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Tourist Satisfaction Towards Tourism Destination, Semporna Sabah

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ABSTRACT

Tourist satisfaction is a measure of how well tourism products and services provided by a company or location in the tourism system meet or exceed tourist expectations. Tourist satisfaction is important for successful destination marketing since it influences destination selection, product and service consumption, and the decision to return. Thus, this study aims to identify tourist satisfaction with accommodation, transportation, facilities, and attraction towards tourist in Semporna, Sabah. The data was collected through a quantitative method, with 380 questionnaires distributed via Google link to respondents who had visited Semporna, Sabah. The data collected were analysed by using Statistical Package for Social Science (SPSS). The respondents strongly agree that they are satisfied with the accommodations, transportation, facilities, and transportation in Semporna, Sabah. At the end of the research, the findings will redound to the benefits of society considering that tourist satisfaction plays an essential role in tourist attractions in Semporna, Sabah. The findings of this study could provide guidelines for tourism managers and destination operators to further develop better strategies to satisfy travellers to Semporna, Sabah.

Keywords: Tourist Satisfaction, Tourism, Accommodation, Transportation, Facilities and Attraction.

INTRODUCTION

Tourism is the largest and fastest-growing industry in the world. It is a source of revenue and employment. It also allows people to understand the culture, civilization, and religious aspects of a country. There are many countries in which the main source of revenue is tourism. Tourist Satisfaction Defined In turn, many definitions of customer satisfaction have emerged since. Song (2010) suggested that tourist satisfaction refers to the post-consumption evaluation that is made after a tourist has consumed a product or a service. This paper is to examine the perceived destination competitiveness from tourist satisfaction. The guiding principle of this study is that from tourist satisfaction, the overall competitiveness of Semporna Sabah, Malaysia depends on the perceived tourist involvement in the island.

The World Tourism Organization (WTO) predicts that worldwide visitor arrivals will exceed one billion by 2012 (United Nations World Tourism Organization, 2012), driven by the increase in population and life expectancy, migration, and changing family structures. In addition, the expansion of the middle class in emerging economies, most notably China and India, has fuelled tourism growth. As for Malaysia, more than 25.03 million tourists visited Malaysia in 2012 and the receipt was RM 60.6 billion.

With these changes, come effects on the nature of the travel industry (Holjevac, 2003). As demand for tourism has increased and new tourist destinations have emerged; the competition in the tourism sector has intensified (Crouch, G.I 2011; Getz & Brown, 2006). The United Nations World Tourism Organization (UNWTO) believes that tourism can help anomy growth. In a simple way, tourism is a system combining an origin and a destination. This feature has been reflected by the nature of the production and consumption of tourism goods and services. Generally, the origin of tourist refers to the demand side of tourism, whereas the destination represents the supply side of tourism.

According to the World Tourism Organization (WTO), the year 2005 saw more than 800 million international tourist arrivals, and the tourism receipts were of the order of US \$ 682