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THE POWER OF IMAGE ON BARIO AS A TOURIST DESTINATION

Lillian Supang Yusup

Bachelor of Economics and Business with Honours
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THE POWER OF IMAGE ON BARIO AS A TOURIST DESTINATION

LILLIAN SUPANG YUSUP

6724

FAKULTI EKONOMI DAN PERNIAGAAN

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THE POWER OF IMAGE ON BARIO AS A TOURIST DESTINATION

By

LILLIAN SUPANG YUSUP
6724

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APPROVAL SHEET

The project paper attached hereto, entitled **'The Power of Image on Bario as a Tourist Destination'** prepared and submitted by **Lillian Supang Yusup (6724)** in partial fulfillment of the requirements for the degree in Bachelor of Economics and Business with Honours (Tourism and Hospitality Management) is hereby accepted.

_5/4/04_

Date

Norazirah Hj. Ayob

Faculty of Economics and Business

Universiti Malaysia Sarawak

ABSTRACT

The Power of Image on Bario as a Tourist Destination

By

Lillian Supang Yusup

The main purpose of this research was to identify the true image that motivate and attract visitors to visit Bario. There were few studies had been done on tourism in Bario, so exploratory study was used in doing this research. The used of exploratory study was to collect more data as well as information for the research and the data or information collected could be use for future research. A month research survey was conducted in Bario by distributing questionnaires forms. The data that have been collected were calculated and analyzed. Overall, from the visitor's perspectives Bario's image as a tourist destination was positives and it is rated highly for its image of 'scenic natural surrounding'. The image that they built was more on the nature and scenery that Bario have. These images were among other factors that have motivated visitors to visit Bario.

ABSTRAK

'The Power of Image on Bario as a Tourist Destination'

oleh

Lillian Supang Yusup

Tujuan utama kajian ini adalah untuk mengenalpasti imej yang paling sesuai untuk Bario dan imej tersebut boleh memotivasi serta menarik pelawat ke Bario. Didapati kajian mengenai pelancongan di Bario adalah kurang, maka kajian jenis explorasi telah digunakan. Penggunaan kajian tersebut adalah perlu bagi mengumpul lebih banyak data serta informasi yang berkaitan dengan kajian yang dijalankan. Selain itu, data atau informasi yang diperolehi boleh digunakan untuk kajian pada masa hadapan. Tinjauan telah dijalankan selama sebulan dengan mengedarkan borang soal-selidik kepada para pelawat. Secara keseluruhan, pelawat mendapati bahawa imej yang ada pada Bario adalah positif. Kebanyakan pelawat menyatakan bahawa imej yang paling sesuai untuk Bario adalah 'pemandangan alam sekeliling yang indah'. Imej yang telah dibina oleh pelawat lebih memfokuskan alam dan pemandangan alam di Bario. Walau bagaimanapun, imej menjadi antara salah satu faktor yang telah memotivasi pelawat untuk melawat Bario.

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CHAPTER 1: INTRODUCTION

1.0.   BACKGROUND

Bario is a small settlement in a beautiful valley, which lies in the center of the Kelabit Highlands in the Miri division and bordering Kalimantan on the eastward. Bario is an isolated village because it could only be access through air and long days walk from Miri and nearby villages. Before 1963, Bario Asal or widely known among the Bario community as "Lemba'a", which means 'a wet place' was the only and original longhouse exist in Bario. After 1963, Bario had extended its territory from the Tama Abu range to the Pa Dabpur River and now there are 16 small villages within Bario Highland including Bario Asal.

Although Bario is a small settlement, it plays an important role in the Borneo's modern history. During the World War II (WWII), Major Tom Harrison and a British commando unit parachuted into Bario to organize resistance against the Japanese occupational. Then in the early 1960s, during Malaysia Confrontation with Indonesian government, once again Bario has witnessed aerial bombings and nasty guerilla fighting between the British and local soldiers against the Brunei and Indonesian soldiers. Some of the tribes-people who were involved in both of the conflicts are still alive and living in longhouses.

Today Bario is more than another historical place because slowly Bario is emerging as one of Sarawak's tourist destination. According to Rowthorn et al. (2001), "Bario is the center of it all and a trip to the Kelabit Highlands is a highlight of any visit to the Borneo Island". So, a trip to the island of Borneo could be consider incomplete without a visit to

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the Kelabit Highlands especially Bario. Apart from the appealing clear mountain air and splendid isolation, other part of Bario's appeal also lies in the hospitality of the Kelabit people.

The Kelabit community is a branch of the Orang Ulu communities and one of the smallest tribes in Sarawak. There are a total of 6000 Kelabit people, which represent a mere 0.49 % of the Sarawak population, meanwhile 0.027 % of the Malaysian population. Less than a third of the Kelabit people are still living in the highlands and the others are living in the town areas. Most of the Bario people are involved in agro-based activities, whereby they cultivate wet and dry paddy and the *Bario rice* is famously known as high in fiber. The Kelabit had been first discovered around the 20th century and known earlier as a tribe of fierce warriors and headhunter. They are closely related to the other Sarawak tribes such as the Kenyah and Kayan as well as the Murut. Yet, the Kelabit people are distinct in many ways than the other tribes.

Commonly the Kelabit men, under a broad conical hat, they would wear their hair long at the back or done up in a bun held in place by pins of metal or horn. At the same time, they would hang a long sword with its curved stag horn hilt and wooden scabbard, which is known among the Kelabit as "tu'ngul". Meanwhile, their ears frequently have two holes, which have been pierced during infancy. The bottom hole of the pierced ear would be extended to the shoulder level by using brass weights as earrings. As for the upper hole, it is kept open by placing wooden plugs into the hole. A Kelabit warrior would wear a leopard's fangs, which pointed outwards besides their eyes at the upper hole of the pierced ear. However these unique features of a Kelabit man have long been left behind by the younger generations. The younger generations prefer not to keep their hair long as

well as their ears pierced and long. The 'tu'ngul' is only used by the man while performing the traditional dance or for daily use in the kitchen or when they going into the jungle.

Similar to the women from other tribes of the Orang Ulu communities especially the Kayan and the Kenyah women, Kelabit women are popularly known for their tattoos. It is a fine lacework of dots and lines, on almost the entire lower limb, from the foot and up to the thigh. It is finely decorated thus from a distance, it looked as though the women are wearing blue-black stockings. Before Christianity in the early 1970s, the tribe especially young men would recognize the social status of a woman would depend on the design of tattoos on the woman's body.

The uniqueness of the Kelabit women is their passion for beads. In the old days, those possess more beads especially on the brightly colored headgear known, as "peta" would be considered as a very wealth person or coming from a wealthy family. Nowadays, the Kelabit women would only wear "peta" during special occasion such as weddings, festivals or special ceremonies.

With the unique cultures of the Kelabit community, it could be one important factor in attracting visitors to the Kelabit Highlands apart from the beautiful surrounding nature. In the early 1990s, there were no tourist's facilities could be found in Bario because tourists were rare. Therefore, visitors that arrived in Bario would have to depend on longhouse hospitality whereby the longhouse people would provide food as well as place to sleep. Today, an average of 30 to 50 visitors arrive in Bario per a month. Even though, the number of visitors arrives in Bario still depend on the season and availability of flights.

Thus, the local government is planning to develop the valley into one of the attractions in the island of Borneo. According to the Minister of Culture, Art and Tourism, Dato' Paduka Abdul Kadir Sheikh Fadzir, "Bario is a unique place in Sarawak with year-round spring (temperature) weather and should be developed and managed properly to ensure that its natural and cultural attractions remain untainted even as developed into a popular tourist destination" (Sarawak Tribune, 5 January 2003). Among the state government planning for the valley are horse-drawn carriages to ferry tourists from the Bario airport to the nearby areas, a garden with roses, orchids and other flowers which are suitable for the cool climate as well as introducing Bario as a health tourism destination.

Therefore, the government had seen the potential of Bario in becoming one of the tourist destinations especially in the State of Sarawak. With the proper tourism planning and development by the state government, Bario will surely be among the major tourist destination in Sarawak along with Mulu National Park and Niah National Park. However, the development in Bario will be minimize, as according to Sarawak Minister of Tourism, Datuk Seri Abang Abdul Rahman Zohari Tun Abang Haji Openg, "The government would spend a few million ringgit in developing Bario because it would be the next biggest market after Miri and Mulu but it would not be turn into another Camerons or Genting Highlands. So, at any one time, Bario will only accommodate at most 100 tourists and Bario will not compete with Mulu or Niah Caves but as a complement to these tourist destinations".

Either developing Bario as a major tourist destination or as a complement to other tourist destinations in Sarawak, the *image* of Bario as a tourist destination should be analyzes and develops in order to attract as well as motivate visitors or potential visitors to visit

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Bario. According to Hunt (1975), "all places have *images* that may be good, bad or indifferent and should be identified and then either to be changed or exploited". *Image* of a destination plays an important role in attracting visitors and marketing the destination.

There are four major roles of an *image* in tourism, which are to communicate messages about a particular destination, to redefine and reposition a particular destination, to counter negative and then to enhance positive perceptions, and lastly to specifically target key market area (Morgan & Pritchard, 1999). Therefore, the *image* of Bario as a tourist destination is essentially need to be positive and interesting in conveying the message about Bario as a tourist destination, to build a strong position for Bario in Sarawak's tourism scene, to build a positive perception of Bario among tourists and to target the suitable tourists market.

1.1. RESEARCH STATEMENT:

The tourism industry in Sarawak is growing rapidly and the state government through the Ministry of Tourism is constantly developing new tourist destinations especially in the rural areas such as Teluk Melano, Loagan Bunut, Kapit and Bario. By introducing and developing new tourist destination, Sarawak has more to offer apart from the already existing tourist destination such as Mulu National Park, Niah National Park and Bako National Park. Hence, tourists that come to Sarawak would have varieties of choices whereby each tourist destination would have their own uniqueness and attractions to offers. Although there are varieties of choices in Sarawak, tourists usually have to choose only one or a few of tourist destinations to visit due to a few factors such as limited time travel, accessibility and money.

In choosing a destination, tourists may have to consider several factors such as accessibility, travel time and travel cost. One of the factors that they may consider may be the *image* of the tourist destination. An *image* of a destination plays a significant role to motivate as well as influence tourists to visit a destination. In the case of Bario, possible *image* of Bario as a tourist destination might be an *image* of isolated highland or *image* of a place with unique Kelabit cultures or highland with beautiful natural mountain surrounding and many more. Hence, what would be the suitable *image* for Bario as a tourist destination? Thus, through this research a suitable and popular *image* for Bario could be identified based on visitor's perceptions before and after visiting Bario.

A positive and interesting image is essential for Bario to market itself as an attractive tourist destination and to give positive impressions to tourist in order to attract them to choose and visit Bario. Apart from that, the positive image is also important for Bario to be among the major tourist destinations in Malaysia generally and in Sarawak especially.

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1.2. RESEARCH QUESTIONS:

With the attractions offered by Bario and the government interest in developing Bario as another tourist destination in the region, Bario should be able to establish a strong image as Bario identification and a strategy in attracting visitors to visit Bario. So the questions for this research are as listed below:

Major question:

What would be the true image of Bario as a tourist destination, which is strong enough to motivate and persuade visitors to choose and visit Bario?

Subsidiary questions:

1. What are the demographic characteristics of visitors visiting Bario?
2. What are tourist expectations before they visited Bario?
3. How far visitor's expectations were met after their visited Bario?
4. What image could be proposed for Bario in order to attract visitors effectively and efficiently?

1.3. RESEARCH RATIONALE:

The beautiful surrounding nature and the rich cultures own by the tribes makes Bario an interesting place to visit as well as to explore. However, visitors to Bario have their own reasons in choosing to visit Bario. Image may be one of the reasons considered by the visitor. The image of Bario as a tourist destination might be a beautiful isolated highland scenery or a place that has unique Kelabit culture. Through this research, a true image for Bario as a tourist destination could be identified. As a result, this would assist the people of Bario especially those involve directly in Bario tourism scene in building its strong and positive image. Thus, they would be able to attract more visitors to Bario in the future.

In order to attract more visitors to Bario, the strong and positive image is essential in marketing Bario. As an emerging new tourist destination in the region, the marketing strategies used to market Bario are important. One of the aspects that could be used by the marketers to market a destination is the image of the destination. So, to market Bario effectively and efficiently, the image of Bario as a tourist destination should be identifies and develops. By using the image that have been identified and developed, marketers could use the right marketing tools to market the destination. The use of right marketing tools to deliver Bario's image will help to attract, motivate and convince tourists to visit Bario.

Besides that, the image of Bario could help in the planning and development of Bario into a tourist destination. By knowing the image of Bario, the planning and development of Bario could be toward the image that have been built for Bario. Apart from that, those involve in Bario's tourism planning and development could identify the major market for Bario based on Bario's image. Then, the planning and development of tourist facilities and infrastructures could be done based on the major market that Bario cater.

1.4.   RESEARCH FRAMEWORK:

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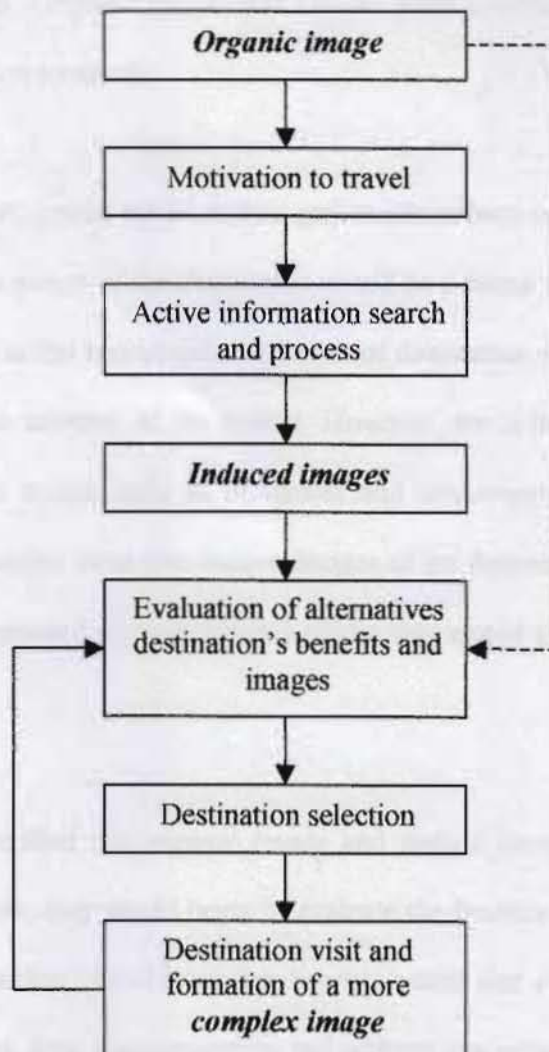
Figure 1.1: Tourist's Image Formation Process

Source: Fakeye & Crompton (1991)

The research framework (**Figure 1.1**) was adapted from Fakeye & Crompton (1991), "**Tourist's Image Formation Process**". Before deciding to choose a destination to visit, visitors may consider the destination image as one of the factor in choosing the ideal destination to visit. The image that tourist have towards a destination begin with *organic*

image. *Organic image* would be tourist perceptions of a destination without any experience of visiting the destination before. Tourists may have different *organic image* on various destinations. *Organic image* that tourists have toward a destination would boost tourist's motivation to travel.

With the desire to travel, tourist would start to gather information on various destinations and information on the image of the destination would be a factor taken into account by tourists. The information that tourist gather on various destination would show the image of a destination in the mindset of the tourist. However, the information that tourists gathered from various media such as brochures and advertisements would turn the *organic images* that tourists have into *induce images* of the destinations. *Induce images* are images that been created through various media that would give information on a destination.

After tourists had identified the *organic image* and *induce image* of the destination through their perspective, they would begin to evaluate the benefits that they would gain from visiting the destination. Apart from that, tourists would also evaluate the images of the destination based on their own perception and without any experience of visiting the destination as well as based on information that they have collected from various media medium. The evaluation of the destination benefits and images would end with tourist selecting their ideal destination to visit based on the benefits that they would gain and the image of the destination as a tourist destination. However, tourist may directly evaluate the destination that they choose to visit based on the *organic images* that they had toward the destination without analyzing or considering the *induce images* of the destination.

Finally, tourist would physically visit the tourist destination, which they have chosen. Actual visit to the tourist destination and experience would help tourist to develop more images of the destination, which is known as *complex images*. The formation of *complex images* would be based on the destination image shown to tourist after their visit to the destination and the images that being form would either be positive or negative as been shown in **Figure 1.2**. Thus, evaluation of the destination image that being done before the visit then would be compared to the *complex images* that being formed by tourist. Therefore, the possibility of tourist coming back to the destination would be high if the destination images been positive to the tourist. However, the possibility of tourist coming back would be low or tourist would not return again would happen if the destination images been negative to the tourist. As a result, tourist would choose to visit other destinations that show more positive images as a tourist destination.
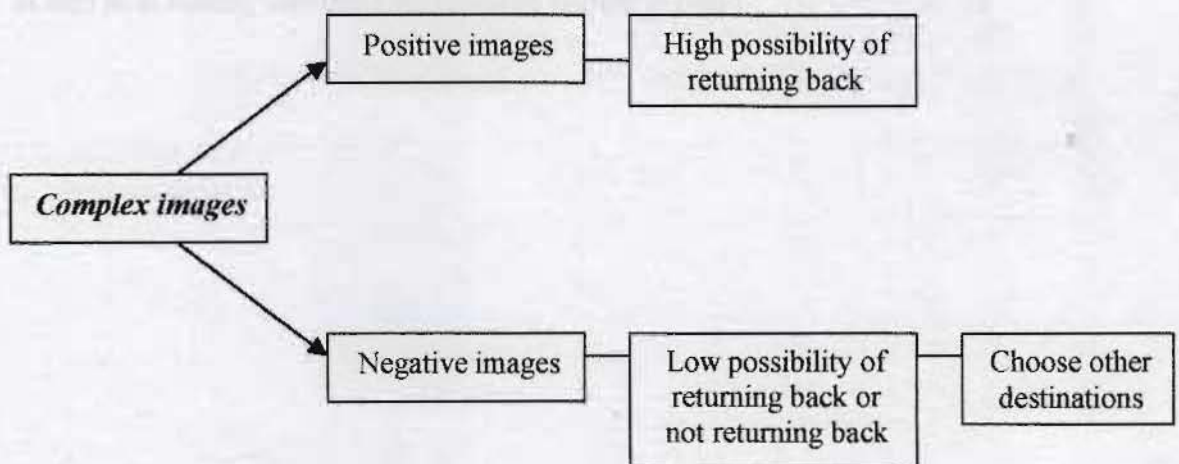
Figure 1.2: Formation of Complex Images

Source: Adapted from Fakeye & Crompton (1991)

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As a conclusion, in forming or building a suitable destination image for Bario, there are three stages of images formation had to be taken into consideration. Beginning with the organic images, whereby tourist has no experience of visiting the destination. Then, the formations of induce images, which are combination of organic images and information on the destination gathered from varieties of sources. However, a tourist does not have to go through the formation of both stages of images before forming the last stage of images.

Lastly, complex images would be formed after tourist actually or physically visits the destination. Images formed in this last stage would be either positive or negative images. So, if Bario show a positive image toward the tourist, the possibility of the tourist returning to Bario would be high. But, the possibility of the tourist returning to Bario would be low or the tourist would never come back would happen if Bario show a negative image. Therefore, positive and suitable image is essential for Bario in attracting as well as in making sure there are repeated visitors to Bario.

CHAPTER 2: LITERATURE REVIEW

2.0. INTRODUCTION:

The studies or researches on *image* are not a new thing in the tourism industry. There have been various studies and researches in the tourism industry that relates to *image*. In this chapter, the past researches by various researchers are presented, which relates to the research on *image* of Bario. Besides that, issues that are related to this research are discussed. So, past researches that being used in this chapter are more on the related subject or interest of this research, which include *image* and *decision making process*.

The literature reviews will begin with the definition of the term *image* by itself that have been defined by various researchers. Then, continued with the various definitions of *destination image*. The chapter continues with the importance of *image* to a tourist destination and the importance of *image* as one of the aspects considered in *tourist's decision-making process*. Besides that, *tourist's decision-making process* was also being discussed.

2.1. LITERATURE REVIEWS

2.1.1. IMAGE

"*Image* is one of those terms that will not go away, a term with vague and shifting meanings" (Pearce, 1988). There are various studies and researches on the term image and different authors and researchers have their own ideas and definitions of the term *image*. However, definition of the term still depend on which area of studies the term being use, be it psychology, sociology, geography, marketing and even tourism.

One of the widely used definitions of the term *image* is by Echtner and Ritchie (1991), whereby they adapted and define "*image* as not only the individual traits or qualities but also the total impressions an entity makes on the minds of others". Apart from individual characteristics, an individual's mind could also be affected by external surrounding that surround an individual. Meanwhile, Boorstin (1964) defined "an *image* is an artificial imitation or representation of the external form of any object, especially of a person". He had defined the term as the way things surrounding an individual being presented including individual's own appearance. Berger (1972) similarly defines "*image* as a sight which has been recreated or reproduced, thus *image* is the visual representation of the appearance of something that is absent". Thus, *image* is seen as a visual representation of an invisible object to an individual, whereby it is based on how the object being displayed in an individual's mind.

However, Fox (1994) have different perspectives on the definition of *image*. Fox had classified visual representation into two categories; *image* is an actual and pictorial

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representation and *image* is a mental representation without the actual stimuli being present. So Fox's definition of *image* is, "*images* are the integral components of thinking, speaking, listening, writing and reading, whereby these components are the major underlying structure in language, media and mind". Thus, the combination of both actual and mental representation would create an *image*, which is the fundamental composition of language, media and mind.

Apart from actual or mental representation, definition of *image* also includes attitudes, beliefs, conceptions and feelings an individual has toward an object. Based on these criteria, Chon (1990) defined "an *image* as the net result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about an objects". Similarly Crompton (1979) defined "*image* as the sum of beliefs, impressions, ideas and perceptions that an individuals hold of an object, behavior and event". Besides image of an object, image of an individual and an event also could be develop based on the combination of individual's attitudes, imitations and views. In the same way, Lawson and Baud-Bovy (1977) defined "*image* as the expression of all-objective knowledge, impressions, prejudice and emotional thoughts that an individual or a group has of a particular object". Therefore, the definition of the term *image* also includes the combination of impressions toward an object as well as individual's attitudes, beliefs, conceptions and feelings toward an object.

So, the general definition of the term *image* is based on three major criteria or combination of the three criteria, which are visual representation, mental representation and attitudinal components. Before proceeding to the definition of *destination image*, it is

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best to discuss the characteristics of an *image*. An *image* has several major characteristics. The major characteristics of an *image* are as listed below:

1. It is vivid and concrete
2. It is social.
3. It is partial and simplified.
4. It is biased and distorts reality.
5. It is stereotypes.
6. It is ambiguous.
7. It is often charged with feelings and emotions.
8. It can be planned, built and communicated.

(Wang, 2000)

Firstly, the characteristic of an *image* is vivid and concrete, whereby an *image* is clear and real because visual components exist. However, some objects are invisible to individual but the *image* of the object could be created either in visual or in a semiotic term. The second characteristic of an *image* is social, because it imply on the audience or the receivers. According to Pearce (1988), *image* is created through the mind of an individual, which is different from material objects thus these *images* are perception usually hold by the public. Thirdly, *image* is partial and simplified. Representation of an object is usually incomplete and simple because the visual components of the object are being selected and it would not be a whole presentation of the object. Next, *image* is biased and distorts reality. This happened because the selection and combination of the visual components are done randomly and depend on the preferences or customs. So, this makes an *image* prejudice and usually misrepresents the reality.

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The fifth characteristic of an *image* is stereotypes. Therefore, the changing of an *image* would be slow once the *image* already created. Then, *image* is ambiguous in character. Although the first characteristic of an *image* had been mentioned as vivid and concrete, but there are still a certain vagueness of *image* created. Thus, there are always spaces for an individual's imagination. The seventh characteristic of an i*mage* is often charged with feelings and emotions. An *image* of something or object could determine the response given by an individual toward the object because the influences it had on individual's feelings and emotions. The last characteristic of an *image* is that it could be planned, built and communicated whereby *image* is presented through the mass media.

2.1.2. DESTINATION IMAGE

As mentioned earlier, there is various definition of the term *image*, which depends on the areas the term being use such as in tourism. The definition of *destination image* in tourism are consider vague because destinations are different in various aspects such as politics, economy, culture, history, physical and built environments, population, ethnicity, weather and territory (Wang, 2000). So, the *image* that an individual hold of a place or destination would be an overall *image* of certain features of the place or destination.

Among researchers that had defined the term *destination image* is Crompton (1978), whereby he defined *destination image* as "the aggregate sum of beliefs, ideas, impressions, and expectations that a tourist has about a destination area". According to Crompton's definition, destination image is built based on the combination of tourist's personal thoughts of the destination. Gartner and Hunt (1987) simply define *destination image* as "impressions that tourist held about a destination". They defined the term simply as tourist's expressions of the destination.

Meanwhile, Milman and Pizam (1995) defined *destination image* as 'the visual or mental impression of a place, a product or an experience held by the general public'. Instead of individuals, these researchers defined destination image as conclusion of general public expression toward the destination. But according to the definitions, *destination image* is the impressions and expressions that a visitor or the public hold toward a destination based on criteria that they used to evaluate a destination.

So, a *positive image* is essential to a destination especially a destination that has tourist attractions, which could attract potential tourists to the destination. In some countries, tourism industry is an important source of income to the country's economy. Therefore, some states or countries authorities would spend millions of money to build *positive images* of their states or countries in order to attract more visitors to visit the states or the countries (Oppermann & Chon, 1997). Thus, in some situations, the success and failure of a tourist destination is highly depending on the *images* that are held by tourists toward the destination as well as the effectiveness and efficiency of the *image* of the destination itself. In tourism, there are several numbers of image audiences that influence the image that a destination has built. As according to Morgan & Pritchard (1999), tourists or potential tourists are among the important image audiences in the tourism apart from the local tourism industry, politicians and local residents.

2.1.3. TOURIST'S DECISION MAKING

Hence, *image* is one of the important factors that tourist would take into consideration when deciding to choose a destination to visit. According to Pike (2002):

> "...destination image has a crucial role in an individual's travel purchased related decision making and that the individual's traveler's satisfaction / dissatisfaction with a travel purchase largely depends on comparison of his expectation about a destination, or a previously held destination image, and his perceived performance of the destination."

Tourists took the *images* of various destinations into consideration during their process of decision-making. Tourist's satisfaction of visiting the destination that they have chosen depend on their expectation of the destination before the visit and the actual experience of visiting the destination. During the decision-making process, there were different processes that tourist have to go through before purchasing a vacations. Different researchers have come up with different levels or processes of decision-making.

- Tourist profile: age, education, attitudes, previous experience, motivators

- Travel awareness: *image of a destination*

- Destination resources and characteristics: attractions and features of a destination

- Trip features: distance, trip duration, perceived risk of the area visited

Figure 2.1: Purchase Decision Framework

Source: Swarbrooke & Horner, 1999

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Mathieson and Wall (1982) in their Purchase Decision Framework (**Figure 2.1**) listed *image* as one of the important factor that tourists take into consideration in during the purchasing decision process. Tourists obtain *images* of destinations through their travel awareness, whereby they will gather the necessary information of destinations including *images* of the destinations. The information that tourists had gathered would be evaluated based on several important criteria including *image* of the destination before proceed to the process of deciding and choosing among the alternatives of destinations. As shown in **Figure 2.2**, if the *image* of the destination were *positive* in the perspective of the tourists, they would be likely to choose to visit the destination. However, if tourists have a *negative* perspective of the *image* shown by the destination they would likely not to visit the destination especially if they have past experience visiting the destination.

```
          ┌─────────────────────────┐
          │    Travel awareness     │
          └─────────────────────────┘
                      │
                      ▼
          ┌─────────────────────────┐
          │ Information collection and│
          │        evaluation        │
          └─────────────────────────┘
                      │
                      ▼
          ┌─────────────────────────┐
          │     Travel decision      │
          └─────────────────────────┘
                      │
          ┌───────────┴───────────┐
          ▼                       ▼
   ┌──────────────┐        ┌──────────────┐
   │   Positive   │        │   Negative   │
   └──────────────┘        └──────────────┘
          │                       │
          ▼                       ▼
   ┌──────────────┐   ┌──────────────────────────┐
   │Visit the     │   │Not to visit the destination/│
   │destination   │   │  choose other alternatives │
   └──────────────┘   └──────────────────────────┘
```
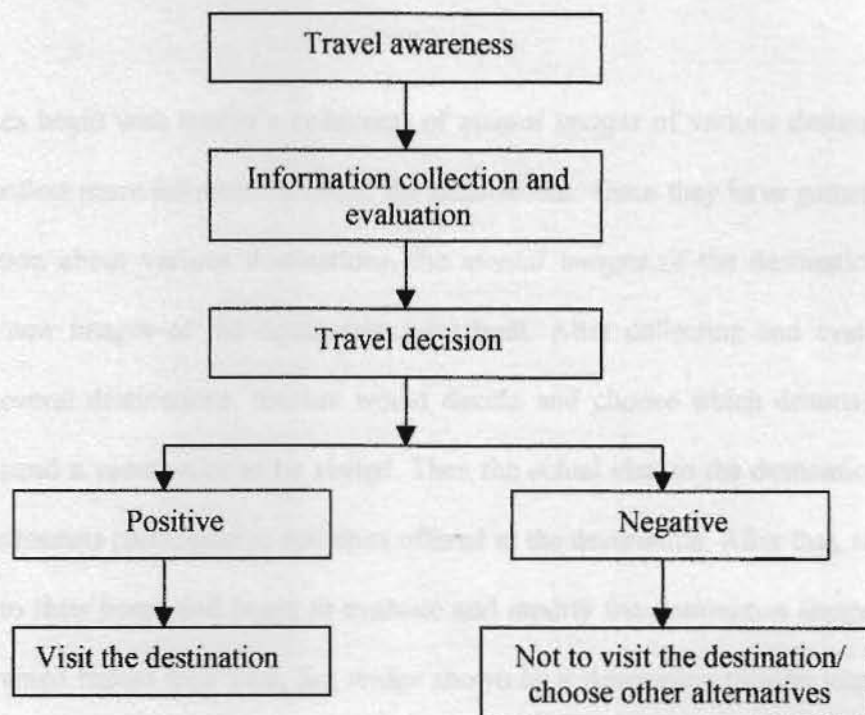
Figure 2.2: The Mathieson & Wall Travel – Buying Behavior Model

Source: Adapted from Swarbrooke & Horner, 1999

Besides that, Gunn (1988) in his Seven Phases of Travel Experience, which explained the tourist's image formation processes, also stated that tourists would decide on their vacation trip based on the *image* of a destination.

```
┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│ Collection of│──▶│ Collect more │──▶│  Decision-   │──▶│ Actual travel│
│ mental images│   │ information on│   │   making     │   │   to the     │
│              │   │ destinations │   │              │   │  destination │
└──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘
                                                                 │
                                                                 ▼
┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│ Evaluate and │   │ Return home  │   │ Participation│
│ modify images│◀──│ from vacation│◀──│   at the     │
│   based on   │   │              │   │  destination │
│ experiences  │   │              │   │              │
└──────────────┘   └──────────────┘   └──────────────┘
```
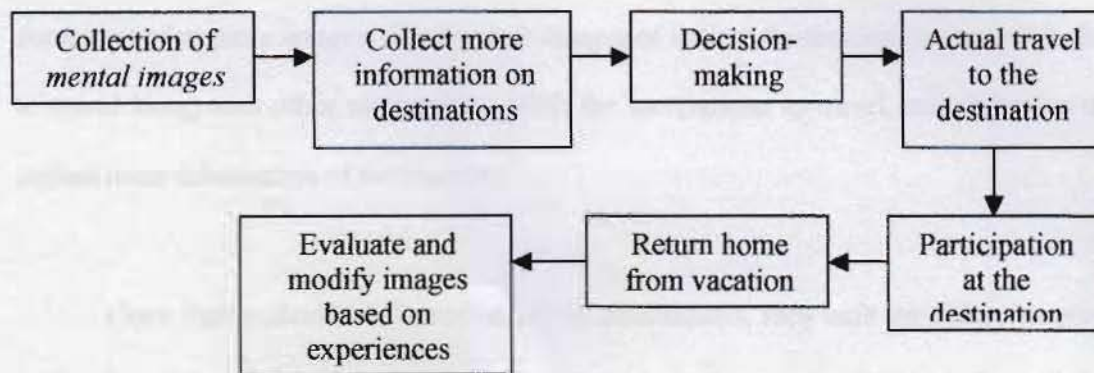
Figure 2.3: Gunn's Seven Phases of Travel Experience

Source: Gunn (1988)

The processes begin with tourist's collection of *mental images* of various destinations. Next, they collect more information about the destinations. Once they have gathered all the information about various destinations, the *mental images* of the destination will change and new images of the destination were built. After collecting and evaluating images of several destinations, tourists would decide and choose which destination is suitable to spend a vacation or to be visited. Then the actual visit to the destination was made, where tourists participate in activities offered at the destination. After that, tourists return back to their home and begin to evaluate and modify the *destination images* that they have formed before their visit. So, *image* shown by a destination play an important role in influencing tourist's decision in choosing and then purchasing a tourist destination.

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Other researches or studies on the decision-making process are by Fakeye and Crompton (1991) through their **Tourist's Image Formation Process** model (please refer to **Figure 1.1**, pg 11). The model also showed how *images* play an important role in tourist decision-making process. Based on the model, the desire to travel begins with the formation of *organic images*. The *organic images* of various destinations motivate tourist to travel along with other motivations. With the motivations to travel, tourist begins to collect more information of destinations.

Once they collected information of the destinations, they built up *induce images* of the destinations. The *induce images* were form from the sources used to collect all the information needed. However, tourist do not have to go through the formation of *induce images* before deciding which destination to visit. Tourist could decide on the destination only based on their *organic images* of the destinations. After that, the *images* and benefits of each destination were evaluated. Destination with *positive images* and beneficial to tourist would be selected by tourist to visit. The final *images*, which are *complex images*, would be developed right after tourists had done the actual visit to the destination. *Complex images* that been built by tourist will be evaluate by tourist once they return home from their vacation.

CHAPTER 3: RESEARCH METHODOLOGY

3.0.   INTRODUCTION

This research was conducted in Bario because the main objective of this research was to identify the image that attract and motivate visitors to visit Bario. There are few studies or researches that have been done on tourism in Bario and the data that could be used for this research were limited. So, the research design used for this research was an exploratory study. The sample used for this research was the whole population of visitors, which was an average number of 30 to 50 visitors per month. Due to the small number of visitors per a month, the whole visitor population was used as the research respondents.

Two types of data were used for this research, which are primary data and secondary data. Two methods used to collect the primary data were distributing questionnaires and observation. Meanwhile, the sources used in collecting the secondary data were on-line journals, on-line articles, library books and newspaper articles. The data that have been collected through answered questionnaires were analyzed using the SPSS program and Microsoft Excel Program.

3.1. RESEARCH DESIGN

In doing this research, the research design that being used was an exploratory study. This research design was used because there had been limited studies as well as researches relating to image in Sarawak and specifically in Bario. According to Sekaran (2000),

> "*An exploratory study is undertaken when not much is known about the situation at hand, or when no information is available on how similar problems or research issues have been solved in the past*"

Based on the definition given, exploratory study is used when there are few or no studies or researches been done on the related topic in the past. Although there are various studies and researches had been done on *image* but there were only few studies or researches on *image* had been done in Malaysia and specifically Sarawak. Since there were limited studies and researches relating to image, exploratory study was used to collect more information including data for this research. Besides that, the information or data collected through exploratory study could be used for future research.

For this research the main focus was the image of Bario as a tourist destination. So, Bario was the main destination for this research. Although tourism is not a new thing to Bario, but there were limited studies or researches on tourism in Bario. Therefore, the information and data that could be use for this research were limited. Since there were limited information and data that could be use for this research, an exploratory study was used in order to get more information and data for this research.

3.1.1. SAMPLING

Visitors visiting Bario are including local visitors and foreign visitors. The average number of visitors visiting Bario per a month was estimated between 30 to 50 visitors. The number of visitors visiting Bario was based on the average number because an official statistics indicating the number of visitors visiting Bario was not available. The average number of visitors visiting Bario was based on the guest book that was available in some of the guesthouses in Bario. So, the average number of between 30 to 50 visitors per a month was used as the research population. With only few numbers of visitors visiting Bario, the whole research population was used as respondents for this research.

Research respondents were including both local and foreign visitors because this research required their perspectives on the image of Bario as tourist destination. Research respondent also should be in Bario for at least two days because tourist experience of being in Bario for a few days was required for this research.

3.1.2.	DATA COLLECTION
3.1.2.1.	PRIMARY DATA
3.1.2.1.1.	QUESTIONNAIRES DISTRIBUTION

"A questionnaire is a reformulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives" (Sekaran, 2000). In getting data for this research, the main method used was distributing questionnaires forms to visitors. The questionnaires forms were distributed during a one-month period and to all visitors, which include both local and foreign visitors. The visitors have to be in Bario for at least two days in order for them to answer the questionnaires.

The questionnaires forms that were divided into three sections which are visitor's personal profile, their expectations before visiting Bario and their experiences after visiting Bario. The types of questions used in the questionnaires were nominal scale, Likert scale and open-ended questions.

3.1.2.1.2.	OBSERVATIONS

Another method used for this research was doing observation. The type of observation used was participant observation. According to Veal (1992), "in participant observation the researcher become a participant in the

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social process being studied". So, during the observation process, the researcher participated in the activities that the visitors involved in. as an example, going for long houses visits and short distant jungle trekking. Through participant observation, researcher gets to interact with visitors and it helped in getting visitors perspectives of tourism in Bario and especially the image of Bario. Besides participant observation, researcher also used 'informal' observation. Through 'informal' observation researcher observe the tourism activities in Bario as well as visitor's behavior.

3.1.2.2. SECONDARY DATA

Besides using primary data, secondary data was also used for this research. Most of the secondary data used for this research were on-line journals, which include past and present studies and researches on image, destination image and tourist's decision-making process. Besides on-line journals, on-line articles were also used to get more information on the Kelabit community and tourism in Bario. Apart from that, library book and newspaper articles were used in doing this research. The used of secondary data is important in supporting the research findings and as an additional information for the research.

3.1.3. DATA ANALYSIS

There are three main objectives of analyzing research data that had been collected, which are to get a feel of the data, to test the goodness of the data and to test the hypothesis that had been developed for the research (Sekaran, 2000). In analyzing the data that have been collected for this research both SPSS program and Microsoft Excel program were used. The data was calculated to produced frequencies for every variables that been analyzed and cross tabulations to analyze the relations between variables.

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CHAPTER 4: RESEARCH FINDINGS

4.0. INTRODUCTION

A month research was conducted in Bario, which started on the 18th of October 2003 until the 18th of November 2003. During the one-month period, questionnaires forms were distributed to visitors visiting Bario. After the one-month period, a total of 42 questionnaires forms had been completed. The questionnaires forms (**Appendix A**) were divided into three sections:

Section A: Respondent's Profile

Section B: Before visiting Bario

Section C: After visiting Bario

The data obtained from the questionnaires forms were arranged and calculated using the SPSS program. In this chapter, the results of the calculated data will be presented. The results will be divided into three sections, which is based on questions arrangement in the questionnaires forms that have been distributed to visitors.

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4.1. RESPONDENT'S DEMOGRAPHIC PROFILE

Table 4.1: Respondent's gender

Gender	Frequency	Percent
Male	17	40.48
Female	25	59.52
Total	42	100

Based on **Table 4.1**, 59.52% of the research respondents are female. Meanwhile, only 40.48% of the respondents are male. So, preponderance of the female is explained by the fact that the majority of visitors to Bario are female visitors.

Table 4.2: Respondent's age

Age	Frequency	Percent
< 25	6	14.29
26-30	10	23.81
31-35	8	19.05
36-40	3	7.14
41-45	7	16.67
46-50	3	7.14
51>	5	11.9
Total	42	100

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From the total number of 42 respondents answered the questionnaires forms, most of the respondents (23.81%) are between 26 and 30 years old. However, more than half of the respondents are still young.

Table 4.3: Respondent's occupation

Occupation	Frequency	Percent
Employed full-time	24	57.15
Employed part time	1	2.38
Retired	3	7.14
Not employed	7	16.67
Housewife	3	7.14
Student	3	7.14
Others	1	2.38
Total	42	100

As for the respondent's occupation, 57.15% of the respondents are employed full-time. Meanwhile, 16.67% of the research respondents are not employed. There were same distribution of percentage (7.14%) among three categories of occupations, which are retired, housewife and student.

Table 4.4: Respondent's educational level

Educational Level	Frequency	Percent
Secondary	8	19.05
A Level	6	14.29
First degree	21	50
Post graduate	5	11.9
Others	2	4.76
Total	42	100

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Based on **Table 4.4**, majority of the respondents are educated and 50% of the respondent have their first degree. However, 19.05% of the respondents have their education only up to secondary level.

Table 4.5: Respondent's marital status

Marital status	Frequency	Percent
Single	23	54.76
Married	16	38.1
Divorced	1	2.38
Living together	2	4.76
Total	42	100

54.76% of the respondents are still single, meanwhile 38.1% are married. Besides these two groups, respondents are also including divorcee and couples living together.

Table 4.6: Respondent's type of travel

Type of travel	Frequency	Percent
Organized	4	9.52
Independence	38	90.48
Total	42	100

As for the type of travel used by respondents, 90.48% of the respondents travel independently, where as only 9.52% of the respondents have their visit to Bario organized.

Table 4.7: Respondent's traveling party

Traveling party	Frequency	Percent
Alone	12	28.57
In group	30	71.43
Total	42	100

Based on **Table 4.7,** most of the respondents (73.3%) prefer to travel in a group. Only 28.57% of the respondents prefer to travel alone.

Table 4.8: Respondent's country of origin

Country of origin	Frequency	Percent
Malaysia	12	28.57
Foreign	30	71.43
Total	42	100

Based on **Table 4.8**, 71.43% of the respondents are foreigners, which came from various countries including the Netherlands, United State, Switzerland, France, United Kingdom, Germany, Slovakia, Sweden, Denmark, Italy and Norway. Meanwhile, 28.57% of the respondents are Malaysians, which include visitors from West Malaysia and Sarawak.

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4.2. RESPONDENT – BEFORE VISITING BARIO

Table 4.9: Respondent's previous visit

Previous visit	Frequency	Percent
Yes	7	16.67
No	35	83.33
Total	42	100

When respondents were asked on their previous visit to Bario, majority (83.33%) of the respondents answered they have never been in Bario before. Only 16.67% of the respondents have been to Bario.

Table 4.10: Respondent's number of visit to Bario

Visit to Bario	Frequency	Percent
Never visit Bario	36	85.71
1-3 times	4	9.53
4-6 times	2	4.76
Total	42	100

85.71% of the respondents have never been to Bario before. Only 9.53% of the respondents have visited Bario once to three times before. Meanwhile, 4.76% of the respondents have visited Bario more than three times.

Table 4.11: Respondent's purpose of visiting Bario

Purpose	Frequency	Percent
Business	0	0
Holidays	39	92.86
Family matters	0	0
Research	0	0
Other	3	7.14
Total	42	100

A few purposes of visiting Bario have been listed, but majority (92.86%) of the respondents visit Bario on the purpose of having a holiday. There were 7.14% of the respondents have other purposes of visiting Bario.

Based on the research questionnaires form, for question 12, respondent were asked about the first thing that came to their mind when they first heard about Bario. Respondents have given various answers to this question. Majority of the respondents answered the surrounding nature or the scenery was the first thing that came to their mind when the first heard about Bario. To some respondents, the friendliness of the Kelabit people was their first thought of Bario. Other first thing that came to visitors mind was the Kelabit culture, remoteness of Bario, jungle trekking, the peacefulness or the quietness of the place, local long houses and Christian influences. For local respondents, they also included Bario rice, the cool climate, surrounding paddy fields and apple fruit as among the first thing that came to their mind when they first heard about Bario. There were respondents answered that nothing came to their mind when they first heard about Bario.

Table 4.12: Sources of information

Sources	Total	Percent
T.V / Radio	6	7.14
Magazines	6	7.14
Travel agents	6	7.14
Internet	9	10.71
Books / guides	29	34.52
Travel shows	0	0
Friends / relatives	18	21.44
Others	10	11.91
Total	84	100

In getting information about Bario, the most used sources by respondents were book/guides, whereby 34.52% of the respondents used this source of information. Then, 21.44% of the respondents used the second most used sources of information, which were friends and relatives. Meanwhile, travel shows is a source of information that was not being used by any of the respondents.

Based on the information about Bario that the respondents have from various sources, they were then asked about what was the image of Bario as a tourist destination. As a result, majority of the respondents answered 'scenic natural surrounding' and 'unique Kelabit culture' as the image of Bario as a tourist destination based on the information about Bario that they have. Other images of Bario as tourist destination answered by the respondents were 'remote destination', 'not touristy destination', 'adventurous destination', 'hospitality

destination' and 'Christian destination'. However, there were some negatives images given by the respondents, which were 'a muddy place' and 'tribes with loss of culture'.

Table 4.13: Respondent's expectation on things to be found in Bario

Features	Male	Female	Total	Percent
Mountain	15	21	36	14.81
Jungle	16	23	39	16.05
Indigenous culture	14	20	34	13.10
Boat trip	3	4	7	2.88
Waterfalls	0	2	2	0.82
Paddy field	7	16	23	9.47
Rocky cliffs	0	2	2	0.82
Strong wind	0	3	3	1.23
Cool climate	10	15	25	10.29
Rivers	5	11	16	6.58
Long houses	16	25	41	16.87
Animals	2	13	15	6.17
Total	88	155	243	100

Respondents were asked on things that they expected to find in Bario. From the 12 things listed **(Table 4.13)**, majority of 16.87% of the respondent's expected that they would find long houses in Bario. From the total number of respondents choose long houses, 25 of the respondents were female, which is the most expected things to be found in Bario by majority of the female respondents. Meanwhile, there are two things that most expected to be found in Bario by majority of the male respondents which were long houses and jungle. 16 male respondents expected to find long houses and jungle in Bario. The least expected things to be found in Bario by the respondents were both waterfalls (0.82%) and rocky cliffs (0.82%).

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Table 4.14: Respondent's motivation to visit Bario

Factors	Male	Female	Total	Percent
Inexpensive destination	1	1	2	1.10
Beautiful scenery & natural attractions	17	23	40	21.98
Cool climate	5	9	14	7.69
Kelabit culture	11	18	29	15.93
Good accommodation	1	3	4	2.20
Good quality of infrastructures	3	2	5	2.75
Personal safety	0	2	2	1.10
Unpolluted & unspoiled nature	15	19	34	18.68
Friendly people	13	18	31	17.03
Variety of handicrafts	0	2	2	1.10
Others	9	10	19	10.44
Total	75	107	182	100

There are several factors that had motivated the respondents to visit Bario. One of the main factors that have motivated respondents to visit Bario was beautiful scenery and natural attractions, whereby 21.98% of the total respondents choose this as the most motivated factor. Besides factors that have been listed for the respondents to choose, respondents also have other reason or factors that have motivated them to visit Bario. Other factors that have motivated respondents to visit Bario were word of mouth from other travelers, not crowded with visitors, to experience new things, seeking adventure and the peacefulness that could be found in Bario. However, there are some factors that were less motivated for the respondents. Three factors that were less motivated for the respondents were inexpensive destination, personal safety and variety of handicrafts. Only 1.10% of the respondents answered that these three factors were among the factors that motivated them.

Table 4.15 (a): Respondent's expectation of activities to do

Activities	< 25	26-30	31-35	36-40	41-45
Jungle trekking	6	8	7	3	4
Longhouse visit	5	9	7	3	6
Learning Kelabit culture	5	7	6	2	6
Meet new friends	4	6	3	2	2
Hunting	1	2	1	0	0
Fishing	1	2	0	0	0
Mountain climbing	0	1	1	0	1
Others	3	3	2	1	2
Total	25	38	27	11	21

Table 4.15 (b): Respondent's expectation of activities to do

Activities	46-50	51>	Total	Percent
Jungle trekking	3	3	34	23.13
Longhouse visit	3	4	37	25.17
Learning Kelabit culture	3	4	33	22.45
Meet new friends	0	2	19	12.93
Hunting	0	0	4	2.72
Fishing	0	0	3	2.04
Mountain climbing	0	0	3	2.04
Others	0	3	14	9.52
Total	9	16	147	100

Next, respondents were asked about the activities that they expected that they could do during their visit to Bario. Based on **Table 4.15 (a)** and **(b)**, the activities that respondents expected they could do were related to their age groups. However, 25.17% of the total

respondents expected they could visit the local long houses when they are in Bario. Majority of those age below 26 years old, expected to go for jungle trekking during their visit to Bario. But majority of those ages between 26 and 30 years old expected they could go for long houses visit than to go for jungle trekking. The majority of two age groups, which are those, ages between 31 and 35 years old and those ages between 36 and 40 years old have expected that they could do both jungle trekking and visit the local long houses.

As for those ages between 41 and 45 years old, two activities that they expected to do were visit long houses and learning the local cultures. These two activities were also the activities that majority of those ages 51 years old and above expected that they could do. All of the respondents in the age groups between 46 and 50 years old, expected that they could go for jungle trekking, visit long houses as well as learning the local cultures. Two of the activities that were least expected by most of the respondents were fishing and mountain climbing. There are also other activities that the respondents expected that they could do when they visit Bario, which were participating in home-stay program, bird watching, relaxing and 'jungle survival' activities.

There are important factors that visitors have to consider in making their decision to choose a destination. **Table 4.16** present important factors that the respondents taken into consideration before they choose to visit Bario and it is related to respondent's marital status. Majority of the respondents answered that activities could be done in Bario as the most important factor that they taken into consideration, whereby it represents 20.87% of the total respondents.

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Table 4.16: Important factors considered in choosing Bario

Factors	Single	Married	Divorced	Living together	Total	Percent
Money	6	6	0	0	12	10.43
Accessibility	6	12	1	0	19	16.52
Attractions offered	7	7	0	1	15	13.04
Activities could be done	16	7	0	1	24	20.87
Local culture	9	7	0	2	18	15.65
Language used	0	1	0	0	1	0.87
Food	2	1	1	0	4	3.48
Accommodation	3	4	1	0	8	6.96
Length of stay	5	6	0	0	11	9.57
Others	1	2	0	0	3	2.61
Total	55	53	3	4	115	100

Majority of respondents who were still single answered that activity that they could do in Bario considered as the most important factor before visiting Bario. Meanwhile, respondents who are married considered that accessibility into Bario as the important factor before they decided to visit Bario. Respondents who are divorced considered three important factors in choosing Bario, which were accessibility, food and accommodation. As for respondents that live together with their partner answered that the local cultures as the important factors that they had considered.

4.3.   RESPONDENTS – AFTER VISITING BARIO

Table 4.17: Respondent's expected image of Bario met

Gender	Yes	%	No	%
Male	15	88.24	2	11.76
Female	21	84	4	16
Total	36	85.71	6	14.29

In Section B of the questionnaires form, respondents was asked to indicate what image of Bario was apparent to them based on the information that they have collected. Then in Section C, respondents were asked if the image that they had about Bario earlier had been meet. Based on **Table 4.17**, respondent's response to this question was correlated to the respondent's gender. 85.71% of the respondents answered that the image of Bario that they had built earlier had been met after been in Bario for a few days. However, the image of Bario that been built by 14.29% of the respondents were not met. Majority of both gender groups had their expected image of Bario met, which were 88.24% of the male respondents and 84% of the female respondents. But, 11.76% of the male respondents and 16% of the female respondents found out that their expected image of Bario were not met.

Then, respondents were asked to indicate the true image of Bario as a tourist destination based on their few days experience of being in Bario. Respondents have given various answers to the question and majority of the respondents answered 'a scenic nature surrounding' as the true image of Bario as a tourist destination. Other images answered by

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the respondents were 'hospitability people', 'unique Kelabit culture', 'place for adventures', 'peaceful and relaxing destination', 'remote destination' and 'the original Borneo'.

Table 4.18: Respondent's expectation been met

Gender	Yes	%	No	%
Male	16	94.12	1	5.88
Female	22	88	3	12
Total	38	90.48	4	9.52

Besides respondent's expected image of Bario, respondents were also asked weather all expectations that they have made before visiting Bario had been met after they spent a few days in Bario. After having experience of a few days in Bario **(Table 4.18)**, 90.48% of the total respondents found out that their expectations before visiting Bario have been met, whereby 94.12% were male respondents and 88% were female respondents. Yet, 9.52% of the total respondents, which were 5.88% male respondents and 12% female respondents, found that their expectations were not met.

Then, respondents were asked to give their opinion about 11 statements of Bario as a tourist destination that has been listed. Respondents gave their opinion based on a scale that ranges from strongly disagree to strongly agree on each statement. Results of respondent's opinion about each statement are showed through **Table 4.19 (a)** and **Table 4.19 (b)**. On the first statement of Bario as 'an inexpensive destination', 33.33% of the respondents neither agree nor disagree about the statement. But the same percentage of respondents agrees of the

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statement. However, 26.19% of the respondents disagree and 7.14% of the respondents strongly disagree about the statement.

Table 4.19 (a): Statements about Bario as a tourist destination

	Strongly disagree		Disagree		Neither agree or disagree	
	Total	%	Total	%	Total	%
Inexpensive destination	3	7.14	11	26.19	14	33.33
Popular tourist destination in Sarawak	2	4.76	9	21.43	18	42.86
Beautiful scenery & natural attraction	1	2.38	0	0	0	0
Cool climate	0	0	2	4.76	5	11.9
Unique & rich culture heritage	1	2.38	0	0	4	9.52
Appealing local food	1	2.38	0	0	3	7.14
Exciting & adventurous outdoor activities	1	2.38	0	0	9	21.43
Unpolluted & unspoiled nature	2	4.76	2	4.76	2	4.76
Friendly people	1	2.38	0	0	0	0
Good quality of tourist infrastructure	2	4.76	1	2.38	14	33.33
Good quality of services	1	2.38	0	0	6	14.29

The second statement is Bario as a 'popular tourist destination in Sarawak'. Majority (42.86%) of the respondents were neither agree nor disagree about the statement. 30.95% of the respondents agree and strongly agree about the statement. Meanwhile, 26.19% of the respondents disagree and strongly disagree about the statement. For the next statement, which is Bario has 'beautiful scenery and natural attractions', 73.81% of the total respondents strongly agree about the statement whereas 23.81% of the respondents only

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agree about the statement. Only 2.38% of the respondents strongly disagree about the statement.

Table 4.19 (b): Statements about Bario as a tourist destination

	Agree		Strongly agree	
	Total	%	Total	%
Inexpensive destination	14	33.33	0	0
Popular tourist destination in Sarawak	12	28.57	1	2.38
Beautiful scenery & natural attraction	10	23.81	31	73.81
Cool climate	12	28.57	23	54.76
Unique & rich culture heritage	15	35.71	22	52.38
Appealing local food	15	35.71	23	54.76
Exciting & adventurous outdoor activities	15	35.71	17	40.48
Unpolluted & unspoiled nature	13	30.95	23	54.76
Friendly people	4	9.52	37	88.1
Good quality of tourist infrastructure	17	40.48	8	19.05
Good quality of services	6	14.29	19	45.24

As for the statement of Bario as 'cool climate' destination, 54.76% of the respondents strongly agree about the statement meanwhile 28.57% of the respondents only agree about the statement. 11.9% of the respondents being neutral about the statements but 4.76% of the respondents disagree about the statement. Majority (52.38%) of the respondents strongly agree about the next statement, which was Bario has a 'unique & rich culture heritage'. 35.71% of the respondents only agree about the statement. 9.52% of them neither agree or

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disagree about the statements. However, 2.38% of the respondents strongly disagree about the statement.

Next statement is 'appealing local food'. 54.76% of the respondents strongly agree about the statement while 35.71% of the respondents only agree about the statement. Although 7.14% of the respondents were neutral about the statement but 2.38% of the respondents strongly disagree about the statement. On the statement 'exciting & adventurous outdoor activities', 40.48% respondents strongly agree and 35.71% respondents agree about the statement. 21.43% of the respondents neither agree nor disagree about the statement but 2.38% of the respondents strongly disagree about the statement.

For the next statement, 'unpolluted and unspoiled nature', more than half of the total respondents (54.76%) strongly agree about the statement while 30.95% of the respondents only agree about the statement. Besides that, there were same percentages of 4.76% distributions between respondents who being neutral, disagree and strongly disagree about the statement. Majority (88.1%) of the respondents strongly agree about the next statement, which is 'friendly people'. Meanwhile, 9.52% of the respondents only agree about the statement. But, 2.38% of the respondents strongly disagree about the statement.

40.48% of the respondents only agree about the statement, 'good quality of tourist infrastructure'. However, 19.05% of the respondents strongly agree about the statement. Meanwhile, 33.33% of the respondents neither agree nor disagree about the statement. But a total of 7.14% of the respondents disagree and strongly disagree about the statement. About

the last statement, 'good quality of services', 45.24% of the respondents strongly agree about the statement. There were the same percentages of 14.29% distributed between respondents who agree and being neutral about the statement. Still, 2.38% of the respondents strongly disagree about the statement.

Table 4.20: Future visit to Bario

Country of origin	Yes	%	No	%	Total
Malaysia	11	91.67	1	8.33	12
Foreign	27	90	3	10	30
Total	38	90.48	4	9.52	42

Respondents were asked if they would visit Bario again in the future. Respondent's answers were correlated with respondent's country of origin. Majority (90.48%) of the respondents indicate that they would visit Bario again in the future, which is 91.67% of the total Malaysian respondents and 90% of the total foreign respondents. Meanwhile 9.52% of the respondents will not visit Bario in the future.

Table 4.21: Suggesting Bario to relatives and friends

Country of origin	Yes	Total
Malaysia	12	12
Foreign	30	30
Total	42	42

Lastly, respondents were asked weather they would recommend or suggest to their relatives and friends. Answered given by the respondents were then correlated again with respondent's country of origin. All of the respondents, which were from Malaysia as well as foreign countries will surely recommend or suggest to their relatives and friends to visit Bario.

CHAPTER 5: DISCUSSIONS

5.0. INTRODUCTION

In this chapter, the research findings will be discussed by relating it to the research conceptual framework and past researches or studies. The discussion is divided into three sections, which is according to the research questionnaires. The discussions begin with visitor's profile, which include their gender, age, education, type of travel and country of origin. Although there are other profile of visitors been surveyed but the type of profile mentioned earlier will be discussed in detail.

Then, discussion will continue on visitor's expectation of Bario before their visit to Bario. In this section, tourist expectation will be relate to the **Research Framework** as well as other past researches, which have been discussed in **Chapter 2**. Discussion involved the images built by visitors before they visited Bario, their motivation to visit Bario and the benefits that they expect from the visit.

Lastly, the discussion will focus on experience that visitors gained after their actual visit to Bario. The finally stage of image formation will be discussed, which involve the formation of complex images, evaluation of experience and benefit and consideration for future visit.

5.1.   VISITOR'S PROFILE

In the first section of this chapter, the visitor's profile visiting Bario will be discussed. Visitor's profile that will be discussed includes visitor's gender, age, occupation, education, marital status, type of travel, traveling party and country of origin. Result from the research survey found that majority of visitors visiting Bario was female visitors. More than half, 59.52% (please refer **Table 4.1**, pg 33) of the visitors were female. Female visitors may prefer to visit Bario because it is a remote destination, which is away from the noises and busyness of the city or urban environment. The aspects of Bario being not touristy also may influence the choices made by female visitors. Besides that, the quietness and peacefulness of the place helped them to relax both physically and emotionally. According to Swarbrooke and Horner (1999), women prefer to travel to avoid daily hustle and bustle, to relax physically and to relax emotionally.

Meanwhile on the visitor's age, more than half of the visitors visiting Bario could be categorized as young visitors. Young visitors may prefer to visit Bario because they wanted to experience and learn new things. Apart from that, they might be looking forward to participate in adventurous outdoor activities. The type of activities that they expect to participate when they visit Bario will be discussed further in the next section of this chapter. Based on Swarbrooke's family life-cycle model (**Figure 5.1**), the young and elder tourists have difference in their needs and preferences.

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Young adult	Elderly
• New experiences • Freedom of action • Opportunities for active participation • Social interaction with other young adults	• Watching rather than doing • Economy • Company of other older people • Easy accessibility for people with mobility problems

Figure 5.1: Swarbrooke's family life cycle and visitor attractions

Source: Adapted from Swarbrooke & Horner, 1999

According to Swarbrooke (1999), "young people preferred vacations, which gave opportunities for activity-based holidays while older travelers sought restful destinations with sightseeing opportunities". Young visitors, which represent majority of visitors visiting Bario, prefer to experience new things and be more involved with activities offered to them. Activities that they prefer to be involved in may be exciting and adventurous outdoor activities. Meanwhile, for the older or elderly visitors, they may participate in outdoor activities but they prefer sightseeing and relaxing activities than being involved with adventurous activities. The small number of elder people visiting Bario may be caused by the accessibility factors. Since Bario could only be access through air so they may have considered the number of flight flying going to Bario and other factors that could affect the flight access to Bario.

Majority of visitors visiting Bario came from an educated background, whereby majority of the visitors got their first degree. From the observation made during the research survey, it

was found that visitors with higher education prefer to visit places like Bario which take them closer to the nature and learning or experiencing new cultures. Some of the visitors had visited Mulu and Kapit before they visit Bario. They prefer going place, which offers them the nature along with new cultures. As according to Swarbrooke and Horner (1999), "the more highly educated respondents showed a preference for destinations offering opportunities for nature-based or cultural activities". So, educated visitors prefer destinations that bring them close to the nature as well as showing them different cultures.

In traveling, most of the visitors travel independently. 90.48% of the visitors that visited (please refer to **Table 4.6**, pg 35) travel independently; meanwhile 9.52% prefer to have their travel organized. Based on the observation that was made, majority of those travel independently were 'backpackers'. They match the characteristics of a 'backpackers' as listed by Swarbrooke & Horner (1999):

- Use a 'rucksack' or 'backpack'
- Independent rather than packaged travel
- A desire to keep expenditure to a minimum
- A tendency to try to get off the beaten tourist track
- A trip that might extend beyond the usual duration of one to two weeks for a normal holiday

As for 'backpackers' that visited Bario, they do travel independently with their 'backpack'. They budget their spending in Bario as an example by getting themselves a stay at one of Bario's guesthouse that offered them the reasonable price. Most of the tourists like the fact that Bario is not touristy like other places that they have visited within Sarawak. So,

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'backpackers' prefer places that never been visited by other 'backpackers' or only a few other 'backpackers' have visited the place. If 'backpackers' find that the place they visited was exciting and enjoyable, they may extend their visit to the place a few days than they have planned. This actually been done by some of the 'backpackers' that visited Bario. After a day or two, they decided to extent their stay in Bario because the find Bario an interesting place and they wanted to explore and learn more on the local culture.

Majority of the visitors that visited Bario were foreign visitors, which came from various countries such as the Netherlands, United State, Switzerland, France, United Kingdom, Germany, Slovakia, Sweden, Denmark, Italy and Norway. People from other countries prefer to travel to countries that are distinct from their own country and offer them different experiences.

5.2   EXPECTATION BEROFE VISITING BARIO

More than half, which is 83.33% (please refer to **Table 4.9**, pg 37) of the visitors, have never been to Bario before and their main purpose of visiting Bario was to spend their holidays. Since the visit was a first time for most of the visitors, before they visit to Bario they have built *organic images* (Fakeye & Crompton, 1991) or *mental images* (Gunn, 1988) of Bario. As mentioned earlier in **Chapter 1**, under the **Research Framework**, "*organic images* are tourist perception of a destination without any experience of visiting the destination before". Meanwhile "*mental images* are impressions that were constructed by tourists in their mind and it built the *organic images* of destinations" (Gunn, 1988). Visitors were asked about the first thing that came to their mind when they first heard about Bario and they have given various answers.

Among the answers given by visitors include surrounding nature or the scenery, the friendliness of the Kelabit people, the Kelabit culture, remoteness of Bario, jungle trekking and the peacefulness or the quietness of the place. The first thing about Bario that came to visitors mind may be the *organic images* that visitors have built because they have never visited Bario and have no experience of the place. Before that, they may only have *mental images* of Bario. So, the *organic images* that been built was more on the visitors impressions of Bario when they first heard of Bario. However, these *organic images* of Bario might motivate visitors to visit Bario.

Besides *organic images*, visitors also built *induce images* of Bario. *Induce images* are images that been created through various media that have provide information about a destination. Although visitors already have *organic images* of Bario, but before choosing Bario as a destination to spend their holidays, visitors had collected information about Bario from various sources as been analyzed in **Chapter 4** (please refer **Table 4.12**, pg 39). Majority of the visitors collected most of the information about Bario from books/guides. As discussed earlier in the first section of the chapter, most of visitors visiting Bario were 'backpackers'. From observation, 'backpackers' that visited Bario get information of Bario or a destination from books/guides and the 'Lonely Planet' series was the widely used books/guides. According to Swarbrooke and Horner (1999), "one example of the similarity among all 'backpackers' was the travel media that they used, which is guides from 'Lonely Planet' and 'Rough Guide' series".

Another sources that given them a lot of information was their friends and relatives. Most of visitors that been met and talked with told that they only came to know about Bario from other visitors that they met during their visit to other attractions within Sarawak especially during their visit to Mulu National Park. Some visitors also have never planned to visit Bario before they came to Sarawak.

Information that visitors have collected from various sources helped them to built *induce images* of Bario. So, before the real visit to Bario, visitors have an *induce image* of Bario. Visitors were asked about the *image* that Bario have as a tourist destination based on the information that they got from various sources. Visitors have given various *images* that Bario
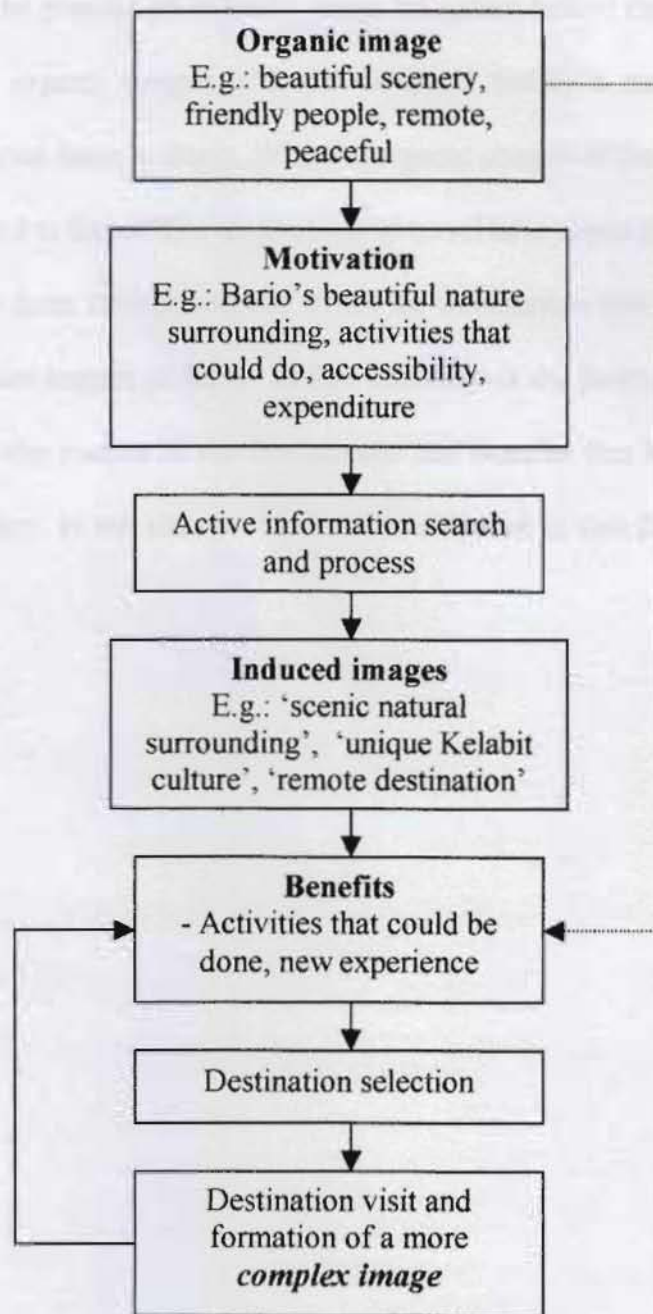
has as a tourist destination, which include 'scenic natural surrounding', 'unique Kelabit culture', 'remote destination', 'not touristy destination', 'adventurous destination' and 'hospitability destination'. These *images* were *inducing images* of Bario that visitors have before they visited Bario. Besides *positive induce images*, visitors also have *negative induce images* of Bario. *Induce images* of Bario that visitors have built gave them more information about Bario and helped them to evaluate the benefits that they would gain from visiting Bario. Without any experiences of visiting Bario and highly depending on the various information sources, visitors have built both *organic and induce images* of Bario. As according to Wang (2000), "visitors were involved in the process of building their *personal image* of people and destination even before they actually visit the destination".

However, before building induce images of the destinations, visitors may have motivations that motivate them to travel to a particular destinations. Visitors that visited Bario may have their own motivations that have motivated them to visit Bario. In the research survey, visitors have indicated the motivations that motivated them to visit Bario (please refer **Table 4.14**, pg 41). 21.98% of the visitors are motivated by the beautiful scenery and natural attractions to visit Bario. Meanwhile 18.68% were motivated by the unpolluted and unspoiled nature of Bario. Based on the findings on visitor's motivation before visiting Bario, the results relates to the organic images of Bario.

Majority of the visitor's organic image of Bario was a beautiful surrounding nature or scenery. The beautiful scenery and natural attractions as well as the unpolluted and unspoiled nature of Bario also have motivated majority of the visitors to visit Bario. So, image does

play a role in influencing visitor's decision-making. As according to Park and Ko (2000), image plays an important role in the decision making of destination selection. Besides images, there were also other factors that visitors taken into consideration before decide on choosing Bario. Based on **Table 4.16** (pg 44), 20.87% considered the activities that they are going to do or involve during their decision making process. Other important factors for visitors were accessibility into Bario, the local culture, and attractions offered by Bario and money that will be spends.

Beside the images and the motivations, the benefits that visitors would gain from their visit to Bario were also taken into consideration. The benefits that they would gain may be in term of activities that they could do at the destination and the experience that they will get. During the research survey, tourists were asked to indicate the activities that they have expected to do when they visit Bario. The results (please refer to **Table 4.15 (a) & (b)**, pg 42) of the survey find that 25.17% of the visitors expected that they would go for long houses visit. Meanwhile, 23.13% hoped to go for jungle trekking and 22.45% wanted to learn the local culture. As mentioned earlier in section **5.1** of this chapter, the younger visitors prefer doing more outdoor activities such as jungle trekking. Meanwhile, the elderly visitors prefer to do more relaxing activities such as visiting long houses and learn the local culture. Based on observation, the elderly visitors prefer a walk within central Bario and sightseeing. So, these may be the benefits that visitors considered when they decided on choosing to visit Bario.

Organic image
E.g.: beautiful scenery, friendly people, remote, peaceful

↓

Motivation
E.g.: Bario's beautiful nature surrounding, activities that could do, accessibility, expenditure

↓

Active information search and process

↓

Induced images
E.g.: 'scenic natural surrounding', 'unique Kelabit culture', 'remote destination'

↓

Benefits
- Activities that could be done, new experience

↓

Destination selection

↓

Destination visit and formation of a more *complex image*

Figure 5.2: Tourist's Image Formation Process – Before the visit

Source: Adapted from Fakeye & Crompton (1991)

Figure 5.2 showed the process of tourist's image formation before they decided to choose Bario. Visitors have organic images of Bario, which is mainly a mental image of Bario because they have never been to Bario. With the organic images of Bario and other factors, visitors were motivated to travel. The motivations to travel have urged visitors to gather more information of Bario from various sources. From the information that have been collected, visitors built the induce images of Bario. Before deciding on the destination to visit, visitors would consider both the images of the destinations and benefits that they would gain from choosing the destination. In this situation, visitors have chosen to visit Bario.

5.3. EXPERIENCE AFTER VISITING BARIO

After been in Bario for a few days, 94.12% (please refer to **Table 4.18**, pg. 46) of the visitors were satisfied with the holidays that they have spent in Bario. However, 9.52% of the visitors were not satisfied with their visit. Majority of the visitors were satisfied with their visit because the expectation they have made before visiting Bario were met. Some visitors also found that Bario have exceeded the expectations that they have made earlier.

The experience that visitors have after a few days in Bario, helped them in building the next stage of images, which are complex images. Complex images were built based on the images projected by the destination after the actual visit has been made (Fakeye & Crompton, 1991). Majority of the visitor found that the images that they have built before their visit were the same as been projected by Bario. Referring to **Table 4.17** (pg. 45) 85.71% of the visitors found that the images of Bario that they have built earlier met the real images that Bario have projected. However, 14.29% of the visitors found that the images they built were not met with the real image of Bario.

Visitors have given their opinion on the suitable image for Bario. The images given by visitors include 'a scenic nature surrounding', 'hospitability people', 'unique Kelabit culture', 'place for adventures', 'peaceful and relaxing destination', 'remote destination' and 'the original Borneo'. These images are the complex images that been built by visitors after they spent a few days in Bario although most of these images were the same as the induce images that they have built in the earlier part of the process.

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```
┌─────────────────────────────┐
│        Organic image        │
│    E.g.: beautiful scenery, │
│    friendly people, remote, │
│          peaceful           │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│          Motivation         │
│  E.g.: Bario's beautiful nature│
│   surrounding, activities that│
│    could do, accessibility, │
│          expenditure        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Active information search  │
│        and process          │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Induced images       │
│     E.g.: 'scenic natural   │
│  surrounding', 'unique Kelabit│
│  culture', 'remote destination'│
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│          Benefits           │
│  - Activities that could be │
│     done, new experience    │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│    Destination selection    │
│          - Bario            │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Complex images       │
│    E.g.: 'scenic nature     │
│  surrounding', 'hospitability│
│  people', 'place for adventures',│
│      'the original Borneo'  │
└─────────────────────────────┘
```

Figure 5.3: Tourist's Image Formation Process – After the visit

Source: Adapted from Fakeye & Crompton (1991)

Figure 5.3 showed the completion of the processes of forming tourist's image. Visitors to Bario surely have decided to visit Bario after taken into consideration the images, motivations and benefits of the travel. Some visitors may not have gone through the whole process of formatting the images. Visitors that have never decided to visit Bario when they arrived in Sarawak may only have organic images of Bario. With these organic images of Bario, they may have considered to visit Bario. This may happened to visitors that only came to know about Bario from other travelers that they met during their visit to other destination within Sarawak.

With the complex images of Bario, visitors would once again evaluate the benefits that they have gained from their visit. If the complex images were positive, the percentage of visitors to return back will be higher. Meanwhile, visitors may consider either to come back or choose other destination if the complex images were negative. 90.48% (please refer to **Table 4.20**, pg. 50) of the visitors will visit Bario in the future, while 9.52% will not visit Bario in the future. Comparing to visitor's expectation of Bario's image (**Table 4.17**, pg 45), only 4.77% of the visitors that have negative images of Bario will consider visiting Bario again in the future. However, the image that Bario have projected toward the visitors was positives but visitors have different perspectives of Bario's image as a tourist destination.

CHAPTER 6: CONCLUSIONS

6.0. CONCLUSIONS

Studies or researches on tourism in Bario have been a few. Therefore the data and information that could be used for this research were limited. In order to collect more data and information for this research, an exploratory study was used. Data were obtained through distribution of questionnaires to visitors during a month period. From the data that been calculated and analyzed, the research questions that been set at the early stage of this research were answered. To identify visitor's personal profile and their expectation of Bario were achievable. Visitors found that Bario have met their expectation and for most visitors, their expectations of Bario have been exceeded after been actually in Bario.

As for the main research question, the true image of Bario from the perspectives of visitors was 'scenic natural surrounding'. This image have motivated and attracted most of the visitors that have come to Bario. It is found that majority of the visitors relate the image of Bario to the nature that Bario own, so the image that is suitable for Bario should be built based on the nature that Bario own. Since majority of the visitors came to Bario because of the beautiful nature surrounding, there the proposed image of Bario could be 'scenic untouched nature'. The proposed image could be an image for Bario to attract more visitors to Bario effectively and efficiently especially through the marketing of Bario.

Overall the image that Bario has as a tourist destination was positive, although there were visitors that found that the image was negative. However, the image could be improved and a strong and powerful image could be build to be able to attract more visitors to Bario in the future.

6.1.　RECOMMENDATIONS

- The negative images that Bario has should be improved. As an example, visitors have an image of Bario as being a 'muddy place' because of the road condition. Therefore, this condition could be improved by upgrading the road. By changing visitor's negative images into positives, it will be able to attract the visitors for second visit as well as to attract potential visitors.

- Apart from the nature, Bario has the local culture to offer. However, most of the Kelabit unique cultures have been left behind after their conversion to Christianity. Although most of the cultures were against the teaching of Christianity, but the local communities could change some aspects of the cultures to suit their present believe. Even though the originality of the cultures vanished, but it is even worst than the whole culture vanished. The culture of the Kelabit community could be used as market point for Bario.

- More study or research on tourism in Bario should be done because Bario has the potential of being a major tourist destination in Sarawak. However, without much study and research on tourism in Bario, the planning and development of tourism in Bario will be 'out of track', whereby they missed their potential market.

- Since the majority of the tourist built their image around the nature that being own by Bario, the surrounding nature should be taken care to keep that image strong. However, logging have been going on in Bario recently and in a way it

could change the Bario's image. Besides changing the image, the big attraction of Bario, which is it nature could be in threat. If the nature were cut down, what would attract visitors to visit Bario in the future? So, the natural surrounding should taken care off and the government should take action in stopping the logging activities in Bario.

6.2.   RESEARCH LIMITATIONS

- The major limitation of this research was the accessibility into Bario. The easiest way to get into Bario was through flight. However, the number of flight going to Bario was few. Although, the number of flight going into Bario was increase to two flights a day during the research survey, but the rainy season have caused some of the flights canceled.

- As mentioned earlier, the rainy season impede visitors from visiting Bario. With the limited accessibility, potential visitors may have canceled their visit to Bario because of the influence of the climate on the flights going to Bario.

- Seasonality also influenced this research. The survey was conducted in the month where usually small number of visit by visitors. Due to the research planning, this could not be avoided.

- The data that could be used for this research was limited because of the few number of study have been done. As an example, an official statistic of number of visitors visiting Bario at one time was not available. To obtain some of the statistics relating to tourism in Bario include strict and longer procedures.

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APPENDIX A: EXAMPLE OF QUESTIONNAIRES FORM

This survey is to assist the research on **"The Power of Image on Bario as a Tourist Destination"**. Your responses to this survey will be used to assess the image of Bario as a tourist destination. All of your responses will be strictly confidential and used only for academic purposes.

Section A: Respondent's Profile

1. Gender: Male ☐   Female ☐

2. Age group:
< 25 ☐	26-30 ☐
31-35 ☐	36-40 ☐
41-45 ☐	46-50 ☐
51> ☐	

3. Occupation:

Employed full-time ☐	Homemaker ☐
Employed part time	Student
Retired	Other (Please specify)
Not employed	_____

4. Educational level:

Secondary ☐
A Level
First degree
Post graduate
Other (Please specify)

_____

5. Marital status: Single ☐   Divorced ☐
                     Married   Living together

6. Type of travel: Organized ☐   Independence ☐

7. Traveling party: Alone ☐
                     In group
                     (Please specify the number of people)

8. Country of origin: Malaysia (Please specify which state) ☐ _____
                       Foreign (Please specify which country) ☐ _____

Section B: Before Visiting Bario

9. Have you ever been to Bario before? (If **No**, please proceed to question **no. 11**)

   Yes ☐   No ☐

10. How many times have you been to Bario?

    1-3 times ☐
    4-6 times ☐
    More than 6 times ☐

11. What is your main purpose of coming to Bario?

    Business ☐   Family matters ☐
    Holidays ☐   Research ☐
    Others (Please specify) ☐

    _____

12. What was the first thing that came to your mind when you first heard/read about Bario?

    _____

13. Where did you get the information about Bario?

    T.V. / Radio ☐   Books/guides ☐
    Magazines ☐   Travel shows ☐
    Travel agent ☐   Friends & relatives ☐
    Internet ☐   Others (Please specify) ☐

    _____

14. Based on the information about Bario that you have collected, what was the image that Bario showed to you?

    _____

    _____

15. From the list below, what do you expect to find in Bario? (You may √ more than 1 answer)

Mountain	☐	Rocky cliffs	☐
Jungle	☐	Strong wind	☐
Indigenous culture	☐	Cool climate	☐
Boat trip	☐	Rivers	☐
Waterfalls	☐	Long houses	☐
Paddy field	☐	Animals	☐
Others (please specify)	☐		

16. From the list below, which factors motivated you to visit Bario? (You may √ more than 1 answer)

Inexpensive destination	☐
Beautiful scenery and natural attractions	☐
Cool climate	☐
Kelabit culture	☐
Good accommodation	☐
Good quality of infrastructures	☐
Personal safety	☐
Unpolluted and unspoiled nature	☐
Friendly people	☐
Variety of handicrafts	☐

Is there any other factor, which has not been listed above, motivating you to visit Bario?

17. Before visiting Bario, what are the activities that you expected to do? (You may √ more than 1 answer)

Jungle trekking   ☐   Hunting   ☐

Longhouse visit   Fishing

Learning Kelabit culture   Mountain climbing

Meet new friends

Besides the activities listed above, is there any other activities that you did expected to do?

_____

18. From the list below, what do you consider important factors before going to Bario? (You may √ more than 1 answer)

Money   ☐   Language used   ☐

Accessibility   Food

Attractions offered   Accommodation

Activities could be done   Length of stay

Local cultures   Others (please specify)

_____

Section C: After Visiting Bario

19. After visiting Bario, does the image of Bario is as what you had mention earlier in **Section B**?

    Yes ☐   No ☐

20. Based on your experience, what would be the true image of Bario as a tourist destination to you?

    _____

21. Does your experience of visiting Bario meet the expectations that you have made before visiting Bario?

    Yes ☐   No ☐

22. Below are lists of statements on Bario as a tourist destination. Based on your experience after visiting Bario, please indicate how do you feel about each statement using the scale, e.g. if you *strongly agree* that Bario is an inexpensive destination √ column no.5, if you *disagree* √ column no.2.

    | 1 – Strongly disagree | 2 – Disagree |
    | 3 – Neither agree nor disagree | 4 – Agree |
    | 5 – Strongly agree | |

	1	2	3	4	5
Inexpensive destination					
Popular tourist destination in Sarawak					
Beautiful scenery and natural attraction					
Cool climate					
Unique and rich culture heritage					
Appealing local food					
Exciting and adventurous outdoor activities					
Unpolluted and unspoiled nature					
Friendly people					
Good quality of tourist infrastructure					
Good quality of services					

23. Would you be visiting Bario again in the future?

Yes ☐   No ☐

24. Would you suggest to your relatives and friends to visit Bario?

Yes ☐   No ☐