

Determinants of Tourist's Satisfaction for Effective Tourism Marketing in Sabah, Malaysia: An Empirical Study

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Abstract:

Tourism is characterized as having an essential role in contributing to the sustainable development of a country's economy particularly in a developing country, while the accomplishment of this sector relies exclusively on the strategic application of marketing activities. Culture is one of the critical factors which influence the effectiveness of tourism marketing strategies. Thus, identifying the strategic significance of cultural factors which contribute to an effective tourism marketing in the context of Sabah, Malaysia is the primary objective of this paper. This paper is an empirical study applying quantitative survey method in collecting data from the respondents. SPSS was used to analyze the descriptive statistics, factor analysis and the correlation for this study. AMOS was then used to perform Structural Equation Modelling (SEM) to test the hypotheses developed for this study. In the findings, this study found that cultural heritage, responsiveness, communication, interaction, hospitality, norms and values of local people are the most influential factors for tourist satisfaction. Nevertheless, responsiveness and hospitality of local

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communities play an important role and have a significant impact on overall tourist satisfaction and direct impact on tourism marketing effectiveness in Sabah, Malaysia.

Key words: Tourism Marketing, Culture, Tourist Satisfaction, Effective Tourism, Hospitality, norms and values

Introduction

Sabah is a rich natural environment with cultural diversity as an advantage to attract more tourists to the country. Over the years, Sabah has weathered challenges to achieve an outstanding performance in the tourism industry, a vital industry that forms a vital element to an economy providing ancillary services, employment, generates revenues and development incentives to growing numbers of local as well as regional economies (Hall and Lew, 2009). Tourism brings people together and broadens people's cultural horizons (Silvia, 2013). In many developing countries, the tourism industry has shown significant rapid growth compared to other sectors of the economy, and it is generating job opportunities for both product and services related businesses (Fotuhinia, 2014). Thus, successful innovative strategies need to be in place to ensure the goals of the tourism industry is achieved. Therefore, there is impeccable need to carefully examining the factors impacting executing and implementation of these strategies will improve both products and services market.

Sabah is a tourist attraction state in Malaysia but did not get world recognition due to insufficient attention to the successful implementation of tourism marketing strategies. As a result, Sabah cannot attract more international tourists. The insufficient and lack of effective initiative and proper management plan and execution plan, the absence of sincere effort of government contributes to the slow growth in the

tourism industry in Sabah (Akther, 2001), wherein many developed countries, tourism sector's contribution to economy GDP is significant and is no longer deniable. Several countries are now applying numerous strategies which have resulted in remarkable improvement in its GDP. On the contrary, the contribution of Sabah tourism industries to total GDP is only 3% in 2013 with an expected increase to 8.2% in 2017. Thus, applying the correct strategy will improve and achieve sustainable development in this sector. Determining the correct strategy is crucial for the growth and sustainable growth of the tourism industry in Sabah. Culture, being a significant factor in many studies, will be studied in depth in to understand the value to understand the factors which can contribute to the forming of sustainable strategies in tourism industries in Sabah.

In Sabah as an example, its strong culture forms intangible assets of heritage which represents its uniqueness regarding shared beliefs, language, behaviour and customs (Leiper, 1995). Cultural heritage encompasses several main categories of heritage which mainly consist of tangible and intangible assets. Cultural interpenetration is also known as a process whereby the tangible and intangible elements or ethnic core (Naroll, 1970) are adopted. Culture consists of numerous sub-factors that may impact tourist's satisfaction. Tourist revisits intention which is the main factor that increases the number of tourists and indirectly increases revenue in the tourism industries depends highly on the tourist satisfaction level.

Moreover, the only tourist revisits intention will increase the number of tourists and also revenue in tourism sectors. Therefore, tourist satisfaction is an indicator of the measurement of effectiveness. In Sabah however, there is insufficient theory-driven research on cultural factors of tourism marketing. Emphasis on analyzing sub-factors that

influence tourism marketing activities should be carried out to improve the tourism sector. Considering the previous study, this study intends to analyze the influential cultural factors towards the successfulness of the tourism industry in Sabah, Malaysia. This study helps to find out the most influential factors and will add value to the research work of the tourism industry for both products and services related market.

As discussed above, the primary objective of the study is to identify the strategic significance of cultural factors that affect the tourists' satisfaction which lead to effective tourism marketing in Sabah, Malaysia and the specific objectives of the study are:

- i. To analyze the relationship between tourist satisfaction and the identified cultural factors that influence tourist satisfaction.
- ii. To identify the relationship between tourist satisfaction and effectiveness of tourism marketing in Sabah, Malaysia.
- iii. To recommend some guidelines based on the findings to develop effective tourism marketing policy in Sabah, Malaysia.

Literature Review

Tourist satisfaction is explained as meeting or surpasses the level of tourist expectations when a tourist gets service to fulfil their needs and wants (Oliver, 1997). Meeting or surpassing tourist satisfaction provides security for tourism industries future revenue (Fornell, 1992); reduces price elasticity (Anderson, 1996) and generates profits (Oliver, 1993). Understanding the critical role in tourist's revisit intention is substantial in determining tourism sector's long-term profitability as this is due to the facts that tourist evaluates overall experiences and, experience exceeding tourists'

expectation is called satisfaction (Jhonson et al. 1995; Oliver, 1997). The benefits experienced by tourist is compared against the cost incurred and exceeding the level of benefits against the cost incurred, being able to attain the need and demand of tourist, this experience will create tourist loyalty (Sabir et al. 2014).

Today, tourism has become one of the primary sources of income, generates employment opportunities, increases revenues and profitability for organizations directly and indirectly linked to the tourism industry, creates international awareness as well as opportunities. Thus, the efficiency and effectiveness of formulating effective strategies are necessary for tourism industries especially in developing countries (Wober et al. 2003). Formulating effective and successful strategies impacts tourists' satisfaction either positively or negatively. Therefore, understanding the strategic factors that influence tourist satisfaction is crucial. Among many strategic factors affecting tourists' satisfaction, culture, either tangible or intangible assets of heritage which is represented by a system of a shared belief such as customers, behaviour and language are found to have a significant influence on tourist satisfaction (Leiper, 1995). However, cultural interpretation is not easy to isolate or identify its ethnic core, an element of cultural interpretation process which is adopted both as tangible and intangible assets (Naroll, 1970) as stated in UNESCO (1982), culture discusses the unique spiritual intellectual, material as well as emotional features which characterize a society or social group.

It entitles the fundamental human rights, values systems and tradition, historical buildings and monuments, important sites of ancient time such as battlefields, traditional landscapes, literature, language, art and music, traditional events and lifestyle, including food menu, drink and sports. In the context of culture, tourism is defined as travelling to

experience the places and activities that show the historical stories of the past and present people (Ivanovic, 2008). According to the world heritage convention, cultural heritage entitles both tangible and intangible assets, and it is the most up-to-date trend in the present world of the tourism industry (Cass and Jahrig, 1998). These sites have intrinsic beauty and values as well as these are the critical assets of tourism (Jhonson et al., 2008). Cultural heritage and tourism enjoy a different kind of relationship called symbiotic with each enriching the other.

Tourist always wants to experience unique places, traditions and histories and learn about the cultural sites in any country and for that reason, this type of relationship occurred (Dickinson, 1996). Thus, cultural heritage is a special-interest form of tourism which is rapidly growing and ranked as number one major growth area in global tourism. Culture has numerous products that should also develop to attract more tourists (Smith, 2000). To create an active tourism market, marketers should understand the cultural characteristics of the tourists as cultural traits lead to several types of expectations for a holiday and create a different degree of satisfaction in each experience (Yvette and Lindsay, 1999). Yvette and Lindsay (1999) stated that responsiveness of local people in responding to the needs of tourist such as being helpful, respectful, prompt, trustworthy, and polite and confidence form essential characteristic which is also significant in the tourism industry. Local people's ability in problem solving and behaviour creates a welcoming feeling among tourists. Local people's ability to effectively communicate with tourists by giving an adequate explanation, keeping tourists informed, excellent listening skills as well as showing concern about tourists' well-being is an essential characteristic in satisfying tourists. Social interactions such as sharing a meal, having

sports together, home invitation and exchanging gifts can create a sense of belonging among tourists.

The ability for marketers to understand the way in which tourists choose their destinations and evaluate them is important in the marketing context. Several studies have been done on understanding buyer behaviour. However, these studies could not easily explain the characteristics of buyer behaviour. According to Yvette and Lindsay (1999), buyer behaviour consists of 3 steps in the traditional model namely, pre-consumption stage, consumption stage and post-consumption stage.

The first stage begins with a problem or needs recognition. In the consumption stage, tourists seek benefits and at the last stage tourists evaluate the services. At the pre-purchasing stage of buyer behaviour in tourism marketing, tourists realize their need to travel and considers the available holiday destination that fulfils their travelling requirements. The desire to experience civilisation is the main reason for tourists to travel. Cultural differences among tourists are one of the significant factors which influence the evaluation of services perceived by tourists (Yvette and Lindsay, 1999). The extensively high expectations of service by tourists may also be one of the reasons for the declining tourists' growth rate. According to Turcq and Usunier (1985), tourists are incredibly keen on detail, aesthetics, quality and service and are very demanding with high expectation on the services rendered.

Generally, tourists have different expectations and needs and being able to predict and understand their needs, adjusting to their culture by tailoring services will create competitive advantage (Goodrich, 1997). Qualities and states of mind, material ancient rarities, for example, items, images, or rituals and correspondences which interface and sustain a social framework are three unique parts of culture applicable to tourism showcasing (Sojka and Tansuhaj, 1995). Another three

essential components are globalisation, demand and sustainability which must be considered while forming a strategy to achieve competitive advantages. Connections between administration, advertise structure and development techniques considering topographical agglomeration of firms in a little economy is similarly essential (Luisa et al. 2014). The success of tourism industries heavily depends on the local culture, where “Local communities” can also influence a new tourism strategy.

Government plays a vital role in tourism industries intervention to foster sustainability in tourism industries. This includes strategies for utilising resources as well as promoting citizens' participation in ensuring the successful implementation of tourism activities. This strategy is known as historical awareness of Botswana (Maitseo and Kanduzo 2008). This strategy emphasizes the importance of meeting tourists needs, improving living quality of the locals, supporting social, cultural and environmental aspects by providing comfort as well as political stability in a country will improve tourism industry of a country (Nihahut, 2010), where, by observing these social effects will have significant as well as immediate and visible impact in the tourism industry (Sarpley, 1994)

A poorly developed tourism industry can negatively impact a country (Jackson, 2008). Jurowski et al., (1997), Sharpley (2014) and Wang and Pfister (2008) in their study stated that a well-developed tourism industry would have a positive impact on tourist satisfaction. Hospitality is another cultural factor that intensively integrates with service marketing. However, there is not much research in this area (Kandampully et al. 2014), where, the effectiveness and importance of hospitality in tourism industry still need to be explored define (Taylor and Edgar, 1996). Hospitality refers to the relationship between host and guest and their interaction. Today, hospitality includes tangible and intangible factors that

include security, psychological and physiological comfort (King, 1995). According to Brotherton (1999), hospitality is defined as a human exchange which is designed to increase the mutual well-being of the parties.

From the in-depth review of, six influential factors have been identified which consists of cultural heritage, local communities' responsiveness, communication, interaction, hospitality, norms and values. These factors have a more significant impact on tourist satisfaction which finally influences the effectiveness of tourism marketing. Based on the in-depth reviewed of literature a conceptual model has been put forward which is presented below:

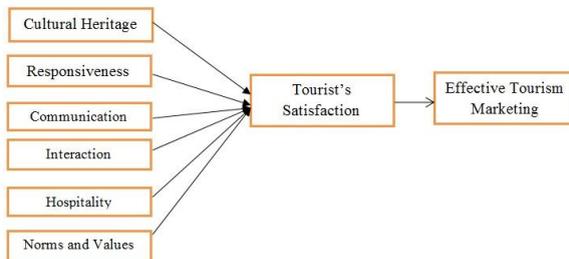


Figure 1: Conceptual Model for influencing tourist's satisfaction and effectiveness of tourism marketing in Sabah, Malaysia.

There are seven hypotheses were put forward which are the following:

H₁: Cultural heritage has a significant impact on tourist satisfaction.

H₂: Responsiveness has a significant impact on tourist satisfaction.

H₃: Communication has a significant impact on tourist satisfaction.

H₃: Interaction has a significant impact on tourist satisfaction.

H₃: Hospitality has a significant impact on tourist satisfaction.

H₆: Norms and values have a significant impact on tourist satisfaction.

H7: Tourist satisfaction has a significant impact on effective tourism marketing.

Research Methodology

This research is quantitative research that followed a descriptive research design. As a research technique, survey method has been used to collect primary data through a structured questionnaire. In the structured questionnaire, the multiple choice questions were used to collect the demographic data. The five-point Likert scale varying from 1 = 'Strongly disagree' to 5 = 'Strongly agree' has been used. The secondary data were collected from the published materials such as; journals, books, articles and computerised databases. Six independent variables were proposed for the model in this study. These include cultural heritage, responsiveness, communication, interaction, hospitality and norms and values with tourist satisfaction and active tourism market form the dependent variables.

The population mainly included both domestic and international tourists who at least visited once in any tourist destination in Sabah, Malaysia. In selecting respondents, the simple random sampling method was followed, and primary data were collected from the tourists. Through using a random number, table identified four hundred five (405) tourists based on statistical method and considerations of structured equation modelling analysis. The sample has been selected randomly from twenty (20) different tourist spot among five renowned tourist destination districts such as Kota Kinabalu, Sandakan, Semporna, Kota Belud and Ranau for this study. Study areas are selected purposively. To input the data and carry out the required analysis on it, SPSS version 21.0 was used. Descriptive analysis of the respondents' demographic attributes as well as the reliability analysis of the study variables was performed in this study. AMOS version 21.0 was used to

perform Structural Equation Modeling (SEM) to test the hypotheses developed for this study.

Analysis and Findings

The following section depicts the respondents' profile that highlights their gender mix, age, academic qualification, occupation, monthly income, tourist category and number of visitors. There were 405 respondents where 252 are male, and 153 are female. About 60 % of the respondents are married while the remaining 40% are single. As far as the respondents' age is concerned, a hefty share of about 57.8% falls in the bracket of 20-29 years followed by 17.0% between the ages ranges of 30-39 years. 47.4% of the respondents possess a post-graduate degree and 38.5% with an undergraduate degree. 34.1% of the respondents are students while 15.6% are teachers. Regarding monthly income, about 25.2% of the respondents reported that they are earning between RM2,000-RM4,000 a month. This is followed by about 20.0% with monthly income falling above RM4,000 a month. Besides, only 13.3% of respondents are earning above RM6,000 a month. The tourist characteristic shows that, among all respondents, 65.9 % are domestic tourists and 34.1 % are international tourists according to tourist categories. Among these all respondents, 65.2 % went to visit Sabah more than three times followed while 14.8% was their first time to any tourists spots in Sabah. Descriptive statistics help to interpret data consequentially by summarising the data set of the population or sample (Malhotra, 2011). To achieve the essential features of the data set, the following methods of descriptive statistics have been applied to the data of this study.

Table 1. Descriptive Statistics and Reliability Measures

Variables	Mean (Item)	SD (Item)	Cronbach Alpha
Cultural Heritage (CH) (6 items)	3.7358	.69605	.893
Responsiveness (R) (7 items)	3.6667	.70288	
Communication (C) (3 items)	3.5506	.97774	
Interaction (I) (3 items)	3.8667	.88925	
Hospitality (H) (4items)	3.6444	.72895	
Norms and Values (NV) (3 items)	3.4148	1.02644	
Tourists' Satisfaction	3.80	1.003	
Effectiveness	3.62	1.142	

It can be noted from the above table that all constructs have a mean score of more than three. Cultural heritage, responsiveness, communication, interaction, hospitality and norms and values have mean scores of 3.74, 3.67, 3.87, 3.64, and 3.41 respectively. As each of the values drops below 4.0, a corresponding value equivalent to agree on the five-point Likert scale, the concluding remark is that there is a need for some consideration to increase satisfaction on these cultural factors. The dependent construct, tourist satisfaction's mean value of 3.80 indicates that tourists are intimately satisfied with the mentioned variables. The mean value of effectiveness represents that this strategy is higher efficiency in the tourism market. The standard deviation of the first six constructs indicates that the responses on average were a little below 1 point away from the mean. It reflects the fact that the mean of the sample more accurately portrays the mean of the actual population.

All of the constructs used in the study are reflective. In an attempt to calculate measurement errors, each of the latent constructs was measured by multiple observed items (See table 2).

Table 2: Results of Reliability and Validity

Key Factors (Constructs)	Sub-Factors (Item)	Communalities	Factor Loadings	Mean	S.D	Cronbach's α
Cultural Heritage	CH 1	.723	.779	3.39	1.059	0.903
	CH 2	.739	.763	3.56	1.270	
	CH 3	.687	.767	3.67	1.180	
	CH 6	.623	.514	3.93	.984	
Responsiveness	R 1	.714	.555	3.65	1.051	
	R 2	.666	.656	3.72	1.053	
	R 3	.739	.793	3.73	1.165	
	R 4	.620	.515	3.64	1.039	
	R5	.677	.537	3.73	1.078	
	R6	.800	.748	3.50	1.168	
	R7	.603	.680	3.70	1.092	
Communication	C 1	.767	.842	3.52	1.260	
	C 2	.773	.785	3.43	1.228	
	C 3	.663	.625	3.70	1.213	
Interaction	I 1	.633	.530	3.77	1.110	
	I 2	.804	.630	3.94	0.942	
	I 3	.738	.625	3.89	1.095	
Hospitality	H1	.563	.718	3.71	.951	
	H2	.674	.563	3.94	.996	
	H3	.757	.798	3.67	1.104	
Norms and Values	NV 1	.769	.755	3.50	1.103	
	NV 2	.831	.688	3.23	1.339	
	NV 3	.765	.671	3.52	1.168	

This study adopted a two-step technique of model through SME analysis recommended by Anderson and Gerbing, (1988). In this technique, data was analysed initially through factor analysis which provides an assessment of measurement reliability, convergent and discriminant validity. Then, the structural equation model was conducted to test the model fit and to understand the hypothesised relationships. Before the model test, the correlation matrix for all constructs of the proposed model was examined. The results of and correlations among the variables are shown in Table 3.

Table 3: Summary of Correlations among Constructs

Constructs	Correlations					Norms & values
	Cultural Heritage	Responsiveness	Communication	Interaction	Hospitality	
Cultural Heritage	1					
Responsiveness	.692**	1				
Communication	.680**	.626**	1			
Interaction	.474**	.577**	.305**	1		
Hospitality	.621**	.735**	.525**	.664**	1	
Norms & values	.504**	.703**	.397**	.427**	.531**	1

** Correlation is significant at the 0.01 level (2-tailed)

The correlations estimates indicated that the scales are empirically distinct from each other. The correlation matrix indicates there are positive correlations among all of the study variables. Besides, this study represented that all of the variables are significant at 0.01 level.

Table 4, the Pearson Correlations co-efficient is 0.692 between cultural heritage and responsiveness factors which indicates a positive moderately high linear relationship and this relationship exists at a significant level of 0.01. The correlations co-efficient between cultural heritage and communication, communication and responsiveness, as well as responsiveness and hospitality, are 0.680, 0.626 and 0.735 respectively which indicate there is a reasonable relationship among them. These relationships are also significant at 0.01 level. Relationships between other constructs are also significant at 0.01 level.

Assessing Reliability and Validity

The evaluations of structural relationships can be one-sided except if the estimation instrument is reliable and valid. Therefore, reliability and validity should be measured to make this study authentic. Reliability of each construct has been assessed through a degree of internal consistency. This examination was directed before different investigations. For information to be viewed as reliable, the estimation of its Cronbach's alpha ought to be >0.7 (Nunnally, 1978). The unwavering quality investigation of this paper test created a Cronbach's alpha of 0.903 (Table 3) which means all things utilized in the survey were reliable.

Next, the construct validity was calculated by the factor analysis. Where the *Principle Component Analysis* with *Varimax* rotation has been applied to minimises the number of variables with extreme loadings on a factor. After the rotated component matrix, it is assumed that variables are loaded onto

factors. *Convergent validity* implies that the factors inside a solitary factor are profoundly related. This is clear by the calculate loadings Table 3.

Communality means the degree to which a thing corresponds with every single other thing that show higher communalities are better. In the event that communalities for a specific variable is low (between 0 - .4), at that point that variable may battle to lead essentially on any factor. Results showed in table 5.3 represents that, communalities of all items are above 0.5 without CH4, EC2 and H4 those are variables of cultural heritage, ethnic core and hospitality respectively. So, the values of communalities are more than 0.5 estimates that all items have the pretty good quality of influence in all.

Discriminant validity alludes to the degree to which factors are particular and uncorrelated. To meet the discriminant validity, the variable ought to relate more emphatically to their factor than to another factor. Two essential techniques help to decide discriminant validity. The main strategy is to analyze the turned part lattice. Factors should stack fundamentally just on one factor. According to the first method, cross loading was found between item CH5 and EC1 which were removed. The rest of the items were properly loaded, and the discriminant validity is assumed.

Another method for validity testing is to examine the factor correlation matrix and correlations between the key strategic factors which should not exceed 0.8 (Kenneth, 1988). Thus, in this method, Table 4 presented that all of the correlation values between factors are below 0.8 which provide support to the discriminant validity. Overall, according to the evidence of reliability, convergent validity and discriminant validity the measurement model was believed to be appropriate.

Model Fit

In this phase, a confirmatory factor analysis (CFA) using AMOS 21 was conducted to evaluate the model fit. The fit of the model was evaluated based on several fit indices. The fitness of the model was considered not only through the absolute model fit but also incremental model fit. Incremental fit indices are a gathering of files that do not utilize the chi-square in its early stage, however contrast the chi-square an incentive with a baseline model. At first, the author determined the absolute model fit in below. Absolute fit indices determine how well from the earlier model fits the information (McDonald and Ho, 2002) and exhibit which proposed show has the most unrivaled fit. Included in this category are the *Chi-Squared tests, DF, P value, RMSEA, GFI, AGFI, and the RMR.*

Table 4: Results of the Absolute Model Fit

χ^2	DF	χ^2/DF	P value	RMSEA	GFI	AGFI	RMR
67.172	14	4.798	.000	.069	.861	.821	.066

Table 4 shows that, the chi-square is 67.172 (DF= 14, P<0.01). In an absolute model fit, the P value should be less than 0.01. In this table the P value is 0.000, so, this model is better fir according to the P-value indicator. The RMSEA indicates how well the model and its cut-off points value which should be less than 0.08. Table 5 represents that the RMSEA value is .069 (smaller than .08) which means a good model fit. According to Diamantopoulos and Siguaw, (2000), the ranges for GFI and AGFI from 0 to 1 with larger samples increasing its value. The results showed in table 4 indicate that the value of both GFI and AGFI are more significant than 0.800 that measures a reasonable fit of the model. On the other hand, the lower RMR (0.078) and RMSEA indicate a better fit of the model. This model is known as comparative (Miles and Shevlin, 2007) or relative fit indices (McDonaldand Ho, 2002) and use only *NFI, TLI* and *CFI* rather than *Chi-square.*

Table 5: Results of Incremental Model Fit

NFI	CFI	TLI
.859	.866	.798

Values for NFI, CFI and TLI go somewhere in the range of 0 and 1 with Bentler and Bonnet, 1980 suggesting esteems higher than 0.09 showing a solid match. Latest recommendations express that the cut-off criteria ought to be ≥ 0.95 (Hu and Bentler, 1999). The following table shows that values for *NFI*, *CFI* and *TLI* are more than 0.80 and only *TLI* is less than 0.80. These results state that this model should be considered reasonable fit. According to the fit indices from *CFA*, the model gave proof of agreeable fit. Therefore, the appropriate measure of the model is met.

Hypothesis Testing

After the model was found to be acceptable by examining the model fit indices, the proposed hypotheses were tested using Structural Equation Modeling (SEM) technique with Maximum Likelihood Estimation. The results of path analysis are depicted in Figure 2 and Table 6.

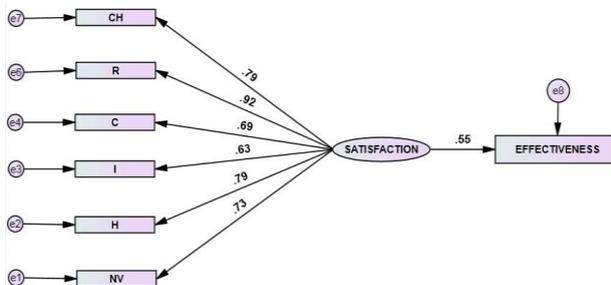


Figure 2. Path Diagram

Table 6: Results of Path Analysis

Hypothesis	Estimates	P value	Result
H ₁ : Cultural Heritage → Satisfaction	.787	***	Accepted
H ₂ : Responsiveness → Satisfaction	.918	***	Accepted
H ₃ : Communication → Satisfaction	.694	***	Accepted
H ₄ : Interaction → Satisfaction	.631	***	Accepted
H ₅ : Hospitality → Satisfaction	.794	***	Accepted
H ₆ : Norms & Values → Satisfaction	.732	***	Accepted
H ₇ : Satisfaction → Effectiveness	.545	***	Accepted

Source: AMOS output by analysing primary data

The result shows that the estimated value for cultural heritage in the prediction of satisfaction is 0.787 and p-value is less than 0.01. This indicates a positive relationship found between cultural heritage and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 6). The result presents that, the estimated value for one of a cultural factor which is responsiveness and satisfaction is 0.918 and p-value is less than 0.01. This means there is a significant relationship found between responsiveness and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 7).

The result shows that the estimated value for communication in the prediction of satisfaction is .694 and p-value is less than .01. This means there is a positive relationship found between cultural factor communication and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 6).

The result shows that the estimated value for interaction in the prediction of satisfaction is .071 and p-value is less than .01 with standard error .631. This means there is a positive relationship found between cultural interaction and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 6).

The result shows that the estimate value hospitality of local people in the prediction of satisfaction is .794 and p-value

is less than .01. This means there is a positive relationship found between cultural factor hospitality and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 6).

The result shows that the estimated value for norms and values in the prediction of satisfaction is .732 and p-value is less than .01. This means there is a positive relationship found between cultural factor norms and values and satisfaction. The p-value is .000 which means this relationship is significant at level of .01. (Table 6).

The result shows that the estimated value for satisfaction in the prediction of effectiveness is .545 and p-value is less than .01. This means there is a positive relationship found between satisfaction and effectiveness. The p-value is .000 which means this relationship is significant at level of .01. (Table 6).

The hypothesised relationships between identified cultural factors and satisfaction are significant at .01 level. The directional relationships between them are statistically established (Figure 2 and Table 6). So, H₁, H₂, H₃, H₄, H₅, H₆ and H₇ hypotheses are accepted at .01 level. All hypotheses are established through this study.

CONCLUSION

This study successfully identified the critical influential cultural factors that have a significant influence on tourist satisfaction of the tourism marketing services. From the analysis of the collected data, it was discovered that cultural heritage, responsiveness, communication, interaction, hospitality, norms and values of local people are the most influential factors for tourist satisfaction. It has also been exposed that there a substantial existence in the associative relationship between tourist satisfaction and selected six

independent factors. Every independent factor has good explanatory power for tourist satisfaction. Responsiveness and hospitality of local communities have a significant impact on tourist satisfaction, and overall tourist satisfaction has a direct influence on effective tourism marketing. This study also represents that, the conceptual model of this study is reasonably fit.

This study has some limitations which are undeniable. The data collected in this study is based on a single point of time-based on convenient sampling method. Thus, findings cannot adequately be generalized. Again, depth literature needs to be conducted for theoretical generalization. So, there is a scope to conduct further study to generalize the theory.

In conclusion of this study, this research can be concluded that tourism marketing is an emerging sector where huge potentials exist for service providers and agencies. If tourism service providers can concentrate on the identified influential factors and can make effective strategies for satisfying tourists, this sector will have a significant contribution to GDP.

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