CHAPTER 7

PRINCIPAL COMPONENTS ANALYSIS

7.1 Introduction

The previous chapter tested the hypotheses outlined for this study in Chapter Three, using the Mann-Whitney U-test to examine the direct difference between variables. It was found that there are differences between the individual variables of cultural values, rules of behaviour, perceptions towards tourism, mutual expectations between hosts and guests, as well as differences in perceived importance of destination attributes among the five sample groups chosen for this study. This chapter presents the results of a principal components analysis of the same group variables. The analysis aims to determine whether there is an identifiable structure to perceptions, expectations and destination attributes based on culture that identifies a distinctive difference for small island tourism when benchmarked against a larger island (Langkawi). The meanings of each identified structure for the group variables will be discussed, and the major differences and similarities between hosts and tourist groups will be highlighted. The analysis also attempts to highlight differences based on different tourist settings (small and large islands). The chapter will further test the general hypotheses developed for this study.

Section 7.3.1 will test the general hypothesis 6:

- There are differences in the dimensions of cultural values between the host and guest communities.

Section 7.3.2 will test the general hypothesis 7:

- There are differences in the dimensions of rules of behaviour between the host and guest communities.

Section 7.3.3 will test the general hypotheses 8 and 11:

- There are differences in the dimensions of perceptions towards tourism between the host and guest communities.

- There are differences in the dimensions of perceptions towards tourism between the host and guest communities in small islands compared with other tourist settings.

Section 7.3.4 will test the general hypothesis 9 and 12:

- There are differences in the dimensions of mutual expectations between the host and guest communities.

- There are differences in the dimensions of mutual expectations between the host and guest communities on small islands compared with other tourist settings.

Section 7.3.5 will test the general hypothesis 10 and 13:

- There are differences in the dimensions of the importance of destination attributes between the host and guest communities.

- There are differences in the dimensions of the importance of destination attributes between the host and guest communities in small islands compared with other tourist settings.

7.2 Principal Components Analysis (PCA)

When there are a large number of variables involved in an analysis, it can be difficult to analyse the relationship between the variables. Indeed, the relationship among the variables could be very complex. Although an attempt has been made in the previous chapter (Chapter Six) to identify differences using direct variables, any complex structural differences cannot be identified from a sample comparison of individual means. Therefore, a technique is needed that can identify patterns of complex structure. The most powerful technique to do this is a Principal Components Analysis (PCA). This analysis can be utilised to examine the underlying structure or relationships between a large number of variables, and to determine whether it is possible to summarise a large set of variables by a smaller set of components (Hair et al. 2006). PCA does this by looking for groups among the inter-correlations of a set of data (Pallant 2005). It provides two distinct but interrelated outcomes; data summary and data reduction. Altogether, there are 136 variables measuring the five concepts considered for this study (33 for values; 34 for rules of behaviour; 19 for perceptions; 26 for expectations and 24 for destination attributes). Therefore, possible group structure is potentially complex and factor analysis is used to summarise these variables into a smaller, hopefully more interpretable set of components.

Once summarised, it is expected that any structural differences may be identified. The interrelationship between the many variables can hopefully be interpreted more meaningfully in this way. Thus, the propositions raised in the general hypotheses (that were supported in the previous analysis in Chapter 6) can be more readily identified and confirmed.

7.2.1 Assessment of the suitability of the data for PCA

In order to determine whether a particular set of data is suitable or not for a PCA, two things need to be considered. One is the sample size and the other is the strength of the relationship among the variables or items (Hair et al. 2006; Pallant 2005). There is no agreement as to the required sample size. According to Tabachnick & Fidell (2007), the required total sample size should not be less than 300 cases. Hair et al. (2006) state that the preferable sample size should be a minimum of 100, and data

should not be factor analysed if the sample size is fewer than 50. However, some authors argue that it is not the overall sample size that is of concern, but the ratio of cases to variables. Some suggest a 10 to 1 ratio, which is 10 cases for each variable (Nunnally 1978). Kline (1994) proposed a minimum ratio of 2 to 1, while others recommend that 5 cases for each variable is adequate (Hair et al. 2006; Pallant 2005; Tabachnick and Fidell 2007).

In total, there are 1,285 samples in this study with a total variable count of 136. The detailed ratio for each of the sample groups is given in Tables 7.1 and 7.2 below. In two cases for expectations, the ratio drops below 5 to a ratio of 4 to 1, although the sample size for all groups at Perhentian, Redang and Langkawi Islands remains above 100. Therefore, this data set is largely sufficient for PCA. However, in the case of expectations for Perhentian and Redang Islands the findings need to be interpreted cautiously (Hair et al. 2006), because the ratio drops to 4, above the 2 recommended by Kline (1994) but below 5 as recommended by Hair et al. (2006); Pallant (2005); and Tabachnick and Fidell (2007).

The second issue relating to the suitability of the sample data for PCA is the strength of the inter-relationship, or the degree of correlation among the entire set of variables. An inspection of the individual correlation matrix should be done in order to identify coefficients that are greater than 0.30. If there are only a few correlation coefficients above this value, the application of PCA is probably inappropriate and should be questioned. A visual inspection of the correlation matrix for this data set reveals that there are a substantial number of correlations that are greater that 0.30. This indicates that both the host and tourist matrices are suitable for the PCA method.

Table 7.1: Cases-per-variable ratio for values and rules of behaviour

Sample groups	Perhentian, Redang and Langkawi Islands	
	Values	Rules of behaviour
Host	7	7
Malay	8	8
Chinese	8	7
English	7	7
European	9	9

Table 7.2: Cases-per-variable ratio for perceptions, expectations and destination attributes

Sample groups	Perhentian and Redang Islands			Langkawi Island		
	Perceptions	Expectations	Destination Attributes	Perceptions	Expectations	Destination Attributes
Host	6	4	5	7	5	5
Malay	7	5	5	8	6	6
Chinese	6	5	5	7	5	5
English	6	4	5	7	5	6
European	8	6	7	7	5	5

The capacity to factorize the data can also be assessed based on two important statistical measures produced by the Statistical Package for Social Science (SPSS); Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy. These two methods examine the entire correlation matrix. The Bartlett's Test of Sphericity provides a measure of statistical significance for whether the correlation matrix has significant correlation. For the Bartlett's Test of Sphericity, the test is considered significant at $p<0.05$. However, this test is sensitive to sample size as an increase in sample size will potentially contribute to significant results, even when the actual correlations are low (Hair et al. 2006).

The Kaiser-Meyer-Olkin (KMO) is a measure of sampling adequacy and quantifies the degree of inter-correlation among the variables. The KMO index can have a value ranging from 0 to 1. The measure has been interpreted as meritorious if the value is 0.80 or above; middling if the value is 0.70 to 0.80; mediocre if the value is 0.60 to 0.70; miserable when the value is 0.50 to 0.60; and unacceptable if the value is below 0.50 (Hair et al. 2006). Other authors suggest that the minimum value of 0.60 should be considered appropriate for a data set in order to meaningfully interpret the results of a PCA (Bartlett 1954; Kaiser 1970, 1974; Pallant 2005; Tabachnick and Fidell 2007).

In order to further assess the suitability of the PCA based upon the sample data for this study, the KMO index and Bartlett's Test of Sphericity have been calculated. Tables 7.3 to 7.5 show that the data from all of the sample groups at the three study locations (Perhentian, Redang and Langkawi Islands) produce KMO coefficients of more than 0.6, indicating suitability for the application of PCA. All of the p-values for the Bartlett's Test of Sphericity are 0.000 (significant at $p<0.05$), indicating sufficient correlation exists among the variables.

Table 7.3: KMO coefficients and Bartlett's test of Sphericity (Perhentian, Redang and Langkawi Islands)

Sample Group	Kaiser-Meyer-Olkin measure of sampling adequacy (KMO)		Bartlett's test of sphericity (sig. at p<0.005)	
	Values	Rules of behaviour	Values	Rules of behaviour
Host	0.91	0.75	0.000	0.000
Malay tourists	0.94	0.86	0.000	0.000
Chinese tourists	0.92	0.86	0.000	0.000
English tourists	0.89	0.77	0.000	0.000
European tourists	0.86	0.86	0.000	0.000

Table 7.4: KMO coefficients and Bartlet's test of Sphericity (Perhentian and Redang Islands)

Sample Group	Kaiser-Meyer-Olkin measure of sampling adequacy (KOM)			Bartett's test of sphericity (sig. at p<0.005)		
	Perception	Expectation	Destination Attributes	Perception	Expectation	Destination Attributes
Host	0.71	0.86	0.78	0.000	0.000	0.000
Malay tourists	0.82	0.90	0.81	0.000	0.000	0.000
Chinese tourists	0.74	0.88	0.85	0.000	0.000	0.000
English tourists	0.84	0.90	0.81	0.000	0.000	0.000
European tourists	0.72	0.85	0.82	0.000	0.000	0.000

Table 7.5: KMO coefficients and Bartlet's test of Sphericity (Langkawi Island)

Sample Group	Kaiser-Meyer-Olkin measure of sampling adequacy (KOM)			Bartett's test of sphericity (sig. at p<0.005)		
	Perception	Expectation	Destination Attributes	Perception	Expectation	Destination Attributes
Host	0.75	0.83	0.86	0.000	0.000	0.000
Malay tourists	0.78	0.90	0.88	0.000	0.000	0.000
Chinese tourists	0.85	0.94	0.89	0.000	0.000	0.000
English tourists	0.80	0.88	0.84	0.000	0.000	0.000
European tourists	0.75	0.89	0.78	0.000	0.000	0.000

7.2.2 Factor extraction

Factor extraction is a process for determining the smallest number of components or factors than can be derived to represent inter-correlation between the variables in a certain data set. The first step to determine the number of factors for extraction is based on the calculated factor loadings. Factor loadings indicate the correlation between each of the variables with each of the factors. It shows the strength of the relationship between the variables and the factor, with higher loadings making the

variables more representative of the factor when compared with lower factor loadings. Hair et al. (2006) recommend that when the sample size is about 100, the minimum significant factor loading needs to be 0.55 and with a higher sample size of 120 or more, factor loadings of 0.50 can be considered appropriate. Although all the sample groups are greater than 100, some are less than 120. Therefore, only factor loadings above 0.55 are considered significant as they indicate strong probable correlations among a particular group of variables (Tabachnick and Fidell 2007).

There are two common methods that can be used to determine the number of components or factors that best explain the underlying relationship among the variables. The two methods are the Kaiser' criterion and the scree test. According to the Kaiser criterion, only factors with an eigenvalue of 1.0 and above should be retained for further analysis. The eigenvalue of a factor (component) shows the amount of the total variance explained by the factor (Hair et al. 2006). However, the Kaiser criterion has been argued to result in the retention of too many factors (Pallant 2005). Another common approach for extracting the number of factors is Catell's scree test. Using this method, it is necessary to inspect a plot of variance against factors in order to find a cut-off point at which the shape of the curves sharply changes direction. Only factors above the elbow should be considered for further analysis, as these factors explain most of the total variance (Pallant 2005).

The actual number of components or factors to be retained is subject to two conflicting issues. The first issue is the need to find a simple solution. Thus, the minimum number of components is preferable. The second issue is the need to explain as much variance as possible from the original data, and that suggests a larger number of variables. In social science where the information is often less precise comparative to natural science, the derived factors contributing to 60 percent of the variance explained might be considered satisfactory. In fact, is it not uncommon in social science to consider total variance less than 60 percent (Hair et al. 2006). Thus, there is a trade-off between these two issues as the fewer factors or components retained, the less total variance can be explained. In order to solve this problem, Tabachnick & Fidell (2007) suggest that for an exploratory study, researchers should experiment with a different number of factors until the best solution is found.

This study has adopted both methods in order to determine how many components should be retained. Following the Tabachnick & Fidell suggestion, a number of experiments have been carried out with different numbers of retained factors prior to rotation, before determining the number of factors for further investigation. Each of the PCA has then been named according to the variables loading significantly on them.

7.2.3 Factor rotation

After the number of components (factors) has been identified, the factors need to be rotated in order to facilitate interpretation. The process will not change the underlying structure of the data. However, the rotation of the factors will help in improving the interpretation of the findings, by reducing the ambiguities that often accompany initial unrotated solutions (Hair et al. 2006). There are two common approaches for rotation; orthogonal (uncorrelated) and oblique (correlated) rotation. Orthogonal rotation has been acknowledged as the easiest method to interpret. Both methods will often produce similar results, especially if the pattern of correlations among the variables is clear (Tabachnick and Fidell 2007).

Within these two broad rotational approaches, there are a number of techniques such as orthogonal: varimax, quartimax and oblique: direct oblimin and promax rotation. Among the orthogonal methods, the most commonly used technique is varimax. This approach attempts to minimise the number of variables that have high loadings on each factor and as such measures the differences between the components (Pallant 2005). This study has adopted the orthogonal (varimax) rotation in order to explore the relationship between the variables, on the basis that, the objective is to assess the differences between the results for different cultural groups. Therefore, it is argued that a method that constrains the relationship between factors to be orthogonal is the best, as it more clearly identifies independent factors.

7.3 Results

The discussion for this section has been divided into five sections; values, rules of behaviour, perceptions, expectations and destinations attributes. Based on the reason explained on section 6.2.1 earlier, samples from the small and large island are joined together for the purpose of analysis of values and rules of behaviour. Therefore, for both sections (7.3.1 and 7.3.2), the analyses are based on a total sample of 232 hosts, 272 Malay tourists, 248 Chinese tourists, 244 English tourists and 289 European tourists. On the other hand, for the analysis of the other three sections (7.3.3-7.3.5), samples from the small and large islands have been treated separately. Thus, the total samples for Perhentian and Redang Islands consists of 107 hosts, 125 Malay tourists, 120 Chinese tourists, 110 English tourists and 159 European tourists. For Langkawi Island, the total sample consists of 125 hosts, 147 Malay tourists, 128 Chinese tourists, 134 English tourists and 130 European tourists. Only factor loadings at 0.60 and above (when rounded up to one decimal place) are taken into consideration. As such, variables must load uniquely on one component to be considered relevant to the component (a value of 0.60 leaves only 0.40 to be loaded elsewhere).

Only the summary of the PCA for each cultural group related to values, rules of behaviour, perceptions, expectation and destination attributes are presented in the following sections. The detailed results of the PCA are given in Appendices E to G.

7.3.1 Values

Table 7.6 displays the summary of the PCA for the five sample groups at Perhentian, Redang and Langkawi Islands concerning cultural values.

In general, all of the sample groups for this section produce a total variance of less than 60%. The PCA for the host and European samples both resulted in six components, comprising 58% and 50% of the explained variance respectively. In the English sample five components were extracted with 51% of total variance. The PCA for the Chinese and Malay samples resulted in the lowest number of components, only four. Total explained variance for the Malay sample is slightly higher at 53% compared with the Chinese at 52%.

Among all these derived values, only five values (capability, politeness, security, social recognition and happiness) are well expressed by almost all cultures. However, the ranking of these concepts differs across the cultural groups. The hosts see the need to be competent and courteous in their work, as well as effective, leading to self-reliance that can be respected. Hosts also value family security. They also consider that security at the national level is important for them to have a peaceful life. Malay tourists also seem to emphasise capability but see less need as a tourist to be independent. Compared with the hosts (the majority of whom are also Malays), the Malay tourists have very similar cultural beliefs and structure of value concepts to the hosts. This was also the finding of the Mann-Whitney U analysis in Chapter 6.

The Chinese place a greater concern on values related to politeness and being seen as responsible. Family security and social recognition are important and ahead of happiness (that is also seen with the Malay hosts and tourists). Compared with the other three cultures and hosts, the Chinese tourists are also very similar to the hosts and the Malay tourists. This finding is also consistent with the results in Chapter 6. The English consider politeness and capability as important but are distinguished by a focus upon personal social lifestyle including love with happiness, and being personally flexible. They also seem to be forgiving in relationships compared to the other cultural groups.

Table 7.6: Cultural Values

Sample Group	Factor	% of variance explained
Hosts	1. Capability *(competent, effective)*	11.2
	2. Independent *(self-reliant, self-sufficient)*	11.0
	3. Politeness *(courteous, well-mannered, kind)*	10.0
	4. Happiness *(contentedness)*	9.9
	5. Social recognition *(respect, admiration)*	8.9
	6. Security *(protection)*	7.5
Malay tourists	1. Capability *(competent, effective)*	16.4
	2. Politeness *(courteous, well-mannered, kind)*	14.7
	3. Security and happiness *(protection, contentedness)*	12.7
	4. Social recognition *(respect, admiration)*	9.6
Chinese tourists	1. Politeness *(courteous, well-mannered, kind)*	17.1
	2. Capability*(competent, effective)*	13.3
	3. Security *(protection)*	11.1
	4. Social recognition *(respect, admiration)*	10.1
English tourists	1. Capability *(competent, effective)*	13.2
	2. Politeness *(courteous, well-mannered, kind)*	11.9
	3. Mature love *(sexual and spiritual intimacy)*	11.7
	4. Forgiving *(willing to pardon others)*	7.4
	5. Happiness *(contentedness)*	7.4
European tourists	1. Politeness *(courteous, well-mannered, kind)*	11.5
	2. Capability *(competent, effective)*	9.5
	3. Self-controlled *(restrained, self-disciplined)*	8.3
	4. Security and equality *(protection, equal opportunity)*	7.4
	5. Happiness *(contentedness)*	7.2
	6. Social recognition *(respect, admiration)*	6.5

European culture is again different from the other cultural groups. There are similarities in politeness and capability but unlike the English, Chinese and Malay, there is an emphasis upon self-discipline, while love and intimacy are not related (as with the English) but social recognition is similar to the Chinese and Malay groups. Because the dimensions of cultural values differ between the culture groups, the results of the PCA support the acceptance of the general hypothesis 6 ***(there are differences in the dimensions of cultural values between hosts and guest communities)***.

7.3.2 Rules of behaviour

Table 7.7 below shows the results for the PCA of all the sample groups related to rules of behaviour at Perhentian, Redang and Langkawi Islands. The PCA for four tourist groups (Chinese, Malay, European and English) resulted in six components. Among these four groups, the Malay sample explains 56% of the total variance, while the European sample describes 53% of the explained variance. Total explained variance in the English sample is 51% and 57% in the Chinese sample. The host group resulted in the lowest number of components (five), and the lowest explained variance of 44%.

The most important rule for behaviour to the hosts is being *reactive to others*. This can be seen in the host tendency to repay favours from others, offer compensation to others if there is a problem, extend compliments to others, as well as being properly dressed when with others. In short, the hosts seem to be focused on others in their behaviour. Secondly, hosts emphasise *conflict avoidance*. Thus, they refrain from having arguments with others and hurting someone else's feelings. Thirdly, hosts also seem to be concerned with *direct communication*, whereby they prefer to look into the other person's eyes while talking. In fact, in Malay culture, those who avoid eye-contact during conversation are regarded as rude. This study also indicates that hosts tend to shake hands with others on meeting. However, the way to shake hands in Malay culture is different to the western style, whereby they use both hands instead of just their right hand. The rules of behaviour related to *lack of concern for others* and *direct personal communication* seem to be less important to local hosts. Thus, hosts tend not to swear and criticise others in public, as well as preventing themselves from having physical contact with others. This may be explained by the fact that being Malay and Muslims, touching others of different sexes except family members is

prohibited. Indeed, intentionally touching people, particularly from a different sex is considered a sin in Islam. It is also not appropriate for local hosts to show their affection and emotion to others openly or to become involved in someone else's business.

Although the local hosts and the Malay tourists are presumed to share a similar culture (as both of them are Malays and Malaysian), their rules of behaviour seem to be slightly different. The Malay tourists seem to be more open-minded and adopt more western rules of behaviour compared with the hosts. Contrary to the hosts, the most important rules of behaviour for the Malay tourists relate to a *lack of concern for others and direct personal communication.* Thus, the Malay tourists seem not to be sensitive to the feelings of others. As a consequence, they are more willing to discuss sensitive issues and criticise others in public. At the same time, they also tend to talk about personal issues and express their feelings in public. Unlike the hosts, the Malay tourists seem to have physical contact with others without hesitation. The second important rule of behaviour to the Malay tourists relates to *direct communication.* In a similar way to the hosts, the Malay tourists are concerned about the way they dress when they are with others, and prefer to have eye-contact during conversation. In addition, the Malay tourists seem to acknowledge birthdays and address others by their first name regardless of age or status. However, in Malay culture, deference to age and status is highly valued. Those who cannot conform to that rule are considered rude. Rules of behaviour related to *conflict avoidance* are also important to the Malay tourists. The concept of saving 'face' is important to the Malay, as it is connected to self-esteem, while losing 'face' is linked to humiliation. Malay tourists also seem to be concerned with the rules of behaviour related to *confidence.* This can be seen in the way they express their opinion in public and indicate their intention clearly to others without hesitation. Rules of behaviour related to *reactive to others and respect* are regarded as relatively least important. Thus, the Malay tourists seem to be less interested in returning favours to others, offering compensation to others or apologizing to others. In addition, they also seem to show disrespect for others' privacy. This finding is somewhat different to the results of the Mann-Whitney U-test as it draws out more clearly a distinction between rules of behaviour between Malay hosts and Malay domestic tourists. Although the culture from which rules of

behaviour are derived is similar, the domestic tourists express a more western approach to behaviour.

The Chinese tourists are primarily concerned with the rules of behaviour related to *direct communication.* Therefore, the Chinese tourists are willing to shake hands with others at a meeting and address people by their first name, regardless of their age and status. At the same time, they prefer to have eye-contact with others during conversation, and tend to clearly indicate their intentions. They also place concern on the rules of behaviour related to a *lack of concern for others.* As a result, the Chinese tend to swear openly, intentionally touch others, criticise others in public, as well as taking others' time without feeling guilty. The third important rule of behaviour for the Chinese is related to *direct personal communication.* As a consequence, they tend to ask about personal matters of others and are more open in their behaviour. Unlike the hosts and the Malay tourists, the Chinese tourists are slightly less concerned about *conflict avoidance.* The last two groups of rules of behaviour relate to *conforming to the group and being reactive to others.* Thus, they retain some behaviour related to group consciousness and being reactive by returning favours to others, and being responsible for their mistakes. This finding for the Chinese also indicates that Chinese tourist rules of behaviour are not the same as the hosts despite the similarity of culture. It is similar to the Malay domestic tourists. Many of the Chinese are also domestic tourists. This finding was evident with the Mann-Whitney U-test in Chapter 6.

The rules of behaviour for the English tourists also seem to be similar to the Chinese. However, instead of *direct communication*, the English place greater concern on *direct personal communication.* Therefore, compared with the other groups, the English tourists seem more willing to discuss personal matters. In a similar way to the Chinese, the second important rule of behaviour to the English is related to a *lack of concern for others.* With regard to this, they seem to be less sensitive to others in their behaviour, and place more emphasis on themselves. The third most important rule of behaviour to the English is *direct communication.* As a result, the English seem to treat everyone as equal, and place less emphasis on the status of others. Physical contact is also common in their rules of behaviour. They also tend to think about their own needs and rights first and indicate their intentions clearly. The other three rules of behaviour; *conforming to group, avoid conflict and reactive to others* are regarded as

least important to them. These results confirm those found in the Mann-Whitney U-test in Chapter Six.

Table 7.7: Rules of behaviour

Sample Group	Factor	% of variance explained
Hosts	1. Reactive to others	12.2
	2. Avoid conflict	9.2
	3. Direct communication	8.5
	4. Lack of concern for others	7.8
	5. Direct personal communication	6.8
Malay tourists	1. Lack of concern for others and direct personal communication	15.7
	2. Direct communication	9.2
	3. Avoid conflict	8.8
	4. Express confident	7.8
	5. Reactive to others	7.4
	6. Respect	6.5
Chinese tourists	1. Direct communication	12.6
	2. Lack of concern for others	10.7
	3. Direct personal communication	9.8
	4. Avoid conflict	8.3
	5. Conforming to group	7.9
	6. Reactive to others	7.7
English tourists	1. Direct personal communication	13.1
	2. Lack of concern for others	9.4
	3. Direct communication	8.6
	4. Conforming to group	6.7
	5 Avoid conflict	6.6
	6. Concern for others	6.2
European tourists	1. Direct personal communication	11.6
	2. Lack of concern for others	9.7
	3. Avoid conflict	8.5
	4. Express confident	7.9
	5. Conforming to group	7.2

The first two most important rules of behaviour for the European tourists are similar to the English and Chinese tourists; *direct personal communication and lack of concern for others*. However, the Europeans rank the rule of behaviour related to *reactive to others* in third place. Unlike the English, the Europeans tend to offer compensation if they are at fault, have a sense of shame and are more willing to apologise if they are at fault. They are willing to express more confidence than the English and have a lower level of concern with regard to conforming to the group. One aspect of the PCA compared to the Mann-Whitney U-test is that there is less emphasis on the direction of the differences between variables. As such the PCA shows the European group as a distinct cultural entity when the Mann-Whitney U-tests emphasised the English as seeing values and rules of behaviour differently to Europeans, but the European seeing themselves similar to the English. In the PCA this directional issue is removed and the European and English rules of behaviour are more distinctly different.

In general, hosts and the Malay tourists seem to share similar cultural values whereby both groups emphasise competency and capability. When comparing hosts and the Malay tourists to other sample groups in terms of their rules of behaviour, both groups share similar rules of behaviour, particularly related to conflict avoidance. This is expected as both of them are Malay. However, the Malay tourists seem to be more open in their behaviour perhaps because they are relatively better educated compared with the hosts and more worldly in terms of travel and experience. The Chinese tourists are not far away from the hosts and the Malay tourists in terms of cultural values, particularly related to politeness. As more than 70% of the Chinese samples are Malaysian, they tend to share similar beliefs with both hosts and the Malay tourists. The analysis from Chapter 6 also produces similar results. With reference to rules of behaviour, the Chinese seem to be closer to the English and the European tourists. However, compared with the other cultural groups, the Chinese tourists seem to place some emphasis on rules related to conforming to the group. On the other hand, the English tourists seem to be different from the European tourists by having more concern towards others.

As can be seen from the Table 7.7, the dimensions for rules of behaviour vary across the cultural groups. Therefore, the results of PCA support the general hypothesis 7 ***(there are differences in the dimensions of rules of behaviour between host and guest communities).***

Although values and rules of behaviour can be analysed for all islands because they are used to measure cultural differences, the variables for perceptions, expectations and destination attributes need to be compared for the small islands against the benchmark of Langkawi Island. The objective of the analysis is to further test the hypotheses originally tested in Chapter 6, and to determine whether small island tourism has different tourist perceptions, expectations and attributes to elsewhere. Thus, discussion in the three sections (perceptions, expectations and destination attributes) is distinguished between the small (Perhentian and Redang) and large (Langlawi) islands.

7.3.2 Perceptions

Table 7.8 below presents the summary of the PCA related to perceptions towards tourism, from the perspective of both hosts and tourists for the small islands of Perhentian and Redang compared to Langkawi Island. For Perhentian and Redang Islands, five components were extracted in the host sample, comprising 63% of the explained variance. In the Malay tourist samples only four components were extracted, representing 67% of the explained variance. The PCAs for the other three groups have resulted in five components. The total explained variance in the Chinese sample is 66%. In the English sample five components account for 70% of the total variance, while in the European sample, total explained variance is 57%. The variables in each of the constructs are slightly different and the order of the constructs also varies across the cultural groups (see Appendix F).

With regard to Langkawi Island, the PCA for each group on this island has resulted in either four, five or six components. The PCA for the host sample has resulted in five components, explaining 64% of the explained variance. The PCA for the Malay and Chinese samples both resulted in four components, comprising 64% and 65% of the explained variance respectively. In the English sample, four components with an explained variance of 60% have been extracted. Only the PCA for the European

tourists has resulted in six components, explaining the highest explained variance of 69%. For Langkawi Island, the perceptions constructs for each group are similar to Perhentian and Redang Islands. However, the order of the constructs varies across the cultures.

There is a mix of positive and negative perceptions towards tourism and this is the case for both the hosts and the tourists on small and large islands. However, the local hosts on Perhentian and Redang Island tend to see the positive impacts more explicitly than the guests. Given locals have lived on the island for quite sometimes, locals can see many positive impacts more clearly than the tourists, particularly towards the improvement of infrastructure on their island, such as the jetty, transportation system, availability of electricity and treated water. Tourism is also seen as a contributor to a number of economic opportunities, particularly in terms of generating and creating more job opportunities for locals. As a result, hosts on these islands are engaged in a variety of occupational areas such as front office employees, tour guides, transport operators, tourism marketers, restaurant employees, accommodation employees, as well as professional managers. All of these impacts contribute to improving the standard of living of the local community. Hosts also perceive that as a consequence of tourism development, incentives have been given particularly by government, for the purpose of conservation of natural resources, as well as restoration of historical buildings and heritage sites on their islands. The fact that the majority of the local hosts rely heavily on tourism as their means of living might also contribute to their positive perceptions towards the development of tourism. Although tourism has been viewed as the catalyst for the economic development on their islands, hosts are also fully aware of the negative impacts of tourism, particularly to prices and the cost of living. These are consequences of increasing prices for goods and services, as well as increasing prices for land and housing. Additionally, hosts can see the impact of tourism development on their island affecting the environment in terms of pollution and increased crime. At the same time, they perceive that tourism results in exploitation of hosts by tourists and impacts on local culture. These findings are consistent to the findings in Chapter Six.

An analysis of the host group on Langkawi Island shows the development of tourism is considered as largely a good thing because tourism has generated a number of

economic opportunities for the hosts, particularly in terms of job opportunities related to tourism. Locals on Langkawi Island also perceive that in line with the development of tourism, and in order to encourage more tourist arrivals, infrastructure has been improved. This at the same time benefits the local hosts. In addition, tourism also encourages the conservation of natural resources, maintaining historical buildings and heritage sites on the island. The positive perceptions of hosts on Langkawi are stronger compared with the hosts' view on the small islands. Apart from the positive impacts, hosts on Langkawi also point out that tourism has created some negative impacts on the island, particularly in terms of prices and environmental impacts, as well as cultural problems. They believe that the price of goods and services, as well as land and housing has increased. This in turn has increased their cost of living. The influx of tourists (particularly international tourists) to their island has also been viewed by hosts as a contributor to problems related to alcohol consumption and prostitution. In fact, as a result of tourism development on Langkawi, Perhentian and Redang Islands, the price of liquor is much cheaper on the islands compared with other mainland destinations and available almost everywhere around the island. Islam prohibits liquor consumption and prostitution. Therefore, this issue is sensitive to the local Muslim community. As the small islands are both located in the east coast of Malaysia (where locals are known to have a stronger belief in Islam compared to the communities on other destinations on the west coast of Malaysia), hosts in the more isolated community of the small islands place more concern on these issues compared with the hosts on the large island. This finding is somewhat different to the Mann-Whitney U-test in Chapter Six where there was little difference in the host view between large and small islands.

On the other hand, the Malay tourists on Perhentian and Redang Islands focus more on environmental impact, with this factor explaining the highest variance. The majority of the tourists to the island destinations go there to enjoy a number of water-based activities offered by the destinations, such as scuba diving, snorkeling, swimming and canoeing. In fact, water-based activities are among the main attractions to many island destinations worldwide. These water-based activities are closely related to the environment. Thus, the Malay tourists perceive that as a result of tourism activity there has been some degradation of the environment. The Malay tourists also view tourism as a contributor to increasing prices, particularly related to land and housing,

as well as goods and services. As a result, the cost of living on the islands has increased together with the cost to travel to the islands. Although Malay tourists believe that tourism can harm the environment, they also perceive that tourism has encouraged the government and other parties to provide incentives for the conservation of natural resources, and other important assets on the islands. In addition, they believe that tourism has attracted more investment to the islands. Hence, many employment opportunities have been created for the locals, especially related to tourism including transportation, accommodation, tourism marketing, food and beverages and other sectors. They also believe that as a consequence of tourism development on the islands, a wider variety of goods is now available on the islands, providing benefits to both the guests and local communities. The Malay tourists have a generally positive view of tourism to the small islands and the finding is similar to the results of the Mann-Whitney U-tests in Chapter Six.

The Malay tourists on Langkawi Island seem to have a mix of positive and negative perceptions towards tourism. The major concerns are about environmental and cultural impacts. On Langkawi Island, the Malay tourists also see positive moves to conservation and infrastructure development. Overall, the Malay tourists see more negative impacts on Langkawi Island than the small islands and this relates primarily to cultural impact. The positive views of the Malay tourists on Langkawi Island are mainly focused on infrastructure and conservation, while the Malay tourists on the small islands also identify positive impacts related to economic opportunities. These findings are similar to the results from the Mann-Whitney U-test in Chapter Six.

Table 7.8: Perceptions on tourism impacts

Perhentian and Redang Islands				Langkawi Island		
Sample Group	Factor	Type of impact	% of variance explained	Factor	Type of impact	% of variance explained
Hosts	1. Infrastructure	Positive	14.7	1. Economic opportunity and infrastructure	Positive	22.1
	2. Environment & Culture	Negative	13.5	2. Environment and price	Negative	13.3
	3. Price	Negative	12.5	3. Conservation	Positive	10.1
	4. Economic opportunity & experience	Positive	11.6	4. Infrastructure and experience	Positive	10.0
	5. Conservation	Positive	10.4	5. Culture	Negative	8.9
Malay tourists	1. Environment	Negative	20.6	1. Environment and culture	Negative	29.0
	2. Conservation & infrastructure	Positive	16.4	2. Infrastructure	Positive	18.3
	3. Price	Negative	16.2	3. Price	Negative	10.5
	4. Economic opportunity	Positive	13.7	4. Conservation	Positive	6.5
Chinese tourists	1. Infrastructure	Positive	16.7	1. Economic opportunity and infrastructure	Positive	21.0
	2. Environment	Negative	15.3	2. Environment	Negative	18.7
	3. Price	Negative	14.5	3. Price	Negative	15.2
	4. Conservation	Positive	10.7	4. Conservation	Positive	9.6
	5. Economic opportunity	Positive	9.3			
English tourists	1. Price	Negative	19.8	1. Environment and culture	Negative	18.0
	2. Environment	Negative	17.3	2. Price	Negative	17.2
	3. Conservation	Positive	14.1	3. Infrastructure	Positive	13.5
	4. Infrastructure	Positive	11.0	4. Conservation	Positive	11.1
	5. Experience	Positive	7.7			
European tourists	1. Environment	Negative	14.0	1. Infrastructure	Positive	15.6
	2. Infrastructure	Positive	12.1	2. Price	Negative	12.2
	3. Price	Negative	11.3	3. Culture	Negative	12.1
	4. Economic opportunity	Positive	11.0	4. Environment	Negative	10.7
	5. Conservation	Positive	8.7	5. Economic opportunity	Positive	9.2
				6. Conservation	Positive	9.2

The Chinese perceptions on Perhentian and Redang Islands are somewhat similar to that of the local hosts. For the Chinese tourists, positive impacts from tourism have outweighed the negative impacts. The major positive impact is related to infrastructure. Thus, they believe that as a consequence of tourism development on these two islands, infrastructure has been built and the quality of existing infrastructure improved. In addition, the Chinese tourists perceive that in order to sustain the industry, more investment has been undertaken in order to conserve the natural resources and maintain historical buildings. At the same time, they believe that tourism has created a number of economic opportunities for the local hosts, especially in terms of job opportunities. However, in a similar way to the local hosts and the Malay tourists, the Chinese tourists also perceive that as a result of tourism, some degradation of the environment has occurred. Further, the Chinese tourists believe that tourism pushes up the prices on the islands, resulting in a higher cost of living. This not only affects the economic well-being of locals but tourists as well.

The Chinese tourists seem to share similar perceptions towards tourism on both the small and large islands. However, the Chinese tourists emphasise economic opportunities (attracting investment) more on Langkawi than the small islands. Thus, more job opportunities have been created. The Chinese tourists on Langkawi Island share similar views with the Chinese tourists on the small islands with regard to infrastructure. Judging from the higher total variance explained on Langkawi Island, the Chinese tourists view about tourism impacts on the large island is stronger than the Chinese tourists view on the small islands. The overall positive view of the Chinese tourists was also noted in Chapter Six.

The English tourists on Perhentian and Redang Islands seem to be somewhat more concerned with the negative impacts of tourism, particularly with regard to prices compared to the English tourists on Langkawi Island. This could be explained by the fact that being small islands with an isolated location and narrow economic base, there are limited supplies of goods and services on the islands. In fact, the majority of goods come from the nearby mainland, while services such as transportation are provided by locals on a small scale. Taking into consideration the smallness of the islands and therefore limited areas to construct accommodation, the amount of accommodation on the island is also limited. All these factors might contribute to an increase in the price

of goods and services. Unlike the small islands, the larger island has a more diverse economy and the prices of goods and services on Langkawi are comparatively low. Further, a full range of services, particularly transportation are provided on a large scale basis, while competition in the accommodation sector is stiffer on Langkawi Island, as there are a number of different types of accommodation around Langkawi Island and therefore a more competitive pricing structure. Apart from prices, the English tourists are also concerned with the impact of tourism on the environment. In a similar way to the other three groups, the English tourists also perceive that tourism has affected the environment of the small islands. Problems related to environment include overcrowding at tourism spots, pollution and degradation of locations. All of these problems might affect the tourist experience overall. Although the English tourists are somewhat more concerned with the negative impacts of tourism, they also believe that tourism has generated positive impacts in many ways, such as providing incentives for conservation of natural resources and improving infrastructure. Compared with the other three groups, the English tourists on Perhentian and Redang Islands seem to point out that their experience in meeting the local hosts from totally different cultural backgrounds is also one of the positive impacts from tourism.

Although the English tourists on both the small islands (Perhentian and Redang) and the large island (Langkawi) are primarily concerned with negative impacts related to environmental and price aspects, the English tourists on Langkawi Island place more importance on cultural impacts compared to the small islands. However, judging from the variance explained, the English tourists on the small islands are slightly more negative to tourism compared with the English tourists on the larger island. This is consistent with the findings in Chapter Six, whereby the English tourists at both destinations seem to be more negative in their view. However, this PCA analysis also points to a similarity of views between the English and the Malay tourists whereby both groups place more emphasis on negative cultural impacts on the large island.

The European tourists on Perhentian and Redang Islands seem to have a similar view to the English tourists, although they are more positive. The European tourists tend to perceive that tourism on these two islands produces more negative compared to positive impacts. In a similar way to the English tourists on both destinations (small and large islands), the European tourists are concerned mainly with environmental

impacts. At the same time, the European tourists also perceive that as a result of tourism, the prices of goods and services offered on the islands have increased. Apart from the negative impacts, they perceive that tourism has also provided a number of benefits to the local hosts in terms of quality infrastructure, economic opportunity and incentives for conservation of natural resources and this provides a somewhat more positive view overall compared to the English.

An analysis of the European tourist perceptions on Langkawi Island shows that they also identified cultural impact (as do the hosts, Malay and English tourists) as the main negative dimension that is different on Langkawi Island. The Europeans tourists on Langkawi Island are also slightly more negative in their perceptions than the European tourists on the small islands. The PCA has again drawn out more clearly the distinction between the small and large islands in regard to cultural impact. Although there is a mix of positive and negative perceptions towards tourism at both destinations, there is a tendency for the perceptions to be close between the small islands (Perhentian and Redang) when compared with larger island (Langkawi Island). The English and European tourists tend to perceive somewhat more strongly for the negative view. This is followed closely by the Malay tourists. The hosts seem to be the most positive, with the Chinese tourists somewhat more positive.

As discussed in the literature earlier, the positive perceptions tend to relate more to economic well being and the negative perceptions to social and environmental problems. Hosts tend to see the positive impacts more explicitly than the guests. The overwhelmingly strong construct is a positive view of improvements to the economy (employment, public infrastructure and transport) and to personal welfare (increased standard of living). However, it is also evident in the analysis that despite the positive view being somewhat predominant overall, especially for the small islands, there is considerable sensitivity to cultural impact on Langkawi. Unlike Langkawi Island, the issue of a negative impact upon local culture on the small islands has been identified only by the hosts. These negative perceptions are not far below the surface and could easily change the view of people, especially hosts, but also guests to the use of particular small islands for tourism. Therefore, care is needed to be sensitive to all environmental issues, the impact of increasing costs, impact on society (especially crime) and exploitation of local culture. In particular, exploitation of local culture

including religion could be a sensitive issue on Langkawi Island but is notably of less concern on the small islands. This finding is possibly surprising as the initial discussion in regard to small islands has emphasised the closeness between the local and guest communities on small islands, and hence the greater possibility of cultural conflict. The reality appears to be more that on larger islands there is more room for diverse tourism activities, including prostitution, and other activities that clash with the local culture, than on the smaller islands.

From the PCA discussed earlier, it shows that the dimensions of perceptions towards tourism vary across the five sample groups. Therefore, the general hypothesis 8 (***there are differences in the dimensions of perceptions towards tourism between host and guest communities***) can be accepted. As a result, we can conclude that culture has some impact on the perceptions of different cultural groups towards tourism. The results of the PCA also demonstrate that culturally derived perceptions vary not only within the sample groups but between the small and large islands as well. Thus, the general hypothesis 11 (***there are differences in the dimensions of perceptions towards tourism between host and guest communities in small islands compared with other tourist settings***) can be accepted. Therefore, we can conclude that perceptions towards tourism are likely to be affected by cultural differences in different tourism settings.

The next section will focus on testing the general hypotheses 7 and 12. Through the PCA an attempt is made to identify whether the dimensions of mutual expectations between hosts and tourists, differ as a result of cultural differences between them, and also in different tourism settings.

7.3.4 Expectations

Table 7.9 presents a comparison of the PCA related to mutual expectations between hosts and tourists on small islands (Perhentian and Redang), and a large island (Langkawi). Therefore, the analysis of expectation has been undertaken from the perspective of both stakeholders. This is because hosts might have certain expectations towards incoming tourists. The differences between the expectations of both hosts and guests could affect both tourist satisfaction with their travel experience and the degree of host receptiveness of tourists.

For Perhentian and Redang Islands, four components were extracted in both the host and Malay samples, comprising 59% of the explained variance for the hosts sample and 64% of the explained variance for the Malay sample. For the Chinese tourists only three components were extracted with a total explained variance of 57%. In the English sample four components were extracted, representing 64% of the explained variance, while for the European sample five components were extracted, comprising 59% of the explained variance.

With reference to Langkawi Island, four components were extracted for the host and the Malay samples, with 57% and 66% of explained variance respectively. For the Chinese tourists, only two components were extracted, comprising 64% of the explained variance. The PCA for the English sample resulted in the highest number of components (six), describing 69% of the explained variance. In the European sample, four components were extracted with 60% of the explained variance. This section discusses host expectations towards incoming tourists. On Perhentian and Redang Islands, hosts seem to expect that tourists will show some *courtesy* while communicating with them with politeness, respectful and trustworthy. This is not surprising as politeness is part of Malay culture. Therefore, they tend to place a great concern on courtesy issues. Hosts also expect tourists to be *accessible* by being easy to talk to, to be friendly and to be approachable. Therefore, hosts seem to value tourists who are more easy going and less arrogant. In fact, the way tourists treat hosts will in turn affect the way hosts treat the tourists. Consequently, better service is more likely from hosts when the guests meet their expectations. The second most important issue relates to *responsiveness and competency*. Hosts seem to expect that tourists will

be able to answer all questions, provide accurate information and be helpful, as well as responsive to host needs. With regard to this, hosts seem to expect tourists to be honest in providing information and willing to help them under certain circumstances. Also, hosts expect some *understanding* from tourists, particularly with regard to their needs and to keep hosts informed at all times. As a result, hosts might expect tourists to be observant and able to identify what are important to hosts by themselves. At the same time, hosts also expect tourists to have frequent communication with them, for example to inform hosts if they are going for scuba diving without a guide, snorkeling at unpopular spots or going for jungle trekking. This relates to a host concern for tourist welfare. The least important issue highlighted by hosts relates to *provision of opportunities*. While servicing the tourists, hosts expect to have some opportunity to mingle and interact with the tourists. By having a chance to socialise with the tourists, they are hoping to experience the tourists' culture and customs.

The PCA on the host group on Langkawi Island demonstrates that the most important issues of expectation towards tourists relates to *courtesy and accessibility*. In a similar way to the hosts on Perhentian and Redang Islands, hosts on Langkawi Island also seem to place a great concern on politeness and respect. This is consistent with the general eastern attitude to conflict avoidance. At the same time, hosts also focus on the status of others. Thus, people with higher status will earn higher respect. Unlike the hosts on small islands, hosts on Langkawi Island also expect tourists to listen to them and have some knowledge about their culture and customs. This issue of culture and customs may be more crucial on larger islands as the number of tourist arrivals from around the globe is much higher compared with the small islands. Every year, Langkawi attracts more than one million tourists, whereas there are only 20-30 thousand tourist arrivals to Perhentian and Redang Islands. The second most important issue for hosts relates to responsiveness. This is again similar to the expectations of hosts on the small island destinations. Other than these two issues, hosts also place concern on understanding. Unlike the hosts on small islands, hosts on Langkawi Island see tourists' needs in terms of individualised attention, and therefore they are ready to offer personal service at any time requested by the tourists. The last component in hosts' expectation relates to *competency*. The significant difference in this dimension of expectation compared to the hosts on small islands is a dress issue. Unlike the hosts on small islands, hosts on Langkawi Island seem to place a greater

concern on how tourists dress in public. Most of the tourism spots on Langkawi Island are located in several villages around the island including Mahsuri's Mausoleum, cable car, wetland, underwater world, crocodile farm, seven wells and beaches. Therefore, there is a high tendency for the local community not employed directly in tourism to meet tourists. This issue is less important on the small islands due to the fact that the locations of the village and tourism areas are separated. Being an Islamic country, proper dress code is a sensitive issue. This is important to locals in order to protect the local community, particularly teenagers from being influenced by the way tourists dress. Therefore, hosts expect tourists to respect their culture by not wearing clothing which is not acceptable to their culture, such as a bikini while they are in town areas or public places, and not to consume alcohol in public. Overall, the host analysis of expectations is more detailed and more clearly identified in the PCA than in the Mann-Whitney U-tests of Chapter Six, although both analyses produce similar outcomes.

The following section of this chapter discusses expectations of tourists towards hosts at island destinations. An analysis of the expectations of the Malay tourists on Perhentian and Redang Islands shows some differences with the hosts. The Malay tourists seem to place greater concern on the hosts' *understanding and accessibility* compared with other issues. Being tourists and the paying guest, it is normal for tourists to anticipate that hosts can understand their needs whilst being friendly, and also paying full attention to them. The second most important issue is *courtesy and competency*. This is similar to host expectations. Therefore, regardless of who they are and in what situation, both Malay hosts and guests expect courtesy. At the same time, Malay tourists expect hosts to be *competent*. This issue is related to capability of performing services, problem solving and being responsive. Again, being tourists, they expect to fully utilise their time on the island and experience few problems. In a similar way to the hosts, they rank the issue of *understanding* in third order. However, unlike hosts, the Malay tourists expect hosts to have some ability to speak their language. The majority of hosts involved in this study are Malays. However, as the islands (Perhentian and Redang) are located on the east coast of Peninsular Malaysia, while the tourists mostly come from other parts of Malaysia, the hosts tend to speak their own dialect which is quite different from tourist dialects and therefore hardly understandable by tourists. Also the Malay tourists expect hosts to have some knowledge of their culture and customs. This can also be explained by the fact that

tourists to island destinations come from a different background compared to the hosts. Thus, the tourist subculture is slightly different when compared with the hosts, although both are Malay. Hosts on the small islands are more conservative, whereas the tourists are more open. In a similar way to the hosts on small and large island destinations, the Malay tourists on Perhentian and Redang Islands are looking forward to socialising with the local hosts and experiencing their unique culture and customs. Malaysia is a country with a great diversity of cultures. Indeed, different states in Malaysia have their own unique culture and customs. This can be seen particularly in their cuisine, craft and festivals.

While the hosts are concerned about courtesy, Malay tourists on Langkawi Island place greatest concern on issues related to *understanding and accessibility*. This is consistent with the Malay tourists on the small islands. In a similar way to the small islands, hosts and the Malay tourists seem to have some differences in their subcultures. The second most important issue for the Malay tourists is *courtesy and competence*. This is again similar to expectations of the Malay tourists on small islands. Thus, regardless of destinations, the Malay tourists seem to share similar expectations with hosts on the small and large islands. As a result, they place some importance on politeness, friendliness and trustworthiness, while stressing that hosts be efficient in delivering services. The main difference between the Malay tourists on the small islands compared with the larger island relates to a greater concern about host *responsiveness*. The Malay tourists on Langkawi also seem to be more concerned about how hosts dress. Finally, the least important issue for the Malay tourists relates to *opportunity* and this is again consistent with the expectations of the Malay tourists on the small islands.

An analysis of the Chinese tourists on Perhentian and Redang Islands shows that the Chinese tourists are concerned about *competency and courtesy*. The Chinese share a similar culture to hosts and the Malay tourists. Consequently, the Chinese also place concern on politeness and respect for others according to social status and age. The emphasis on competency might be explained by the fact that the majority of the Chinese tourists visiting the Islands are on a package tour and stay an average of three nights. Therefore, they want to maximise their time and experience on the islands and expect few problems with their holiday trip. As a result, they expect to receive good

service from local service providers. The second most important issue relates to *understanding*, particularly in regard to their needs as tourists and their culture. In a similar way to other groups, the Chinese also look forward to socializing with locals.

The main expectations of the Chinese tourists on Langkawi Island relate to *responsive and accessible.* This expectation is similar to the Chinese expectations on the small islands. However, the Chinese on the small islands also stress the issue of courtesy. The second most important expectation is *opportunity and understanding.* This is again consistent with the expectations of the other groups. However, the Chinese on Langkawi Island also place emphasis on the host ability to speak their language. This finding is similar to the result of Mann-Whitney U-test in the previous chapter. As there are a number of Chinese tourists to Langkawi Island from Taiwan and China, their ability to speak English is limited. Therefore, language issues are more important on Langkawi Island.

Table 7.9: Mutual expectations between host and tourists

Perhentian and Redang Islands			Langkawi Island	
Sample Group	**Factor**	**% of variance explained**	**Factor**	**% of variance explained**
Hosts	1. Accessible and courtesy	24.4	1. Accessible and courtesy	19.2
	2. Responsive and competence	14.7	2. Responsive	16.8
	3. Understanding	12.5	3. Understanding	13.2
	4. Provide opportunities	7.8	4. Competence	7.8
Malay tourists	1. Accessible and understanding	23.7	1. Understanding and accessible	23.8
	2. Competence and courtesy	22.8	2. Competence and courtesy	20.5
	3. Understanding	9.2	3. Responsive	12.1
	4. Provide opportunities	7.9	4. Provide opportunities	9.2
Chinese tourists	1. Competence and courtesy	26.2	1. Responsive and accessible	39.2
	2. Understanding	18.7	2. Provide opportunities and understanding	24.8
	3. Provide opportunities	11.9		
English tourists	1. Responsive and courtesy	24.3	1. Responsive	17.1
	2. Understanding	16.6	2. Understanding	13.3
	3. Competence	12.7	3. Courtesy	11.9
	4. Provide opportunities	10.6	4. Accessible	10.6
			5. Competence	9.0
			6. Provide opportunities	6.9
European tourists	1. Understanding	13.9	1. Courtesy and accessible	19.1
	2. Courtesy	13.8	2. Understanding	17.5
	3. Responsive and competence	12.9	3. Competence	14.7
	4. Accessible	11.2	4. Provide opportunities	8.6
	5. Provide opportunities	7.3		

An analysis of the English tourists on Perhentian and Redang Islands indicates that the English tourists place greatest emphasis on *responsiveness and courtesy*. As evident from the earlier discussion of values in part 7.3.1, the English tourists seem to be concerned about courtesy while dealing with hosts. The English seem to be similar to the Chinese on Langkawi Island by being focused on the host ability to deliver services according to their expectations. Apart from being responsive and courteous, the English tourists also expect the local host to *understand* them. Being tourists, this issue seems to be important to all tourists groups including the Malay and Chinese. The third most important issue for the English tourists is *competency* and in a similar way to the previous groups, the English tourists also place some concern on an opportunity to socialise with local hosts, and therefore experience their culture.

The English tourists on Langkawi Island seem to place a great concern on issues related to *responsiveness*. This is consistent with the English tourists view on the small islands. The second most important issue is to *understand,* while the issue of *courtesy* has been ranked third. Unlike the English tourists on the small islands, the English tourists on Langkawi Island seem to place less concern on politeness and the issue of respect. The other three important dimensions of expectations to the English tourists are accessible, competence and opportunity. Therefore, the English tourists also expect hosts to be friendly and approachable. At the same time, they expect hosts to deliver efficient services. With regard to opportunity, they expect to have a chance to further interact with local communities and experience their unique local culture and customs.

In comparison to the other four sample groups (hosts, Malay, Chinese and English tourists), the European tourists on Perhentian and Redang Islands seem to differ by placing a greater concern on *understanding*. Therefore, compared to the other groups, the European tourists tend to have higher expectation towards hosts in terms of the host ability to anticipate tourist needs, concerned about their culture (hope hosts will understand their culture); and because English is largely a second language to them, they also place some importance on the hosts' ability to speak their language. This finding is similar to the expectation of the Chinese tourists on Langkawi Island and may be explained by the fact that the majority of the international tourists to Perhentian and Redang Islands are Europeans. The European tourists are similar to the

English whereby they also place some importance on *courtesy*. The Europeans also emphasise *responsiveness & competency,* in a similar way to the other groups, they focus on the hosts' ability to respond to their needs, while at the same time providing quality services. The fourth important factor for the European tourists is *accessibility*. They expect hosts to be approachable and concerned about their welfare. In a similar way to the other groups, the Europeans place some importance on an *opportunity* to socialise and experience local culture and customs.

An analysis of the European tourists on Langkawi Island demonstrates that the first three issues are similar to host expectations; courtesy and accessible, responsive and understanding. This is quite consistent with the earlier findings in part 7.3.2 as the European tourists seem to be reactive to others. Therefore, they are concerned about being polite and showing respect for others and trying not to hurt others feelings, while accessible is related to friendliness. Although the expectations of the European tourists on small and large islands seem to be similar, the European tourists on the small islands seem to have a wider range of expectations. In a similar way to the other three groups (Malay, Chinese and English), they place some concern on issue related to opportunity to mingle with local hosts and experience the hosts' culture and customs.

The PCA for this section has shown that there are some differences in the dimensions of expectations not only between hosts and tourists but between the sample groups at the two destinations; small and large islands. Hence, general hypothesis 9 ***(there are differences in the dimensions of mutual expectations between host and guest communities)*** can be accepted. As a result, we can conclude that culture is likely to have some impact on the mutual expectations between hosts and guests. The PCA also provides evidence that culturally derived expectations on small and large islands vary across the cultural groups. Therefore, the general hypothesis 11 ***(there are differences in the dimensions of mutual expectations between the hosts and guest communities in small islands compared with other tourist settings)*** can be accepted.

7.3.5 Destination attributes

Table 7.10 shows the summary of the PCA for the five sample groups at Perhentian, Redang and Langkawi Islands. For Perhentian and Redang Islands, in general the PCA has resulted in six components, with 66% of explained variance. In the Malay sample, four components were extracted, comprising 62% of the explained variance. The PCA for the Chinese sample also resulted in four components, accounting for 58% of the explained variance. In the English sample only three components were extracted, explaining 51% of a total variance, while in the European sample, five components with 58% of the explained variance were extracted.

The PCA for Langkawi Island shows that five components were extracted for the host sample, accounting for 72% of the explained variance. In the Malay sample, only three components were extracted, comprising 59% of the explained variance. The PCA for the Chinese tourists has resulted in four components with a total explained variance of 66%. The English sample is more detailed, with six components extracted for this group, explaining 60% of the total variance. In the European sample, five components were extracted, also comprising 60% of the explained variance.

As depicted by Table 7.10, it is clear that there is a difference in terms of the importance of destination attributes across the five samples. The host samples on Perhentian and Redang Islands are mainly concerned with the destination attributes related to the *environment*. This may be explained by the fact that one of the major purposes of the tourists visiting island destinations is to enjoy the natural environment and participate in a number of activities closely related to environment. Therefore, hosts perceive that it is important to ensure safety at the destination, and maintain an unpolluted environment in order to attract tourists. At the same time, hosts also perceive that it is important to create destination image. Most potential tourists have a limited knowledge about the destination prior to their visit. Therefore, they will rely mainly on the image of island destinations in selecting their travel destination. A destination with an image of high quality will be more successful in attracting tourists. The second most important destination attribute according to the local hosts is *activities*. Compared with mainland destinations, island destinations usually offer something unique, in the way of scenic beauty, white sandy beaches, and coral reefs and crystal clear water. With these assets, a variety of water-based activities can be

performed such as swimming, snorkelling, scuba diving, fishing and canoeing. Thus, water-based activities have also been acknowledged as the main attraction for island destinations. Apart from these two main issues, hosts perceive that in order to attract more tourists, the destination needs to provide sufficient, quality *facilities* including accommodation, restaurants, an efficient transportation system, as well as an information centre.

The next important issue is *other facilities* including 24-hour electricity supply and treated water. Such facilities are considered basic in attracting tourists, not only to islands but elsewhere. On Perhentian and Redang Islands only a few chalets and resorts provide electricity for 24 hours. The rest usually provide electricity after 6 pm. In certain chalets or in budget accommodation, availability of treated water also becomes an issue. Electricity and water supply are provided by the government, but the supply is limited and costly due to the isolated location of the two islands. A few resorts and chalets usually have their own water supply and power generation using a generator. However, the local hosts perceive that destination attributes related to *money* such as credit card availability and banking facilities are less important to tourists on island destinations. This may be explained by the fact that some of the tourists travel to these islands on a package tour, with all of the expenses related to the trip paid in advance. Additionally, as most of the services offered on these islands are run by locals and on a small scale, including accommodation, transportation, tour guides, souvenirs, and food and beverage services, the majority of transactions are on a cash basis. There are only a few resorts and chalets on these two islands operated by non-islanders and these do manage to offer credit card services. Hosts also perceive *service availability* related to mobile phone and TV as not really important to tourists visiting small island destinations.

The host sample on Langkawi Island seems to have similar perceptions to the small island hosts. Differences in their views, compared with the hosts on small islands, may be explained by the fact that Langkawi Island has been established not only to be one of the most popular island destinations in Malaysia, but as a venue for meetings, conferences, courses and international events. Therefore, availability of efficient and quality facilities is more crucial on this island compared with the small island destinations. The second most important destinations attributes according to the hosts

are related to *other facilities such as* treated water, 24-hour electricity, clean facilities, hygienic food, modern infrastructure and restaurants. The importance of other facilities could also be explained by the reasons given above. Langkawi Island has attracted both tourists and businessmen, and participants for conferences, courses and international events. Therefore, it is important for the island to have a power supply around the clock, clean facilities and modern infrastructure including international airport, jetty, roads and so forth. A variety of restaurants is also important to cater for tourists from different cultures and needs. The third most important destination attribute relates to *activities*. Unlike hosts on the small islands, hosts on Langkawi Island emphasise shopping opportunities, as well as water-based activities. This indicates the importance of shopping tourism for Langkawi Island overall, whereas shopping opportunities on the small islands are very limited. Other than these issues, hosts on Langkawi Island also perceive important destination attributes to include *service availability* including TV, mobile phone, nightlife and entertainment. This again is explained by the fact that Langkawi Island not only attracts tourists for leisure but for other purposes as well. The least important destination attributes relate to *money,* including banking and money changing facilities, as well as acceptance of credit cards. As many of the tourists to this island emphasise shopping activities, particularly for local tourists, hosts on Langkawi Island perceive that the availability of good banking services on the island are crucial. Overall, the hosts view of attributes relate strongly to island size. Larger islands with more diverse activities require a wider range of attributes.

An analysis of the Malay tourists on Perhentian and Redang Islands demonstrates that the most important destination attributes are related to *environment and facilities*. Thus, in order to choose a destination for a vacation, they seem to consider the availability of hygienic food, unpolluted and exotic environment of the destination, and the availability of basic facilities (restaurants, transportation and accommodation). They are also concerned about the price of goods and services, and safety at the destinations. The second most important destination attribute for the Malay tourists is *money and service availability*. Thus, before they choose their holiday destination, they may consider the availability of banking facilities and money changing, as well as acceptance of credit cards. The credit card is more preferable for safety reasons as it may not be considered safe to bring a lot of cash when travelling. At the same time,

the Malay domestic tourists are also looking for a destination with good image, availability of TV and internet facilities, as well as nightlife and entertainment. Although the *activities* have been perceived by the hosts as the second most important issue in order to attract tourists to their island, the Malay tourists rank activities third (second last place). Hence, when travelling to island destinations, the Malay tourists seem less interested in participating in water-based activities such as scuba diving, snorkelling, canoeing and fishing. The other important destination attributes for the Malay tourists are *other facilities* including power supply and a mobile phone service.

Malay tourists on Langkawi Island also share similar perceptions with the Malay tourists on the small islands. Therefore, in choosing a travel destination (regardless of the size of islands), they place a great concern on the availability of facilities, and safety at the destinations. The second most important destination attribute for the Malay tourists relates to *service availability*, particularly mobile phone, acceptance of credit card, internet facilities, TV, as well as banking and money changing facilities. Overall, the Malay tourists on both destinations seem to have similar perceptions towards the importance of destination attributes. However, unlike the Malay tourists on small island destinations, the Malay tourists on Langkawi Island seem to also emphasise *activities* related to nightlife entertainment. Malay tourists visiting Langkawi Island including conferences and courses attendees, and shoppers might want to enjoy nightlife and entertainment activities. Overall, there is a considerable difference between the view of the Malay hosts and the Malay guests with regard to attributes. The guests may well be aware that the small islands have fewer facilities but they place equal importance on facilities at both small and large island destinations.

Table 7.10: The importance of destination attributes

Perhentian and Redang Islands			Langkawi Island	
Sample Group	Factor	% of variance explained	Factor	% of variance explained
Hosts	1. Environment	13.8	1. Environment and facilities	21.8
	2. Activities	12.6	2. Other facilities	17.6
	3. Facilities	12.4	3. Activities	12.4
	4. Other facilities	11.4	4. Service availability	12.1
	5. Money	9.2	5. Money	7.8
	6. Service availability	7.1		
Malay tourists	1. Environment and facilities	23.1	1. Environment and facilities	27.5
	2. Money and service availability	18.0	2. Service availability	19.0
	3. Activities	10.5	3. Activities	12.7
	4. Other facilities	10.1		
Chinese tourists	1. Facilities	21.0	1. Environment and other facilities	20.6
	2. Service availability and money	18.6	2. Facilities	17.0
	3. Environment	10.7	3. Service availability	14.5
	4. Activities	8.2	4. Activities	14.0
English tourists	1. Facilities and service availability	24.3	1. Facilities	18.4
	2. Other facilities	13.7	2. Other facilities	12.4
	3. Activities	13.4	3. Service availability	11.4
			4. Environment	9.6
			5. Activities	8.3
			6. Money	6.6
European tourists	1. Service availability	14.9	1. Facilities	15.5
	2. Money	12.5	2. Service availability	13.5
	3. Environment and facilities	11.5	3. Other facilities	11.2
	4. Other facilities	10.1	4. Environment	10.1
	5. Activities	8.6	5. Activities	9.5

While both the hosts and the Malay tourists focused on environment, the Chinese tourists on Perhentian and Redang Islands seem to concentrate mainly on destination attributes related to *facilities.* They also place some importance on the price of goods and services on the islands. The second most important destination attribute for the Chinese tourists relates to *service availability and money.* In a similar way to the Malay tourists, they are concerned with credit card acceptance, banking and money changing, availability of internet facilities and mobile phone, modern infrastructure, shopping opportunities and TV. These two important dimensions of destination attributes could be explained by the fact that the majority of the Chinese tourists visiting Perhentian and Redang Islands are on a package tour, with a short period of stay. Their reason for visiting island destinations is mainly to get away from their hectic life and to look forward to fully utilise their time and experience on the islands. Therefore, availability of good facilities and services are important to them. The third important issue to the Chinese tourist relates to *environment.* With regard to this, they emphasise the safety of the destination, together with an exotic and unpolluted environment. The destination attributes related to *activities* have been regarded as the least important for the Chinese tourists.

The Chinese tourists on Langkawi Island focus on *environment and other facilities.* Unlike the Chinese tourists on small islands, the Chinese tourists on Langkawi Island are more concerned with nature and the beauty of the destination. *Facilities* have been ranked second. Therefore, in a similar way to the Chinese tourists on the small islands, the availability of basic facilities is important to attract the Chinese tourists to Langkawi Island. The third important destination attribute for the Chinese tourists relates to *service availability.* In a similar way to the Chinese tourists on small islands, the least important destination attribute for the Chinese relates to *activities.* However, the Chinese tourists on Langkawi Island also emphasise shopping opportunities. Overall, the Chinese tourists are similar to the Malay tourists and place greater emphasis upon facilities than the hosts, and less emphasis upon activities.

In a similar way to the Chinese tourists, the English tourists on Perhentian and Redang Islands also seem to focus primarily on destination attributes related to *facilities.* However, at the same time they emphasise *service availability.* Therefore, they are also concerned with the availability of internet facilities, mobile phone services,

shopping opportunities, modern infrastructure, 24-hour electricity supply, acceptance of credit cards, an information centre, TV, as well as banking and money changing facilities. The importance of credit card facilities could be explained by the fact that the majority of the English tourists to these two islands are independent travellers. Thus, they have to pay all of the expenses related to their trip upon arrival. Being foreigners and for safety reasons, they usually do not carry much cash in hand, and therefore rely very much on credit card services. The internet facilities and mobile phone services might be important for them to get in touch with family and friends at home or else where. Being international tourists, they might also be looking forward to buying something unique from the islands as souvenirs for family and friends. Additionally, an information centre is more important to the international tourists compared with local tourists as the English tourists are not familiar with the destination. Consequently, they may seek further information about the destination and other attractions. The second important destination attribute for the English tourists relates to *other facilities and the* least important component destination is related to *activities.* When travelling to island destinations, the English tourists are somewhat look forward to participating in a variety of activities, particularly water-based activities such as scuba diving, snorkelling, fishing, swimming and canoeing.

The English tourists on Langkawi Island are primarily concerned with basic *facilities* including restaurants, accommodation, power supply and treated water. Their second major concern is *other facilities.* The third important destination attributes are related to *service availability* such as internet, mobile phone service and acceptance of credit cards. This indicates that both the English tourists on the small islands and the large island share similar views about the importance of destination attributes. The fourth component is related to *environment.* Therefore, the English tourists seem to be concerned about an exotic and a clean environment. Other than that, they are also concerned with destination attributes related to *activities* (water-based activities) and *money* (banking and money changing facilities) and prices on the island.

The European tourists on Perhentian and Redang Islands seem to have a slightly different preference compared with the other four groups, whereby the most important destination attribute for them is related to *service availability.* The second most important destination attribute for the European tourists relates to *money.* The reason

behind this could be similar to the English tourists. Apart from these two issues, the European tourists also place emphasis on destination attributes related to *environment and facilities*. Thus, in choosing travel destination, they seem to consider image of the destination, transportation, accommodation and safety at the destination. The issue of safety might relate to Islamic countries having been portrayed as having connections with terrorists and terrorism, and therefore as not safe. The next important destination attribute for the European tourists relates to *other facilities.* The European tourists are also concerned about destination attributes related to *activities*. Although this issue seems not to be very important to them in choosing their travel destination (particularly to island destinations), they are looking forward to participating in activities offered at the destination. This finding is similar to the other cultural groups.

The European tourists on Langkawi Island attached greatest concern to *facilities* and therefore share a similar view with the Chinese, the English and the Malay tourists. When compared with the European tourists on the small islands, the European tourists on Langkawi Island seem to place more concerned on destination attributes related to *service availability.* The third important issue of destination attributes to the European tourist is related to *other facilities*. Judging from the dimensions of destination attributes, the European tourists seem to hold similar views with the English tourists on the large island. The fourth important issue of the destination attributes is related to *environment,* such as availability of an information centre, image of the destination and an exotic environment. In a similar way to the other groups, the least important component for destination attributes for this group relates to *activities.*

A comparison between the two destinations shows that the importance of destination attributes not only differs across cultural groups but between different island settings. Thus, the results for this section support general hypothesis 10 ***(there are differences in the dimensions of destination attributes between host and guest communities)*** and hypothesis 13 ***(there are differences in the dimensions of the importance of destination attributes between host and guest communities in small islands compared with other tourist settings).*** Consequently, we may conclude that the dimensions of importance for destination attributes differ not only between hosts and guests, but the differences also exist in different tourist settings. The most extreme

differences are between the hosts and guests, with hosts indicating a poor understanding of guest priorities in regard to attributes.

7.4 Concluding remarks

This chapter discusses the results of the PCA. The analysis has been divided into five sections; values, rules of behaviour, perceptions, expectations and destination attributes. The PCA shows that the derived components relates differently across the cultural groups. In addition, a comparison of the derived components also demonstrates some differences between small and large island destinations.

The PCA for cultural values has recognised some differences between cultures. Both hosts and the Malay tourists seem to share similar cultural values such as capability, politeness and social recognition. They also emphasise security. Unlike the hosts, the Malay tourists seem to place less emphasis on being independent. On the other hand, the Chinese tourists seem to focus more on politeness. The English tourists can be distinguished by focusing upon personal social lifestyle, particularly love. They also stress being happy in life. The European tourists are somewhat different from the other culture groups as they are more concerned with self-control and self-discipline. At the same time, they seem to value equality more than the other cultures.

With regard to rules of behaviour, the two most important rules of behaviour for the hosts have been identified as being reactive to others and avoiding conflict. Although the local hosts and the Malay tourists are assumed to have a similar culture, the analysis shows that their rules of behaviour are different. Although hosts place emphasis on the importance to be reactive and avoid conflict with others, the Malay tourists seem be less sensitive with the feelings of others. Therefore, the most important rules of behaviour for the Malay tourists are related to a lack of concern for others and direct personal communication. The main rules of behaviour for the Chinese relate to direct communication, such as shaking hands with others, addressing people by their first name and having eye-contact with others during conversation. In a similar way to the Malay tourists, the rules of behaviour relating to a lack of concern

for others are also important to the Chinese tourists. The most important rules of behaviour for the English seem to be slightly different from the Chinese. Instead of direct communication, they emphasise the rules of behaviour related to direct personal communication such as showing interest in others, expressing their emotions in public and discussing sensitive issues openly. Although, the two most important rules of behaviour for the European tourists are similar to the English tourists; *direct personal communication and lack of concern for others*, the European tourists seem to be somewhat more concerned with others, as they rank the rules of behaviour related to being reactive to others as the third important rule of behaviour.

The PCA related to perceptions demonstrates that there are a mix of positive and negative perceptions towards tourism, for both the hosts and the tourists, regardless of the size of the island. However, there is a high consistency in the groups of variables between the sample groups. In general, hosts at both destinations (small and large islands) tend to perceive that tourism has generated more positive than negative impacts to their communities and islands. The Malay tourists at small and large island destinations tend to perceive that the major impact brought about by the tourism industry is related to the environment such as litter, pollution, damage to coral reefs and overcrowding. Unlike the Malay tourists on Perhentian and Redang Islands, the Malay tourists at Langkawi Island also point out that tourism has some bad impacts on the local culture, particularly with alcohol consumption and prostitution. The Chinese tourists on Perhentian and Redang Islands believe that tourism has contributed to a number of positive impacts to the island, particularly in terms of the improvement of infrastructure. In addition, the Chinese tourists on Langkawi Island perceive that tourism has created a variety of economic opportunities for local communities. Among the significant impacts from tourism are job opportunities. The English tourists on Perhentian and Redang Islands are mainly concerned with negative impacts to price and environment. Additionally, the English tourists on Langkawi Island seem to be concerned about the tourism impact upon local culture. The European tourists on the small islands (Perhentian and Redang Islands) seem to point out that the tourism industry is responsible for the degradation of the environment of the island. However, the European tourists on the large island (Langkawi Island) seem to point out that tourism has generated a positive impact, particularly related to infrastructure.

The PCA for the two destinations (small and large islands) with regard to expectations also demonstrates some differences across the cultural groups at both destinations. Although there is a high consistency in the expectations construct among the sample groups, the order of the constructs differ across the cultural groups. The expectations of the hosts' group seem to be similar for both destinations as they are concerned with issues of courtesy, accessibility, responsiveness, understanding and competency. The expectations of the Malay tourists at both destinations also have a limited number of differences as their expectations mainly relate to accessibility, understanding, courtesy and competency. However, the expectations of the Chinese tourists are slightly different for different destinations. The Chinese on the large island seem to be more concerned about issues related to responsiveness and accessibility, while the Chinese tourists on the small island destinations seem to emphasise expectations related to competency and courtesy. Although the English tourists on both destinations (small and large islands) expect hosts to be responsive and understanding, the English tourists on the small islands also seem to expect hosts to be accessible. The expectations of the European tourists on Perhentian and Redang Islands are also slightly different from the expectations of the European tourists on Langkawi Island. While the European tourists on small islands are concerned with expectation issues related to understanding and courtesy, the European tourists on large island emphasise the expectation issues related not only to courtesy, but accessibility and responsiveness as well.

With regard to the destination attributes, the PCA also demonstrates that the order of the destination attributes constructs vary across the sample groups between small and large island destinations. The important destination attributes for the hosts sample on Perhentian and Redang Islands are related to environment and activities, while hosts on Langkawi Island focus more on environment and facilities. The perception of the Malay tourists towards destination attributes on both destinations can be differentiated as the Malay tourists on small islands also emphasise facilities related to money changing and banking, as well as the acceptance of credit cards. The Chinese tourists on small islands seem to be more concerned with destination attributes related to facilities and service availability. However, the Chinese tourists on the large island are concerned with the environment and other facilities. The English tourists on large island seem to be more demanding, as the principal components analysis related to destination attributes for this group resulted in six components, instead of just three for

the English tourists on small islands. Therefore, other than facilities, services available and activities, they are also concerned about attributes related to environment and money. The European tourists on the small islands focus on destination attributes related to service availability and money, while the European tourists on large island concentrate on the destination attributes related to facilities and service availability.

The next chapter (Chapter Eight) will present conclusions and propose management and marketing strategies that are derived from the cultural analysis. A greater understanding derived from research of the cultural differences between hosts and guests can be used to enhance tourism growth on small island destinations. At the same time, island tourism can be developed in a more sustainable manner.

CHAPTER 8

SUMMARY AND CONCLUSIONS

8.1 An Overview

This study focuses on issues concerning sustainable tourism development on small island destinations; perceptions towards tourism, mutual expectations and the importance of destination attributes from a perspective of both hosts and guests. Thus, the main objectives of this thesis are to examine in a cross-cultural context, the exchange between hosts and guests in small island settings and to evaluate the potential influence of cultural differences on perceptions, expectations and the importance of destination attributes between the two main stakeholders. Although there is abundant research on host-guest relations, most studies focus on established destinations with relatively little research undertaken in small island settings, with none in Malaysia. The majority of current research on these issues investigates each issue separately, with studies on perceptions towards tourism mainly focused upon the host perspective, while research on expectations and destinations attributes has been undertaken mainly from the tourist view. In many ways, this research is different to previous studies and develops a new area of investigation.

International and domestic tourists now mingle in tourism destinations containing a variety of different cultural backgrounds between themselves and with local hosts. Issues of cross-cultural differences become important elements in understanding not only tourists but the service provider as well and can lead to longer term questions of sustainability. A better understanding of cultural differences at certain destinations can lead to better tailored services intended to ensure improved satisfaction for both the incoming tourists and the resident hosts, also potentially leading to an increase in repeat visitation. At the same time, tourism may also be developed along more

specific guidelines to have lower adverse impacts on local communities and the environment.

Therefore, this study attempts to come to a greater understanding of the three issues (perceptions, expectations and destination attributes) in a cross-cultural context on small islands in Malaysia, in order to focus tourism marketing and policy making towards developing better policies and strategies for sustainable tourism development. Further, taking into consideration the limitations faced by small islands worldwide, particularly limited resources (physical and human) and a narrow economic base, the sustainability issue for small island tourism is more finely defined, requiring a careful balance between economic growth and survival of the destination in both environmental and social terms.

8.2 The study

There are a number of problems facing tourism development in Malaysia. Most importantly, there is a heavy dependency on the ASEAN market, particularly Singapore as a major source of international arrivals. Additionally, there is a decline in the growth rate of the Singapore market and high rate of tourist arrivals based upon visiting friends and relatives (and consequently low expenditure). As a result, Malaysia records low tourism earnings despite strong growth in tourist arrivals and has been left far behind its neighbouring competitors, particularly Thailand and Indonesia in terms of tourism income. These problems have impacted upon the accommodation sector, where the occupancy rate of hotel rooms in Malaysia is only 60%. This lower occupancy rate is inefficient and the excess room supply places a downturn pressure on prices. In order to increase tourism receipts, Malaysia needs to attract tourists from more diverse markets around the world and cease to rely on the short-haul market, particularly from ASEAN countries. One advantage for Malaysian tourism is the potential for island tourism, while island destinations seem to be more attractive to longer-haul markets including Europe, United Kingdom, United States of America, Australia and New Zealand in the mid-latitudes. Therefore, in order to enhance tourism growth and sustain tourism development over the long term, more effort needs

to be taken in attracting tourists to small islands in Malaysia. However, these long-haul markets also tend to have significant cultural differences between tourists and hosts that can add different requirements and constraints. Hence, an understanding of cultural differences from the view of both stakeholders becomes vital in ensuring sustainability of island tourism in Malaysia.

Research in island tourism has been carried out mainly from two different approaches; the demand and the supply sides. The most important studies on the supply side focus on the perceptions and attitudes of local hosts concerning tourism impacts as a consequent of tourism development. Generally, tourism impacts can be categorised into three major impacts; economic, socio-cultural and environmental. Studies on host perceptions towards tourism development are important in determining to what degree local communities will support tourism programs in their areas. Local receptiveness will most likely affect the attractiveness of tourism destinations. Thus, the degree of host receptiveness will determine whether the destinations can be successful in growing tourism demand. It is important for the hosts to manage cultural diversity to ensure that tourism can be developed in a sustainable manner.

On the other hand, studies on the demand side are focused on tourist expectations towards the quality of services and products offered at the destinations. Satisfied tourists are more likely to repeat visit, and recommend the destination to others. At the same time, a number of studies have been carried out on the needs of tourists related to destination attributes or choice behaviour. The issues on both quality of services and products, together with destination attributes can also directly affect sustainability of tourism at a particular destination.

Tourism development is both demand-driven and supply-led, where demand determinants push tourists into travel decisions. At the same time, the supply factors pull the tourists towards a particular destination. This dynamic process of matching resources to the demands and preferences of actual or potential tourists has the potential complexity of cross-cultural interaction. Consequently, to ensure sustainability, there needs to be a balanced view of both the demand and supply sides, and the interaction of cultural diversity.

Island destinations in Malaysia have successfully attracted both domestic and long-haul tourists. As the tourists are from different cultural backgrounds, they tend to have significant cultural differences not only among themselves, but also with the local communities. Current research on tourism perspectives, expectations and destination attributes on small islands remains limited. As these three elements (perceptions, expectations and attributes) in a cross-cultural context are important for sustainability, a conceptual model is needed to incorporate the relationships between hosts and guests in small islands settings. Additionally, the context of small islands, whereby the hosts are often local and highly centered in their own cultural background, and tourists will potentially interact at a high level due to the smallness of the locality, study of the interplay between hosts and guests in perceptions, expectations and attributes, potentially has much to offer in addressing the sustainability of tourism on small islands.

8.3 Methodology

In order to represent small island destinations in Malaysia, two islands; Perhentian and Redang are chosen because they are currently the most frequently visited small islands in Malaysia. It is expected that issues in the relationship between cultural diversity, perceptions, expectations and needs are more complex in small island environments compared with other tourism settings, including larger islands and mainland destinations. Therefore, it is decided that a benchmark is needed in order to establish the relative differences that are unique to small island settings. A benchmark can provide a meaningful comparison and identify unique criteria and issues specifically for small islands. Langkawi Island, the biggest and the most developed island destination in Malaysia is chosen to represent a larger island benchmark. The selection of these three islands provides a valid and meaningful comparison between small and large islands.

This study aims to examine the cross-cultural differences between hosts and tourist groups and what are the potential impact of cultural differences on their perceptions, expectations and needs. Therefore, the sample groups have been divided into two

main categories; hosts and guests. The tourist samples chosen consist of Malay, Chinese, English and European tourists. The Malay and part of the Chinese tourists are domestic tourists. These two domestic groups are the biggest groups travelling to island destinations throughout the country. It is important to include domestic tourism in order to measure the sustainability of the tourism sector over the long term. This is because domestic tourism is not easily affected by global issues, and can be a more stable market when compared with international tourism over the long term. The inclusion of domestic tourists also permits comparison between local and international tourists, and this forms an important aspect of the cultural pressures in small island settings.

The English and European tourists have been chosen because they form the largest international arrivals to island destinations in Malaysia and particularly to Perhentian and Redang Islands. Of the Chinese international tourists, the majority are from Singapore. For the English tourists, the overwhelming majority are from the United Kingdom. Unlike the Chinese and the English tourists, the European tourists to these two destinations come from several countries in Continental Europe. Since the country of origin for the European tourists are diverse, it is difficult to collect enough data for analysis on the basis of individual Continental European countries. Thus, for the purpose of collecting a sufficient sample data for analysis, these European respondents have been grouped together regardless of their language spoken. It is argued that although these European tourists from different countries speak different languages and may have different subcultures, they can be described as a cultural grouping, and can still be analysed as a group. Further, it is argued that marketing plans would not practically be developed for small numbers of tourists from individual Continental European countries at present, on Perhentian and Redang Islands.

A quantitative approach has been taken in the study and in order to collect relevant data, two sets of questionnaires are developed. A self-administered survey using a random convenience sample is carried out at various tourism spots around the three islands. The questionnaires are hand delivered and collected on the spot, with the survey collector available to answer queries in either Malay or English. This study involved 1,285 respondents in total.

Following the data collection process, a descriptive analysis has been undertaken to summarise the data and provide a broad view of the two main samples. This is followed by a Mann-Whitney U-test analysis to determine the differences between individual variables for the various concepts measured, across the sample groups. A Principal Components Analysis (PCA) is then adopted to further analyse the dimensions of each concept for the different cultural groups. The Mann-Whitney U-test compares each variable difference, while the PCA is used to develop a better understanding of the conceptual differences that can involve groups of variables.

8.4 Summary of major findings

The major findings of this thesis are discussed in three chapters (Chapters Six, Seven and Eight). Discussion of the findings is undertaken by comparing the two destinations (small and large islands) in order to clearly identify aspects unique to small island settings.

Differences in culture are defined using two measurements; cultural values and rules of behaviour and it is considered very unlikely that the culture of tourists or hosts will be influenced by island size. As such, discussion for this part (sections 8.4.4) is undertaken only between sample groups but not across destinations (small and large islands). On the other hand, data analysis for the perceptions, expectations and the importance of destination attributes (sections 8.4.5 to 8.4.7) was carried out based on two criteria; cultural grouping and tourism setting as it is theorised that the concepts measured will not only be influenced by culture, but also by different island settings.

8.4.1 Host socio-demographic profiles

The major demographic differences between hosts on small and large islands lie with occupation. Being small islands with a narrow economic base, local communities on Perhentian and Redang Islands rely heavily on tourism as a means of living. As such, the majority of local communities in these two islands are involved in employment directly linked to tourism. However, local communities on Langkawi Island are involved in more diverse economic activities ranging from tourism, agriculture and

fishing. As the biggest and the most developed island in Malaysia, together with duty free status, hosts (especially young hosts) on Langkawi Island are mostly engaged in sales. Langkawi Island also attracts many foreigners mainly from Thailand as service providers.

8.4.2 Tourist demographic profiles and travel patterns

With regard to other demographic profiles and travel patterns of tourists, the two destinations can also be distinguished by the age of tourists and purpose of travel. More than 57% of the tourists to Perhentian and Redang Islands are young visitors ranging in age between 21-30 years. However, Langkawi Island has only 33% of tourists from this age group. Perhentian and Redang Islands have successfully attracted tourists mainly for the purpose of a holiday. The major attraction in small island tourism relates to water-based activities and many of these activities including diving are more appealing to younger visitors, thus results in a higher number of young visitors on Perhentian and Redang Islands. On the other hand, Langkawi Island has attracted tourists with more diverse purposes of visit including holidaying, shopping, attending official events and business. Thus, Langkawi Island seems to be more attractive to a wider range of ages.

The two destinations (small and large islands) can also be distinguished by the country of origin of the European, English and Chinese tourists. In general, Langkawi Island seems to attract tourists from wider markets around the globe compared with Perhentian and Redang Islands. The major sources of European tourists to both destinations are from Denmark, France, Germany, Italy, Netherlands, Sweden and Switzerland. However, unlike Perhentian and Redang Islands, Langkawi Island also attracts European tourists from Estonia and Hungary. This could be explained by the fact that Langkawi has been developed as a premier island destination in Malaysia with a variety of attractions including sea-based and land-based activities. Thus, Langkawi Island has been well marketed locally, as well as around the world. Moreover, the promotion of Langkawi is undertaken by both private and government sectors. For example, as part of the promotion efforts a number of annual international events including Le Tour De Langkawi and the International Maritime and Aerospace Exhibition (LIMA) are organised on Langkawi Island. Additionally, Langkawi Island

has also been recognised as an important venue for meetings, courses and conferences for government and private agencies locally and internationally. On the contrary, most of the promotional activities for small islands have been undertaken only on a small scale, by chalet and resort owners, together with travel agencies.

In terms of the English speaking tourists, when compared to the large island, there are only a limited number of Australians and New Zealanders travelling to small islands in Malaysia. Although Australia and New Zealand are located close to Malaysia, tourists from these two countries prefer to travel to the small islands in Fiji, Indonesia and Thailand. Apart from marketing issues, being an Islamic country may also have some impacts upon tourist arrivals from these western cultures. When compared to neighbouring countries, particularly Thailand, Malaysia has been portrayed as pro-terrorism and therefore not a safe place to travel by non-Muslims. Further, being Muslim, Malaysia seems to have strong cultural differences with westerners and thus, Malaysia has been perceived in the local world region as a more conservative community and less attractive for western tourists.

Tourists to small and large islands can also be differentiated based on the length of stay. In general, the highest average length of stay to both destinations is recorded by the European and English tourists. On average, the European and English tourists stay on the islands for more than 6 nights. However, Langkawi Island seems to record a higher average length of stay, particularly for the two tourist groups; Malay and Chinese. This again relates to the purposes of travel and a variety of tourism products. The Malay and Chinese tourists travel to Langkawi Island not only for holiday reasons but for other official events such as attending meetings and participating in conferences and courses. At the same time, Langkawi Island has been recognised as the premier shopping destination in Malaysia, particularly among Malaysians. Unlike Langkawi Island, the attractions on Perhentian and Redang Islands rely on natural resources with limited shopping opportunities and facilities for meetings or other official events. Therefore, the majority of tourists including Malay and Chinese tourists visit both islands mainly for a holiday, and thus also has a lower average length of stay. The lower average length of stay on small islands among the Malay and Chinese tourists could also be explained by the travel proximity of Malaysians, whereby they can travel for a holiday during a weekend. Therefore, they usually stay

for only 2 nights and sometimes extend their stay up to a maximum of 5 nights during a longer public holiday.

With regard to the number of previous visits, the majority of the European and English tourists have never visited the destinations before. About 14% of the English tourists have visited Perhentian and Redang Islands once, while two thirds of the Malay tourists and more than 40% of the Chinese tourists have visited both islands 1 to 2 times previously. Although local, both groups (Malay and Chinese) seem less interested in visiting regularly. This may be explained by the fact that Perhentian and Redang Islands can only offer limited attractions and activities to the incoming tourists. Therefore, local tourists might seek adventure at different places in the future. In fact, there are more than 25 small islands scattered around Malaysia and all of the islands offer similar products when compared with Perhentian and Redang Islands. Unlike Perhentian and Redang Islands, the larger Langkawi Island can offer more attractions and activities to tourists including sea-based and land-based attractions such as island hopping, sailing, snorkeling, mangrove tours, jet skiing, diving, kayaking, jungle trekking, biking, sight-seeing and shopping. Langkawi Island is also well-known for its history and legend. As a result, Langkawi Island seems to record higher repeat visitation, particularly among the Malay tourists, as more than 72% have visited the island between 1 to 5 times and 19% visited the island for 10 and more times previously. There are also 72% of the Chinese tourists who have visited Langkawi Island between 1 to 6 times before.

These two destinations; small and large islands can also be differentiated by the type of organised tours. The findings of this study indicate that culture has some impact on the selection of travel type, particularly for small island destinations. In general, the English and European tourists are more inclined to make their own arrangements when travelling abroad regardless of destination. However, one quarter of the European tourists on Langkawi Island travelled on a package tour, while only 5% of the European tourists travelled on a package tour to the small islands. Unlike the other three groups; Malay, Chinese and English on Langkawi Island, there are a significant number of Malay and Chinese tourists on Perhentian and Redang Islands who also choose a package tour. This could be explained by their travel style and short length of stay. As most of the domestic tourists travel during a weekend and stay on the islands

for only 2 nights, a decision to opt for a package tour rather than non-package tour may provide them with an opportunity to maximise their time on the island, and encounter limited problems with regard to their trip. Furthermore, being small islands, Perhentian and Redang can offer only limited facilities and amenities to incoming tourists. Therefore, it may be much easier for the tourists to let the travel agency plan everything for their holiday, especially when they have a time constraint, and limited knowledge of the destination. However, all of the English tourists and 95% of the European tourists to Perhentian and Redang Islands are independent travelers. This could be explained by the fact that the English and European tourists are more adventurous travelers compared with eastern tourists and seeking more of a challenge. On the contrary, Langkawi is a larger island and it is very unlikely that tourists face a major problem when travelling to Langkawi Island, even without having a booking in advance. As such, the majority of tourists to Langkawi are independent travelers regardless of cultural grouping.

8.4.3 Host and tourist interactions

The preliminary analysis on the interaction issues reveals some differences not only between sample groups but between destinations as well. With regard to the differences in cultural values and rules of behaviour, in general, hosts on both destinations share similar perceptions, whereby they perceive that their values and rules of behaviour are different compared to the tourists. However, the hosts on small islands seem to have a stronger view on the differences, in comparison with the hosts on the larger island. This could be explained by the fact that local communities on Perhentian and Redang Islands are more conservative and more narrow-minded compared with the local communities on Langkawi Island. Due to the location of their small islands, they are not exposed to the outside world, and the majority of the islanders, particularly the elderly, have a very low educational level. Thus, they are still practicing traditional Malay cultural values and rules of behaviour. However, Langkawi is a far more developed island and recording more than one million tourist arrivals annually. Thus, the local communities on Langkawi Island adopt more western values in their daily life and therefore perceive more similarities in their values and rules of behaviour with the tourists. On the other hand, there are strong differences in tourist views about this issue. As all of the mean values for the tourist

sample groups are greater than 3, these indicate that tourists overall, perceive that their values and rules of behaviour are somewhat similar to the local hosts.

A further issue of interaction relates to the number of tourists served by hosts in a week. There are no significant differences between the small and large islands. Hosts on both destinations seem to serve a higher number of international tourists, particularly westerners compared with Malay and Chinese tourists. Most of the local hosts prefer to serve international tourists because they perceive domestic tourists as too demanding and fussy. At the same time, the international tourists usually give a tip to service providers. In line with this issue, hosts at the three islands also seem to have more interaction with the English and European tourists. The Chinese tourists have the lowest average interaction with hosts due to language barrier. Some of the Chinese tourists, particularly from China and Taiwan are not able to speak English and therefore have some difficulties in communicating with service providers. Hosts at both destinations in general do not have any difficulty in interaction with tourists, as the majority of them can speak English quite well. However, compared with the English and European tourists, the mean scores for degree of difficulty in interaction for the Malay and Chinese groups are slightly lower, indicating some difficulties in interaction with local hosts at both destinations. This could be explained by the fact that local hosts on the three islands speak their own dialects, and are therefore harder to understand by domestic tourists (although all of them are Malaysian).

With regard to the willingness to accept more tourists over the long term, hosts at both destinations; small and large islands express their full support towards tourism development on their islands. Only a small percentage opposed tourism development.

8.4.4 Cultural values and rules of behaviour

With reference to the Mann-Whitney U-test in Chapter 6, this research reveals that cultural values differ across the cultural groups. The host group is seen to view their life as part of the national group, religious order and the need to be responsible. When compared to the English and European groups, they seem to place more importance on a value of self-control. However, the Malay tourist values are not far different from the hosts. As both of them are Malaysian, they tend to share similar cultural values.

Additionally, the Malay tourists also place some importance on quality of life overall. As the majority of the Chinese tourists are Malaysian, they tend to share some similarities with the Malay cultural values. These include values such as self-control, obedience, logic, religious and politeness. The English can be differentiated from the other groups as they place more importance on life fulfilment and freedom. When comparing the English to the European tourists, the differences in the English values relate to a sense of accomplishment, family security, mature love, ambition, capability, love and politeness. However, the European tourists themselves do not see their values as different from the English, and see only limited differences with the Chinese, but the English and other groups do see the European as different.

The findings relating to rules of behaviour also indicate significant differences across the sample groups. The host and the Malay tourist groups again tend to share similar rules of behaviour. However, their rules of behaviour seem to be different from other groups in many ways including criticizing others and swearing in public, acknowledging other's birthday, asking personal questions of others and showing emotion in front of others. The significant differences in rules of behaviour between the eastern (hosts and Malay tourists) with the western group (English and European) can be identified in rules of behaviour related to expressing personal opinions, taking time to develop relationships, touching others, asking and talking about personal matters and sensitive issues. In general, rules of behaviour for the hosts and the Malay tourists can be classified as more reserved, seeking conflict avoidance and concern about others, while the other three groups are considered more open in their behaviour and less concerned about others. Although the Chinese tourists share significant cultural values with the hosts and the Malay tourists, they tend to be close to the English and European in terms of rules of behaviour.

8.4.5 Perceptions towards tourism development

In general, there is a mix of positive and negative perceptions towards tourism at small and large islands and this is the case for both hosts and tourists. However, local hosts tend to see the positive impacts more explicitly than the guests. Given locals have lived on the island for quite sometime, locals can see many positive impacts more clearly than the tourists, particularly towards the improvement of infrastructure on

their islands, economic opportunities and, conservation of environment and natural resources, as well as restoration of historical buildings. The fact that the majority of the local hosts, particularly on small islands, rely heavily on tourism as their means of living, might also contribute to their positive perception towards tourism development. Though tourism has been viewed as the catalyst for economic development on their islands, hosts at both destinations are fully aware of the negative impacts brought about by tourism development, particularly to prices and the cost of living, as well as the negative consequences to the fragile island environment. The comparison between small and large islands concerning tourism impacts produces similar results, whereby hosts at both destinations mainly focus on positive economic, socio-cultural and environmental impacts. However, judging from the higher variance explained, the positive views of hosts on the large island are stronger when compared with the hosts' view on the small islands. The major difference in negative hosts' perception between small and large islands relates to cultural problems. Hosts at both destinations perceived that tourism has some impacts on local culture in terms of alcohol consumption and prostitution. As a consequence of tourism development at both destinations, liquor is now available everywhere on the islands and the price of liquor is much cheaper on the islands, compared with the other mainland destinations in Malaysia. At the same time, the number of local and international prostitutes is increasing to cater for higher demand on the islands. However, Islam strictly prohibits the consumption of alcohol and prostitution. As the national religion in Malaysia is Islam, this issue is sensitive to the local Muslim community. However, compared with the large island, local communities on the small islands seem to be more concerned with these two issues, due to the location of Perhentian and Redang Islands in the East Coast of Peninsular Malaysia, where the locals are known to have an Islamic stronghold, compared with other destinations in Malaysia. Additionally, due to the smallness in island size, local communities on Perhentian and Redang Islands may encounter tourists more often compared with the large island, and therefore have increased likelihood of the influence of these activities on local communities.

With reference to the Mann-Whitney U-test in Chapter Six, the Malay tourists on the small islands tend to share similar positive perceptions with local hosts. Their positive view relates to improvement in infrastructure, increase in economic opportunity and conservation of natural resources. However, unlike their counterparts on small islands,

the Malay tourists on the large island noted a wider range of tourism impacts ranging from economic, environmental and cultural issues. Overall, the Malay tourists on the large island seem to be more negative and this relates primarily to cultural impacts. These differences can be seen more clearly using PCA results compared with a simple comparison of individual variables by the Mann-Whitney U analysis.

The Chinese tourists also tend to have significant differences in perceptions when compared to hosts at both destinations. Based on the Mann-Whitney U-test, the Chinese tourists on the large island highlighted a large range of negative impacts, compared with their counterparts on small islands. However, the PCA results show that the Chinese tourists at both destinations are more positive. Their positive view on both destinations relates to infrastructure, conservation and economic opportunity. In a similar way to the Malay tourists, the Chinese tourists perceive that the negative impacts brought about by tourism relate to environmental problems and price increases.

With reference to the Mann-Whitney U-test, the English tourists on small islands seem to be supportive of the positive view of the hosts with regard to the increase in standard of living. They are also more positive compared with the Malay and Chinese tourists on the large islands. Their positive views are mainly linked to employment opportunities and experience. The PCA results have provided a clearer explanation about their perceptions towards tourism development. Although the English on both destinations have highlighted some individual positive impacts from tourism, their main conceptual concerns relate to negative impacts. Accordingly, they perceive that tourism has contributed to a number of negative consequences, particularly towards prices and the environment. The English on the large island can see even wider impacts, and their views extend to include cultural problems as well.

The European tourists tend to share similar views with the English tourists, whereby they are more concerned with negative impacts, particularly an increase in prices and environmental problems. The PCA results further confirm these findings. Judging from the highest variance explained, the European tourists on the large island are more supportive of the positive view of the hosts. In a similar way to the English tourists on the large island, the European tourists on the large island also noted negative impacts

on local culture. Unlike the other tourist groups, the English tourists on the small islands seem to appreciate their opportunity to meet local communities from totally different cultural backgrounds. Thus, they also considered this as one of the positive impacts from tourism development.

In short, the overwhelmingly strong construct is a positive view of improvement to the economy, personal welfare and conservation of natural resources. Despite the positive view being somewhat predominant overall, there is a considerable sensitivity to cultural impact, particularly on the large island. This finding is possibly surprising as the initial discussion of small islands has highlighted the closeness between local communities and tourists on small islands. Therefore, there is a greater likelihood of cultural conflict between the two stakeholders. However, the reality appears to be different, whereby cultural conflict seems to arise more on the large island. With more than one million arrivals every year in Langkawi Island, there is higher possibility for Langkawi Island to have diverse tourism activities, including prostitution and other activities that may clash with the island culture when compared with those of the small islands.

Overall, this study has provided a clear picture of the perceptions concerning tourism development on small and large islands destinations from the view of the two different stakeholders. In general, hosts at both destinations demonstrate positive feelings towards tourism development in their area. Their positive perceptions primarily relate to economic well-being. However, they at the same time are fully aware that tourism has generated a number of negative impacts, particularly with regard to prices, environment, society and exploitation of the local culture. As a result, current and future welfare of host communities may be affected. Although tourist perceptions towards tourism development previously have not been taken into account in managing tourism development, particularly on island destinations, this study provides evidence that tourists also place some concern on tourism impacts at certain destinations. Some of the impacts may directly affect their travel experience and satisfaction with certain holiday destinations such as increasing prices, and a polluted environment. Consequently, they might change their holiday destination in future to other destinations that can offer better tourism products and services, within the same climatic zone.

8.4.6 Mutual expectations between hosts and tourists

Section 6.3.4 in Chapter Six and section 7.3.4 in Chapter Seven demonstrate the findings for mutual expectations between hosts and tourists. The findings based on the Mann-Whitney U-test have highlighted some differences in expectations across culture groups and between different tourism settings. These findings were further confirmed by the PCA analysis. In general, there is a high consistency in the expectation constructs among the sample groups. However, the ranking of the constructs differ across the cultural groups.

The analysis of host expectation on small and large islands indicates that hosts at both destinations emphasise courtesy. Thus, they place a great concern on politeness and respect. This is consistent with the eastern attitude that relates to conflict avoidance and concern about others. At the same time, they place some importance on accessibility. As such, they expect tourists to be friendly and approachable. Being service providers, hosts also expect tourists to be responsive and competent by providing accurate information, to be able to answer all questions, helpful and sensitive to hosts' needs. The competence issue is stressed more by hosts on the small islands compared with those on the large island. While hosts on the small islands expect tourists to have frequent communication with them, local hosts on the large island expect tourists to listen to them and be sensitive to their cultures and customs, particularly with regard to dress code. The cultural issue is more dominant on the large island.

Being guests on the islands, the Malay tourists on both destinations place a great concern on understanding and accessibility issues. As such, they expect local hosts to anticipate their needs, be friendly and to pay full attention to them. The Malay tourists share some similarities with hosts on both locations as they also emphasise courtesy and competency. As such, in a similar way to the hosts, the Malay tourists place a great concern on politeness and respect, while at the same time focusing on the host ability to perform the services required, solve problems quickly and to be responsive to their needs. One of the major differences between the Malay tourists on the small and large islands relates to communication problem. The Malay tourists and hosts on the small islands are both Malaysian and the Malay tourists expect hosts to have some

ability to speak their language. However, the majority of hosts on the small islands speak their own dialect and it is difficult for tourists from other parts of Malaysia to understand them. The Malay tourists on the large island can also been distinguished from the Malay tourists on the small islands as they emphasise how hosts should dress when attending them.

As the Chinese tourists are found to share similar culture values with the Malay, the Chinese tourists on the small islands are also concerned about courtesy. Consequently, the Chinese tourists expect hosts to be polite and show some respect to them according to their social status and age. Another important issue for the Chinese tourists is competency. As the majority of the Chinese tourists visit small islands for a short period, they expect the hosts to deliver efficient services. Although the Chinese tourists on the large island also emphasise courtesy issues, they tend to have a slightly different expectations by also focusing on responsiveness and accessibility. In a similar way to the Malay tourists on the small islands, the Chinese tourists on the large island expect hosts to speak their language. As Langkawi Island has attracted Chinese tourists from wider destinations, particularly from mainland China and Taiwan, they tend to have increased language barriers as a small number cannot speak English.

The English tourists to both destinations emphasise responsiveness. Therefore, the English tourists seem to be similar to the Chinese tourists on the large island as they focus on the host ability to deliver services according to their expectations. Unlike the English tourists on the large island, the English tourists on the small islands also place a great concern on politeness and the issue of respect. The English tourists share the same expectation with the Malay and Chinese tourists with regard to host understanding about tourists.

In general, the European tourists on small islands tend to have a wider range of expectations compared to the European tourists on the large island. The European tourists on small islands seem to be different from the other four sample groups by emphasising understanding. The European tourists on small islands have higher expectations in terms of the host ability to anticipate their needs, understand their culture and ability to speak their language. In a similar way to the Chinese tourists on Langkawi Island, the European tourists seem to have some language barriers as

English is their second language. On the contrary, the European tourists on the large island seem to be more concerned about others, as they place a great importance on courtesy. The issue of opportunity to mingle with the local community and experience local culture and customs has been placed as the least important expectation by all sample groups at both destinations.

8.4.7 Perceptions of the importance of destination attributes

The last issue discussed in this thesis relates to the importance of destination attributes. There is a clear difference in terms of the importance of destination attributes across the sample groups, indicating differences in their needs. It is hard to identify host and tourist preferences based solely on the Mann-Whitey U-test as the test only demonstrates the differences between individual variables. However, the PCA is far clearer in identifying constructs. With regard to the importance of destination attributes, hosts on small islands seem to be concerned mainly about the environment. This is not surprising as one of the major attractions to small island destinations is activity closely related to natural resources, particularly water-based activities. As a result, hosts perceive that in order to sustain tourism on their islands, it is important to maintain the quality of the island environment and provide safety at the destination. Taking into consideration most of the tourists to Perhentian and Redang Islands have limited knowledge of these destinations; hosts also perceive that it is important to create a strong image of their islands, in order to attract a higher number of tourists to their shores.

The second important issue according to hosts is activities. Accordingly, they perceive that a variety of activities such as snorkeling, diving, fishing and jungle trekking are important in order to attract tourists to visit their islands. The next issue highlighted by the hosts is quality of facilities offered at the destinations. The availability of facilities such as accommodation, transportation, restaurants and information centres is considered vital in attracting tourists to island destinations. Hosts also point out the importance of other facilities on their islands, including availability of 24-hour electricity and treated water. Currently, only a few chalets and resorts on Perhentian and Redang Islands provide electricity around the clock and some of the chalets face problems with water supply. The availability of credit card and banking facilities has

not been considered as important on these two islands. Being small islands, the majority of tourism products and services are provided by local communities and most of the transactions on these islands are undertaken on a cash basis. Similarly, the availability of other services including TV service and mobile phone has been perceived by hosts as less important on their islands.

Hosts on the large island seem to have a different view compared with the hosts on the small islands. Apart from environmental issues, hosts on the large island focus mainly on the facilities offered on their island. Unlike Perhentian and Redang Islands where the majority of tourists visit both islands for the purpose of a holiday, Langkawi Island attracts tourists not only for holiday purposes but for other purposes as well. Thus, in order to cater for the tourists from around the world, it is crucial for Langkawi Island to have efficient and modern facilities including an international airport, jetty, road, diverse types of accommodation, sufficient restaurant choice and so forth. With regard to activities, hosts on the large island not only emphasise sea-based activities but shopping opportunities as well. In fact, being the largest island in Malaysia with duty free status, shopping tourism is among the most important tourism product for Langkawi Island. Unlike local hosts on Perhentian and Redang Islands, hosts on the large island also place some importance on the availability of other services, particularly related to mobile phone and TV services. This again could be explained in relation to the differences in the purpose of travel. Availability of credit card and banking facilities is somewhat important on the large island compared with those of the small islands.

Being guests on the islands, the Malay tourists on the small islands seem to focus mainly on environment and facilities. Therefore, in considering their vacation to island destinations, the Malay tourists seem to consider the exotic environment and availability of basic facilities including accommodation, transportation system and restaurants. Although money and service availability have been perceived by hosts as the least important attribute, the Malay tourists rank this issue second. Thus, the Malay tourists seem not to carry a lot of cash when travelling and rely heavily on the availability of credit card and banking facilities. At the same time, the Malay tourists emphasise the importance of having mobile phone and TV services, as well as internet facilities. In contrast to the hosts, the availability of activities seems not to be very

important to the Malay tourists. Consequently, it can be concluded that the Malay tourists are less interested in water-based or adventurous activities when travelling to island destinations. A comparison between the Malay tourists on both destinations; small and large islands indicate that both sample groups share some similarities in their perceptions towards the importance of destination attributes. Unlike the Malay tourists on Perhentian and Redang Islands, the Malay tourists on the large island seem to place some importance on the availability of activities related to nightlife and entertainment. These differences again can be explained with reference to the difference in the purpose of travel. The majority of tourists to the small islands visit the destination to enjoy a variety of sea-based activities, while a significant number of tourists to Langkawi visit the island with the purpose of attending official events. While tourists on the small islands usually spend their night relaxing, tourists on the large island might want to enjoy night life and have some entertainment after a stressful day. Overall, there are considerable differences in the views of Malay tourists at both destinations.

While both hosts and the Malay tourists on the small islands emphasised the environment, the Chinese tourists on Perhentian and Redang Islands concentrate primarily on destination attributes related to facilities. Unlike the other sample groups, the Chinese tourists seem to highlight the price of goods and services on the islands. In a similar way to the Malay tourists on both destinations, the Chinese tourists also regard destination attributes related to service and money as somewhat important. Their emphasis on facilities and services could be explained by the fact that a significant number of the Chinese tourists visit Perhentian and Redang Islands for only a short period. As such, they expect to maximise their time on the island with limited problems. Unlike the hosts and the Malay tourists, the Chinese tourists on the small islands consider destination attributes related to environment and activities as least important. The Chinese tourists on the large island seem to support the hosts and the Malay tourists' view related to environment. Hence, exotic and unpolluted environment, as well as beautiful scenery at the destination is important to them. Other than that, the Chinese tourists on the large island tend to share similar perceptions with the Chinese tourists on the small islands by focusing on availability of facilities and services. With regard to activities, the Chinese tourists tend to share a

similar view with the hosts on the large island, whereby they both emphasise shopping opportunities.

The English tourists are not far different from the Chinese tourists as their main concern relates to availability of facilities and services. In fact, compared with the Malay and Chinese tourist groups, the availability of services such as credit card, internet facilities and mobile phone services are more crucial to the English tourists. This is due to the fact that the majority of them are independent travelers. As such, they need to pay all of the expenses upon arrival at destinations. Additionally, the internet facility and mobile phone service is important for them to get in touch with family and friends. The other important differences in destination attributes between the Malay and the Chinese tourists are the availability of unique souvenirs and an information centre. In a similar way to the other tourist groups, the English tourists place least importance on the availability of activities at the island destinations.

The European tourists on small islands can be distinguished from the other four groups; hosts, Malay, Chinese and English tourists with their focus primarily on the availability of services and destination attributes related to money. The most significant differences highlighted by the European tourists relates to safety at the destination. In a similar way to the Malay, Chinese and English tourists, the European tourists also place less concern on destination attributes related to activities. The European tourists on the large island tend to share similar views with the Malay, Chinese and English tourists. Judging from the overall constructs for the European tourists on the large island, their needs tend to be close to the English group on the large island.

Overall, there are significant differences in perceptions of the importance of destination attributes between sample groups and across destinations. Hosts on small islands focus on environment and activities, while hosts on large island emphasise facilities. The tourists groups in general place a greater concern on facilities and service availability, particularly the Chinese tourists. Although all sample groups, regardless of island size, place least concern on activities, the tourist sample groups, together with the hosts on large island emphasise shopping opportunities. While the

English tourists emphasise credit card and communication issues, the European tourists are concerned with safety at the destination.

8.5 Implications

This study has been designed to provide policy makers, tourism marketers and other industry players with knowledge of the impact of cultural differences on perceptions, expectations and destination attributes. Consequently, an understanding about these issues can be used in order to develop effective marketing and management strategies for sustainable small island tourism. The strategies can be implemented in both the short term and the long term.

8.5.1 Short term

Unlike Langkawi Island, this study has shown that Perhentian and Redang Islands have successfully attracted international tourists but only from limited markets. Although the majority of the international tourists to Perhentian and Redang Islands are from Europe, they are limited to a few countries including Denmark, France, Germany, Italy and Netherlands. Despite the close location of Australia and New Zealand, the small islands seem to rely mainly on traditional markets such as the United Kingdom and United States of America but fail to attract a large number of Australians and New Zealanders. This scenario may occur because the previous marketing strategies have been focusing mainly on the European and American markets. In order to sustain small island tourism and increase tourism earnings, different marketing strategies need to be undertaken. Promotion activities need to be extended not only to the traditional European, the United Kingdom and the United States of America, as well as Singapore markets, but to other destinations as well. At the same time, more aggressive promotion and marketing strategies should be undertaken in order to attract Australians and New Zealanders to the small island destinations in Malaysia. Tourists from Australia and New Zealand have a history of travelling to islands in Thailand and Indonesia. Therefore, tourism marketers may be able to promote a package to Malaysia together with other destinations in Thailand and Indonesia. For example, it would be possible to provide a sea catamaran service from Singapore to the Tioman Island, onto Redang and Perhentian and then to Samui

(Thailand). There is an existing service from Samui to Bangkok. Such a service would attract more visitors via Singapore and Samui/Bangkok and avoid the more expensive air travel and difficult road travel via Southern Thailand.

More investments should also be undertaken in promoting small island tourism to Chinese tourists from more diverse markets such as China, Hong Kong and Taiwan. Additionally, promotion and marketing activities concerning small island tourism should also be undertaken by targeting other major and growing markets to Malaysia such as Japan, India and the Middle East. At the same time, more attractive packages need to be offered in order to enhance the growth rate of domestic tourism.

The study also indicates that the majority of the English and European tourists are independent travellers. This type of tourist is normally more adventurous than the domestic Malay and Chinese tourists and can possibly be marketed through adventure travel companies. Therefore, to make the trip to the islands in Malaysia more attractive, promotion and marketing of small islands should be undertaken not only based on single destination but multi-destinations as well. For example, apart from Perhentian and Redang Islands, there are a number of small islands in the East Coast of Peninsular Malaysia, particularly in Terengganu, such as Kapas, Lang Tengah, Gemia, Tenggol, Bidong and Rhu Hentian. The marketing strategies for small islands should also emphasise the possibility for tourists to travel to multiple islands, as the locations of these islands are close to each other. Promoting multi-island destinations simultaneously will not only increase attractions for island tourism but will at the same time increase average length of stay in Malaysia. Although all of the destinations might offer somewhat similar tourism products, each destination has its own unique features with slightly different local culture. At the same time, small island promotions can be packaged together with the other mainland attractions related to natural resources, culture and heritage, as well as shopping.

Another important finding from this study relates to environmental problems. As mentioned in section 8.4.5, different cultural groups perceive tourism impacts differently. Although, local hosts in general perceive tourism as a good thing, the tourists, particularly the English and European tourists are concerned about environmental problems. As these groups form the highest arrivals to small island

destinations, policy makers should consider their opinions seriously in developing island tourism. Furthermore, the main attractions to small island destinations relate closely to the environment of the islands. Environmental problems such as waste and rubbish will eventually spoil the environment and harm the fragile eco-system of the islands. As such, in planning for nature-based tourism, policy markers should seriously consider the environmental preservation aspects. The accommodation operators at the same time should learn how to handle rubbish and waste in a more systematic manner. Tourists also need to be reminded not to discard rubbish. In fact, nature attractions need to be preserved as they cannot be replaced or repaired. Therefore, it is also important to communicate with the two different audiences (hosts and guests) that preservation is being considered and strategies are in place in advance, to account for the tourism impact. These major assets of small islands should be carefully managed for the long term survival of island tourism. Efforts towards improving and maintaining the quality of the environment should be under continuous review, and also under continuous communication to the relevant audience.

Many concerns of the tourist groups relate to the short term nature of their visit, hence communication of the benefits over time for the island community requires explanation. Pamphlets, tour guide information and signs at tourist sites are needed to explain both the contribution of tourism to preservation and protection, and also to allow for longer term development issues to be expounded. Furthermore, whilst conservation practices need to be in place to satisfy both audiences (hosts and tourists), there also needs to be some degree of communication about why preservation is occurring (this is not always self-evident) and how conservation can lead to a sustainable tourism market place. Such communication can occur verbally with guides, and can be written into brochures and information booklets.

Tourists can also be involved in the process of sustainability by asking them for suggestions and ideas about what development they want and do not want. Much of this information could also be developed whilst at the same time, meeting the desire of tourists to meet local islanders.

This study also found that hosts and guests expectations are different across cultural groups. If not managed carefully, these differences can reduce attractiveness of the

destination and can cause a misunderstanding between the two stakeholders. Since the hosts are concerned about tourists understanding their culture and customs, this issue needs to be addressed and made known to the incoming tourists via tourist guides or written in the brochures. On the other hand, tourists in general emphasise service quality. Therefore, in order to increase efficiency among the service operators, a number of courses should be offered to the service operators on a continuous basis. Courses in hospitality and management might help to increase local skills in servicing tourists. Additionally, hosts need more preparation with increased cultural awareness as different cultural groups have different needs and expectations. Domestic tourists expect to be treated with respect. The Chinese tourists focus on competency, the English tourists emphasise responsiveness, while the Europeans expect hosts to understand them. At the same time, the service provider should be trained to master not only English but other languages as well. This will help in communication with the tourists and improve the quality of service delivery. Hosts trained in Continental European languages are needed to widen the future long-haul markets.

The goodwill of local communities can be utilised to further enhance the tourism growth on small islands by offering a number of activities to expose tourists to local culture and customs, as tourists seem to value the experience of meeting local communities. Perhaps the introduction of more homestay programs on small islands around Malaysia may be worthwhile, considering the main market to small island destinations is from independent travellers. This program will not only provide an opportunity for the incoming tourists to experience Malaysian culture and customs, but at the same time, will allow them travel more cheaply. This at the same time will encourage longer stays on the islands. In return, local hosts will also gain more understanding about tourists, and therefore be more prepared to welcome tourists in the future, while earning income from tourism. Currently, the homestay programs have been implemented successfully on Langkawi Island and other mainland destinations in the West Coast of Malaysia. However, this program is still lacking on small island destinations, specifically in the East Coast of Malaysia. Nevertheless, to ensure tourist satisfaction with the homestay program and avoid the likelihood of friction between hosts and tourists, the hosts need to be given proper training before they can participate in the program. These kinds of activities should also be highlighted in brochures in order to attract more tourists, particularly the English and the European. Other

activities such as cultural shows and cultural villages can also be introduced to attract a bigger crowd to small island destinations in Malaysia. Phuket Island in Thailand and Bali in Indonesia for example have successfully organised cultural shows to become one of their major tourism attractions.

Additionally, when promoting small islands in Malaysia, particularly to the European tourists, there is a need to ensure incoming tourists of safety at the destination, as they seemed to have a negative perception towards Islamic countries. The tourist police force now available in major cities in Malaysia should also be extended to the small islands, to provide increased security to tourists at these destinations.

8.5.2 Long term

One of the major issues in small island tourism when compared to the larger island relates to the limited attractions at the destination. In fact, the attraction for small island tourism relies heavily on sea-based activities. Consequently, small island tourism has only managed to attract tourists with a single purpose of travel, short average length of stay and lower repeat visitation. Therefore, in order to further develop small island tourism in a sustainable manner, tourism professionals should develop new tourism products for small islands. As such, more tourists with different purposes of travel (apart from holiday) should be directed to the small islands, particularly for smaller scale meetings, incentives, conferences and exhibitions (MICE) as this market can generate higher and more stable tourism receipts to the destination. In order to do this, more resorts with complete facilities for meetings and conferences catering for perhaps upto 300 people, need to be constructed. Nevertheless, taking into consideration the size and fragile eco-system of small islands, the construction of such accommodations needs to be undertaken without adverse effects to the environment. At the same time the existing resorts, for example Berjaya, Perhentian Island and Arwana Resorts should also be aggressively involved in promoting tourism, specifically for the smaller scale MICE market. These resorts are currently among the most well-known venues for MICE tourism on Perhentian and Redang Islands.

The other important issue in sustaining tourism relates to tourism infrastructure at certain destinations, and small islands are no exception. All of the tourist groups

emphasise this issue in choosing travel destinations. However, compared to the mainland and large island destinations, the quality of infrastructure offered on small island destinations are still left behind. Thus, in order to increase attractiveness of small island destinations in Malaysia and elsewhere, the Malaysian government together with industry players need to improve tourism infrastructure including transportation, electricity and water supply, restaurants, and accommodation. Since the majority of long-haul tourists are independent and young travelers, perhaps accommodation operators should include more budget accommodation instead of the construction of luxury hotels on island destinations. At the same time, accommodation operators need to increase the quality of existing accommodation. The variety of restaurants should also be increased in order to cater for tourist needs from around the globe. At the same time, more facilities related to communication should be provided on small island destinations such as an internet cafe and phone lines.

It is also clear from the analysis that small island hosts cannot be left alone to decide upon the direction of tourism development. Although self-interest is apparent, they do not see the difference between a natural and man-created environment. Most of the tourists do see the difference because they have paid to experience the natural environment. Development strategies must involve the community beyond the small islands, including government and other interest groups. All parties including government, private businesses, and other individuals involved in tourism, as well as the host and guest communities should be seen as participating in the conservation of the environment.

Tourism development on the small islands in Malaysia is relatively slow compared with other larger island destinations in Malaysia. As such, information about the small islands is limited. One of the important aspects for planning and marketing of a tourist destination is the availability of a complete database on tourist arrivals. Unfortunately, data availability on arrivals to small islands in Malaysia is limited, while reliability and validity of the existing data is questionable. As such, serious effort needs to be taken by the Malaysian government in establishing a complete and accurate database for tourist arrivals to small islands throughout Malaysia. This database needs to be updated on regular basis, and should include both international and domestic arrivals. All of these strategies will help in ensuring that dominant positive perceptions of

tourism impacts can be maintained on small islands. These strategies are relevant to many destinations and not just the small islands in Malaysia.

8.6 Limitations

It is inevitable for research to face some limitations and this study is no exception. By addressing these limitations, future research in this area will be aware of the problems and can take necessary precautions to ensure improvements for better results. Among the important limitations for this study are:

8.6.1 Europeans

This research focuses primarily on the cross-cultural exchange between hosts and guests on small island settings and how cultural differences may affect their behaviour in terms of perception and expectation. To distinguish culture, sample groups are defined according to language spoken. However, for the European sample, data have been undertaken by grouping them into one single group as European, instead of surveying them according to their individual country of residence. Due to time constraints, and in order to obtain sufficient data for analysis, the tourist sample from Continental European countries has been grouped together. Consequently, the generalisation of the findings needs to be done with caution as the findings are based on the whole group and may not represent the actual behaviour of the individual markets. Future research should take this into consideration and survey when possible on the basis of individual country in the European region.

8.6.2 Chinese

The second important limitation in this study is in terms of the Chinese sample. As this study attempts to examine cross-cultural exchange between local hosts and incoming tourists, the initial design was to survey only the international Chinese and exclude domestic Chinese. However, domestic Chinese are an important market segment, and the domestic Chinese are included in the survey in the larger Chinese group. International Chinese comprise only a small percentage of arrivals and it was

not possible to collect a large sample for this group to be individually analysed. The assumption that the culture is the same for both domestic and international Chinese might be questioned, and lead to some lowering in the representiveness of the sample. Consequently, future research should possibly divide between domestic and international Chinese. For the international Chinese, there is also a question of origin as Chinese from mainland China and Taiwan still practice traditional Chinese cultural values such as indirectness, being more reserved and polite, while the Chinese from Singapore and Hong Kong are more westernised in their values.

8.6.3 Hosts

The other limitation in this study relates to the data for the host sample. During the data collection process, problems arose in collecting data from older hosts as they perceived the survey to be a waste of time. Therefore, as evidenced in Table 5.1 in section 5.2.1, more than 70% of the respondents at both destinations (small and large islands) consist of young hosts, age from 21-40 years. Consequently, the opinion given by the respondents may not represent the opinions of the whole community, but rather the opinions and needs of the younger generation. Future research should be more inclusive of diverse age groups.

8.7 Future research

Future research is needed to examine the issue of island size more closely. It remains unclear what the gradient of cultural impacts is relative to size. In this study the surprising result is that there is less current impact on the very small islands compared with the larger island of Langkawi. This is despite the recognised potential fragility of very small island environments. Current research has not really tackled the differences in island size and has tended to group island tourism as a subheading in tourism research. This study has drawn out the fact that islands vary in size and the cultural impacts of tourism will vary according to island size.

Additionally, there is more research needed into the details of the cultural impacts for local communities. This study took the approach of examining via survey the

juxtaposition of hosts and guests. In doing so, it has become clear that a micro analysis of the small islands can have subcultural identity and this is not studied. Micro cultural settings are different to larger islands and require research that can identify sub-culture in the first instance.

Future research could also examine a wider range of cultures. The question raised here is whether island cultures react differently to tourism development. This study is focused upon Malaysia and it is likely that different island cultures in the Pacific, America and Europe may have quite different juxtapositions between hosts and guests.

8.8 Concluding remarks

In conclusion, this study demonstrates that the composition of local hosts and tourists on small islands are different compared to the other mainland and large island destinations. With regard to hosts, the major difference is based on type of occupation, while for tourists, the differences are associated with age, purpose of travel, country of origin, length of stay, number of visits and type of tour.

This study also demonstrates that different culture groups behave differently with regard to perceptions, expectations and destination attributes. With reference to perceptions, hosts and the Malay tourists seemed to have positive views towards tourism development, while the Chinese tourists seemed to have mixed perceptions. On the contrary, the English and European tourists are more negative, particularly in relation to environmental impacts. With regard to expectations, hosts seemed to focus mainly on tourist sensitivity and understanding about their culture and customs. On the other hand, tourists in general emphasise service quality with the Chinese and Europeans tourists also emphasising communication issues related to language spoken. An analysis of perceptions on the importance of destination attributes indicates that in general hosts perceptions seemed to contradict tourist perceptions. Hosts on small islands mainly focus on environment and activities, while tourists place a great concern on facilities and services offered. The English tourists can be distinguished from the other sample groups as they also place some importance on money and communication issues, while the European tourists stress safety.

These differences have different implications on policies and marketing strategies for enhancing tourism growth and sustaining small island tourism.

To conclude, this thesis contributes to the literature related to tourism impacts in a cross- cultural context, as there are few such studies undertaken in small island settings. Furthermore, all of the studies in this area are mainly concentrated on the host view, and fail to incorporate the guest view. This study also contributes to the literature related to service quality and destination attributes, and outlines the importance of cultural difference in tourism destination servicing.

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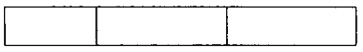
APPENDICES

APPENDIX A1: INVITATION LETTER (ENGLISH)

VICTORIA UNIVERSITY | A NEW SCHOOL OF THOUGHT



THE DEVELOPMENT OF SMALL ISLAND TOURISM IN MALAYSIA

Dear respondents,

As part of my Ph.D research at Victoria University, Melbourne, I'm conducting a survey to investigate the impact of cross-cultural exchange between hosts and guests in small island settings and the potential influence of cultural differences on the attitudes, perceptions and expectations of all stakeholders. The answers to these questions are expected to provide a clear understanding of the needs, perceptions and constraints of tourism communities, and therefore lead to effective marketing and management strategies that can establish sustainable small island tourism.

Therefore, with the assistance of my research assistant, I would greatly appreciate if you could spend about 30 minutes to complete the following questionnaire. We would be most grateful if you could respond to the questions honestly. Please note that all the information provided by you will be treated as strictly confidential. Participation in this research is entirely voluntary and you may withdraw your participation at any time.

If your have any question about this research, please do not hesitate to contact my supervisor:

Professor Lindsay Turner,
Head, School of Applied Economics
Victoria University, Melbourne

Email: Lindsay.Turner@vu.edu.au

Thank you very much for your time and help.

Fathilah Ismail
School of Applied Economics

APPENDIX A2: INVITATION LETTER (MALAY)

VICTORIA UNIVERSITY | A NEW SCHOOL OF THOUGHT

PEMBANGUNAN PELANCONGAN PULAU KECIL DI MALAYSIA

Tuan/Puan,

Sebagai sebahagian daripada penyelidikan Ph.D saya di Universiti Victoria, Melbourne, saya ingin melakukan satu kaji selidik untuk mengkaji kesan pertukaran silang budaya di antara penduduk tempatan dengan pelancong di pulau-pulau kecil dan potensi pengaruh yang mungkin timbul daripada perbezaan budaya terhadap sikap, tanggapan dan jangkaan pihak-pihak yang berkepentingan. Jawapan kepada semua soalan ini diharap akan memberikan satu pemahaman jelas mengenai keperluan, tanggapan dan kekangan komuniti pelancongan, dan seterusnya membawa kepada penghasilan strategi pemasaran dan pengurusan yang boleh membentuk perusahaan pelancongan yang mapan di pulau-pulau kecil.

Justeru itu, dengan dibantu oleh penolong penyelidik saya, saya berbesar hati sekiranya anda boleh meluangkan masa selama 30 minit untuk menjawab kaji selidik ini secara jujur. Sila ambil perhatian bahawa semua maklumat diberikan akan dirahsiakan. Penyertaan di dalam penyelidikan ini adalah secara sukarela dan anda boleh menarik diri pada bila-bila masa sahaja.

Jika anda mempunyai sebarang kemusykilan mengenai penyelidikan ini, sila hubungi penyelia saya:

Professor Lindsay Turner,
Ketua, Sekolah Ekonomi Gunaan
Universiti Victoria, Melbourne

E-mel: Lindsay.Turner@vu.edu.au

Terima kasih atas kerjasama dan bantuan anda.

Fathilah Ismail
Sekolah Ekonomi Gunaan

APPENDIX A3: INVITATION LETTER (CHINESE)

VICTORIA UNIVERSITY | A NEW SCHOOL OF THOUGHT

马来西亚小岛屿旅游开发

亲爱的受访者：

本人正在墨尔本维多利亚大学攻读博士学位，在研究课程中，本人需要开展调研活动，调查小岛屿环境中当地人和游客之间跨文化交流的影响，并调查所有相关利益方在态度、见解和期望方面文化差异的潜在影响。希望这些问题的答案能够帮助我清楚了解旅游社区的需求、见解和限制，据此制定有效的市场推广和管理策略，实现小岛屿旅游事业的可持续发展。

因此，若您能花费30分钟填写下列问卷，我和我的研究助理将不胜感激。若您能如实回答这些问题，我们将致以最诚挚的谢意。请注意，您所提供的一切资料将受到严格保密。参与此次调研活动纯属自愿，您可随时退出。

若对此次调研活动存有疑问，请即刻与我的导师联系：

Lindsay Turner教授,
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万分感谢您的宝贵时间和帮助。

Fathilah Ismail
应用经济学院

APPENDIX A4: QUESTIONNAIRE-HOST (ENGLISH)

1. Country of origin: _____ 2. Language spoken at home: _____

3. Gender: ☐ Female ☐ Male

4. Please rate these values according to their importance to you on 6-point scale,

Totally Unimportant 1	**Very Unimportant 2**	**Somewhat Unimportant 3**	**Somewhat Important 4**	**Very Important 5**	**Totally Important 6**

A comfortable life (a prosperous life)	1	2	3	4	5	6
An exciting life (a stimulating, active life)	1	2	3	4	5	6
A sense of accomplishment (contribution)	1	2	3	4	5	6
A world beauty (beauty of nature, arts)	1	2	3	4	5	6
Equality (brotherhood, equal opportunity)	1	2	3	4	5	6
Family security (taking care of loved ones)	1	2	3	4	5	6
Freedom (independence, free choice)	1	2	3	4	5	6
Happiness (contentedness)	1	2	3	4	5	6
Mature love (sexual and spiritual intimacy)	1	2	3	4	5	6
National security (protection from attack)	1	2	3	4	5	6
Pleasure (an enjoyable leisurely life, fun)	1	2	3	4	5	6
Salvation (saved, eternal life)	1	2	3	4	5	6
Self-respect (self-esteem)	1	2	3	4	5	6
Social recognition (respect, admiration)	1	2	3	4	5	6
True friendship (close companionship)	1	2	3	4	5	6
Wisdom (knowledge, understanding of life)	1	2	3	4	5	6
Ambitious (hard working)	1	2	3	4	5	6
Broad-minded (open-minded)	1	2	3	4	5	6
Capable (competent, effective)	1	2	3	4	5	6
Cheerful (light hearted, joyful)	1	2	3	4	5	6
Clean (neat, tidy)	1	2	3	4	5	6
Courageous (standing up for one's beliefs)	1	2	3	4	5	6
Forgiving (willing to pardon others)	1	2	3	4	5	6
Helpful (working for the welfare of others)	1	2	3	4	5	6
Honest (sincere, truthful)	1	2	3	4	5	6
Imaginative (daring, creative)	1	2	3	4	5	6
Independent (self-reliant, self-sufficient)	1	2	3	4	5	6
Logical (consistent, rational)	1	2	3	4	5	6
Loving (affectionate, tender)	1	2	3	4	5	6
Obedient (dutiful, respectful)	1	2	3	4	5	6
Polite (courteous, well-mannered, kind)	1	2	3	4	5	6
Responsible (dependable, reliable)	1	2	3	4	5	6
Self-controlled (restrained, self-disciplined)	1	2	3	4	5	6

5. Please rate these rules of behaviour according to their importance to you on 6-point scale,

Totally Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Somewhat Important 4	Very Important 5	Totally Important 6

Should address the other person by their first name	1	2	3	4	5	6
Should shake hands with one another on meeting	1	2	3	4	5	6
Should look the other person in the eye during conversation	1	2	3	4	5	6
Should always think about your own needs and rights first	1	2	3	4	5	6
Should express personal opinions	1	2	3	4	5	6
Should indicate your intentions clearly	1	2	3	4	5	6
Should obey the instructions of the other person	1	2	3	4	5	6
Should criticize the other person in public	1	2	3	4	5	6
Should compliment the other person	1	2	3	4	5	6
Should apologize even if not at fault	1	2	3	4	5	6
Should offer compensation if at fault	1	2	3	4	5	6
Should seek to repay favours	1	2	3	4	5	6
Should feel free to take up the other person's time	1	2	3	4	5	6
Should take time to develop relationships	1	2	3	4	5	6
Should intentionally touch the other person	1	2	3	4	5	6
Should acknowledge the other person's birthday	1	2	3	4	5	6
Should be neatly dressed when with the other person	1	2	3	4	5	6
Should conform to the rules of etiquette (good manners)	1	2	3	4	5	6
Should conform to the status of the other	1	2	3	4	5	6
Should swear in front of the other person	1	2	3	4	5	6
Should avoid making fun of the other person (teasing)	1	2	3	4	5	6
Should avoid argument	1	2	3	4	5	6
Should avoid complaining	1	2	3	4	5	6
Should avoid embarrassing yourself and others (save face)	1	2	3	4	5	6
Should have a sense of shame in front of the other person	1	2	3	4	5	6
Should ask the other person for help (material/financial)	1	2	3	4	5	6
Should ask the other person for personal advice	1	2	3	4	5	6
Should ask personal questions of the other person	1	2	3	4	5	6
Should respect the other person's privacy	1	2	3	4	5	6
Should show interest in the other person	1	2	3	4	5	6
Should show respect to the other person	1	2	3	4	5	6
Should show affection for the other in public	1	2	3	4	5	6
Should show emotion in front of the other person (anger, joy)	1	2	3	4	5	6
Should talk about sensitive issues (religion, politics, sex)	1	2	3	4	5	6

6. To what extent do your values and rules of behaviour differ from the hosts here?

Totally different					**Totally Same**
①	②	③	④	⑤	⑥

7. The following questions are about your perception towards tourism. There are several statements about the potential impact that can result from tourism. Please record your answer according to 6-point scale,

Totally Disagree	**Disagree**	**Slightly Disagree**	**Slightly Agree**	**Agree**	**Totally Agree**
1	**2**	**3**	**4**	**5**	**6**

Tourism attracts investment	1	2	3	4	5	6
Our standard of living is increasing because of the money tourists spending	1	2	3	4	5	6
Prices of many goods and services have increased because of tourism	1	2	3	4	5	6
Tourism increases the price of land and housing	1	2	3	4	5	6
Tourism leads to an increase in the cost of living here	1	2	3	4	5	6
Tourism generates employment opportunities for the host population	1	2	3	4	5	6
Tourism increases the variety of goods for sale	1	2	3	4	5	6
Tourism improves public infrastructure	1	2	3	4	5	6
Tourism improves the transportation system	1	2	3	4	5	6
Meeting the local community is a valuable experience	1	2	3	4	5	6
Tourism leads to an increase in the availability of recreational facilities for local people	1	2	3	4	5	6
Tourists have an undesirable impact on local culture here	1	2	3	4	5	6
Local residents are exploited by tourists	1	2	3	4	5	6
Tourism leads to an increase in the crime rate here	1	2	3	4	5	6
Tourism provides an incentive for the restoration of historical buildings	1	2	3	4	5	6
Tourism provides an incentive for the conservation of natural resources	1	2	3	4	5	6
Tourism results in unpleasantly crowded tourism places	1	2	3	4	5	6
Tourists greatly add to the pollution here	1	2	3	4	5	6
The construction of hotels and other tourists facilities has destroyed the natural environment here	1	2	3	4	5	6

8. Please rate these expectations of foreign tourists according to their importance to you on 6-point scale,

Totally Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Somewhat Important 4	Very Important 5	Totally Important 6

Expect tourists to dress appropriately	1	2	3	4	5	6
Expect tourists to be capable of performing tasks	1	2	3	4	5	6
Expect tourists need hosts to be responsive to their needs	1	2	3	4	5	6
Expect help from tourists	1	2	3	4	5	6
Expect tourists to be on time	1	2	3	4	5	6
Expect quick solutions to problems	1	2	3	4	5	6
Expect tourists to provide answers to all questions	1	2	3	4	5	6
Expect tourists to be accurate in providing information	1	2	3	4	5	6
Expect friendly tourists	1	2	3	4	5	6
Expect polite (well-mannered) tourists	1	2	3	4	5	6
Expect respectful tourists	1	2	3	4	5	6
Expect trustworthy (sincere, fair, honest) behaviour	1	2	3	4	5	6
Expect confident tourists	1	2	3	4	5	6
Expect tourists to be concerned about host's welfare	1	2	3	4	5	6
Expect approachable tourists	1	2	3	4	5	6
Expect tourists to be easily found when needed	1	2	3	4	5	6
Expect tourist to be easy to talk to	1	2	3	4	5	6
Expect tourists to keep hosts informed	1	2	3	4	5	6
Expect tourists to listen to hosts	1	2	3	4	5	6
Expect tourists to anticipate hosts' needs	1	2	3	4	5	6
Expect tourists to understand hosts' need	1	2	3	4	5	6
Expect tourists need individualized attention	1	2	3	4	5	6
Expect tourists to know hosts' culture and customs	1	2	3	4	5	6
Expect tourists to speak Malay	1	2	3	4	5	6
Expect opportunities to experience tourists culture and customs	1	2	3	4	5	6
Expect to socialise with tourists	1	2	3	4	5	6

9. How many foreign tourists have you provided a service in a week?

1 2 3 4 5 6 7 8 9 10+

10. In a week, on average how many times have you interacted with foreign tourists?

1 2 3 4 5 6 7 8 9 10+

11. How difficult is it for you to interact with foreign tourists?

Not Possible At All ① ② ③ ④ ⑤ ⑥ **Extremely Easy**

12. How well do you speak English?

Not At All ① ② ③ ④ ⑤ ⑥ **Fluently**

13. Use this key for six possible responses to the following question.

Totally Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Somewhat Important 4	Very Important 5	Totally Important 6

How important to you as a host in providing the following to incoming tourists:

Popular image of the destination	1	2	3	4	5	6
Safety of the destination	1	2	3	4	5	6
Unpolluted environment	1	2	3	4	5	6
Exotic environment	1	2	3	4	5	6
Efficient information centre	1	2	3	4	5	6
Sufficient quality accommodation	1	2	3	4	5	6
Efficient transportation system	1	2	3	4	5	6
Clean restaurants with a variety of foods	1	2	3	4	5	6
Hygienic food	1	2	3	4	5	6
Reasonable price of goods and services offered	1	2	3	4	5	6
Banking and money changing facilities	1	2	3	4	5	6
Acceptance of credit card	1	2	3	4	5	6
Mobile phone service	1	2	3	4	5	6
Internet facility	1	2	3	4	5	6
TV service	1	2	3	4	5	6
Clean facilities	1	2	3	4	5	6
Treated water	1	2	3	4	5	6
24-hours electricity	1	2	3	4	5	6
Modern infrastructure (airport, road, jetty)	1	2	3	4	5	6
Nightlife and entertainment	1	2	3	4	5	6
Unique and high quality souvenirs	1	2	3	4	5	6
Adventurous activities (scuba diving, snorkeling, canoeing, fishing, mountain climbing, jungle trekking)	1	2	3	4	5	6
Opportunity to see wildlife (shark and turtle)	1	2	3	4	5	6
A variety of shopping opportunities	1	2	3	4	5	6

14. I want more international tourists to visit this destination?

Totally Disagree					**Totally Agree**
①	②	③	④	⑤	⑥

15. Age:

Below 20		40-50	
20-30		50-60	
30-40		Above 60	

16. Host work:

Front office employee		Tour guide	
Restaurant employee		Transport employee	
Sales person in a shop		Accommodation service worker	
Entertainment worker		Professional Management	
Tourism marketing/Travel agent		Other services workers	

APPENDIX A5: QUESTIONNAIRE-HOST (MALAY)

1. Negara Asal: _____ 2. Bahasa pertuturan di rumah::_____

3. Jantina: ☐ Perempuan ☐ Lelaki

4. Sila berikan nilai untuk norma-norma sosial di bawahi mengikut kepentingannya bagi anda dengan menggunakan skala 6 angka seperti di bawah:

Tak Penting Langsung	**Tak Penting Sangat**	**Tak Berapa Penting**	**Agak Penting**	**Sangat Penting**	**Benar-benar Penting**
1	**2**	**3**	**4**	**5**	**6**

Kehidupan selesa (kehidupan makmur)	1	2	3	4	5	6
Kehidupan seronok (kehidupan aktif, merangsangkan)	1	2	3	4	5	6
Terasa telah mencapai sesuatu (sumbangan)	1	2	3	4	5	6
Keindahan dunia (keindahan semula jadi, seni)	1	2	3	4	5	6
Kesamaan (persaudaraan, peluang sama)	1	2	3	4	5	6
Keselamatan keluarga (menjaga ahli-ahli keluarga)	1	2	3	4	5	6
Kebebasan (kemerdekaan, pilihan bebas)	1	2	3	4	5	6
Kebahagiaan (rasa puas hati)	1	2	3	4	5	6
Kasih saying yang matang (seks dan hubungan rapat rohaniah)	1	2	3	4	5	6
Keselamatan negara (mempertahankan negara dari serangan)	1	2	3	4	5	6
Kegembiraan (kehidupan santai dan seronok)	1	2	3	4	5	6
Terasa diselamatkan (diselamatkan, hidup abadi)	1	2	3	4	5	6
Hormat kendiri (harga diri)	1	2	3	4	5	6
Pengiktirafan sosial (hormat, kekaguman)	1	2	3	4	5	6
Persahabatan benar (teman karib)	1	2	3	4	5	6
Kebijaksanaan (pengetahuan, memahami erti kehidupan)	1	2	3	4	5	6
bercita-cita tinggi (rajin)	1	2	3	4	5	6
Berfikiran terbuka	1	2	3	4	5	6
Berkebolehan (cekap, efektif)	1	2	3	4	5	6
riang (girang, gembira)	1	2	3	4	5	6
Bersih (kemas, rapi)	1	2	3	4	5	6
Berani (berpegang teguh pada kepercayaan diri sendiri)	1	2	3	4	5	6
Pemaaf (sanggup memaafkan orang lain)	1	2	3	4	5	6
Suka menolong (bekerja untuk kebajikan orang lain)	1	2	3	4	5	6
Jujur (berterus terang, ikhlas)	1	2	3	4	5	6
Imaginatif (berani, kreatif)	1	2	3	4	5	6
Berdikari (tak bergantung pada orang lain, mampu diri)	1	2	3	4	5	6
Berfikiran lojik (tekal, rasional)	1	2	3	4	5	6
Penyayang (pengasih)	1	2	3	4	5	6
Patuh kepada (hormat pada, bertanggungjawab)	1	2	3	4	5	6
Sopan (berbudi bahasa, baik hati)	1	2	3	4	5	6
Bertanggungjawab (boleh diharapkan, boleh dipercayai)	1	2	3	4	5	6
Boleh mengawal diri sendiri (boleh mengawal perasaan diri sendiri, ada disiplin kendiri)	1	2	3	4	5	6

5. Sila berikan nilai untuk kebiasaan tingkahlaku di bawah mengikut kepentingannya kepada anda dengan menggunakan skala 6 angka seperti di bawah:

Tak Penting Langsung	**Tak Penting Sangat**	**Tak Berapa Penting**	**Agak Penting**	**Sangat Penting**	**Benar-benar Penting**
1	**2**	**3**	**4**	**5**	**6**

Seharusnya memanggil orang lain dengan nama pertamanya	1	2	3	4	5	6
Seharusnya berjabat tangan dengan orang lain semasa bertemu	1	2	3	4	5	6
Seharusnya bertentang mata dengan orang lain sewaktu berbual-bual	1	2	3	4	5	6
Seharusnya selalunya memikirkan keperluan dan hak sendiri terlebih dahulu	1	2	3	4	5	6
Seharusnya mengutarakan pendapat tersendiri	1	2	3	4	5	6
Seharusnya menunjukkan niat anda dengan jelas	1	2	3	4	5	6
Seharusnya mengikut arahan orang lain	1	2	3	4	5	6
Seharusnya mengkritik orang lain di khalayak ramai	1	2	3	4	5	6
Seharusnya memberikan tahniah kepada orang lain	1	2	3	4	5	6
Seharusnya memohon maaf walaupun tak bersalah	1	2	3	4	5	6
Seharusnya menawarkan ganti rugi kalau bersalah	1	2	3	4	5	6
Seharusnya berusaha untuk membalas budi baik orang lain	1	2	3	4	5	6
Seharusnya tidak segan-segan jika banyak menggunakan masa orang lain.	1	2	3	4	5	6
Seharusnya meluangkan masa untuk menjalinkan hubungan	1	2	3	4	5	6
Seharus menyentuh orang lain dengan sengaja	1	2	3	4	5	6
Seharusnya mengucapkan selamat hari jadi kepada orang lain	1	2	3	4	5	6
Seharusnya berpakaian rapi waktu bersama dengan orang lain	1	2	3	4	5	6
Seharusnya bersopan santun	1	2	3	4	5	6
Seharusnya ubahsuaikan kelakuan mengikut pangkat orang lain	1	2	3	4	5	6
Seharusnya menyumpah di depan orang lain	1	2	3	4	5	6
Seharusnya mengelak daripada mengejek orang lain	1	2	3	4	5	6
Seharusnya mengelakkan pertengkaran	1	2	3	4	5	6
Seharusnya mengelak daripada mengadu	1	2	3	4	5	6
Seharusnya mengelak daripada memalukan diri dan orang lain	1	2	3	4	5	6
Seharusnya berasa malu di depan orang lain	1	2	3	4	5	6
Seharusnya minta tolong daripada orang lain (benda/wang)	1	2	3	4	5	6
Seharusnya mendapatkan nasihat mengenai hal peribadi daripada oranglain	1	2	3	4	5	6
Seharusnya mengemukakan soalan mengenai hal peribadi orang lain	1	2	3	4	5	6
Seharusnya menghormati privasi orang lain	1	2	3	4	5	6
Seharusnya menunjukkan minat pada orang lain	1	2	3	4	5	6
Seharusnya hormat pada orang lain	1	2	3	4	5	6
Seharusnya menunjukkan kasih sayang pada orang lain di depan orang ramai	1	2	3	4	5	6
Seharusnya menunjukkan emosi di depan orang lain (marah, gembira)	1	2	3	4	5	6
Seharusnya bercakap tentang isu sensitif (agama, politik, seks)	1	2	3	4	5	6

6. Sejauh mana nilai untuk norma-norma sosial dan kebiasaan tingkahlaku anda berbeza dengan penduduk tempatan?

Berbeza Sama sekali					**Benar-benar Sama**
①	②	③	④	⑤	⑥

7. Soalan-soalan berikut mengenai tanggapan anda terhadap pelancongan. Terdapat beberapa kenyataan mengenai kesan yang mungkin dihasilkan oleh pelancongan. Sila berikan jawapan anda mengikut skala 6 angka seperti di bawah:

Tak Setuju Langsung	**Tak Setuju**	**Sedikit Tak Berapa Setuju**	**Agak Setuju**	**Setuju**	**Benar-benar Setuju**
1	**2**	**3**	**4**	**5**	**6**

Pelancongan menarik pelaburan	1	2	3	4	5	6
Taraf hidup penduduk tempatan kian meningkat kerana wang yang dibawa masuk oleh para pelancong	1	2	3	4	5	6
Harga banyak barang dan perkhidmatan telah naik disebabkan oleh pelancongan	1	2	3	4	5	6
Pelancongan menaikkan harga tanah dan perumahan	1	2	3	4	5	6
Pelancongan menyebabkan kenaikan dalam kos sara hidup	1	2	3	4	5	6
Pelancongan menghasilkan peluang pekerjaan untuk penduduk tempatan	1	2	3	4	5	6
Pelancongan memperbanyakkan jenis-jenis barang untuk dijual	1	2	3	4	5	6
Pelancongan menaiktaraf infrastruktur awam	1	2	3	4	5	6
Pelancongan menaiktaraf sistem pengangkutan	1	2	3	4	5	6
Bertemu dengan pelancong merupakan satu pengalaman yang berharga	1	2	3	4	5	6
Pelancongan menyebabkan bertambah banyaknya kemudahan-kemudahan rekreasi untuk penduduk tempatan	1	2	3	4	5	6
Pelancongan telah mendatangkan kesan yang tak diingini terhadap kebudayaan tempatan	1	2	3	4	5	6
Orang tempatan dieksploitasikan oleh para pelancong	1	2	3	4	5	6
Pelancongan menyebabkan meningkatnya kejadian jenayah di sini	1	2	3	4	5	6
Pelancongan memberikan insentif untuk memulihara bangunan-bangunan bersejarah	1	2	3	4	5	6
Pelancongan memberikan insentif untuk memulihara sumber-sumber alam	1	2	3	4	5	6
Pelancongan menyebabkan banyak tempat pelancongan menjadi terlalu penuh sesak	1	2	3	4	5	6
Pelancongan meningkatkan masalah pencermaran di sini	1	2	3	4	5	6
Pembinaan hotel dan kemudahan-kemudahan pelancongan lain telah merosakkan persekitaran semula jadi di sini	1	2	3	4	5	6

8. Sila berikan nilai mengenai jangkaan-jangkaan anda terhadap pelancong mengikut kepentingannya kepada anda dengan menggunakan skala 6 angka seperti di bawah:

Tak penting Langsung	**Tak Penting Sangat**	**Tak Berapa Penting**	**Agak Penting**	**Sangat Penting**	**Benar-benar Penting**
1	**2**	**3**	**4**	**5**	**6**

Mengharapkan pelancong berpakaian wajar	1	2	3	4	5	6
Mengharapkan pelancong dapat menangani urusan sendiri	1	2	3	4	5	6
Mengharapkan pelancong memerlukan penduduk tempatan untuk memenuhi keperluan mereka	1	2	3	4	5	6
Mengharapkan pelancong suka membantu	1	2	3	4	5	6
Mengharapkan pelancong menepati waktu	1	2	3	4	5	6
Mengharapkan pelancong dapat menyelesaikan masalah dengan cepat	1	2	3	4	5	6
Mengharapkan pelancong memberikan jawapan kepada semua soalan	1	2	3	4	5	6
Mengharapkan pelancong memberikan maklumat yang tepat	1	2	3	4	5	6
Mengharapkan pelancong bersikap ramah	1	2	3	4	5	6
Mengharapkan pelancong bersopan santun	1	2	3	4	5	6
Mengharapkan pelancong berkelakuan dengan penuh hormat	1	2	3	4	5	6
Mengharapkan pelancong bersikap jujur, adil dan kelakuan mereka boleh dipercayai	1	2	3	4	5	6
Mengharapkan pelancong mempunyai keyakinan	1	2	3	4	5	6
Mengharapkan pelancong memberikan perhatian kepada kebajikan penduduk tempatan	1	2	3	4	5	6
Mengharapkan pelancong bersikap ramah dan mudah dirapati	1	2	3	4	5	6
Mengharapkan pelancong mudah dijumpai jika dikehendaki	1	2	3	4	5	6
Mengharapkan pelancong suka berbual-bual dengan anda	1	2	3	4	5	6
Mengharapkan pelancong sentiasa memaklumkan anda	1	2	3	4	5	6
Mengharapkan pelancong akan memberi perhatian semasa anda bercakap	1	2	3	4	5	6
Mengharapkan pelancong dapat menjangka keperluan penduduk tempatan	1	2	3	4	5	6
Mengharapkan pelancong dapat memahami keperluan penduduk tempatan	1	2	3	4	5	6
Mengharapkan pelancong perlu diberikan perhatian individu	1	2	3	4	5	6
Mengharapkan pelancong mengetahui kebudayaan dan adat resam orang tempatan	1	2	3	4	5	6
Mengharapkan pelancong bercakap Melayu	1	2	3	4	5	6
Mengharapkan peluang untuk mengalami budaya dan adat resam pelancong	1	2	3	4	5	6
Mengharapkan peluang untuk berinteraksi dengan pelancong	1	2	3	4	5	6

9. Berapa ramaikah pelancong asing telah anda berikan perkhidmatan dalam seminggu? (bilangan orang)

1 2 3 4 5 6 7 8 9 10+

10. Dalam seminggu, secara purata berapa kalikah anda telah berinteraksi dengan pelancong?

1 2 3 4 5 6 7 8 9 10+

11. Berapa susahnya bagi anda untuk berinteraksi dengan pelancong?

Tak Mungkin Langsung					**Mudah Sekali**
①	②	③	④	⑤	⑥

12. Berapa fasihnya pertuturan bahasa Inggeris anda?

Tak fasih Langsung					**Fasih**
①	②	③	④	⑤	⑥

13. Sila gunakan skala 1-6 di bawah ini untuk menjawab soalan-soalan berikut.

Tak penting Langsung	**Tak Penting Sangat**	**Tak Berapa Penting**	**Agak Penting**	**Sangat Penting**	**Benar-benar Penting**
1	**2**	**3**	**4**	**5**	**6**

Sejauh manakah pentingnya bagi anda sebagai pekerja pekhidmatan tempatan untuk menyediakan perkara-perkara di bawah ini kepada para pelancong:

Imej popular tempat anda	1	2	3	4	5	6
Jaminan keselamatan di tempat anda	1	2	3	4	5	6
Persekitaran bersih dan tak tercemar	1	2	3	4	5	6
Persekitaran eksotik (menarik)	1	2	3	4	5	6
Pusat maklumat yang efisien	1	2	3	4	5	6
Kemudahan penginapan bermutu yang mencukupi	1	2	3	4	5	6
Sistem pengangkutan yang efisien	1	2	3	4	5	6
Restoran bersih dengan pelbagai makanan	1	2	3	4	5	6
Makanan bersih	1	2	3	4	5	6
Harga barang perkhidmatan yang berpatutan	1	2	3	4	5	6
Kemudahan perbankan dan pengurup wang	1	2	3	4	5	6
Kemudahan kad kredit	1	2	3	4	5	6
Kemudahan talian bagi pengguna telefon mudah alih	1	2	3	4	5	6
Kemudahan internet	1	2	3	4	5	6
Perkhidmatan TV	1	2	3	4	5	6
Kemudahan-kemudahan awam yang bersih	1	2	3	4	5	6
Bekalan air bersih	1	2	3	4	5	6
Bekalan kuasa elektrik 24 jam	1	2	3	4	5	6
Infrastruktur modern (lapangan terbang, jalan dan jeti)	1	2	3	4	5	6
Aktiviti malam dan hiburan	1	2	3	4	5	6
Cenderamata unik dan bermutu tinggi	1	2	3	4	5	6
Aktiviti lasak dan mencabar (selam skuba, snorkel, berkanu, memancing, mendaki gunung, perjalanan menempuh hutan)	1	2	3	4	5	6
Peluang untuk menyaksikan hidupan liar	1	2	3	4	5	6
Berbagai-bagai peluang untuk membeli-belah	1	2	3	4	5	6

14. Saya mengharapkan lebih ramai pelancong akan melawat pulau ini?

Tak Setuju Langsung					**Benar-benar Setuju**
①	②	③	④	⑤	⑥

15. Umur:

Di bawah 20		40-50	
20-30		50-60	
30-40		Di atas 60	

16. Jenis pekerjaan anda:

Pekerja di "front-desk"		Pemandu pelancong	
Pekerja restoran		Pekerja pengangkutan	
Jurujual di kedai		Pekerja di tempat penginapan	
Pekerja hiburan		Pekerja profesional dalam bidang pengurusan	
Ejen pelancongan/pemasaran		Pekerja dalam perkhidmatan lain	

APPENDIX A6: QUESTIONNAIRE-TOURIST (ENGLISH)

1. Country of origin: _____ 2. Language spoken at home:_____

3. Gender: ☐ Female ☐ Male

4. How long do you plan to stay on this island? (days)

1 2 3 4 5 6 7 8 9 10+

5. How many times have you visited this destination before?

0 1 2 3 4 5 6 7 8 9 10+

6. Please rate these values according to their importance to you on 6-point scale,

Totally Unimportant 1	**Very Unimportant 2**	**Somewhat Unimportant 3**	**Somewhat Important 4**	**Very Important 5**	**Totally Important 6**

A comfortable life (a prosperous life)	1	2	3	4	5	6
An exciting life (a stimulating, active life)	1	2	3	4	5	6
A sense of accomplishment (contribution)	1	2	3	4	5	6
A world beauty (beauty of nature, arts)	1	2	3	4	5	6
Equality (brotherhood, equal opportunity)	1	2	3	4	5	6
Family security (taking care of loved ones)	1	2	3	4	5	6
Freedom (independence, free choice)	1	2	3	4	5	6
Happiness (contentedness)	1	2	3	4	5	6
Mature love (sexual and spiritual intimacy)	1	2	3	4	5	6
National security (protection from attack)	1	2	3	4	5	6
Pleasure (an enjoyable leisurely life, fun)	1	2	3	4	5	6
Salvation (saved, eternal life)	1	2	3	4	5	6
Self-respect (self-esteem)	1	2	3	4	5	6
Social recognition (respect, admiration)	1	2	3	4	5	6
True friendship (close companionship)	1	2	3	4	5	6
Wisdom (knowledge, understanding of life)	1	2	3	4	5	6
Ambitious (hard working)	1	2	3	4	5	6
Broad-minded (open-minded)	1	2	3	4	5	6
Capable (competent, effective)	1	2	3	4	5	6
Cheerful (light hearted, joyful)	1	2	3	4	5	6
Clean (neat, tidy)	1	2	3	4	5	6
Courageous (standing up for one's beliefs)	1	2	3	4	5	6
Forgiving (willing to pardon others)	1	2	3	4	5	6
Helpful (working for the welfare of others)	1	2	3	4	5	6
Honest (sincere, truthful)	1	2	3	4	5	6
Imaginative (daring, creative)	1	2	3	4	5	6
Independent (self-reliant, self-sufficient)	1	2	3	4	5	6
Logical (consistent, rational)	1	2	3	4	5	6
Loving (affectionate, tender)	1	2	3	4	5	6
Obedient (dutiful, respectful)	1	2	3	4	5	6
Polite (courteous, well-mannered, kind)	1	2	3	4	5	6
Responsible (dependable, reliable)	1	2	3	4	5	6
Self-controlled (restrained, self-disciplined)	1	2	3	4	5	6

7. Please rate these rules of behaviour according to their importance to you on 6-point scale,

Totally Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Somewhat Important 4	Very Important 5	Totally Important 6

Should address the other person by their first name	1	2	3	4	5	6
Should shake hands with one another on meeting	1	2	3	4	5	6
Should look the other person in the eye during conversation	1	2	3	4	5	6
Should always think about your own needs and rights first	1	2	3	4	5	6
Should express personal opinions	1	2	3	4	5	6
Should indicate your intentions clearly	1	2	3	4	5	6
Should obey the instructions of the other person	1	2	3	4	5	6
Should criticize the other person in public	1	2	3	4	5	6
Should compliment the other person	1	2	3	4	5	6
Should apologize even if not at fault	1	2	3	4	5	6
Should offer compensation if at fault	1	2	3	4	5	6
Should seek to repay favours	1	2	3	4	5	6
Should feel free to take up the other person's time	1	2	3	4	5	6
Should take time to develop relationships	1	2	3	4	5	6
Should intentionally touch the other person	1	2	3	4	5	6
Should acknowledge the other person's birthday	1	2	3	4	5	6
Should be neatly dressed when with the other person	1	2	3	4	5	6
Should conform to the rules of etiquette (good manners)	1	2	3	4	5	6
Should conform to the status of the other	1	2	3	4	5	6
Should swear in front of the other person	1	2	3	4	5	6
Should avoid making fun of the other person (teasing)	1	2	3	4	5	6
Should avoid argument	1	2	3	4	5	6
Should avoid complaining	1	2	3	4	5	6
Should avoid embarrassing yourself and others (save face)	1	2	3	4	5	6
Should have a sense of shame in front of the other person	1	2	3	4	5	6
Should ask the other person for help (material/financial)	1	2	3	4	5	6
Should ask the other person for personal advice	1	2	3	4	5	6
Should ask personal questions of the other person	1	2	3	4	5	6
Should respect the other person's privacy	1	2	3	4	5	6
Should show interest in the other person	1	2	3	4	5	6
Should show respect to the other person	1	2	3	4	5	6
Should show affection for the other in public	1	2	3	4	5	6
Should show emotion in front of the other person (anger, joy)	1	2	3	4	5	6
Should talk about sensitive issues (religion, politics, sex)	1	2	3	4	5	6

8. To what extent do your values and rules of behaviour differ from the hosts here?

Totally Different					**Totally Same**
①	②	③	④	⑤	⑥

9. The following questions are about your perception towards tourism. There are several statements about the potential impact that can result from tourism. Please record your answer according to 6-point scale,

Totally Disagree	**Disagree**	**Slightly Disagree**	**Slightly Agree**	**Agree**	**Totally Agree**
1	**2**	**3**	**4**	**5**	**6**

Tourism attracts investment	1	2	3	4	5	6
Hosts' standard of living is increasing because of the money tourists spending	1	2	3	4	5	6
Prices of many goods and services have increased because of tourism	1	2	3	4	5	6
Tourism increases the price of land and housing	1	2	3	4	5	6
Tourism leads to an increase in the cost of living here	1	2	3	4	5	6
Tourism generates employment opportunities for the host population	1	2	3	4	5	6
Tourism increases the variety of goods for sale	1	2	3	4	5	6
Tourism improves public infrastructure	1	2	3	4	5	6
Tourism improves the transportation system	1	2	3	4	5	6
Meeting the local community is a valuable experience	1	2	3	4	5	6
Tourism leads to an increase in the availability of recreational facilities for local people	1	2	3	4	5	6
Tourists have an undesirable impact on local culture here	1	2	3	4	5	6
Local residents are exploited by tourists	1	2	3	4	5	6
Tourism leads to an increase in the crime rate here	1	2	3	4	5	6
Tourism provides an incentive for the restoration of historical buildings	1	2	3	4	5	6
Tourism provides an incentive for the conservation of natural resources	1	2	3	4	5	6
Tourism results in unpleasantly crowded tourism places	1	2	3	4	5	6
Tourists greatly add to the pollution here	1	2	3	4	5	6
The construction of hotels and other tourists facilities has destroyed the natural environment here	1	2	3	4	5	6

10. Please rate these expectations of Malaysian service workers according to their importance to you on 6-point scale,

Totally Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Somewhat Important 4	Very Important 5	Totally Important 6

Expect host to dress neatly	1	2	3	4	5	6
Expect hosts are capable of performing the service required	1	2	3	4	5	6
Expect hosts responsive to tourists' needs	1	2	3	4	5	6
Expect hosts are helpful	1	2	3	4	5	6
Expect hosts to provide prompt service	1	2	3	4	5	6
Expect hosts to solve problems quickly	1	2	3	4	5	6
Expect hosts are able to answers all questions	1	2	3	4	5	6
Expect host to provide accurate information	1	2	3	4	5	6
Expect friendly hosts	1	2	3	4	5	6
Expect polite (well-mannered) hosts	1	2	3	4	5	6
Expect respectful host	1	2	3	4	5	6
Expect trustworthy (sincere, fair, honest) hosts	1	2	3	4	5	6
Expect confident hosts	1	2	3	4	5	6
Expect concern about tourist's welfare	1	2	3	4	5	6
Expect approachable hosts	1	2	3	4	5	6
Expect hosts are easy to find when needed	1	2	3	4	5	6
Expect hosts are easy to talk to	1	2	3	4	5	6
Expect hosts to keep tourists informed	1	2	3	4	5	6
Expect hosts to listen to foreign tourists	1	2	3	4	5	6
Expect hosts to anticipate foreign tourists' need	1	2	3	4	5	6
Expect hosts to understand foreign tourists' need	1	2	3	4	5	6
Expect host to offer individualized attention to tourists	1	2	3	4	5	6
Expect host to know foreign culture and customs	1	2	3	4	5	6
Expect hosts to speak foreign language	1	2	3	4	5	6
Expect opportunities to experience local culture and customs	1	2	3	4	5	6
Expect opportunities to socialize with local people	1	2	3	4	5	6

11. How many service workers have provided a service for you in a week?

0 1 2 3 4 5 6 7 8 9 10+

12. During a week, on average how many times have you interacted with Malaysian service provider?

0 1 2 3 4 5 6 7 8 9 10+

13. How difficult is it for you to interact with Malaysian service workers?

Not Possible At All					Extremely Easy
①	②	③	④	⑤	⑥

14. How well do you speak Malay?

Not At All					**Fluently**
①	②	③	④	⑤	⑥

15. Use this key for six possible responses to the following question.

Totally Unimportant 1	**Very Unimportant 2**	**Somewhat Unimportant 3**	**Somewhat Important 4**	**Very Important 5**	**Totally important 6**

How important to you as a foreign tourist are the following:

Popular image of the destination	1	2	3	4	5	6
Safety of the destination	1	2	3	4	5	6
Unpolluted environment	1	2	3	4	5	6
Exotic environment	1	2	3	4	5	6
Availability of efficient information centre	1	2	3	4	5	6
Availability of quality accommodation	1	2	3	4	5	6
Availability of efficient transportation system	1	2	3	4	5	6
Availability of clean restaurants with a variety of foods	1	2	3	4	5	6
Availability of hygienic food	1	2	3	4	5	6
Reasonable price of goods and services offered	1	2	3	4	5	6
Availability of banking and money changing	1	2	3	4	5	6
Acceptance of credit card	1	2	3	4	5	6
Availability of mobile phone service	1	2	3	4	5	6
Availability of Internet facility	1	2	3	4	5	6
Availability of TV service	1	2	3	4	5	6
Availability of clean facilities	1	2	3	4	5	6
Availability of treated water	1	2	3	4	5	6
Availability of 24-hour electricity	1	2	3	4	5	6
Modern infrastructure (airport, road, jetty)	1	2	3	4	5	6
Availability of nightlife and entertainment	1	2	3	4	5	6
Availability of unique and high quality souvenirs	1	2	3	4	5	6
Availability of adventurous activities (scuba diving, snorkeling, canoeing, fishing, mountain climbing, jungle trekking)	1	2	3	4	5	6
Opportunity to see wildlife (shark and turtle)	1	2	3	4	5	6
Availability of a variety of shopping opportunities	1	2	3	4	5	6

16. Age:

Below 20		30-40		50-60	
20-30		40-50		Above 60	

17. Purpose of travel:

Vacation		Business	
Visiting friends/family		Other	

18. Are you on a package tour that provides a tour guide?

☐ Yes ☐ No

APPENDIX A7: QUESTIONNAIRE-TOURIST (CHINESE)

1. 原籍国：_____ 2. 在家所说语言：_____

3. 性别： ☐ 女 ☐ 男

4. 您打算在该岛逗留多长时间？（天数）

1 2 3 4 5 6 7 8 9 10+

5. 您以前曾来过该目的地多少次？

0 1 2 3 4 5 6 7 8 9 10+

6. 请根据对您的重要性，按 6 分制评级下列价值观

完全不重要	很不重要	有点不重要	有点重要	很重要	完全重要
1	2	3	4	5	6

舒适的生活（富足的生活）	1	2	3	4	5	6
丰富多彩的生活（刺激、积极的生活）	1	2	3	4	5	6
成就感（贡献）	1	2	3	4	5	6
世界美景（自然美景、艺术精华）	1	2	3	4	5	6
平等（手足情谊、平等机会）	1	2	3	4	5	6
家庭安全（照顾亲人）	1	2	3	4	5	6
自由（独立、自由选择）	1	2	3	4	5	6
幸福（满足感）	1	2	3	4	5	6
成熟之爱（性亲密和心理上的亲密）	1	2	3	4	5	6
国家安全（保护不受攻击）	1	2	3	4	5	6
乐趣（愉快休闲的生活、趣味）	1	2	3	4	5	6
超度（得救、永生）	1	2	3	4	5	6
自尊（自重）	1	2	3	4	5	6
社会认可（尊重和仰慕）	1	2	3	4	5	6
真正的友谊（亲密的朋友关系）	1	2	3	4	5	6
智慧（生活知识和对生活的理解）	1	2	3	4	5	6
远大志向（努力工作）	1	2	3	4	5	6
视野广阔（思想开明）	1	2	3	4	5	6
能力（能干、高效）	1	2	3	4	5	6
愉悦（无忧无虑、兴高采烈）	1	2	3	4	5	6
清洁（干净整洁）	1	2	3	4	5	6
勇气（支持自己的信仰）	1	2	3	4	5	6
宽恕（乐于原谅他人）	1	2	3	4	5	6
乐于助人（为他人的福祉而工作）	1	2	3	4	5	6
诚实（真诚、可信）	1	2	3	4	5	6

想象力（大胆、创新）	1	2	3	4	5	6
独立（自力更生、自给自足）	1	2	3	4	5	6
逻辑（一贯性、理性）	1	2	3	4	5	6
爱心（慈爱、温柔）	1	2	3	4	5	6
忠顺（尽职、恭敬）	1	2	3	4	5	6
礼貌（彬彬有礼、礼貌待人、善良）	1	2	3	4	5	6
负责任（可靠、可信）	1	2	3	4	5	6
自控（自我约束、律己）	1	2	3	4	5	6

7. 请根据对您的重要性，按 6 分制评级下列行为守则

完全不重要	很不重要	有点不重要	有点重要	很重要	完全重要
1	2	3	4	5	6

应该称呼他人的名	1	2	3	4	5	6
会面时应该与他人握手	1	2	3	4	5	6
对话时应该目视他人	1	2	3	4	5	6
应该总是首先考虑自己的需求和权利	1	2	3	4	5	6
应该表达个人观点	1	2	3	4	5	6
应该清楚表明个人意图	1	2	3	4	5	6
应该遵从他人的指示	1	2	3	4	5	6
应该在公开场合批评他人	1	2	3	4	5	6
应该称赞他人	1	2	3	4	5	6
即使无错也应该道歉	1	2	3	4	5	6
若有错则应该做出赔偿	1	2	3	4	5	6
应该知恩图报	1	2	3	4	5	6
应该随意占用他人时间	1	2	3	4	5	6
应该花时间发展与他人的关系	1	2	3	4	5	6
应该有意触摸他人	1	2	3	4	5	6
应该对他人的生日做出反应	1	2	3	4	5	6
与他人在一起时应该穿着整齐	1	2	3	4	5	6
应该遵守礼节（行为举止得当）	1	2	3	4	5	6
应该尊重他人的身份地位	1	2	3	4	5	6
应该在他人面前骂人	1	2	3	4	5	6
应该避免取笑他人（取笑）	1	2	3	4	5	6
应该避免争吵	1	2	3	4	5	6
应该避免抱怨	1	2	3	4	5	6
应该避免为难自己和他人（保住颜面）	1	2	3	4	5	6
在他人面前应该有羞愧感	1	2	3	4	5	6
应该要求他人提供帮助（物质/经济）	1	2	3	4	5	6
应该要求他人提供个人意见	1	2	3	4	5	6
应该询问他人的个人问题	1	2	3	4	5	6
应该尊重他人的隐私	1	2	3	4	5	6
应该对他人表示兴趣	1	2	3	4	5	6
应该尊重他人	1	2	3	4	5	6

应该在公开场合向他人表达感情	1	2	3	4	5	6
应该在他人面前表达情绪（生气、开心）	1	2	3	4	5	6
应该讨论敏感话题（宗教、政治、性）	1	2	3	4	5	6

8. 您与当地人在价值观和行为守则方面，有多大的差异程度？

完全不同					完全相同
①	②	③	④	⑤	⑥

9. 以下问题涉及的是您对旅游的见解。这里有几个表述涉及旅游所产生的影响。请按 6 分制记录您的答案

完全不同意	不同意	有点不同意	有点同意	同意	完全同意
1	2	3	4	5	6

旅游吸引投资	1	2	3	4	5	6
由于游客花钱，当地人生活水平能得以改善	1	2	3	4	5	6
旅游提高了很多产品和服务的价格	1	2	3	4	5	6
旅游提高了土地和住房的价格	1	2	3	4	5	6
旅游提高了这里的生活成本	1	2	3	4	5	6
旅游给接待地人民带来了就业机会	1	2	3	4	5	6
旅游丰富了待售商品的种类	1	2	3	4	5	6
旅游改善了公共基础设施	1	2	3	4	5	6
旅游改善了交通运输体系	1	2	3	4	5	6
会晤当地民众是一次很宝贵的经历	1	2	3	4	5	6
旅游增加了当地人所能享受的休闲娱乐设施	1	2	3	4	5	6
游客给当地文化带来不受欢迎的影响	1	2	3	4	5	6
当地居民受到游客的剥削	1	2	3	4	5	6
旅游导致当地犯罪率的提高	1	2	3	4	5	6
旅游刺激了历史建筑的修复工作	1	2	3	4	5	6
旅游刺激了自然资源的保护	1	2	3	4	5	6
旅游导致旅游场所人数过份拥挤	1	2	3	4	5	6
游客大大恶化了当地的污染情况	1	2	3	4	5	6
酒店和其它旅游设施的建造破坏了当地的自然环境	1	2	3	4	5	6

10. 请根据对您的重要性，按 6 分制评级以下对马来西亚服务工作者的期望

完全不重要	很不重要	有点不重要	有点重要	很重要	完全重要
1	2	3	4	5	6

期望服务方穿戴整齐	1	2	3	4	5	6
期望服务方有能力开展所需的服务	1	2	3	4	5	6
期望服务方能够响应游客的需求	1	2	3	4	5	6
期望服务方能够提供帮助	1	2	3	4	5	6
期望服务方能够及时提供服务	1	2	3	4	5	6
期望服务方能够快速解决问题	1	2	3	4	5	6
期望服务方能够回答所有问题	1	2	3	4	5	6
期望服务方能够提供准确资料	1	2	3	4	5	6
期望服务方态度友好	1	2	3	4	5	6
期望服务方礼貌有加（彬彬有礼）	1	2	3	4	5	6
期望服务方能够尊重游客	1	2	3	4	5	6
期望服务方诚实可信（真诚、公平、诚信）	1	2	3	4	5	6
期望服务方充满自信	1	2	3	4	5	6
期望能考虑游客的利益	1	2	3	4	5	6
期望服务方能够平易近人	1	2	3	4	5	6
期望在需要时能够方便找到服务方	1	2	3	4	5	6
期望服务方易于沟通	1	2	3	4	5	6
期望服务方能够告知游客想要了解的资料	1	2	3	4	5	6
期望服务方能够倾听外国游客的意见	1	2	3	4	5	6
期望服务方能够预测外国游客的需求	1	2	3	4	5	6
期望服务方能够理解 外国游客的需求	1	2	3	4	5	6
期望服务方能够为游客提供个性化关照	1	2	3	4	5	6
期望服务方能够了解外国文化和习俗	1	2	3	4	5	6
期望服务方能够讲外国语言	1	2	3	4	5	6
期望有机会体验当地文化和习俗	1	2	3	4	5	6
期望有机会与当地人开展社交活动	1	2	3	4	5	6

11. 一周内有多少名服务工作者为您提供服务？

0　1　2　3　4　5　6　7　8　9　10+

12. 您平均一周与马来西亚服务供应商沟通几次？

0　1　2　3　4　5　6　7　8　9　10+

13. 您与马来西亚服务工作者的沟通困难度如何？

根本不可能　　**极其简单**

①　②　③　④　⑤　⑥

14. 您的马来西亚语水平如何？

一点都不会　　**流利**

①　②　③　④　⑤　⑥

15. 利用下表的 6 个选项，回答下列问题。

完全不重要	很不重要	有点不重要	有点重要	很重要	完全重要
1	2	3	4	5	6

作为一名外国游客，您认为下列因素的重要性如何？

目的地的公众形象	1	2	3	4	5	6
目的地的安全	1	2	3	4	5	6
环境不受污染	1	2	3	4	5	6
异国环境	1	2	3	4	5	6
拥有高效的信息中心	1	2	3	4	5	6
拥有优质的住宿场所	1	2	3	4	5	6
拥有高效的交通运输体系	1	2	3	4	5	6
拥有清洁的饭馆，能提供各式食品	1	2	3	4	5	6
能提供卫生洁净的食品	1	2	3	4	5	6
提供的商品和服务价格合理	1	2	3	4	5	6
拥有银行，能够交换货币	1	2	3	4	5	6
接受信用卡	1	2	3	4	5	6
拥有移动电话服务	1	2	3	4	5	6
拥有互联网设施	1	2	3	4	5	6
拥有电视服务	1	2	3	4	5	6

拥有清洁设施	1	2	3	4	5	6
能提供经过处理的用水	1	2	3	4	5	6
能提供 24 小时供电	1	2	3	4	5	6
现代基础设施（机场、公路、码头）	1	2	3	4	5	6
拥有夜生活和娱乐场所	1	2	3	4	5	6
拥有独特优质的纪念品	1	2	3	4	5	6
具备冒险活动（水肺潜水、浮潜、划独木舟、钓鱼、爬山、丛林探险）	1	2	3	4	5	6
有机会看到野生动物（鲨鱼和海龟）	1	2	3	4	5	6
拥有各种购物机会	1	2	3	4	5	6

16. 年龄：

20岁以下		30-40		50-60	
20-30		40-50		60岁以上	

17. 旅游目的：

度假		商务	
探访亲友		其它	

18. 您是否参加配有导游的组团旅游？

☐ 是　　☐ 否

Appendix B: Total result of the Mann-Whitney U-tests (Perhentian, Redang and Langkawi Islands)

Table B1: The Mann-Whitney U-tests of significant differences in cultural values between hosts and tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed
	Host (n=232)	Malay (n=272)			Host (n=232)	Chinese (n=248)			Host (n=232)	English (n=244)			Host (n=107)	European (n=159)		
A comfortable life	270.20	237.40	-2.76	0.006**	280.53	203.05	-6.52	0.000***	285.75	193.58	-7.75	0.000***	326.07	208.77	-9.31	0.000***
An exciting life	237.69	265.13	-2.21	0.027*	259.19	223.02	-2.97	0.003**	226.28	250.11	-1.99	0.047*	267.91	255.46	-0.98	0.327
A sense of accomplishment	242.63	260.92	-1.46	0.144	241.39	239.66	-0.14	0.887	202.78	272.46	-5.79	0.000***	256.53	264.59	-0.63	0.528
A world beauty	254.44	250.84	-0.30	0.766	268.01	214.77	-4.43	0.000***	263.24	214.98	-4.06	0.000***	279.31	246.30	-2.65	0.008**
Equality	264.93	241.90	-1.88	0.061	252.35	229.41	-1.92	0.055	230.47	246.14	-1.33	0.185	271.52	252.55	-1.15	0.131
Family security	259.93	246.16	-1.32	0.186	258.80	223.80	-3.27	0.001**	243.50	233.75	-0.98	0.329	291.10	236.84	-4.75	0.000***
Freedom	249.86	254.75	-0.42	0.673	247.55	233.91	-1.19	0.235	223.64	252.63	-2.66	0.008**	245.16	273.72	-2.49	0.013*
Happiness	241.06	262.26	-1.83	0.068	237.45	243.35	-0.52	0.606	219.00	257.04	-3.45	0.001**	254.16	266.49	-1.03	0.302
Mature love	251.51	253.34	-0.15	0.882	251.91	229.83	-1.83	0.067	222.61	253.61	-2.63	0.008**	273.77	250.75	-1.83	0.068
National security	272.30	235.62	-3.48	0.001**	269.62	213.26	-5.30	0.000***	273.26	205.45	-6.28	0.000***	307.43	223.73	-7.22	0.000***
Pleasure	233.68	268.55	-2.81	0.005**	228.30	251.91	-1.96	0.049*	220.35	255.76	-2.97	0.003**	248.65	270.92	-1.77	0.076
Salvation	254.62	250.69	-0.32	0.751	234.93	245.71	-0.90	0.370	281.86	197.27	-6.90	0.000***	320.06	213.58	-8.26	0.000***
Self-respect	267.49	239.72	-2.40	0.017*	276.48	206.84	-6.01	0.000***	266.71	211.68	-4.82	0.000***	303.14	227.17	-6.26	0.000***

Social recognition	232.69	269.39	-2.95	0.003**	233.83	246.74	-1.07	0.284	247.26	230.17	-1.41	0.159	272.27	251.95	-1.60	0.110
True friendship	243.01	260.59	-1.43	0.152	229.02	251.24	-1.86	0.063	211.68	264.00	-4.45	0.000***	242.88	275.55	-2.62	0.009**
Wisdom	274.03	234.14	-3.35	0.001**	268.73	214.09	-4.70	0.000***	274.31	204.45	-5.98	0.000***	309.77	221.85	-7.10	0.000***
Ambitious	258.14	247.69	-0.86	0.388	262.13	220.27	-3.52	0.000***	273.05	205.65	-5.65	0.000***	328.69	206.66	-9.58	0.000***
Broad-minded	258.59	247.31	-0.93	0.351	256.60	225.44	-2.64	0.008**	238.78	238.23	-0.05	0.962	260.45	261.44	-0.08	0.937
Capable	262.03	244.37	-1.45	0.146	259.48	222.74	-3.11	0.002**	256.34	221.53	-2.96	0.003**	303.56	226.84	-6.14	0.000***
Cheerful	246.69	257.46	-0.87	0.382	234.99	245.66	-0.90	0.369	237.09	239.84	-0.23	0.817	279.70	245.99	-2.69	0.007**
Clean	259.97	246.13	-1.15	0.250	265.71	216.92	-4.15	0.000***	294.22	185.52	-9.01	0.000***	318.69	214.69	-8.26	0.000***
Courageous	261.08	245.18	-1.31	0.191	274.24	208.94	-5.47	0.000***	263.66	214.58	-4.14	0.000***	310.10	221.58	-7.06	0.000***
Forgiving	241.36	262.00	-1.67	0.094	242.73	238.42	-0.36	0.717	234.83	241.99	-0.60	0.548	267.39	255.87	-0.93	0.353
Helpful	246.38	257.72	-0.93	0.355	249.25	232.31	-1.42	0.157	243.71	233.55	-0.86	0.391	278.31	247.31	-2.46	0.014*
Honest	266.26	240.76	-2.13	0.034*	256.65	225.39	-2.67	0.008**	238.95	238.07	-0.08	0.938	270.53	253.35	-1.41	0.157
Imaginative	249.87	254.75	-0.40	0.692	251.20	230.49	-1.73	0.084	260.39	217.69	-3.57	0.000***	294.88	233.80	-4.84	0.000***
Independent	261.61	244.73	-1.40	0.163	254.01	227.86	-2.23	0.026*	256.08	221.78	-2.92	0.004**	286.01	240.92	-3.68	0.000***
Logical	265.37	241.52	-1.96	0.050	262.48	219.94	-3.59	0.000***	278.95	200.04	-6.60	0.000***	319.91	213.71	-8.41	0.000***
Loving	263.08	243.47	-1.62	0.105	267.01	215.70	-4.36	0.000***	249.84	227.72	-1.89	0.058	300.45	229.33	-5.76	0.000***
Obedient	272.46	235..48	-3.07	0.002**	284.02	199.79	-7.10	0.000***	304.35	175.89	-10.65	0.000***	330.99	204.81	-9.99	0.000***
Polite	269.00	238.42	-2.55	0.011*	270.00	212.91	-4.90	0.000***	260.26	217.81	-3.65	0.000***	316.82	216.19	-8.12	0.000***
Responsible	267.80	239.45	-2.41	0.016*	270.64	212.30	-5.08	0.000***	268.50	209.98	-5.08	0.000***	312.06	220.01	-7.54	0.000***
Self-controlled	253.71	251.47	-0.19	0.852	258.19	223.95	-2.92	0.003**	276.73	202.15	-6.29	0.000***	310.72	221.09	-7.20	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table B2: The Mann-Whitney U-tests of significance differences in cultural values between Malay tourists and tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed
	Malay (n=272)	Chinese (n=248)			Malay (n=272)	English (n=244)			Malay (n=272)	European (n=289)		
A comfortable life	258.33	233.27	-4.20	0.000***	291.58	221.62	-5.64	0.000***	330.49	234.42	-7.41	0.000***
An exciting life	293.92	223.85	-5.55	0.000***	260.23	256.58	-0.29	0.769	304.57	258.82	-3.51	0.000***
A sense of accomplishment	271.14	248.83	-1.77	0.077	230.33	289.90	-1.48	0.000***	287.65	274.75	-0.98	0.325
A world beauty	286.78	231.67	-4.41	0.000***	281.75	232.59	-3.96	0.000***	297.40	265.57	-2.47	0.013*
Equality	261.29	259.64	-0.13	0.895	239.01	280.23	-3.33	0.001**	278.65	283.21	-0.35	0.725
Family security	271.79	248.12	-2.11	0.035*	256.72	260.49	-0.35	0.726	303.77	259.57	-3.71	0.000***
Freedom	270.70	249.31	-1.79	0.073	245.08	273.46	-2.49	0.013*	266.81	294.36	-2.32	0.020*
Happiness	268.85	251.85	-1.41	0.159	248.76	269.35	-1.82	0.068	287.53	274.85	-1.05	0.295
Mature love	273.57	246.17	-2.19	0.029*	242.75	276.06	-2.72	0.007**	295.19	267.65	-2.13	0.033*
National security	273.19	246.59	-2.29	0.022*	277.08	237.79	-3.35	0.001**	309.12	254.53	-4.41	0.000***
Pleasure	266.44	253.99	-1.00	0.317	257.90	259.16	-0.10	0.919	290.21	272.33	-1.39	0.165
Salvation	252.67	269.09	-1.32	0.188	301.32	210.77	-7.10	0.000***	339.82	225.64	-8.62	0.000***
Self-respect	281.44	237.54	-3.60	0.000***	271.63	243.86	-2.30	0.021*	305.26	258.16	-3.72	0.000***
Social recognition	273.64	246.09	-2.22	0.027*	286.78	226.97	-4.77	0.000***	316.09	247.98	-5.22	0.000***
True friendship	257.18	264.15	-0.57	0.571	238.73	280.54	-3.44	0.001**	271.99	289.48	-1.37	0.171
Wisdom	268.88	251.31	-1.44	0.151	275.13	239.96	-2.87	0.004**	308.15	255.44	-4.11	0.000***
Ambitious	277.63	241.71	-2.91	0.004**	289.26	224.21	-5.25	0.000***	345.95	219.87	-9.62	0.000***
Broad-minded	271.41	248.54	-1.87	0.062	253.30	264.29	-0.90	0.368	274.37	287.24	-1.00	0.316
Capable	271.10	248.88	-1.82	0.069	268.06	247.85	-1.66	0.097	314.90	249.10	-5.14	0.000***

Cheerful	260.62	260.37	-0.02	0.983	262.90	253.59	-0.76	0.448	307.17	256.37	-3.95	0.000***
Clean	278.56	240.69	-3.08	0.002**	308.85	202.37	-8.48	0.000***	331.50	233.47	-7.55	0.000***
Courageous	286.40	232.09	-4.36	0.000***	275.79	239.23	-2.95	0.003**	321.39	242.99	-6.06	0.000***
Forgiving	273.46	246.29	-2.19	0.029*	265.05	251.20	-1.12	0.265	300.01	263.11	-2.87	0.004**
Helpful	275.50	244.05	-2.54	0.011*	269.78	245.93	-1.95	0.052	305.75	257.71	-3.75	0.000***
Honest	264.08	256.57	-0.61	0.540	245.82	272.64	-2.22	0.026*	275.22	286.44	-0.89	0.375
Imaginative	273.49	246.25	-2.18	0.029*	282.46	231.80	-4.06	0.000***	317.23	246.90	-5.40	0.000***
Independent	265.41	255.12	-0.83	0.404	267.60	248.36	-1.56	0.119	295.77	267.10	-2.25	0.025*
Logical	270.75	249.25	-1.75	0.080	288.62	224.92	-5.13	0.000***	328.32	236.46	-7.08	0.000***
Loving	277.31	242.31	-2.84	0.005**	260.13	256.68	-0.28	0.778	309.03	254.62	-4.27	0.000***
Obedient	286.60	231.88	-4.42	0.000***	310.39	200.65	-8.74	0.000***	332.97	232.09	-7.76	0.000***
Polite	274.12	245.56	-2.34	0.019*	264.90	251.37	-1.11	0.267	318.97	245.26	-5.76	0.000***
Responsible	276.19	243.29	-2.75	0.006**	274.72	240.42	-2.85	0.004**	316.03	248.03	-5.41	0.000***
Self-controlled	277.05	242.35	-2.84	0.005**	295.78	216.95	-6.38	0.000***	329.51	235.34	-7.33	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table B3: The Mann-Whitney U-tests of significant differences in cultural values between tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed
	Chinese (n=248)	English (n=244)			Chinese (n=248)	European (n=289)			English (n=244)	European (n=289)		
A comfortable life	255.61	237.24	-1.53	0.125	291.27	249.89	-3.29	0.001**	278.90	256.95	-1.76	0.079
An exciting life	213.47	280.07	-5.46	0.000***	253.13	282.62	-2.30	0.022*	289.43	248.07	-3.26	0.001**
A sense of accomplishment	206.88	286.77	-6.57	0.000***	263.28	273.91	-0.83	0.408	307.72	232.62	-5.90	0.000***
A world beauty	243.00	250.06	-0.58	0.562	254.01	281.86	-2.19	0.029*	255.85	276.42	-1.63	0.104
Equality	226.66	266.67	-3.31	0.001**	265.70	271.83	-0.48	0.630	287.19	249.95	-2.95	0.003**
Family security	233.59	259.62	-2.40	0.017*	278.64	260.73	-1.50	0.134	291.98	245.91	-3.96	0.000***
Freedom	222.65	270.74	-4.24	0.000***	242.36	291.86	-4.17	0.000***	268.82	265.46	-0.30	0.764
Happiness	229.19	264.10	-3.12	0.002**	265.52	271.99	-0.54	0.591	285.43	251.44	-2.91	0.004**
Mature love	216.94	276.55	-4.95	0.000***	267.80	270.03	-0.18	0.861	300.33	238.86	-4.91	0.000***
National security	251.95	240.96	-0.94	0.347	282.59	257.34	-2.04	0.041*	274.39	260.76	-1.10	0.273
Pleasure	239.49	253.63	-1.19	0.235	271.49	266.86	-0.37	0.711	278.08	257.65	-1.65	0.100
Salvation	294.59	197.62	-7.80	0.000***	334.22	213.03	-9.31	0.000***	273.40	261.59	-0.90	0.367
Self-respect	238.07	255.07	-1.45	0.148	268.43	269.49	-0.09	0.932	276.58	258.91	-1.45	0.148
Social recognition	263.85	228.87	-2.88	0.004**	290.91	250.20	-3.20	0.001**	267.84	266.29	-0.12	0.903
True friendship	230.19	263.08	-2.79	0.005**	263.72	273.53	-0.79	0.433	280.62	255.50	-2.04	0.041*
Wisdom	255.15	237.71	-1.46	0.144	287.02	253.53	-2.67	0.008**	275.26	260.03	-1.21	0.225
Ambitious	260.53	232.24	-2.34	0.019*	316.90	227.90	-6.93	0.000***	300.90	238.38	-4.91	0.000***
Broad-minded	230.86	262.40	-2.64	0.008**	250.55	284.83	-2.71	0.007**	266.14	267.73	-0.13	0.899

Capable	245.57	247.44	-0.16	0.874	291.63	249.58	-3.37	0.001**	291.00	246.74	-3.56	0.000***
Cheerful	251.32	241.60	-0.83	0.405	297.38	244.65	-4.26	0.000***	290.09	247.50	-3.45	0.001**
Clean	284.28	208.10	-6.26	0.000***	302.36	240.37	-4.91	0.000***	253.76	278.18	-1.91	0.056
Courageous	238.09	255.04	-1.41	0.159	279.82	259.71	-1.60	0.110	287.60	249.61	-3.02	0.002**
Forgiving	240.55	252.55	-1.00	0.318	272.96	265.60	-0.59	0.553	277.93	257.77	-1.61	0.107
Helpful	242.53	250.53	-0.67	0.503	275.85	263.12	-1.02	0.310	278.90	256.95	-1.77	0.077
Honest	230.24	263.02	-2.78	0.005**	259.01	277.57	-1.50	0.134	276.46	259.01	-1.43	0.153
Imaginative	258.33	234.48	-1.97	0.049*	291.47	249.72	-3.28	0.001**	275.53	259.80	-1.24	0.215
Independent	250.92	242.00	-0.74	0.458	278.05	261.23	-1.35	0.178	270.73	263.85	-0.55	0.582
Logical	267.47	225.18	-3.51	0.000***	305.92	237.32	-5.41	0.000***	279.64	256.33	-1.85	0.065
Loving	231.56	261.69	-2.55	0.011*	278.25	261.06	-1.40	0.162	293.69	244.47	-3.98	0.000***
Obedient	275.76	216.76	-4.83	0.000***	292.64	248.72	-3.45	0.001**	255.79	276.47	-1.62	0.106
Polite	239.45	253.67	-1.21	0.227	293.10	248.32	-3.62	0.000***	298.79	240.16	-4.72	0.000***
Responsible	247.80	245.18	-0.23	0.820	287.30	253.30	-2.81	0.005**	283.22	253.30	-2.45	0.014*
Self-controlled	269.61	223.01	-3.90	0.000***	300.63	241.86	-4.71	0.000***	270.11	264.37	-0.46	0.649

*p<0.05 **p<0.01 ***p<0.001

Table B4: The Mann-Whitney U-tests of significant differences in rules of behaviour between hosts and tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=232)	Malay (n=272)			Host (n=232)	Chinese (n=248)			Host (n=232)	English (n=244)			Host (n=107)	European (n=159)		
Address by first name	233.71	268.53	-2.75	0.006**	245.63	235.70	-0.80	0.421	246.23	231.15	-1.24	0.216	284.29	242.30	-3.26	0.001**
Shake hand	245.97	258.07	-0.96	0.337	261.39	220.96	-3.28	0.001**	275.59	203.23	-5.90	0.000***	298.55	230.85	-5.25	0.000***
Look into others eye	245.15	258.77	-1.09	0.278	240.45	240.55	-0.01	0.993	222.23	253.97	-2.63	0.009**	239.11	278.58	-3.11	0.002**
Think about own needs first	258.03	247.78	-0.82	0.414	262.34	220.07	-3.46	0.001**	293.94	185.78	-8.85	0.000***	317.98	215.26	-7.96	0.000***
Express personal opinion	233.66	268.57	-2.81	0.005**	223.65	256.27	-2.71	0.007**	222.15	254.05	-2.65	0.008**	229.67	286.15	-4.45	0.000***
Indicate intention clearly	246.27	257.81	-0.93	0.351	249.18	232.38	-1.38	0.167	235.39	241.46	-0.51	0.611	257.58	263.75	-0.49	0.623
Obey instruction from others	233.19	268.97	-2.86	0.004**	210.18	268.86	-4.79	0.000***	214.89	260.95	-3.81	0.000***	219.05	294.67	-5.92	0.000***
Criticize others in public	223.77	277.01	-4.28	0.000***	185.23	292.21	-8.68	0.000***	229.01	247.53	-1.56	0.120	231.15	284.96	-4.23	0.000***
Compliment of others	248.55	255.87	-0.59	0.558	251.50	230.21	-1.76	0.079	252.04	225.63	-2.19	0.029*	274.97	249.79	-1.99	0.047*
Apologize even not at fault	249.61	254.96	-0.42	0.674	251.47	230.24	-1.72	0.085	275.39	203.42	-5.84	0.000***	295.54	233.27	-4.78	0.000***
Offer compensation if at fault	257.56	248.18	-0.75	0.454	243.47	237.72	-0.47	0.637	259.67	218.38	-3.38	0.001**	282.32	243.88	-2.99	0.003**
Repay favours	268.17	239.13	-2.33	0.020*	275.29	207.95	-5.55	0.000***	273.33	205.38	-5.61	0.000***	327.86	207.33	-9.42	0.000***
Feel free to take others' time	240.56	262.68	-1.74	0.082	234.14	246.45	-0.99	0.321	234.61	242.20	-0.62	0.534	244.79	274.01	-2.27	0.023*
Take time to develop relationships	242.92	260.67	-1.42	0.155	229.46	250.83	-1.76	0.078	210.09	265.51	-4.58	0.000***	239.80	278.02	-3.01	0.003**
Intentionally touch others	222.13	278.40	-4.58	0.000***	181.61	295.59	-9.29	0.000***	184.98	289.38	-8.59	0.000***	191.46	316.82	-9.72	0.000***
Acknowledge others birthday	228.65	272.84	-3.49	0.000***	217.11	262.38	-3.68	0.000***	208.77	266.77	-4.73	0.000***	257.96	263.44	-0.42	0.672

Neatly dressed when with others	248.32	256.06	-0.62	0.538	254.75	227.17	-2.27	0.023*	285.37	193.94	-7.45	0.000***	305.40	225.36	-6.23	0.000***
Conform to the rules of etiquette	272.04	235.83	-2.95	0.003**	288.78	195.33	-7.71	0.000***	272.26	206.40	-5.51	0.000***	329.42	206.07	-9.72	0.000***
Conform to the status of others	251.20	253.61	-0.19	0.850	240.64	240.37	-0.02	0.983	265.03	213.28	-4.19	0.000***	285.12	241.64	-3.35	0.001**
Swear in front others	218.12	281.83	-5.51	0.000***	177.18	299.73	-10.25	0.000***	201.71	273.48	-6.29	0.000***	197.49	311.98	-9.18	0.000***
Avoid making fun of others	251.35	253.48	-0.17	0.867	242.06	239.04	-0.24	0.808	244.79	232.52	-0.99	0.322	271.75	252.37	-1.49	0.138
Avoid argument	265.51	241.40	-1.91	0.056	270.39	212.54	-4.68	0.000***	279.55	199.47	-6.49	0.000***	329.12	206.31	-9.43	0.000***
Avoid complaining	257.77	248.01	-0.77	0.439	255.82	226.17	-2.40	0.016*	263.88	214.37	-4.03	0.000***	302.57	227.63	-5.80	0.000***
Avoid embarrassing yourself and others	261.13	245.14	-1.27	0.204	268.15	214.64	-4.36	0.000***	282.23	196.92	-6.92	0.000***	318.78	214.62	-8.03	0.000***
Have a sense of shame	242.97	260.63	-1.40	0.163	250.14	231.48	-1.52	0.129	274.87	203.92	-5.76	0.000***	297.23	231.91	-5.05	0.000***
Ask for others help	251.42	253.42	-0.16	0.875	216.74	262.73	-3.72	0.000***	229.41	247.15	-1.45	0.148	230.88	285.18	-4.21	0.000***
Ask others for personal advice	251.96	252.96	-0.08	0.937	216.72	262.74	-3.74	0.000***	213.45	262.32	-4.00	0.000***	221.52	292.69	-5.53	0.000***
Ask personal questions of others	226.68	274.52	-3.77	0.000***	184.64	292.75	-8.72	0.000***	190.73	283.92	-7.56	0.000***	187.81	319.75	-10.16	0.000***
Respect others' privacy	243.96	259.78	-1.27	0.205	240.42	240.58	-0.01	0.989	219.06	256.99	-3.16	0.002**	241.95	276.29	-2.73	0.006**
Show interest in others	240.91	262.38	-1.70	0.089	226.50	253.60	-2.21	0.027*	189.09	285.48	-7.90	0.000***	213.38	299.23	-6.70	0.000***
Show respect to others	257.20	248.49	-0.71	0.480	264.75	217.82	-3.88	0.000***	238.70	238.31	-0.03	0.974	268.33	255.12	-1.05	0.293
Show affection to others	236.65	266.02	-2.32	0.020*	223.04	256.83	-2.75	0.006**	228.94	247.59	-1.53	0.127	240.79	277.22	-2.84	0.005**
Show emotion in front others	217.13	282.67	-5.19	0.000***	191.66	286.19	-7.66	0.000***	162.09	322.15	-12.07	0.000***	172.19	332.30	-12.33	0.000***
Talk about sensitive issues	243.19	260.44	-1.36	0.173	215.85	263.56	-3.86	0.000***	182.95	291.32	-8.75	0.000***	195.23	313.80	-9.10	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table B5: The Mann-Whitney U-tests of significant differences in rules of behaviour between Malay and other tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=272)	Chinese (n=248)			Malay (n=272)	English (n=244)			Malay (n=272)	European (n=289)		
Address by people by their first name	281.32	237.67	-3.39	0.001**	282.93	231.26	-4.05	0.000***	322.07	242.35	-5.97	0.000***
Shake hand	288.12	230.21	-4.52	0.000***	303.09	208.80	-7.39	0.000***	327.18	237.54	-6.75	0.000***
Look into others eye	267.83	252.46	-1.21	0.226	248.34	269.82	-1.72	0.086	266.25	294.88	-2.20	0.028*
Think about own needs first	278.79	240.44	-3.04	0.002**	313.83	196.82	-9.24	0.000***	336.54	228.72	-8.14	0.000***
Express personal opinion	261.44	259.46	-0.16	0.874	259.52	257.36	-0.17	0.862	268.53	292.74	-1.86	0.062
Indicate intention clearly	275.35	244.22	-2.48	0.013*	261.36	255.31	-0.49	0.623	284.58	277.63	-0.54	0.589
Obey instruction from others	246.55	275.80	-2.23	0.022*	253.00	264.63	-0.92	0.355	259.39	301.34	-3.19	0.001**
Criticize others in public	231.37	292.45	-4.73	0.000***	277.55	237.26	-3.18	0.001**	284.23	277.96	-0.47	0.638
Compliment of others	274.95	244.65	-2.39	0.017*	275.58	239.47	-2.86	0.004**	299.49	263.59	-2.74	0.006**
Apologize even not at fault	274.63	245.00	-2.31	0.021*	298.93	213.43	-6.66	0.000***	319.18	245.07	-5.52	0.000***
Offer compensation if at fault	258.19	263.03	-0.39	0.701	276.49	238.44	-3.02	0.003**	298.08	264.92	-2.52	0.012*
Repay favours	281.57	237.39	-3.51	0.000***	280.13	234.39	-3.64	0.000***	334.93	230.24	-7.98	0.000***
Feel free to take others' time	265.15	255.40	-0.76	0.450	267.51	248.45	-1.50	0.135	279.80	282.13	-0.18	0.861
Take time to develop relationships	258.49	262.71	-0.34	0.737	237.35	282.07	-3.57	0.000***	269.65	291.68	-1.69	0.091
Intentionally touch others	229.23	294.79	-5.08	0.000***	234.41	285.36	-3.97	0.000***	247.36	312.66	-4.88	0.000***
Acknowledge others birthday	259.29	261.83	-0.20	0.843	249.65	268.36	-1.47	0.142	301.55	261.66	-2.99	0.003**
Neatly dressed when with others	278.26	241.02	-2.94	0.003**	309.17	202.01	-8.38	0.000***	329.90	234.98	-7.16	0.000***
Conform to the rules of etiquette	293.81	223.97	-5.55	0.000***	275.41	239.65	-2.88	0.004**	332.24	232.77	-7.64	0.000***
Conform to the status of the other	261.44	259.47	-0.15	0.878	289.99	223.40	-5.20	0.000***	309.57	254.11	-4.17	0.000***
Swear in front others	232.74	290.94	-4.56	0.000***	258.59	258.40	-0.02	0.987	262.45	298.46	-2.73	0.006**
Avoid making fun of others	263.46	257.26	-0.48	0.632	267.41	248.57	-1.46	0.145	295.13	267.70	-2.04	0.041*
Avoid argument	279.54	239.62	-3.10	0.002**	289.82	223.59	-5.15	0.000***	339.70	225.75	-8.49	0.000***
Avoid complaining	271.36	248.59	-1.77	0.076*	279.56	235.02	-3.49	0.000***	317.74	246.42	-5.36	0.000***
Avoid embarrassing yourself and others	280.08	239.03	-3.22	0.001**	296.38	216.27	-6.24	0.000***	332.01	232.99	-7.41	0.000***
Have a sense of shame	279.69	239.46	-3.15	0.002**	302.97	208.93	-7.33	0.000***	327.23	237.49	-6.72	0.000***
Ask for others help	238.92	284.17	-3.51	0.000***	250.91	266.96	-1.25	0.211	253.38	307.00	-4.01	0.000***
Ask others for personal advice	231.28	292.55	-4.84	0.000***	227.05	293.56	-5.28	0.000***	233.24	325.95	-7.05	0.000***
Ask personal questions of others	226.12	298.20	-5.60	0.000***	233.37	286.52	-4.14	0.000***	232.04	327.08	-7.11	0.000***
Respect others' privacy	268.70	251.50	-1.37	0.172	245.76	272.70	-2.16	0.031*	270.34	291.03	-1.60	0.109
Show interest in others	257.04	264.29	-0.57	0.566	211.77	310.59	-7.82	0.000***	238.28	321.21	-6.33	0.000***

Show respect to others	281.01	238.01	-3.42	0.001**	253.95	263.57	-0.78	0.435	283.19	278.94	-0.33	0.743
Show affection to others	258.23	262.99	-0.38	0.708	263.46	252.97	-0.83	0.409	277.49	284.30	-0.52	0.606
Show emotion in front others	243.06	279.63	-2.86	0.004**	206.65	316.30	-8.57	0.000***	221.89	336.64	-8.62	0.000***
Talk about sensitive issues	244.47	278.08	-2.61	0.009**	209.08	313.59	-8.11	0.000***	222.22	336.33	-8.50	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table B6: The Mann-Whitney U-tests of significant differences in rules of behaviour between tourist groups at Perhentian, Redang and Langkawi Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=248)	English (n=244)			Chinese (n=248)	European (n=289)			English (n=244)	European (n=289)		
Address people by their first name	248.32	244.65	-0.30	0.767	285.10	255.19	-2.28	0.022*	282.85	253.61	-2.26	0.024*
Shake hand	262.40	230.34	-2.57	0.010*	281.93	257.91	-1.84	0.066	260.56	272.44	-0.92	0.359
Look into others eye	228.57	264.72	-2.95	0.003**	245.21	289.41	-3.45	0.001**	264.13	269.42	-0.42	0.675
Think about own needs first	288.20	204.72	-6.86	0.000***	308.17	235.39	-5.63	0.000***	258.90	273.84	-1.16	0.245
Express personal opinion	246.62	246.38	-0.02	0.984	255.20	280.84	-2.02	0.044*	253.21	278.64	-2.00	0.045*
Indicate intention clearly	234.11	259.09	-2.06	0.040*	254.59	281.36	-2.11	0.035*	267.10	266.92	-0.12	0.988
Obey instruction from others	255.91	236.94	-1.54	0.124	265.33	272.15	-0.53	0.597	250.59	280.86	-2.37	0.018*
Criticize others in public	297.50	194.67	-8.23	0.000***	309.17	234.53	-5.69	0.000***	245.65	285.03	-3.05	0.002**
Compliment of others	249.64	243.31	-0.52	0.606	270.48	267.73	-0.21	0.831	265.03	268.66	-0.28	0.777
Apologize even not at fault	275.46	217.06	-4.69	0.000***	294.58	247.05	-3.62	0.000***	261.76	271.42	-0.74	0.461
Offer compensation if at fault	266.84	225.82	-3.34	0.001**	288.73	252.07	-2.84	0.004**	263.33	270.10	-0.52	0.601
Repay favours	247.58	245.40	-0.18	0.859	300.08	242.33	-4.50	0.000***	296.19	242.35	-4.19	0.000***
Feel free to take others' time	249.85	243.09	-0.54	0.586	261.22	275.68	-1.11	0.267	252.21	279.49	-2.13	0.033*
Take time to develop relationship	225.52	267.82	-3.50	0.000***	259.10	277.50	-1.46	0.145	282.33	254.06	-2.25	0.024*
Intentionally touch others	256.92	235.91	-1.68	0.093	277.12	262.03	-1.15	0.251	263.18	270.22	-0.54	0.589
Acknowledge others' birthday	238.41	254.73	-1.32	0.188	290.67	250.40	-3.08	0.002**	296.70	241.92	-4.20	0.000***
Neatly dressed when with others	284.54	207.83	-6.19	0.000***	300.30	242.14	-4.50	0.000***	251.77	279.86	-2.17	0.030*
Conform to the rules of etiquette	229.69	263.59	-2.78	0.005**	280.15	259.43	-1.63	0.104	299.20	239.81	-4.69	0.000***
Conform to the status of others	281.07	211.36	-5.62	0.000***	300.06	242.34	-4.46	0.000***	256.76	275.65	-1.45	0.146
Swear in front others	278.92	213.55	-5.25	0.000***	287.21	253.37	-2.58	0.010*	244.37	286.10	-3.22	0.001**
Avoid making fun of others	253.93	238.94	-1.19	0.234	281.83	257.99	-1.81	0.070	269.39	264.98	-0.34	0.738
Avoid argument	259.93	232.85	-2.16	0.031*	308.99	234.69	-5.66	0.000***	291.69	246.16	-3.49	0.000***
Avoid complaining	256.07	236.77	-1.54	0.123	291.79	249.44	-3.24	0.001**	279.02	256.85	-1.70	0.089
Avoid embarrassing yourself and others	270.80	221.80	-3.94	0.000***	304.59	238.46	-5.08	0.000***	272.35	262.48	-0.76	0.449
Have a sense of shame	276.29	216.22	-4.83	0.000***	296.98	244.99	-3.99	0.000***	259.24	273.55	-1.10	0.273
Ask for others help	262.95	229.78	-2.68	0.007**	268.13	269.75	-0.13	0.901	245.54	285.12	-3.07	0.002**
Ask others for personal advice	244.50	248.53	-0.33	0.741	255.54	280.55	-1.95	0.051	255.64	276.60	-1.65	0.099
Ask personal question of others	256.92	235.91	-1.69	0.091	259.76	276.93	-1.32	0.186	244.99	285.58	-3.14	0.002**
Respect others' privacy	225.53	267.82	-3.48	0.001**	248.34	286.72	-3.03	0.002**	272.05	262.74	-0.74	0.457
Show interest in others	203.10	290.61	-7.11	0.000***	230.45	302.08	-5.58	0.000***	283.45	253.11	-2.41	0.016*
Show respect to others	220.30	273.13	-4.38	0.000***	246.48	288.33	-3.28	0.001**	275.12	260.15	-1.20	0.231

Show affection to others	253.91	238.97	-1.21	0.225	267.71	270.11	-0.19	0.852	257.07	275.38	-1.43	0.154
Show emotion in front others	209.50	284.11	-6.00	0.000***	227.80	304.35	-5.89	0.000***	270.26	264.25	-0.47	0.640
Talk about sensitive issues	210.17	283.43	-5.83	0.000***	225.65	306.20	-6.12	0.000***	266.35	267.55	-0.09	0.927

*p<0.05 **p<0.01 ***p<0.001

Appendix C: Total result of the Mann-Whitney U-tests (Perhentian and Redang Islands)

Table C1: The Mann-Whitney U-tests of significant differences in perceptions hosts and tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (n=107)	Chinese (n=120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Attract investment	124.57	109.59	-1.84	0.066	135.21	95.09	-4.85	0.000***	117.23	100.99	-2.07	0.039*	147.27	124.23	-2.61	0.009**
Increase standard of living	131.59	103.58	-3.37	0.001**	143.91	87.33	-6.79	0.000***	135.24	83.24	-6.41	0.000***	165.29	112.11	-5.85	0.000***
Increase price of goods and services	115.98	116.94	-0.11	0.911	113.44	114.50	-0.13	0.900	96.47	121.19	-3.03	0.002**	116.80	144.74	-3.05	0.002**
Increase price of land and housing	117.36	115.76	-0.19	0.852	125.01	104.18	-2.46	0.014*	98.0	119.70	-2.66	0.008**	119.46	142.95	-2.56	0.011*
Increase in the cost of living	121.39	112.32	-1.06	0.289	122.56	106.37	-1.93	0.053	103.70	114.16	-1.28	0.201	129.58	136.14	-0.71	0.475
Generate employment to hosts	131.99	103.24	-3.51	0.000***	134.65	95.59	-4.82	0.000***	116.31	101.89	-1.88	0.061	149.07	123.02	-2.97	0.003**
Increase variety of goods for sale	132.14	103.11	-3.47	0.001**	136.41	94.02	-5.12	0.000***	124.71	93.72	-3.83	0.000***	157.95	117.05	-4.48	0.000**
Improves public infrastructure	121.93	111.85	-1.19	0.233	128.32	101.23	-3.27	0.001**	119.83	98.46	-2.64	0.008**	138.63	130.05	-0.95	0.340
Improves transportation system	126.04	108.33	-2.11	0.035*	132.33	97.66	-4.18	0.000***	120.95	97.37	-2.94	0.003**	140.72	128.64	-1.35	0.176
Valuable experience	122.50	111.36	-1.33	0.185	121.69	107.14	-1.76	0.078	90.23	127.26	-4.67	0.000***	112.11	147.89	-4.00	0.000**
Increase in recreational facilities	114.57	118.16	-0.43	0.669	121.33	107.47	-1.67	0.095	122.35	96.02	-3.21	0.001**	159.30	116.14	-4.65	0.000**
Impact on local culture	113.99	118.65	-0.54	0.591	108.89	118.56	-1.14	0.255	101.37	116.42	-1.83	0.067	130.82	135.31	-0.48	0.631
Exploitation of hosts by tourists	112.11	120.26	-0.94	0.346	115.08	113.03	-0.24	0.809	113.39	104.73	-1.04	0.297	136.36	131.58	-0.51	0.610
Increase in crime rate	115.89	117.02	-0.13	0.896	124.62	104.53	-2.35	0.019*	104.98	112.91	-0.95	0.342	137.92	130.53	-0.79	0.431
Provide incentive for restoration of historical buildings	122.57	111.30	-1.32	0.185	127.50	101.96	-3.06	0.002**	119.82	98.47	-2.63	0.009**	150.04	122.37	-2.99	0.003**
Provide incentive for conservation of natural	119.13	114.25	-0.58	0.566	126.67	102.70	-2.87	0.004**	116.51	101.69	-1.81	0.070	155.97	118.38	-4.05	0.000***

resources																
Result in unpleasant crowded tourism places	118.75	114.57	-0.48	0.628	124.50	104.64	-2.33	0.020*	98.11	119.60	-2.58	0.010**	119.16	143.15	-2.57	0.010*
Add to pollution	102.96	128.09	-2.89	0.004**	108.44	118.96	-1.23	0.219	82.87	134.41	-6.15	0.000***	98.06	157.35	-6.29	0.000***
Destroyed natural environment	112.10	120.27	-0.94	0.347	106.46	120.73	-1.67	0.095	102.26	115.56	-1.60	0.110	122.84	140.68	-1.90	0.057

*p<0.05 **p<0.01 ***p<0.001

Table C2: The Mann-Whitney U-tests of significant differences in perceptions between Malay and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chinese (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Attract investment	137.93	107.45	-3.55	0.000***	119.24	116.60	-0.32	0.749	145.40	140.22	-0.57	0.568
Increase standard of living	139.50	105.81	-3.91	0.000***	132.58	101.43	-3.67	0.000***	154.58	133.00	-2.33	0.020*
Increase prices of goods and services	122.87	123.14	-0.03	0.975	105.77	131.90	-3.06	0.002**	126.18	155.33	-3.12	0.002**
Increase price of land and housing	134.34	111.19	-2.64	0.008**	105.08	132.69	-3.24	0.001**	126.06	155.42	-3.13	0.002**
Increase cost of living	126.07	119.80	-0.72	0.470	107.90	129.47	-2.52	0.012*	130.94	151.59	-2.20	0.028*
Generate employment to hosts	127.59	118.22	-1.11	0.268	110.04	127.05	-2.07	0.038*	136.12	147.52	-1.26	0.209
Increase variety of good for sale	130.62	115.06	-1.82	0.068	119.84	115.90	-0.47	0.639	147.17	138.83	-0.90	0.368
Improves public infrastructure	131.47	114.18	-2.01	0.045*	123.60	111.63	-1.41	0.158	139.62	144.76	-0.56	0.578
Improves transportation system	131.86	113.77	-2.09	0.036*	121.00	114.59	-0.76	0.446	136.22	147.43	-1.22	0.222
Valuable experience	124.74	121.18	-0.42	0.677	93.64	145.68	-6.23	0.000***	113.00	165.69	-5.72	0.000***
Increase in recreational facilities	133.22	112.35	-2.45	0.014*	134.81	98.90	-4.23	0.000***	173.85	117.85	-5.95	0.000***
Impact on local culture	120.50	125.60	-0.58	0.562	112.45	124.30	-1.38	0.167	143.26	141.90	-0.14	0.886
Exploitation of hosts by tourists	128.81	116.95	-1.35	0.178	126.55	108.28	-2.11	0.035*	151.12	135.72	-1.61	0.108
Increase in crime rate	134.05	111.49	-2.55	0.011*	114.25	122.26	-0.92	0.357	147.40	138.65	-0.91	0.362
Provide incentive for restoration of historical buildings	130.76	114.92	-1.84	0.066	122.94	112.39	-1.25	0.210	152.04	135.00	-1.81	0.071
Provide incentive for conservation of natural resources	132.70	112.90	-2.28	0.023*	123.20	112.10	-1.30	0.194	161.88	127.26	-3.65	0.000***
Result in unpleasant crowded tourism places	132.43	113.18	-2.18	0.029*	103.84	134.10	-3.50	0.000***	123.53	157.42	-3.57	0.000***
Add to pollution	130.58	115.11	-1.74	0.082	100.74	137.62	-4.24	0.000***	122.63	158.12	-3.70	0.000***
Destroyed natural environment	120.66	125.43	-0.54	0.590	116.15	120.10	-0.46	0.648	138.62	145.55	-0.72	0.469

*p<0.05 **p<0.01 ***p<0.001

Table C3: The Mann-Whitney U-tests of significant differences in perceptions between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Attract investment	103.35	128.76	-3.05	0.002**	121.58	153.90	-3.52	0.000***	136.12	134.23	-0.21	0.831
Increase standard of living	115.43	115.58	-0.02	0.985	128.56	148.63	-2.19	0.029*	123.77	142.77	-2.09	0.037*
Increase prices of goods and services	100.93	131.40	-3.68	0.000***	120.50	154.71	-3.75	0.000***	138.00	132.92	-0.56	0.573
Increase price of land and housing	89.98	143.34	-6.32	0.000***	103.80	167.32	-6.82	0.000***	139.47	131.91	-0.84	0.404
Increase cost of living	101.06	131.25	-3.61	0.000***	122.43	153.26	-3.35	0.001**	139.47	131.91	-0.83	0.409
Generate employment to hosts	102.10	130.12	-3.51	0.000***	126.34	150.31	-2.70	0.007**	140.90	130.92	-1.15	0.251
Increase variety of good for sale	110.22	121.26	-1.34	0.181	134.51	144.14	-1.05	0.294	137.15	133.51	-0.40	0.689
Improves public infrastructure	113.11	118.10	-0.60	0.55	123.70	152.30	-3.15	0.002**	122.75	143.48	-2.31	0.021*
Improves transportation system	109.94	121.57	-1.40	0.161	120.54	154.69	-3.75	0.000***	123.80	142.75	-2.13	0.033*
Valuable experience	88.58	144.87	-6.84	0.000***	106.98	164.92	-6.34	0.000***	141.32	130.63	-1.24	0.216
Increase in recreational facilities	123.99	106.24	-2.13	0.034*	160.02	124.89	-3.77	0.000***	142.84	129.58	-1.44	0.150
Impact on local culture	111.07	120.33	-1.11	0.269	144.49	136.61	-0.84	0.400	145.97	127.41	-2.02	0.044*
Exploitation of hosts by tourists	119.22	111.44	-0.92	0.359	140.89	139.33	-0.17	0.869	131.22	137.62	-0.68	0.495
Increase in crime rate	101.25	131.04	-3.47	0.001**	129.43	147.98	-1.95	0.051	145.86	127.49	-1.95	0.051
Provide incentive for restoration of historical buildings	112.64	118.62	-0.73	0.466	139.91	140.07	-0.02	0.987	138.26	132.75	-0.60	0.547
Provide incentive for conservation of natural resources	111.65	119.70	-0.96	0.336	148.14	133.86	-1.53	0.127	147.52	126.34	-2.28	0.023*
Result in unpleasant crowded tourism places	93.82	139.15	-5.29	0.000***	109.19	163.25	-5.69	0.000***	137.50	133.27	-0.46	0.649
Add to pollution	92.07	141.06	-5.70	0.000***	110.31	163.25	-5.47	0.000***	144.02	128.76	-1.64	0.102
Destroyed natural environment	115.61	115.38	-0.03	0.979	138.65	141.02	-0.25	0.801	133.34	136.15	-0.30	0.76

*p<0.05 **p<0.01 ***p<0.001

Table C4: The Mann-Whitney U-tests of significant differences in expectations between host and tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (n=107)	Chinese (n=120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Dress neatly	102.47	128.51	-3.03	0.002**	118.73	109.78	-1.05	0.293	123.53	94.86	-3.44	0.001**	147.36	124.17	-2.49	0.013*
Capable of performing services required	86.51	142.17	-6.50	0.000***	89.41	135.93	-5.56	0.000***	81.06	136.18	-6.75	0.000***	100.07	156.00	-6.12	0.000***
Responsive to their needs	94.90	134.99	-4.71	0.000***	95.19	130.78	-4.24	0.000***	94.74	122.87	-3.44	0.001**	114.77	146.10	-3.44	0.001**
Helpful	88.74	140.26	-6.04	0.000***	89.24	136.08	-5.60	0.000***	80.36	136.86	-6.94	0.000***	94.27	159.90	-7.20	0.000***
Provide prompt services	104.33	126.92	-2.67	0.008**	105.25	121.80	-1.99	0.047*	112.23	105.85	-0.78	0.434	140.15	129.03	-1.21	0.225
Solve problem quickly	117.38	115.74	-0.20	0.845	119.88	108.75	-1.35	0.179	125.11	93.33	-3.89	0.000***	159.36	116.09	-4.71	0.000***
Able to answer all questions	150.68	125.76	-2.35	0.019*	102.10	124.61	-2.68	0.007**	113.75	104.38	-1.13	0.258	149.46	122.76	-2.89	0.004**
Provide accurate information	104.62	126.67	-2.62	0.009**	106.14	121.01	-1.78	0.074	100.73	117.05	-2.00	0.046*	131.93	134.56	-0.29	0.774
Friendly	113.96	118.68	-0.57	0.009	116.01	112.21	-0.46	0.643	102.29	115.53	-1.67	0.095	128.64	136.77	-0.91	0.364
Polite	109.87	122.17	-1.49	0.137	114.34	113.70	-0.08	0.938	106.62	111.31	-0.59	0.558	144.18	126.31	-1.97	0.049*
Respectful	110.42	121.71	-1.36	0.173	116.26	111.98	-0.53	0.600	112.01	106.07	-0.74	0.459	136.11	131.75	-0.48	0.628
Trustworthy	105.67	125.77	-2.44	0.015*	109.46	118.05	-1.05	0.295	96.21	121.45	-3.20	0.001**	125.78	138.69	-1.44	0.151
Confident	106.05	125.44	-2.30	0.021*	113.18	114.73	-0.19	0.850	120.99	97.34	-2.90	0.004**	148.21	123.60	-2.66	0.008**
Concern about their welfare	101.11	129.68	-3.36	0.001**	111.50	116.23	-0.57	0.572	106.09	111.83	-0.71	0.481	143.24	126.94	-1.77	0.077
Approachable	106.05	125.44	-2.32	0.021*	108.94	118.51	-1.19	0.235	97.50	120.19	-2.84	0.005**	148.82	123.19	-2.81	0.005**
Easy to find	94.31	135.49	-4.84	0.000***	95.52	130.48	-4.19	0.000***	94.68	122.93	-3.45	0.001**	122.83	140.68	-1.96	0.050
Easy to talk to	101.02	129.75	-3.37	0.001**	98.67	127.67	-3.48	0.001**	99.48	118.26	-2.29	0.022*	129.71	136.05	-0.69	0.490
Keep them informed	92.46	137.08	-5.21	0.000***	98.64	127.69	-3.44	0.001**	96.36	121.29	-3.02	0.003**	117.32	144.39	-2.92	0.004**
Listen to them	99.380	131.16	-3.73	0.000***	106.10	121.05	1.78	0.075	101.36	116.43	-1.84	0.066	134.36	132.92	-0.16	0.877
Anticipate their need	94.05	135.72	-4.85	0.000***	103.34	123.50	-2.38	0.017*	104.10	113.77	-1.18	0.239	132.13	134.42	-0.25	0.805
Understand their need	95.64	134.36	-4.52	0.000***	100.46	126.07	-3.05	0.002**	105.42	112.49	-0.86	0.391	131.73	134.69	-0.32	0.749
Offer individualize attention to tourists	99.56	131.0	-3.66	0.000***	110.64	117.00	-0.75	0.454	116.04	102.15	-1.69	0.092	135.46	132.18	-0.35	0.724
Know their culture	125.98	108.38	-2.06	0.039*	130.76	99.05	-3.77	0.000***	145.40	73.59	-8.64	0.000***	181.01	101.53	-8.44	0.000***
Speak their language	95.56	134.43	-4.49	0.000***	98.61	127.72	-3.42	0.001**	100.77	117.00	-1.95	0.051	118.95	143.29	-2.59	0.010*

Opportunities to experience host/tourist culture	100.11	130.53	-3.53	0.000***	92.99	132.73	-4.69	0.000***	87.50	129.91	-5.11	0.000***	111.58	148.25	-3.94	0.000***
Opportunities to socialize with host/tourist	92.44	137.09	5.15	0.000***	82.0	142.54	-7.10	0.000***	79.31	137.88	-7.02	0.000***	98.07	157.35	-6.34	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table C5: The Mann-Whitney U-tests of significant differences in expectations between Malay tourist and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chinese (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Dress neatly	144.88	100.21	-5.10	0.000***	148.36	83.50	-7.50	0.000***	179.81	113.17	-7.04	0.000***
Capable of performing services required	131.23	114.43	-1.97	0.049*	118.24	117.73	-0.06	0.952	153.38	133.94	-2.12	0.034*
Responsive to their needs	125.11	120.80	-0.51	0.614	123.86	111.35	-1.50	0.135	154.86	132.79	-2.41	0.016*
Helpful	127.45	118.36	-1.07	0.285	114.24	122.27	-0.97	0.331	141.08	143.62	-0.28	0.780
Provide prompt services	127.10	118.73	-0.98	0.329	133.30	100.61	-3.85	0.000***	166.46	123.67	-4.57	0.000***
Solve problem quickly	127.93	117.86	-1.18	0.238	134.72	99.00	-4.23	0.000***	170.14	120.77	-5.31	0.000***
Able to answer all questions	120.52	125.58	-0.59	0.557	133.37	100.53	-3.84	0.000***	177.31	115.13	-6.63	0.000***
Provide accurate information	127.43	118.39	-1.07	0.287	120.42	115.25	-0.62	0.537	158.67	129.79	-3.12	0.002**
Friendly	127.60	118.21	-1.11	0.269	113.66	122.93	-1.12	0.261	141.10	143.60	-0.28	0.783
Polite	130.72	114.95	-1.86	0.063	122.46	112.93	-1.15	0.249	162.46	126.81	-3.85	0.000***
Respectful	131.48	114.17	-2.05	0.041*	126.43	108.42	-2.16	0.031*	153.14	134.14	-2.07	0.039*
Trustworthy	129.82	115.89	-1.67	0.096	114.30	122.20	-0.99	0.325	149.94	136.65	-1.47	0.142
Confident	134.00	111.54	-2.63	0.009**	138.77	94.40	-5.20	0.000***	169.38	121.37	-5.08	0.000***
Concern about their welfare	137.32	108.09	-3.39	0.001**	130.55	103.74	-3.17	0.002**	174.25	117.54	-6.03	0.000***
Approachable	129.38	116.35	-1.56	0.120	116.34	119.89	-0.43	0.668	171.04	120.06	-5.46	0.000***
Easy to find	128.39	117.38	-1.30	0.193	124.96	110.10	-1.77	0.076	166.66	123.51	-4.67	0.000***
Easy to talk to	124.12	121.84	-0.27	0.788	123.03	112.28	-1.28	0.202	162.65	126.66	-3.86	0.000***
Keep them informed	133.32	112.25	-2.44	0.015*	128.68	105.86	-2.69	0.007**	160.55	128.31	-3.44	0.001**
Listen to them	133.50	112.06	-2.50	0.013*	126.70	108.11	-2.20	0.028*	168.68	121.92	-5.00	0.000***
Anticipate their need	135.67	109.80	-2.97	0.003**	136.32	97.19	-4.60	0.000***	173.06	118.48	-5.77	0.000***
Understand their need	131.47	114.18	-2.01	0.045*	135.75	97.83	-4.46	0.000***	170.68	120.35	-5.36	0.000***
Offer individualize attention to tourists	136.48	108.96	-3.13	0.002**	141.28	91.55	-5.78	0.000***	167.84	122.58	-4.77	0.000***
Know their culture	130.68	115.00	-1.80	0.072	149.18	82.57	-7.73	0.000***	182.53	111.03	-7.47	0.000***
Speak their language	130.48	115.20	-1.74	0.082	131.40	102.77	-3.31	0.001**	157.80	130.47	-2.86	0.004**
Opportunities to experience host/tourist culture	115.39	130.93	-1.81	0.71	107.73	129.67	-2.59	0.010*	139.83	144.60	-0.51	0.608
Opportunities to socialize with host/tourist	112.98	133.44	-2.34	0.019*	108.12	129.23	-2.46	0.014*	139.08	145.19	-0.65	0.517

*p<0.05 **p<0.01 ***p<0.001

Table C6: The Mann-Whitney U-tests of significant differences in expectations between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Dress neatly	128.34	101.50	-3.15	0.002**	148.48	133.60	-1.59	0.112	124.75	142.09	-1.87	0.062
Capable of performing services required	106.99	124.79	-2.20	0.028*	139.51	140.37	-0.10	0.924	124.75	142.09	-2.35	0.019*
Responsive to tourists needs	119.51	111.13	-1.02	0.306	149.96	132.48	-1.94	0.053	139.07	132.19	-0.78	0.438
Helpful	106.75	125.05	-2.29	0.022*	131.78	146.21	-1.63	0.104	139.84	131.65	-0.95	0.343
Provide prompt services	128.59	101.22	-3.33	0.001**	161.55	123.74	-4.09	0.000***	138.13	132.84	-0.58	0.561
Solve problem quickly	127.65	102.24	-3.06	0.002**	160.98	124.17	-3.98	0.000***	137.64	133.17	-0.49	0.623
Able to answer all questions	133.10	96.30	-4.37	0.000***	178.40	111.02	-7.21	0.000***	145.60	127.67	-1.95	0.052
Provide accurate information	114.05	117.09	-0.37	0.713	150.59	132.01	-2.03	0.043*	147.17	126.58	-2.26	0.024*
Friendly	106.33	125.50	-2.36	0.018*	131.85	146.15	-1.59	0.112	140.19	131.41	-1.00	0.320
Polite	112.53	118.75	-0.77	0.444	151.07	131.64	-2.14	0.032*	150.37	124.37	-2.90	0.004**
Respectful	116.63	114.26	-0.29	0.772	139.57	140.32	-0.08	0.934	133.08	136.33	-0.36	0.718
Trustworthy	105.32	126.61	-2.64	0.008**	138.19	141.36	-0.35	0.724	148.25	125.83	-2.54	0.011*
Confident	129.20	100.56	-3.46	0.001**	156.50	127.55	-3.12	0.002**	132.85	136.49	-0.39	0.695
Concern about their welfare	114.32	116.79	-0.30	0.764	154.91	128.75	-2.84	0.005**	151.52	123.57	-3.07	0.002**
Approachable	107.32	124.43	-2.16	0.031*	164.27	121.69	-4.70	0.000***	167.99	112.18	-6.13	0.000***
Easy to find	117.87	112.92	-0.61	0.540	159.80	125.06	-3.87	0.000***	149.98	124.64	-2.83	0.005**
Easy to talk to	119.99	110.60	-1.15	0.250	161.60	123.70	-4.15	0.000***	148.37	125.75	-2.48	0.013*
Keep them informed	117.05	113.81	-0.39	0.697	144.71	136.45	-0.90	0.370	137.41	133.33	-0.45	0.656
Listen to them	114.66	116.41	-0.21	0.833	153.45	129.85	-2.55	0.011*	149.38	125.05	-2.66	0.008**
Anticipate their need	121.23	109.25	-1.44	0.151	154.24	129.25	-2.68	0.007**	142.00	130.15	-1.29	0.197
Understand their need	126.73	103.25	-2.83	0.005**	159.25	125.47	-3.66	0.000***	138.21	132.78	-0.59	0.554
Offer individualize attention to tourists	126.11	103.92	-2.62	0.009**	146.74	134.91	-1.26	0.209	125.86	141.32	-1.67	0.095
Know their culture	141.83	86.78	-6.51	0.000***	173.07	115.04	-6.13	0.000***	133.30	136.18	-0.31	0.757
Speak their language	122.49	107.88	-1.73	0.084	144.61	136.52	-0.86	0.390	129.84	138.57	-0.94	0.35
Opportunities to experience host/tourist culture	111.53	119.84	-1.01	0.314	148.08	133.90	-1.55	0.121	148.61	125.58	-2.54	0.011*
Opportunities to socialize with host/tourist	114.52	116.57	-0.25	0.806	152.28	130.74	-2.33	0.020*	148.00	126.00	-2.40	0.017*

*p<0.05 **p<0.01 ***p<0.001

Table C7: The Mann-Whitney U-tests of significant differences in destination attributes between hosts and tourist groups Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=107)	Malay (n=125)			Host (n=107)	Chinese (n=120)			Host (n=107)	English (n=110)			Host (n=107)	European (n=159)		
Popular image of the destination	122.87	111.05	-1.41	0.159	131.47	98.42	-3.96	0.000***	143.04	75.89	-8.05	0.000***	189.00	96.15	-9.81	0.000***
Safety of the destination	115.66	115.66	-0.20	0.840	115.59	112.58	-0.39	0.696	121.57	96.77	-3.18	0.001**	169.11	109.54	-6.61	0.000***
Unpolluted environment	124.18	109.92	-1.96	0.050	131.51	98.39	-4.34	0.000***	127.26	91.24	-4.80	0.000***	173.06	106.88	-7.46	0.000***
Exotic environment	110.65	121.51	-1.35	0.178	125.33	103.90	-2.64	0.008**	125.32	93.12	-3.98	0.000***	157.66	117.24	-4.40	0.000***
Information centre	114.38	118.31	-0.47	0.637	123.34	105.67	-2.13	0.033*	133.43	85.23	-5.85	0.000***	175.28	105.39	-7.50	0.000***
Accommodation	118.12	115.11	-0.37	0.714	132.20	97.78	-4.18	0.000***	138.12	80.67	-7.00	0.000***	176.96	104.25	-7.83	0.000***
Transportation system	114.41	118.29	-0.48	0.633	129.57	100.12	-3.58	0.000***	134.71	83.99	-6.24	0.000***	173.02	106.91	-7.17	0.000***
Restaurant	121.47	112.24	-1.21	0.227	141.60	89.39	-6.42	0.000***	135.41	83.31	-6.53	0.000***	174.92	105.63	-7.60	0.000***
Hygienic food	122.35	111.49	-1.52	0.129	144.07	87.19	-7.07	0.000***	126.94	91.55	-4.70	0.000***	162.54	113.96	-5.58	0.000***
Price of good and services	109.59	122.42	-1.60	0.110	126.23	103.10	-2.81	0.005**	123.21	95.18	-3.46	0.001**	152.94	120.42	-3.60	0.000***
Banking and money changing	117.00	116.07	-0.11	0.912	118.41	110.07	-1.00	0.315	120.78	97.55	-2.81	0.005**	155.79	118.50	-4.01	0.000***
Credit card	121.57	112.16	-1.10	0.270	116.55	111.73	-0.58	0.561	126.46	92.01	-4.14	0.000***	157.59	117.29	-4.31	0.000***
Mobile phone	106.56	125.01	-2.22	0.027*	116.48	111.79	-0.57	0.571	137.04	81.73	-6.61	0.000***	179.67	102.43	-8.16	0.000***
Internet	126.77	107.71	-2.24	0.025*	129.40	100.27	-3.48	0.001**	134.93	83.78	-6.16	0.000***	173.24	106.75	-7.07	0.000***
TV service	122.89	111.03	-1.38	0.167	134.80	95.45	-4.62	0.000***	148.23	70.84	-9.22	0.000***	191.09	94.74	-10.17	0.000***
Clean facilities	121.10	112.56	-1.08	0.279	135.79	94.58	-5.05	0.000***	127.64	90.87	-4.65	0.000***	167.69	110.49	-6.25	0.000***
Treated water	120.55	113.03	-1.02	0.308	137.06	93.44	-5.47	0.000***	130.48	88.11	-5.45	0.000***	169.97	108.96	-6.80	0.000***
24-hour electricity	120.23	113.30	-0.90	0.370	125.86	103.42	-2.83	0.005**	141.53	77.35	-7.87	0.000***	182.17	100.75	-8.75	0.000***
Modern infrastructure	108.67	123.20	-1.70	0.089	106.39	120.79	-1.71	0.087	123.65	94.75	-3.48	0.001**	160.16	115.56	-4.75	0.000***
Nightlife and entertainment	107.81	123.94	-1.87	0.062	109.25	118.24	-1.05	0.293	122.15	96.20	-3.11	0.002**	158.96	116.36	-4.53	0.000***
Unique and quality souvenirs	117.45	115.69	-0.21	0.838	119.55	109.05	-1.25	0.213	143.60	75.35	-8.14	0.000***	187.92	96.88	-9.62	0.000***
Adventurous activities	106.79	124.81	-2.14	0.032*	109.44	118.06	-1.03	0.301	109.03	108.97	-0.01	0.995	136.40	131.55	0.52	0.603

Opportunities to see wildlife	108.68	123.19	-1.70	0.032	103.89	123.01	-2.32	0.021*	100.29	117.48	-2.10	0.036*	131.44	134.89	-0.37	0.709
Shopping opportunities	113.66	118.93	-0.61	0.540	114.12	113.90	-0.03	0.979	139.65	79.18	-7.28	0.000***	179.36	102.64	-8.15	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table C8: The Mann-Whitney U-tests of significant differences in destination attributes between Malay and other tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=125)	Chinese (n=120)			Malay (n=125)	English (n=110)			Malay (n=125)	European (n=159)		
Popular image of the destination	134.02	111.53	-2.60	0.009**	148.20	83.69	-7.42	0.000***	193.16	102.67	-9.38	0.000***
Safety of the destination	125.34	120.57	-0.60	0.548	130.31	104.01	-3.25	0.001**	176.42	115.83	-6.56	0.000***
Unpolluted environment	132.96	112.63	-2.51	0.012*	129.20	105.27	-3.00	0.003**	172.21	119.14	-5.82	0.000***
Exotic environment	140.54	104.73	-4.26	0.000***	139.26	93.85	-5.42	0.000***	173.67	118.00	-5.97	0.000***
Information centre	134.82	110.69	-2.81	0.005**	144.24	88.19	-6.54	0.000***	186.68	107.77	-8.29	0.000***
Accommodation	140.27	105.01	-4.15	0.000***	147.07	84.96	-7.28	0.000***	186.10	108.22	-8.23	0.000***
Transportation system	140.99	104.26	-4.32	0.000***	146.05	86.13	-7.09	0.000***	185.39	108.78	-8.15	0.000***
Restaurant	144.34	100.78	-5.13	0.000***	139.11	94.01	-5.39	0.000***	176.34	115.90	-6.47	0.000***
Hygienic food	148.20	96.75	-6.13	0.000***	130.91	103.33	-3.46	0.001**	164.59	125.13	-4.40	0.000***
Price of good and services	142.30	102.90	-4.66	0.000***	138.16	95.09	-5.15	0.000***	171.51	119.69	-5.63	0.000***
Banking and money changing	126.29	119.57	-0.77	0.439	128.75	105.78	-2.66	0.008**	162.77	126.57	-3.80	0.000***
Credit card	120.03	126.09	-0.70	0.483	131.36	102.82	-3.29	0.001**	159.79	128.91	-3.23	0.001**
Mobile phone service	136.95	108.47	-3.37	0.001**	152.01	79.35	-8.40	0.000***	197.52	99.25	-10.21	0.000***
Internet	126.41	119.45	-0.80	0.426	134.28	99.50	-4.00	0.000***	168.28	122.23	-4.79	0.000***
TV service	136.63	108.80	-3.14	0.002**	152.11	79.24	-8.33	0.000***	192.54	103.16	-9.25	0.000***
Clean facilities	139.15	106.18	-3.87	0.000***	131.54	102.62	-3.48	0.001**	170.04	120.85	-5.25	0.000***
Treated water	142.50	102.69	-4.78	0.000***	136.49	96.99	-4.84	0.000***	174.26	117.53	-6.18	0.000***
24-hour electricity	131.34	114.31	-2.05	0.040*	148.62	83.20	-7.68	0.000***	188.24	106.24	-8.60	0.000***
Modern infrastructure	123.31	122.68	-0.07	0.942	139.98	93.02	-5.44	0.000***	180.32	112.77	-7.07	0.000***
Nightlife and entertainment	126.40	119.46	-0.79	0.432	138.28	94.96	-5.00	0.000***	178.68	114.06	-6.73	0.000***
Unique and quality souvenirs	127.84	117.96	-1.13	0.258	151.54	79.89	-8.20	0.000***	195.08	101.16	-9.72	0.000***
Adventurous activities	129.29	116.45	-1.49	0.135	127.56	107.14	-2.40	0.016*	158.63	129.82	-3.06	0.002**
Opportunities to see wildlife	120.48	125.62	-0.60	0.548	115.85	120.44	-0.54	0.589	150.90	135.90	-1.60	0.110
Shopping opportunities	126.11	119.76	-0.72	0.470	147.02	85.02	-7.10	0.000***	185.80	108.46	-8.01	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table C9: The Mann-Whitney U-tests of significant differences in destination attributes between tourist groups at Perhentian and Redang Islands

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean rank		z-test	Sig. 2 tailed
	Chinese (n=120)	English (n=110)			Chinese (n=120)	European (n=159)			English (n=110)	European (n=159)		
Popular image of the destination	140.50	88.22	-6.12	0.000***	185.16	105.92	-8.29	0.000***	147.62	126.27	-2.26	0.024*
Safety of the destination	126.04	104.00	-2.73	0.006**	171.73	116.06	-6.07	0.000***	151.43	123.63	-3.05	0.002**
Unpolluted environment	117.53	113.29	-0.53	0.600	157.03	127.15	-3.29	0.000***	149.53	124.95	-2.74	0.006**
Exotic environment	123.45	106.82	-2.03	0.042*	153.28	129.97	-2.53	0.011*	135.67	134.53	-0.12	0.902
Information centre	134.21	95.09	-4.66	0.000***	175.07	113.53	-6.56	0.000***	141.97	130.18	-1.27	0.205
Accommodation	132.74	96.69	-4.34	0.000***	167.43	119.30	-5.18	0.000***	137.45	133.31	-0.45	0.654
Transportation system	128.68	101.12	-3.33	0.001**	162.54	122.99	-4.27	0.000***	138.73	132.42	-0.69	0.491
Restaurant	119.19	111.47	-0.92	0.355	149.23	133.03	-1.74	0.082	138.75	132.41	-0.68	0.494
Hygienic food	104.39	127.62	-2.84	0.005**	128.09	148.99	-2.29	0.022*	139.00	132.24	-0.76	0.450
Price of good and services	119.96	110.64	-1.12	0.262	142.98	137.75	-0.58	0.564	131.10	137.70	-0.73	0.467
Banking and money changing	125.43	104.67	-2.47	0.014*	160.12	124.82	-3.78	0.000***	139.01	132.23	-0.73	0.468
Credit card	133.18	96.21	-4.36	0.000***	164.33	121.64	-4.55	0.000***	130.81	137.90	-0.75	0.453
Mobile phone service	145.16	83.14	-7.24	0.000***	189.67	102.51	-9.12	0.000***	137.81	133.05	-0.50	0.616
Internet	132.79	96.64	-4.26	0.000***	168.50	118.49	-5.28	0.000***	137.48	133.29	-0.44	0.657
TV service	145.03	83.28	-7.15	0.000***	183.15	107.43	-7.91	0.000***	134.02	135.68	-0.18	0.859
Clean facilities	113.28	117.93	-0.57	0.572	149.46	132.86	-1.78	0.076	146.85	126.80	-2.18	0.029*
Treated water	118.08	112.68	-0.65	0.519	146.01	135.46	-1.13	0.257	137.52	133.26	-0.46	0.645
24-hour electricity	141.16	87.51	-6.30	0.000***	178.51	110.93	-7.12	0.000***	136.18	134.18	-0.21	0.832
Modern infrastructure	138.91	89.96	-5.77	0.000***	180.79	109.22	-7.55	0.000***	140.92	130.91	-1.07	0.286
Nightlife and entertainment	133.18	96.22	-4.31	0.000***	172.20	115.70	-5.92	0.000***	141.41	130.56	-1.15	0.248
Unique and quality souvenirs	148.72	79.26	-8.09	0.000***	192.17	100.63	-9.56	0.000***	142.00	130.15	-1.27	0.205
Adventurous activities	120.74	109.78	-1.33	0.183	150.37	132.17	-1.96	0.050	138.26	132.75	-0.59	0.552
Opportunities to see wildlife	115.11	115.93	-0.10	0.920	152.97	130.21	-2.49	0.013*	146.87	126.79	-2.19	0.029*
Shopping opportunities	146.36	81.84	-7.55	0.000***	186.05	105.25	-8.46	0.000***	139.03	132.21	-0.73	0.468

*p<0.05 **p<0.01 ***p<0.001

Appendix D: Total result of the Mann-Whitney U-tests (Langkawi Island)

Table D1: The Mann-Whitney U-tests of significant differences in perceptions hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (n=125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (125)	European (n=130)		
Attract investment	129.17	142.73	-1.52	0.129	129.65	124.41	-0.60	0.547	117.59	141.58	-2.79	0.005**	127.08	128.88	-0.61	0.837
Increase standard of living	137.26	135.85	-0.15	0.878	131.94	122.17	-1.11	0.267	129.60	130.37	-0.09	0.931	136.19	120.13	-1.81	0.070
Increase prices of goods and services	106.85	161.71	-5.92	0.000***	100.28	153.10	-5.90	0.000***	98.63	159.26	-6.73	0.000***	96.08	158.69	-7.06	0.000***
Increase price of land and housing	113.46	156.10	-4.61	0.000***	109.68	143.91	-3.82	0.000***	96.62	161.13	-7.24	0.000***	100.82	154.13	-5.97	0.000***
Increase cost of living	109.74	159.25	-5.36	0.000***	108.79	144.79	-4.03	0.000***	106.02	152.37	-5.17	0.000***	105.31	149.82	-5.01	0.000***
Generate employment to hosts	126.54	144.97	-2.05	0.040*	128.51	125.53	-0.34	0.733	108.78	149.80	-4.76	0.000***	123.30	132.52	-1.07	0.287
Increase variety of goods	137.36	135.77	-0.18	0.860	133.86	120.30	-1.54	0.123	126.20	133.54	-0.83	0.406	137.48	118.88	-2.12	0.034*
Improve public infrastructure	136.02	136.91	-0.10	0.922	129.02	125.03	-0.46	0.647	125.58	134.12	-0.97	0.330	131.11	125.01	-0.70	0.485
Improve transportation system	135.96	136.96	-0.11	0.913	131.87	122.25	-1.10	0.272	127.93	131.93	-0.46	0.648	130.23	125.85	-0.50	0.616
Valuable experience	139.60	133.86	-063	0.526	137.87	116.38	-2.45	0.014*	112.40	146.41	-3.89	0.000***	122.50	133.28	-1.23	0.219
Increase in recreational facilities	135.60	137.27	-0.18	0.855	136.08	118.13	-2.02	0.043*	142.76	118.10	-2.74	0.006**	147.82	108.94	-4.35	0.000***
Impact on local culture	117.29	152.83	-3.81	0.000***	114.84	138.88	-2.68	0.007**	131.30	128.79	-0.28	0.783	119.34	136.33	-1.89	0.059
Exploitation of hosts by tourists	118.63	151.70	-3.54	0.000***	110.41	143.20	-3.65	0.000***	137.21	123.27	-1.54	0.124	126.82	129.13	-0.26	0.797
Increase in crime rate	125.70	145.68	-2.14	0.033*	117.70	136.09	-2.04	0.041*	133.52	126.71	-0.75	0.453	120.58	135.13	-1.61	0.107
Provide incentive for restoration of historical buildings	127.55	144.11	-1.81	0.071	126.16	127.82	-0.19	0.852	123.29	136.26	-1.46	0.145	132.20	123.96	-0.93	0.353
Provide incentive for conservation of natural resources	126.94	144.63	-1.92	0.055	125.47	128.50	-0.34	0.734	118.05	141.15	-2.59	0.010*	132.85	123.34	-1.07	0.283
Result in unpleasant	129.27	142.65	-1.44	0.150	119.61	134.21	-1.64	0.101	123.77	135.81	-1.34	0.179	115.36	140.15	-2.79	0.005**

crowded tourism places																
Add to pollution	112.22	157.15	-4.81	0.000***	104.56	148.92	-4.95	0.000***	104.13	154.13	-5.50	0.000***	96.54	158.25	-6.85	0.000***
Destroyed natural environment	117.02	153.06	-3.84	0.000***	105.37	148.12	-4.76	0.000***	119.32	139.96	-2.28	0.023*	106.57	148.60	-4.67	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table D2: The Mann-Whitney U-tests of significant differences in perceptions between Malay tourists and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Attract investment	148.01	126.51	-2.41	0.016*	134.57	148.05	-1.53	0.126	145.17	132.02	-1.47	0.142
Increase standard of living	142.44	132.90	-1.05	0.294	139.52	142.62	-0.34	0.736	147.74	129.12	-2.04	0.042*
Increase price of goods and services	135.51	140.86	-0.59	0.558	139.25	142.92	-0.40	0.688	133.06	145.72	-1.42	0.156
Increase price of land and housing	141.47	134.02	-0.81	0.419	126.85	156.52	-3.26	0.001**	131.83	147.11	-1.67	0.095
Increase cost of living	143.71	131.44	-1.34	0.181	142.05	139.85	-0.24	0.810	140.94	136.80	-0.46	0.649
Generate employment to hosts	148.65	125.77	-2.54	0.011*	127.56	155.75	-3.19	0.001**	143.65	133.75	-1.11	0.266
Increase variety of goods for sale	144.77	130.22	-1.60	0.111	136.21	146.25	-1.10	0.273	148.53	128.23	-2.23	0.026*
Improve public infrastructure	140.50	135.13	-0.60	0.552	136.06	146.41	-1.14	0.254	142.55	134.98	-0.84	0.404
Improve transportation system	144.01	131.10	-1.43	0.154	138.25	144.01	-0.64	0.524	141.31	136.39	-0.56	0.586
Valuable experience	146.86	127.83	-2.12	0.035*	118.46	165.72	-5.20	0.000***	129.78	149.43	-2.17	0.030*
Increase in recreational facilities	149.34	124.97	-2.67	0.008**	157.29	123.13	-3.69	0.000***	163.73	111.03	-5.71	0.000***
Impact on local culture	143.42	131.78	-1.25	0.212	160.47	119.64	-4.32	0.000***	148.20	128.60	-2.10	0.036*
Exploitation of hosts by tourists	136.88	139.28	-0.26	0.798	165.01	114.66	-5.32	0.000***	154.71	121.23	-3.57	0.000***
Increase in crime rate	137.99	138.02	-0.00	0.998	155.67	124.91	-3.25	0.001**	141.90	135.72	-0.66	0.511
Provide incentive for restoration of historical buildings	145.46	129.44	-1.76	0.079	143.15	138.64	-0.50	0.618	153.74	122.23	-3.44	0.001**
Provide incentive for conservation of natural resources	145.06	129.89	-1.65	0.099	137.88	144.43	-0.72	0.475	153.88	122.17	-3.44	0.001**
Result in unpleasant crowded tourism places	137.01	139.13	-0.23	0.820	141.86	140.06	-0.19	0.848	133.19	145.57	-1.34	0.182
Add to pollution	136.97	139.19	-0.24	0.812	136.69	145.72	-0.96	0.339	129.00	150.30	-2.28	0.023*
Destroyed natural environment	135.58	140.78	-0.56	0.578	151.68	129.28	-2.38	0.017*	137.33	140.89	-0.38	0.704

*p<0.05 **p<0.01 ***p<0.001

Table D3: The Mann-Whitney U-tests of significant differences in perceptions between tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Attract investment	114.56	147.68	-3.84	0.000***	125.70	133.24	-0.86	0.388	144.77	119.85	-2.88	0.004**
Increase standard of living	125.19	137.53	-1.41	0.160	134.17	124.90	-1.06	0.288	143.31	121.36	-2.49	0.013*
Increase price of goods and services	132.31	130.72	-0.18	0.858	126.71	132.25	-0.64	0.522	127.36	137.80	-1.21	0.228
Increase price of land and housing	113.62	148.58	-3.94	0.000***	118.58	140.25	-2.44	0.015*	139.46	125.33	-1.61	0.107
Increase in cost of living	126.38	136.39	-1.12	0.261	125.42	133.52	-0.92	0.360	133.39	131.58	-0.21	0.837
Generate employment to hosts	107.94	154.01	-5.30	0.000***	122.81	136.09	-1.53	0.127	150.51	113.93	-4.27	0.000***
Increase variety of goods for sale	119.90	142.58	-2.55	0.011*	131.91	127.12	-0.54	0.588	146.47	118.10	-3.18	0.001**
Improves public infrastructure	123.74	138.91	-1.74	0.082	130.54	128.48	-0.24	0.812	141.00	123.74	-1.98	0.048*
Improves transportation system	122.43	140.17	-2.04	0.041*	125.72	133.22	-0.87	0.386	137.43	127.42	-1.16	0.246
Valuable experience	101.72	159.94	-6.58	0.000***	112.59	146.15	-3.81	0.000***	144.35	120.29	-2.76	0.006**
Increase in recreational facilities	134.97	128.18	-0.75	0.452	140.80	118.38	-2.50	0.012*	140.73	124.02	-1.85	0.064
Impact on local culture	146.04	117.61	-3.12	0.002**	133.45	125.61	-0.87	0.385	122.04	143.28	-2.32	0.020*
Exploitation of hosts by tourists	156.48	107.63	-5.35	0.000***	146.39	112.87	-3.71	0.000***	123.70	141.57	-1.96	0.050
Increase in crime rate	145.70	117.93	-3.04	0.002**	132.23	126.81	-0.60	0.549	120.47	144.90	-2.68	0.007**
Provide incentive for restoration of historical buildings	125.42	137.31	-1.34	0.179	135.33	123.76	-1.30	0.192	145.95	118.63	-3.09	0.002**
Provide incentive for conservation of natural resources	120.88	141.65	-2.33	0.020*	136.30	122.80	-1.51	0.131	151.02	113.41	-4.20	0.000***
Result in unpleasant crowded tourism places	133.59	129.50	-0.46	0.649	124.61	134.32	-1.09	0.275	124.90	140.33	-1.73	0.084
Add to pollution	128.25	134.60	-0.70	0.485	120.52	138.35	-1.98	0.048*	126.88	138.30	-1.25	0.0210
Destroyed natural environment	145.98	117.66	-3.14	0.002**	130.29	128.73	-0.17	0.862	119.12	146.29	-3.01	0.003**

*p<0.05 **p<0.01 ***p<0.001

Table D4: The Mann-Whitney U-tests of significant differences in expectations between hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (n=125)	European (n=130)		
Dress neatly	100.44	167.16	-7.23	0.000***	109.21	144.37	-3.95	0.000***	106.77	151.67	-4.98	0.000***	118.91	136.74	-2.02	0.043*
Capable of performing services required	81.79	183.02	-10.92	0.000***	86.71	166.35	-8.92	0.000***	76.46	179.46	-11.50	0.000***	87.31	167.12	-8.99	0.000***
Responsive to their needs	99.63	167.85	-7.37	0.000***	100.63	152.75	-5.84	0.000***	99.06	158.87	-6.71	0.000***	108.52	146.73	-4.29	0.000***
Helpful	89.92	176.11	-9.33	0.000***	95.98	157.29	-6.90	0.000***	83.73	173.16	-10.12	0.000***	88.65	165.83	-8.73	0.000***
Provide prompt services	110.09	158.96	-5.33	0.000***	108.64	144.93	-4.12	0.000***	114.25	144.69	-3.45	0.001**	120.22	135.48	-1.72	0.085
Solve problem quickly	120.25	150.32	-3.31	0.001**	120.95	132.91	-1.35	0.176	127.82	132.04	-0.47	0.635	126.40	129.54	-0.36	0.722
Able to answer all questions	96.41	170.59	-8.02	0.000***	101.58	151.82	-5.65	0.000***	112.83	146.02	-3.69	0.000***	110.88	144.46	-3.77	0.000***
Provide accurate information	110.00	159.03	-5.36	0.000***	111.25	142.38	-3.52	0.000***	106.00	152.38	-5.22	0.000***	115.19	140.32	-2.87	0.004**
Friendly	116.03	153.91	-4.24	0.000***	121.86	132.02	-1.17	0.241	111.70	147.07	-4.08	0.000***	117.99	137.62	-2.28	0.023*
Polite	116.16	153.80	-4.22	0.000***	121.26	132.61	-1.31	0.102	109.67	148.96	-4.56	0.000***	123.12	132.69	-1.11	0.266
Respectful	115.04	154.74	-4.47	0.000***	122.14	131.75	-1.11	0.265	117.38	141.78	-2.82	0.005**	124.15	131.70	-0.87	0.383
Trustworthy	120.56	150.05	-3.28	0.001**	122.13	131.75	-1.10	0.271	110.80	147.91	-4.30	0.000***	120.85	134.87	-1.61	0.107
Confident	117.29	152.83	-3.95	0.000***	120.80	133.05	-1.40	0.162	125.86	133.87	-0.91	0.364	127.17	128.17	-0.04	0.968
Concern about their welfare	103.33	164.70	-6.62	0.000***	104.14	149.32	-5.05	0.000***	100.32	157.69	-6.41	0.000***	112.18	143.21	-3.48	0.001**
Approachable	121.38	149.35	-3.08	0.002**	120.88	132.98	-1.38	0.166	108.96	149.63	-4.72	0.000***	128.00	128.00	-0.00	0.999
Easy to find	109.30	159.63	-5.46	0.000***	108.53	145.04	-4.10	0.000***	104.28	154.00	-5.59	0.000***	111.97	143.41	-3.53	0.000***
Easy to talk to	106.78	161.78	-6.00	0.000***	107.22	146.32	-4.44	0.000***	100.28	157.72	-6.50	0.000***	110.42	144.90	-3.92	0.000***
Keep them informed	102.26	165.62	-6.86	0.000***	98.30	155.03	-6.38	0.000***	100.28	157.73	-6.41	0.000***	106.34	148.83	-4.77	0.000***
Listen to them	122.70	148.23	-2.83	0.005**	114.71	139.00	-2.80	0.005**	123.52	136.05	-1.43	0.151	129.86	126.21	-0.42	0.674
Anticipate their need	93.95	172.68	-8.47	0.000***	92.57	160.62	-7.61	0.000***	102.30	155.84	-5.96	0.000***	102.45	152.57	-5.65	0.000***
Understand their need	99.08	168.32	-7.48	0.000***	100.62	152.76	-5.84	0.000***	110.23	148.44	-4.25	0.000***	108.22	147.02	-4.35	0.000***

Offer individualize attention	98.62	168.71	-7.53	0.000***	95.05	158.20	-7.05	0.000***	110.07	148.59	-4.32	0.000***	101.74	153.25	-5.80	0.000***
Know their culture	137.09	136.00	-0.12	0.906	127.14	126.86	-0.03	0.975	158.23	103.67	-6.02	0.000***	153.03	103.93	-5.48	0.000***
Speak their language	91.66	174.63	-8.87	0.000***	88.05	165.04	-8.55	0.000***	98.91	159.00	-6.65	0.000***	88.79	165.70	-8.53	0.000***
Opportunities to experience host/tourist culture	95.77	171.13	-8.12	0.000***	95.60	157.66	-6.95	0.000***	91.79	165.64	-8.19	0.000***	98.26	156.60	-6.52	0.000***
Opportunities to socialize with host/tourist	90.54	175.58	-9.09	0.000***	87.44	165.64	-8.68	0.000***	90.49	166.85	-8.37	0.000***	93.72	160.96	-7.47	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table D5: The Mann-Whitney U-tests of significant differences in expectations between Malay tourists and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Dress neatly	153.60	120.08	-3.68	0.000***	152.32	128.59	-2.59	0.010*	168.75	105.36	-6.96	0.000***
Capable of performing services required	146.74	127.96	-2.10	0.036*	137.22	145.15	-0.90	0.369	153..79	122.28	-3.58	0.000***
Responsive to their needs	144.23	130.85	-1.47	0.141	147.94	133.39	-1.62	0.105	156.49	119.22	-4.09	0.000***
Helpful	148.81	125.59	-2.56	0.010*	142.51	139.34	-0.36	0.720	145.96	131.13	-1.66	0.097
Provide prompt services	142.95	132.32	-1.18	0.240	152.69	128.18	-2.71	0.007**	157.22	118.40	-4.25	0.000***
Solve problem quickly	146.26	128.52	-1.97	0.049*	156.06	124.47	-3.48	0.001**	154.15	121.87	-3.57	0.000***
Able to answer all questions	148.87	125.51	-2.56	0.011*	163.56	116.25	-5.12	0.000***	160.36	114.85	-4.96	0.000***
Provide accurate information	144.71	130.29	-1.58	0.113	141.56	140.38	-0.13	0.897	152.08	124.21	-3.09	0.002**
Friendly	150.02	124.19	-2.89	0.004**	141.53	140.42	-0.13	0.901	147.53	129.35	-2.05	0.040*
Polite	148.87	125.51	-2.61	0.009**	139.93	142.18	-0.26	0.799	152.79	123.41	-3.30	0.001**
Respectful	152.44	121.41	-3.54	0.000***	148.65	132.60	-1.83	0.067	155.56	120.27	-4.01	0.000***
Trustworthy	146.44	128.30	-2.01	0.044*	137.26	145.10	-0.89	0.375	146.23	130.82	-1.72	0.086
Confident	147.93	126.60	-2.36	0.018*	155.05	125.58	-3.24	0.001**	157.01	118.64	-4.25	0.000***
Concern about their welfare	144.97	129.99	-1.64	0.102	144.39	137.28	-0.78	0.433	158.93	116.47	-4.65	0.000***
Approachable	145.02	129.94	-1.66	0.098	135.14	147.43	-1.37	0.170	153.41	122.70	-3.38	0.001**
Easy to find	143.35	131.86	-1.27	0.204	141.08	140.91	-0.02	0.985	149.26	127.40	-2.41	0.016*
Easy to talk to	144.54	130.49	-1.55	0.122	140.71	141.32	-0.07	0.946	149.71	126.89	-2.51	0.012*
Keep them informed	138.76	137.13	-0.18	0.858	143.81	137.91	-0.65	0.518	150.03	126.52	-2.57	0.010*
Listen to them	137.79	138.25	-0.05	0.960	147.29	134.10	-1.44	0.151	152.47	123.77	-3.13	0.002**
Anticipate their need	140.36	135.29	-0.55	0.581	157.91	122.45	-3.84	0.000***	157.81	117.73	-4.37	0.000***
Understand their need	145.85	128.98	-1.86	0.063	160.61	119.49	-4.50	0.000***	157.50	118.08	-4.33	0.000***
Offer individualize attention to tourists	138.64	137.26	-0.15	0.881	162.40	117.52	-4.83	0.000***	152.10	124.19	-3.03	0.002**
Know their culture	137.53	138.54	-0.11	0.914	171.43	107.62	-6.80	0.000***	165.88	108.61	-6.16	0.000***
Speak their language	136.70	139.50	-0.30	0.763	156.42	124.09	-3.46	0.001**	140.75	137.02	-0.40	0.688
Opportunities to experience host/tourist culture and custom	141.41	134.08	-0.80	0.422	140.01	142.09	-0.23	0.821	146.34	130.70	-1.70	0.088
Opportunities to socialize with host/tourist	135.33	141.07	-0.62	0.533	142.47	139.39	-0.33	0.741	150.29	126.24	-2.60	0.009**

*p<0.05 **p<0.01 **p<0.001

Table D6: The Mann-Whitney U-tests of significant differences in expectations between tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Dress neatly	126.42	136.35	-1.11	0.267	141.81	117.38	-2.78	0.005**	150.20	114.25	-4.05	0.000***
Capable of performing services required	118.42	143.99	-2.97	0.003**	134.49	124.58	-1.16	0.247	151.79	112.62	-4.66	0.000***
Responsive to their needs	131.16	131.82	-0.08	0.940	140.13	119.04	-2.40	0.017*	145.00	119.61	-2.94	0.003**
Helpful	120.45	142.05	-2.55	0.011*	124.57	134.35	-1.14	0.255	139.06	125.74	-1.63	0.103
Provide prompt services	137.44	125.83	-1.33	0.184	142.41	116.78	-2.91	0.004**	141.17	123.56	-2.01	0.045*
Solve problem quickly	136.78	126.46	-1.17	0.244	135.16	123.93	-1.28	0.202	133.12	131.86	-0.14	0.886
Able to answer all questions	142.24	121.24	-2.34	0.019*	139.48	119.68	-2.22	0.026*	131.96	133.05	-0.12	0.904
Provide accurate information	124.93	137.77	-1.45	0.147	134.72	124.36	-1.18	0.238	145.29	119.31	-2.97	0.003**
Friendly	119.34	143.11	-2.73	0.006**	125.29	133.64	-0.96	0.335	140.59	124.16	-1.91	0.056
Polite	118.84	143.59	-2.86	0.004**	131.07	127.96	-0.36	0.721	147.88	116.64	-3.65	0.000***
Respectful	123.76	138.90	-1.76	0.076	130.97	128.05	-0.34	0.733	141.77	122.95	-2.19	0.028*
Trustworthy	118.59	143.83	-2.91	0.004**	127.70	131.28	-0.41	0.683	143.89	120.76	-2.69	0.007**
Confident	134.08	129.03	-0.57	0.570	135.88	123.22	-1.44	0.150	136.51	128.37	-0.92	0.357
Concern about their welfare	126.70	136.09	-1.06	0.287	141.10	118.08	-2.61	0.009**	151.21	113.21	-4.34	0.000***
Approachable	117.80	144.59	-3.11	0.002**	136.29	122.82	-1.54	0.123	154.98	109.33	-5.35	0.000***
Easy to find	125.75	136.99	-1.29	0.196	133.96	125.11	-1.01	0.313	143.37	121.29	-2.55	0.011*
Easy to talk to	123.79	138.87	-1.73	0.083	133.28	125.78	-0.86	0.392	144.44	120.19	-2.79	0.005**
Keep them informed	133.55	129.54	-0.46	0.648	139.68	119.48	-2.29	0.022*	141.24	123.49	-2.00	0.045*
Listen to them	137.96	125.32	-1.43	0.153	143.06	116.15	-3.05	0.002**	140.29	124.47	-1.78	0.075
Anticipate their need	145.18	118.43	-2.99	0.003***	145.00	114.23	-3.48	0.001**	134.81	130.12	-0.53	0.596
Understand their need	142.22	121.26	-2.36	0.018***	139.44	119.71	-2.23	0.026*	132.10	132.91	-0.09	0.928
Offer individualize attention to tourists	151.85	112.06	-4.43	0.000***	141.71	117.48	-2.73	0.006**	123.57	141.70	-2.05	0.040*
Know their culture	160.87	103.44	-6.32	0.000***	155.54	103.86	-5.75	0.000***	129.48	135.61	-0.68	0.499
Speak their language	148.39	115.36	-3.66	0.000***	132.77	126.28	-0.73	0.469	119.00	146.41	-3.04	0.002**
Opportunities to experience host/tourist culture and custom	126.91	135.89	-1.02	0.308	133.22	125.84	-0.84	0.402	140.96	123.78	-1.94	0.052
Opportunities to socialize with host/tourist	135.52	127.66	-0.88	0.381	143.40	115.81	-3.10	0.002**	142.13	122.58	-2.17	0.030*

*p<0.05 **p<0.01 ***p<0.001

Table D7: The Mann-Whitney U-tests of significant differences in destination attributes between hosts and tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Host (n=125)	Malay (n=147)			Host (n=125)	Chinese (n=128)			Host (n=125)	English (n=134)			Host (n=125)	European (n=130)		
Popular image of the destination	130.77	141.37	-1.18	0.238	138.06	116.20	-2.49	0.013*	162.86	99.35	-7.01	0.000***	168.48	89.08	-8.83	0.000***
Safety of the destination	131.39	140.85	-1.14	0.255	137.00	117.23	-2.35	0.019*	135.70	124.69	-1.31	0.191	139.75	116.70	-2.72	0.007**
Unpolluted environment	140.10	133.44	-0.80	0.425	146.60	107.86	-4.58	0.000***	147.16	113.99	-3.91	0.000***	147.47	109.28	-4.51	0.000***
Exotic environment	118.10	152.15	-3.85	0.000***	138.45	115.82	-2.60	0.009**	146.91	114.23	-3.71	0.000***	137.24	119.11	-2.12	0.034*
Information centre	130.86	141.30	-1.17	0.242	132.10	122.02	-1.16	0.245	151.08	110.34	-4.58	0.000***	157.03	100.08	-6.42	0.000***
Accommodation	141.72	132.06	-1.09	0.276	137.57	116.68	-2.43	0.015*	138.52	122.05	-1.89	0.058	154.85	102.18	-6.04	0.000***
Transportation system	135.16	137.64	-0.28	0.779	137.26	116.98	-2.35	0.019*	146.57	114.54	-3.64	0.000***	153.62	103.37	-5.72	0.000***
Restaurant	140.27	133.29	-0.83	0.409	142.42	111.94	-3.61	0.000***	139.84	120.82	-2.26	0.024*	151.90	105.02	-5.45	0.000***
Hygienic food	146.66	127.86	-2.29	0.022*	145.02	109.40	-4.34	0.000***	130.56	129.47	-0.14	0.886	142.88	113.69	-3.59	0.000***
Price of good and services	130.08	141.96	-1.35	0.176	133.24	120.90	-1.44	0.151	140.47	120.24	-2.32	0.020*	143.80	112.81	-3.59	0.000***
Banking and money changing	134.82	137.93	-0.35	0.728	138.64	115.63	-2.63	0.008**	147.42	113.75	-3.78	0.000***	145.32	111.35	-3.87	0.000***
Credit card	127.04	144.51	-1.91	0.056	124.16	129.77	-0.64	0.524	127.21	132.60	-0.60	0.546	131.50	124.63	-0.78	0.438
Mobile phone	118.09	152.16	-3.77	0.000***	128.86	125.19	-0.42	0.677	150.76	110.63	-4.42	0.000***	152.79	104.17	-5.41	0.000***
Internet	138.58	134.73	-0.42	0.672	134.96	119.23	-1.79	0.074	161.17	100.93	-6.64	0.000***	156.26	100.82	-6.18	0.000***
TV service	121.50	149.25	-3.03	0.002**	127.50	126.51	-0.11	0.912	159.86	102.14	-6.33	0.000***	162.78	94.55	-7.54	0.000***
Clean facilities	135.62	137.24	-0.19	0.852	134.55	119.63	-1.75	0.080	126.96	132.83	-0.70	0.486	142.65	113.91	-3.35	0.001**
Treated water	131.42	140.82	-1.15	0.250	139.68	114.62	-2.99	0.003**	129.59	130.38	-0.10	0.922	147.03	109.70	-4.42	0.000***
24-hour electricity	132.82	139.63	-0.85	0.396	137.08	117.16	-2.43	0.015*	142.51	118.51	-2.89	0.004**	153.42	103.56	-5.81	0.000***
Modern infrastructure	143.87	130.23	-1.57	0.117	143.63	110.76	-3.85	0.000***	152.74	108.79	-5.03	0.000***	166.55	90.93	-8.59	0.000***
Nightlife and entertainment	116.23	153.73	-4.03	0.000***	110.93	142.70	-3.55	0.000***	140.02	120.65	-2.15	0.032*	144.71	111.93	-3.66	0.000***
Unique and quality souvenirs	124.00	147.13	-2.51	0.012*	130.89	123.20	-0.86	0.390	161.99	100.16	-6.79	0.000***	152.43	104.51	-5.29	0.000***
Adventurous	133.64	138.93	-0.58	0.564	124.84	129.11	-0.48	0.629	141.90	118.90	-2.57	0.010*	136.53	119.80	-1.88	0.060

activities																
Opportunity to see wildlife	128.73	143.11	-1.57	0.117	120.28	133.56	-1.51	0.132	130.65	129.39	-0.14	0.887	125.24	130.66	-0.61	0.539
Shopping opportunities	128.53	143.28	-1.63	0.103	129.13	124.92	-0.48	0.632	157.72	104.33	-5.90	0.000***	157.48	99.65	-6.48	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table D8: The Mann-Whitney U-tests of significant differences in destination attributes between Malay tourists and other tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Malay (n=147)	Chinese (n=128)			Malay (n=147)	English (n=134)			Malay (n=147)	European (n=130)		
Popular image of the destination	153.50	120.20	-3.64	0.000***	176.61	101.93	-7.93	0.000***	181.27	91.20	-9.59	0.000***
Safety of the destination	153.34	120.38	-3.81	0.000***	152.07	128.86	-2.69	0.007**	156.49	119.23	-4.28	0.000***
Unpolluted environment	155.48	117.92	-4.24	0.000***	155.59	124.99	-3.45	0.001**	156.07	119.70	-4.11	0.000***
Exotic environment	162.74	109.59	-5.86	0.000***	171.86	107.15	-7.04	0.000***	164.09	110.63	-5.95	0.000***
Information centre	148.26	126.21	-2.46	0.014*	167.56	111.87	-6.03	0.000***	173.27	100.25	-7.91	0.000***
Accommodation	144.55	130.48	-1.57	0.116	145.39	136.18	-1.02	0.308	163.23	111.60	-5.75	0.000***
Transportation system	150.18	124.01	-2.92	0.003**	160.13	120.01	-4.40	0.000***	167.64	106.62	-6.70	0.000***
Restaurant	151.38	122.63	-3.26	0.001**	148.17	133.14	-1.71	0.087	161.39	113.68	-5.35	0.000***
Hygienic food	147.82	126.72	-2.40	0.016*	132.05	150.82	-2.25	0.025*	145.17	132.02	-1.51	0.132
Price of good and services	149.41	124.89	-2.75	0.006**	157.04	123.41	-3.72	0.000***	160.24	114.98	-5.03	0.000***
Banking and money changing	151.97	121.96	-3.32	0.001**	161.31	118.72	-4.64	0.000***	159.36	115.98	-4.80	0.000***
Credit card	143.92	131.20	-1.39	0.165	147.35	134.03	-1.44	0.150	151.44	124.93	-2.88	0.004**
Mobile phone	156.16	117.14	-4.29	0.000***	174.72	104.01	-7.55	0.000***	176.65	96.43	-8.60	0.000***
Internet	144.24	130.83	-1.45	0.146	171.41	107.64	-6.75	0.000***	166.25	108.18	-6.20	0.000***
TV service	150.89	123.20	-3.00	0.003**	180.97	97.15	-8.84	0.000***	183.45	88.74	-10.04	0.000***
Clean facilities	146.37	128.39	-2.02	0.043*	138.74	143.48	-0.54	0.589	154.54	121.42	-3.71	0.000***
Treated water	154.28	119.30	-4.07	0.000***	145.17	136.43	-1.06	0.288	161.51	113.35	-5.46	0.000***
24-hour electricity	150.89	123.19	-3.29	0.001**	156.46	124.46	-3.78	0.000***	166.88	107.48	-6.70	0.000***
Modern infrastructure	148.57	125.86	-2.53	0.011*	157.70	122.68	-3.83	0.000***	172.16	101.51	-7.70	0.000***
Nightlife and entertainment	139.05	136.79	-0.24	0.808	167.31	112.14	-5.82	0.000***	170.24	103.67	-7.05	0.000***
Unique and quality souvenirs	152.13	121.78	-3.26	0.001**	182.53	95.44	-9.18	0.000***	172.34	101.30	-7.53	0.000***
Adventurous activities	138.41	137.52	-0.10	0.923	155.34	125.26	-3.22	0.001**	150.01	126.55	-2.52	0.012*
Opportunities to see wildlife	138.22	137.74	-0.05	0.985	149.03	132.19	-1.81	0.070	143.17	134.28	-0.96	0.336
Shopping opportunities	146.56	128.17	-2.01	0.045*	173.95	104.86	-7.35	0.000***	174.04	99.38	-8.00	0.000***

*p<0.05 **p<0.01 ***p<0.001

Table D9: The Mann-Whitney U-tests of significant differences in destination attributes between tourist groups at Langkawi Island

Variables	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z- test	Sig. 2 tailed	Mean Rank		z-test	Sig. 2 tailed
	Chinese (n=128)	English (n=134)			Chinese (n=128)	European (n=130)			English (n=134)	European (n=130)		
Popular image of the destination	154.70	109.34	-4.97	0.000***	160.96	98.52	-6.90	0.000***	140.62	124.13	-1.79	0.073
Safety of the destination	126.32	136.44	-1.17	0.243	130.49	128.53	-0.23	0.821	138.78	126.02	-1.47	0.143
Unpolluted environment	127.18	135.63	-0.96	0.336	127.95	131.03	-0.35	0.724	135.29	129.63	-0.65	0.518
Exotic environment	135.34	127.84	-0.84	0.403	125.55	133.39	-0.89	0.372	123.97	141.29	-1.96	0.050
Information centre	147.86	115.88	-3.59	0.000***	154.29	105.09	-5.53	0.000***	141.85	122.86	-2.11	0.035*
Accommodation	128.87	134.01	-0.59	0.559	145.96	113.29	-3.76	0.000***	151.85	112.55	-4.47	0.000***
Transportation system	137.80	125.48	-1.39	0.164	145.80	113.45	-3.68	0.000***	142.79	121.89	-2.35	0.019*
Restaurant	124.48	138.20	-1.57	0.116	137.33	121.79	-1.78	0.075	147.65	116.88	-3.51	0.000***
Hygienic food	112.61	149.54	-4.42	0.000***	125.39	133.55	-0.95	0.343	147.33	117.21	-3.64	0.000***
Price of good and services	134.63	128.51	-0.69	0.490	137.76	121.37	-1.87	0.061	137.75	127.09	1.21	0.226
Banking and money changing	136.92	126.32	-1.18	0.237	134.54	124.54	-1.13	0.257	131.87	133.15	-0.14	0.887
Credit card	131.74	131.27	-0.05	0.958	136.32	122.79	-1.53	0.125	139.09	125.71	-1.50	0.134
Mobile phone	150.38	113.46	-4.06	0.000***	152.54	106.82	-5.07	0.000***	135.20	129.72	-0.60	0.552
Internet	154.47	109.56	-4.91	0.000***	149.43	109.88	-4.37	0.000***	129.21	135.90	-0.73	0.467
TV service	160.06	104.22	-6.09	0.000***	163.24	96.28	-7.34	0.000***	138.62	126.19	-1.35	0.177
Clean facilities	120.59	141.93	-2.48	0.013*	135.44	123.65	-1.35	0.177	150.54	113.90	-4.23	0.000***
Treated water	118.51	143.91	-2.98	0.003**	133.12	125.93	-0.83	0.409	150.81	113.62	-4.30	0.000***
24-hour electricity	132.96	130.10	-0.33	0.741	143.74	115.48	-3.22	0.001**	145.79	118.80	-3.04	0.002**
Modern infrastructure	136.82	126.42	-1.17	0.243	151.69	107.65	-4.98	0.000***	149.84	114.63	-3.94	0.000***
Nightlife and entertainment	156.25	107.86	-5.28	0.000***	159.17	100.28	-6.47	0.000***	139.15	125.65	-1.48	0.140
Unique and quality souvenirs	158.26	105.94	-5.71	0.000***	149.68	109.63	-4.39	0.000***	128.78	136.33	-0.82	0.413
Adventurous activities	144.98	118.62	-2.91	0.004**	139.69	119.47	-2.25	0.024*	129.70	135.38	-0.63	0.531
Opportunities to see wildlife	139.27	124.08	-1.70	0.089	133.60	125.47	-0.91	0.360	129.02	136.08	-0.79	0.430
Shopping opportunities	155.24	108.52	-5.11	0.000***	155.14	104.25	-5.64	0.000***	134.10	130.85	-0.36	0.720

*p<0.05 **p<0.01 ***p<0.001

Appendix E: Total result of the Principal Components Analysis (Perhentian, Redang and Langkawi Islands)

Table E1: Table Principal Components Analysis for Values (Host)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5	C6
Construct 1: Capability						
1. Ambitious	0.65					
2. Broad-minded	0.63					
3. Cheerful	0.57					
4. Self-respect	0.56					
5. Capable	0.55					
6. Wisdom	0.55					
Construct 2: Independent						
1. Self-controlled		0.76				
2. Independent		0.72				
3. Logical		0.65				
Construct 3: Politeness						
1. Polite			0.69			
2. Obedient			0.67			
3. Forgiving			0.64			
4. Helpful			0.58			
Construct 4: Happiness						
1. Pleasure				0.65		
2. Mature love				0.64		
3. Happiness				0.61		
Construct 5: Social recognition						
1. Salvation					0.66	
2. Social-recognition					0.63	
Construct 6: Security						
1. National security						0.70
2. Family security						0.70
Eigenvalue	11.82	1.96	1.52	1.42	1.39	1.17
Proportion of variance explained	11.21	11.03	9.95	9.85	8.86	7.51
Cumulative of variance explained	11.21	22.24	32.19	42.04	50.90	58.41
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.91					
Bartlett's Test of Sphericity	0.000					

Table E2: Principal Components Analysis for values (Malay tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Capability				
1. Capable	0.76			
2. Imaginative	0.71			
3. Ambitious	0.68			
4. Independent	0.65			
5. Logical	0.65			
6. Cheerful	0.60			
7. Courageous	0.59			
8. Wisdom	0.57			
Construct 2: Politeness				
1. Polite		0.73		
2. Responsible		0.71		
3. Obedient		0.67		
4. Loving		0.66		
5. Helpful		0.64		
6. Honest		0.61		
7. Forgiving		0.60		
8. Self-controlled		0.55		
Construct 3: Security and happiness				
1. Family security			0.65	
2. Comfortable life			0.65	
3. National security			0.62	
4. Happiness			0.61	
5. A world beauty			0.55	
Construct 4: Social recognition				
1. Social recognition				0.74
2. Salvation				0.68
3. Pleasure				0.66
Eigenvalue	13.14	1.78	1.42	1.31
Proportion of variance explained	16.42	14.73	12.66	9.64
Cumulative of variance explained	16.42	31.15	43.81	53.45
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.94			
Bartlett's Test of Sphericity	0.000			

Table E3: Principal Components Analysis for Values (Chinese tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Politeness and responsible				
1. Helpful	0.71			
2. Obedient	0.71			
3. Responsible	0.67			
4. Polite	0.67			
5. Honest	0.64			
6. Forgiving	0.64			
7. Self-controlled	0.60			
8. Courageous	0.59			
9. Clean	0.59			
10. Cheerful	0.56			
Construct 2: Capability				
1. Broad-minded		0.70		
2. Capable		0.68		
3. Ambitious		0.67		
4. Imaginative		0.66		
5. Independent		0.63		
6. Logical		0.59		
Construct 3: Security				
1. Equality			0.73	
2. Sense of accomplishment			0.69	
3. Family security			0.66	
4. A world of beauty			0.62	
5. An exciting life			0.58	
Construct 4: Social recognition and friendship				
1. Social recognition				0.68
2. Pleasure				0.64
3. True friendship				0.58
4. Happiness				0.56
Eigenvalue	11.83	2.34	1.60	1.27
Proportion of variance explained	17.10	13.30	11.11	10.12
Cumulative of variance explained	17.10	30.40	41.51	51.64
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.92			
Bartlett's Test of Sphericity	0.000			

Table E4: Principal Components Analysis for Values (English tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5
Construct 1: Capability					
1. Wisdom	0.66				
2. Capable	0.66				
3. Logical	0.61				
4. Ambitious	0.60				
5. Self-respect	0.58				
6. Courageous	0.56				
Construct 2: Politeness and self-controlled					
1. Obedient		0.76			
2. Polite		0.71			
3. Self-controlled		0.69			
4. Responsible		0.64			
5. Clean		0.58			
Construct 3: Mature love					
1. Mature love			0.70		
2. True friendship			0.67		
3. Pleasure			0.62		
4. Family security			0.61		
5. Happiness			0.59		
Construct 4: Forgiving					
1. Forgiving				0.64	
2. Helpful				0.60	
Construct 5: Happiness					
1. A world of beauty					0.71
2. Exciting life					0.64
3. Sense of accomplishment					0.61
Eigenvalue	9.46	2.52	1.98	1.64	1.41
Proportion of variance explained	13.20	11.90	11.66	7.41	7.36
Cumulative of variance explained	13.20	25.11	36.76	44.18	51.54
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.89				
Bartlett's Test of Sphericity	0.000				

Table E5: Principal Components Analysis for Values (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5	C6
Construct 1: Politeness						
1. Honest	0.76					
2. Forgiving	0.70					
3. Helpful	0.66					
4. Broad-minded	0.57					
Construct 2: Capability						
1. Logical		0.62				
2. Wisdom		0.61				
3. Imaginative		0.58				
Construct 3: Self-controlled						
1. Obedient			0.65			
2. Self-controlled			0.62			
Construct 4: Security and equality						
1. Family security				0.71		
2. Equality				0.65		
3. Mature love				0.63		
Construct 5: Happiness						
1. A comfortable life					0.64	
2. Happiness					0.62	
3. Pleasure					0.60	
Construct 6: Social recognition						
1. Salvation						0.66
2. Social recognition						0.61
3. National security						0.61
Eigenvalue	8.03	2.40	1.94	1.65	1.32	1.27
Proportion of variance explained	11.52	9.47	8.28	7.39	7.21	6.46
Cumulative of variance explained	11.52	21.00	29.27	36.65	43.87	50.33
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.86					
Bartlett's Test of Sphericity	0.000					

Table E6: Principal Components Analysis for Rules of Behaviour (Hosts)

CONSTRUCT/VARIABLE	C1	C2	C3	C4	C5
Construct 1: Reactive to others					
1. Seek to repay favours	0.79				
2. Offer compensation if at fault	0.67				
3. Compliment of others	0.64				
4. Neatly dressed when with others	0.59				
Construct 2: Avoid conflict					
1. Avoid argument		0.85			
2. Avoid embarrassing yourself and others		0.78			
3. Avoid making fun of others		0.75			
4. Avoid complaining		0.59			
Construct 3: Direct communication					
1. Shake hand with other person on meeting			0.64		
2. Look into other person eyes			0.60		
3. Ask others for personal advice			0.60		
Construct 4: Lack of concern for others					
1. Swear in front of others				0.76	
2. Intentionally touch other person				0.75	
3. Criticize others in public				0.64	
Construct 5: Direct personal communication					
1. Show affection to others					0.60
2. Ask for others' help					0.58
3. Ask personal question of others					0.57
4. Show emotion in front of others					0.55
Eigenvalue	6.00	3.21	2.46	1.85	1.58
Proportion of variance explained	12.12	9.16	8.54	7.84	6.77
Cumulative of variance explained	12.12	21.28	29.82	37.65	44.42
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.75				
Bartlett's Test of Sphericity	0.000				

Table E7: Principal Components Analysis for Rules of Behaviour (Malay tourists)

CONSTRUCT/VARIABLE	C1	C2	C3	C4	C5	C6
Construct 1: Lack of concern for others and direct personal communication						
1. Ask personal question of others	0.81					
2. Show emotion in front of others	0.73					
3. Ask for others help	0.67					
4. Talk about sensitive issues	0.66					
5. Intentionally touch other person	0.63					
6. Swear in front others	0.62					
7. Ask others for personal advice	0.61					
8. Criticize others in public	0.59					
9. Show affection to others	0.57					
Construct 2: Direct communication and respect						
1. Neatly dressed when with others		0.74				
2. Acknowledge others' birthday		0.71				
3. Address people by their first name		0.60				
4. Look into other person eyes during conversation		0.56				
Construct 3: Avoid conflict						
1. Avoid argument			0.85			
2. Avoid complaining			0.79			
3. Avoid making fun of others			0.75			
4. Avoid embarrassing yourself and others			0.70			
Construct 4: Express confident						
1. Express personal opinion				0.78		
2. Think about own needs first				0.67		
3. Indicate intention clearly				0.57		
Construct 5: Reactive to others						
1. Seek to repay favours					0.65	
2. Offer compensation if at fault					0.64	
3. Apologize even not at fault					0.63	
4. Compliment of others					0.63	
Construct 6: Respect						
1. Show respect to others						0.74
2. Respect others' privacy						0.58
Eigenvalue	8.27	3.71	2.63	1.57	1.46	1.27
Proportion of variance explained	15.74	9.24	8.84	7.82	7.44	6.52
Cumulative of variance explained	15.74	24.99	33.82	41.65	49.09	55.61
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.86					
Bartlett's Test of Sphericity	0.000					

Table E8: Principal Components Analysis for Rules of Behaviour (Chinese tourists)

CONSTRUCT/VARIABLE	C1	C2	C3	C4	C5	C6
Construct 1: Direct communication						
1. Shake hand with other person on meeting	0.79					
2. Address people by their first name	0.75					
3. Look into other person eyes during conversation	0.71					
4. Indicate intention clearly	0.65					
Construct 2: Lack of concern for others						
1. Swear in front of others		0.73				
2. Internationally touch other person		0.69				
3. Criticize others in public		0.61				
4. Feel free to take others' time		0.58				
Construct 3: Direct personal communication						
1. Ask personal question of others			0.71			
2. Show emotion in front of others			0.67			
3. Ask others for personal advice			0.62			
4. Show interest in others			0.57			
Construct 4: Avoid conflict						
1. Avoid argument				0.74		
2. Avoid making fun of others				0.68		
3. Avoid complaining				0.64		
4. Avoid embarrassing yourself and others				0.62		
Construct 5: Conforming to group						
1. Neatly dressed when with others					0.68	
2. Acknowledge other' birthday					0.67	
3. Take time to develop					0.58	
4. Conform to the status of others					0.56	
Construct 6: Reactive to others						
1. Seek to repay favours						0.67
2. Offer compensation if at fault						0.62
Eigenvalue	9.36	3.07	2.40	1.62	1.56	1.35
Proportion of variance explained	12.59	10.65	9.82	8.32	7.89	7.68
Cumulative of variance explained	12.59	23.24	33.06	41.37	49.26	56.95
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.86					
Bartlett's Test of Sphericity	0.000					

Table E9: Principal Components Analysis for Rules of Behaviour (English tourists)

CONSTRUCT/VARIABLE	C1	C2	C3	C4	C5	C6
Construct 1: Direct personal communication						
1. Show interest in others	0.74					
2. Show emotion in front of others	0.71					
3. Take time to develop relationships	0.65					
4. Show respect to others	0.64					
5. Talk about sensitive issue	0.60					
Construct 2: Lack of concern for others						
1. Intentionally touch other person		0.65				
2. Swear in front of others		0.64				
3. Ask personal question of others		0.60				
4. Feel free to take others' time		0.59				
5. Criticize others in public		0.57				
Construct 3: Direct communication						
1. Address people by their first name			0.74			
2. Look into other person eyes during conversation			0.72			
3. Shake hand with other person on meeting			0.72			
4. Think about own needs and rights first			0.64			
5. Indicate intention clearly			0.57			
Construct 4: Conforming to group						
1. Obey the instruction from others				0.68		
2. Conform to the status of others				0.67		
3. Neatly dressed when with others				0.58		
Construct 5: Avoid conflict						
1. Avoid argument					0.81	
2. Avoid complaining					0.78	
Construct 6: Reactive to others						
1. Have a sense of shame in front others						0.56
Eigenvalue	6.27	3.08	2.58	2.29	1.56	1.43
Proportion of variance explained	13.07	9.42	8.60	6.72	6.61	6.17
Cumulative of variance explained	13.07	22.49	31.09	37.81	44.42	50.59
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.77					
Bartlett's Test of Sphericity	0.000					

Table E10: Principal Component Analysis for Rules of Behaviour (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5	C6
Construct 1: Direct personal communication						
1. Talk about sensitive	0.75					
2. Show emotion in front of others	0.72					
3. Show interest in others	0.70					
4. Ask personal question of others	0.67					
5. Ask others for personal advice	0.62					
6. Show affection to others	0.59					
Construct 2: Lack of concern for others						
1. Criticize others in public		0.69				
2. Intentionally touch other person		0.61				
3. Feel free to take others time		0.60				
4. Swear in front of others		0.57				
Construct 3: Reactive to others						
1. Offer compensation if at fault			0.64			
2. Have a sense of shame in front others			0.61			
3. Apologize even not at fault			0.58			
Construct 4: Avoid conflict						
1. Avoid complaining				0.82		
2. Avoid argument				0.78		
3. Avoid making fun of others				0.65		
4. Avoid embarrassing yourself and others				0.64		
Construct 5: Express confident						
1. Indicate intention clearly					0.69	
2. Express personal opinion					0.62	
3. Look into other person eyes during conversation					0.60	
Construct 6: Conforming to group						
1. Neatly dressed when with others						0.76
2. Conform to the rule of etiquette						0.62
3. Conform to the status of others						0.56
Eigenvalue	8.10	2.94	2.24	1.87	1.46	1.38
Proportion of variance explained	11.62	9.73	8.54	7.89	7.88	7.22
Cumulative of variance explained	11.62	21.35	29.89	37.78	45.66	52.88
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.86					
Bartlett's Test of Sphericity	0.000					

Appendix F: Total result of the Principal Components Analysis (Perhentian and Redang Islands)

Table F1: Principal components analysis for perceptions (Hosts)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Infrastructure					
1. Improve transportation system	0.71				
2. Increase in recreational facilities	0.71				
3. Improve public infrastructure	0.70				
4. Increase variety of goods for sale	0.68				
Construct 2: Environment and Culture					
1. Add to pollution		0.78			
2. Increase in crime rate		0.74			
3. Destroyed natural environment		0.58			
4. Impact on local culture		0.57			
5. Exploitation of hosts by tourists		0.56			
Construct 3: Price					
1. Increase price of goods and services			0.83		
2. Increase in price of land and housing			0.79		
3. Increase in the cost of living			0.77		
Construct 4: Economic opportunity and experience					
1. Attracts investment				0.68	
2. Increase standard of living				0.61	
3. Generate employment opportunities to host				0.59	
4. Meeting tourists is a valuable experience				0.55	
Construct 5: Conservation					
1. Provide an incentive for conservation of natural resources					0.89
2. Provide an incentive for restoration of historical buildings					0.86
Eigenvalue	4.77	2.82	1.72	1.41	1.17
Proportion of variance explained	14.67	13.52	12.45	11.57	10.36
Cumulative of variance explained	14.67	28.19	40.64	52.21	62.57
Kaiser-Meyer-Olkin measure of sampling adequacy	0.71				
Bartlett's Test of Sphericity	0.000				

Table F2: Principal components analysis for perceptions (Malay tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4
Construct 1: Environment				
1. Increase in crime rate	0.85			
2. Exploitation of hosts by tourists	0.85			
3. Impact on local culture	0.78			
4. Add to pollution	0.74			
5. Destroyed natural environment	0.67			
6. Unpleasantly crowded tourism places	0.67			
Construct 2: Conservation and infrastructure				
1. Provide an incentive for conservation of natural resources		0.83		
2. Provide an incentive for restoration of historical buildings		0.80		
3. Improve public infrastructure		0.75		
4. Improve transportation system		0.72		
Construct 3: Price				
1. Increase price of land and housing			0.85	
2. Increase price of goods and services			0.80	
3. Increase in the cost of living			0.80	
4. Generate employment opportunities for hosts			0.64	
Construct 4: Economic opportunity				
1. Increase in recreational facilities				0.80
2. Meeting local host is a valuable experience				0.80
3. Increase standard of living				0.63
4. Attracts investment				0.61
5. Increase variety of good for sale				0.60
Eigenvalue	6.51	2.81	2.00	1.40
Proportion of variance explained	20.60	16.44	16.24	13.66
Cumulative of variance explained	20.60	37.04	53.28	66.95
Kaiser-Meyer-Olkin measure of sampling adequacy	0.82			
Bartlett's Test of Sphericity	0.000			

Table F3: Principal components analysis for perceptions (Chinese tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Infrastructure					
1. Improve transportation system	0.88				
2. Improve public infrastructure	0.87				
3. Increase in recreational facilities	0.76				
4. Increase variety of good for sale	0.69				
Construct 2: Environment					
1. Add to pollution		0.85			
2. Increase in crime rate		0.78			
3. Unpleasantly crowded tourism places		0.69			
4. Destroyed natural environment		0.64			
5. Exploitation of hosts by tourists		0.60			
Construct 3: Price					
1. Increase in the cost of living			0.85		
2. Increase price of land and housing			0.82		
3. Increase standard of living			0.75		
4. Increase price of goods and services			0.65		
Construct 4: Conservation					
1. Provide an incentive for restoration of historical buildings				0.84	
2. Provide an incentive for conservation of natural resources				0.82	
Construct 5: Economic opportunity					
1. Attracts investment					0.66
2. Meeting local hosts is a valuable experience					0.59
3. Generate employment opportunities for hosts					0.57
Eigenvalue	5.42	2.56	2.06	1.43	1.16
Proportion of variance explained	16.69	15.25	14.46	10.68	9.32
Cumulative of variance explained	16.69	31.94	46.40	57.08	66.40
Kaiser-Meyer-Olkin measure of sampling adequacy	0.74				
Bartlett's Test of Sphericity	0.000				

Table F4: Principal components analysis for perceptions (English tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Price					
1. Increase price of goods and services	0.79				
2. Increase price of land and housing	0.77				
3. Attracts investment	0.75				
4. Increase standard of living	0.69				
5. Increase in the cost of living	0.67				
Construct 2: Environment					
1. Exploitation of hosts by tourists		0.73			
2. Increase in crime rate		0.73			
3. Add to pollution		0.70			
4. Unpleasantly crowded tourism places		0.68			
5. Destroyed natural environment		0.61			
Construct 3: Conservation					
1. Provide an incentive for restoration of historical buildings			0.79		
2. Provide an incentive for conservation of natural resources			0.75		
3. Improve transportation system			0.64		
Construct 4: Infrastructure					
1. Increase in recreational facilities				0.83	
2. Improve public infrastructure				0.61	
Construct 5: Experience					
1. Meeting local hosts is a valuable experience					0.85
Eigenvalue	7.25	2.48	1.37	1.17	1.03
Proportion of variance explained	19.84	17.28	14.12	11.03	7.65
Cumulative of variance explained	19.84	37.12	51.24	62.27	69.92
Kaiser-Meyer-Olkin measure of sampling adequacy	0.84				
Bartlett's Test of Sphericity	0.000				

Table F5: Principal components analysis for perceptions (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5
Construct 1: Environment					
1. Exploitation of hosts by tourists	0.72				
2. Increase in crime rate	0.70				
3. Impact on local culture	0.67				
4. Unpleasantly crowded tourism places	0.66				
5. Destroyed natural environment	0.64				
Construct 2: Infrastructure					
1. Improve transportation system		0.72			
2. Improve public infrastructure		0.70			
3. Increase variety of good for sale		0.69			
4. Increase in recreational facilities		0.64			
Construct 3: Price					
1. Increase price of good and services			0.70		
2. Increase in the cost of living			0.69		
3. Increase price of land and housing			0.68		
Construct 4: Economic opportunity					
1. Increase standard of living				0.69	
2. Generate employment opportunities for hosts				0.57	
Construct 5: Conservation					
1. Provide an incentive for restoration of historical buildings					0.79
2. Provide an incentive for conservation of natural resources					0.72
Eigenvalue	20.77	13.25	10.36	6.62	6.24
Proportion of variance explained	14.01	12.14	11.33	11.04	8.72
Cumulative of variance explained	14.01	26.15	37.48	48.52	57.24
Kaiser-Meyer-Olkin measure of sampling adequacy	0.72				
Bartlett's Test of Sphericity	0.000				

Table F6: Principal components analysis for Expectations (Hosts)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Accessible and courtesy				
1. Polite	0.85			
2. Respectful	0.83			
3. Easy to talk to	0.75			
4. Approachable	0.74			
5. Friendly	0.72			
6. Confident	0.66			
7. Trustworthy	0.67			
8. Easy to find	0.61			
Construct 2: Responsive and competence				
1. Helpful		0.73		
2. Able to answer all questions		0.69		
3. Provide prompt services		0.66		
4. Provide accurate information		0.64		
5. Responsive to host needs		0.63		
6. Solve problem quickly		0.55		
Construct 3: Understanding				
1. Understand hosts' needs			0.82	
2. Anticipate hosts' needs			0.80	
3. Tourist need an individualized attention			0.66	
4. Keep host informed			0.55	
Construct 4: Provide opportunities				
1. Opportunities to socialize with tourists				0.85
2. Opportunities to experience tourists' culture and customs				0.77
Eigenvalue	10.21	2.01	1.72	1.51
Proportion of variance explained	24.35	14.74	12.48	7.82
Cumulative of variance explained	24.35	39.10	51.58	59.40
Kaiser-Meyer-Olkin measure of sampling adequacy	0.86			
Bartlett's Test of Sphericity	0.000			

Table F7: Principal components analysis for Expectations (Malay tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Accessible and understanding				
1. Anticipate tourists needs	0.79			
2. Easy to talk to	0.76			
3. Listen to tourists	0.73			
4. Keep tourists informed	0.71			
5. Concern about tourist welfare	0.70			
6. Approachable	0.70			
7. Easy to find	0.68			
8. Understand tourist needs	0.61			
9. Confident	0.59			
10. Offer individualized attention to tourists	0.55			
Construct 2: Competence and courtesy				
1. Provide prompt services		0.74		
2. Capable of performing services required		0.73		
3. Polite		0.72		
4. Provide accurate information		0.70		
5. Friendly		0.69		
6. Trustworthy		0.67		
7. Respectful		0.66		
8. Solve problem quickly		0.64		
9. Responsive to tourist needs		0.63		
10. Helpful		0.57		
Construct 3: Understanding				
1. Speak English			0.75	
2. Know tourists culture and customs			0.64	
Construct 4: Provide opportunities				
1. Opportunities to experience local culture and customs				0.85
2. Opportunities to socialize with local hosts				0.82
Eigenvalue	11.99	1.80	1.52	1.21
Proportion of variance explained	23.73	22.78	9.18	7.86
Cumulative of variance explained	23.73	46.51	55.69	63.55
Kaiser-Meyer-Olkin measure of sampling adequacy	0.90			
Bartlett's Test of Sphericity	0.000			

Table F8: Principal components analysis for Expectations (Chinese tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3
Construct 1: Competence and courtesy			
1. Helpful	0.82		
2. Provide prompt services	0.78		
3. Responsive to tourist needs	0.78		
4. Capable of performing services required	0.77		
5. Solve problem quickly	0.76		
6. Provide accurate information	0.71		
7. Polite	0.67		
8. Friendly	0.67		
9. Respectful	0.65		
10. Able to answer all questions	0.63		
11. Trustworthy	0.61		
Construct 2: Understanding			
1. Offer individualized attention to tourists		0.83	
2. Listen to tourists		0.78	
3. Anticipate tourist needs		0.78	
4. Keep tourists informed		0.68	
5. Understand tourist needs		0.67	
6. Know tourist culture and customs		0.66	
7. Concern about tourist welfare		0.63	
Construct 3: Provide opportunities			
1. Opportunities to socialize with local hosts			0.78
2. Opportunities to experience local culture and customs			0.74
3. Easy to find			0.61
Eigenvalue	10.78	2.46	1.51
Proportion of variance explained	26.20	18.66	11.88
Cumulative of variance explained	26.20	44.86	56.74
Kaiser-Meyer-Olkin measure of sampling adequacy		0.88	
Bartlett's Test of Sphericity		0.000	

Table F9: Principal components analysis for Expectations (English tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Responsive and courtesy				
1. Trustworthy	0.78			
2. Approachable	0.74			
3. Respectful	0.71			
4. Responsive to tourist needs	0.67			
5. Concern about tourist welfare	0.66			
6. Capable of performing services required	0.64			
7. Polite	0.63			
8. Easy to find	0.62			
9. Helpful	0.56			
10. Keep tourists informed	0.56			
11. Friendly	0.56			
Construct 2: Understanding				
1. Offer individualized attention to tourists		0.79		
2. Know tourist culture and customs		0.68		
3. Anticipate tourist needs		0.67		
4. Confident		0.65		
5. Understand tourist needs		0.61		
Construct 3: Competence				
1. Speak English			0.78	
2. Provide prompt services			0.63	
3. Able to answer all questions			0.61	
4. Solve problem quickly			0.60	
Construct 4: Provide opportunities				
1. Opportunities to experience local culture and customs				0.73
2. Opportunities to socialize with local hosts				0.71
Eigenvalue	11.64	2.21	1.80	1.06
Proportion of variance explained	24.31	16.63	12.69	10.61
Cumulative of variance explained	24.31	40.94	53.63	64.24
Kaiser-Meyer-Olkin measure of sampling adequacy	0.90			
Bartlett's Test of Sphericity	0.000			

Table F10: Principal components analysis for Expectations (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5
Construct 1: Understanding					
1. Know tourist culture and customs	0.79				
2. Offer individualized attention to tourists	0.70				
3. Understand tourist needs	0.67				
4. Anticipate tourist needs	0.64				
5. Speak English	0.59				
Construct 2: Courtesy					
1. Respectful		0.76			
2. Trustworthy		0.74			
3. Friendly		0.71			
4. Polite		0.66			
5. Helpful		0.65			
Construct 3: Responsive and competence					
1. Responsive to tourist needs			0.71		
2. Solve problem quickly			0.70		
3. Provide prompt services			0.70		
4. Capable of performing services required			0.60		
5. Provide accurate information			0.57		
Construct 4: Accessible					
1. Approachable				0.81	
2. Concern about tourist welfare				0.62	
Construct 5: Provide opportunities					
1. Opportunities to experience local culture and customs					0.87
2. Opportunities to socialize with local hosts					0.86
Eigenvalue					
Proportion of variance explained	13.94	13.82	12.90	11.22	7.27
Cumulative of variance explained	13.94	27.76	40.65	51.87	59.15
Kaiser-Meyer-Olkin measure of sampling adequacy	0.85				
Bartlett's Test of Sphericity	0.000				

Table F11: Principal components analysis for Destination Attributes (Hosts)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5	C6
Construct 1: Environment						
1. Safety of the destination	0.82					
2. Image of destination	0.68					
3. Unpolluted environment	0.66					
4. Clean facilities	0.55					
Construct 2: Activities						
1. Nightlife and entertainment		0.81				
2. Unique and quality souvenirs		0.77				
3. Shopping opportunities		0.71				
4. Adventurous activities		0.59				
5. Modern infrastructure		0.58				
Construct 3: Facilities						
1. Transportation system			0.84			
2. Accommodation			0.78			
3. Information centre			0.66			
4. Restaurant			0.56			
Construct 4: Other facilities						
1. 24-hour electricity				0.77		
2. Treated water				0.74		
Construct 5: Money						
1. Credit card					0.81	
2. Banking and money changing					0.67	
Construct 6: Service availability						
1. Mobile phone						0.74
2. TV service						0.72
Eigenvalue	7.29	2.68	2.10	1.46	1.30	1.13
Proportion of variance explained	13.75	12.63	12.40	11.39	9.20	7.12
Cumulative of variance explained	13.75	26.37	38.77	50.16	59.35	66.47
Kaiser-Meyer-Olkin measure of sampling adequacy	0.78					
Bartlett's Test of Sphericity	0.000					

Table F12: Principal components analysis for Destination Attributes (Malay tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4
Construct 1: Environment and facilities				
1. Hygienic food	0.84			
2. Unpolluted environment	0.81			
3. Exotic environment	0.80			
4. Restaurant	0.78			
5. Transportation system	0.76			
6. Accommodation	0.73			
7. Price of good and services	0.73			
8. Information centre	0.69			
9. Safety of the destination	0.60			
Construct 2: Money & service availability				
1. Banking and money changing		0.86		
2. Acceptance of credit card		0.77		
3. Image of destination		0.76		
4. TV service		0.69		
5. Internet facility		0.68		
6. Nightlife and entertainment		0.61		
Construct 3: Activities				
1. Adventurous activities			0.75	
2. Opportunity to see wildlife			0.75	
3. Unique and quality souvenirs			0.66	
Construct 4: Other facilities				
1. 24-hours electricity				0.75
2. Clean facilities				0.74
3. Mobile phone service				0.55
Eigenvalue	7.32	3.98	1.81	1.69
Proportion of variance explained	23.11	18.00	10.50	10.06
Cumulative of variance explained	23.11	41.11	51.61	61.67
Kaiser-Meyer-Olkin measure of sampling adequacy	0.81			
Bartlett's Test of Sphericity	0.000			

Table F13: Principal components analysis for Destination Attributes (Chinese tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4
Construct 1: Facilities				
1. Hygienic food	0.86			
2. Restaurant	0.75			
3. Price of good and services	0.73			
4. Treated water	0.71			
5. Transportation system	0.70			
6. Clean facilities	0.66			
7. Accommodation	0.57			
Construct 2 : Service availability & money				
1. Unique and quality souvenirs		0.72		
2. Acceptance of credit card		0.70		
3. Internet facility		0.69		
4. Mobile phone service		0.63		
5. Modern infrastructure		0.63		
6. Image of destination		0.63		
7. Banking and money changing		0.61		
8. Shopping opportunities		0.57		
9. TV service		0.55		
Construct 3: Environment				
1. Safety of the destination			0.80	
2. Exotic environment			0.70	
3. Unpolluted environment			0.62	
Construct 4: Activities				
1. Opportunity to see wildlife				0.83
2. Adventurous activities				0.75
Eigenvalue	8.26	2.56	1.93	1.30
Proportion of variance explained	21.04	18.64	10.65	8.18
Cumulative of variance explained	21.04	39.68	50.33	58.51
Kaiser-Meyer-Olkin measure of sampling adequacy	0.85			
Bartlett's Test of Sphericity	0.000			

Table F14: Principal components analysis for Destination Attributes (English tourists)

CONSTRUCT/VARIABLES	C1	C2	C3
Construct 1: Facilities and service availability			
1. Internet facility	0.78		
2. Mobile phone service	0.77		
3. Shopping opportunities	0.75		
4. Modern infrastructure	0.74		
5. 24-hour electricity	0.71		
6. Credit card	0.67		
7. Unique and quality souvenirs	0.65		
8. Information centre	0.63		
9. TV service	0.60		
10. Banking and money changing	0.56		
Construct 2: Other facilities			
1. Treated water		0.78	
2. Hygienic food		0.76	
3. Clean facilities		0.76	
4. Restaurant		0.67	
Construct 3: Activities			
1. Opportunity to see wildlife			0.66
2. Adventurous activities			0.55
Eigenvalue	7.77	2.74	1.82
Proportion of variance explained	24.27	13.74	13.37
Cumulative of variance explained	24.27	38.00	51.38
Kaiser-Meyer-Olkin measure of sampling adequacy	0.81		
Bartlett's Test of Sphericity	0.000		

Table F15: Principal components analysis for Destination Attributes (European tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Service availability					
1. Shopping opportunities	0.71				
2. Modern infrastructure	0.64				
3. 24-hour electricity	0.63				
4. Unique and quality souvenirs	0.62				
5. TV service	0.61				
6. Mobile phone service	0.59				
Construct 2: Money					
1. Internet facility		0.73			
2. Acceptance of credit card		0.64			
3. Price of good and services		0.62			
4. Banking and money changing		0.59			
Construct 3: Environment & facilities					
1. Image of destination			0.68		
2. Transportation system			0.63		
3. Accommodation			0.59		
4. Safety of the destination			0.57		
5. Information centre			0.55		
Construct 4: Other facilities					
1. Treated water				0.75	
2. Clean facilities				0.71	
3. Hygienic food				0.70	
4. Restaurant				0.62	
Construct 5: Activities					
1. Opportunity to see wildlife					0.84
2. Adventurous activities					0.80
3. Exotic environment					0.56
Eigenvalue	7.11	2.15	1.71	1.51	1.34
Proportion of variance explained	14.89	12.51	11.49	10.07	8.61
Cumulative of variance explained	14.86	27.40	38.89	48.96	57.57
Kaiser-Meyer-Olkin measure of sampling adequacy	0.82				
Bartlett's Test of Sphericity	0.000				

Appendix G: Total result of the Principal Components Analysis (Langkawi Island)

Table G1: Principal components analysis for perceptions (Hosts)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5
Construct 1: Economic opportunity & infrastructure					
1. Generate employment opportunities for hosts	0.76				
2. Increase variety of good for sale	0.75				
3. Improve public infrastructure	0.75				
4. Increase standard of living	0.72				
5. Attracts investment	0.71				
6. Improve transportation system	0.68				
Construct 2: Environment & price					
1. Destroyed natural environment		0.76			
2. Add to pollution		0.68			
3. Increase in the cost of living		0.59			
4. Increase price of land and housing		0.58			
Construct 3: Conservation					
1. Provide an incentive for restoration of historical buildings			0.79		
2. Provide an incentive for conservation of natural resources			0.73		
Construct 4: Infrastructure & experience					
1. Increase in recreational facilities				0.74	
2. Meeting tourists is a valuable experience				0.67	
Construct 5: Culture					
1. Exploitation of hosts by tourists					0.79
2. Impact on local culture					0.76
Eigenvalue	5.60	2.78	1.70	1.09	1.06
Proportion of variance explained	22.13	13.31	10.05	10.03	8.85
Cumulative of variance explained	22.13	35.44	45.48	55.51	64.36
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.75				
Bartlett's Test of Sphericity	0.000				

Table G2: Principal components analysis for perceptions (Malay tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Environment & culture				
1. Exploitation of hosts by tourists	0.83			
2. Increase in crime rate	0.81			
3. Add to pollution	0.81			
4. Destroyed natural environment	0.77			
5. Unpleasantly crowded tourism places	0.70			
6. Impact on local culture	0.69			
Construct 2: Infrastructure				
1. Improve transportation system		0.82		
2. Increase in recreational facilities		0.80		
3. Improve public infrastructure		0.75		
4. Meeting local hosts is a valuable experience		0.66		
Construct 3: Price				
1. Increase price of goods and services			0.86	
2. Increase of price of land and housing			0.81	
3. Increase in the cost of living			0.77	
Construct 4: Conservation				
1. Incentive for conservation of natural resources				0.83
2. Increase standard of living				0.69
3. Incentive for restoration of historical buildings				0.55
Eigenvalue	5.52	3.47	1.99	1.24
Proportion of variance explained	29.04	18.26	10.48	6.50
Cumulative of variance explained	29.04	47.31	57.78	64.28
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.78			
Bartlett's Test of Sphericity	0.000			

Table G3: Principal components analysis for perceptions (Chinese tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Economic opportunity & infrastructure				
1. Improve public infrastructure	0.78			
2. Meeting local hosts is a valuable experience	0.76			
3. Improve transportation system	0.75			
4. Generate employment opportunities for hosts	0.68			
5. Increase variety of good for sale	0.66			
6. Attracts investment	0.58			
Construct 2: Environment				
1. Add to pollution		0.79		
2. Destroyed natural environment		0.77		
3. Increase in crime rate		0.77		
4. Exploitation of hosts by tourists		0.73		
5. Unpleasantly crowded tourism places		0.72		
6. Impact on local culture		0.58		
Construct 3: Price				
1. Increase price of goods and services			0.81	
2. Increase price of land and housing			0.80	
3. Increase in the cost of living			0.74	
Construct 4: Conservation				
1. Provide an incentive for conservation of natural resources				0.73
2. Provide an incentive for restoration of historical buildings				0.60
Eigenvalue	6.88	2.83	1.48	1.08
Proportion of variance explained	21.02	18.73	15.24	9.59
Cumulative of variance explained	21.02	39.75	54.99	64.58
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.85			
Bartlett's Test of Sphericity	0.000			

Table G4: Principal components analysis for perceptions (English tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Environment & culture				
1. Exploitation of hosts by tourists	0.79			
2. Increase in crime rate	0.75			
3. Destroyed natural environment	0.71			
4. Unpleasantly crowded tourism places	0.71			
5. Impact on local culture	0.70			
6. Add to pollution	0.68			
Construct 2: Price				
1. Increase price of goods and services		0.82		
2. Increase price of land and housing		0.81		
3. Increase in the cost of living		0.70		
4. Increase standard of living		0.64		
5. Generate employment opportunities for hosts		0.60		
Construct 3: Infrastructure				
1. Improve transportation system			0.79	
2. Improve public infrastructure			0.77	
3. Increase variety of good for sale			0.74	
4. Recreational facilities			0.62	
Construct 4: Conservation				
1. Provide an incentive for conservation of natural resources				0.82
2. Provide an incentive for restoration of historical buildings				0.73
3. Meeting local hosts is a valuable experience				0.57
Eigenvalue	5.39	3.14	1.47	1.36
Proportion of variance explained	18.06	17.18	13.48	11.08
Cumulative of variance explained	18.06	35.25	48.72	59.81
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.80			
Bartlett's Test of Sphericity	0.000			

Table G5: Principal components analysis for perceptions (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5	C6
Construct 1: Infrastructure						
1. Increase variety of good for sale	0.76					
2. Increase in recreational facilities	0.74					
3. Improve public infrastructure	0.73					
4. Improve transportation system	0.70					
Construct 2: Price						
1. Increase price of land and housing		0.81				
2. Increase in the cost of living		0.77				
3. Increase price of goods and services		0.70				
Construct 3: Culture						
1. Impact on local culture			0.80			
2. Exploitation of hosts by tourists			0.80			
3. Increase in crime rate			0.73			
Construct 4: Environment						
1. Add to pollution				0.77		
2. Unpleasantly crowded tourism places				0.74		
Construct 5: Economic opportunity						
1. Increase standard of living					0.77	
2. Attracts investment					0.74	
Construct 6: Conservation						
1. Provide an incentive for restoration of historical buildings						0.81
2. Provide an incentive for conservation of natural resources						0.81
Eigenvalue	5.44	3.00	1.43	1.17	1.09	1.02
Proportion of variance explained	15.60	12.21	12.14	10.72	9.24	9.20
Cumulative of variance explained	15.60	27.80	39.95	50.67	59.91	69.11
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.75					
Bartlett's Test of Sphericity	0.000					

Table G6: Principal components analysis for Expectations (Hosts)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Courtesy and accessible				
1. Polite	0.84			
2. Respectful	0.82			
3. Approachable	0.72			
4. Trustworthy	0.66			
5. Listen to tourists	0.64			
6. Know host culture and customs	0.63			
7. Confident	0.62			
Construct 2: Responsive				
1. Provide prompt services		0.77		
2. Keep host informed		0.69		
3. Responsive to host needs		0.67		
4. Easy to talk to		0.64		
5. Able to answer all questions		0.61		
6. Easy to find		0.61		
7. Solve problem quickly		0.60		
8. Provide more accurate information		0.56		
Construct 3: Understanding				
1. Understand host needs			0.81	
2. Anticipate host needs			0.75	
3. Tourist need an individualized attention			0.71	
4. Concern about host welfare			0.63	
5. Opportunities to socialize with tourists			0.57	
Construct 4: Competence				
1. Capable of performing services required				0.75
2. Dress neatly				0.68
Eigenvalue	8.73	2.58	1.91	1.62
Proportion of variance explained	19.17	16.82	13.22	7.84
Cumulative of variance explained	19.17	35.98	49.20	57.04
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.83			
Bartlett's Test of Sphericity	0.000			

Table G7: Principal Component Analysis for Expectations (Malay tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Understanding and accessible				
1. Listen to tourists	0.88			
2. Anticipate tourist needs	0.87			
3. Understand tourist needs	0.84			
4. Keep tourists informed	0.69			
5. Easy to talk to	0.65			
6. Concern about tourist welfare	0.64			
7. Offer individualized attention to tourists	0.64			
8. Know tourist culture and customs	0.62			
9. Easy to find	0.61			
10. Approachable	0.58			
Construct 2: Courtesy and competence				
1. Polite		0.83		
2. Friendly		0.80		
3. Trustworthy		0.79		
4. Respectful		0.77		
5. Confident		0.66		
6. Provide accurate information		0.62		
7. Solve problem quickly		0.56		
Construct 3: Responsive				
1. Responsive to tourist needs			0.76	
2. Capable of performing services required			0.73	
3. Helpful			0.72	
4. Dress neatly			0.72	
Construct 4: Provide opportunities				
1. Opportunities to experience local culture and customs				0.77
2. Speak English				0.74
3. Opportunities to socialize with local host				0.73
Eigenvalue	11.20	2.87	1.74	1.24
Proportion of variance explained	23.75	20.47	12.13	9.23
Cumulative of variance explained	23.75	44.21	56.35	65.57
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.90			
Bartlett's Test of Sphericity	0.000			

Table G8: Principal Component Analysis for Expectations (Chinese tourists)

CONSTRUCT/ATTRIBUTES	C1	C2
Construct 1: Responsive and accessible		
1. Capable of performing services required	0.88	
2. Helpful	0.84	
3. Responsive to tourist needs	0.84	
4. Provide prompt services	0.77	
5. Respectful	0.75	
6. Solve problem quickly	0.74	
7. Dress neatly	0.71	
8. Keep tourists informed	0.71	
9. Trustworthy	0.69	
10. Listen to tourists	0.69	
11. Concern about tourist welfare	0.68	
12. Polite	0.67	
13. Provide accurate information	0.65	
14. Friendly	0.65	
15. Approachable	0.63	
16. Easy to find	0.63	
17. Understand tourist needs	0.62	
18. Confident	0.58	
Construct 2: Provide opportunities and understanding		
1. Opportunities to socialize with local hosts		0.82
2. Speak English		0.78
3. Opportunities to experience local culture and customs		0.76
4. Know tourist culture and customs		0.69
5. Able to answer all questions		0.64
6. Anticipate tourist needs		0.60
7. Offer individualized attention to tourists		0.55
Eigenvalue	15.03	1.61
Proportion of variance explained	39.18	24.80
Cumulative of variance explained	39.18	63.97
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.94	
Bartlett's Test of Sphericity	0.000	

Table G9: Principal Component Analysis for Expectations (English tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4	C5	C6
Construct 1: Responsive						
1. Responsive to tourist needs	0.74					
2. Provide prompt services	0.74					
3. Capable of performing services required	0.68					
4. Solve problem quickly	0.64					
5. Easy to find	0.59					
6. Helpful	0.58					
7. Speak English	0.58					
8. Dress neatly	0.55					
Construct 2: Understanding						
1. Offer individualized attention to tourists		0.84				
2. Anticipate tourist needs		0.83				
3. Understand tourist needs		0.80				
4. Know tourist culture and customs		0.56				
Construct 3: Courtesy						
1. Trustworthy			0.73			
2. Polite			0.70			
3. Friendly			0.63			
Construct 4: Accessible						
1. Keep tourists informed				0.70		
2. Easy to talk to				0.69		
3. Approachable				0.66		
Construct 5: Competence						
1. Respectful					0.72	
2. Able to answer all questions					0.60	
3. Confident					0.56	
Construct 6: Provide opportunities						
1. Opportunities to socialize with local hosts						0.83
2. Opportunities to experience local culture and customs						0.82
Eigenvalue	10.46	2.24	1.56	1.35	1.22	1.03
Proportion of variance explained	17.14	13.31	11.91	10.57	9.00	6.90
Cumulative of variance explained	17.14	30.35	42.25	52.82	61.82	68.71
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.88					
Bartlett's Test of Sphericity	0.000					

Table G10: Principal Component Analysis for Expectations (European tourists)

CONSTRUCT/ATTRIBUTES	C1	C2	C3	C4
Construct 1: Courtesy and accessible				
1. Polite	0.82			
2. Respectful	0.79			
3. Trustworthy	0.75			
4. Friendly	0.75			
5. Easy to talk to	0.60			
6. Provide accurate information	0.56			
Construct 2: Understanding				
1. Concern about tourists welfare		0.72		
2. Understand tourists needs		0.70		
3. Confident		0.66		
4. Know tourists culture and customs		0.64		
5. Listen to foreign tourists		0.62		
6. Anticipate tourist needs		0.58		
7. Offer individualized attention to tourists		0.56		
8. Speak English		0.55		
Construct 3: Competence				
1. Provide prompt services			0.75	
2. Responsive to tourists needs			0.72	
3. Capable of performing services required			0.72	
4. Dress neatly			0.62	
5. Solve problem quickly			0.59	
6. Able to answer all questions			0.55	
Construct 4: Provide opportunities				
1. Opportunities to experience local culture and customs				0.83
2. Opportunities to socialize with local hosts				0.74
Eigenvalue	10.26	2.40	1.61	1.30
Proportion of variance explained	19.07	17.50	14.72	8.57
Cumulative of variance explained	19.07	36.57	51.29	59.86
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.89			
Bartlett's Test of Sphericity	0.000			

Table G11: Principal components analysis for Destination Attributes (Hosts)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Environment & facilities					
1. Transportation system	0.81				
2. Safety of the destination	0.79				
4. Exotic environment	0.76				
5. Accommodation	0.75				
6. Information centre	0.74				
7. Unpolluted environment	0.72				
8. Image of destination	0.71				
Construct 2: Other facilities					
1. Treated water		0.79			
2. 24-hour electricity		0.75			
3. Clean facilities		0.72			
4. Hygienic food		0.69			
5. Modern infrastructure		0.69			
6. Restaurant		0.62			
Construct 3: Activities					
1. Opportunity to see wildlife			0.83		
2. Shopping opportunities			0.77		
3. Adventurous activities			0.77		
Construct 4: Service availability					
1. TV service				0.86	
2. Mobile phone service				0.74	
3. Nightlife and entertainment				0.57	
Construct 5: Money					
1. Banking and money changing					0.77
2. Acceptance of credit card					0.61
Eigenvalue	10.63	2.54	1.58	1.45	1.02
Proportion of variance explained	21.77	17.64	12.41	12.14	7.77
Cumulative of variance explained	21.77	39.41	51.82	63.96	71.73
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.86				
Bartlett's Test of Sphericity	0.000				

Table G12: Principal components analysis for Destination Attributes (Malay tourists)

CONSTRUCT/VARIABLES	C1	C2	C3
Construct 1: Environment & facilities			
1. Hygienic food	0.81		
2. 24-hour electricity	0.78		
3. Treated water	0.78		
4. Restaurant	0.75		
5. Unpolluted environment	0.74		
6. Clean facilities	0.73		
7. Safety of the destination	0.67		
8. Price of good and services	0.67		
9. Exotic environment	0.60		
10. Information centre	0.59		
Construct 2: Service availability			
1. Mobile phone service		0.72	
2. Acceptance of credit card		0.67	
3. Internet facility		0.66	
4. Shopping opportunities		0.65	
5. TV service		0.64	
6. Opportunity to see wildlife		0.63	
7. Banking and money changing		0.58	
Construct 3: Activities			
1. Nightlife and entertainment			0.76
2. Adventurous activities			0.68
3. Unique and quality souvenirs			0.67
4. Image of destination			0.67
Eigenvalue	10.45	2.54	1.21
Proportion of variance explained	27.46	19.03	12.68
Cumulative of variance explained	27.46	46.50	59.18
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.88	
Bartlett's Test of Sphericity		0.000	

Table G13: Principal components analysis for Destination Attributes (Chinese tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4
Construct 1: Environment & other facilities				
1. Treated water	0.80			
2. Clean facilities	0.78			
3. 24-hour electricity	0.75			
4. Unpolluted environment	0.73			
5. Modern infrastructure	0.66			
6. Exotic environment	0.58			
7. Banking and money changing	0.58			
8. Price of goods and services	0.58			
Construct 2: Facilities				
1. Restaurant		0.75		
2. Hygienic food		0.73		
3. Safety of the destination		0.70		
4. Transportation system		0.68		
5. Information centre		0.65		
6. Accommodation		0.63		
Construct 3: Service availability				
1. Internet facility			0.82	
2. TV service			0.63	
3. Mobile phone service			0.63	
4. Acceptance credit card			0.55	
Construct 4: Activities				
1. Opportunity to see wildlife				0.82
2. Shopping opportunities				0.74
3. Adventurous activities				0.59
Eigenvalue	11.02	1.88	1.69	1.29
Proportion of variance explained	20.58	17.09	14.52	13.97
Cumulative of variance explained	20.58	37.68	52.20	66.16
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.89			
Bartlett's Test of Sphericity	0.000			

Table G14: Principal components analysis for Destination Attributes (English tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5	C6
Construct 1: Facilities						
1. Hygienic food	0.80					
2. Clean facilities	0.75					
3. Restaurant	0.69					
4. Accommodation	0.68					
5. 24-hour electricity	0.65					
6. Treated water	0.64					
7. Safety of the destination	0.58					
Construct 2: Other facilities						
1. Nightlife and entertainment		0.75				
2. Unique and quality souvenirs		0.69				
3. Shopping opportunities		0.64				
4. TV service		0.58				
5. Image of destination		0.55				
Construct 3: Service availability						
1. Internet facility			0.84			
2. Mobile phone service			0.76			
3. Acceptance of credit card			0.63			
Construct 4: Environment						
1. Exotic environment				0.71		
2. Information centre				0.60		
3. Unpolluted environment				0.60		
Construct 5: Activities						
1. Opportunity to see wildlife					0.76	
2. Adventurous activities					0.76	
Construct 6: Money						
1. Banking and money changing						0.73
2. Price of goods and services						0.61
Eigenvalue	8.03	2.61	1.57	1.45	1.25	1.09
Proportion of variance explained	18.39	12.39	11.44	9.63	8.26	6.55
Cumulative of variance explained	18.39	30.79	42.23	51.86	60.12	66.66
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.84					
Bartlett's Test of Sphericity	0.000					

Table G15: Principal components analysis for Destination Attributes (European tourists)

CONSTRUCT/VARIABLES	C1	C2	C3	C4	C5
Construct 1: Facilities					
1. Hygienic food	0.80				
2. Restaurant	0.75				
3. Safety of the destination	0.61				
4. Price of good and services	0.59				
5. Treated water	0.57				
Construct 2: Service availability					
1. Mobile phone service		0.75			
2. Acceptance of credit card		0.71			
3. Internet facility		0.66			
4. Modern infrastructure		0.60			
5. Banking and money changing		0.59			
Construct 3: Other facilities					
1. TV service			0.73		
2. Unique and quality souvenirs			0.70		
3. Nightlife and entertainment			0.67		
4. Shopping opportunities			0.63		
Construct 4: Environment					
1. Information centre				0.74	
2. Image of destination				0.64	
3. Exotic environment				0.60	
4. Accommodation				0.55	
Construct 5: Activities					
1. Adventurous activities					0.74
2. Opportunity to see wildlife					0.72
Eigenvalue	6.48	2.86	2.11	1.64	1.28
Proportion of variance explained	15.48	13.49	11.23	10.13	9.52
Cumulative of variance explained	15.48	28.97	40.20	50.33	59.84
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.78				
Bartlett's Test of Sphericity	0.000				