Contents:

Call for Papers
Summer Issues 2018
Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

Deadline for submission:	15th May 2018
Expected publication date:	June 2018
Website:	http://www.asers.eu/publishing/index.php/jemt
E-mail:	jemt@aserspublishing.eu

To prepare your paper for submission, please see full author guidelines in the following file: JEMT_Full_Paper_Template.docx, then send it via email at jemt@aserspublishing.eu.

Determining the Factors Attracting the Tourists to Visit Kedah State, Malaysia

Abdelnaser OMRAN
School of Economic, Finance and Banking, College of Business,
Universiti Utara Malaysia, Malaysia
naser_elamroni@yahoo.co.uk

Hafiz Waqas KAMRAN
School of Economics, Finance and Banking, College of Business,
Universiti Utara Malaysia, Malaysia
hafizwaqzkarman@gmail.com

Abstract

Among central approaches when studying the basic problems of the tourism geography, e.g. visitor's relationship with a visited location is research on perception and image of visited locations, motivations, preferences, and experience of visitors. This study aimed to determine the impact of motivation to visit on the satisfaction with the respective visit to chosen types of locations attractions in the mountain and sub-mountain areas linked with the water component of the landscape. The study was carried out in the northern part of Malaysia specifically in Kedah State. A questionnaire survey was used to collect the required data. The targeted respondents were the visitors include both residents and non-residents who visited the attracted places in this mentioned state. This study could identify some useful motivational factors that cause an impact on the tourism industry in Kedah State, and it could also determine the level of satisfaction. The results revealed that beauty of scenery, cleanliness, hospitality and recommendation by friends are among the significant motivational factors in attracting tourists to visit the tourism destinations in Kedah State, whereas food, climate condition, personal safety, cleanliness and cultural diversity are of significant importance factors in attracting tourists to visit the State of Kedah.

Keywords: Impact; motivation; satisfaction; attractions; tourism; Malaysia

JEL Classification: L83; L59; Z30.

Introduction

Tourism sector has been a major contributor to the economy of Malaysia over the past decades and Malaysia is ranked 9th in the world for tourist arrivals (Wikipedia 2017). The Travel and Tourism Competitiveness Report issued in 2017 ranked Malaysia 25th out of 141 countries overall, which was the fifth best in Asia. The Malaysian government pushed to increase tourism in Malaysia as a diversify for making the Malaysia's economy less dependent on exports. The latest results did show that tourism has become Malaysia's third largest source of foreign exchange income. Tourist arrivals in Malaysia decreased to 2129013 in August from 2263478 in July of 2017. Tourist Arrivals in Malaysia averaged 1643767.38 from 1999 until 2017, reaching an all-time high of 2806565 in December of 2013 and a record low of 459374 in April of 2003 (Tradingeconomics 2017). In December 2016, the total number of tourist arrivals was reached 2,646,610 compared with the other months of the year (Figure 1).

Figure 1. Total Tourist Arrivals by Months in 2016

Month	Arrivals
December	2,646,610
November	2,045,165
October	2,326,487
September	2,118,367
August	2,282,173
July	2,296,616
June	2,121,396
May	2,144,119
April	2,175,009
March	2,198,716
Februray	2,091,098
January	2,376,166
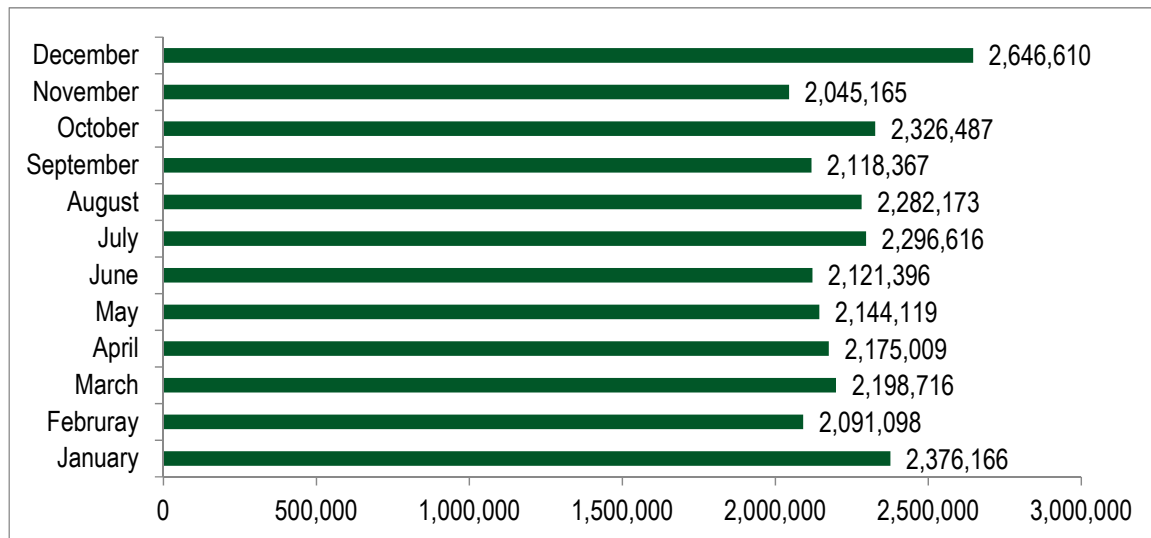
Source: Ministry of Tourism and Culutre Malaysia (2017)

Tourism satisfaction is considered to be a central concept in tourism (Chen and Tsai 2007, Prayag 2009) since it influences the choice of a destination, the consumption of products and services and the decision to return (Kozak and Rimmington 2000). Tourist satisfaction is the extent to which tourist expectations are met (Akama and Kieti 2003). Severt *et al.* (2007) defined tourist satisfaction as the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip.

Motivation is known as the fundamental reason for particular travelling behavior and plays a vital role in understanding the decision-making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectations (Wall and Mathieson 2006). The importance of motivating the factors that influence the choice of destinations are many. A study by Crompton and McKay (1997) stated that there are 3 important reasons: (a)understanding tourist motivations would pave the way for creating better products and services, (b) satisfaction with tourism experiences is intrinsically related to initial motives of tourists, and (c) motives must be identified and prioritized first before a destination marketer can understand tourist decision-making processes. In Kedah State, tourism is mainly concentrated on Langkawi Island, the largest island in the archipelago but there are some places of interest on the mainland as well. However, few places in the state of Kedah (the mainland) have been not paid serious attention for protecting them environmentally such as Bukit hijau recreational forest and waterfalls in Balling town and Titi Hayon waterfall in Gunug town.

In order to keep any tourism destination clean, the focus must be not only during the off-season but it rather the season as well. Once such attention is paid, then these attractive places will always be environmentally clean. In fact, there are many ways and different approaches that can be taken to keep the tourist's areas clean which will be attractive as an indicator for tourist to visit or revisit the destination. For instance, making the place always cleaner will encourage the tourists to keep things clean and it will also let them to do their best to make it even better. We believe that welcoming more and more people to a cleaner place, will be a strong motive to let these people to be less likely to mess things anywhere. In fact, the atmosphere contributes to the way people act. Such issues of not keeping the environmental places clean especially in the tourist' places in Malaysia and particularly in Kedah State was positively seen, and this is mainly due to the neglected part played by the responsible for bodies for such sector to protect it. This kind of carelessness contributed to dissatisfaction and also demotivating tourists to visit or revisit these attractive places. There are also other impacts that contributed dissatisfaction or demotivating tourists like the general infrastructure such as roads, tourism facilities (including resorts, hotels, restaurants, shops, golf courses and marinas). Although quite number of studies was conducted by (Henderson 2015, Salleh *et al.* 2013, Salman and Hasim 2012, Kearney 2002) on tourism industry in Malaysia but a little attention has been paid on the factors in the context of Kedah State that motivate travellers who evidently have continued to frequent their visiting to this state. Thus, this study intended to look into the factors attracting the tourists to visit Kedah State which is located in the northern part of Malaysia and also examine tourists' general satisfaction with Kedah State' as a tourist destination.

1. Literature Review

A tourist is a person who is travelling or visiting a place for pleasure, and he or she might be travelling or visiting places due to some attracted things in that particular places. Pizam *et al.* (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. For instance, destination Image is recognized as an important factor in tourist destination choice behavior (Reilly 1990; Gartner1993; Dann1996; Jenkins 1999; Sirgy and Su 2000; Tapachai and Waryszak 2000; Lengkeek 2001; Govers and Go 2003; Kim *et al.* 2003; O'Leary and Deegan 2005) as well as playing a part in tourist satisfaction, and with it the intention to recommend or return (Chon 1991; Bigne *et al.* 2001). It is generally known that attractions comprise one of the primary components of the tourism system and it is also the motivating factor for tourist activity. Dann (1981) determined two basic travel motivations; anomie and ego-enhancement. Anomie represents the desire to get away from daily life, and ego-enhancement obtains from the need for recognition, which is gained by the status conferred by travel. Similarly, Iso-Ahola (1982) also recognized two motivational forces that become determinants of tourism behaviour; seeking and escaping. Escaping is "the desire to leave the everyday environment behind oneself" while seeking is "the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment". In a study of visitation to the Anne Frank House Museum in Amsterdam, Poria *et al.* (2006) found five main motives for a visit can be 'learning' (relating to Pearce's 'self-esteem and development' factor); 'leisure pursuit' (relating to Pearce's 'relaxation' factor); 'emotional involvement' (relating to Pearce's 'stimulation' factor) and 'connecting with heritage' and 'bequeathing for children', both of which relate most closely to the 'relationships' and 'fulfilment' motivation levels of Pearce's model. Prebensen *et al.* (2012) conducted a study on the tourists who come to Norway, narrowed these key motivators down to two broad areas: 'relaxation' (including "enjoy peace and tranquility", "having a sense of freedom and relaxation", "getting away from work/stress", "being emotionally and physically refreshed" and "getting closer to nature") and 'socialization' (including "participating in many activities", "meeting new people and socializing", "developing my personal interests", and "seeking intellectual enrichment/learning new things"). Lather *et al.* (2017) had undertaken to explore the difference between expectation and satisfaction level of Indian and foreign adventure tourists and the relationship between the levels of expectation and satisfaction of Indian and foreign adventure tourists. They revealed significant differences between the levels of expectation and satisfaction of adventure tourists of Indian and foreign origin. The level of expectation among the Indian and foreign adventure tourist was higher and, comparatively, the level of satisfaction was lower. The level of expectation and the level of satisfaction of Indian adventure tourists were positively and significantly correlated with respect to variables such as aesthetic appeal, facilities, safety and security and accommodation. For the foreign adventure tourist, the level of expectation and level of satisfaction were positively and significantly correlated with respect to variables such as information, aesthetic appeal, facilities and food. Chen (1998) identified two factors that also were consistent with Pearce's model: "learning about a new culture" and "increasing personal knowledge". Qu and Ping (1999) determined the motivation factors of Hong Kong cruise travellers and also identifying their satisfaction level. From eight motivation factors, namely: "escape from normal life, social gathering, beautiful environment and scenery, cultural understanding, social status, business purpose, health and exercise, and self-discovery", the study identified that the major travelling motivation factors were; "escape from normal life", "social gathering", and "beautiful environment and scenery". By using Logistic regression analysis, travellers expressed a high satisfaction level with "food and beverage facilities" and "quality and staff performances". However, they were dissatisfied with the factors of attractiveness, variety and organization of entertainment", "sport/fitness, shopping and child care facilities. The most important factors of joining cruise travel again were "accommodation", "food and beverage" and "entertainment". Prentice (1993) identified six motivations including 'pleasure of viewing', 'education', 'information', 'relaxation', 'entertainment' and 'exercise', all of which mesh at different levels of Pearce's model discussed above. A study by Kozegar Kaleji *et al.* (2017) determined the influential factors on the tourism destinations competitiveness in Anzali Special Economic Zone. Their data obtained by a 36-item questionnaire through which the views of 40 tourism experts and specialists selected from Gillan Province Cultural Heritage, Handicraft and Tourism Organization as well as Gillan University. They revealed a crucial importance of tourism attractions and planning components. Confer and Kerstetter (2000) identified 'culture', 'heritage' and 'ethnicity' as key drivers for visitation, and Timothy and Boyd (2003) found that 'pursuing new knowledge' and 'satisfying curiosity' about heritage-related attractions were key motivators. Rakhmetullina *et al.* (2017) studied the ecological component of tourism development in Kazakhstan. Their study showed that the natural and climatic resources of the country are favorable for the development of the travel industry in the region. Wang and Leou (2015) also investigated tourist motivations in an effort to gain a greater understanding of cultural

and heritage tourism in Macao. They found that one overarching motivator is perceived value. Furthermore, they identified three dimensions: 'scenic value', 'knowledge value' and 'social value'. Bashar and Omran (2010) analyzed what are the travel motivations that influence those tourists to visit Jerash city in Jordan. Data were collected from 58 tourists who had traveled to Jordan through questionnaires. Bashar and Omran (2010) found that there are many push and pull factors that motivated foreign tourist to visit Jordan. One of these push motivational factors were "Getting a change from a busy job" and "Indulging in luxury" while pull motivational factor was "personal safety". A research by Hanqin and Lam (1999) identified 22 motivations by five factors: knowledge (*i.e.* increasing knowledge about new destination), prestige (*i.e.* going to visit friends and relatives), and enhancement of human relation (*i.e.* meeting new people), relaxation (refreshment body and mind) and novelty (*i.e.* finding thrills or excitement). Further, Jang and Wu (2006) found five push and three pull motivation factors. The push factors included ego-enhancement, self-esteem, knowledge-seeking, relaxation, and socialization, while pull factors comprise cleanliness and safety, facilities, event and cost, natural and historical sight. Most of tourism motivation researchers have been concerned why people travel to exotic places and what is attracting them in these destinations. Kim and Prideaux (2005) conducted a study to examine the travel motivation for visiting Korea among five traveller groups: American, Australian, Japanese, Chinese (Mainland), and Chinese (Hong Kong SAR). By using twenty-one motivational items, five push factors were identified from factor analysis. These factors were labelled: "enjoying various tourist resources", "culture and history", "escaping from everyday routine", "socialization", and "social status". Zabkar *et al.* (2010) investigated the relationship between the quality of destination attributes, experience satisfaction, and behavioural intentions using structural equation modelling. The study results found that the pull factors "destination attributes" affect the perceived quality of tourist offerings, which are positively linked to satisfaction. Dunn Ross and Iso-Ahola (1991) determined the important motivations to sightseeing tourists as well as their satisfaction. They used twenty push motivational items, which revealed six dimensions from the factor analysis, termed: "general 50 knowledge", "social interaction", "escape", "impulsive decision", "specific knowledge", and "shopping for souvenirs". Alegre and Cladera (2006) analysed the impact of visitation repeat rates on destination revisit intention and on tourists' satisfaction in the Balearic Islands. They were found that the main destination attributes contributing to overall tourist satisfaction are "sun and sand product", "the climate", "beaches", "quality of the accommodation" and "surroundings". Other factors were also reported as contributing to satisfaction, such as "prices", "cultural and social", "hospitality", and "tranquillity". Heung *et al.* (2000) conducted a study to determine the satisfaction levels of Japanese travellers according to thirty-one travel attributes on Hong Kong. The study revealed that "overall accessibility" was the most satisfactory attribute, and "accommodation and food" were the most important factors in the assessment of overall satisfaction and likelihood of suggesting Hong Kong to other tourists, followed by "price and culture". Concerning the loyalty to destination was also found by several studies as one of the satisfaction factor for attracting tourist. For instance, a study by Qu and Li (1997) attempted to determine the satisfaction levels of Mainland Chinese who visited Hong Kong. The study found that tourists were satisfied with all the destination attributes of Hong Kong except the price. Another study by Hui *et al.* (2007) pointed out that quality services and tourist satisfaction build a long-term relationship with tourists and, in turn, support destination loyalty. Yu and Goulden (2006) in their study also supported that the satisfied tourists in Mongolia would like to repeat visit to Mongolia and would like to suggest Mongolia highly to others. In addition to that, Chi and Qu (2008) found statistically significant relationships between overall satisfaction and destination loyalty. However, based on the reviewed motivational factors for tourism, thus there is a need to determine the factors attracting the tourists for visiting Kedah State.

2. The Study area

Kedah is a state of Malaysia, located in the northwestern part of Peninsular Malaysia. The state covers a total area of over 9,000 km², and it consists of the mainland and Langkawi. The mainland has a relatively flat terrain, which is used to grow rice. Langkawi is an archipelago of islands, most of which are uninhabited. To the north, Kedah borders the state of Perlis and shares an international boundary with the Songkhla and Yala provinces of Thailand. It borders the states of Perak to the south and Penang to the southwest. The state's capital is Alor Setar, and the royal seat is in Anak Bukit. Other major towns include Sungai Petani, Jitra Gurun and Kulim on the mainland, and Kuah on Langkawi (See Figure 2).

Figure 2. Map of Kedah State with the major cities marked in Red Circle
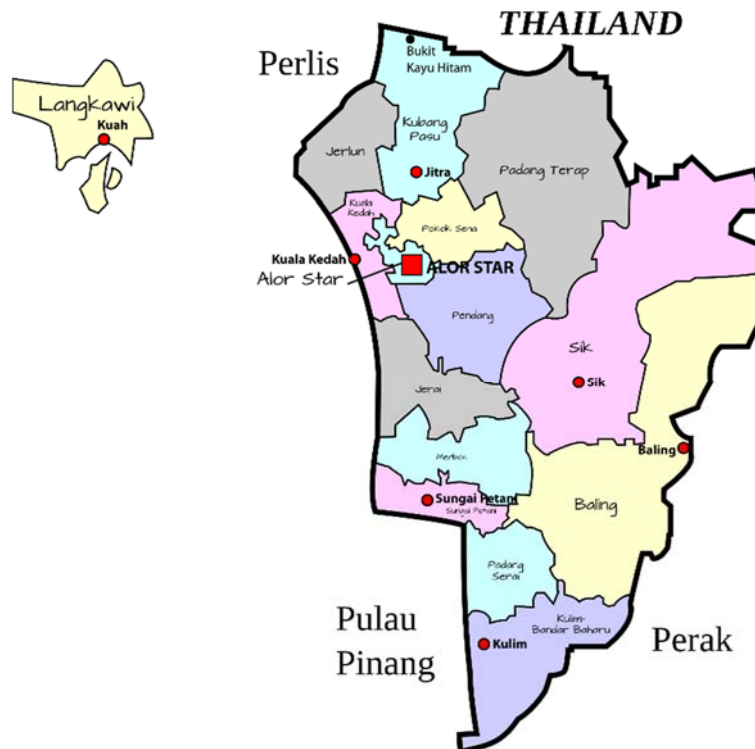
Source: Google Maps

3. Research Method

A questionnaire survey was undertaken to determine the opinion of respondents on the impact of the tourism industry in Kedah State, Malaysia. A two-page questionnaire, accompanied by a covering letter was administered on respondents within several tourism destinations in Kedah included Gunung Jari resort, Pedu Lake, Titi Hayon waterfall, Bukit Hijau waterfalls, Darulaman Lake park in Jitra town, etc. The questionnaire was distributed to 415 randomly selected respondents in the mentioned tourist destinations. Overall, all the 387 respondents returned completed questionnaires in a usable format, representing a 93.2% response rate. The statistical analyses of the data obtained were carried out with the aid of Statistical Package for Social Sciences (SPSS) version 22.0. Several factors that could cause lack of popularity of destination attraction for tourists were identified from the literature and used for the study. The respondents were required to rate the impact of each factor on a 5-point Likert scale using 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree. Critical impact index for each factor was computed using mean item score. These scores were then ranked in descending order.

4. Results and Analysis

Table (1) depicts the socio-demographic characteristics distribution of respondents. The analysis shows that most of the respondents were predominantly male (67.2%) and the majority of the respondents 73.4% are within the age range of (16-24) years. This followed by 26.4% of those in age range of (25-34) years. Concerning their educational qualifications, the results indicate that majority of the respondents (49.9%) are postgraduate degree holders. Others are respondents that did hold undergraduate (37.5%) while only 3.9% those from primary school.

Multiple regression is a statistical tool that enables us to determine how multiple independent variables are related to a dependent variable.

Table 1. Presents the Respondents' Background

Items	Frequency	Percent
Gender		
Male	260	67.20%
Female	127	32.80%
Age		
16-24 years old	284	73.4%
25-34 years old	102	26.4%

Items	Frequency	Percent
Level of Education		
Primary School	36	9.3%
Secondary school	13	3.4%
Undergraduate	145	37.5%
Postgraduate	193	49.9%

As obtained results, Table (2) explains the overall correlation and explained variation in the outcome factor; Tourism in Kedah State, Malaysia. Among all the explanatory factors total correlation is recorded as 62.4 which is above a moderate level. The explained variation in outcome factor as explained by all the factor is 39 which is below the moderate level of variation and low. The adjusted value for the R2 after the consideration of sample size is 36 % which is more reliable as compared to R2. It indicates the over variation in outcome factor; Tourism in Kedah State by all the explanatory factors.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.624[a]	0.390	0.360	0.35623

For the overall Goodness of the model, following hypothesis have been verified through F-Statistics:
H_0: value of all the coefficients in the model is not statistically significant and different from zero
H_1: value of all the coefficients in the model is statistically significant and different from zero
As shown in Table (3), the value of F-statistic is 13.052 which is significant at 1 % as p-value is 0.000. Therefore, the overall facts of "F" test explain that all the selected factors in the present study have the coefficients which are statistically significant and not zero in the real sense.

Table 3. Analysis of Variance (Adjusted model)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.813	18	1.656	13.052	0.000[b]

Table (4) presents the regression coefficients for the selected factors. Both Un-standardized (US) and Standardized coefficients are presented with the Standard Error (SE), t-statistics and significant level. The value of coefficient for the first factor is -0.013 with the S.E of 0.020. After the adjustment of SE in the value of Coefficient, the value of Standardized beta is -0.038 which is not significant at 5 % and in favor for the null hypothesis that factor 5 has no impact on the tourism Industry in Kedah State. Same is the case with the value of 2nd factor which is not statistically significant but has a negative impact on the Tourism. The third factor has a coefficient of 0.063 with the S.E of 0.027, the Standardized Value (SV) of coefficient is 0.213 with the t-statistics of 2.30 (above the cutoff point; 1.96), and p-value is also significant at 5 %. Positive coefficient for the 3rd factor explains that "variety of foods in Malaysia" is contributing significantly and positively towards the Tourism. The value of coefficient for factor 4 has explained the negative US Beta of -0.140 with the SE value of 0.034. This value indicates that "good service-minded people" are not dealing the good with the tourists as a result whihc is negatively affecting to the tourism industry. The SV of Coefficient for the 4th factor is -2.93 significant at 1%. The t-statistics for the coefficient is 4.153 and in favor for the alternative hypothesis that service quality is not good which is negatively affecting the tourists to visit Malaysia. The fifth Explanatory factor as a determinant of tourism industry is "Visit of cultural events" which has US coefficient of 0.087 with SE of 0.43. the SV of coefficient is 0.167, indicates positive and significant impact on the tourism industry in Malaysia. It means that frequency of attending the cultural visits have significantly and positively impact on the mindset of the tourists to revisit the places in Malaysia. The 6th explanatory factor of the study is "Personal safety and security" which has a significant and positive impact on the promotion of domestic and international tourism. Both t-statistics and p-value were statistically significant and supported the study's hypothesis. The 7th factor is "Climate conditions" which has demonstrated a negative and significant impact on the tourism industry in Malaysia. The value of Standardized coefficient is -0.378 indicates that consistent change in the weather condition is negatively affecting the tourism and weather condition is not very much supported for the Tourism. The 8th explanatory factor is "Beauty of the scenery" which has explained the positive and significant influence over the tourism as p-value is significant at 01% level of significance. The 9th explanatory factor was "Cleanliness", and this factor has a negative SV of Coefficient indicating that public places are not very much clean and adversely affecting the tourists to revisit such places. The findings for the ninth factor was statistically significant

as *t*-statistics is greater than 1.96 and *p*-value has a confidence level of 99 % to accept the argument that cleanliness is an issue affecting negatively to the tourism industry.

The 10th factor was "*Tour packages*" which indicates a positive and significant impact on the tourism industry. It seems that tour packages are very much attractive for the frequent visit of tourists. From the overall local factors "Diversity of cultural/historical attractions" is selected as the 11th factor which explains that diversity of culture and historical attraction is negatively and significantly affecting the tourism industry so attention should be paid to tackle its negativity in the mindset of the tourists. The 12th factor "*Hospitality and friendliness of the residents*" is also measured on the same scale and SV of its coefficients explains a significant and positive impact over tourism (*p*-value is significant at 1 %). It indicates at local hospitality and friendliness of the tourists are positively contributing towards attracting the tourists. Factor 13 is also showing the positive and significant impact on the tourism industry. This factor is measuring the overall satisfaction level of tourists in terms of "destination benefits". The SV of coefficient indicates that tourists are positively and strongly agree with the idea that Malaysia is providing benefits in terms of destination and cost paid. Factors 14 and 15 were found to be positive but insignificant on the tourism which is measuring the loyalty of the tourists. Factor 16 is used to measure the argument for the repeated visit of tourists and SV of coefficient explains significant and positive impact of this factor over the tourism industry in Kedah state which is indeed a positive sign. However, the last two factors 17 and 18 have significant but negative coefficient which indicate the fact that tourists will not recommend the other people to visit the place which needs some serious attention from the management that although the tourists are satisfied with the cost and destination benefit but still there are some solid reasons which are compelling the tourists not to recommend other individuals for the visit.

Table 4. Regression Results: Factors Impacting Tourist Motivation and Satisfaction in Kedah State, Malaysia

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.141	0.522		2.186	0.029***
Visiting a Place (F1)	-0.013	0.020	-0.038	-0.653	0.514
Beauty of Nature (F2)	-0.044	0.053	-0.046	-0.826	0.409
Food Variety (F3)	0.063	0.027	0.213	2.320	0.021**
Good Service (F4)	-0.140	0.034	-0.293	-4.153	0.000***
Cultural Events (F5)	0.087	0.043	0.167	2.042	0.042**
Personal Safety (F6)	0.080	0.017	0.220	4.751	0.000***
Climate Condition (F7)	-0.169	0.023	-0.378	-7.447	0.000***
Beauty of Scenery (F8)	0.190	0.036	0.349	5.213	0.000***
Cleanliness (F9)	-0.116	0.044	-0.179	-2.647	0.008***
Tour Packages (F10)	0.069	0.026	0.133	2.625	0.009***
Local Service (F1)	-0.280	0.050	-0.322	-5.555	0.000***
Diversity of Culture (F12)	-0.087	0.033	-0.132	-2.624	0.009***
Hospitality (F13)	0.457	0.098	0.253	4.641	0.000***
Cost-Benefits (F14)	.084	.053	.134	1.589	0.113
Perception about Destination (F15)	.084	.051	.078	1.629	0.104
Satisfaction (F16)	.332	.061	.754	5.492	0.000***
Destination Loyalty (F17)	-.344	.084	-.574	-4.112	0.000***
Recommendation by friends (F18)	-.315	.056	-.602	-5.587	0.000***
a. Dependent Variable: Experience of Visit					

Conclusion

Tourist motivations are important factors in understanding tourist behaviour about destination choice and motivation relates to the needs, goals and preference of the tourists. The results of the study show that there is a strong significant relationship between the levels of satisfaction of tourists' adventure on the attracted tourism places in the state of Kedah. It could be concluded from the conducted study that factors like "variety of Foods", "Beauty of the scenery", "Climate Condition", "Diversity of Culture", "Personal Safety", "cleanliness" and "Hospitality" amongst the motivational factors that are contributing significantly and positively towards the tourism attraction in Kedah State. In summary, the significance of tourist satisfaction does not need any justification; less satisfaction is bound to have far-reaching impacts on the image of the destination, due to negative word of mouth publicity. The study

has come with some useful recommendations that should be taken into consideration so that the state of Kedah could attract more tourists in the future. These recommendations are:

(i) More tourism promotion on the attractive tourist places in Kedah needs to be created in broader level.

(ii) There are some of the tourist destinations in the State that require physical improvement,

(iii) More supports for cultural attractions is required by the authorities in Kedah State.

(iv) Keeping the tourist's places environmentally protected and clean must be in the top priories by the authorities in this State.
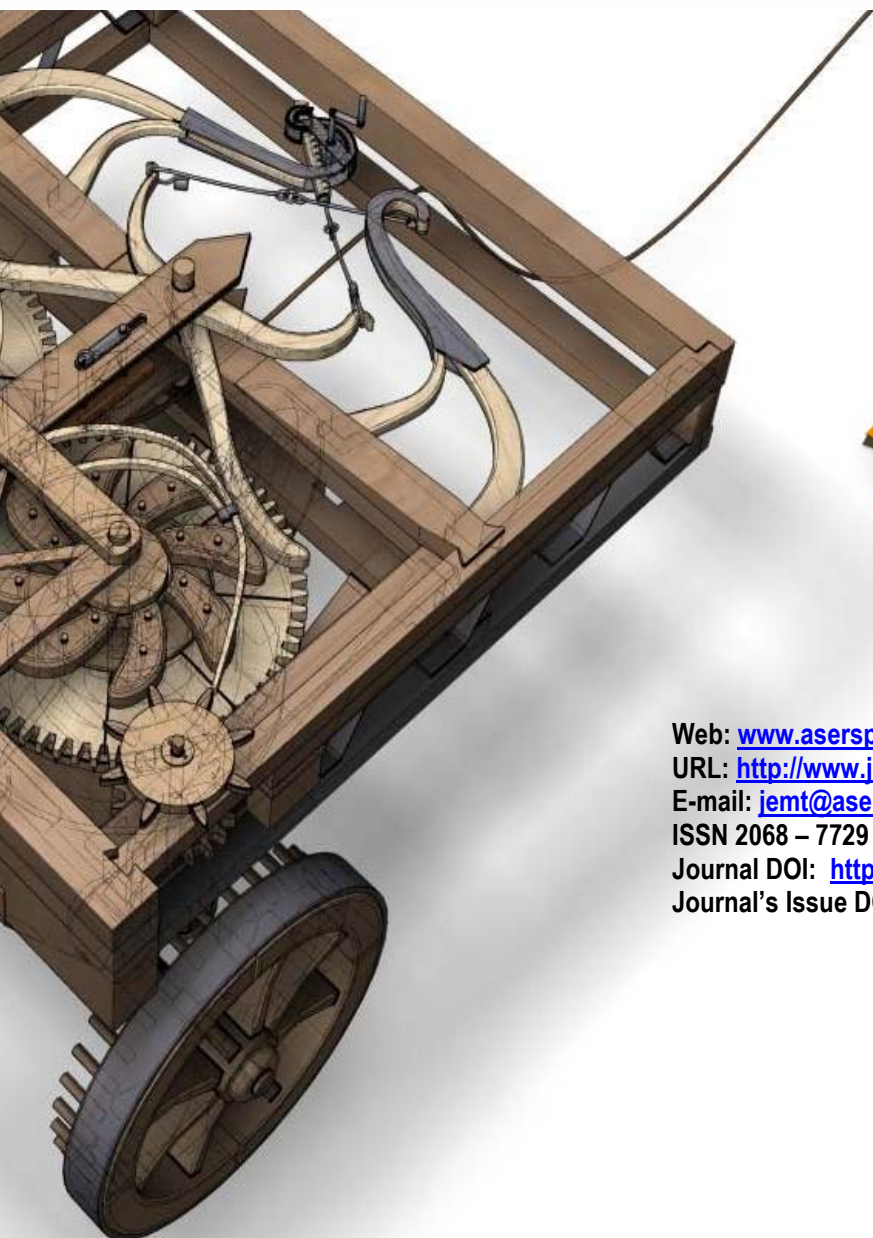
Acknowledgement

References

[1] Akama, J.S., and Kieti, D.M. 2003. Measuring tourist satisfaction with Kenya's Wildlife safari: a case study of Tsavo West National Park'. *International Journal of Tourism Management*, 24(1): 73–81.

[2] Alegre, J., and Cladera, M. 2006. Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research*, 44: 288-297.

[3] Baloglu, S. 1998. An empirical investigation of attitude theory for tourist destinations: a comparison of visitors and non-visitors. *Journal of Hospitality and Tourism Research*, 22: 211-224.

[4] Bashar, A.A.M., and Omran, A. 2010. An Investigation into Motivational Factors that Influencing Foreign Tourists' to Visit Jordan: Push and Pull Factors, *Journal of Environment and Management Tourism*, 8(2): 7-16**.**

[5] Bigne, J.E., Sanchez, M.I., and Sanchez, J. 2001. Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22: 607-616.

[6] Chen, C.F., and Tsai, D. 2007. How destination image and evaluative factors affect behavioural intentions? *Tourism Management*, 28 (4): 1115-1122.

[7] Chen, J.S. 1998. Travel motivation of heritage tourists. *Tourism Analysis*, 2: 213–216.

[8] Chi, C.G-Q., and Qu, H. 2008. Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29: 624-636.

[9] Chon, K.S. 1991. Tourism destination image modification process. *Tourism Management*, 12, 68-72.

[10] Confer, J.C., and Kerstetter, D.L. 2000. Past perfect: explorations of heritage tourists. *Parks and Recreation*, 35(2): 28–34.

[11] Crompton, J.L., and McKay, S.L. 1997. Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2): 425–439.

[12] Dann, G.M.S. 1996. *Tourists' images of a destination: An alternative analysis. Journal of Travel & Tourism Marketing*, 5: 41-55.

[13] Dunn Ross, E.L., and Iso-Ahola, S.E. 1991. Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(2): 226-237.

[14] Gartner, W.C. 1993. Image formation process. *Journal of Travel and Tourism Marketing* I.2: 191-215.

[15] Govers, R., and Go, J. 2003. Deconstructing Destination Image in the Information Age. *Information Technology and Tourism*, 6: 13-29.

[16] Hanquin, Z.Q., and Lam, T. 1999. An analysis of Mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management*, 20(5): 587-594.

[17] Henderson, J.C. 2015. Tourism Destination Development: The Case of Malaysia. *Tourism Recreation Research*, 33(1): 49-57. DOI: http://dx.doi.org/10.1080/02508281.2008.11081289

[18] Heung, V.C.S., Qu, H., and Chu, R. 2000. Relationship between vacation factors and socio-demographic and traveling characteristics: The case of Japanese leisure travel. *Tourism Management*, 22 (3): 259-269.

[19] Hui,T., Wan, D., and Ho, A. 2007. Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28: 965-75.

[20] Iso-Ahola, E. 1982. Towards a social psychology theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2): 256–262.

[21] Jang, S., and Cai, L. 2001. Travel motivations and destination choice: a study of British outbound market. *Journal of Travel Tourism and Marking,* 13(3): 111-133.

[22] Jang, S., and Wu, C. 2006. Seniors travel motivation and the influential factors: an examination of Taiwanese senior. *Tourism Management*, 27(2): 306-316.

[23] Jenkins, O.H. 1999. Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1: 1-15.

[24] Kearney, A.T. 2002. *Regional Benchmarking of Malaysia's Competitiveness and Synergies Partnership with China and ASEAN Countries*. Majlis Tindakan Ekonomi Negara.

[25] Kim, S.S., and Prideaux, B. 2005. Marketing implications arising from a comparative study of international pleasure tourist motivations and other travel-related characteristics of visitors to Korea. *Tourism Management*, 26(3): 347-357.

[26] Kim, S.S., Lee, C.K., and Klenosky, D.B. 2003. The influence of push and pull factors at Korean national parks. *Tourism Management*, 24: 169-180.

[27] Kozak, M., and Rimmington, M. 2000. Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research,* 38(3): 260-269.

[28] Kozegar Kaleji, L., Mehdi Hesam, M., and Kazemidoi, M. 2017. An Analysis of Influential Factors on Tourism Destinations Competitiveness, *Journal of Environment and Management Tourism*, 8(2): 393 - 405. DOI: https://doi.org/10.14505//jemt.v8.2(18).12

[29] Lather, A.S., Singh, R., and Ajay Singh, K. 2017. Comparing the Levels of Expectation and Satisfaction of Indian and Foreign Adventure Tourists Visiting India, Applied Studies in Agribusiness and Commerce, Agroinform Publishing House, Budapest, 5-13. Available at: http://ageconsearch.umn.edu/bitstream/138111/2/1COMPARING%20THE%20LEVELS.pdf

[30] Lengkeek, J. 2001. Leisure Experience and Imagination: rethinking Cohen's modes of tourist experience. *International Sociology*, 16: 173-184.

[31] Ministry of Tourism and Culutre Malaysia 2017. Total Tourist Arrivals by Months in 2016. Available at: http://www.tourism.gov.my/statistics

[32] Oh, H., and Parks, S. C. 1997. Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal*, 20(3): 35-64.

[33] O'Leary, S., and Deegan, J. 2005. Career progression of Irish tourism and hospitality Management graduates. *International Journal of Contemporary Hospitality Management*, 17: 421-432.

[34] Pizam, A., and Millman, A. 1993. Predicting satisfaction among first-time visitors to a destination by using the expectancy disconfirmation theory'. *International Journals of Hospitality Management*, 12(2): 197–209.

[35] Poria, Y., Reichel, A., and Biran, A. 2006. Heritage site perceptions and motivations to visit. *Journal of Travel Research*, 44(3): 318–326, DOI: 10.1177/0047287505279004

[36] Prayag, G. 2009. Tourists' evaluations of destination image, satisfaction and future behavioural intentions - The case of Mauritius. *Journal of Travel and Tourism Marketing*, 26(8): 836-853.

[37] Prebensen, N.K., Woo, E., Chen, J.S., and Uysal, M. 2012. Motivation and involvement as antecedents of the perceived value of the destination experience', *Journal of Travel Research*, 52(2): 253–264, DOI: 10.1177/0047287512461181

[38] Prentice, R. 1993. *Tourism and Heritage Attractions*, Routledge, London.

[39] Qu, H.L., and Ping, E.W. 1999. A service performance model of Hong Kong cruise travelers' motivation factors and satisfaction. *Tourism Management*, 20: 237- 244.

[40] Rakhmetullina, S.Z. *et al.* 2017. The Ecological Component of Tourism Development in the Region. *Journal of Environment and Management Tourism*, 8(2): 97-105. DOI: https://doi.org/10.14505//jemt.v8.2(18).14

[41] Reilly, M.D. 1990. Free elicitation of descriptive adjectives for tourism image assessment. *Journal of Travel Research*, 28: 21-26.

[42] Salleh, M., Omar, K., Yaakop, A.Y. and Mahmmod, A.R. 2013.Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5): 221-226.

[43] Salman, A. and Hasim, M.S. 2012. Factors and competitiveness of Malaysia as a tourist destination: A study of outbound Middle East tourists. *Asian Social Science*, 8(12): 48-54. DOI: http://dx.doi.org/10.5539/ass.v8n12p48

[44] Severt, D., Wong, Y., Chen, P., and Breiter, D. 2007. Examining the motivation, perceived performance and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management*, 28(2): 399-408. DOI: http://dx.doi.org/10.1016/j.tourman.2006.04.00

[45] Sirgy, M.J., and Su, C. 2000. Destination image, self-congruity and travel behavior: towards an integrative model. *Journal of Travel Research*, 38: 340-352.

[46] Tapachai, N., and Waryszak, R. 2000. An examination of the role of beneficial image in tourist destination Selection. *Journal of Travel Research*, 39: 37-44.

[47] Timothy, D.J., and Boyd, S.W. 2003. *Heritage Tourism*, Prentice Hall, New York.

[48] Tradingeconomics. 2017. Malaysia Tourist Arrival between 1999 - 2017. Available at: https://tradingeconomics.com/malaysia/tourist-arrivals

[49] Wall, G., and Mathieson, A. 2006. *Tourism: Change, impacts and opportunities.* Harlow: Pearson Education Limited.

[50] Wang, X., and Leou, C.H. 2015. A study of tourism motivation, perceived value and destination loyalty for Macao cultural and heritage tourists. *International Journal of Marketing Studies*, 7(6): 83–91, DOI: 10.5539/ijms.v7n6p83

[51] Yu, L., and Goulden, M. 2006. A comparative analysis of international tourists' satisfaction in Mongolia. *Tourism Management*, 27: 1331-1342.

[52] Zabkar, V., Brencic, M.M., and Dmitrovic, T. 2010. Modeling perceived quality, visitor satisfaction and behavioral intentions at the destination level. *Tourism Management*, 31(4): 537-546.