Visitor's Evaluation on Facilities and Services Using Importance-Performance Analysis at Sarawak Cultural Village

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Abstract : *Sarawak has been the popular cultural tourism attractions in Malaysia. The multi-racial and cultural Sarawak has the potential to develop cultural tourism and offers cultural experiences to local and foreign visitors. Sarawak Cultural Village (SCV) is one of the most visited sites at Sarawak. The cultural village provided various facilities and services to enrich visitor's cultural experiences. The main objective of this study is to evaluate the facilities and services provided at SCV. The evaluation based on visitor's opinion on the importance and performance rating of the listed attributes. About 300 questionnaires were distributed to the visitors to the cultural village during weekdays and weekends, public and school holidays. The socio-demographic data were evaluated using Frequency Analysis. The data showed the different socio-demographic, socio-economic, and trip characteristics of the visitors. The demographic and trip characteristics data provided the information of visitor's motivation and preference activity during their visit to SCV. The Importance-Performance Analysis (IP Analysis) was used to evaluate the overall facility and service attributes, and the final result has been translated into Importance-Performance action grid. The action grid showed all the 22 attributes of general and specific facilities, and services provided were plotted on the High Importance and Performance quadrant. Attributes plotted on the action grid showed that all of the attributes were evaluated high on importance and performance suggested that the cultural village management should maintain the status of performance in all attributes area. The Ratio Analysis indicated the ranking of priority which needed special attention from the management of SCV. From the analysis, hospitality (service), Chinese Farm House (specific facility), and Penan Hut (specific facility) were ranked at the highest priority and needed special intention from the management. Overall, the result of the study was, all of the attributes were evaluated as High Importance and High Performance. The management of the SCV has to keep up the good work and maintain these attributes. Hopefully, the findings of this study will be useful for the management of SCV to manage and maintain the facilities and services provided to enhance the quality of visitors' experiences.*
Keywords: *Facilities and services, Importance-Performance Analysis (IPA), visitor's satisfaction*

I. Introduction

Sarawak Cultural Village (SCV) has been one of the most popular cultural tourism attractions in Malaysia. SCV is a well-known cultural tourism destination in the state of Sarawak. The cultural village has been attracting both local and foreign visitors. Undoubtedly, the cultural village represents the various ethnic groups and culture in Sarawak, and Malaysia in general. SCV projects a unique and amazing houses design of Sarawak ethnic groups, cultural performances and the ethnic cultured experiences to visitors. Various facilities and services are also provided for the purpose of visitors' convenience while visiting SCV. The highlight of SCV visits is the multi-ethnic cultural dances and music performances, which are held at the cultural theatre. This living museum displays the culture and lifestyle of the people of Sarawak.

Since SCV had been well-developed, the visitor participation in cultural activities has increased. The existing facilities and services needed to be evaluated to maintain the quality of the cultural products offered. But unfortunately, there are no study has been conducted on the visitor's satisfaction towards facilities and services provided. Based on this statement, this study have been conducted to evaluate the facilities and services provided at SCV and to access the attributes that influenced their visit. This is a study to evaluate the facilities and services provided at SCV by the visitors. According to Edginton (1980), visitors using facilities and services will have different level of satisfaction because of visitors' different preferences and behavior. This is the reason for customer- oriented evaluation is carried out from time to time to obtain information on customer satisfactions and the leisure of the visitors. It is hoped that this study will obtain useful information and provide recommendation for the future improvement of SCV and the visitor's experience.

The main objective of this study is to evaluate the facilities and services provided at SCV. The specific objectives of the study were to evaluate the importance of different attributes, facilities and services in influencing visitor's decision to visit SCV, to evaluate the performance of different facility and service attributes to meet visitor's expectation for their visit to SCV, and to identify the strengths and weaknesses of facility and service attributes for the management of SCV.

II. Literature review

2.1 Importance-Performance Analysis (IPA) Technique

In the tourism study context participants, the survey asked a series of questions evaluating the importance and the performance rating of the listed specific facilities and services attributes. Develop by Martilla and Tanes (1977), this marketing technique has been vastly used in several different field for both non-recreational and recreational research. It is based on research findings that show participant experiences, judgments, satisfaction and expectation about attitude of a program and agency performance.

Based on Fletcher, Kaiser, and Groger (1992), Importance-Performance Analysis (IPA) identifies salient qualitative features and asks respondent to rate product attributes in terms of importance and performance. According to Hammit, Bixter and Noe (1996), importance measures of the level of importance attached to an attribute by a respondent on a Likert-type, 1-5 scale. In this study, the Importance and Performances measured the level of satisfaction of a respondent with the provision of the attributes on the same 1-5 scale.

1.2 The Importance of Facilities and Services Evaluation Study

Study on the evaluation of facilities and services are essential to assess the current performance of the products offered by the culture village. Visitor's satisfaction towards the facilities and services provided will enhance the agency's reputation and achievement. Furthermore, the study is the key factor determining how succesful the agency will be in customer relationship (Reichheld, 1996) and increase the profits of the agency.

Uysal and Howard (1991) indicated that IPA involves five steps that include: (1) development of attributes; (2) administration of a survey to measure the product or services; (3) estimation of perceived importance and performance of each attribute through the calculation of the mean importance and performance values for each attribute on a two dimensional grid; (4) assessment of attributes based on grid location; (5) perceptions of respondent translated into management grid action. For example, Kim (1991) conducted on IPA to evaluate services and facilities in the Kayan National Park, Korea Republic. Interview data of visitor assessment of ten items, including guide books/ display materials, toilet/rubbish disposal facilities, maps/ sign posts, accommodations, rest/shelter areas, trail safety, camping facilities, wardens/ rangers which were illustrated graphically and suggested that improvements could be made to provision of maps/guide books, and shelter/ rest areas.

1.3 Visitors Satisfaction

The evaluation of visitor's satisfaction towards facilities and services provided were essential to the management of the cultural village. The management has the opportunity to understand visitor's expectations and satisfy their needs through the study. Satisfaction have been defined by Beard and Ragheb (1980), which state that a major goal of recreation and leisure is to contribute to individuals' satisfaction and pursuit of happiness and the importance of leisure and recreation as an aid in the process of 'need gratification'.

Identification of the visitor's satisfaction can help the management authorities to understand the characteristics in facilities and services provided will meet their expectation and satisfy their needs. This study also provides the information about visitors' onsite behavior. The management then can develop facilities and visitors services, which can enhance their desired experiences by identifying visitors' satisfaction. Buchanan (1983) added that this study will also help the management to understand and identify the specific psychological benefits which participants feel they are receiving from recreation participation so that the quality and importance of recreation services can be more fully evaluated.

III. Research Methodology

3.1 Area of Study

Sarawak Cultural Village area covers 14 acres of tropical vegetation and located at the foothill of legendary Mount Santubong, Kuching. The cultural village has easy access from the Kuching City and it takes only 45 minutes drive from Kuching International Airport and 35 kilometers away from Kuching city. Figure 1 shows the site layout of SCV. Each specific facility such as Iban Longhouse, Bidayuh Longhouse, Cultural Theater, Chinese Farmhouse, Malay Coastal House, Melanau Tall House and others were located surround the man-made lake.

Fig. 1.The Layout of Sarawak Cultural Village

3.2 Survey Instrument

The study used a set of questionnaire consisted structured questions of listed attributes. The questions were conducted in English Language and *Bahasa Melayu*. The questionnaire consisted three sections, which includes: Section A (Importance of Attributes), Section B (Satisfaction Evaluation on attributes), and Section C (Demographic and Trip Characteristics Data). The satisfaction towards facilities and services provided at Sarawak Cultural Village were measured using the Likert Scale. Respondents specified their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements of the established attributes. According to Burns, Alvin; Burns, Ronald (2008) the results of analysis of multiple attributes, if the items are developed appropriately, reveals a pattern that has scaled properties of the kind Likert identified. In Section A, variables in Likert Scale are 1 to 5, where 1-2 indicated negative perceptions (not important), 3 is for neutral perception on importance level, and 4-5 indicated positive perceptions (important) of the visitors. While in Section B, variables in Likert Scale are 1 to 5, where 1-2 indicated negative perceptions (not satisfied), 3 is for neutral perception on satisfaction level, and 4-5 indicated positive perceptions (satisfied) of the visitors.

3.3 Designing the Attribute List

The most important step in utilizing Importance-Performance Analysis is developing the attributes that are compatible with the study. Various resources such as articles, reports, interviews and related literature review considered identifying the attributes as in Table 1.

Table 1. Developed Attributes List

Attributes	Code
GENERAL FACILITIES Facilities Availability and Functional, Facilities Condition, Cleanliness.	
Accessibility	1
Parking Lot	2
Walking Trails	3
Signage	4
Garbage Bin	5
Outdoor Furniture	6
Pavilion	7
Toilet/ Restroom	8
SPECIFIC FACILITIES Variety of F&B, Facilities Availability and Functional, Facilities Condition, Displays, Cleanliness, Space, Atmosphere and Comfort, Room services.	
Cafeteria	9
Souvenir Shop	10
Cultural Theater	11
Iban Longhouse	12
Bidayuh Longhouse	13
Melanau Tall House	14
Melanau Sago Processing Hut	15
Orang Ulu Longhouse	16
Penan Hut	17

Malay Coastal House	18
Chinese Farm House	19
STAFF	
Courtesy, Neatness, Communication, Helpfulness, Problem handling skill, Hospitality, Availability before/ after Office Hours.	
Staff Cultural Performance	**20**
Staff Communication and Services	**21**
Hospitality	**22**

3.4   Pilot Survey
        A pilot survey has been on February 2008, prior to the actual evaluation at the Sarawak Cultural Village. A 5-rating Likert scale questionnaire have been distributed to twenty respondents that include visitors and park staff of different ages, gender, education attainment and origin. The main purpose of this pilot survey was to test run the questionnaire and to enhance reliability, validity and usability of the questionnaire. Changes have been made after pre-test based on the comments by the respondents.

3.5   On-Site Survey
        The survey has been conducted at Sarawak Cultural Village for three month period, starting from March 2008 until June 2008. The survey period covered weekdays, weekends, public holidays and school holidays. The questionnaire forms distributed to visitors after their visit at the main entrance of SCV. The survey has been carried out from 10a.m to 5p.m every day.

IV.   Population and Sampling

4.1   Sample Size
        Since Sarawak Cultural Village started its operation in the year of 1994, the average number of visitors keeps on increasing from year to year. The recorded number of visitors to Sarawak Cultural Village by January 2007- December 2007 was 109,691 visitors (Source: *Marketing Department of Sarawak Cultural Village)*. According to Rasco (1975), the use of sample for about 10% size of parent population is recommended as the acceptable level. However, Weisberg & Bowen (1977) cited 3% - 4% can be considered as the acceptable level to accommodate money and time consideration, due to the actual sampling size of this study is too large. In order to reach an acceptable result, the adequate calculated sampling size for this study was 275 respondents. However, 300 respondents have been involved in this study.

1.4   Systematic Random Sampling
        Systematic Random Sampling is a method that first generates a random list of all members of the population and then systematically chooses every *n*th name from that list; (Kraus & Allen, 1987; Rossman, 1995). From the sampling frame, a starting point is chosen at random, and choices thereafter are at regular intervals, which were calculated every 4th visitors have been given the questionnaire to complete for the purpose of the study.

V.   Data Analysis

5.1   Demographic Analysis
        Descriptive analysis involved the analysis of socio-demographic and trip characteristic questions according to frequency and percentage analysis. Ronald (1982) stated that a frequency distribution is a display of occurrence of each score values. The social-demographic data obtained indicated various social backgrounds of the respondents. While the trip characteristic data obtained refer to the behavioral study of the visit.

1.5   Importance-Performance Analysis
        The mean for importance and performance for every attribute were analyzed using Statistical Package for Social Science (SPSS) program. After calculating the mean, two-dimensional action grid created using Microsoft Excel program. The mean values were used to calculate the interval scale to put onto the grid.

5.3   Ratio Analysis
        According to Oliver (1980), the Important-Performance Analysis can only portray the relative perceived importance and performance of the attributes, further information and non-confirmation paradigm has to be studied in term of visitor satisfaction. The comparison between perceived importance and actual performance may result in confirmation (when performance meets importance) or non-confirmation (when the performance does not meet expectation). The ratio of five-point Likert-scale Section A (Visitors' Expectation) over Likert-scale Section B (Visitors' Satisfaction) were calculated. Ranking of priority were given to the ratio that falls below 1, (negative non-confirmation) where respondents were not satisfied with performance of

attributes. While, confirmation (positive non-confirmation) on attributes were observed together with result from I-P Analysis in order to make decision on management action.

VI. Results and Discussion

In this study, the data obtained was based on the opinion of domestic and foreign visitors in Sarawak Cultural Village. A total of 300 respondents participated and all information collected was useful to help researchers to fulfill the main objectives.

6.1 Socio-Demographic and Economic Characteristics

The socio-demographic background showed the variety of visitors to Sarawak Cultural Village as shown in Table 2. The variables were considered important in influencing the level of visitor participation, perception, preference and at the same time to ease the administrators' effort to identify the target group better.

The number of male visitors (52.7%) is higher than the female visitors (47.3%). The majority of the visitor's age was between 26-40 years old (49.0%). Most of the visitors are Malaysian. The local visitors came from Kuala Lumpur (20.3%), followed by Sarawak (13.6%), Johor (5.0%), Selangor (3.3%), Pulau Pinang, Perak and Sabah each (2.0%), Melaka (1.6%), Pahang (1.3%), Terengganu (1.0%), Kedah and Kelantan each (0.3%). Meanwhile, a total of 45.0% visitors involved in this study were foreigners. Most of the foreign visitors were from Singapore (9.0%), followed by Australia (8.0%), and Britain (6.0%). While least visitors came from Canada, Italy, Korea, Russia, Scotland, and Slovakia, each represent 0.3% each. The majority of local visitors to Sarawak Cultural Village were Chinese (44.2%), followed by Malay (30.9%), Iban (13.3%), Bidayuh (5.5%), Indian (2.4%), Melanau (1.8%), Kedazan (1.2%), and Orang Ulu (0.6%). The employment status has been categorized into four groups; which are student, employed, unemployed, and pensioner. The employed was ranked as the highest groupof visitors (57.0%). Followed by students (32.7%), pensioners (8.3%), and at last but not least the unemployed group (2.0%). The table was also shown the income group of visitors; which are no salary (39.0%), above RM5000 (25.7%), RM1001-RM5000 (3.3%), and less than RM1000 (2.0%).

Table 2. Socio- Demographic and Economic Background of Visitors

Variable	Number of Respondent	Percentage (%)
GENDER		
Male	158	52.7
Female	142	47.3
AGE		0.03
12-14yrs	1	9.0
15-17yrs	27	24.7
18-25yrs	74	49.0
26-40yrs	147	15.7
41-60yrs	47	1.3
61+ yrs	4	
NATIONALITY		55
Malaysian	165	45
Foreigner	135	
ETHNIC GROUP		30.9
Malay	51	44.2
Chinese	73	2.4
Indian	4	13.3
Iban	22	5.5
Bidayuh	9	1.8
Melanau	3	0.6
Orang Ulu	1	1.2
Kadazan	2	
EMPLOYMENT STATUS		32.7
Student	98	57.0
Employed	171	2.0
Unemployed	6	8.3
Pensioner	25	
INCOME		39.0
No Salary	117	2.0
Less Than 1000	6	3.3
RM1001-RM5000	100	25.7
Above RM5000	77	

1.6 Trip Characteristic

The trip characteristics showed the pattern of visitors to Sarawak Cultural Village. The trip characteristics consist of day of visit, duration of visit, frequency of visit, place information source, and recreational activity involved by the visitors as shown in Table 3.

The cultural village were most visited on Monday- Thursday (79.7%), followed by Sunday (16.3%), and Friday-Saturday (2.3%). The duration of visits by the respondents were categorized into half day (91.0%), one night stay (7.3%), and two night stay (1.7%). Most of the visitors gained information of Sarawak Cultural village through their family and friends (51.3%), followed by internet (31.9%), press media (7.0%), electronic media (4.0%), Malaysia Tourist Information Center (2.7%), and Sarawak Tourism Board (1.0%). The most participated activity was learning the lifestyle of various ethnic in Sarawak (56.7%), followed by watching the cultural performance (33.7%), and involved in organized special event, activity, or program (2.7%).

Table 3. Trip Characteristics of Visitors

Variables	Frequency	Percentage (%)
DAY OF VISIT		
Monday-Thursday	239	79.7
Friday-Saturday	7	2.3
Sunday	49	16.3
DURATION OF VISIT		
Half day(less than 12hours)	273	91.0
One Night	22	7.3
Two Nights	5	1.7
FREQUENCY OF VISIT		
First Time	135	45.0
Second Time	122	40.7
Third Time	38	12.7
More Than Three Time	5	1.7
SOURCE OF INFORMATION		
Family and Friends	154	51.3
Press Media	21	7.0
Electronic Media	12	4.0
Internet	93	31.0
Tourist Information Center	8	2.7
Sarawak Tourism Board	3	1.0
RECREATIONAL ACTIVITY		
Learn Sarawak Ethnic Lifestyle	170	56.7
See Cultural Performance	101	33.7
Organized Special Event, Activity,or program	8	2.7

6.3 Importance-Performance Analysis

The importance and performance of the 22 attributes were calculated and the mean result of attributes determined the location of each attribute on the Importance-Performance Action Grid. Based on Table 4, Bidayuh Longhouse, Melanau Tall House, Orang Ulu Longhouse, Malay Coastal House, Chinese Farm House and staff cultural performance rated the highest mean score of Importance by the visitors. While, the highest score of attributes for Performance were Bidayuh Longhouse, Cultural Theatre, Accessibility, Iban Longhouse and Malay Coastal House. The pavilion was the lowest mean score for general facility attributes of both Importance and Performance analysis.

Table 4. The Mean Value of Attributes for Importance and Performance Analysis

Code	Attribute	Importance Score (Mean)	Performance Score (Mean)
GENERAL FACILITIES			
Facilities Availability and Functional, Facilities Condition, Cleanliness			
1	Accessibility	**4.5100**	**4.6933**
2	Parking Lot	**4.4200**	**4.2800**
3	Walking Trails	**4.5400**	**4.5100**
4	Signage	**4.5233**	**3.9100**
5	Garbage Bin	**4.4500**	**4.1233**
6	Outdoor Furniture	**4.4233**	**3.9700**
7	Pavilion	**3.4500**	**3.1900**
8	Toilet/ Restroom	**4.5100**	**4.3700**
SPECIFIC FACILITIES			
Variety of F&B, Facilities Availability and Functional, Facilities Condition, Displays, Cleanliness, Space, Atmosphere and Comfort, Room Services			
9	Cafeteria	**4.5100**	**4.6000**

10	Souvenir Shop	**4.4867**	**4.4267**
11	Cultural Theater	**4.9800**	**4.7233**
12	Iban Longhouse	**4.9833**	**4.6967**
13	Bidayuh Longhouse	**4.9867**	**4.9967**
14	Melanau Tall House	**4.9867**	**4.5100**
15	Melanau Sago Processing Hut	**4.9800**	**3.8700**
16	Orang Ulu Longhouse	**4.9867**	**4.5233**
17	Penan Hut	**4.9833**	**3.8233**
18	Malay Coastal House	**4.9867**	**4.5267**
19	Chinese Farm House	**4.9867**	**3.7067**
STAFF			
Courtesy, Neatness, Communication, Helpfulness, Problem handling skill, Hospitality, Availability before/ after Office Hours			
20	Staff (Cultural Performance)	**4.9867**	**4.5167**
21	Staff (Communication and Services)	**4.9800**	**4.1200**
22	Hospitality	**4.9700**	**3.6833**

1.7 Importance-Performance Action Grid

The calculated mean of all facilities and services attributes obtained from the visitors' evaluation were then plotted on the action grid. Figure 2 stated that all the attributes were plotted at High Importance and High Performance of the Importance-Performance Action Grid. The management of Sarawak Cultural Village must keep up their good work in that area.
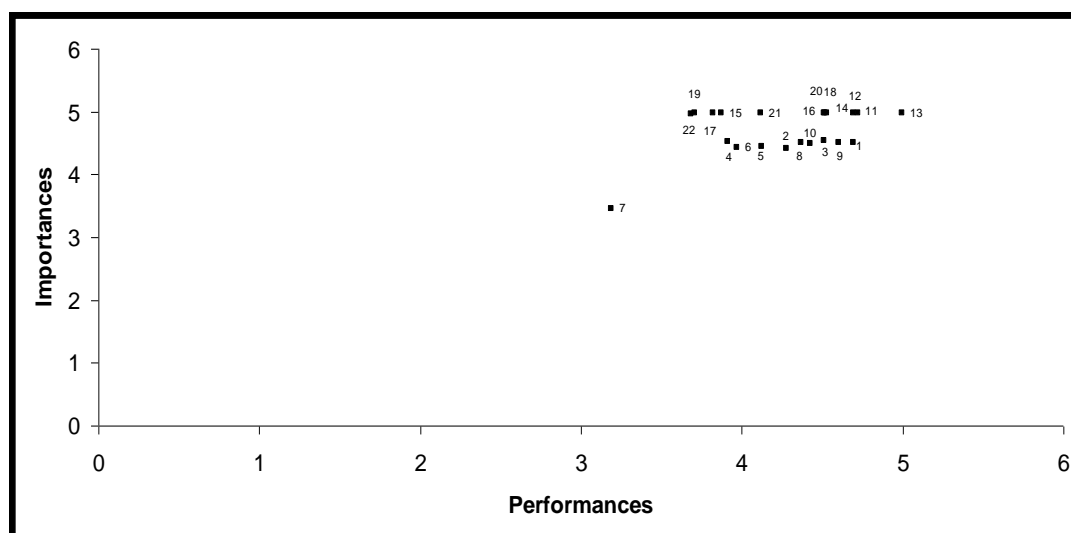

Fig 2. Action Grid of Importance-Performance Analysis

1.8 Ratio Analysis

The Ratio Analysis of facilities and services was tabulated as shown Figure 2. It shows the ratio between the importance scores against the performance scores as in Table 5. From these values of ratio, a priority ranking is drawn for the attributes that need special attention. Naturally, the attributes shown here are those, which reveal a lower performance score as compared to the importance scores.

Table 5. Ratio of Performance over Importance for Attributes

Code	Attribute	Performance Score (Mean)	Importance Score (Mean)	Ratio
1	Accessibility	4.6933	4.5100	**1:1.0406**
2	Parking Lot	4.2800	4.4200	**1:0.9683**
3	Walking Trails	4.5100	4.5400	**1:0.9934**
4	Signage	3.9100	4.5233	**1:0.8644**
5	Garbage Bin	4.1233	4.4500	**1:0.9266**
6	Outdoor Furniture	3.9700	4.4233	**1:0.8975**
7	Pavilion	3.1900	3.4500	**1:0.9246**
8	Toilet/ Restroom	4.3700	4.5100	**1:0.9686**
9	Cafeteria	4.6000	4.5100	**1:1.0200**

10	Souvenir Shop	4.4267	4.4867	**1:0.9866**
11	Cultural Theater	4.7233	4.9800	**1:0.9485**
12	Iban Longhouse	4.6967	4.9833	**1:0.9425**
13	Bidayuh Longhouse	4.9967	4.9867	**1:1.0020**
14	Melanau Tall House	4.5100	4.9867	**1:0.9044**
15	Melanau Sago Processing Hut	3.8700	4.9800	**1:0.7771**
16	Orang Ulu Longhouse	4.5233	4.9867	**1:0.9071**
17	Penan Hut	3.8233	4.9833	**1:0.7672**
18	Malay Coastal House	4.5267	4.9867	**1:0.9078**
19	Chinese Farm House	3.7067	4.9867	**1:0.7561**
20	Staff of Cultural Performance	4.5167	4.9867	**1:0.9057**
21	Staff Communication and Services	4.1200	4.9800	**1:0.8273**
22	Hospitality	3.6833	4.9700	**1:0.7411**

The hospitality attribute, which possessed an importance score of 4.9700, however, ranked only at 3.6833 for the performance score, giving it a low importance value to the visitors; while the performance ratio was (1:0.52). This attributes needs priority attention, as performance is not up to the level of expectation as compared to the importance of the attributes. Chinese Farm House has been rated as second priority ranked attributes. The mean value of the attribute shows that there were relatively low ratio between importance and performance value Chinese Farm House (1:07561), followed by Penan Hut (1:0.7672), Melanau Sago Processing Hut (1:0.7771), and Staff Communication and Services (1: 0.9057). Specifically, the visitor experienced positive non-confirmation if the attributes performance exceeds importance scores and negative non-confirmation if the performance fails to reach perceived importance.

Table 6. Priority Ranking for Various Attributes

Code	Attribute	Ranking
22	Hospitality	1
19	Chinese Farm House	2
17	Penan Hut	3
15	Melanau Sago Processing Hut	4
21	Staff Communication and Services	5
4	Signage	6
6	Outdoor Furniture	7
14	Melanau Tall House	8
20	Staff of Cultural Performance	9
16	Orang Ulu Longhouse	10
18	Malay Coastal House	11
7	Pavilion	12
5	Garbage Bin	13
12	Iban Longhouse	14
11	Cultural Theater	15
2	Parking Lot	16
8	Toilet/ Restroom	17
10	Souvenir Shop	18
3	Walking Trails	19
13	Bidayuh Longhouse	20
9	Cafeteria	21
1	Accessibility	22

VII.   Conclusion and Recommendations

7.1   Conclusion

From the analysis, it was found that the most influencing visitor's decision to visit Sarawak Cultural Village was the provided specific facilities. The visitors were most satisfied with the performance of the specific facilities, and cultural services provided. All of the attributes were located at the High Importance and Performance. The management of Sarawak Cultural Village should maintain the status of performance.

However, there are certain attributes, such as signage, pavilion, Melanau Sago Processing Hut, Chinese Farm House, and the hospitality locations on the Importance-Performance Grid were tabulated close to High on Importance but Low in Performance in Importance-Performance Action Grid, and they were analyzed as requiring managerial attention. Ratio Analysis also applied to determine which attributes selected as the highest priority for improvement of work. Attributes which needed priority of improvement were hospitality, Chinese Farm House, Penan Hut, Melanau Sago Processing Hut and staff communication and services.

7.2   Recommendations

The suggestions were recommended based on the visitor's comments written in the questionnaires distributed during on-site survey period. Visitors suggested that the management must manage and preserve (maintain) the main attraction of Sarawak Cultural Village, which referred to the cultural products. The specific facilities must improve their quality in houses maintenance, displays, and interpretation services. The general facilities also must improve their quality in the availability and functionality of the facilities (signage, outdoor furniture). The management also should plan and develop recreational activities and promote the day-visit and overnight package with appropriate prices to attract local and foreign visitors.

7.3   Suggestion for Further Research

Evaluating the park performance needed a comprehensive concept, as such more survey effort required to explore and choose the appropriate attributes that need to be evaluate. This is an order to gain a better understanding of its characteristic. Future research should consider other attributes such as guiding skills, recreation leadership, publicity, vandalism, risk management, pavilion condition and the role of Sarawak Cultural Village. As this study specifically looks into the attributes of importance and performance aspect, therefore it is suggested that in the future studies should include statistical analysis using multiple regression and correlation. This is to find the relationship between the specific attributes and its influences towards the socio-demographic, economic, and behavioral factors.

VIII.   Acknowledgements

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