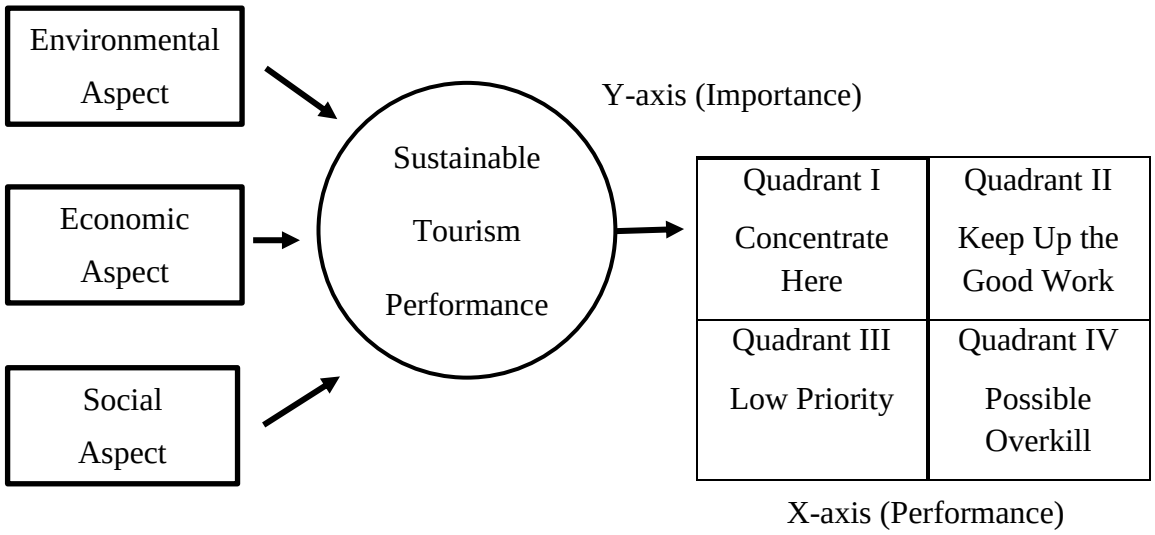


Figure 2.5: Conceptual Model for Sustainable Performance Analysis

2.6 Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) is a simple and an effective tool and it is considered to be a low-cost management technique (Martilla & James, 1977). It was developed by Martilla and James in 1977 to evaluate marketing programs in automobile industry. According to Sorensson and Friedrichs (2013), IPA is a managerial tool that can also identify strengths and weaknesses of the research areas (p. 17). It is simple because there are only two quality attributes on two dimensions which are importance and performance. There are two values which can be used as crosshairs; mean and median. Most researchers use mean values of both ratings for importance and performance attributes when

identifying thresholds (Sever, 2015). Median is preferred when no true interval scale exists (Sever, 2015, Martilla & James, 1977). All the mean of related attributes of both importance and performance are then calculated to obtain the grand mean of both importance and performance. By using the grand mean of the importance and performance of the related attributes to form a crosshair on the graph, a four-quadrant grid can then be created. All the attributes are then place on this grid accordingly.

Y-axis

QUADRANT I **Concentrate Here** *High Importance* *Low Performance*	**QUADRANT II** **Keep Up the Good Work** *High Importance* *High Performance*
QUADRANT III **Low Priority** *Low Importance* *Low Performance*	**QUADRANT IV** **Possible Overkill** *Low Importance* *High Performance*

IMPORTANCE

X-axis

PERFORMANCE

Source: Chu & Choi (2000), p. 365

Figure 2.6: IPA Grid

From this grid, the strengths and weaknesses of the sustainability areas can be identified based on their level of importance and performance perceived by the visiting tourists. With this, resources can be allocated accordingly in order to increase the visitors' experience and satisfaction. Moreover, when the gap between importance and performance are calculated, it can be used as an effective benchmark against competitors by conducting individual paired-samples t-test to confirm that there are significant differences among the

levels of the attributes and their respective performances (Lai & Hitchcock, 2015, p. 252). However, for this research, gap analysis will not be conducted since this research just focuses on the evaluation of importance and performance. In addition, there are many IPA models that has been developed after it was first introduced but a traditional model of IPA will be applied in this research. Figure 7.2 below is an illustration of the IPA grid which consists of four quadrants: 1) Concentrate Here; 2) Keep Up the Good Work; 3) Low Priority; and 4) Possible Overkill. Table 7.1 shown in the next page is the description for each quadrant.

Table 2.4: Description of IPA Four Quadrants

Types of Quadrants	**Description**
Quadrant I	Attributes are perceived to be very important to respondents, but performance levels are fairly low. This sends a direct message that improvement efforts should concentrate here.
Quadrant II	Attributes are perceived to be very important to respondents, and at the same time, the organisation seems to have high levels of performance on these activities. The message here is to keep up the good work.
Quadrant III	Attributes are with low importance and low performance. Although performance levels may be low in this cell, managers should not be overly concerned since the attribute in this cell is not perceived to be very important. Limited resources should be expended on this low priority cell.
Quadrant IV	This cell contains attributes of low importance, but relatively high performance. Respondents are satisfied with the performance of the organisations, but managers should consider present efforts on the attributes of this cell as being over utilised.

Source: Chu & Choi (2000), p. 365

2.7 IPA in the Context of Tourism

Since its establishment in 1977, IPA has been successfully used in multiple researches by modifying it to suit the research objectives in various aspects of fields including the tourism industry (Martilla & James, 1977; Chu & Choi, 2000; Sorensson & Friedrichs, 2013; Lai & Hitchcock, 2015; Abi, Mariapan & Aziz, 2015). However, only a few studies were found to have used IPA in the sustainable tourism literature (Sorensson & Friedrichs, 2013; Boley, McGehee, & Hammett, 2017). Some of the researches in tourism studies that uses IPA can be seen in Table 2.5. Lai and Hitchcock (2015) had outlined that IPA has been applied widely and in various ways in tourism studies but only a few in sustainable tourism development (p. 244). This shows that IPA is reliable in evaluating the importance and performance of tourism services; it is a rather popular tool but specifically less applied in the area of sustainable tourism.

Table 2.5: Previous Studies Using IPA in Tourism Field

Tourism Field	Researchers & Year	Description on Conducted Studies
Hotel	Chu and Choi (2000)	The research was conducted by using IPA to analyse business and leisure travellers perceived importance and performance on hotel selection factors in the Hong Kong hotel industry.
Museum	Lin (2009)	The research was conducted by using IPA to analyse Taipei Fine Arts Museum's visitors to determine certain factors that may affect their decision to visit or revisit the museum.

National Park	Tsegaw (2014)	The research was conducted by using a modified IPA to evaluate the quality gap analysis in Nech Sar National Park in Ethiopia.
Public Zoo	Lee (2005)	The research was conducted by using IPA to measure visitors' satisfaction by analysing the importance and performance of the service and facilities attributes of public zoos.
Marine park	Coghlan (2012)	The research was conducted by using modified IPA to analyse the performance of the operational, customer service, interpretation and environmental attributes at the Great Barrier Reef.
Shark tourism	Ziegler, Dearden and Rollins (2012)	The research was conducted by using IPA to analyse the perceived importance and performance of environmental and setting features as well as tour services of shark tourism at Isla Holbox, Mexico.
Culinary tourism	Smith and Costello (2009)	The research was conducted by using IPA in analysing the pull motivation of barbecue competition which was the 2006, World Championship Barbecue Cooking Contest held in Memphis, Tennessee.
Living Museum	Abi, Mariapan and Aziz (2015)	The research was conducted using IPA in evaluating the general facilities and specific services in Sarawak Cultural Village (SCV).
Destination	Omar, Abukhalifeh and Mohamed (2015)	The research was conducted by using IPA in examining international visitors' perceived importance and performance of 12 destination attributes of Penang Island.

Medical Tourism	Ismail and Mahjom (2015)	The research was conducted by using IPA to identify the factors of importance medical healthcare services attributed in Malaysia.
Rural Tourism	Nuryasman & Nuringsih (2020)	The research used IPA to identify various attributes expected by tourists in visiting a tourist village at Kulon Progo in Yogyakarta in order to solve the issues managing visitor satisfaction.

Source: Compilation by Researcher

2.8 Conclusion

This chapter unpacks the definition of sustainable tourism and how an ecotourism produce like Bako National Park fits into the characteristics. This study adopts the model introduced by Nicholas and Thapa (2020) that capture people's attitudes towards sustainable tourism that cover environmental, economic and social aspects using the Importance-Performance Analysis (IPA) tool. Most importantly, the chapter serves as a 'tool kit' for the narrator to develop the research instrument for the data collection process that will be detailed in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter consists of the methodology which was used in this research. This part confers on the study site, research design, data collection plan which includes the sources of data and survey instrument design, sampling plan and lastly, data analysis.

3.2 Study Site

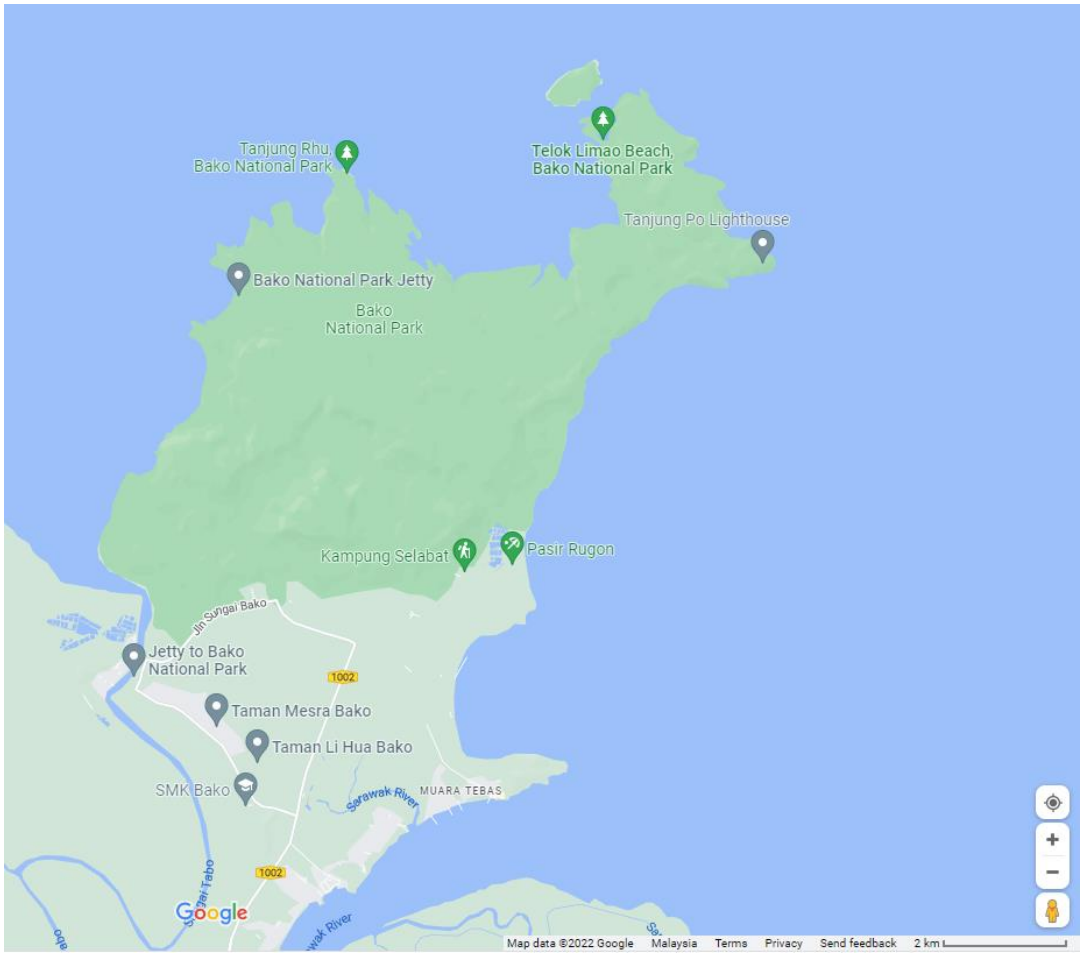


Figure 3.1: Google map image of Bako National Park and Bako Village

Bako National Park is a nature-based attraction which suits to be promoted as an ecotourism attraction. It is located 37 km from Kuching and takes about one hour getting from Kuching to Bako. Bako National Park covers the northern part of the Muara Tebas Peninsula, an area of 27 square km (see Figure 3.1) (Sarawak Forestry Corporation, 2022; Google, n.d.).

Table 3.1 below shows the number of Bako National Park visitors from the year of 2013 until 2018 which indicates an upward trend over the said period (Sarawak Forestry Corporation, 2019). The number of visitors declined between 2019 and 2020 because of the Covid-19 pandemic that halted international travel worldwide.

Table 3.1: Number of Bako National Park visitors from 2013-2020

YEAR	NO. OF VISITORS
2013	45 456
2014	47 504
2015	46 176
2016	52 841
2017	57 423
2018	63 797
2019	61 270
2020	12 337

Bako Village

Bako National Park was gazetted in 1957 and it houses unique ecosystem and various wildlife (Sarawak Tourism, 2017). This attraction offers number of products and services being offered to the visitors. For instance, viewing of unique and rare creatures such as the proboscis monkey, long-tailed macaque monkeys, bearded pigs as well as more than 190 bird species and various types of cliffs and beach vegetation (Sarawak Forestry, 2017). To

fully experience what the park has to offer, visitors can stay overnight at one of the park chalets and take a night stroll guided by the park guides (Sarawak Forestry, 2017). Given the rich varieties of animal and plant life, it is important that the management maintain the sustainability of this attraction in order to continue attracting and exceeding visitors' satisfaction.

Despite the increasing number of tourists and the variety attractions at Bako National Park, some of tourists have in fact, reviewed on TripAdvisor.com (2018b) that the facilities such as the hostels and trails in Bako National Park are not properly maintained and in urgent need to be restored as they may affect visitors' safety and comfort while visiting the park. The complains warrant for the facilities and attractions of Bako National Park to be evaluated in order to maintain its sustainability in all aspects which are its environment, social and economy. This is so that future visitors can still experience the diverse natural attractions that the park could offer. Thus, it is a critical time to evaluate the importance and the performance of the various tourism products offered in Bako National Park. This evaluation can also be used as a method to evaluate its sustainability from visitors' point of view.

Bako National Park employs the dual pricing system that charges international and local tourists at different rates based on categories (see Table 3.2). As this attraction is managed by Sarawak State Government specifically Sarawak Forestry Corporation, the prices charged are reasonable for all visitors. For overnight visitors, the park offers various lodges, hostels and a campsite which could be rented at different fees. There are also homestays owned and managed by the Bako villagers to those who are interested to mingle with the locals.

Table 3.2: Entrance Fees to Bako National Park

CATEGORY	INTERNATIONAL	LOCAL
Adult	RM20.00	RM10.00
Disabled Person	RM10.00	-
Senior Citizen (60 years & above)	-	RM5.00
Disabled person	RM10.00	RM5.00
Child: Above 6 & below 18 years old	RM7.00	RM3.00
Child: 6 years old & below	FREE	FREE

3.3 Research Design

This study utilizes the quantitative approach as its main research methodology. The objective of this study is to evaluate the performance of Bako National Park as a sustainable tourism product using the environmental, social and economic dimensions from the perspective of the visitors. This is accomplished by distributing questionnaires to the visitors. Noteworthy that the construction of the questionnaire includes the qualitative approach, where in-depth interviews were conducted to help identify proper attributes to develop the questionnaires.

The instrument design and data collection procedures involved several stages. First, an observation was done by developing a checklist to identify the attributes which was divided into three dimensions which are environment, economic and social for sustainability analysis. The checklist was developed through the review of related studies and through observation and discussion with the tourism players mainly the management of the park, tour

guides and Bako villagers. The identified and developed attributes were based on the visitors' perspectives, which was further developed into a questionnaire. A pilot test of distributing the questionnaire was done to test the reliability of the attributes and to make improvements in the questionnaire. During the pilot test, the visitors also gave a comment to include a space for them to write comments which the pilot test questionnaire did not include.

In the second stage, the actual, large-scale survey was done after improvements were made on the questionnaire. The data collected was used to developed Importance-Performance Analysis (IPA) matrix grid. IPA grid is a graph with a pair of perpendicular line; a four-quadrant grid with mean of overall importance drawn parallel to the x-axis and mean of overall performance drawn parallel to the y-axis. These pair of perpendicular lines are formed from mean calculation. Mean values were chosen instead of median as interval scale exists for this research. Key informants interview was also conducted with several stakeholders to gain some feedbacks and insights of the tourist attraction; the information from the interview was used to supplement the findings gathered using IPA. Attributes were also listed according to what visitors deemed to be important in Chapter 4.

With this research design, the first research objective which was to evaluate the sustainable performance of sustainable tourism development in the aspects of environmental, social and economic was achieved by distributing questionnaires to the visitors of Bako National Park and they had evaluated the importance (in the form of their expectation in visiting) and performance (in the form of what they had experienced) of the sustainability attributes that are available in Bako National Park. The second objective was to identify the sustainable aspects that tourists deemed to be important in sustainable tourism. This was accomplished through the visitors' evaluation of what they considered to be important in the

sustainability areas of a national park in general. Lastly, the third objective was to recommend possible strategies or actions to improve the performance of the sustainability areas in Bako National Park. This was attained via the developed IPA quadrant grid in which it will help the researcher to identify the strengths and weaknesses of the sustainability areas of Bako National Park.

Table 3.3: Method and Data Collected to Achieve Research Questions and Objectives

Research Questions	Research Objectives	Method to Achieve	Data Collected
How does Bako National Park measure (performance) in the context of sustainable tourism development within environmental, social and economic aspects?	To evaluate the sustainable performance of a sustainable tourism product (in the aspects of environment, social and economic) that are available in Bako National Park in the visitors' perspective by using the Importance-Performance Analysis (IPA)	• Developed checklist of sustainable attributes that were available at Bako National Park • A questionnaire was then developed based on the attribute to be distributed to the visitors of the park • The responses were analysed by using IPA grid	Attributes were categorised; a) Environment aspects- encompassed of the state of natural and man-made products and services of Bako National Park b) Economic aspects consisted of availability of local products and services including the accommodation as well as the visitors' expenditures

			c) Social aspects comprised of interpretation tools to spread information of the natural products of the park and enhance visitors' experience in hiking
How do visitors perceive the sustainable importance and performance of Bako National Park?	To identify the sustainable aspects that visitors deemed to be important in sustainable tourism through Importance-Performance Analysis (IPA)	Mean of importance of the sustainable attributes were calculated and ranked from highest to lowest mean	The mean of importance of sustainable attributes that were higher than the grand mean of importance was perceived to be importance for the visitors
	To recommend possible strategies or actions to improve the performance of the sustainability areas in Bako National Park	Recommendations were based on *concentrate here* quadrant on the IPA grid and feedbacks from visitors	

3.4 Data Collection Plan

3.4.1 Sources of Data

Primary data was gathered based on the observation through checklist of a set of indicators obtained from previous studies and discussion with the tourism players of Bako National Park. Mainly, they were management of Bako National Park, the head village of *Kampung Bako*, a few villagers, and a few guides. There were two types of guides who were being interviewed; guides (or park rangers also managed the park) who were specifically stationed in Bako National Park and local guides (or freelancers) from an association who lives in Bako that were located at the jetty area. The head village of *Kampung Bako* and the villagers were inquired whether the tourism activities being conducted by the Bako National Park's management have any impacts on their life especially in terms of their economic, environmental and social aspects as well as whether they support the said activities. The management of the park was interviewed for this purpose. They were interviewed in order to gain information on their backgrounds, objectives and policies as well as their environmental, social and economic past, presents and future programs with the visitors and Bako villagers. Not forgetting their tourism products and services that are offered to the visitors as well. The purpose of these interviews was to gain some feedbacks and information regarding to Bako National Park as a tourist attraction which will be used to support the findings of the distributed questionnaires later. Not only that, but the primary data was also obtained by the distribution of questionnaires to the visitors. The secondary data was collected based on related literature reviews concerning to this research.

3.4.2 Survey Instrument Design

a) Checklist

Before distributing the questionnaire, an observation was done to identify suitable sustainable characteristics available in Bako National Park. This was done by preparing a checklist of attributes which are compiled from previous studies that are relevant to this research and discussion from a few guides along with the management of the park. Based on the result of the observation and discussion, a questionnaire was developed.

b) Questionnaire

A self-administered questionnaire was developed for this research. Before executing the actual survey, a pilot test was done to make sure that the questionnaires can be fully understood by respondents and the attributes are suitable and reliable to be included in the questionnaire. The questionnaire was adapted by using a conceptual model which focuses on three dimensions which were environmental, social and economic perspectives and attributes developed by Nicholas and Thapa (2010) and indicators in a few other previous researches (Chin, Moore, Wallington & Dowling, 2000; Reihanian et ali., 2014; Franzoni, 2015; Boley, McGehee & Hammett, 2017; Ng et al., 2017).

The survey was designed by using proper attributes to assist in evaluating the performances of the sustainability areas in Bako National Park. It was also constructed in two different languages which were Malay and English language for the convenience of both local and international visitors. For this questionnaire, it consisted of four sections. The first section comprised of the demographic characteristics of the respondents. The second section contained the visitors' motivation to visit the Bako National Park. The third section consisted of questions on the experience which symbolised performance and expectation which represented importance of sustainability characteristics in Bako National Park. Seven-point

Likert scale, from 1 = strongly disagree to 7 = strongly agree, and 0 = did not use to indicate that they did not use the sustainability characteristics, were used to show the rate of experience that symbolised performance of the sustainability characteristics experienced by the tourists. Seven-point Likert scale, from 1 = extremely unimportant to 7 = very important will be used to indicate the rate of expectation which represented importance of the selected sustainable characteristics. Seven-point Likert scale was applied due to it showing more reliable results in measuring the gaps between importance and performance of the attributes as the value of Cronbach's alpha is higher than five-point Likert scale (Lai & Hitchcock, 2015). Lastly, the fourth section will consist of the overall satisfaction of the respondents' visitation.

The distribution of the questionnaire was conducted near the cafeteria and jetty area. The survey forms were distributed during the time the visitors waiting for the boats to leave the park.

3.5 Sampling Plan

For this research, convenience sampling method was used to distribute the questionnaires for both pilot test and actual survey as it was easier to manage. It is easier since the main objective of convenience sampling method is to collect information from participants who are easily accessible to the researcher (Etikan, Musa, & Alkassim, 2016, p. 2). This approach is accepted for IPA studies as in other cases of social science research where samples can represent the whole population (Lai & Hitchcock, 2015, p. 250). The questionnaires were distributed to the visitors who were conveniently present at the jetty area and cafeteria while waiting for their boats to leave the park. The distribution process was also assisted by the park rangers of Bako NP especially at the information counter. Pilot test was done first in order to test its reliability and whether the respondents understand the

questionnaires. This was done on 10th October 2019. The sample size for the pilot test was 20 respondents. This was decided as Isaac and Michael (1995, as cited in Gray, 2013) stated that samples sizes of 10 to 30 are sufficient in cases of pilot studies. The reliability test using the Cronbach's alpha resulted to 0.918 for importance and 0.925 for performance. Thus, the questionnaire for the pilot test was used to perform the actual survey with minor amendments. According to Hair, Black, Babin and Anderson (2014), the minimum sample size is to have at least five times as many observations as the number of variables to be analysed meaning that the items to response ratio is 1:5. Thus, 1:5 ratio was chosen. In order to identify the number of sample sizes, the sustainable attributes for the questionnaire needed to be distinguished first. Since the items to response ratio is 1:5 and there were 32 chosen indicators, the sample size for the actual survey was 160 respondents. The number of 160 respondents are acceptable for this research as Hair et al. (2014) also stated that the sample size should not be lower than 50 and preferably to be 100 or larger. The respondents are among those who visit Bako National Park during the period of February 2020 to March 2022. However, an unprecedented pandemic called Covid-19 virus emerged towards the end of 2019 which caused Malaysia government to erect Movement Control Order (MCO) in March 2020 which caused all tourism activities to a complete halt. Due to this, the questionnaire had to be distributed online through social media especially Facebook. A QR code was developed and printed to be displayed at the Bako Terminal area and the park headquarters for visitors to scan and answer the questionnaire online. This had to be done to lessen human contacts as the virus could spread via human contacts. The target age for respondents are 18 years old and above. Thus, only a total of 168 answered questionnaires were able to be collected and valid for this research.

3.6 Pilot Test

As mentioned previously, pilot test was done before the actual survey to test the reliability of the instrument. The questionnaires for pilot test were mostly distributed at the cafeteria and near the jetty area as visitors waiting for their boat to leave the park. For pilot test, 34 attributes were tested. The attributes are listed in Table 3.3. These attributes were developed through collection of secondary resources and verified through discussion with the tourism players especially the management of Bako.

Table 3.4: Dimensions of Sustainable Tourism and Its Attributes

Environment
i. Natural
A1 - Rare plant species are protected
A2 - Rare animal species are protected
A3 - Vegetation are in good condition
A4 - Animals are in good condition
A5 - Feel safe during visitation
ii. Man-made
A6 - The trails are cleaned with no litter
A7 - Facilities are environmentally safe
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)
A9 - Trails are environmentally safe
A10 - Availability of clean water in accommodation
A11 – Availability of clean and well-maintained toilet
A12 - Range of user-friendly tracks
A13 - Range of well-maintained tracks
Economic
B1 - Availability of local products (by the villagers) to be purchased
B2 - Availability of local services (by the villagers)

B3 - The money spent reflects the services offered
B4 - Tourists should pay to experience nature
B5 - Reasonable price for the whole experience
B6 - Availability for overnight stay
B7 - Willingness to spend more in the tourist attraction
Social
C1 - Opportunities to meet and interact with villagers
C2 - Safe and secure environment when interacting with local residents
C3 - Cultural exchange to enhance visitor experience
C4 - Educating visitors about conservation
C5 - Sufficient number of maps and signs at different point for directions
C6 - Map given is easy to read and understand
C7 - Information in the self-guided map matches with the actual trail
C8 - Presentation of information on information panels are easy to see and read
C9 - Variety of methods in presenting information
C10 - Informative and interesting interpretation centre
C11 - Information by the employees about the national park
C12 - Willingness of employees to help
C13 - Employees' knowledge in answering questions
C14 - Consistency of courtesy in answering questions

Source: Chin, Moore, Wallington, & Dowling, 2000; Nicholas and Thapa, 2010; Reihanian et ali., 2014; Franzoni, 2015; Boley, McGehee, & Hammett, 2017; Ng et al., 2017 (compilation by researcher)

After 20 questionnaires were collected, the data were analysed. The mean for each attribute were calculated for both expectation (importance) and experience (performance) as shown in Table 3.4. Then, the overall mean for both expectation and experience were calculated to form IPA quadrant grid. The mean for expectation was 5.6132 and the mean for experience was 5.3747.

Table 3.5: Expectation and Experience Ratings (in Mean) for Pilot Test n = 20

Environment	**Expectation[a]**	**Experience[b]**
i. Natural		
A1 - Rare plant species are protected	5.9500	6.1111[c]
A2 - Rare animal species are protected	6.1000	6.1000[c]
A3 - Vegetation are in good condition	6.1000	6.0500[c]
A4 - Animals are in good condition	6.3000	6.3500[c]
A5 - Feel safe during visitation	6.1000	6.1000[c]
ii. Man-made		
A6 - The trails are cleaned with no litter	5.8500	5.7000[c]
A7 - Facilities are environmentally safe	5.9500	5.8000[c]
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	5.3000	4.9000[c]
A9 - Trails are environmentally safe		
A10 - Availability of clean water in accommodation	5.7000	5.2500[c]
A11 - Availability of clean and well-maintained toilet	5.3500	5.7059[c]
A12 - Range of user-friendly tracks	5.2500	4.7000[c]
A13 - Range of well-maintained tracks	5.3500	5.4500[c]
	5.4500	5.2000[c]
Economic		
B1 - Availability of local products (by the villagers) to be purchased	4.5500	4.3529[d]
B2 - Availability of local services (by the villagers)	5.4000	5.2941[d]
B3 - The money spent reflects the services offered	5.7000	5.4500[c]
B4 - Tourists should pay to experience nature	5.3000	5.6500[c]
B5 - Reasonable price for the whole experience	5.7500	5.9500[c]
B6 - Availability for overnight stay	5.5500	6.1111[e]
B7 - Willingness to spend more in the tourist attraction	5.4500	5.3333[e]
Social		
C1 – Opportunities to meet and interact with villagers	4.4500	4.2353[d]
	5.3500	5.1579[f]

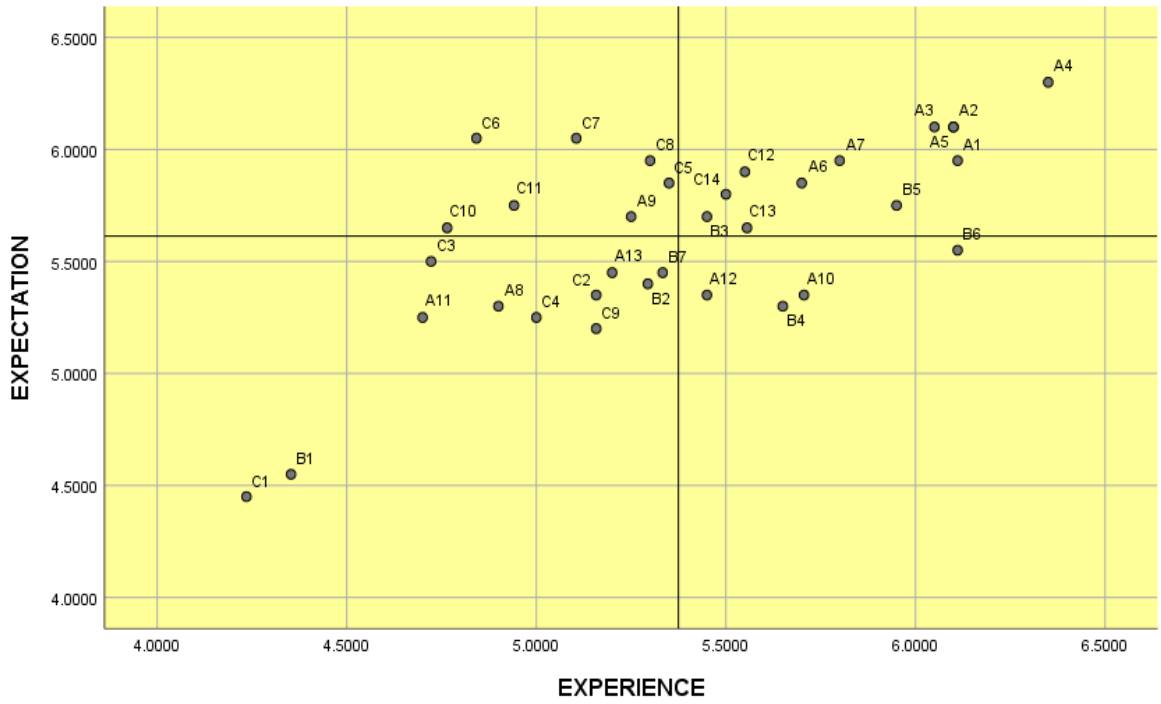
C2 – Safe and secure environment when interacting with local residents	5.5000	4.7222[e]
C3 – Cultural exchange to enhance visitor experience	5.2500	5.0000[e]
C4 – Educating visitors about conservation	5.8500	5.3500[c]
C5 – Sufficient number of maps and signs at different point for directions	6.0500	4.8421[f]
C6 – Map given is easy to read and understand	6.0500	5.1053[f]
C7 – Information in the self-guided map matches with the actual trail	5.9500	5.3000[c]
C8 – Presentation of information on information panels are easy to see and read	5.2000	5.1579[f]
C9 – Variety of methods in presenting information	5.6500	4.7647[d]
C10 – Informative and interesting interpretation centre	5.7500	4.9412[d]
C11 – Information by the employees about the national park	5.9000	5.5500[c]
C12 – Willingness of employees to help	5.6500	5.5556[e]
C13 – Employees' knowledge in answering questions	5.8000	5.5000[e]
C14 – Consistency of courtesy in answering questions		

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

[b]*Mean scale: 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree*

[c] : n=20, [d] : n=17, [e] : n=18, [f] : n=19, [g] : n=114, [h] : n=161, [i] : n=136, [j] : n=122, [k] : n=159, [l] : n=165, [m] : n=163, [n] : n=166



Notes:

A1 : Rare plant species are protected	B7: Willingness to spend more in the tourist attraction
A2 : Rare animal species are protected	C1: Opportunities to meet and interact with villagers
A3 : Vegetation are in good condition	C2: Safe and secure environment when interacting with local residents
A4 : Animals are in good condition	C3: Cultural exchange to enhance visitor experience
A5 : Feel safe during visitation	C4: Educating visitors about conservation
A6 : The trails are cleaned with no litter	C5: Sufficient number of maps and signs at different point for directions
A7 : Facilities are environmentally safe	C6: Map given is easy to read and understand
A8 : Well-maintained visitors' facilities	C7: Information in the self-guided map matches with the actual trail
A9 : Trails are environmentally safe	C8: Presentation of information on information panels are easy to see and read
A10: Availability of clean water in accommodation	C9: Variety of methods in presenting information
A11: Availability of clean and well-maintained toilet	C10: Informative and interesting interpretation centre
A12: Range of user-friendly tracks	C11: Information by the employees about the national park
A13: Range of well-maintained tracks	C12: Willingness of employees to help
B1 : Availability of local products (by the villagers) to be purchased	C13: Employees' knowledge in answering questions
B2 : Availability of local services (by the villagers)	C14: Consistency of courtesy answering questions
B3 : The money spent reflects the services offered	
B4 : Tourists should pay to experience nature	
B5 : Reasonable price for the whole experience	
B6: Availability for overnight	

Figure 3.2: Expectation (Importance) and Experience (Performance) Grid for Pilot Test (n = 20)

According to Figure 3.1, there were seven attributes found in *concentrate here* quadrant. For this quadrant, the respondents were not satisfied the performance of these attributes as they had high expectations. These attributes were "information in the self-

guided map matches with the actual trail (C7)", "map given is easy to read and understand (C6)", "presentation of information on information panels are easy to see and read (C8)", "sufficient number of maps and signs at different point for directions (C5)", "information by the employees about the national park (C11)", "trails are environmentally safe (A9)" and "informative and interesting interpretation centre (C10)".

For *keep up the good work* quadrant, there were 11 attributes that can be seen in this quadrant. There were "animals are in good condition (A4)", "rare animal species are protected (A2)", "vegetation are in good condition (A3)", "rare plant species are protected (A1)", "facilities are environmentally safe (A7)", "willingness of employees to help (C12)", "the trails are cleaned with no litter (A6)", "consistency of courtesy in answering questions (C14)", "reasonable price for the whole experience (B5)", "the money spent reflects the services offered (B3)" and "employees' knowledge in answering questions (C13)". The respondents were satisfied as these attributes had met their expectations.

As for *low priority* quadrant, there were also 11 attributes which can be found in this quadrant. There were "cultural exchange to enhance visitor experience (C3)", "range of well-maintained tracks (A13)", "willingness to spend more in the tourist attraction (B7)", "availability of local services (by the villagers) (B2)", "safe and secure environment when interacting with local residents (C2)", "well-maintained visitors' facilities (e,g, accommodation, toilets etc.) (A8)", "availability of clean and well-maintained toilet (A11)", "educating visitors about conservation (C4)", "variety of methods in presenting information (C9)", "availability of local products (by the villagers) to be purchased (B1)" and "opportunities to meet and interact with villagers (C1)". For this quadrant, the respondents had low expectation on these attributes and the performance of these attributes were low as well.

For the last quadrant, which was *possible overkill*, there were only four attributes according to Figure 3.1. There were “availability for overnight stay (B6)”, “availability of clean water in accommodation (A10)”, “range of user-friendly tracks (A12)” and “tourists should pay to experience nature (B4)”. These attributes resulted in this quadrant because the respondents did not have high expectation for these attributes but were satisfied with the performance.

As this is a pilot test to test this questionnaire’s reliability, the Cronbach’s Alpha for both expectation (importance) and experience (performance) were calculated. The result for expectation was 0.918 and experience was 0.925. Cronbach’s Alpha is an instrument to test reliability and internal consistency of a set of scale or data (Taber, 2018). Taber (2018) also noted that the Cronbach’s Alpha is strong if it is between 0.91 and 0.94. Hence, based on the result for both expectation and experience, the questionnaire was acceptable and able to proceed to the actual survey. However, two attributes which were "availability of clean and well-maintained toilet (A11)” and “availability of clean water in accommodation (A10)” were removed as researcher believed these attributes were similar to attribute “well-maintained visitors’ facilities (e.g. accommodation, toilets etc.) (A8)”. A space for visitors to write comments and suggestions were also included for the actual survey as requested by respondents.

Table 3.6: List of Attributes Found in Each Quadrant for Pilot Test

Quadrant I - *Concentrate Here*
C7 - Information in the self-guided map matches with the actual trail
C6 - Map given is easy to read and understand
C8 - Presentation of information on information panels are easy to see and read
C5 - Sufficient number of maps and signs at different point for directions
C11 - Information by the employees about the national park
A9 - Trails are environmentally safe
C10 - Informative and interesting interpretation centre
Quadrant II - *Keep Up the Good Work*
A4 - Animals are in good condition
A2 - Rare animal species are protected
A3 - Vegetation are in good condition
A1 - Rare plant species are protected
A7 - Facilities are environmentally safe
C12 - Willingness of employees to help
A6 - The trails are cleaned with no litter
C14 - Consistency of courtesy in answering questions
B5 - Reasonable price for the whole experience
B3 - The money spent reflects the services offered
C13 - Employees' knowledge in answering questions
Quadrant III - *Low Priority*
C3 - Cultural exchange to enhance visitor experience
A13 - Range of well-maintained tracks
B7 - Willingness to spend more in the tourist attraction
B2 - Availability of local services (by the villagers)
C2 - Safe and secure environment when interacting with local residents
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)
A11 - Availability of clean and well-maintained toilet
C4 - Educating visitors about conservation
C9 - Variety of methods in presenting information

B1 - Availability of local products (by the villagers) to be purchased
C1 - Opportunities to meet and interact with villagers
Quadrant IV - *Possible Overkill*
B6 - Availability for overnight stay
A10 - Availability of clean water in accommodation
A12 - Range of user-friendly tracks
B4 - Tourists should pay to experience nature

3.7 Data Analysis

The data collected is analysed using Statistical Package for Social Science (SPSS). SPSS is one of the best-known software to analyse quantitative data. Before the data was analysed, the data was coded, keyed in and edited. Based on the constructed questionnaires, all variables and responses were assigned with a number as it was easier for data entry. This can assist in avoiding confusion as there were a lot of questions and indicators in the questionnaire. After the variables were listed and coded, every variable was then keyed in the SPSS before inputting the responses based on the numbers allotted for the indicators. Next, the data was assessed for any errors and illogical responses. Descriptive analysis such as frequency, mean and percentages were conducted to identify the demographic background, respondents' trip characteristics, importance (expectation) and performance (experience) of sustainable attributes available in Bako National Park as well as overall satisfaction. Then, based on the data collected, the grand mean of both importance and performance of the attributes listed in the surveys were used to develop the IPA four quadrant grids. This was done by using the calculated mean as the crosshairs. After grand mean for both importance and performance were calculated, the value are taken as the middle value of the quadrant. When placed on axis-X and axis-Y, it should ideally create the four

quadrants. The relevant data collected from the tourism players were included in data analysis section to support data discussion later in Chapter 4.

3.8 Conclusion

In conclusion, this chapter comprises the methodology adopted to carry out this research. The methods were selected according to the research objectives and conditions throughout the duration of the study especially in the distribution of the questionnaires. Methods and sampling plan were examined to accumulate the necessary information and the suitable instruments to identify the data were also determined. From this exercise, the study has developed a reliable instrument for data collection, and this is an important feature as this study had to revise the data collection method due to Covid-19. The results from the data collection and, how they are interpreted using IPA is unpacked in Chapter 4.

CHAPTER 4

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings and discussions of this research. It consists of three sections. The first section touches on the available services in Bako National Park. This is followed by the analysis of the demographic profile, the characteristics of the respondents' visitation and the overall satisfaction as well the experiences of the respondents. The last section discusses on the analysis of the expectations (importance) and experiences (performances) of the three vital areas in sustainable tourism; environmental, economic and social areas that are available in Bako National Park by using the Importance Performance Analysis (IPA) technique.

4.2 Services Available in Bako National Park

There are several services that are available in Bako National Park. These services are important as they made up the attributes needed to form the questionnaires. These are identified by the researcher and verified by the rangers in Bako National Park. The services captured for the instrument were Bako Boat Terminal, the Bako National Park itself, Kerangas Café, souvenir shop, Visitor Interpretation Centre, accommodations provided by the park and the Night Walk service.

4.2.1 Bako Boat Terminal

To reach Bako National Park, visitors need to ride a 20-minute boat ride from Bako Boat Terminal. The Bako Boat Terminal is newly renovated. The previous terminal was made of simple structures and was unable to accommodate many visitors (see Figure 4.1). The new terminals include a bigger waiting area for the boats, praying room for Muslim

visitors and bigger toilets. The management also has their own office at the terminal (see Figure 4.2).

The boats are operated by the villagers of Kampung Bako via the Bako Boat Association. A total of 70 boatmen operates there at different times. The route and boat fare are shown in Figure 4.3 and this is made available at the counter. The Bako National Park entrance fee as shown in Figure 4.4 is also accessible at the counter. The maximum capacity for the boats is depending on the size of the boat and the maximum, 12 pax for a large boat. Life jackets are provided to enhance the safety of the visitors. Because the boatmen are locals, they are very knowledgeable and will point out interesting facts and locations around Bako area throughout the ride. Visitors can also opt for tour guides who are also local Bako villagers. The entrance fee for Bako National Park and boat fare will be collected at the terminal.

Figure 4.1: Bako Boat Terminal Before Renovation in 2019: (1) The waiting area, Bako National Park ticketing booth and Bako Boat Association (Old) boat ticket service counter; (2) Bako Boat Association (New) boat ticket service counter

Figure 4.2: Bako Boat Terminal After Renovation: (1) Jetty to the boat; (2) Waiting area, Bako National Park ticketing booth and boat ticket service counter; (3) Entrance of jetty to Bako National Park

BAKO NATIONAL PARK BOAT FARE PERMITTED BY THE SARAWAK RIVER BOARD (SRB)

NO.	ROUTE	BOAT FARE	REMARKS
1.	Kampung Bako / Taman Negara Bako		
a)	1 to 5 persons	RM 100.00 - per chater	(One Way)
b)	6 to 10 persons	RM 200.00 - per chater	(One Way)
2.	Taman Negara Bako / Telok Paku		
a)	1 to 5 persons	RM 24.00 - per chater	(One Way)
b)	6 to 10 persons	RM 6.00 - per pax	(One Way)
3.	Taman Negara Bako / Teluk Pandan Kecil		
a)	1 to 5 persons	RM 46.00 - per chater	(One Way)
b)	6 to 10 persons	RM 9.00 - per pax	(One Way)
4.	Taman Negara Bako / Tanjung Rhu		
a)	1 to 5 persons	RM 62.00 - per chater	(One Way)
b)	6 to 10 persons	RM 10.00 - per pax	(One Way)
5.	Taman Negara Bako / Teluk Tajor		
a)	1 to 5 persons	RM 140.00 - per chater	(One Way)
b)	6 to 10 persons	RM 25.00 - per pax	(One Way)
6.	Taman Negara Bako / Pulau Lakei		
a)	1 to 5 persons	RM 218.00 – per chater	(One Way)
b)	6 to 10 persons	RM 38.00 – per pax	(One Way)
7.	Taman Negara Bako / Telok Kruin		
a)	1 to 5 persons	RM 312.00 – per chater	(One Way)
b)	6 to 10 persons	RM 69.00 – per pax	(One Way)

OPERATION SCHEDULE

a) Start at 7.30 am until 3.00 pm

b) Also permitted to operate between hours of sunrise and sunset

Contact Person : 016-810 3079 (Anita) / 012-891 5159 (Stanley)

Figure 4.3: Schedule of Bako boat fare that is posted at the boat ticket service counter

Table 4.1: Bako National Park Boat Fare

Route	Boat Fare	Remarks
1. Kampung Bako / Taman Negara Bako		
a) 1 to 5 persons	RM100.00 - per charter	(One Way)
b) 6 to 10 persons	RM200.00 - per charter	(One Way)
2. Taman Negara Bako / Telok Paku		
a) 1 to 5 persons	RM24.00 - per charter	(One Way)
b) 6 to 10 persons	RM6.00 - per pax	(One Way)
3. Taman Negara Bako / Teluk Pandan Kecil		
a) 1 to 5 persons	RM46.00 - per charter	(One Way)
b) 6 to 10 persons	RM9.00 - per pax	(One Way)
4. Taman Negara Bako / Tanjung Rhu		
a) 1 to 5 persons	RM62.00 - per charter	(One Way)
b) 6 to 10 persons	RM10.00 - per pax	(One Way)
5. Taman Negara Bako / Teluk Tajor		
a) 1 to 5 persons	RM140.00 - per charter	(One Way)
b) 6 to 10 persons	RM25.00 - per pax	(One Way)
6. Taman Negara Bako / Pulau Lakei		
a) 1 to 5 persons	RM218.00 - per charter	(One Way)
b) 6 to 10 persons	RM38.00 - per pax	(One Way)
7. Taman Negara Bako / Telok Kruin		
a) 1 to 5 persons	RM312.00 - per charter	(One Way)
b) 6 to 10 persons	RM69.00 - per pax	(One Way)
Operation Schedule		
a) Start at 7.30 am until 3.00 pm		
b) Also permitted to operate between hours of sunrise and sunset		

LOCAL				
Category	Adult (19-59 years old)	Senior Citizen 60 years old and above /Disabled person	Children above 6 years old but less than 18 years old	Children 6 years and below
Price (RM)	10.00	5.00	3.00	Free

FOREIGNERS				
Category	Adult (19-59 years old)	Disabled person	Children above 6 years old but less than 18 years old	Children 6 years and below
Price (RM)	20.00	10.00	7.00	Free

Figure 4.4: Schedule of Bako National Park entrance fee posted at the Bako National Park Ticketing Booth. This information is also available at Sarawak Forestry Corporation Website

4.2.2 What to expect of Bako National Park?

After 20-minute boat ride from Bako Boat Terminal, boatmen will drop visitors at a beach called *Teluk Paku* near the Park Headquarters which can be seen in the Figure 4.5. The overview map of Bako National Park's facilities can be referred via Figure 4.6.

Figure 4.5: Boat Ride to Entrance of Park Headquarters: (1) Sight of Kampung Bako; (2) Sight of Teluk Paku; (3) Sandy beach of Teluk Paku; (4) Park Headquarters

Figure 4.6: Locality map of Bako National Park

The headquarters consist of a lobby where it serves as an entrance for visitors to purchase the entrance fee to enter the Bako National Park. Before visitors enter the lobby, there are water taps right outside the headquarters for visitors to wash off from the sandy beach. The visitors can then proceed to the lobby to check in or register before hiking through

the park. The ranger will give the visitors a map of the national park as shown in Figure 4.8 so that they can choose which trails they would like to take. There is a total of 16 trails with colour codes that visitors can choose from which also can be referred from colour-coded trails sign located adjacent to the park headquarters in Figure 4.7. The trails are as follow:

Table 4.2: All the Trails in Bako National Park

Trail Name	**Trail Length**	**One Way Time & Distance From HQ**	**Colour Code**
Tanjung Sapi	0.5km	30 minutes (0.8km)	White/Red
Telok Paku	0.8km	1 hour (1.2km)	White
Ulu Assam	0.8km	1 ¼ hours (1.4km)	Blue/Red
Telok Delima	0.25km	45 minutes (1.0km)	Blue/White
Telok Pandan Besar	0.75km	1 hour (1.75km)	Yellow
Telok Pandan Kecil	1.5km	1 ½ hours (2.5km)	Yellow
Serait	1.25km	1 ½ hours (2.2km)	Closed for maintenance
Lintang	5.25km	3 ½ hours return	Red
Tajor	2.75km	2 ½ hours (3.5km)	Red/White
Tanjung Rhu	1.8km	2 ½ hours (4.2km)	Red/Yellow
Bukit Keruing	2.25km	3 ½ hours (5.5km)	Closed for maintenance
Paya Jelutong	0.2km	3 1/2hours (5.7km)	Closed for maintenance
Bukit Gondol	2km	4 ½ hours (7.7km)	Closed for maintenance
Ulu Serait	2.75km	3 hours (4.8km)	Closed for maintenance
Telok Sibur	0.8km	3 ½ hours (5.3km)	Closed for maintenance
Telok Limau	5.75km	7 hours (10.0km)	Closed for maintenance
Telok Kruin	1.5km	7 ¼ hours (10.5km)	Closed for maintenance
Pa' Amit (Lakei Island)	1.0km	30 minutes (from Base)	Closed for maintenance

Source: Sarawak Forestry Corporation (2022)

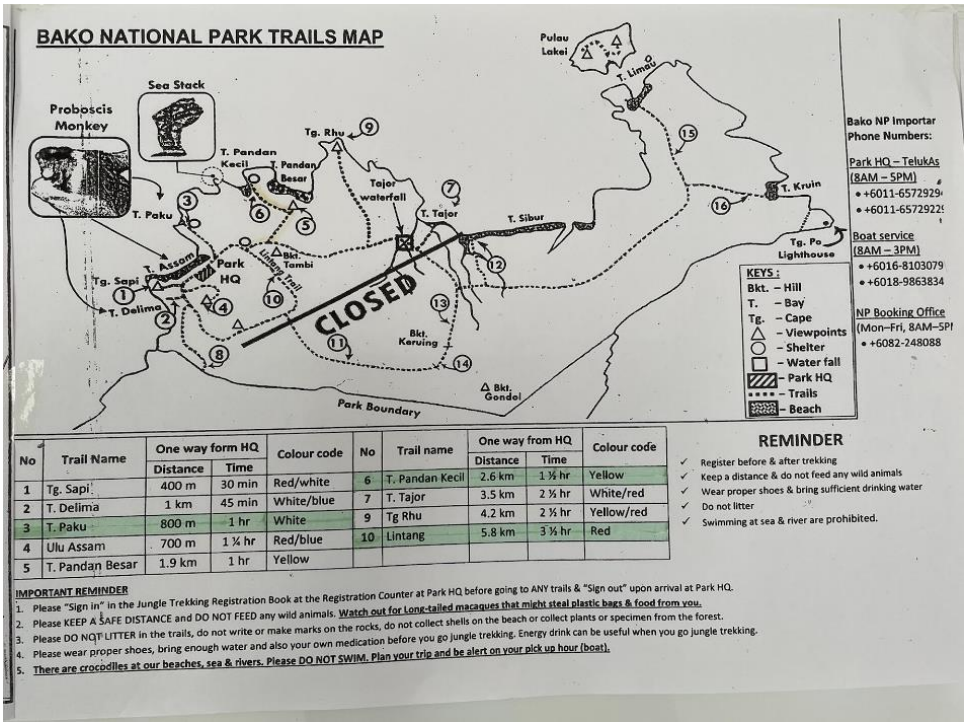
Figure 4.7: Colour-coded trails in Bako National Park located adjacent to the park headquarters

As seen in Table 4.2 above, not all the trails are opened for the visitors to hike as they are closed for maintenance. The only trails that are opened to visitors are as follow;

Table 4.3: Trails That are Available

Trail Name	**One Way Time & Distance from HQ**	**Colour Code**
Tanjung Sapi	30 minutes (0.4km)	Red/White
Teluk Delima	45 minutes (1.0km)	White/Blue
Teluk Paku	1 hour (0.8km)	White
Ulu Assam	1 ¼ hour (0.7km)	Red/Blue
Teluk Pandan Besar	1 hour (1.9km)	Yellow
Teluk Pandan Kecil	1 ¼ hour (2.6km)	Yellow
Teluk Tajor	2 ½ hours (3.5km)	White/Red
Tanjung Rhu	2 ½ hours (4.2km)	Yellow/Red
Lintang	3 ½ hours (5.8km)	Red

Source: Image by researcher captured at Bako National Park's Information Panel



No	Trail Name	One way form HQ		Colour code
		Distance	Time	
1	Tg. Sapi	400 m	30 min	Red/white
2	T. Delima	1 km	45 min	White/blue
3	T. Paku	800 m	1 hr	White
4	Ulu Assam	700 m	1 ¼ hr	Red/blue
5	T. Pandan Besar	1.9 km	1 hr	Yellow

No	Trail name	One way from HQ		Colour code
		Distance	Time	
6	T. Pandan Kecil	2.6 km	1 ½ hr	Yellow
7	T. Tajor	3.5 km	2 ½ hr	White/red
9	Tg Rhu	4.2 km	2 ½ hr	Yellow/red
10	Lintang	5.8 km	3 ½ hr	Red

IMPORTANT REMINDER

1. Please "Sign in" in the Jungle Trekking Registration Book at the Registration Counter at Park HQ before going to ANY trails & "Sign out" upon arrival at Park HQ.
2. Please KEEP A SAFE DISTANCE and DO NOT FEED any wild animals. Watch out for Long-tailed macaques that might steal plastic bags & food from you.
3. Please DO NOT LITTER in the trails, do not write or make marks on the rocks, do not collect shells on the beach or collect plants or specimen from the forest.
4. Please wear proper shoes, bring enough water and also your own medication before you go jungle trekking. Energy drink can be useful when you go jungle trekking.
5. There are crocodiles at our beaches, sea & rivers. Please DO NOT SWIM. Plan your trip and be alert on your pick up hour (boat).

Figure 4.8: Bako National Park Trails Map which is given by the Park Ranger

Figure 4.9: An example of a trail map located in Bako National Park around Bako National Park along the trails

There are a few signs like Figure 4.9 can be seen around the park to assist the visitors. Along the trails, visitors may encounter variety of flora and fauna rarity such as proboscis

monkeys, long-tailed macaque monkeys, silvered leaf monkeys, monitor lizards, bearded pigs, numerous species of birds and vegetation forms from dipterocarp forest, scrub-like padang, mangroves, swamp forest and delicate cliff vegetations (Sarawak Forestry Corporation, 2022). Some of the examples can be seen in Figure 4.10.

Figure 4.10: Things to see along the trails: (1) Part of a trail; (2) Signage that can be found along the trail; (3) Some accommodation that can be spotted near the park headquarters; (4) Maintained wooden pathway as it near the park headquarters; (5) QR codes that can be spotted on a signage; (6) One of the wooden trail (entrance/exit of a trail)

4.2.3 Café

In the same building as the park headquarters which can be seen in the first photo in Figure 4.11, visitors can find a café on the left side of the building. The café is called Kerangas Café; owned and operated by the local villagers. The café runs as a family business and has been operating more than a decade. They serve basic local dishes like white rice together with variety of side dishes which may include different types of vegetables, meats and fish as well as fried rice and friend noodles. They also serve local *kuih* like *donat susu* and marble cakes. Many beverages from local to canned drinks are also served. The café serves food during breakfast, lunch and dinner daily. Other than that, the owner of the café informed that they provide catering services for meeting and events conducted at the park.

Figure 4.11: Kerangas Café: (1) The café is located at the park headquarters; (2) The inside of the café; (3) Part of the menu available at the cafe; (4) List of beverages available at the café.

4.2.4 Souvenir Shop

A souvenir shop is also located at the park headquarter. Visitors can purchase local merchandises that can be seen in Figure 4.12 as gifts or keep them as mementos. For instance, merchandises including keychains, postcards, home decors, t-shirts, stickers and information books on Bako National Park.

Figure 4.12: The souvenir shop that sells local merchandise

4.2.5 Visitor Interpretation Centre

To spread awareness especially knowledge, it is important that a national park has its own interpretation or information centre which is a type of guided interpretation tool (Mearns & Botha, 2017). Bako National Park has an interpretive centre where it houses information on the park from when it was first gazetted to information on the various ecosystem and its wildlife (see Figure 4.13). There are information on the park's history, description of the trails, information on geomorphological features of the park, the diversity of ecosystem that Sarawak forest has to offer (mixed dipterocarp forest, peat swamp forest, kerangas forest, scrub and padang, mangrove forest and beach forest), what plants can be found in each of the ecosystem, and lastly information on the famous proboscis monkey and its location where it is mostly sighted in the park as well as silver leaf monkey and long-

tailed macaque monkey. An area for visitors to watch a video on the park is also provided for viewing.

Figure 4.13: Bako National Park Interpretation Centre that is located at the park headquarters

4.2.6 Accommodation

For those who wish to fully experience what Bako National Park has to offer, the visitors can choose to stay overnight at the park. The park provides five types of accommodation for the visitors which can be seen in Figure 4.14.

Figure 4.14: Bako National Park's list of accommodation posted at the lobby of park headquarters

The types of accommodation including their prices are according to Table 4.4. The accommodation needs to be booked prior to visitation as they are limited and always fully booked. Alternatively, visitors can always opt for local homestays located at the Bako Village if they want to experience cultural activities.

Table 4.4: Accommodation Types Available in Bako National Park

Accommodation Type	Features	Unit Available	Rates
Forest Lodge Type 4 	• *2 rooms with three single beds each.* • *Attached toilet & bathroom* • *Towel & blanket provided* • *Air-conditioned & refrigerator*	*2 units*	*RM225.00 per unit* *RM150.00 per room*

Forest Lodge Type 5 	• *2 rooms with three single beds each* • *Shared toilet & bathroom* • *Fan & refrigerator* • *Towel & blanket provided*	*2 units*	*RM150.00 per unit* *RM100.00 per room*
Forest Lodge Type 6 	• *2 rooms with two single beds each.* • *Attached toilet & bathroom* • *Fan & refrigerator* • *Towel & blanket provided*	*2 units*	*RM75.00 per unit* *RM50.00 per room*
Forest Lodge Type 5 – Terrance 	• *Four single beds each* • *Attached toilet & bathroom* • *Fan* • *Towel & blanket provided*	*6 rooms*	*RM100.00 per room*
Forest Hostel 	• *Four single beds each rooms* • *Shared toilet & bathroom* • *Fan*	*4 rooms (towel & blanket not provided)*	*RM40.00 per room* *RM15.00 per bed*

Source: Sarawak Forestry Corporation (2021)

4.2.7 Night Walk

Visitors who choose to stay overnight can experience night walk guided by rangers at the park as advertised in Figure 4.15. They need to pay RM10.00 per person and to register before 8.00pm as the night walk starts at 8.00pm to 9.30pm. For safety, they need to dress in closed shoes, long sleeves and long pants as well as to bring a working flashlight. However, it will be cancelled if there are heavy rain or very windy night.

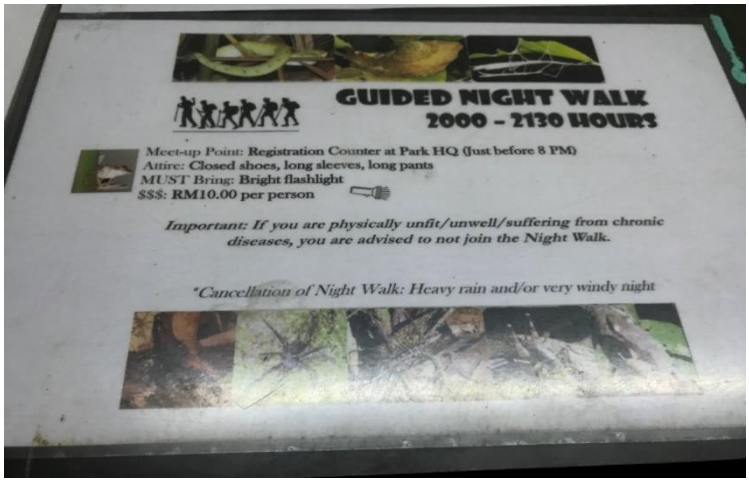


Figure 4.15: Guided Night Walk in Bako National Park

4.3 Analysis of Visitors' Profile

A questionnaire was developed by collecting data from interviews with the tourism players involved in Bako National Park and secondary resources from relevant journals and past researches. Then, the questionnaires were distributed to visitors near the waiting area at the jetty area and at the café located at the park headquarters.

4.3.1 Gender of Respondents

As shown in the Table 4.4 below, this survey recruited a total of 168 respondents. There are 92 male respondents who represent 54.8% and 76 of the respondents are female which represent 45.2% of the total number of the respondents. Interestingly, it is quite a

balance of gender as they may come with their partners and friends which is also shown in Chapter 4.3.11. Tourism players also noted that they always received couple visitors or groups with mixture of male and female visitors. For

Table 4.5: Gender of Respondents

Gender	Frequency	Percent
Male	76	45.0%
Female	92	55.0%
Total	168	100.0

4.3.2 Age of Respondents

According to the Table 4.5, most of the respondents are aged between 25 and 34 years (n = 84) who made up of half the total number of respondents. Bako National Park involves physical activity especially hiking the trails available there. Thus, most young visitors are more attracted to visit this kind of attraction. Next, 35 respondents are in between the age of 18 and 24 years which represent 20.8% of the total percentage of the respondents. Followed with 13.7% of the total respondents who were 23 of them in between the age of 35 and 44 years, 16 respondents who were older than 54 years which made up of 9.5% of the total respondents and lastly, 10 respondents who answered the survey were in between the age of 45 and 54 years which represent 6.0% of the total number of respondents.

Table 4.6: Age of Respondents

Age	Frequency	Percentage
18-24	35	21.0
25-34	84	50.0
35-44	23	14.0

45-54	10	6.0
>54	16	9.0
Total	168	100.0

4.3.3 Place of Residence

For place of residence, there were three categories of respondents which were within Sarawak, Other State in Malaysia and International visitors which can be seen in Table 4.6. Nearly three quarter of the respondents, 73.8% were visitors from Sarawak, followed with 32 respondents (20.2%) who were international visitors and lastly, 11 respondents (6.0%) who were from other states in Malaysia which made up the rests of the percentage. Most of the respondents came from within Sarawak as those only in Sarawak was able to visit the park due to pandemic Covid-19. In other words, the results are highly influenced by the Covid-19 pandemic and therefore, at the least the general demographic results are expected to be very different from the information provided by the management and tourism players interviewed to develop the research instrument. This explains the under representation of international visitors whose numbers are usually remarkable in Bako National Park.

Table 4.7: Place of Residence

Place of Residence	**Frequency**	**Percentage**
Within Sarawak	124	73.8
Other State in Malaysia	12	6.0
International	32	20.2
Total	168	100.0

4.3.4 Ethnicity of Malaysian Respondents

According to Table 4.7, there are 136 respondents who are Malaysians. 92 are Malay, 14 are Melanau, and 12 are Bidayuh. 4 respondents answered others and 2 respondents were Indian. They form 87% of the total number of respondents recruited for the study. About 10% are Chinese, Indian and Iban. The 2.9% respondents who answered 'others' are Kayan, Sino Native, Dusun and Jawa.

Table 4.8: Ethnicity of Malaysian Respondents

Ethnicity	**Frequency**	**Percentage**
Malay	92	67.6
Melanau	14	10.3
Bidayuh	12	8.8
Chinese	7	5.1
Iban	5	3.7
Others	4	2.9
Indian	2	1.5
Total	136	100.0

4.3.5 International Visitors' Nationality

As shown in Table 4.8, this study captured 32 international visitors who came to Bako National Park. They are mainly German and French, and the rest are Australian, Austrian, Belgian, British, Dutch, Japanese and Turkish. According to the tourism players, most of the international visitors that they frequently received were from the European countries. This result is in line with the tourism players information. Note, most of the respondents including the international visitors gained information about Bako National Park through the internet and most travel websites (e.g. TripAdvisor) ranked Bako National Park as one of the top attractions to visit in Sarawak (more details in 4.3.13). Hence, they

may be attracted to visit the park due to the recommendations across the internet. The tourism players also commented that international visitors are drawn to visit the park due to the richness of natural resources and unique ecosystem that the park has.

Table 4.9: Nationality of International Visitors

International Visitors' Nationality	Frequency	Percentage
German	11	34.4
French	9	28.1
Australian	3	9.4
Austrian	2	6.3
Belgian	2	6.3
Japanese	2	6.3
British	1	3.1
Dutch	1	3.1
Turkish	1	3.1
Total	32	100.0

4.3.6 Education Background of Respondents

Table 4.9 shows the distribution of the education level of the respondents. Nearly half of the respondents are with a degree or higher education (n = 80, 47.6%). Respondents who are with a certificate or diploma are 58 slightly over one-third of the total number of respondents (n = 58, 34.5%). This means 82.1% of them had attained tertiary education. It is found that most of the visitors who went to natural attractions are those who had attained and currently pursuing their tertiary education (Nicholas & Thapa, 2010; Said, Shuib, Ayob, & Yaakub, 2013; Sorensson & Friedrichs, 2013; Carvache-Franco, Carvache-Franco, Carvache-Franco, Villagómez-Buele & Saltos-Layana, 2020). Carvache-Franco et. al (2020) noted that education level can be used to predict visit patterns, trip behaviour and motivation

to visit an attraction. Next, there were 23 respondents with secondary education who represents 13.7% of the total number of respondents. Lastly, there were 7 respondents who has no formal education who made up of 4.2% of the number of the respondents.

Table 4.10: Education Background of Respondents

Education Background	**Frequency**	**Percentage**
Degree/Higher	80	47.6
Certificate/Diploma	58	34.5
Secondary School	23	13.7
No Formal Education	7	4.2
Total	168	100.0

4.3.7 Current Employment of Respondents

According to Table 4.10 below, the highest number of respondents are professionals which represent 29.8% of the total number of respondents. This is followed by students which represent 19.0%, executive or managerial which represent 17.9%, self-employed which represent 15.5%, clerical or supervisory which represent 13.7%, unemployed which represent 4.0% and lastly, 3% of them have retired from working.

Table 4.11: Current Employment of Respondents

Current Employment	**Frequency**	**Percentage**
Professional	50	29.8
Student	32	19
Executive or Managerial	30	17.9
Self-Employed	26	15.5
Clerical or Supervisory	23	13.7
Unemployed	4	2.4

Retired	3	1.8
Housewife	0	0
Total	168	100.0

4.3.8 Monthly Income of Respondents

Table 4.11 shows that nearly 80.0% of the respondents have an income with nearly 50.0% earn between RM2000 – RM5999 per month. The data shows that only about one-fifth do not have an income. This is expected because accessing Bako National Park requires boat rental and payment of entrance fee. In a group of 5, each may need to pay RM20 for boat rental to access Bako National Park, a condition that is more appealing to those with steady income.

Table 4.12: Monthly Income of the Respondents

Current Employment	**Frequency**	**Percentage**
No income	29	17.3
Less than RM2000	29	17.3
RM2000 – RM3999	54	32.1
RM4000 – RM5999	23	13.7
RM6000 – RM7999	6	3.6
RM8000 – RM9999	6	3.6
More than RM10000	21	12.5
Total	168	100.0

4.3.9 Main Purpose to Visit Bako National Park

As shown in Table 4.12 below, most respondents visited the park because they wanted to sightsee with their family and friends (n = 81, 48.2%). About 25.0% of the respondents are interested in nature, 22.0% went there just for the purpose of recreation.

Some were ushering their friends and relatives (2.4%) as well as 1.8% for the purpose of academic visit and research. A further look into the data suggests that most international respondents visited the park due to their interest in nature.

Table 4.13: Main Purpose of Visitation

Main Purpose of Visitation	Frequency	Percentage
Sightseeing with family and friends	81	48.2
Interest in nature	43	25.6
Recreation	37	22.0
Ushering friends or relatives	4	2.4
Academic visit or research	3	1.8
Total	168	100.0

4.3.10 Travel Mode of Respondents

According to the Table 4.13, most of the respondents used their own transport to reach Bako Boat Terminal which accounted to more than half of the respondents (74.0%). This may be due to most of the respondents came from within Sarawak as they have their own transport in reaching the park. About 17.0% of the respondents took public transport that may be in the form of public bus or GrabCar, the rest came in tour bus or coach and in school or institution transportations.

Table 4.14: Travel Mode of Respondents

Travel Mode	Frequency	Percentage
Own transport	125	74.0
Public transport	28	17.0
Tour bus/coach	14	8.0
School/Institution transportation	1	1.0

Total	168	100.0

4.3.11 Party Composition

As shown in Table 4.14, more than half of the respondents came with their friends or partners (n = 102, 60.7%). This may be due to visitors' preference to visit a natural attraction involving physical activities like Bako National Park with their peers. Another 17.3% came with their family or relative, while 11.9% of the respondents came in a big group which comprised of more than five people as they probably came in a tour group and lastly, 10.1% of the respondents visited the park alone.

Table 4.15: Party Composition

Party Composition	**Frequency**	**Percentage**
Alone	17	10.1
With friends or partner	102	60.7
As a family or relative	29	17.3
In a big group (> 5)	20	11.9
Total	168	100.0

4.3.12 Travel Arrangement

As shown in the Table 4.15 below, most of the respondents arranged their visitation to Bako National Park personally as the arrangement is quite easy to be done individually. They made up of 81.5% of the respondents. It is easy to gain information regarding the park which is through the internet especially social media like Facebook. The tourism players like the boatmen and tour guides also promote their boating packages and touring services through their Facebook page and profiles to attract more visitors. The visitors can just use

navigation app like Waze and Google Map to reach Bako National Park on their own and arrange their own trips with the boatmen either through walk-in or even the social media. About 16.0% of the respondents had arranged their visitation with package tour as they may came in a large group who wish to explore the park with a tour guide. This is followed by 2.4% of the respondents who came arranged with their club or association; may be part of their club activities. Lastly, 1.0% came with the arrangement by their school teacher or lecturer.

Table 4.16: Travel Arrangement

Travel Arrangement	**Frequency**	**Percentage**
Individually	137	82.0
Package tour	26	15.0
Association/Club	4	2.0
School teacher/Lecturer	1	1.0
Total	168	100.0

4.3.13 Sources in Obtaining Information

There are numerous sources of information in which visitors can gain from. For this part, respondents are given the options to choose multiple answers. According to Table 4.16, most of the respondents which were 78 of them obtained information on Bako National Park through the internet. The same goes for the research done in Pitons Management Area (World Heritage Site) done by Nicholas and Thapa (2010) as their visitors obtained their information via the internet. As mentioned, the boatmen and tour guides are constantly promoting their services and posting photos of Bako National Park in their social media. The visitors may have come across these postings and were attracted to visit the park. Twenty-two respondents obtained information via their friends or relatives which shows the

importance of visitors' satisfaction. Some of the visitors may have heard their friends' experience in visiting the park and were attracted to visit as well. Twenty-two respondents also acquired their information through guidebooks or brochures. Guidebooks or brochures can be obtained for free in any Sarawak airports, and these materials carry the information on national parks that are available in Sarawak. Most of the respondents who chose this source of information were international visitors who may have obtained guidebooks or brochures at the airport or any tourism centres. Next, seventeen respondents gained their information from Tourist Information Centre, twelve respondents did not obtain any information prior to visitation as probably just following their friends or relatives to the park and lastly, one respondent attained information through the newspaper.

Table 4.17: Sources of Information

Sources	**Frequency**	**Percentage**
Internet	78	39.2
Friends/Relatives	69	34.7
Guidebooks/Brochures	22	11.1
Tourist Information Centre	17	8.5
Did not obtain any information	12	6.0
Newspaper	1	0.5
Total	199	100.0

4.3.14 Length of Visit

According to the Table 4.17, about half of the respondents (54.8%) spent 5 to 7 hours at the park. About 30.0% of the respondents spent 2 to 4 hours at the park as they may chose shorter trails. Thirteen percent of the respondents spent overnight at the park's accommodation as they may want to fully experience the nature of the park including the night walk activity. The other overnight stays are in Bako Village Homestays and they

wanted to experience the cultural life in Bako, the homestay offers various traditional or local activities for the visitors.

Table 4.18: Length of Visit

Sources	**Frequency**	**Percentage**
Less than 2 hours	2	1.0
2 – 4 hours	50	30.0
5 – 7 hours	92	55.0
Overnight (Bako National Park's Accommodation)	22	13.0
Overnight (Homestay in Bako Village)	2	1.0
Total	168	100.0

4.3.15 Time of Arrival and Exit

As shown in Table 4.18, all respondents arrived before 12:00 pm. The majority of them arrived between 8:00 am – 10:59 am (n = 136, 80.9%). Those who did not answered, stayed overnight either at the park or homestay.

As for time of exit (see Table 4.19), they started to leave the park after 11:00 am especially to those who went to the park early in the morning and a few of them leave latest at 5.00 pm. The last trip for the boats from Bako is 3:00 pm so most of the respondents exited the park at 3.00 pm. These information on time of boat rides taken by the visitors may be useful for tourism providers to accommodate the visitors in the future. It is worthy to note that most of the respondents who stayed overnight are the international visitors. A more detailed analysis shows that most overnight stayers stay for two days (18 out of 24) while the rest stayed between three to five days (n = 6).

Table 4.19: Time of Respondents' Arrival

Time of Arrival	Frequency	Percentage
7:00 am – 7:59 am	4	2.4
8:00 am – 8:59 am	55	32.7
9:00 am – 9:59 am	58	34.5
10:00 am – 10:59 am	23	13.7
11:00 am – 11:59 am	3	1.8
12:00 pm – 1:00 pm	1	0.6
Did not report	24	14.3
Total	168	100.0

Table 4.20: Time of Respondents' Exit

Time of Exit	Frequency	Percentage
11:00 am – 11:59 am	7	4.2
12:00 pm – 12:59 pm	7	4.2
1:00 pm – 1:59 pm	28	16.7
2:00 pm – 2:59 pm	35	20.8
3:00 pm – 3:59 pm	55	32.7
4:00 pm – 4:59 pm	9	5.3
5:00 pm – 5:59 pm	3	1.8
Did not report	24	14.3
Total	168	100.0

4.3.16 Experience in Visiting Bako National Park

Based on the Table 4.21 below, more than half of the respondents, 66.1% noted that it was their first visit to Bako National Park. 13.7% of the respondents answered that it was their second visit, 8.9% stated that it was their third visit and surprisingly, a significant amount of 11.3% remarked that it was their fourth or more visits to the park. They went again probably due to wanting to try different trails or ushering different friends or relatives. Most respondents that visited more than once were local Sarawakian. Interestingly, there were two repeating international respondents visited the park more than four times and they even stayed there for five days. Their main purpose of visiting was "interest in nature". Those who visited the park many times were probably "hard ecotourists" who are active and strongly committed to nature.

Table 4.21: Experience in Visiting Bako National Park

Experience in Visiting	**Frequency**	**Percentage**
First visit	111	66.1
Second visit	23	13.7
Third visit	15	8.9
Fourth or more visit	19	11.3
Total	168	100.0

4.3.17 Probability to Visit

As shown in the Table 4.22, most of the respondents which accounted to 65.5% of them would visit Bako National Park again. 20.2% of the respondents stated they were unsure to visit again in the future and curiously, 14.3% of the respondents refused to revisit again.

Table 4.22: Probability to Revisit

Probability to Revisit	Frequency	Percentage
Yes	110	65.5
Maybe	34	20.2
No	24	14.3
Total	168	100.0

4.3.18 Probability to Recommend

According to the Table 4.23, majority of the respondents, 88.7% would recommend Bako National Park to their friends and relatives. This reflects to visitors who had obtained information about the park through their friends or relatives. Those who had heard good reviews of their visitation to the park came to visit the park. This shows that word-of-mouth is a very powerful marketing tool. Following with 8.3% were unsure to recommend and 3.0% of the respondents will not recommend Bako National Park to their friends and relatives.

Table 4.23: Probability to Recommend

Probability to Recommend	Frequency	Percentage
Yes	149	89.0
Maybe	14	8.0
No	5	3.0
Total	168	100.0

4.4 Analysis of Expectation and Experience

This section includes the overall market analysis of expectation and experience as well as result in each dimension of sustainable dimensions which are environment, economic and social. The first research objective and the research gap of limited studies on sustainable

tourism performance through visitors' perspective are achieved and fulfilled respectively through this analysis.

4.4.1 Overall Market Analysis of Expectation and Experience

In order to achieve this research's objective, the sustainable aspects including environmental, social and economic need to be evaluated in terms of their performance through the perspective of the visitors. These attributes made up of the third section of the questionnaire which was evaluated by the visitors. Both visitors' expectation (importance) and experience (performance) were then analysed by using Importance Performance Analysis (IPA). IPA is a four-quadrant grid which consists of only two dimensions which are importance and performance. However, for this research, importance will be replaced with expectation and performance will be replaced with experience to suit this research. The grand mean of both expectation and experience attribute were then calculated which acted as a crosshair to develop the IPA four quadrant grids. This section will have further subsection which discussed on different market segmentation which are international and Malaysian visitors after analysing the overall market. The descriptive analysis of this section of the questionnaire were as follow:

Table 4.24: Expectation and Experience Ratings (in Mean) n = 168

Environment	**Expectation[a]**	**Experience[b]**
i. Natural		
A1 - Rare plant species are protected	5.9345	5.5629[c]
A2 - Rare animal species are protected	5.9643	5.6168[c]
A3 - Vegetation are in good condition	6.0298	5.7024[d]
A4 - Animals are in good condition	6.1012	5.8095[d]
A5 - Feel safe during visitation	6.0357	5.7738[d]

ii. Man-made		
A6 - The trails are cleaned with no litter	5.8690	4.9107[d]
A7 - Facilities are environmentally safe	5.9702	5.3333[d]
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	6.0060	4.8982[c]
A9 - Trails are environmentally safe	5.9940	5.1078[c]
A10 - Range of user-friendly tracks	5.9286	5.1369[d]
A11 - Range of well-maintained tracks	6.0298	4.9701[c]
Economic		
B1 - Availability of local products (by the villagers) to be purchased	5.2917	4.8903[e]
B2 - Availability of local services (by the villagers)	5.6964	5.4146[f]
B3 - The money spent reflects the services offered	5.8333	5.5119[c]
B4 - Tourists should pay to experience nature	5.6964	5.6228[c]
B5 - Reasonable price for the whole experience	5.8095	5.6527[c]
B6 - Availability for overnight stay	4.5536	5.3860[g]
B7 - Willingness to spend more in the tourist attraction	5.4643	5.4037[h]
Social		
C1 - Opportunities to meet and interact with villagers	5.0655	4.9265[i]
C2 - Safe and secure environment when interacting with local residents	5.2917	5.3456[i]
C3 - Cultural exchange to enhance visitor experience	5.2917	5.0328[j]
C4 - Educating visitors about conservation	5.6667	5.1761[k]
C5 - Sufficient number of maps and signs at different point for directions	6.0655	5.2000[l]
C6 - Map given is easy to read and understand	6.1012	5.1595[m]
C7 - Information in the self-guided map matches with the actual trail	5.9762	5.1615[h]
C8 - Presentation of information on information panels are easy to see and read	6.0595	5.1636[l]
C9 - Variety of methods in presenting information	5.8393	5.1807[n]

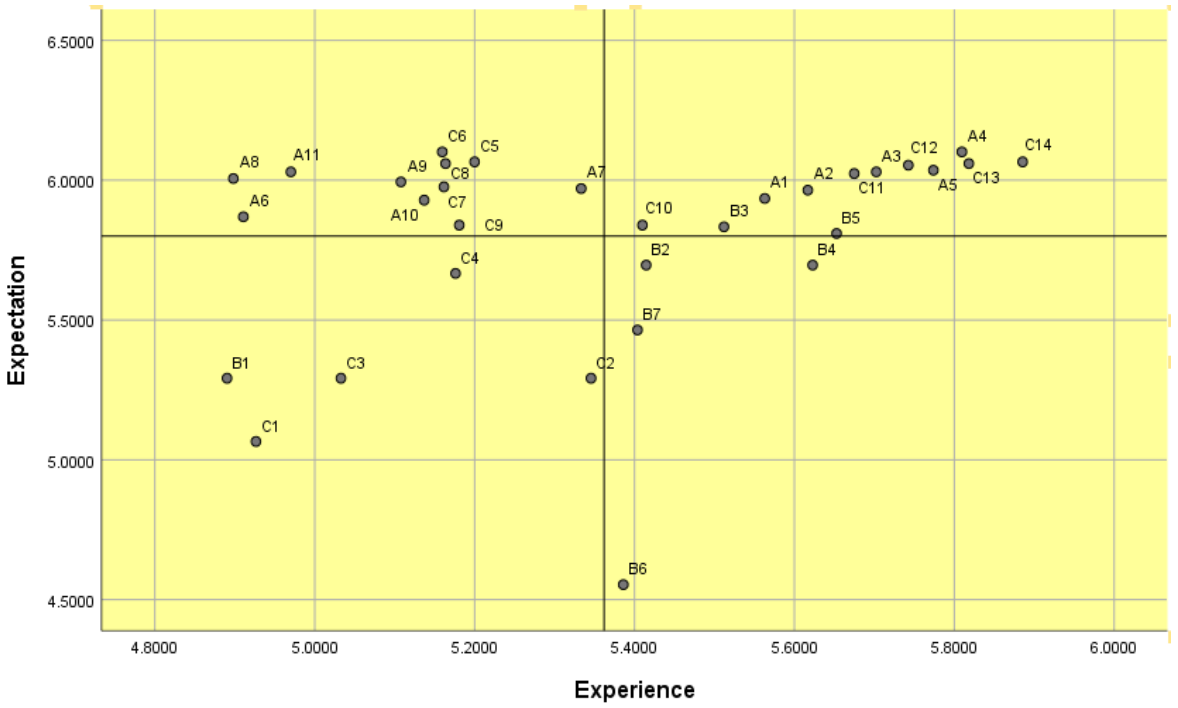
C10 - Informative and interesting interpretation centre	5.8393	5.4099[h]
C11 - Information by the employees about the national park	6.0238	5.6748[m]
C12 - Willingness of employees to help	6.0536	5.7425[c]
C13 - Employees' knowledge in answering questions	6.0595	5.8182[l]
C14 - Consistency of courtesy in answering questions	6.0655	5.8855[n]

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

[b]*Mean scale: 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree*

[c] : n=167, [d] : n=168, [e] : n=155, [f] : n=164, [g] : n=114, [h] : n=161, [i] : n=136, [j] : n=122, [k] : n=159, [l] : n=165, [m] : n=163, [n] : n=166



Notes:

A1 : Rare plant species are protected	C1: Opportunities to meet and interact with villagers
A2 : Rare animal species are protected	C2: Safe and secure environment when interacting with local residents
A3 : Vegetation are in good condition	C3: Cultural exchange to enhance visitor experience
A4 : Animals are in good condition	C4: Educating visitors about conservation
A5 : Feel safe during visitation	C5: Sufficient number of maps and signs at different point for directions
A6 : The trails are cleaned with no litter	C6: Map given is easy to read and understand
A7 : Facilities are environmentally safe	C7: Information in the self-guided map matches with the actual trail
A8 : Well-maintained visitors' facilities	C8: Presentation of information on information panels are easy to see and read
A9 : Trails are environmentally safe	C9: Variety of methods in presenting information
A10: Range of user-friendly tracks	C10: Informative and interesting interpretation centre
A11: Range of well-maintained tracks	C11: Information by the employees about the national park
B1 : Availability of local products (by the villagers) to be purchased	C12: Willingness of employees to help
B2 : Availability of local services (by the villagers)	C13: Employees' knowledge in answering questions
B3 : The money spent reflects the services offered	C14: Consistency of courtesy in answering questions
B4 : Tourists should pay to experience nature	
B5 : Reasonable price for the whole experience	
B6: Availability for overnight stay	
B7: Willingness to spend more in the tourist attraction	

Figure 4.16: Expectation (Importance) and Experience (Performance) Grid for Overall Market (n = 168)

Figure 4.16 shows the evaluation of sustainable tourism performance in the aspects of environment, economic and social that are available in Bako National Park in the form of IPA grid. As stated in Chapter 3, crosshair for IPA grid is formed by drawing a perpendicular line on the graph resulting from the grand mean of importance (expectation) and performance (experience). The IPA grid was then form by using the (grand) mean of overall expectation which was 5.8002 and overall experience which was 5.3619. Thus, attributes that were higher than the grand mean can be found in upper quadrants which meant the visitors have high expectation and experience respectively.

Firstly, the quadrant located on the upper left is the *concentrate* here quadrant. According to the Figure 4.16 shown, there were eleven attributes identified in the *concentrate here* quadrant. There were "variety of methods in presenting information (C9)", "the trails are cleaned with no litter (A6)", "range of user-friendly tracks (A10)", "facilities are environmentally safe (A7)", "information in the self-guided map matches with the actual trail (C7)", "trails are environmentally safe (A9)", "well-maintained visitors' facilities

(A8)", "range of well-maintained tracks (A11)", "presentation of information on information panels are easy to see and read (C8)", "sufficient number of maps and signs at different point for directions (C5)" and "map given is easy to read and understand (C6)". These were due to the respondents have high expectations on these attributes which made them rated the importance highly as the mean results were above 5.8002, but their experience (or performance) was low as the results were below 5.3619. Henceforth, as these attributes were identified in this quadrant, the park management should concentrate to improve on these areas more in order to meet customers' expectation.

The quadrant positioned on the upper right is the *keep up the good work* quadrant. As shown in Figure 4.16, there were twelve attributes identified in the *keep up the good work* quadrant. This quadrant has the most attributes. There were "reasonable price for the whole experience (B5)", "the money spent reflects the services offered (B3)", "informative and interesting interpretation centre (C10)", "rare plant species are protected (A1)", "rare animal species are protected (A2)", "information by the employees about the national park (C11)", "vegetation are in good condition (A3)", "feel safe during visitation (A5)", "willingness of employees to help (C12)", "employees' knowledge in answering questions (C13)", "consistency of courtesy in answering questions (C14)" and "animals are in good condition (A4)". These can be seen that the respondents were satisfied with the performance of the identified attributes in this quadrant. Both the expectation and experience were highly rated for the same attributes. Thus, the management should maintain and *keep up the good work*.

Next quadrant is situated in the lower left of the grid which is the *low priority* quadrant. As seen in Figure, there were five attributes that can be identified. There were "opportunities to meet and interact with villagers (C1)", "availability of local products (by the villagers) to be purchased (B1)", "cultural exchange to enhance visitor experience (C3)",

"safe and secure environment when interacting with local residents (C2)" and "educating visitors about conservation (C4)". The respondents rated these attributes with low expectation and low experience. Even though the park management should not be overly concerned with this quadrant, they should not neglect in improving the attributes identified in this area.

Lastly, the fourth quadrant which is located at the lower right; *possible overkill* quadrant. There were four attributes which can be identified here. There were "availability for overnight stay (B6)", "willingness to spend more in the tourist attraction (B7)", "availability of local services (by the villagers) (B2)" and "tourists should pay to experience nature (B4)". The respondents had low expectation on these attributes but satisfied with what they experienced here. According to the description of IPA Four Quadrants by Chu and Choi (2000), the park management may be able to lessen the effort to improve these areas as it falls in *possible overkill* area. Attributes detected in the quadrants were listed as shown in Table 4.25.

Table 4.25: List of Attributes Found in Each Quadrant for Overall Market

Quadrant I - *Concentrate Here*
A6 - The trails are cleaned with no litter
A7 - Facilities are environmentally safe
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)
A9 - Trails are environmentally safe
A10 - Range of user-friendly tracks
A11 - Range of well-maintained tracks
C5 - Sufficient number of maps and signs at different point for directions

C6 - Map given is easy to read and understand

C7 - Information in the self-guided map matches with the actual trail

C8 - Presentation of information on information panels are easy to see and read

C9 - Variety of methods in presenting information

Quadrant II - *Keep Up the Good Work*

A1 - Rare plant species are protected

A2 - Rare animal species are protected

A3 - Vegetation are in good condition

A4 - Animals are in good condition

A5 - Feel safe during visitation

B3 - The money spent reflects the services offered

B5 - Reasonable price for the whole experience

C10 - Informative and interesting interpretation centre

C11 - Information by the employees about the national park

C12 - Willingness of employees to help

C13 - Employees' knowledge in answering questions

C14 - Consistency of courtesy in answering questions

Quadrant III - *Low Priority*

B1 - Availability of local products (by the villagers) to be purchased

C1 - Opportunities to meet and interact with villagers

C2 - Safe and secure environment when interacting with local residents

C3 - Cultural exchange to enhance visitor experience

C4 - Educating visitors about conservation

Quadrant IV - *Possible Overkill*

B2 - Availability of local services (by the villagers)

B4 - Tourists should pay to experience nature

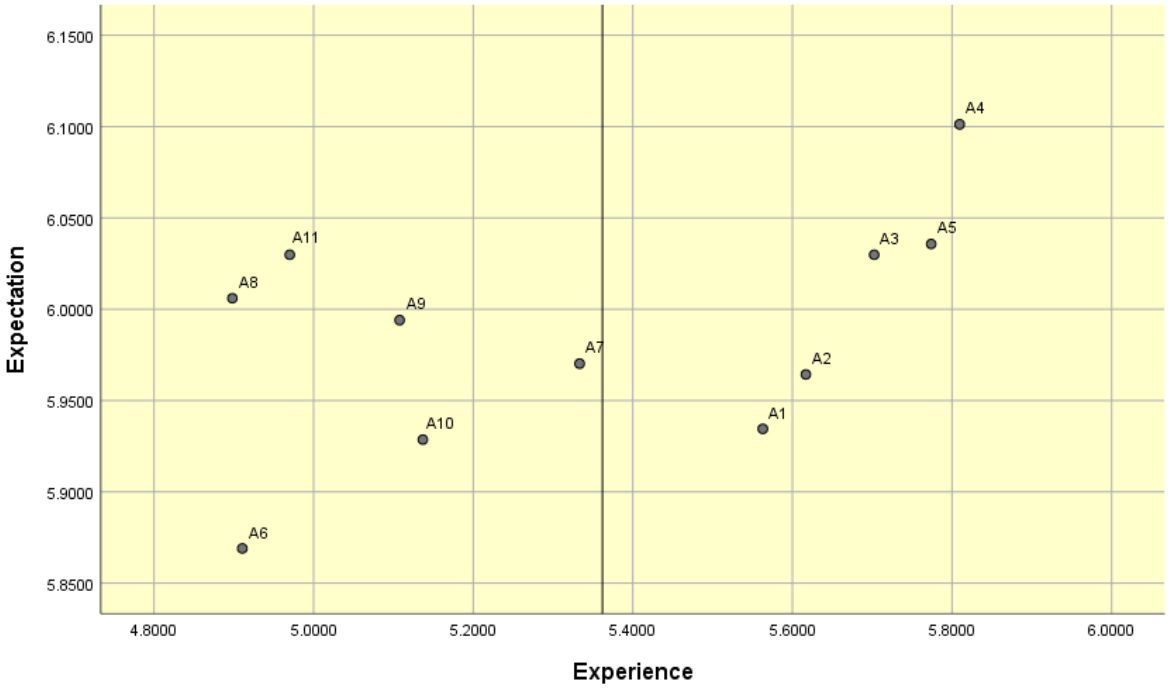
B6 - Availability for overnight stay

B7 - Willingness to spend more in the tourist attraction

4.4.2 Analysis of Expectation and Experience in Each Sustainable Dimensions

Figure 4.17 illustrates the attributes of environment dimension. The mean of attributes which represents the environment dimension were higher than the grand mean of expectation which was 5.800. This shows that the visitors have high expectation on these attributes when visiting the park. There were six attributes of environment dimension found in the *concentrate here* quadrant. These six attributes were constantly reviewed as unsatisfied by the visitors themselves when interviewed during the pilot test, in the comment area (which can be seen in Chapter 4.5) and also, reflected in the Chapter 1.2 Problem Statement. The tour guides also received the same complain from the visitors. The tracks were not properly maintained and unsafe especially broken wooden trails which may cause unwanted accidents. The signages along the trails were fading and confusing which cause difficulties to navigate for self-guided hiking. Moreover, litters can be found along the trails which was unpleasant for the visitors and bad for the environment. The visitors' facilities namely the accommodation was also frequently mentioned by the visitors as it need more proper maintenance and cleaning as the accommodation smells mouldy. Despite half of the attributes were located in the *concentrate here* quadrant, they were only related to visitors' facilities and visitors themselves. The other attributes which related to the flora and fauna were in good condition and protected. This may show that the visitors may be aware to

preserve and not to disturb the natural environment. They also rated these attributes highly in their expectation as well. Only that, the researcher had witnessed first-hand that a few visitors littering deep in the trails. The researcher noticed there were no rubbish bin provided along the trails and this may lessen this issue. In Nicholas and Thapa (2010) research in Pitons Management Area, "an overwhelming majority of visitors" had positive attitudes towards the environmental dimension which shows that they held this dimension with great importance especially in protecting the diverse of nature, rare plants and animal species and the community environment.



Notes:

A1 : Rare plant species are protected	A7 : Facilities are environmentally safe
A2 : Rare animal species are protected	A8 : Well-maintained visitors' facilities
A3 : Vegetation are in good condition	A9 : Trails are environmentally safe
A4 : Animals are in good condition	A10: Range of user-friendly tracks
A5 : Feel safe during visitation	A11: Range of well-maintained tracks
A6 : The trails are cleaned with no litter	

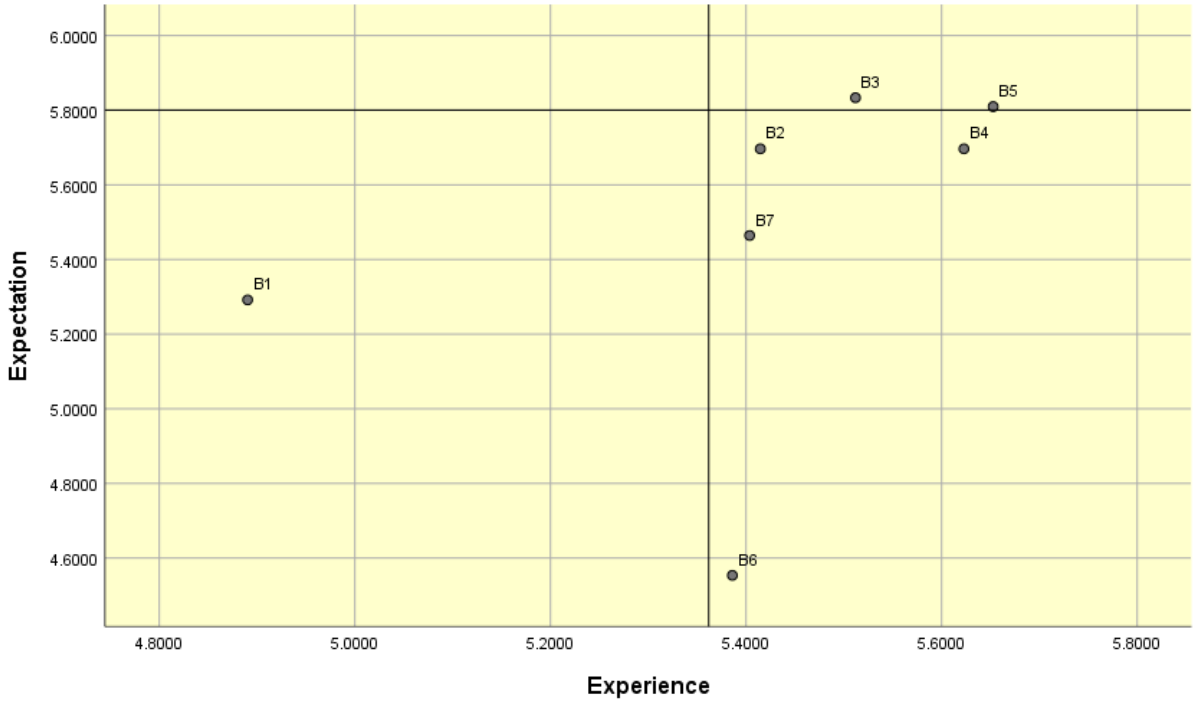
Figure 4.17: Expectation (Importance) and Experience (Performance) Grid for Environment Dimension (n = 168)

Interestingly, there were no attributes from economy dimension found in the *concentrate here* quadrant which can be clearly observed in Figure 4.18. There was no complaint with the entrance fee. However, there was a complaint from a visitor regarding the boating fare as the price is quite high if only small quantity of visitors to charter a boat. The boatmen also received the same complains from a few visitors. The boat fares were decided by the Sarawak River Board to standardise all the boat trip fees. All the boatmen are local Bako villagers and chartering their boat for the visitors are their main source of income. There are a total of 70 boatmen which uses rotation system to charter their boats. If there are not many visitors, some boatmen may not be able to charter their boats at all especially during the weekends. Some visitors may not be aware of the boatmen rely on number of visitors chartering their boats to obtain earnings.

From when Bako National Park open for public to visit, this has given the local villagers opportunity to obtain income through visitors' trips. Only local Bako villagers are allowed to provide boating services. Not only that, all the tour guides and park rangers as well as canteen owner are local Bako villagers. The park also outsources any repairs and cleaning from the Bako village. This shows that sustainability has been practiced since when it was gazetted back in 1957. Interestingly, the visitors at Pitons Management Area, they expressed that it is important to purchase local goods and services (Nicholas & Thapa, 2010) whereas the visitors for Bako National Park held it as low importance (low expectation).

Other than that, a few visitors of Bako National Park had commented that there were no water refill station or water dispenser for drinking. The visitors can only obtain drinking water by purchasing plastic water bottles. This was noted disappointing for the visitors as a national park should practice sustainability by providing water dispenser instead of

increasing the number of plastic bottles to dispose. The management may be able to consider including this service in the future.



Notes:

B1 : Availability of local products (by the villagers) to be purchased
B2 : Availability of local services (by the villagers)
B3 : The money spent reflects the services offered
B4 : Tourists should pay to experience nature
B5 : Reasonable price for the whole experience
B6 : Availability for overnight stay
B7 : Willingness to spend more in the tourist attraction

Figure 4.18: Expectation (Importance) and Experience (Performance) Grid for Economy Dimension (n = 168)

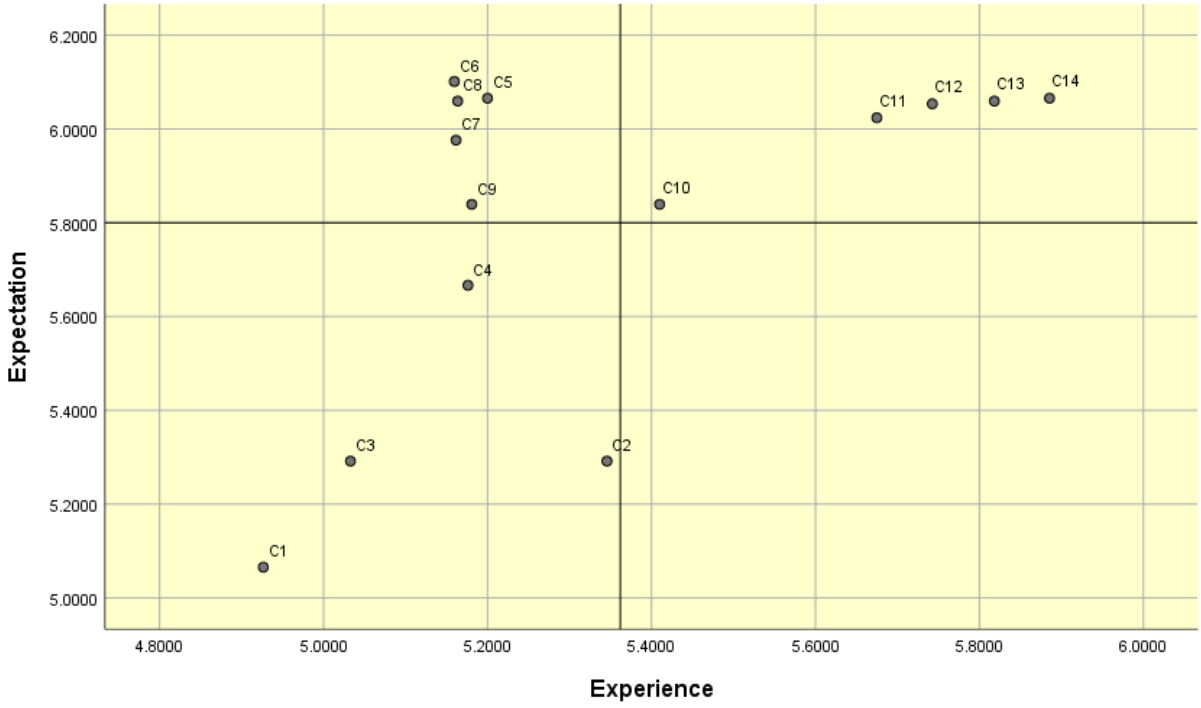
The same as environment dimension, there were five attributes of social dimension found in the *concentrate here* quadrant. All these attributes revolve around the visitor interpretation tools provided by the Bako National Park. Interpretation here can be defined as "an educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to

communicate factual information" (Tilden, 1957). The interpretation tools involved in this research were maps, signages, information panels and the interpretation centre. The visitors had given negative comments regarding these tools including confusing map, need more interesting exhibitions in the interpretation centre, fading signages and information panels as well as unclear coded trails. These are important to improve and maintain as it affects the visitors' experience and to understand better what Bako National Park houses to preserve and sustain for the future. The interpretation tools are important to impart awareness and knowledge to the visitors especially information on sustainability as every action may impact the environment and the livelihood of the tourism players especially the Bako villagers.

According to Figure 4.19, the visitors deemed that it is not important to interact with the villagers as their main purpose to visit is to sightsee with their family and friends. However, the visitors at Piton Management Area feel that it is vital to interact with the local residents as it can reduce negative social impacts (e.g., resentment and conflict) and can act as a foundation for sustainability in equity and cooperation between them (Nicholas & Thapa, 2010, p. 854).

As seen in Figure 4.19, attributes which related to interaction between the Bako Villagers deemed to be less important by the visitors. This may be related to their main purpose of visiting the park, which many of the respondents answered sightseeing with their family and friends as well as their interest in nature. Besides, Bako National Park's main product is their richness in natural resources and environment. Thus, the visitors were not focusing on cultural exchanges during their trip to the park. However, according to the head village, there are several homestays operated by the Bako villagers. Mostly, they received international visitors and they provide cultural activities to introduce their traditional cultures to the visitors. The cultural activities including *silat* which is a traditional Malay martial art,

ketupat weaving which is boiled rice in packets woven from coconut leaves, cooking traditional food, jungle tracking and visiting places producing the village handmade products. From this, it can be seen that the existence of Bako National Park has created many job opportunities for the local Bako village and able to maintain their culture as well as sharing their culture to the tourists.



Notes:

C1: Opportunities to meet and interact with villagers
C2: Safe and secure environment when interacting with local residents
C3: Cultural exchange to enhance visitor experience
C4: Educating visitors about conservation
C5: Sufficient number of maps and signs at different point for directions
C6: Map given is easy to read and understand
C7: Information in the self-guided map matches with the actual trail
C8: Presentation of information on information panels are easy to see and read
C9: Variety of methods in presenting information
C10: Informative and interesting interpretation centre
C11: Information by the employees about the national park
C12: Willingness of employees to help
C13: Employees' knowledge in answering questions
C14: Consistency of courtesy in answering questions

Figure 4.19: Expectation (Importance) and Experience (Performance) Grid for Social Dimension (n = 168)

4.5 Market Segmentation Analysis of Expectation and Experience

4.5.1 Analysis of Expectation and Experience for International Visitors

Figure 4.20 shows the evaluation of both expectation (importance) and experience (performance) of the sustainable attributes available in Bako National Park in the perspective of international visitors. The mean of expectation and experience which made up the crosshairs of the gris were 5.8336 and 5.2214 respectively. According to Figure 4.20, there were six attributes that can be identified in *concentrate here* quadrant. There were "range of user-friendly tracks (A10)", "the trails are cleaned with no litter (A6)", "well-maintained visitors' facilities (A8)", "range of well-maintained tracks (A11)", "trails are environmentally safe (A9)" and "map given is easy to read and understand (C6)". These attributes were also listed in the overall market except for the attributes "facilities are environmentally safe (A7)", "information in the self-guided map matches with the actual trail (C7)", "presentation of information on information panels are easy to see and read (C8)" and "sufficient number of maps and signs at different point for directions (C5)" as they were listed in *keep up the good work* quadrant and attribute "variety of methods in presenting information (C9)" interestingly, was listed in the low priority quadrant. As for *keep up the good work* quadrant, the same attributes as the overall market were also detected except for attribute "informative and interesting interpretation centre (C10)" which was found in the *low priority* quadrant. The same goes for *low priority* quadrant where almost all of the attributes found in overall market were found for international visitors including attribute "willingness to spend more in the tourist attraction (B7)". For the last quadrant, attribute "informative and interesting interpretation centre (C10)" were found in this quadrant instead along with the attributes found in the overall market.

Table 4.26: Expectation and Experience Ratings for International Visitors (in Mean)

n = 32

Environment	**Expectation[a]**	**Experience[b]**
i. Natural		
A1 - Rare plant species are protected	6.0588	5.2500[c]
A2 - Rare animal species are protected	6.0882	5.4063[c]
A3 - Vegetation are in good condition	6.2059	5.6563[c]
A4 - Animals are in good condition	6.2647	5.7813[c]
A5 - Feel safe during visitation	5.9706	5.8438[c]
ii. Man-made		
A6 - The trails are cleaned with no litter	6.0000	4.1250[c]
A7 - Facilities are environmentally safe	6.2059	5.3125[c]
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	6.0882	4.1935[d]
A9 - Trails are environmentally safe	6.1176	4.8125[c]
A10 - Range of user-friendly tracks	5.8824	5.0313[c]
A11 - Range of well-maintained tracks	6.1176	4.7500[c]
Economic		
B1 - Availability of local products (by the villagers) to be purchased	4.9118	4.5000[e]
B2 - Availability of local services (by the villagers)	5.4118	5.2667[f]
B3 - The money spent reflects the services offered	6.0000	5.6250[c]
B4 - Tourists should pay to experience nature	5.7353	5.6250[c]
B5 - Reasonable price for the whole experience	5.9706	5.7188[c]
B6 - Availability for overnight stay	5.0882	5.4583[g]
B7 - Willingness to spend more in the tourist attraction	5.2647	5.0000[d]

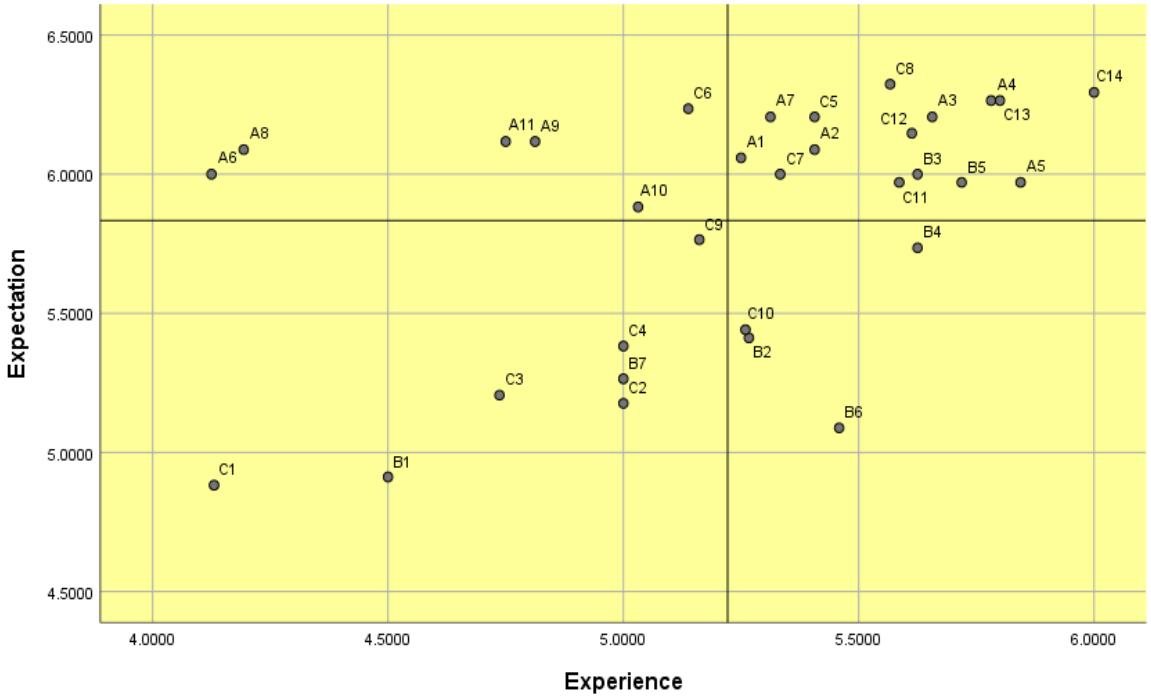
Social		
C1 - Opportunities to meet and interact with villagers	4.8824	4.1304[h]
C2 - Safe and secure environment when interacting with local residents	5.1765	5.0000[h]
C3 - Cultural exchange to enhance visitor experience	5.2059	4.7368[i]
C4 - Educating visitors about conservation	5.3824	5.0000[j]
C5 - Sufficient number of maps and signs at different point for directions	6.2059	5.4063[c]
C6 - Map given is easy to read and understand	6.2353	5.1379[k]
C7 - Information in the self-guided map matches with the actual trail	6.0000	5.3333[l]
C8 - Presentation of information on information panels are easy to see and read	6.3235	5.5667[f]
C9 - Variety of methods in presenting information	5.7647	5.1613[d]
C10 - Informative and interesting interpretation centre	5.4412	5.2593[l]
C11 - Information by the employees about the national park	5.9706	5.5862[k]
C12 - Willingness of employees to help		
C13 - Employees' knowledge in answering questions	6.1471	5.6129[d]
C14 - Consistency of courtesy in answering questions	6.2647	5.8000[f]
	6.2941	6.0000[f]

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

[b]*Mean scale: 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree*

[c] : n=32, [d] : n=31, [e] : n=28, [f] : n=30, [g] : n=24, [h] : n=23, [i] : n=19, [j] : n=26, [k] : n=29, [l] : n=27



Notes:

A1 : Rare plant species are protected	C1: Opportunities to meet and interact with villagers
A2 : Rare animal species are protected	C2: Safe and secure environment when interacting with local residents
A3 : Vegetation are in good condition	C3: Cultural exchange to enhance visitor experience
A4 : Animals are in good condition	C4: Educating visitors about conservation
A5 : Feel safe during visitation	C5: Sufficient number of maps and signs at different point for directions
A6 : The trails are cleaned with no litter	C6: Map given is easy to read and understand
A7 : Facilities are environmentally safe	C7: Information in the self-guided map matches with the actual trail
A8 : Well-maintained visitors' facilities	C8: Presentation of information on information panels are easy to see and read
A9 : Trails are environmentally safe	C9: Variety of methods in presenting information
A10: Range of user-friendly tracks	C10: Informative and interesting interpretation centre
A11: Range of well-maintained tracks	C11: Information by the employees about the national park
B1 : Availability of local products (by the villagers) to be purchased	C12: Willingness of employees to help
B2 : Availability of local services (by the villagers)	C13: Employees' knowledge in answering questions
B3 : The money spent reflects the services offered	C14: Consistency of courtesy in answering questions
B4 : Tourists should pay to experience nature	
B5 : Reasonable price for the whole experience	
B6: Availability for overnight stay	
B7: Willingness to spend more in the tourist attraction	

Figure 4.20: Expectation (Importance) and Experience (Performance) Grid for International Visitors (n = 32)

Table 4.27: List of Attributes Found in Each Quadrant for International Visitors

Quadrant I - *Concentrate Here*
A6 - The trails are cleaned with no litter
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)
A9 - Trails are environmentally safe
A10 - Range of user-friendly tracks
A11 - Range of well-maintained tracks
C6 - Map given is easy to read and understand
Quadrant II - *Keep Up the Good Work*
A1 - Rare plant species are protected
A2 - Rare animal species are protected
A3 - Vegetation are in good condition
A4 - Animals are in good condition
A5 - Feel safe during visitation
A7 - Facilities are environmentally safe
B3 - The money spent reflects the services offered
B5 - Reasonable price for the whole experience
C5 - Sufficient number of maps and signs at different point for directions
C7 - Information in the self-guided map matches with the actual trail
C8 - Presentation of information on information panels are easy to see and read
C11 - Information by the employees about the national park
C12 - Willingness of employees to help
C13 - Employees' knowledge in answering questions
C14 - Consistency of courtesy in answering questions

Quadrant III - *Low Priority*
B1 - Availability of local products (by the villagers) to be purchased
B7 - Willingness to spend more in the tourist attraction
C1 - Opportunities to meet and interact with villagers
C2 - Safe and secure environment when interacting with local residents
C3 - Cultural exchange to enhance visitor experience
C4 - Educating visitors about conservation
C9 - Variety of methods in presenting information
Quadrant IV - *Possible Overkill*
B2 - Availability of local services (by the villagers)
B4 - Tourists should pay to experience nature
B6 - Availability for overnight stay
C10 - Informative and interesting interpretation centre

4.5.2 Analysis of Expectation and Experience for Malaysian Visitors

Figure 4.21 shows the evaluation of the expectation (importance) and experience (performance) among Malaysian visitors in Bako National Park. Similar to the other two grids, the mean of expectation (5.8589) and experience (5.3928) of Malaysian visitors were used as crosshairs to develop the grid in Figure 4.21. As compared to international visitors, all the attributes found in *concentrate here* quadrant for Malaysian visitors can be found in overall market's *concentrate here* quadrant except for one attribute which was "the trails are cleaned with no litter (A6)" which can be found in *low priority* quadrant. Although that was the case, the gap was only minimal. As for *keep up the good work* quadrant, most of the attributes found in here were the same except for "reasonable price for the whole experience

(B5)" and "the money spent reflects the services offered (B3)" were found in *possible overkill* quadrant.

Table 4.28: Expectation and Experience Ratings for Malaysian Visitors (in Mean) n = 136

Environment	**Expectation[a]**	**Experience[b]**
i. Natural		
A1 - Rare plant species are protected	5.9044	5.6370[c]
A2 - Rare animal species are protected	5.9412	5.6667[c]
A3 - Vegetation are in good condition	6.0000	5.7132[d]
A4 - Animals are in good condition	6.0735	5.8162[d]
A5 - Feel safe during visitation	6.0441	5.7574[d]
ii. Man-made		
A6 - The trails are cleaned with no litter	5.8529	5.0956[d]
A7 - Facilities are environmentally safe	5.9265	5.3382[d]
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	6.0000	5.0588[d]
A9 - Trails are environmentally safe	5.9706	5.1778[c]
A10 - Range of user-friendly tracks	5.9485	5.1618[d]
A11 - Range of well-maintained tracks	6.0221	5.0222[c]
Economic		
B1 - Availability of local products (by the villagers) to be purchased	5.3971	4.9764[e]
B2 - Availability of local services (by the villagers)	6.6544	5.4478[f]
B3 - The money spent reflects the services offered	5.8015	5.4853[d]
B4 - Tourists should pay to experience nature	5.7059	5.6222[c]
B5 - Reasonable price for the whole experience	5.7868	5.6370[c]

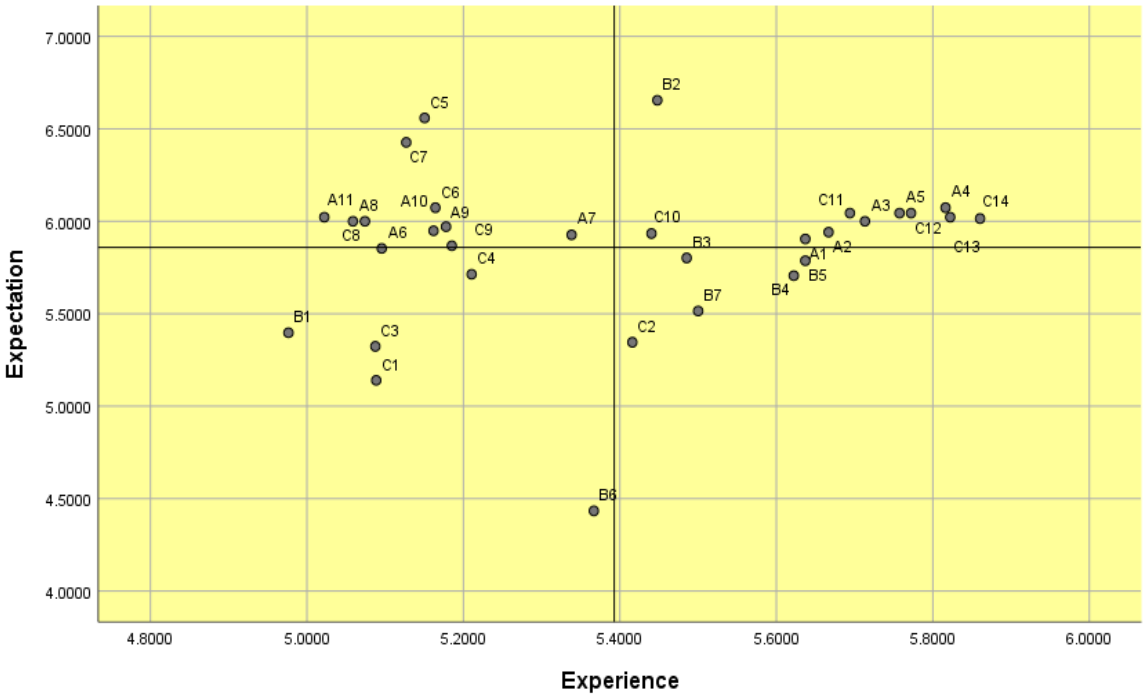
B6 - Availability for overnight stay	4.4338	5.3667[g]
B7 - Willingness to spend more in the tourist attraction	5.5147	5.5000[h]
Social		
C1 - Opportunities to meet and interact with villagers	5.1397	5.0885[i]
C2 - Safe and secure environment when interacting with local residents	5.3456	5.4159[i]
C3 - Cultural exchange to enhance visitor experience	5.3235	5.0874[j]
C4 - Educating visitors about conservation	5.7132	5.2105[k]
C5 - Sufficient number of maps and signs at different point for directions	6.5588	5.1504[k]
C6 - Map given is easy to read and understand	6.0735	5.1642[f]
C7 - Information in the self-guided map matches with the actual trail	6.4265	5.1269[f]
C8 - Presentation of information on information panels are easy to see and read	6.0000	5.0741[c]
C9 - Variety of methods in presenting information	5.8676	5.1852[c]
C10 - Informative and interesting interpretation centre	5.9338	5.4403[f]
C11 - Information by the employees about the national park	6.0441	5.6940[f]
C12 - Willingness of employees to help	6.0441	5.7721[d]
C13 - Employees' knowledge in answering questions	6.0221	5.8222[c]
C14 - Consistency of courtesy in answering questions	6.0147	5.8603[d]

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

[b]*Mean scale: 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree*

[c] : n=135, [d] : n=136, [e] : n=127, [f] : n=134, [g] : n=90, [h] : n=130, [i] : n=113, [j] : n=103, [k] : n=133, [l] : n=27



Notes:

A1 : Rare plant species are protected	C1: Opportunities to meet and interact with villagers
A2 : Rare animal species are protected	C2: Safe and secure environment when interacting with local residents
A3 : Vegetation are in good condition	C3: Cultural exchange to enhance visitor experience
A4 : Animals are in good condition	C4: Educating visitors about conservation
A5 : Feel safe during visitation	C5: Sufficient number of maps and signs at different point for directions
A6 : The trails are cleaned with no litter	C6: Map given is easy to read and understand
A7 : Facilities are environmentally safe	C7: Information in the self-guided map matches with the actual trail
A8 : Well-maintained visitors' facilities	C8: Presentation of information on information panels are easy to see and read
A9 : Trails are environmentally safe	C9: Variety of methods in presenting information
A10: Range of user-friendly tracks	C10: Informative and interesting interpretation centre
A11: Range of well-maintained tracks	C11: Information by the employees about the national park
B1 : Availability of local products (by the villagers) to be purchased	C12: Willingness of employees to help
B2 : Availability of local services (by the villagers)	C13: Employees' knowledge in answering questions
B3 : The money spent reflects the services offered	C14: Consistency of courtesy in answering questions
B4 : Tourists should pay to experience nature	
B5 : Reasonable price for the whole experience	
B6: Availability for overnight stay	
B7: Willingness to spend more in the tourist attraction	

Figure 4.21: Expectation (Importance) and Experience (Performance) Grid for Malaysian Visitors (n = 136)

Table 4.29: List of Attributes Found in Each Quadrant for Malaysian Visitors

Quadrant I - *Concentrate Here*
A7 - Facilities are environmentally safe
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)
A9 - Trails are environmentally safe
A10 - Range of user-friendly tracks
A11 - Range of well-maintained tracks
C5 - Sufficient number of maps and signs at different point for directions
C6 - Map given is easy to read and understand
C7 - Information in the self-guided map matches with the actual trail
C8 - Presentation of information on information panels are easy to see and read
C9 - Variety of methods in presenting information
Quadrant II - *Keep Up the Good Work*
A1 - Rare plant species are protected
A2 - Rare animal species are protected
A3 - Vegetation are in good condition
A4 - Animals are in good condition
A5 - Feel safe during visitation
B2 - Availability of local services (by the villagers)
C10 - Informative and interesting interpretation centre
C11 - Information by the employees about the national park
C12 - Willingness of employees to help
C13 - Employees' knowledge in answering questions
C14 - Consistency of courtesy in answering questions

Quadrant III - *Low Priority*

A6 - The trails are cleaned with no litter

B1 - Availability of local products (by the villagers) to be purchased

B6 - Availability for overnight stay

C1 - Opportunities to meet and interact with villagers

C3 - Cultural exchange to enhance visitor experience

C4 - Educating visitors about conservation

Quadrant IV - *Possible Overkill*

B3 - The money spent reflects the services offered

B4 - Tourists should pay to experience nature

B5 - Reasonable price for the whole experience

B7 - Willingness to spend more in the tourist attraction

C2 - Safe and secure environment when interacting with local residents

4.6 Ranked of Importance of Attributes in Visitors' Perspective

This section fulfils the second research objective and the research gap of what sustainable aspects that visitors deemed to be important in a tourist destination especially a national park. The attributes which the visitors have high expectation on can be ranked based on the mean of their expectation (importance). This can help to identify on which are important to the visitors when it comes to sustainable tourism. The higher the mean of their expectation, the higher the importance of the attributes. For overall market, the grand mean of expectation was 5.8002. The mean of attributes with expectation higher than the grand mean of 5.8002 were of significantly important to the visitors. For top ten most important attributes from highest to lowest were "sufficient number of maps and signs at different point

for directions (C5)", "availability of local services (by the villagers) (B2)", "information in the self-guided map matches with the actual trail (C7)", "animals are in good condition (A4)", "map given is easy to read and understand (C6)", "consistency of courtesy in answering questions (C14)", "employees' knowledge in answering questions (C13)", "presentation of information on information panels are easy to see and read (C18)", "willingness of employees to help (C12)" and "feel safe during visitation (A5)". Based on the attributes, it can be seen the attributes that were important were those that will improve their visiting experience. They were the usage of signages and map for hiking the park, boating service which help them to get to the park from the terminal, animals for them to spot along the trails, the tourism providers who can answer their inquiries, information which regards to the vegetation and animals available at the park along the trails and in the interpretation centre as well as their safety at the park. It can be noted that visitors heavily prioritised social dimension. Despite most of the attributes came from the social dimension, all of them are needed and connected in order for visitors to be satisfied with their visitation.

Table 4.30: Ranked of Attributes Based on Their Importance (From Very Important to Least Important) for Overall Market

Attributes	**Expectation[a]**
C5 - Sufficient number of maps and signs at different point for directions	6.4821
B2 - Availability of local services (by the villagers)	6.4107
C7 - Information in the self-guided map matches with the actual trail	6.3274
A4 - Animals are in good condition	6.1012
C6 - Map given is easy to read and understand	6.0952
C14 - Consistency of courtesy in answering questions	6.0655
C8 - Presentation of information on information panels are easy to see and	6.0595

Read

C13 - Employees' knowledge in answering questions	6.0595
C12 - Willingness of employees to help	6.0536
A5 - Feel safe during visitation	6.0357
A3 - Vegetation are in good condition	6.0298
A11 - Range of well-maintained tracks	6.0298
C11 - Information by the employees about the national park	6.0238
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	6.0060
A9 - Trails are environmentally safe	5.9940
A7 - Facilities are environmentally safe	5.9702
A2 - Rare animal species are protected	5.9643
A1 - Rare plant species are protected	5.9345
A10 - Range of user-friendly tracks	5.9286
A6 - The trails are cleaned with no litter	5.8690
C9 - Variety of methods in presenting information	5.8393
C10 - Informative and interesting interpretation centre	5.8393
B3 - The money spent reflects the services offered	5.8333
B5 - Reasonable price for the whole experience	5.8095
B4 - Tourists should pay to experience nature	5.6964
C4 - Educating visitors about conservation	5.6667
B7 - Willingness to spend more in the tourist attraction	5.4643
B1 - Availability of local products (by the villagers) to be purchased	5.2917
C2 - Safe and secure environment when interacting with local residents	5.2917
C3 - Cultural exchange to enhance visitor experience	5.2917
C1 - Opportunities to meet and interact with villagers	5.0655
B6 - Availability for overnight stay	4.3929

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

For international visitors, the mean of expectation was 5.8336. The attributes with mean higher than 5.8336 were of higher importance to the international visitors. Ranking top ten from the most important to least were “presentation of information on information panels are easy to see and read (C8)”, “consistency of courtesy in answering questions (C14)”, “employees’ knowledge in answering questions (C13)”, “animals are in good condition (A4)”, “map given is easy to read and understand (C6)”, “sufficient number of maps and signs at different point for directions (C5)”, “facilities are environmentally safe (A7)”, “vegetation are in good condition (A3)”, “willingness of employees to help (C12)” and “range of well-maintained tracks (A11)”.

Table 4.31: Ranked of Attributes Based on Their Importance (From Very Important to Least Important) for International Visitors

Attributes	**Expectation[a]**
C8 - Presentation of information on information panels are easy to see and read	6.3235
C14 - Consistency of courtesy in answering questions	6.2941
A4 - Animals are in good condition	6.2647
C13 - Employees’ knowledge in answering questions	6.2647
C6 - Map given is easy to read and understand	6.2353
A3 - Vegetation are in good condition	6.2059
A7 - Facilities are environmentally safe	6.2059
C5 - Sufficient number of maps and signs at different point for directions	6.2059
C12 - Willingness of employees to help	6.1471
A9 - Trails are environmentally safe	6.1176
A11 - Range of well-maintained tracks	6.1176
A2 - Rare animal species are protected	6.0882
A8 - Well-maintained visitors’ facilities (e,g, accommodation, toilets etc.)	6.0882

A1	- Rare plant species are protected	6.0588
A6	- The trails are cleaned with no litter	6.0000
B3	- The money spent reflects the services offered	6.0000
C7	- Information in the self-guided map matches with the actual trail	6.0000
A5	- Feel safe during visitation	5.9706
B5	- Reasonable price for the whole experience	5.9706
C11	- Information by the employees about the national park	5.9706
A10	- Range of user-friendly tracks	5.8824
C9	- Variety of methods in presenting information	5.7647
B4	- Tourists should pay to experience nature	5.7353
B6	- Availability for overnight stay	5.4583
C10	- Informative and interesting interpretation centre	5.4412
B2	- Availability of local services (by the villagers)	5.4118
C4	- Educating visitors about conservation	5.3824
B7	- Willingness to spend more in the tourist attraction	5.2647
C3	- Cultural exchange to enhance visitor experience	5.2059
C2	- Safe and secure environment when interacting with local residents	5.1765
B1	- Availability of local products (by the villagers) to be purchased	4.9118
C1	- Opportunities to meet and interact with villagers	4.8824

Note:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

For Malaysian visitors, the mean of expectation was 5.8589. The attributes that were listed in as top ten most important to the least important were “availability of local services (by the villagers) (B2)”, “sufficient number of maps and signs at different point for directions (C5)”, “information in the self-guided map matches with the actual trail (C7)”, “map given is easy to read and understand (C6)”, “animals are in good condition (A4)”, “willingness of employees to help (C12)”, “information by the employees about the national park (C11)”,

"feel safe during visitation (A5)", "employees' knowledge in answering questions (C13)" and "range of well-maintained tracks (A11)".

It can be detected that for all these three lists, social attributes were mostly vital in their visitation to Bako National Park. Social dimension plays an important role in spreading knowledge and awareness to not only visitors, but all that are involved including the local residents and tourism providers. Social attributes were chosen as vital probably due to needing information for self-guided hiking which is the main activity offered at the park. Moreover, their main purpose to visit the park was to "sightsee with their family and friends", which is a social activity. Thus, it can be concluded that the attributes were ranked based on the visitors' purpose of visiting one attraction.

Table 4.32: Ranked of Attributes Based on Their Importance (From Very Important to Least Important) for Malaysian Visitors

Attributes	**Expectation[a]**
B2 - Availability of local services (by the villagers)	6.6544
C5 - Sufficient number of maps and signs at different point for directions	6.5588
C7 - Information in the self-guided map matches with the actual trail	6.4265
A4 - Animals are in good condition	6.0735
C6 - Map given is easy to read and understand	6.0735
A5 - Feel safe during visitation	6.0441
C11 - Information by the employees about the national park	6.0441
C12 - Willingness of employees to help	6.0441
A11 - Range of well-maintained tracks	6.0221
C13 - Employees' knowledge in answering questions	6.0221
C14 - Consistency of courtesy in answering questions	6.0147
A3 - Vegetation are in good condition	6.0000
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	6.0000

C8 and	- Presentation of information on information panels are easy to see Read	6.0000
A9	- Trails are environmentally safe	5.9706
A10	- Range of user-friendly tracks	5.9485
A2	- Rare animal species are protected	5.9412
C10	- Informative and interesting interpretation centre	5.9338
A7	- Facilities are environmentally safe	5.9265
A1	- Rare plant species are protected	5.9044
C9	- Variety of methods in presenting information	5.8676
A6	- The trails are cleaned with no litter	5.8529
B3	- The money spent reflects the services offered	5.8015
B5	- Reasonable price for the whole experience	5.7868
C4	- Educating visitors about conservation	5.7132
B4	- Tourists should pay to experience nature	5.7059
B7	- Willingness to spend more in the tourist attraction	5.5147
B1	- Availability of local products (by the villagers) to be purchased	5.3971
C2	- Safe and secure environment when interacting with local residents	5.3456
C3	- Cultural exchange to enhance visitor experience	5.3235
C1	- Opportunities to meet and interact with villagers	5.1397
B6	- Availability for overnight stay	4.4338

Notes:

[a]*Mean scale: 1 = Extremely Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neutral, 5 = Somewhat Important, 6 = Important, 7 = Extremely Important*

4.7 Overall Visitors' Satisfaction and Additional Concerns

According to the Table 4.33 below, most of the respondents (51.2%) had rated their visitation as satisfied. Next, 38.1% of the respondents rated their visitation as extremely satisfied and 10.1% of the respondents rated their visitation as neutral. However, only one person was not satisfied with their visit.

Table 4.33: Visitor Satisfaction

Visitor Satisfaction	Frequency	Percentage
Extremely Satisfied	64	38.1
Satisfied	86	51.2
Neutral	17	10.1
Not Satisfied	1	0.6
Total	168	100.0

Out of 168 respondents who participated in this questionnaire, 34 of the respondents addressed some concerns which they experienced during their visitation. The concerns are grouped into several themes, ranging from the highest cited to the lowest. The most popular concerns are related those affecting them directly, or what Bako National Park could offer to the visitors namely facilities, services, attractions, and the pricing involved. Only a handful were more concerned about the environmental awareness that should be embraced by the visitors.

Table 4.34: Additional Concerns Addressed by Visitors

Themes	Examples of comments written in the survey form
Improve and upgrade the facilities/attractions in Bako National Park (n = 16)	▪ Accommodation could be improved. No water in cabin and with this temperature, it is a problem and feels uncomfortable. The hostels are difficult to book, and the smell is 'mouldy'. ▪ Trails should be properly repaired. They are not in good condition and signage are not clear. ▪ As a person who loves to take photos, Bako National Park lacks creative places for visitors to photos (other than nature). If possible, please develop unique places or platforms that are

	attractive and interesting. Attractions in Sabah can be an example for ideas. Do improve on the maintenance and promote the ecosystem of the park. ▪ I thought it was very disappointing that there is no water refill station but instead many plastic bottles of water are sold each day. Very sad, especially for a national park that wants to conserve nature. ▪ Litters can be seen on the trails [because there are no bins provided around the park] ▪ The use of augmented reality (AR) will be nice.
Improve the services provided in Bako National Park (n = 6)	▪ A timetable with the leaving times of the boats the prices of the boats would be very helpful. More regular boat services to avoid long waiting time. ▪ Weather conditions and sea conditions should be informed in advance before departure before bringing visitors. ▪ The staff at the canteen counter was playing with smartphone. This is not a good customer service.
More promotion/ activities/products/ packages are needed (n = 6)	▪ Provide more souvenirs for visitors to purchase. Right now, the options are limited. ▪ Add more activities apart from jungle trekking and beach (e.g., kayaking or boat run). Also, open the [closed sections of the park] for climbing. ▪ Bako National Park has the potential to be developed more like other attraction if the management focuses more on the recreational activities at the park. Please host more activities and promote the activities to local and international tourists. ▪ Information board should be more interactive and offer recreational activities such as bird watching. Need more packages for overnight stay and need to be advertised more openly.

Issues with pricing [not affordable] (n = 4)	▪ Please arrange good alternative services [which is more affordable] from the village to Bako National Park because the price is quite high by boat for small number of people. ▪ Price of the food [at the canteen] is too expensive.
Environmental program/awareness is highly needed (n = 2)	▪ The importance of conserving and appreciation of nature among local seems to be low. There should be a more rigorous campaign to champion nature from government. All this while nature conservation is just 'lip service' from the government without any serious conviction. More serious conviction here is the willingness to fund conservation and research. Capacity building whereby more trained personals are put into force as to enforce and regulate conservation laws. ▪ Recommendation for tour guiding service should be compulsory for all tourists who visited Bako National Park as to make sure the flora and fauna will not be stolen or damaged by the visitors who did not use tour guiding service at the park, not disturbing and feeding the wildlife roaming around the park as well as the safety of the visitors, overnight or not. With tour guiding service, they can share the importance of conserving nature for future generation so the visitors can still experience the current ecosystem as well to protect the flora and fauna from extinction.

4.8 Conclusion

Bako National Park was gazetted in 1957, making it the oldest national park in Sarawak. It contains various ecosystem-vegetation that are available in Sarawak as well as a rich variety of wildlife. Thus, it is important for such park to practice sustainability as it continues to receive numerous visitors around the globe.

The objective of this research is to evaluate the sustainable performance in the aspects of its environment, social and economy in the perspective of the visitors. Hence, a questionnaire was developed to achieve this objective and several significant findings have been identified which can be summarised as below.

Largely, more than half of the respondents were young, below than 34 years old and a balanced number of genders. According to Bako National Park tourism players, they mostly receive international visitors especially from European countries. However, due to the Covid-19 pandemic, the Malaysia government had imposed Movement Control Order (MCO) starting 18th March 2020 and since then all tourism activities were frozen and Bako National Park had to close and reopen a few times after 22nd June 2020. After reopening, only local visitors went to the park as the international borders were still close. This questionnaire was conducted middle of February 2020. Thus, only managed to distribute questionnaires to international visitors during that time before MCO. As this happened, Malaysian visitors were the dominant group who visited Bako National Park. As for international visitors, a large group of them were from European countries which was also stated by the tourism players. Most of the respondents were also either attending or had attended tertiary education which made up 82.1% of the total number of respondents. It seems majority of them are from the professional group and students were also a significant market who visited. Accumulatively, most of the respondents were from working groups and earned more than RM2000.

Sightseeing with family and friends was the main reason of visiting Bako National Park as they mostly came with their friends or partner, followed by with family or relative using their own transportation. As it is easy to arrange the visitation to the park individually, most of the respondents preferred to do so by searching information about the park online.

As internet was their main source information about Bako National Park, the management should make sure the information is up to date as well as interesting. Next, they may also simply follow their friends or relatives or received information from them as friends or relatives were the second most sources of information. This shows that word-of-mouth is also a powerful marketing tool; making sure that their experience met their expectation is imperative as they tend to spread that they had a good time at the park to their friends or family or even through social media. According to the questionnaire, majority of the respondents tend to stay for 5 to 7 hours at the park, arriving after 9.00am and leaving after 11.00pm. Those who stayed overnight, mostly stayed one night only.

More than half of respondents expressed that it was their first-time visiting Bako National Park and they would visit the park again in the future as they were satisfied with their visitation. As previously stated, word of mouth is a powerful marketing tool. Almost all of them would recommend the park to their friends and relatives. Nonetheless, they also expressed additional comments and concerns which the management should take into consideration. These additional concerns were also reflected in the analysis of the attributes.

Importance-Performance Analysis (IPA) was the main tool in analysing the sustainable attributes developed from interviews with the tourism players and secondary sources. The sustainable attributes were developed based on services that are available in Bako National Park which divided into environmental, social and economic which comprised the definition of sustainable development. The experience (performance) and expectation (importance) in these aspects were both rated by the visitors. From this, the grand mean of both experience and expectation were calculated to form IPA four quadrant grid. Each quadrants shows which actions the management should take in order to improve in terms of their services or even sustainability areas from the perspective of the visitors.

Table 4.35: Attributes Found in *Concentrate Here* Quadrant Based on Market Types

Type of Market		**Attributes Found in *Concentrate Here* Quadrant**
Overall Market		A6 - The trails are cleaned with no litter A7 - Facilities are environmentally safe **A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)** **A9 - Trails are environmentally safe** **A10 - Range of user-friendly tracks** **A11 - Range of well-maintained tracks** C5 - Sufficient number of maps and signs at different point for directions C6 - Map given is easy to read and understand C7 - Information in the self-guided map matches with the actual trail C8 - Presentation of information on information panels are easy to see and read C9 - Variety of methods in presenting information
Segmented Market	International Visitors	A6 - The trails are cleaned with no litter **A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)** **A9 - Trails are environmentally safe** **A10 - Range of user-friendly tracks** **A11 - Range of well-maintained tracks** **C6 - Map given is easy to read and understand**
	Malaysian Visitors	A7 - Facilities are environmentally safe

		A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.) **A9 - Trails are environmentally safe** **A10 - Range of user-friendly tracks** **A11 - Range of well-maintained tracks** C5 - Sufficient number of maps and signs at different point for directions **C6 - Map given is easy to read and understand** C7 - Information in the self-guided map matches with the actual trail C8 - Presentation of information on information panels are easy to see and read C9 - Variety of methods in presenting information

According to the grids generated for overall market, international and local markets, the attributes found in the *concentrate here* quadrant are mostly the same which shows that the attributes found here needed major improvement. It can be noted that there were five attributes that can be found in the three grids. There were "well-maintained visitors' facilities (A8)", "trails are environmentally safe (A9)", "range of user-friendly tracks (A10)", "range of well-maintained tracks (A11)" and "map given is easy to read and understand (C6)". It is also important to note that the visitors expressed their concerns which related to these areas as well. They stated that the visitors' facilities such as toilets and accommodation as well as the park's trails needed to be repaired and improved. From this, the management will be able to know which areas to prioritise and able to allocate appropriate resources to improve these areas.

Table 4.36: Attributes Found in *Keep Up the Good Work* Quadrant Based on Market Types

Type of Market		**Attributes Found in *Keep Up the Good Work* Quadrant**
Overall Market		**A1 - Rare plant species are protected** **A2 - Rare animal species are protected** **A3 - Vegetation are in good condition** **A4 - Animals are in good condition** **A5 - Feel safe during visitation** B3 - The money spent reflects the services offered B5 - Reasonable price for the whole experience C10 - Informative and interesting interpretation centre **C11 - Information by the employees about the national park** **C12 - Willingness of employees to help** **C13 - Employees' knowledge in answering questions** **C14 - Consistency of courtesy in answering questions**
Segmented Market	International Visitors	**A1 - Rare plant species are protected** **A2 - Rare animal species are protected** **A3 - Vegetation are in good condition** **A4 - Animals are in good condition** **A5 - Feel safe during visitation** A7 - Facilities are environmentally safe B3 - The money spent reflects the services offered B5 - Reasonable price for the whole experience

		C5 - Sufficient number of maps and signs at different point for directions C7 - Information in the self-guided map matches with the actual trail C8 - Presentation of information on information panels are easy to see and read **C11 - Information by the employees about the national park** **C12 - Willingness of employees to help** **C13 - Employees' knowledge in answering questions** **C14 - Consistency of courtesy in answering questions**
	Malaysian Visitors	**A1 - Rare plant species are protected** **A2 - Rare animal species are protected** **A3 - Vegetation are in good condition** **A4 - Animals are in good condition** A5 - Feel safe during visitation B2 - Availability of local services (by the villagers) C10 - Informative and interesting interpretation centre **C11 - Information by the employees about the national park** **C12 - Willingness of employees to help** **C13 - Employees' knowledge in answering questions** **C14 - Consistency of courtesy in answering questions**

Most attributes were largely found in the *keep up the good work* quadrant which reflects their rating in the overall satisfaction. The similar attributes found in this quadrant were on the states of the wildlife and vegetation as well the well-performed service done by the employees. These areas should be maintained and not neglected.

Table 4.37: Attributes Found in *Low Priority* Quadrant Based on Market Types

Type of Market		**Attributes Found in *Low Priority* Quadrant**
Overall Market		**B1 - Availability of local products (by the villagers) to be purchased** **C1 - Opportunities to meet and interact with villagers** C2 - Safe and secure environment when interacting with local residents **C3 - Cultural exchange to enhance visitor experience** **C4 - Educating visitors about conservation**
Segmented Market	International Visitors	**B1 - Availability of local products (by the villagers) to be purchased** B7 - Willingness to spend more in the tourist attraction **C1 - Opportunities to meet and interact with villagers** C2 - Safe and secure environment when interacting with local residents **C3 - Cultural exchange to enhance visitor experience** **C4 - Educating visitors about conservation**

		C9 - Variety of methods in presenting information
	Malaysian Visitors	A6 - The trails are cleaned with no litter **B1 - Availability of local products (by the villagers) to be purchased** B6 - Availability for overnight stay **C1 - Opportunities to meet and interact with villagers** **C3 - Cultural exchange to enhance visitor experience** **C4 - Educating visitors about conservation**

As for *low priority* quadrant, there were four attributes that were similar which can be found in all three grids. There were "availability of local products (by the villagers) to be purchased (B1)", "opportunities to meet and interact with villagers (C1)", "cultural exchange to enhance visitor experience (C3)" and "educating visitors about conservation (C4)". These attributes were rated low in expectation and experience. However, these attributes are important in sustainability development.

Table 4.38: Attributes Found in *Possible Overkill* Quadrant Based on Market Types

Type of Market	**Attributes Found in *Possible Overkill* Quadrant**
Overall Market	B2 - Availability of local services (by the villagers) **B4 - Tourists should pay to experience nature** B6 - Availability for overnight stay B7 - Willingness to spend more in the tourist attraction

Segmented Market	International Visitors	B2 - Availability of local services (by the villagers) **B4 - Tourists should pay to experience nature** B6 - Availability for overnight stay C10 - Informative and interesting interpretation centre
	Malaysian Visitors	B3 - The money spent reflects the services offered **B4 - Tourists should pay to experience nature** B5 - Reasonable price for the whole experience B7 - Willingness to spend more in the tourist attraction C2 - Safe and secure environment when interacting with local residents

Lastly, for *possible overkill* quadrant, there was only one attribute that was similar in all the three grids. Interestingly, that only similar attribute was "tourists should pay to experience nature (B4)". As for the rest of the attributes, only two attributes that were found twice in overall market grid with the other segmentation. There were "availability of local services (by the villagers) (B2)" and "willingness to spend more in the tourist attraction (B7)". For *possible overkill* quadrant, the visitors had low expectation but satisfied with their experience.

Another point to conclude for this Chapter 4, the attributes in which the visitors find the most important is also vital in meeting the visitors' expectation and their view in sustainability. Curiously, each market has different ranking of importance for the attributes. For example, "availability of local services (by the villagers) (B2)" attribute was the most important for Malaysian visitors but for international visitors, this attribute was situated at the bottom of the list. This shows that each market segments have different views and priorities in their expectation in visiting a national park.

Nonetheless, most of the attributes that were ranked in top ten were attributes from social dimension. The attributes were “sufficient number of maps and signs at different point for directions (C5)”, “availability of local services (by the villagers) (B2)”, “information in the self-guided map matches with the actual trail (C7)”, “animals are in good condition (A4)”, “map given is easy to read and understand (C6)”, “consistency of courtesy in answering questions (C14)”, “employees’ knowledge in answering questions (C13)”, “presentation of information on information panels are easy to see and read (C18)”, “willingness of employees to help (C12)” and “feel safe during visitation (A5)”. These attributes are heavily important as the main activity at Bako National Park is hiking the trails that are available there. Also, some of these attributes were located in the *concentrate here* quadrant. Hence, tourism providers should pay more attention to improve on the area mentioned in the attributes.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter consists of three sections. The first section summarises the analysis of the findings and results of this research. Next section touches on the recommendations of possible strategies or actions that may be able to improve the performance of the sustainability areas in Bako National Park. And at the last section, limitation and challenges of the research will be noted as well as future research recommendations.

5.2 Summarisation of the Research

Bako National Park was gazetted in 1957 making it the oldest national park in Sarawak. As it has been over 60 years, it is high time for an evaluation to be done on the sustainability aspects of the park. In this case, in the visitors' perspective as there are limited number of studies on the sustainable performance analysis in the visitors' point of view in a national park and what they considered to be important in the sustainable aspects. As mentioned in Chapter 3, a set of attributes was developed from various secondary resources and key informants interview from tourism players including Bako villagers, boatmen, tour guides and park rangers (management of Bako National Park) as well as the visitors themselves during the pilot test. A questionnaire was then developed from these attributes.

This research was organised with the objective to evaluate the sustainable performance of sustainable tourism development in the aspects of environment, social and economic that are available in Bako National Park especially in the visitors' perspective. In order to evaluate these three aspects, a questionnaire was developed to be distributed to the

visitors who went to the park. The questionnaire consisted of questions on the visitors' demographic profiles, trip characteristics and satisfactions as well as their expectation and experience of their sustainable visits to the park. The attributes of experience and experience were listed based on key informant interview and collection of data from the secondary sources conducted prior to distribution of the questionnaires. Overall satisfaction and feedbacks of additional concerns were included in the last section of the questionnaire.

According to Chapter 4, it can be summarised that the visitors of Bako National Park were a balanced of young male and female visitors. As most respondents answered that they came with friends or partner, they may mostly come in pairs and groups of friends with mutual background or interest. As the main activity at the park is hiking, it is possible that younger people tend to lean towards places with physical activity as compared people with older age as it concerns with safety. This made them prefer to come with their friends or partners as they were within the same age range. The main reason respondents visited the park was to sightsee with their family and friends. Bako National Park has beautiful views as they have various ecosystem and numerous wildlife to explore and sightsee from the moment they ride the boat until they exit the boat. Thus, it is important for the management to make sure to maintain the natural state of the park so that future visitors may enjoy the same thing. It can be in the form of imparting knowledge and awareness to the visitors as well as monitoring the state of the park regularly.

As Bako National Park located away from the city centre, most of the visitors prefer to use their own transport to reach Bako National Park. Besides, the respondents were mostly local Sarawakian themselves. This was the case since all tourism activities was on a standstill in early 2020 to early 2022 due to a pandemic called Covid-19. Only local Sarawakian was able to visit the park and the international border was only able to open in early 2022.

Furthermore, it is easy to arrange trips to Bako National Park individually. They can browse through the internet to obtain information on the park which often promoted by the boatmen and tour guides. Navigating to the park is also effortless as the visitors can simply key-in "Bako National Park" in Waze or Google Map to drive there.

As the second most sources of information obtained came from their friends and relatives, they will recommend the park to their other friends and family if they had a good time there. Hence, it is important that the visitors had good experience in visiting Bako National Park. With Importance-Performance Analysis (IPA), the visitors' experience may be able to be improved more as this analysis can help to identify what sustainability attributes are important to them and also their performance. Importance was replaced with expectation and performance was replaced with experience to better suited this research and for visitors to better understand the questionnaire.

In order to form the IPA grid, grand mean of both expectation (5.8002) and experience (5.3619) were calculated to form a crosshair on the graph. Six attributes of environment dimension and five attributes of social dimension were found in the *concentrate here* quadrant. There were no attributes from the economy dimension found in this quadrant. The visitors had rated these attributes with high expectation and low in performance.

It can be highlighted that for environment dimension, they were not satisfied with the conditions of the trails, facilities and tracks in Bako National Park. They commented that there were litters strewn along the trails. This may happen as there were no rubbish bin along the trails for the visitors to throw their rubbish. Besides, animals may not be able to identify whether the rubbish are food or not which can lead to another dangerous issue. The trails were also not in good condition as some parts of the wooden trails are broken and may cause accidents if the visitors did not notice and slipped if the trails are wet. The tracks were not

user-friendly for the visitors. The signages were found fading and confusing for the visitors. This may be a problem for visitors who are not used to hiking trails and may get lost with instead of using their original trail, they ended up in different trails. Next, visitors who decided to stay overnight at the park gave negative reviews as the accommodation smelled mouldy and there was no drinking water dispenser for the visitors to refill their water at their accommodation.

As for social dimension, the visitors had rated the map given by the park rangers, signage, information panels and methods in presenting information as low in performance. These attributes are vital in easing visitors who chose to self-hiking and conveying information about the natural resources including the ecosystem, unique vegetation and animals that needed to be maintained and protected. The information panels along the trails were observed to be fading which the visitors unable to read. Exhibition of information were also not interesting according to the visitors.

The second objective for this research was to identify the sustainable aspects that visitors deemed to be important in sustainable tourism. According to the list in Table 4.30, there were seven attributes of social dimension which can be spotted in the top ten of what visitors perceived to be important. There were all related to visitors' interpretation tools which were maps, signages, information panels and the tourism providers themselves. Information is an important tool to spread awareness and knowledge to the visitors especially when it comes to sustainability. Visitors should be equipped with sustainable knowledge as every action has its consequences to all three aspects of environment, economic and social, not only to them but also to the tourism providers.

5.3 Recommendations to Improve Sustainability Areas

This section covers the third research objective which is to recommend possible strategies to improve on the sustainable aspects available in Bako National Park.

Importance-Performance Analysis (IPA) is a tool which may help to identify the strength and weaknesses of the sustainability areas which needed to be improved on. The areas that needed to be improved on can be found in the *concentrate here* quadrant. There were five attributes which mentioned the states of the trails that are available at the Bako National Park. Litters can be found along the trails. It was observed that there was no rubbish bin provided deep in the trails. Hence, installing a few rubbish bins deep in the trails and putting up a notice on the importance of not littering (by creating awareness) to the environment and especially the animals may be able to lessen this issue.

Also, the trails were not well-maintained especially the wooden trails. Some parts of the trails were broken which may calls for undesirable accidents. There were a lot of the same comments received by the tour guides, travel websites and written in the questionnaire. The management of the park should immediately act from such comments as they may be held responsible if such things occurred since the safety of the visitors are at stake. Once repaired, regular monitoring should be done to ensure the trails are still in good condition.

Other than that, the visitors felt like the map was not easy to read and understand. They also felt that the map did not match the actual trail. The management of the park should improve the map for visitors to easily understand the trails. Signages were also not enough and unclear to guide the visitors along the trails. The same with the state of information panels. These matters may be able to be solved by recreating signage and information panels. Remarkably, there were internet signals along the trails. Interactive interpretation tool like through scanning QR codes can be used as additional means to present information.

Traditional information panel may be limited to include a lot of information in. However, through QR codes, much information can be entered in as the visitors access it through their use of smartphones. Moreover, an interesting game which related to the sustainability of Bako National Park can be organised through the usage of QR codes. This will lead the visitors to be more engaging and receiving knowledge in entertaining way or in the form of "edutainment". Apart from that, one comment from the respondent about the usage of augmented reality may be able to put into reality in the future. Having a variety and interesting means to present information to the visitors may put a lasting impression on them.

Issues regarding visitors' facilities were also brought forward especially the accommodation and toilets provided by the park. The visitors were not satisfied with the condition of the accommodation and toilet as they were not very well-maintained. They commented that the accommodation needs to be renovated and it smelled really mouldy. The management of the park informed that the renovation for the accommodation were currently in progress during the time this research was conducted to accommodate more visitors and to improve the condition of the existing accommodation. Hence, the management of the park may just need to maintain and monitor the condition of the accommodation to make sure the visitors are comfortable and safe with their overnight stay at the park. Also, drinking water dispenser should be provided at least for those who stayed overnight at the park as they need to stay hydrated. Littering of plastic water bottles can be lessen with this solution as well.

According to Chapter 4.4, there were no attributes of economic dimension located in *concentrate here* quadrant. There were complaints from respondents that there should be more souvenirs being sold at the park. The souvenirs available at the souvenir store there lacks variety. It is recommended that the management of the park should work together with the *koperasi* of Bako village to showcase their homemade traditional products especially

handcrafted products to be sold at the souvenir store. This could generate more income for the local Bako villagers and also in turn more exposure of their culture to the visitors.

Jungle walking and hiking are the main activity that can be done in visiting Bako National Park. Visitors who visited once may not return if they are not interested in trekking the park again. Hosting other kind of recreational activities such as wall climbing and organising events that promotes sustainable tourism may be able to pull returning visitors. Furthermore, all tourism providers at the park should promote the use of tour guiding services to all visitors. This may instil more interest in nature and increase awareness regarding sustainability to protect the current state of the ecosystem for the future generation. Marketing and promotion should be done aggressively in order to ensure everyone practice and spread sustainability in all walks of life.

5.4 Limitation of the Research

In conducting this study, there are several limitations and challenges that may had impact the efficacy in gathering data collection. The major limitation was the unprecedented Covid-19 pandemic had reigned the world late 2019. Due to the pandemic, all tourism activities were majorly affected including Bako National Park. The park had experience multiple lockdown and lack of visitors since the pandemic took over globally. Distribution of questionnaires could not be done effectively due to fear of people to visit the park as the virus can be spread through human contact. Thus, the researcher had decided to conduct the questionnaire online through social media, travel blogs and websites.

Limited amount of time was also a constraint in distributing the questionnaire. The challenges include administrative issues and the delay in obtaining permission from the park's management to conduct research in Bako National Park. After the first distribution of questionnaire was done, lockdown due to Covid-19 was erected. Due to this reason alone,

the research was postponed for a year. The reopening of the park to visitors, as the situation was still on high alert to international visitors, has resulted in a larger of local respondents while the number of international visitors were undermined in this study. The results produced from this study, therefore, may only be applicable to this special context. Having said that, much of the findings echo the narrations gathered through secondary sources such as TripAdvisor.

Lastly, there is limitation of resources which regards to sustainability performance analysis from visitors' perspectives and what the visitors perceived to be important in sustainable point of views (Sorensson & Friedrichs, 2013, p. 15) particularly an attraction like national parks.

5.5 Recommendations for Future Research

For future research, a study on the sustainable impacts in the form of environmental, economic and social on the perspective of tourism providers can be done at Bako National Park as this study only focuses on the visitors' perspective. Also, the comparison of the three sustainable dimensions prior and post Covid-19 should be done especially the environment to evaluate the changes that may occur in natural attractions across Sarawak. Another research that can be considered is visitors' awareness to sustainable tourism in a national park.

REFERENCES

Abi, J., Mariapan, M., & Aziz, A. (2015). Visitor's evaluation on facilities and services using importance-performance analysis at Sarawak Cultural Village. *IOSR Journal of Environmental Science, Toxicology and Food Technology, 9*(12), 16-24.

Anthropocentrism. (2019). In OxfordLearnersDictionaries.com. Retrieved September 2019, from https://www.oxfordlearnersdictionaries.com/definition/english/anthropocentrism?q=anthropocentrism.

Armenski, T., Dragičević, V., Pejović, L., Lukić, T., & Djurdjev, B. (2011). Interaction between tourists and residents: Influence on tourism development. *Polish Sociological Review*, 107-118.

Aydin, B., & Alvarez, M. D. (2020). Understanding the Tourists' Perspective of Sustainability in Cultural Tourist Destinations. *Sustainability, 12*(21). Retrieved March 19, 2023, from https://www.mdpi.com/2071-1050/12/21/8846.

Biocentrism. (2019). In Lexico.com. Retrieved September 18, 2019, from https://www.lexico.com/en/definition/biocentrism.

Boley, B. B., McGehee, G. N., & Hammett, A. T. (2017). Importance-performance analysis (IPA) of sustainable tourims initiatives: The resident perspective. *Tourism Management*, *58*, 66-77. Retrieved 20 March, 2018, from https://www.sciencedirect.com / science/article/pii/S0261517716301790.

Buckley, R. (2009). *Ecotourism: Principles and practices*. CABI.

Buckley, R. (2012). Sustainable Tourism: Research and Reality. *Annals of Tourism Research*, 528-546. Retrieved August 31, 2018, from https://www.sciencedirect.com/science/article/abs/pii/S0160738312000230.

Butler, R. W. (1999). Sustainable tourism: a state-of-art review. *Tourism Geographies, 1*(1), 7-25. Retrieved April 15, 2019, from https://www.tandfonline.com/doi/abs/10.1080/14616689908721291.

Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., Villagómez-Buele, C., & Saltos-Layana, A. (2020). Sociodemographic Aspects and Their Relationship with the Ecotourists' Motivations in a Coastal National Park from Ecuador. *GeoJournal of Tourism and Geosites, 31*(3), 1075-1082. Retrieved Jun 25, 2022, from https://www.researchgate.net/publication/344233734_SOCIODEMOGRAPHIC_ASPECTS_AND_THEIR_RELATIONSHIP_WITH_THE_ECOTOURISTS'_MOTIVATIONS_IN_A_COASTAL_NATIONAL_PARK_FROM_ECUADOR.

Chavez-Cortes, M., & Maya, J. A. (2010). Identifying and structuring values to guide the choice of sustainability indicators for tourism development. *Sustainability*, *2*(9), 3074-3099. Retrieved 20 May, 2018, from https://pdfs.semanticscholar.org/5bab/f202f1e72d3d7d6e8e31e1f8afca99812c1b.pdf.

Chin, C. L., Moore, S. A., Wallington, T. J., & Dowling, R. K. (2000). Ecotourism in Bako National Park, Borneo: Visitors' perspectives on environmental impacts and their management. *Journal of Sustainable Tourism, 8*(1), 20-35. Retrieved May 15, 2018, from https://www.researchgate.net/publication/44150537_Ecotourism_in_Bako_National_Park_Borneo_Visitors'_Perspectives_on_Environmental_Impacts_and_their_Management.

Chu, R., & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management, 21*, 363-377.

Coghlan, A. (2012). Facilitating reef tourism management through an innovative importance-performance analysis method. *Tourism Management, 33*, 767-775.

Daud, N., & Abdul Rahman, S. (2011). Tourist attitudes towards sustainable tourism: empirical evidence from Malaysian National Park, Taman Negara. *2010 International Conference on E-business, Management and Economics* (pp. 254-258). Hong Kong: IPEDR. Retrieved May 18, 2018, from http://www.ipedr.com/vol3/52-M10023.pdf.

Dayak Daily. (2017, November 29). *AG's report highlights dismal facilities at Bako National Park*. Retrieved April 18, 2018, from Dayak Daily: https://dayakdaily.com/ags-report-highlights-dismal-facilities-at-bako-national-park/.

Dodds, R. (2014). *Sustaining Tourism*. Retrieved February 18, 2019, from Sustainable Tourism: https://sustainabletourism.net/.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5*(1) 1-4. Retrieved September 3, 2018, from http://article.sciencepublishinggroup.com/pdf/10.11648.j.ajtas.20160501.11.pdf.

Fiji Sales and Marketing Inc. (2020, June 11). *What is Ecotourism? - Concept Explanation & Goals*. Retrieved March 20, 2023, from Turtle Island Fiji: https://www.turtlefiji.com/what-is-ecotourism/.

Franzoni, S. (2015). Measuring the sustainability performance of the tourism sector. *Tourism Management Perspective, 16*, 22-27. Retrieved May 15, 2018, from https://www.sciencedirect.com/science/article/abs/pii/S2211973615000495.

Frauman, E., & Banks, S. (2011). Gateway community resident perceptions of tourism development: Incorporating Importance-Performance analysis into a Limits of Acceptable Change framework. *Tourism Management, 32*(1), 128-140. Retrieved May 18, 2018, from https://www.sciencedirect.com/science/article/pii/S0261517710000142.

Google. (n.d.) [Google map of Bako National Park]. Retrieved September 11, 2022, from https://goo.gl/maps/zeuhfD4FAL6wmSDx6.

Gray, D. E. (2013). *Doing Research in the Real World.* London: SAGE. Retrieved November 23, 2019, from https://books.google.com.my/books?id=N_WGAwAAQBAJ&dq=pilot+sample+size+isaac+and+michael+1995&source=gbs_navlinks_s.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis.* United States of America: Pearson. Retrieved November 22, 2019, from https://is.muni.cz/el/1423/podzim2017/PSY028/um/_Hair_-_Multivariate_data_analysis_7th_revised.pdf.

Hornby, A. S. (2010a). Attitude. *Oxford Advanced Learner's Dictionary* (8th ed.). Oxford: Oxford University Press.

Hornby, A. S. (2010b). Perspective. *Oxford Advanced Learner's Dictionary* (8th ed.). Oxford: Oxford University Press.

Ismail, Z., & Mahjom, N. (6 - 7 April, 2015). Using Importance-Performance Analysia (IPA) in Evaluating Malaysia Medical Tourism Industry: The Case of Local Health

Providers. Langkawi Malaysia. Retrieved 5 December, 2017, from https://www.academia.edu/29062688/Using_Importance-Performance_Analysis_Ipa_in_Evaluating_Malaysia_Medical_Tourism_Industry_The_Case_of_Local_Health_Providers.

Kaltenborn, B. P., Nyahongo, J. W., & Kideghesho, J. R. (2011). The attitudes of tourists towards environmental, social and managerial attributes of Serengeti National Park. *Tropical Conservation Science, 4*, 132-148. Retrieved May 18, 2018, from http://journals.sagepub.com/doi/10.1177/194008291100400204.

Kline, R. B. (2011). *Principles and Practic of Structural Equation Modeling Third Edition.* New York: The Guilford Press. Retrieved May 18, 2018, from ftp://158.208.129.61/suzuki/PP_SEM_3e.pdf.

Lai, I. K., & Hitchcock, M. (2015). Importance–performance analysis in tourism: A framework for researchers. *Tourism Management*, 242-267. Retrieved September 30, 2017, from https://www.sciencedirect.com/science/article/pii/S0261517714002374.

Lee, H.-S. (2015). Measurement of visitors' satisfaction with public zoos in Korea using importance-performance analysis. *Tourism Management, 47*, 251-260.

Lin, Y.-N. (2009). Importance-Performance Analysis of the Taipei Fine Arts Museum's Services. *Journal of Museum Management and Curatorship, 24*(2), 105-121.

Martilla, J., & James, J. (1977). Importance-performance analysis. *Journal of Marketing, 41*(1), 77-79.

Mbaiwa, J. E., & Stronza, A. L. (Eds.). (2009). The Challenges and Prospects for Sustainable Tourism and Ecotourism in Developing Countries. *The SAGE Handbook of Tourism Studies*. SAGE Publications Inc.

Mowforth, M., & Munt, I. (2009). *Tourism and Sustainability: Development, globalisation and new tourism in the Third World (Third Edition).* London: Routledge.

Ng, S. I., Chia, K. W., Ho, J. A., & Ramachandran, S. (2017). Seeking tourism sustainability - A case study of Tioman Island, Malaysia. *Tourism Management, 58*, 101-107. Retrieved May 18, 2018, from https://www.researchgate.net/publication/309391758_Seeking_tourism_sustainability_-_A_case_study_of_Tioman_Island_Malaysia.

Nicholas, L., & Thapa, B. (2010). Visitor perspectives on sustainable tourism development in the Pitons Management Area World Heritage Site, St. Lucia. *Environ Dev Sustain, 12*(5), 839-857. Retrieved May 18, 2018, from https://link.springer.com/article/10.1007%2Fs10668-009-9227-y.

Nuryasman, M., & Nuringsih, K. (2020). Using IPA Model for Ensuring Sustainable Development in the Rural Tourism Destination. *The 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020)* (pp. 67-74). Atlantis Press. Retrieved March 19, 2023, from https://www.researchgate.net/publication/347844668_Using_IPA_Model_for_Ensuring_Sustainable_Development_in_the_Rural_Tourism_Destination.

Omar, S. I., Abukhalifeh, A. N., & Mohamed, B. (2015). An Importance-Performance Analysis of International Visitors to Penang Island, Malaysia. *An International Multidisciplinary Journal of Tourism, 10*(1), 15-36. Retrieved 30 September, 2017,

from https://www.academia.edu/7188305/An_Importance-Performance_Analysis_of_International_Visitors_to_Penang_Island_Malaysia.

Page, S. J., & Dowling, R. K. (2002). *Ecotourism*. Harlow: Pearson Education Limited.

Passafaro, P. (2020). Attitudes and Tourists' Sustainable Behavior: An Overview of the Literature and Discussion of Some Theoretical and Methodological Issues. *Journal of Travel Research*. Retrieved March 19, 2023, from https://www.researchgate.net/publication/333651604_Attitudes_and_Tourists'_Sustainable_Behavior_An_Overview_of_the_Literature_and_Discussion_of_Some_Theoretical_and_Methodological_Issues.

Performance Management and Delivery Unit. (2016). *National Transformation Programme Annual Report 2016.* Malaysia: Performance Management and Delivery Unit. Retrieved September 22, 2017, from http://www.motac.gov.my/en/download/category/86-pelan-eko-pelancongan-kebangsaan-2016-2025.

Rainforest Alliance. (2016, September 8). *What is the Difference between Green, Eco-, and Sustainable Tourism?* Retrieved October 25, 2018, from Rainforest Alliance: https://www.rainforest-alliance.org/faqs/difference-between-eco-tourism-green-sustainable-travel.

Ramseook, P., & Naidoo, P. (2011). Residents' attitudes toward perceived tourism benefits. *International Journal of Management and Marketing Research*, 45-56. Retrieved May 18, 2018, from ftp://ftp.repec.org/opt/ReDIF/RePEc/ibf/ijmmre/ijmmr-v4n3-2011/IJMMR-V4N3-2011-4.pdf.

Reihanian, A., Hin, T. W., Kahrom, E., & Mahmood, N. (2015). A framework for implementing sustainable tourism in national parks of Iran: development and use of

sustainable tourism indicators in Boujagh National Park, Iran. *Caspian Journal of Environmental Sciences, 13*, 41-52. Retrieved January 20, 2019, from https://www.researchgate.net/publication/270215281_A_Framework_for_Implementing_Sustainable_Tourism_in_National_Parks_of_Iran_Development_and_Use_of_Sustainable_Tourism_Indicators_in_Boujagh_National_Park_Iran.

Ringgit, D. S. (2016, March 18). *Close Encounters with Nature at Bako National Park*. Retrieved September 25, 2017, from The Borneo Post SEEDS: http://seeds.theborneopost.com/2016/03/18/close-encounters-with-nature-at-bako-national-park/.

Said, A., Shuib, A., Ayob, N., & Yaakub, F. (2013). An Evaluation of Service Quality From Visitors' Perspectives: The Case of Niah National Park in Sarawak. *International Journal of Business and Society, 14*, 61-78. Retrieved 20 April, 2018, from http://www.ijbs.unimas.my/repository/pdf/AN%20EVALUATION%20OF%20SERVICE%20QUALITY%20pg61-78.pdf.

Sarawak Forestry. (2017). *Bako National Park*. Retrieved September 25, 2017, from Sarawak Forestry: https://www.sarawakforestry.com/parks-and-reserves/bako-national-park/.

Sarawak Forestry Corporation. (2018). Phone interview.

Sarawak Forestry Corporation. (2021). *Accommodation - Bako National Park, Kuching, Sarawak*. Retrieved June 9, 2022, from Bako National Park: https://bakonationalpark.my/accommodation/.

Sarawak Forestry Corporation. (2022). *Bako National Park - Sarawak Forestry Corporation*. Retrieved June 6, 2022, from Sarawak Forestry Corporation: https://sarawakforestry.com/parks-and-reserves/bako-national-park/.

Sarawak Tourism. (2017). *Bako National Park*. Retrieved September 25, 2017, from Sarawak Tourism: https://sarawaktourism.com/attraction/bako-national-park/.

Selvadurai, P. (26 March, 2018). *Malaysia lays out recovery plans as 2017 tourist arrivals fall short of targets*. Retrieved 18 April, 2018, from TTG Asia Media: https://www.ttgasia.com/2018/03/26/malaysia-lays-out-recovery-plans-as-2017-tourist-arrivals-fall-short-of-targets/.

Sever, I. (2015). Importance-performance analysis: A valid management tool? *Tourism Management, 48*, 43-55. Retrieved July 25, 2022, from https://www.sciencedirect.com.remotexs.unimas.my/science/article/pii/S0261517714002222.

Smith, S., & Costello, C. (2009). Culinary tourism: Satisfaction with a culinary event utilising importance-perfromance grid analysis. *Journal of Vacation Marketing, 15*(2), 99-110.

Sharpley, R. (2000). Tourism and Sustainable Development: Exploring the Theoretical Divide. *Journal of Sustainable Tourism, 8*(1), 1-19. Retrieved May 21, 2019, from https://www.researchgate.net/publication/249023970_Tourism_and_Sustainable_Development_Exploring_the_Theoretical_Divide.

Sorensson, A., & Friedrichs, Y. v. (2013). An importance-performance analysis of sustainable tourism: A comparison between international and national tourists. *Journal of Destination Marketing & Management*, 14-21. Retrieved May 18, 2018, from https://www.sciencedirect.com/science/article/pii/S2212571X12000200.

Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Res Sci Educ, 48*, 1273-1296. Retrieved June 30, 2022, from https://link.springer.com/article/10.1007/s11165-016-9602-2.

The International Ecotourism Society. (7 January, 2015). *TIES Announces Ecotourism Principles Revision*. Retrieved 3 May, 2018, from The International Ecotourism Society: https://www.ecotourism.org/news/ties-announces-ecotourism-principles-revision.

Tilden, F. (1957). *Interpreting our heritage: Principles and practices for visitor services in parks, museums, and historic places.* Chapel Hill [N.C.]: University of North Carolina Press.

Tourism Malaysia. (7 March, 2017). *Malaysia's 2016 Tourist Arrivals Grow 4.0%*. Retrieved 28 September, 2017, from Tourism Malaysia: http://www.tourism.gov.my/media/view/malaysia-s-2016-tourist-arrivals-grow-4-0.

Tourism Malaysia. (14 February, 2017). *Tourism Malaysia Promotes Sustainable Tourism at SATTE 2017*. Retrieved 18 September, 2017, from Tourism Malaysia: http://www.tourism.gov.my/media/view/tourism-malaysia-promotes-sustainable-tourism-at-satte-2017.

Tourism Malaysia. (2018). *Tourist Arrivals*. Retrieved 18 April, 2018, from My Tourism Data: http://mytourismdata.tourism.gov.my/?page_id=14#!range=year&from=2013&to=2017&type=55872e6e2bd39,55872c90df266&destination=34MY.

TripAdvisor. (2018a). *The Top 10 Things to Do & Places to Go in Kuching*. Retrieved 18 April, 2018, from TripAdvisor Malaysia: https://www.tripadvisor.com.my/

Attractions-g298309-Activities-Kuching_Sarawak.html#ATTRACTION_SORT_WRAPPER

TripAdvisor. (2018b). *Bako National Park (Kuching) All You Need to Know Before You Go (with Photos)*. Retrieved April 18, 2018, from TripAdvisor Malaysia: https://www.tripadvisor.com.my/Attraction_Review-g298309-d10810369-Reviews-Bako_National_Park-Kuching_Sarawak.html.

Tsegaw, W. E. (2017). Tourist Services Quality Gap Analysis in National Park of Ethiopia: Evidence from Nech Sar National Park. *Journal of Tourism & Hospitality*, *6*(319), 2167-0269. Retrieved 4 December, 2017, from https://www.omicsonline.org/open-access/tourist-services-quality-gap-analysis-in-national-parks-of-ethiopiaevidence-from-nech-sar-national-park-2167-0269-1000319.pdf.

Tuah, Y. (2015, March 28). Boosting Sarawak's Cultural Heritage Tourism. *Borneo Post*. Retrieved February 26, 2016, from http://www.theborneopost.com/2015/03/28/boosting-sarawaks-cultural-heritage-tourism/.

UNEP & WTO. (2005). *Making Tourism More Sustainable: A Guide for Policy Makers.* UNEP & WTO. Retrieved May 15, 2018, from http://www.unep.fr/shared/publications/pdf/dtix0592xpa-tourismpolicyen.pdf.

United Nations Environment Programme. (2011). *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication - A Synthesis for Policy Makers.* France: Background Technical Papers. Retrieved 3 May, 2018, from https://reliefweb.int/sites/reliefweb.int/files/resources/Full_Report_2176.pdf.

UNWTO. (2016). Measuring Sustainable Tourism: Developing a statistical framework for sustainable tourism. *1st meeting of the Working Group of Experts on Measuring the*

Sustainability of Tourism (pp. 1-20). Madrid: UNWTO. Retrieved May 18, 2018, from http://cf.cdn.unwto.org/sites/all/files/docpdf/mstoverviewrev1.pdf.

Weaver, D. B. (1998). *Ecotourism in the Less Developed World.* Oxon: CAB International.

Weaver, D. B. (2008). *Ecotourism Second Edition.* Milton: Wiley.

World Commission on Environment and Development, & Brundtland, G. H. (1987). *Presentation of the Report of World Commission on Environment and Development to African and International and Non-governmental Organizations... June 7, 1987, Nairobi, Kenya*. World Commission on Environment and Development.

Yang, Y., Wani, G. A., Nagaraj, V., Haseeb, M., Sultan, S., Hossain, M. E., ... & Shah, S. M. R. (2023). Progress in Sustainable Tourism Research: An Analysis of the Comprehensive Literature and Future Research Directions. *Sustainability*, *15*(3), 2755. Retrieved 8 April, 2023, from https://www.mdpi.com/2071-1050/15/3/2755.

Ziegler, J., Dearden, P., & Rollins, R. B. (2011). But are tourists satisfied? Importance-performance analysis of the whale shark tourism industry on Isla Holbox, Mexico. *Tourism Management*, *33*(3) 692-701. Retrieved 25 September, 2017, from https://www.researchgate.net/publication/241086436_But_are_tourists_satisfied_Importance-performance_analysis_of_the_whale_ shark_tourism_industry_on_Isla_Holbox_Mexico.

APPENDICES

Appendix A: Sample of Research Questionnaire for Pilot Testing

Sustainable Performance Analysis in Bako National Park /
Prestasi Pelancongan Mampan di Taman Negara Bako

Greetings Sir/Madam/Miss,

Salam Sejahtera Encik/Puan/Cik

Welcome to Bako National Park. I am a student taking Master of Social Science Development Studies from Universiti Malaysia Sarawak and conducting a research on sustainable performance analysis at this attraction. It would be very much appreciated if you could spend your precious time fulfilling this simple questionnaire. Thank you for your co-operation.

Selamat Datang ke Taman Negara Bako. Saya pelajar mengambil Ijazah Sarjana Sains Sosial Kajian Pembangunan dari Universiti Malaysia Sarawak dan sedang menjalankan kajian mengenai prestasi pelancongan mampan di tempat tarikan ini. Amatlah dihargai jika anda dapat meluangkan sedikit masa untuk mengisi borang soal selidik ini. Terima kasih atas kerjasama anda.

A. VISITOR PROFILE / *PROFIL PENGUNJUNG*

1. Gender / Jantina

☐ Male / *Lelaki* ☐ Female / *Perempuan*

2. Age / *Umur*

☐ < 18
☐ 18-24
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ > 54

3. Place of Residence / *Tempat asal*

☐ Within Sarawak / *Dalam negeri Sarawak*
☐ Other State in Malaysia / *Luar dari negeri Sarawak*
☐ International / *Antarabangsa*

4. If Malaysian, state your ethnicity / *Jika dari Malaysia, sila nyatakan etnik anda*

☐ Malay / *Melayu*
☐ Chinese / *Cina*
☐ Indian / *India*
☐ Others / *Lain-lain* (please specify / *sila nyatakan*):
☐ Iban / *Iban*
☐ Bidayuh / *Bidayuh*
☐ Melanau / *Melanau*

_____

5. If International, state your nationality / *Jika dari luar negara, sila nyatakan kewarganegaraan anda*

_____

6. Education background / *Tahap pendidikan*

☐ Primary school / *Sekolah Rendah*
☐ Secondary school / *Sekolah Menengah*
☐ Certificate/Diploma / *Sijil/Diploma*
☐ Degree or higher / *Sarjana Muda atau lebih tinggi*
☐ No formal education / *Tidak bersekolah*

7. Current employment / *Pekerjaan*

- ☐ Housewife / *Suri Rumah Tangga*
- ☐ Self-employed / *Bekerja Sendiri*
- ☐ Clerical/Supervisory / *Perkeranian/Penyelia*
- ☐ Executive/Managerial / *Eksekutif/Pengurus*
- ☐ Other / *Lain-lain* (please specify / *sila nyatakan*):

_____

- ☐ Professional / *Profesional*
- ☐ Retired / *Bersara*
- ☐ Student / *Pelajar*
- ☐ Unemployed / *Menganggur*

8. Monthly income / *Pendapatan sebulan*

- ☐ Less than / *Kurang dari* RM2000
- ☐ RM2000 - RM3999
- ☐ RM4000 - RM5999
- ☐ RM6000 - RM7999
- ☐ RM8000 - RM9999
- ☐ More than / *Lebih dari* RM10000

B. ABOUT YOUR TRIP / MAKLUMAT LAWATAN ANDA

9. Please indicate your main purpose to visit Bako National Park /
9. *Sila nyatakan tujuan utama anda melawat Taman Negara Bako*

- ☐ Sightseeing with family or friends / *Bersiar-siar dengan keluarga atau rakan*
- ☐ Ushering friends or relatives / *Sebagai pengiring kepada kawan atau saudara*
- ☐ Recreation / *Berekreasi*
- ☐ Academic visit or research / *Lawatan akademik atau penyelidikan*
- ☐ Interest in nature / *Berminat dengan tarikan berunsurkan alam sekitar*
- ☐ Others / *Lain-lain* (*please specify / sila nyatakan*) :

_____

10. Please indicate your mode of travel to Bako National Park /
10. *Sila nyatakan mod pengangkutan yang digunakan ke Taman Negara Bako*

- ☐ Own transport / *Kenderaan persendirian*
- ☐ Public transport / *Pengangkutan awam*
- ☐ Tour bus or coach / *Bas pelancong*
- ☐ School or institution transportation / *Kenderaan sekolah atau institusi*
- ☐ Others / *Lain-lain* (*please specify / sila nyatakan*) :

_____

11. Who are you travelling with? /
11. *Dengan siapakah anda melawat Taman Negara Bako?*

- ☐ Alone / *Secara sendiri*
- ☐ With friends or partner / *Bersama kawan atau pasangan*
- ☐ As a family or relative / *Bersama keluarga atau saudara*
- ☐ In a big group (> 5 people) / *Dalam kumpulan besar (> 5 orang)*

12. Travel arangement
12. *Bagaimanakah lawatan anda diatur?*

- ☐ Individually / *Secara sendiri*
- ☐ Package tour / *Pakej Pelancongan*
- ☐ Association or club / *Persatuan atau kelab*
- ☐ School teacher or lecturer / *Guru sekolah atau pensyarah*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

13. In preparation for this visit, where did you obtain information this Bako National Park? (*Please tick all that apply*) /
13. *Dalam persiapan untuk lawatan ini, dari manakah anda memperoleh informasi mengenai Taman Negara Bako ini? (Sila tanda yang berkenaan)*

- ☐ Did not obtain any information / *Tidak mendapat sebarang informasi*
- ☐ Friends or relatives / *Kawan atau saudara*
- ☐ Guidebooks or brochures / *Buku panduan perjalanan atau brosur pelancongan*
- ☐ Newspaper / *Suratkhabar*
- ☐ Internet / *Internet*
- ☐ Tourist Information Centre / *Tempat Informasi Pelancongan*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

14. Duration of your trip in Bako National Park
14. *Jangka masa lawatan anda di Taman Negara Bako*

- ☐ Less than 2 hours / *Kurang dari 2 jam*
- ☐ 2 - 4 hours / *2 - 4 jam*
- ☐ 5 - 7 hours / *5 - 7 jam*
- ☐ Overnight (Bako National Park's accommodation) / *Bermalam (penginapan di Taman Negara Bako)*
- ☐ Overnight (Homestay in Bako Village) / *Bermalam (Homestay di Kampung Bako)*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

15. How many times have you visited Bako National Park
15. *Kekerapan lawatan anda ke Taman Negara Bako*

- ☐ First visit / *Lawatan pertama*
- ☐ Second visit / *Lawatan kedua*
- ☐ Third visit / *Lawatan Ketiga*
- ☐ Fourth or more visits / *Lawatan keempat atau lebih*

16. Would you visit Bako National Park again?
16. *Adakah anda akan melawat Taman Negara Bako lagi?*

☐ Yes / *Ya* ☐ Maybe / *Mungkin* ☐ No / *Tidak*

17. Will you recommend Bako National Park to your friends or relatives?
17. *Adakah anda akan mencadangkan Taman Negara Bako kepada rakan atau saudara anda?*

☐ Yes / *Ya* ☐ Maybe / *Mungkin* ☐ No / *Tidak*

C. EXPERIENCE AND EXPECTATION / *PENGALAMAN DAN HARAPAN*

For the next section, please tick the appropriate number which reflects on **what you have experienced in Bako National Park** and **what you expect Bako National Park to have** based on the two separate scales given below. If you did not experienced the criteria, please tick number 0 / *Untuk bahagian seterusnya, sila tandakan nombor yang menggambarkan* ***apa yang anda telah alami di Taman Negara Bako*** *dan* ***apa yang anda harapkan di Taman Negara Bako*** *berdasarkan skala di bawah. Jika anda tidak alami kriteria tersebut, sila tandakan nombor 0.*

Rate of What You Experienced in Bako National Park (Scale) / *Petunjuk Tahap Yang Anda Alami di Taman Negara Bako (Skala)*
0 - Did not use / *Tidak menggunakan perkhidmatan tersebut*
1 - Strongly disagree / *Sangat tidak setuju*
2 - Disagree / *Tidak setuju*
3 - Somewhat disagree / *Mungkin tidak setuju*
4 - Neutral / *Neutral*
5 - Somewhat agree / *Mungkin setuju*
6 - Agree / *Setuju*
7 - Strongly agree / *Sangat setuju*

Rate of What You Expect in Bako National Park (Scale) / *Petunjuk Tahap Yang Anda Harapkan di Taman Negara Bako (Skala)*
1 - Extremely Unimportant / *Sangat tidak penting*
2 - Unimportant / *Tidak penting*
3 - Somewhat Unimportant / *Mungkin Tidak Penting*
4 - Neutral / *Neutral*
5 - Somewhat Important / *Mungkin Penting*
6 - Important / *Penting*
7 - Very Important / *Sangat penting*

A. ENVIRONMENT / *ALAM SEKITAR*

i. Natural / Semula Jadi

	Rate of Experience							Rate of Expectation							
1. Rare plant species are protected / *Spesies tumbuhan langka dilindungi*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
2. Rare animal species are protected / *Spesies haiwan langka dilindungi*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
3. Vegetation are in good condition / *Tumbuh-tumbuhan dalam keadaan yang baik*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
4. Animals are in good condition / *Haiwan dalam keadaan yang baik*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
5. Feel safe during visition / *Berasa selamat semasa lawatan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7

ii. Man-made / *Buatan Manusia*

	Rate of Experience							Rate of Expectation							
1. The trails are cleaned with no litter / *Laluan bersih tanpa sampah*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
2. Facilities are environmentally safe / *Kemudahan selamat untuk alam sekitar*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
3. Well-maintained visitors' facilities (e.g. accommodation, toilets etc.) / *Kemudahan pengunjung dipelihara dengan baik (cthnya penginapan, tandas dan lain-lain)*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
4. Trails are environmentally safe / *Laluan selamat untuk alam sekitar*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
5. Availability of clean water in accommodation / *Ketersediaan air bersih dalam penginapan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
6. Availability of clean and well-maintained toilet / *Ketersedian tandas yang bersih dan dipelihara*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
7. Range of user-friendly tracks / *Pelbagai trek yang mesra pengguna*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
8. Range of well-maintained tracks / *Pelbagai trek yang dipelihara dengan baik*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7

B. ECONOMIC / *EKONOMI*

	Rate of Experience							Rate of Expectation							
1. Availability of local products (by the villagers) to be purchased / *Ketersediaan produk tempatan (oleh penduduk kampung) untuk dibeli*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
2. Availability of local services (by the villagers) / *Ketersediaan perkhidmatan tempatan (oleh penduduk kampung)*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
3. The money spent reflects the services offered / *Wang yang dibelanjankan mencerminkan perkhidmatan yang ditawarkan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
4. Tourists should pay to experience nature / *Pelancong harus membayar untuk mengalami alam sekitar*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
5. Reasonable price for the whole experience / *Harga yang berpatutan untuk keseluruhan pengalaman*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
6. Availability for overnight stay / *Ketersediaan untuk penginapan bermalam*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
7. Willingness to spend more in the tourist attraction / *Kesediaan untuk berbelanja lebih banyak lagi tarikan pelancongan ini*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7

C. SOCIAL / SOSIAL

	Rate of Experience							Rate of Expectation							
1. Opportunities to meet and interact with villagers / *Peluang untuk berjumpa dan berkomunikasi bersama penduduk kampung*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
2. Safe and secure environment when interacting with local residents / *Persekitaran yang selamat dan terkawal ketika berinteraksi dengan penduduk setempat*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
3. Cultural exchange to enhance visitor experience / *Pertukaran budaya untuk meningkat pengalaman pelawat*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
4. Educating visitors about conservation / *Mendidik pengunjung tentang pemuliharaan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
5. Sufficient number of maps and signs at different points for directions / *Bilangan peta dan papan tanda yang mencukupi di tempat yang berbeza untuk arah tujuan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
6. Map given is easy to read and understand / *Peta yang diberikan mudah dibaca dan difahami*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
7. Information in the self-guided map matches with the actual trail / *Maklumat dalam peta berpandu sendiri berpadanan dengan trek sebenar*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
8. Presentation of information on information panels are easy to see and read / *Penyampaian maklumat di panel maklumat mudah dilihat dan dibaca*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
9. Variety of methods in presenting information / *Pelbagai kaedah dalam menyampaikan maklumat*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7

	Rate of Experience							Rate of Expectation							
10. Informative and interesting interpretation centre / *Pusat penafsiran yang bermaklumat dan menarik*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
11. Information by the employees about the national park / *Penyampaian maklumat oleh pekerja mengenai taman negara tersebut*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
12. Willingness of employees to help / *Kesediaan pekerja untuk membantu*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
13. Employees' knowledge in answering questions / *Pekerja berpengetahuan dalam menjawab soalan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7
14. Consistency of courtesy in answering questions / *Konsistensi ihsan dalam menjawab soalan*	1	2	3	4	5	6	7	0	1	2	3	4	5	6	7

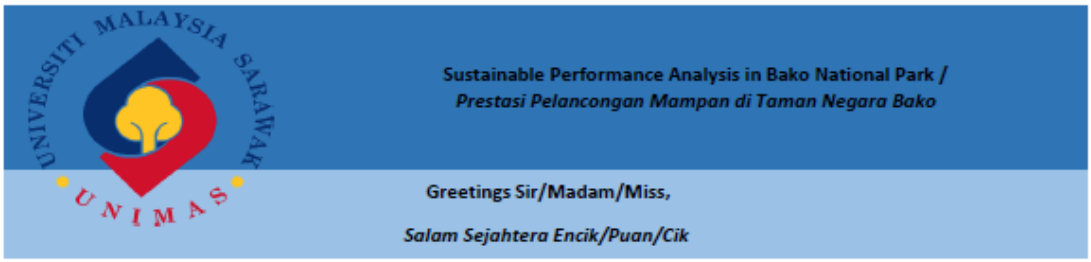
D. TOURIST'S SATISFACTION LEVEL / *TAHAP KEPUASAN PELANCONG*

18. Overall, please rate the satisfaction level of your visit to Bako National Park
18. *Secara keseluruhannya, sejauh manakah anda berpuas hati dengan lawatan anda di Taman Negara Bako*

- ☐ Extremely satisfied / *Sangat berpuas hati*
- ☐ Satisfied / *Berpuas hati*
- ☐ Neutral / *Neutral*
- ☐ Not satisfied / *Tidak berpuas hati*
- ☐ Extremely not satisfied / *Sangat tidak berpuas hati*

THANK YOU
FOR YOUR COOPERATION

Appendix B: Sample of Research Questionnaire (Final Version)



Sustainable Performance Analysis in Bako National Park /
Prestasi Pelancongan Mampan di Taman Negara Bako

Greetings Sir/Madam/Miss,

Salam Sejahtera Encik/Puan/Cik

Welcome to Bako National Park. I am a student taking Master of Social Science Development Studies from Universiti Malaysia Sarawak and conducting a research on sustainable performance analysis at this attraction. It would be very much appreciated if you could spend your precious time fulfilling this simple questionnaire. Thank you for your co-operation.

Selamat Datang ke Taman Negara Bako. Saya pelajar mengambil Ijazah Sarjana Sains Sosial Kajian Pembangunan dari Universiti Malaysia Sarawak dan sedang menjalankan kajian mengenai prestasi pelancongan mampan di tempat tarikan ini. Amatlah dihargai jika anda dapat meluangkan sedikit masa untuk mengisi borang soal selidik ini. Terima kasih atas kerjasama anda.

A. VISITOR PROFILE / *PROFIL PENGUNJUNG*

1. Gender / Jantina

☐ Male / *Lelaki* ☐ Female / *Perempuan*

2. Age / *Umur*

☐ < 18 ☐ 35 - 44
☐ 18-24 ☐ 45 - 54
☐ 25 - 34 ☐ > 54

3. Place of Residence / *Tempat asal*

☐ Within Sarawak / *Dalam negeri Sarawak*
☐ Other State in Malaysia / *Luar dari negeri Sarawak*
☐ International / *Antarabangsa*

4. If Malaysian, state your ethnicity / *Jika dari Malaysia, sila nyatakan etnik anda*

☐ Malay / *Melayu* ☐ Iban / *Iban*
☐ Chinese / *Cina* ☐ Bidayuh / *Bidayuh*
☐ Indian / *India* ☐ Melanau / *Melanau*
☐ Others / *Lain-lain* (please specify / *sila nyatakan*):

_____

5. If International, state your nationality / *Jika dari luar negara, sila nyatakan kewarganegaraan anda*

_____

6. Education background / *Tahap pendidikan*

☐ Primary school / *Sekolah Rendah* ☐ Degree or higher / *Sarjana Muda atau lebih tinggi*
☐ Secondary school / *Sekolah Menengah* ☐ No formal education / *Tidak bersekolah*
☐ Certificate/Diploma / *Sijil/Diploma*

7. Current employment / *Pekerjaan*

- ☐ Housewife / *Suri Rumah Tangga*
- ☐ Self-employed / *Bekerja Sendiri*
- ☐ Clerical/Supervisory / *Perkeranian/Penyelia*
- ☐ Executive/Managerial / *Eksekutif/Pengurus*
- ☐ Other / *Lain-lain* (please specify / *sila nyatakan*):

- ☐ Professional / *Profesional*
- ☐ Retired / *Bersara*
- ☐ Student / *Pelajar*
- ☐ Unemployed / *Menganggur*

_____

8. Monthly income / *Pendapatan sebulan*

- ☐ No income / *Tiada pendapatan*
- ☐ Less than / *Kurang dari* RM2000
- ☐ RM2000 - RM3999
- ☐ RM4000 - RM5999
- ☐ RM6000 - RM7999
- ☐ RM8000 - RM9999
- ☐ More than / *Lebih dari* RM10000

B. ABOUT YOUR TRIP / MAKLUMAT LAWATAN ANDA

9. Please indicate your main purpose to visit Bako National Park /
9. *Sila nyatakan tujuan utama anda melawat Taman Negara Bako*

- ☐ Sightseeing with family or friends / *Bersiar-siar dengan keluarga atau rakan*
- ☐ Ushering friends or relatives / *Sebagai pengiring kepada kawan atau saudara*
- ☐ Recreation / *Berekreasi*
- ☐ Academic visit or research / *Lawatan akademik atau penyelidikan*
- ☐ Interest in nature / *Berminat dengan tarikan berunsurkan alam sekitar*
- ☐ Others / *Lain-lain* (*please specify / sila nyatakan*) :

_____

10. Please indicate your mode of travel to Bako National Park's terminal /
10. *Sila nyatakan mod pengangkutan yang digunakan ke terminal Taman Negara Bako*

- ☐ Own transport / *Kenderaan persendirian*
- ☐ Public transport / *Pengangkutan awam*
- ☐ Tour bus or coach / *Bas pelancong*
- ☐ School or institution transportation / *Kenderaan sekolah atau institusi*
- ☐ Others / *Lain-lain* (*please specify / sila nyatakan*) :

_____

11. Who are you travelling with? /
11. *Dengan siapakah anda melawat Taman Negara Bako?*

- ☐ Alone / *Secara sendiri*
- ☐ With friends or partner / *Bersama kawan atau pasangan*
- ☐ As a family or relative / *Bersama keluarga atau saudara*
- ☐ In a big group (> 5 people) / *Dalam kumpulan besar (> 5 orang)*

12. Travel arangement
12. *Bagaimanakah lawatan anda diatur?*

- ☐ Individually / *Secara sendiri*
- ☐ Package tour / *Pakej Pelancongan*
- ☐ Association or club / *Persatuan atau kelab*
- ☐ School teacher or lecturer / *Guru sekolah atau pensyarah*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

13. In preparation for this visit, where did you obtain information this Bako National Park? (*Please tick all that apply*) /
13. *Dalam persiapan untuk lawatan ini, dari manakah anda memperoleh informasi mengenai Taman Negara Bako ini? (Sila tanda yang berkenaan)*

- ☐ Did not obtain any information / *Tidak mendapat sebarang informasi*
- ☐ Friends or relatives / *Kawan atau saudara*
- ☐ Guidebooks or brochures / *Buku panduan perjalanan atau brosur pelancongan*
- ☐ Newspaper / *Suratkhabar*
- ☐ Internet / *Internet*
- ☐ Tourist Information Centre / *Tempat Informasi Pelancongan*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

14. Duration of your trip in Bako National Park
14. *Jangka masa lawatan anda di Taman Negara Bako*

- ☐ Less than 2 hours / *Kurang dari 2 jam*
- ☐ 2 - 4 hours / *2 - 4 jam*
- ☐ 5 - 7 hours / *5 - 7 jam*
- ☐ Overnight (Bako National Park's accommodation) / *Bermalam (penginapan di Taman Negara Bako)*
- ☐ Overnight (Homestay in Bako Village) / *Bermalam (Homestay di Kampung Bako)*
- ☐ Others / *Lain-lain* (please specify / *sila nyatakan*) :

_____

15. Please state your time of arrival and exit from Bako National Park
15. *Sila nyatakan masa ketibaan dan keluar dari Taman Negara Bako*

Time of arrival / *Masa ketibaan:* _____

Time of exit / *Masa keluar* _____

16. How many times have you visited Bako National Park
16. *Kekerapan lawatan anda ke Taman Negara Bako*

- ☐ First visit / *Lawatan pertama*
- ☐ Second visit / *Lawatan kedua*
- ☐ Third visit / *Lawatan Ketiga*
- ☐ Fourth or more visits / *Lawatan keempat atau lebih*

17. Would you visit Bako National Park again?
17. *Adakah anda akan melawat Taman Negara Bako lagi?*

☐ Yes / *Ya* ☐ Maybe / *Mungkin* ☐ No / *Tidak*

18. Will you recommend Bako National Park to your friends or relatives?
18. *Adakah anda akan mencadangkan Taman Negara Bako kepada rakan atau saudara anda?*

☐ Yes / *Ya* ☐ Maybe / *Mungkin* ☐ No / *Tidak*

C. EXPERIENCE AND EXPECTATION / *PENGALAMAN DAN HARAPAN*

For the next section, please tick the appropriate number which reflects on **what you have experienced in Bako National Park** and **what you expect Bako National Park to have** based on the two separate scales given below. If you did not experienced the criteria, please tick number 0 /

Untuk bahagian seterusnya, sila tandakan nombor yang menggambarkan ***apa yang anda telah alami di Taman Negara Bako*** *dan* ***apa yang anda harapkan di Taman Negara Bako*** *berdasarkan skala di bawah. Jika anda tidak alami kriteria tersebut, sila tandakan nombor 0.*

Rate of What You Experienced in Bako National Park (Scale) / ***Petunjuk Tahap Yang Anda Alami di Taman Negara Bako (Skala)***
0 - Did not use / *Tidak menggunakan perkhidmatan tersebut*
1 - Strongly disagree / *Sangat tidak setuju*
2 - Disagree / *Tidak setuju*
3 - Somewhat disagree / *Mungkin tidak setuju*
4 - Neutral / *Neutral*
5 - Somewhat agree / *Mungkin setuju*
6 - Agree / *Setuju*
7 - Strongly agree / *Sangat setuju*

Rate of What You Expect in Bako National Park (Scale) / ***Petunjuk Tahap Yang Anda Harapkan di Taman Negara Bako (Skala)***
1 - Extremely Unimportant / *Sangat tidak penting*
2 - Unimportant / *Tidak penting*
3 - Somewhat Unimportant / *Mungkin Tidak Penting*
4 - Neutral / *Neutral*
5 - Somewhat Important / *Mungkin Penting*
6 - Important / *Penting*
7 - Extremely Important / *Sangat penting*

A. ENVIRONMENT / *ALAM SEKITAR*

i. Natural / Semula Jadi

	Rate of Experience								Rate of Expectation						
1. Rare plant species are protected / *Spesies tumbuhan langka dilindungi*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Rare animal species are protected / *Spesies haiwan langka dilindungi*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Vegetation are in good condition / *Tumbuh-tumbuhan dalam keadaan yang baik*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Animals are in good condition / *Haiwan dalam keadaan yang baik*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Feel safe during visition / *Berasa selamat semasa lawatan*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7

ii. Man-made / *Buatan Manusia*

	Rate of Experience								Rate of Expectation						
1. The trails are cleaned with no litter / *Laluan bersih tanpa sampah*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Facilities are environmentally safe / *Kemudahan selamat untuk alam sekitar*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Well-maintained visitors' facilities (e.g. accommodation, toilets etc.) / *Kemudahan pengunjung dipelihara dengan baik (cthnya penginapan, tandas dan lain-lain)*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Trails are environmentally safe / *Laluan selamat untuk alam sekitar*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Range of user-friendly tracks / *Pelbagai trek yang mesra pengguna*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6. Range of well-maintained tracks / *Pelbagai trek yang dipelihara dengan baik*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7

B. ECONOMIC / *EKONOMI*

	Rate of Experience								Rate of Expectation						
1. Availability of local products (by the villagers) to be purchased / *Ketersediaan produk tempatan (oleh penduduk kampung) untuk dibeli*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Availability of local services (by the villagers) / *Ketersediaan perkhidmatan tempatan (oleh penduduk kampung)*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. The money spent reflects the services offered / *Wang yang dibelanjankan mencerminkan perkhidmatan yang ditawarkan*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Tourists should pay to experience nature / *Pelancong harus membayar untuk mengalami alam sekitar*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Reasonable price for the whole experience / *Harga yang berpatutan untuk keseluruhan pengalaman*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6. Availability for overnight stay / *Ketersediaan untuk penginapan bermalam*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7. Willingness to spend more in the tourist attraction / *Kesediaan untuk berbelanja lebih banyak lagi tarikan pelancongan ini*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7

C. SOCIAL / SOSIAL

	Rate of Experience								Rate of Expectation						
	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. Opportunities to meet and interact with villagers / *Peluang untuk berjumpa dan berkomunikasi bersama penduduk kampung*															
2. Safe and secure environment when interacting with local residents / *Persekitaran yang selamat dan terkawal ketika berinteraksi dengan penduduk setempat*															
3. Cultural exchange to enhance visitor experience / *Pertukaran budaya untuk meningkat pengalaman pelawat*															
4. Educating visitors about conservation / *Mendidik pengunjung tentang pemuliharaan*															
5. Sufficient number of maps and signs at different points for directions / *Bilangan peta dan papan tanda yang mencukupi di tempat yang berbeza untuk arah tujuan*															
6. Map given is easy to read and understand / *Peta yang diberikan mudah dibaca dan difahami*															
7. Information in the self-guided map matches with the actual trail / *Maklumat dalam peta berpandu sendiri berpadanan dengan trek sebenar*															
8. Presentation of information on information panels are easy to see and read / *Penyampaian maklumat di panel maklumat mudah dilihat dan dibaca*															
9. Variety of methods in presenting information / *Pelbagai kaedah dalam menyampaikan maklumat*															

	Rate of Experience							Rate of Expectation						
10. Informative and interesting interpretation centre / *Pusat penafsiran yang bermaklumat dan menarik*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
11. Information by the employees about the national park / *Penyampaian maklumat oleh pekerja mengenai taman negara tersebut*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
12. Willingness of employees to help / *Kesediaan pekerja untuk membantu*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
13. Employees' knowledge in answering questions / *Pekerja berpengetahuan dalam menjawab soalan*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7
14. Consistency of courtesy in answering questions / *Konsistensi ihsan dalam menjawab soalan*	0	1	2	3	4	5	6	7	1	2	3	4	5	6	7

D. TOURIST'S SATISFACTION LEVEL / *TAHAP KEPUASAN PELANCONG*

19. Overall, please rate the satisfaction level of your visit to Bako National Park

19. *Secara keseluruhannya, sejauh manakah anda berpuas hati dengan lawatan anda di Taman Negara Bako*

- ☐ Extremely satisfied / *Sangat berpuas hati*
- ☐ Satisfied / *Berpuas hati*
- ☐ Neutral / *Neutral*
- ☐ Not satisfied / *Tidak berpuas hati*
- ☐ Extremely not satisfied / *Sangat tidak berpuas hati*

20. Do you have any additional concerns, comments or suggestions you would like to share? Please state them below / *Adakah anda ada sebarang kebimbangan, komen atau cadangan yang anda ingin kongsikan? Sila nyatakan di bawah*

_____

_____

_____

THANK YOU
FOR YOUR COOPERATION

Appendix C: SPSS Output (Frequencies for Gender)

```
FREQUENCIES VARIABLES=Gender
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Gender

N	Valid	168
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	92	54.8	54.8	54.8
	Female	76	45.2	45.2	100.0
	Total	168	100.0	100.0	

Appendix D: SPSS Output (Frequencies for Age)

```
FREQUENCIES VARIABLES=Age
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Age

N	Valid	168
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	35	20.8	20.8	20.8
	25 - 34	84	50.0	50.0	70.8
	35 - 44	23	13.7	13.7	84.5
	45 - 54	10	6.0	6.0	90.5
	> 54	16	9.5	9.5	100.0
	Total	168	100.0	100.0	

Appendix E: SPSS Output (Frequencies for Place of Residence)

```
FREQUENCIES VARIABLES=Residence
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Residence

N	Valid	168
	Missing	0

Place of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Within Sarawak	124	73.8	73.8	73.8
	Other State in Malaysia	12	7.1	7.1	81.0
	International	32	19.0	19.0	100.0
	Total	168	100.0	100.0	

Appendix F: SPSS Output (Frequencies for Malaysian's Ethnicity)

```
FREQUENCIES VARIABLES=Ethnicity Other_Ethnicity
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Ethnicity	Other_Ethnicity
N	Valid	136	168
	Missing	32	0

Frequency Table

Malaysians' Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	92	54.8	67.6	67.6
	Chinese	7	4.2	5.1	72.8
	Indian	2	1.2	1.5	74.3
	Iban	5	3.0	3.7	77.9
	Bidayuh	12	7.1	8.8	86.8
	Melanau	14	8.3	10.3	97.1
	Others	4	2.4	2.9	100.0
	Total	136	81.0	100.0	
Missing	System	32	19.0		
Total		168	100.0		

Other Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		164	97.6	97.6	97.6
	Dusun	1	.6	.6	98.2
	Jawa	1	.6	.6	98.8
	KAYAN	1	.6	.6	99.4
	Sino Native	1	.6	.6	100.0
	Total	168	100.0	100.0	

Appendix G: SPSS Output (International Visitors' Nationality)

Frequencies

Statistics

International_Nationality

N	Valid	168
	Missing	0

International Visitors' Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		136	81.0	81.0	81.0
	AUSTRALIAN	3	1.8	1.8	82.7
	AUSTRIAN	2	1.2	1.2	83.9
	BELGIAN	2	1.2	1.2	85.1
	British	1	.6	.6	85.7
	DUTCH	1	.6	.6	86.3
	FRENCH	9	5.4	5.4	91.7
	GERMAN	11	6.5	6.5	98.2
	JAPANESE	2	1.2	1.2	99.4
	TURKEY	1	.6	.6	100.0
	Total	168	100.0	100.0	

Appendix H: SPSS Output (Education Background)

```
FREQUENCIES VARIABLES=Education
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Education

N	Valid	168
	Missing	0

Education Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	23	13.7	13.7	13.7
	Certificate/Diploma	58	34.5	34.5	48.2
	Degree or Higher	80	47.6	47.6	95.8
	No Formal Education	7	4.2	4.2	100.0
	Total	168	100.0	100.0	

Appendix I: SPSS Output (Current Employment)

```
FREQUENCIES VARIABLES=Education
  /ORDER=ANALYSIS.


FREQUENCIES VARIABLES=Employment Other_Employment
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Employment	Other_Employment
N	Valid	168	168
	Missing	0	0

Frequency Table

Current Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	26	15.5	15.5	15.5
	Clerical/Supervisory	23	13.7	13.7	29.2
	Executive/Managerial	30	17.9	17.9	47.0
	Professional	50	29.8	29.8	76.8
	Retired	3	1.8	1.8	78.6
	Student	32	19.0	19.0	97.6
	Unemployed	4	2.4	2.4	100.0
	Total	168	100.0	100.0	

Appendix J: SPSS Output (Monthly Income)

```
FREQUENCIES VARIABLES=Income
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Income

N	Valid	168
	Missing	0

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No income	29	17.3	17.3	17.3
	Less than RM2000	29	17.3	17.3	34.5
	RM2000 - RM3999	54	32.1	32.1	66.7
	RM4000 - RM5999	23	13.7	13.7	80.4
	RM6000 - RM7999	6	3.6	3.6	83.9
	RM8000 - RM9999	6	3.6	3.6	87.5
	More than RM10000	21	12.5	12.5	100.0
	Total	168	100.0	100.0	

Appendix K: SPSS Output (Main Purpose to Visit)

```
FREQUENCIES VARIABLES=Purpose Other_Purpose
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Purpose	Other_Purpose
N	Valid	168	168
	Missing	0	0

Frequency Table

Main Purpose to Revisit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sightseeing with family and friends	81	48.2	48.2	48.2
	Ushering friends or relatives	4	2.4	2.4	50.6
	Recreation	37	22.0	22.0	72.6
	Academic visit or research	3	1.8	1.8	74.4
	Interest in nature	43	25.6	25.6	100.0
	Total	168	100.0	100.0	

Appendix L: SPSS Output (Travel Mode)

```
FREQUENCIES VARIABLES=Travel_Mode Other_Travel_Mode
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Travel_Mode	Other_Travel_Mode
N	Valid	168	168
	Missing	0	0

Frequency Table

Travel Mode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own transport	125	74.4	74.4	74.4
	Public transport	28	16.7	16.7	91.1
	Tour bus or coach	14	8.3	8.3	99.4
	School or institution transportation	1	.6	.6	100.0
	Total	168	100.0	100.0	

Appendix M: SPSS Output (Party Composition)

```
FREQUENCIES VARIABLES=Travel_With
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Travel_With

N	Valid	168
	Missing	0

Party Composition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	17	10.1	10.1	10.1
	With friends or partner	102	60.7	60.7	70.8
	As a family or relative	29	17.3	17.3	88.1
	In a big group (> 5)	20	11.9	11.9	100.0
	Total	168	100.0	100.0	

Appendix N: SPSS Output (Travel Arrangement)

```
FREQUENCIES VARIABLES=Travel_Arrangement Other_Travel_Arrangement
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Travel_Arrangement	Other_Travel_Arrangement
N	Valid	168	168
	Missing	0	0

Frequency Table

Travel Arrangement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Individually	137	81.5	81.5	81.5
	Package tour	26	15.5	15.5	97.0
	Association or club	4	2.4	2.4	99.4
	School teacher or lecturer	1	.6	.6	100.0
	Total	168	100.0	100.0	

Appendix O: SPSS Output (Sources in Obtaining Information)

```
FREQUENCIES VARIABLES=Obtain_Info1 Obtain_Info2 Obtain_Info3 Obtain_Info4
Obtain_Info5 Obtain_Info6
    Other_Obtain_Info
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Obtain_Info 1	Obtain_Info 2	Obtain_Info 3	Obtain_Info 4	Obtain_Info 5	Obtain_Info 6	Other_Obtain _Info
N	Valid	168	168	168	168	168	168	168
	Missing	0	0	0	0	0	0	0

Frequency Table

Did Not Obtain Any Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	156	92.9	92.9	92.9
	Yes	12	7.1	7.1	100.0
	Total	168	100.0	100.0	

Friends/Relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	99	58.9	58.9	58.9
	Yes	69	41.1	41.1	100.0
	Total	168	100.0	100.0	

Guidebooks/Brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	146	86.9	86.9	86.9
	Yes	22	13.1	13.1	100.0
	Total	168	100.0	100.0	

Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	167	99.4	99.4	99.4
	Yes	1	.6	.6	100.0
	Total	168	100.0	100.0	

Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	88	52.4	52.4	52.4
	Yes	78	46.4	46.4	98.8
	5.00	2	1.2	1.2	100.0
	Total	168	100.0	100.0	

Tourist Information Cetre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	151	89.9	89.9	89.9
	Yes	17	10.1	10.1	100.0
	Total	168	100.0	100.0	

Appendix P: SPSS Output (Length of Visit)

```
FREQUENCIES VARIABLES=Duration Other_Duration
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Duration	Other_Duration
N	Valid	168	168
	Missing	0	0

Frequency Table

Length of Visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 hours	2	1.2	1.2	1.2
	2 - 4 hours	50	29.8	29.8	31.0
	5 - 7 hours	92	54.8	54.8	85.7
	Overnight (Bako National Park's accomodation)	22	13.1	13.1	98.8
	Overnight (Homestay in Bako Village)	2	1.2	1.2	100.0
	Total	168	100.0	100.0	

Appendix Q: SPSS Output (Experience in Visiting)

```
FREQUENCIES VARIABLES=Time_of_Visit
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Time_of_Visit

N	Valid	168
	Missing	0

Experience in Visiting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First visit	111	66.1	66.1	66.1
	Second visit	23	13.7	13.7	79.8
	Third visit	15	8.9	8.9	88.7
	Fourth or more visits	19	11.3	11.3	100.0
	Total	168	100.0	100.0	

Appendix R: SPSS Output (Probability to Revisit)

```
FREQUENCIES VARIABLES=Visit_Again
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Visit_Again

N	Valid	168
	Missing	0

Probability to Revisit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	65.5	65.5	65.5
	Maybe	34	20.2	20.2	85.7
	No	24	14.3	14.3	100.0
	Total	168	100.0	100.0	

Appendix S: SPSS Output (Probability to Recommend)

```
FREQUENCIES VARIABLES=Recommend
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Recommend

N	Valid	168
	Missing	0

Probability to Recommend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	149	88.7	88.7	88.7
	Maybe	14	8.3	8.3	97.0
	No	5	3.0	3.0	100.0
	Total	168	100.0	100.0	

Appendix S: SPSS Output (Expectation-Experience Ratings)

```
FREQUENCIES VARIABLES=IMP_Ai1 IMP_Ai2 IMP_Ai3 IMP_Ai4 IMP_Ai5 IMP_Aii1
IMP_Aii2 IMP_Aii3 IMP_Aii4
    IMP_Aii5 IMP_Aii6 IMP_B1 IMP_B2 IMP_B3 IMP_B4 IMP_B5 IMP_B6 IMP_B7
IMP_C1 IMP_C2 IMP_C3 IMP_C4
    IMP_C5 IMP_C6 IMP_C7 IMP_C8 IMP_C9 IMP_C10 IMP_C11 IMP_C12 IMP_C13
IMP_C14
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics (Expectation)

	N	Mean	Std. Deviation	Minimum	Maximum
A1 - Rare plant species are protected	168	5.9345	.94229	2.00	7.00
A2 - Rare animal species are protected	168	5.9643	.89505	3.00	7.00
A3 - Vegetation are in good condition	168	6.0298	.85068	2.00	7.00
A4 - Animals are in good condition	168	6.1012	.87301	3.00	7.00
A5 - Feel safe during visitation	168	6.0357	.94071	2.00	7.00
A6 - The trails are cleaned with no litter	168	5.8690	1.08644	1.00	7.00
A7 - Facilities are environmentally safe	168	5.9702	.87839	3.00	7.00
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	168	6.0060	.84412	3.00	7.00
A9 - Trails are environmentally safe	168	5.9940	.81525	3.00	7.00
A10 - Range of user-friendly tracks	168	5.9286	.90621	3.00	7.00
A11 - Range of well-maintained tracks	168	6.0298	.86465	3.00	7.00
B1 - Availability of local products (by the villagers) to be purchased	168	5.2917	1.60222	.00	7.00
B2 - Availability of local services (by the villagers)	168	5.6964	1.23695	1.00	7.00
B3 - The money spent reflects the services offered	168	5.8333	.98896	2.00	7.00
B4 - Tourists should pay to experience nature	168	5.6964	1.22234	1.00	7.00
B5 - Reasonable price for the whole experience	168	5.8095	1.06074	1.00	7.00
B6 - Availability for overnight stay	168	4.5536	2.28968	1.00	7.00
B7 - Willingness to spend more in the tourist attraction	168	5.4643	1.34873	1.00	7.00
C1 - Opportunities to meet and interact with villagers	168	5.0655	1.79534	1.00	7.00
C2 - Safe and secure environment when interacting with local residents	168	5.2917	1.77593	1.00	7.00

C3 - Cultural exchange to enhance visitor experience	168	5.2917	1.71067	1.00	7.00
C4 - Educating visitors about conservation	168	5.6667	1.36099	1.00	7.00
C5 - Sufficient number of maps and signs at different point for directions	168	6.0655	.90335	3.00	7.00
C6 - Map given is easy to read and understand	168	6.1012	.93271	1.00	7.00
C7 - Information in the self-guided map matches with the actual trail	168	5.9762	1.03792	1.00	7.00
C8 - Presentation of information on information panels are easy to see and read	168	6.0595	.94585	1.00	7.00
C9 - Variety of methods in presenting information	168	5.8393	1.11242	1.00	7.00
C10 - Informative and interesting interpretation centre	168	5.8393	1.15986	1.00	7.00
C11 - Information by the employees about the national park	168	6.0238	.95373	2.00	7.00
C12 - Willingness of employees to help	168	6.0536	.87725	2.00	7.00
C13 - Employees' knowledge in answering questions	168	6.0595	.90045	2.00	7.00
C14 - Consistency of courtesy in answering questions	168	6.0655	.84158	3.00	7.00

```
DATASET ACTIVATE DataSet2.
DATASET CLOSE DataSet1.
GET
  FILE='E:\thesis\Amended\PERF_EXPERIENCE LATEST - 2.0.sav'.
DATASET NAME DataSet3 WINDOW=FRONT.
FREQUENCIES VARIABLES=PERF_Ai1 PERF_Ai2 PERF_Ai3 PERF_Ai4 PERF_Ai5
PERF_Aii1 PERF_Aii2 PERF_Aii3
    PERF_Aii4 PERF_Aii5 PERF_Aii6 PERF_B1 PERF_B2 PERF_B3 PERF_B4 PERF_B5
PERF_B6 PERF_B7 PERF_C1
    PERF_C2 PERF_C3 PERF_C4 PERF_C5 PERF_C6 PERF_C7 PERF_C8 PERF_C9
PERF_C10 PERF_C11 PERF_C12 PERF_C13
    PERF_C14
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

Frequencies

Statistics (Experience)

	N			Std.		
	Valid	Missing	Mean	Deviation	Minimum	Maximum
A1 - Rare plant species are protected	167	1	5.5629	1.22497	1.00	7.00
A2 - Rare animal species are protected	167	1	5.6168	1.12334	1.00	7.00
A3 - Vegetation are in good condition	168	0	5.7024	1.09194	2.00	7.00
A4 - Animals are in good condition	168	0	5.8095	1.03792	1.00	7.00
A5 - Feel safe during visitation	168	0	5.7738	1.04224	2.00	7.00
A6 - The trails are cleaned with no litter	168	0	4.9107	1.44284	1.00	7.00
A7 - Facilities are environmentally safe	168	0	5.3333	1.18709	1.00	7.00
A8 - Well-maintained visitors' facilities (e,g, accommodation, toilets etc.)	167	1	4.8982	1.39981	1.00	7.00
A9 - Trails are environmentally safe	167	1	5.1078	1.33998	1.00	7.00
A10 - Range of user-friendly tracks	168	0	5.1369	1.37960	1.00	7.00
A11 - Range of well-maintained tracks	167	1	4.9701	1.40749	1.00	7.00
B1 - Availability of local products (by the villagers) to be purchased	155	13	4.8903	1.26166	1.00	7.00
B2 - Availability of local services (by the villagers)	164	4	5.4146	1.30079	1.00	7.00
B3 - The money spent reflects the services offered	168	0	5.5119	1.31772	1.00	7.00
B4 - Tourists should pay to experience nature	167	1	5.6228	1.16999	1.00	7.00
B5 - Reasonable price for the whole experience	167	1	5.6527	1.21203	1.00	7.00
B6 - Availability for overnight stay	114	54	5.3860	1.36004	1.00	7.00
B7 - Willingness to spend more in the tourist attraction	161	7	5.4037	1.18522	1.00	7.00
C1 - Opportunities to meet and interact with villagers	136	32	4.9265	1.43827	1.00	7.00
C2 - Safe and secure environment when interacting with local residents	136	32	5.3456	1.25538	1.00	7.00
C3 - Cultural exchange to enhance visitor experience	122	46	5.0328	1.50994	1.00	7.00
C4 - Educating visitors about conservation	159	9	5.1761	1.30498	2.00	7.00
C5 - Sufficient number of maps and signs at different point for directions	165	3	5.2000	1.31223	1.00	7.00
C6 - Map given is easy to read and understand	163	5	5.1595	1.36954	2.00	7.00
C7 - Information in the self-guided map matches with the actual trail	161	7	5.1615	1.34583	2.00	7.00
C8 - Presentation of information on information panels are easy to see and read	165	3	5.1636	1.45791	1.00	7.00
C9 - Variety of methods in presenting information	166	2	5.1807	1.32706	1.00	7.00

C10 - Informative and interesting interpretation centre	161	7	5.4099	1.25236	1.00	7.00
C11 - Information by the employees about the national park	163	5	5.6748	1.05925	2.00	7.00
C12 - Willingness of employees to help	167	1	5.7425	1.08641	2.00	7.00
C13 - Employees' knowledge in answering questions	165	3	5.8182	.98323	2.00	7.00
C14 - Consistency of courtesy in answering questions	166	2	5.8855	.86978	2.00	7.00

Appendix T: SPSS Output (Overall Visitors' Satisfaction)

```
FREQUENCIES VARIABLES=Overall_Satisfaction
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

Overall_Satisfaction

N	Valid	168
	Missing	0

Overall Visitors' Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Satisfied	64	38.1	38.1	38.1
	Satisfied	86	51.2	51.2	89.3
	Neutral	17	10.1	10.1	99.4
	Not Satisfied	1	.6	.6	100.0
	Total	168	100.0	100.0	