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**INVESTIGATING TOURIST'S BEHAVIOURAL INTENTIONS USING
STIMULUS-ORGANISM-RESPONSE THEORY**

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ABSTRACT

Heritage tourism becoming popular in the recent years. The number of tourists to the cultural heritage sites having a drastic increase. This has brought many positive impacts to tourism industry. Nevertheless, the motives of tourists visiting the cultural heritage sites were varied. Hence, this study investigates the stimuli lure the tourists to visit such sites. Past studies using Stimulus-Organism-Response Model is limited in tourism context. To address the gap in the literature, the study guided by Stimulus-Organism-Response (S-O-R) model to discover tourists' attitude, interpretation and experience as "Stimulus", emotions as "Organism" and behavioural intentions as "Response". The objective of this study is to examine the level of tourists' attitude towards World Heritage Sites and to investigate the relationship among the proposed constructs in the S-O-R model. The data of this research was collected from 250 domestic and foreign tourists visiting Georgetown, Penang which is one of the World Heritage sites recognized by United Nations Educational, Scientific and Cultural Organization (UNESCO). The result revealed nearly half of the respondents have moderate and positive attitude towards UNESCO World Heritage Brand. In addition, the relationship between tourists' attitude, interpretation and experience and emotions are theorized as positive and significant. The result demonstrated experience has the highest impact on tourists' emotions compared to another two stimuli. The final result has proven that stimulus variables had significantly associated with emotional responses and led to favourable behavioural intentions among tourists. Applying the S-O-R model was able to enrich the application of the model in diverse settings.

Keywords: World Heritage Site (WHS), Stimulus-Organism-Response (S-O-R) model, tourists' attitude, interpretation, experience, emotions, behavioural intentions

CHAPTER 1.0

INTRODUCTION

1.0 Introduction

Malaysia is a country living by different ethnics having different culture ranging from its traditional food, attire, handicrafts, music and dance (Ismail, Masron, & Ahmad, 2014). In Malaysia, the existence of heritage buildings presents its uniqueness and it provides greatest opportunity and experience to foreign tourists. Due to the existence of multicultural lifestyle and historical architecture, it makes Malaysia having a potential of attracting local and international tourists through cultural heritage tourism as well as contributing to the economic growth (Ismail et al., 2014). Since 1999, Tourism Malaysia has started promoting Malaysia to be the outstanding tourist attractions by organizing a “Malaysia Truly Asia” campaign (Mak & Asmui, 2015). The campaign reflected a success of promotional efforts of government in increasing the number of tourist arrivals and tourist receipts (Mosbah & Saleh, 2014). The campaign was launched as a recognized brand for Tourism Malaysia to promote Malaysia as a historical made-up of country which consists of multiculturalism and cultural diversity (Afwika, n.d.). “This strategic plan includes support programmes to facilitate branding at the firm level (Babu, 2009),” Datuk Mukhriz Mahathir, Minister of International Trade and Industry said. It showed that Malaysia’s government realized the importance of branding in tourism and began bringing Malaysia’s tourism industry to global recognition through the campaign (Afwika, n.d.). Moreover, the branding recognition will lead to socioeconomic development as it will bring impacts to world tourism market year to year (Lai & Ooi, 2015). Due to the intensive efforts by government, tourism industry has now been the major component which is able to drive economic growth in Malaysia (Mak & Asmui, 2015).

According to World Tourism Organization (WTO), the data in 2005 stated that the ranking of Malaysia was under the 14th place and the international tourism was increasing in the year of 1999 to 2009 from 7.9 million to 23.6 million (“Economic impacts of tourism in Malaysia”, 2016). In order to promote heritage tourism in Malaysia, government has initiated efforts on conserving those heritage buildings with the supports from United Nations Educational, Scientific and Cultural Organization (UNESCO) (Harun, 2011). There are four tourism sites in Malaysia has been listed as UNESCO World Heritage Sites including Gunung Mulu National Park since 2000, Kinabalu Park since 2000, Melaka and George Town since 2008, and Archaeological Heritage of the Lenggong Valley since 2012. UNESCO World Heritage is perceived as a high quality brand in promoting tourism and contributing to the economic development (Grätzer, Rengard, & Terlouw, 2015). In the last few decades, World Heritage Site (WHS) has changed over into major tourist attractions across the world. In order to strengthen the economic development and raise the number of tourists, WHS is adopted to make a platform to offer the ideal level of conversation and suitable level of service standard for tourists (Hassan & Rahman, 2014). Thus, the World Heritage brand is not only the combination of symbol and name, but it can also provide higher consumer loyalty and predictability of demand that can create positive associations for tourists (Hassan & Rahman, 2014). The development of World Heritage brand should be displayed in a prominent, repeated and consistency way because visitors must first be aware and familiar with the nature of the site.

Furthermore, UNESCO always tries to strengthen the recognition, conservation and protection of heritage sites with are rich in cultures and natures in order to make the world to be viewed as an extraordinary incentive to humankind (UNESCO, 2015). In order to prevent from being forgotten and destroyed, the tourism sites which were listed by UNESCO are conserved and

managed in conjunction with World Heritage Site (Lai & Ooi, 2015). UNESCO retain the cultural and physical significance by believing that the sites which are categorized under World Heritage are vital for humanity (Bassi, 2017). According to UNESCO, the result showed that the risen number of World Heritage Sites (WHSs) will lead to the increasing number of international tourist arrivals (Su & Lin, 2014). Besides, it indicated that tourism sector has led a sustainable development in global economy by emphasizing eco-friendly at the same time. For instance, in European countries, there are almost 40% of cultural and historical sites listed in (WHSs) and those attraction sites actually contribute to the economic growth through tourism expenditure (Su & Lin, 2014). The exceptional quality of European's tourism facilities and the valuable of its culture are able to attract the tourists to spend their holidays in Europe (Su & Lin, 2014). Therefore, it caused most of the destination countries have widely promoted tourism in WHSs in order to increase the arrival of international tourists and maintain tourism conditions with the assistance of UNESCO (Su & Lin, 2014). This is because there is a win-win situation in possessing WHS whereas the destination country can get sustainable conservation for the cultural heritage sites as well as sustainable development for the tourism economy (Su & Lin, 2014). As a result, it assumed that tourism destinations not only can provide unique experience to tourists, but it can also stimulate business in tourism sector (Mohsin, 2005).

1.1 Problem Statement

“World Heritage Site” brand which was recognized by UNESCO and its logo is often being expected as a symbol with positive brand equity that increases the number of tourists to the designated tourist spots (Poria, Reichel & Cohen, 2011). However, there is inconsistency found in some current researches which examined the attitude of tourists towards a site designated as a World Heritage Site. According to Leask (2006), if the tourists have positive attitude on the role

of designation, it will attract more tourists' visitation and generate higher income. Besides, Fyall and Rakic (2006) also emphasized on the positive relationship between "World Heritage Site" designation and visitor levels in tourism sector. In addition, it was proven that once a site was designated with the brand "World Heritage Site", the possibilities to get government funding will be higher (Hall, 2006; Hazen, 2008; Kim, Wong, & Cho, 2007). Furthermore, according to Buckley (2004) and Hall (2006), the role of designation can also increase number of visitors as it serves as a catalyst to attract more potential visitors, especially the foreigners who are willing to spend more money at the tourist spot.

However, some researchers found that the role of designation is challenging. For example, in the study of Hazen (2008), there were 56% of visitors who were not aware of the brand "World Heritage Site" was actually designated to United States' National Parks. Besides, Hall and Piggini (2001) realized two third of the sites reported the increasing of tourist numbers was due to other reasons. Hence, the number of visitors is influenced by the overall increasing rate of tourism in the particular country, but it is not due to the intention to visit the destinations under World Heritage Site brand.

In the current studies, there is no existing data on numbers of tourists to World Heritage Sites (Poria et al., 2011). The judgment of visit numbers to heritage sites is not consistent with the designation recognized by UNESCO (Poria et al., 2011). Buckley (2004) further demonstrated that such data were not available even for the well-known heritage sites in country like Australia. Australia is famous for its contribution towards heritage conservation. Clearly, there are findings argued that "World Heritage Site" title may not necessarily have strong brand equity. In summary, the effect of World Heritage Site brand on tourism sector is still questionable. Therefore, there is a need for this research to examine tourists' attitude towards World Heritage Site. In this research,

it is also important to study how attitude, interpretation, and tourists' experience affect their emotions as well as how their emotions affect their behavioural intentions.

According to Tubb (2013), interpretation is being recognized as a crucial technique in accomplishing the aim of sustainable tourism development. The increment of tourists is not the main factor which causes environmental damage issue, the primary reason is due to insufficient plans and activities to cope with growth. Interpretation acts as a role to stimulate, promote and expand people's understanding, so that they will feel concern and empathy towards the preservation of tourism sites through provocation and the revelation of the relationships and meanings of the nature (Orams, 1997). This can eventually generate more responsible actions (Tubb, 2013).

Furthermore, tourists' experience is routinely positioned as producer of memories. The memory of tourists' experience after their tour visit is important serving as the information source for people which can lead to behavioural intentions (Coudounaris & Sthapit, 2017). However, negative experience are inevitable and negative substances such as negative experience and information can draw more attention than positive's one (Liu, 2016). The negative experience can influence visitors' behavioural intentions (Sthapit, 2013). The negative tourism experience such as the lack of good management and poor service will lead to negative emotions of tourists in a tourism destination (Plessis, Der-Merwe & Saayman, 2012). Tourists will experience dissatisfaction due to the unfavourable service (Sthapit, 2013) and it caused negative experiences are easier tended to be recalled. In fact, positive experience can serve as important source of information, but if the experience is negative, people will share negative information to others. This is a crucial issue in tourism sector as nowadays people can utilize social media to share their daily experiences easily (Sthapit, 2013).

Emotion is considered as a psychological state which is changing frequently (Torres, Wei & Hua, 2017). However, based on previous studies, most studies examined tourists' emotion after the trip, the studies did not examine their emotions as an ongoing process (Kim & Fesenmaier, 2014). According to Aho (2001), emotional is the core component in shaping tourists' experiences toward destinations and positively influencing their behavioural intentions. Tourists' emotion is shaped through tourism experience; thus, it is crucial to get an appropriate method to measure those emotional responses (Hosany, S. & Gilbert, D., 2009). For instance, tourists who achieved higher level of satisfaction will have positive emotions and they will be more likely to engage in favourable behavioural intentions (Prayag, Hosany, Muskat & Del Chiappa, 2016). In order to promote tourism destination; thus, tourists' attitude and demand should be studied and analyzed as they are the significant variables in influencing tourists' behaviour (Mohsin, A., 2005).

Favourable behavioural intentions are referred to the tendency to recommend and revisit to tourism sites. If people who have favourable behavioural intentions, they will tend to revisit and spread recommendation to their relatives, friends and other potential tourists (Shoemaker & Lewis, 1999). It is important as research proved that it able to attract repeated visitors (Prayag & Ryan, 2011). Other than that, behavioural intentions such as tourists' intention to revisit the destination and to recommend can be the important measurement in order to measure tourists' destination loyalty (Chen & Rahman, 2018). Behavioural intentions and loyalty have often been applied in marketing and tourism context, for example customers will show favourable behavioural intentions toward the products or services by spreading positive recommendation to other people about the certain products and services (Saha & Nath, 2017).

Nowadays, the heritage sites face much problems in which the sites are not maintained well and some of the sites were badly damaged. The reasons behind are due to lack of awareness among

general community and low interest of people to be involved in the process of conservation (Shankar & Swamy, 2013). This could lead to negative behaviour such as complaining and spreading negative recommendation to other as certain landscape or tourism destination were damaged (Sthapit, 2013). Hence, the culture heritage including the nature will be slowly forgotten by people if this issue is continuously neglected by us. It will eventually affect the preservation of our valuable culture as now is lacking support from local community in managing the cultural heritage (Jusoh, Marzuki & Hamid, 2014).

1.2 Research Questions

1. What is the tourists' attitude towards World Heritage Site?
2. How do tourists' attitude, interpretation and experience affect emotions?
3. Do tourists' emotions affect behavioural intentions?

1.3 Research Objectives

1. To examine tourists' attitude towards World Heritage Site.
2. To investigate the relationship between tourists' attitude, interpretation, experience and emotions.
3. To investigate the relationship between tourists' emotions and behavioural intentions.

1.4 Significance of Study

1.4.1 Theoretical Significance

Based on the discussion above, the theory was applied in this research is Stimulus-Organism-Response (S-O-R) model by Mehrabian and Russell in 1974. This model was used as a reference system for the development of tourism, hospitality, education or personality traits. The research aimed to examine how the variables of S-O-R model influence the tourists. The variables which were applied in the S-O-R model of this research were attitude, interpretation, experience,

emotions and behavioural intentions. This research was able to complement the limitations in S-O-R Model and also enhance the current academic knowledge about S-O-R Model by investigating how different variables could lead to different behavioural intentions of tourists.

1.4.2 Practical Significance

Tourism plays an important role in Malaysia and even in several developing countries because it can be a major and important economic enterprise. In addition, it is a critical economy activity in most countries around the world. Based on World Travel & Tourism Council 2018, it claimed that the total contribution of global domestic product (GDP) from tourism sector was 13.4% in Malaysia during the year of 2017. It is an important sector for both developed and developing economies around the world and it is also a significant source of employment and investment. Tourism industry can benefit in promoting new investment and increasing employment opportunities in Malaysia. In 2011, tourism sector and tourism-related industries have created almost two million of jobs in 2011 (Mosbah & Saleh, 2014). In addition, 670,000 jobs have generated directly by Travel and Tourism industry in Malaysia which results in 4.6% of total employment in 2017 (World Travel & Tourism Council, 2018). The employment directly deals with tourism field such as hotels, travel agents, airlines and tour operators. Moreover, tourism also supports restaurant, leisure industries and others activities (Lemma, 2018). With the growth of tourism sector, Travel and Tourism industry in Malaysia is expected in attracting the capital investment of MYR23.0bn in 2017. Other than that, there is also an expectation of rising by 3.9% in 2018, and the rising by 4.9% yearly over the next ten years to MYR38.5bn in 2028. Travel & Tourism's share of total national investment will have rising which is from 6.7% in 2018 to 7.5% in 2028 (World Travel & Tourism Council, 2018).

1.5 Research Framework

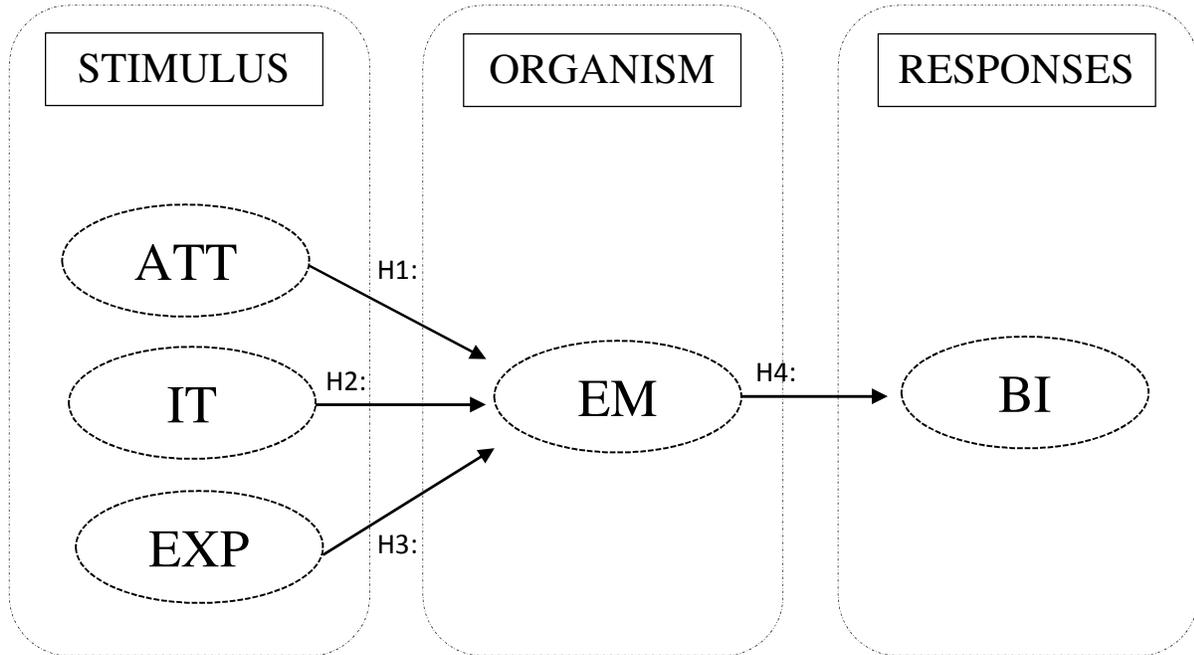


Figure 1. Research model. Note: ATT=Attitude; IT=Interpretation; EXP=Experience; EM=Emotions; BI=Behavioural Intentions.

CHAPTER 2.0

LITERATURE REVIEW

2.1 Underpinning Theory

2.1.1 Background of the S-O-R Model

In 1974, Mehrabian and Russell developed the Stimulus-Organism-Response (S-O-R) model in environmental psychology which were widely applied in consumer behaviour studies. According to Mehrabian and Russell, the physical stimuli on human emotions and behavioural responses can be used to investigate the outcome by using S-O-R model (Yoon, 2012). The study also investigated how the retail environment affected the consumer's positive emotional response and their impulse buying behaviour (Yoon, 2012). Therefore, it could enhance the understanding of the mediating role of affective and cognitive states which are consumer emotions and responses through S-O-R model.

The characteristics of the retail store environment represent ambient, design and social factors that can affect consumer emotions and final responses (Chang, Eckman, & Yan, 2011). Ambient is the visual and non-visual surrounding environment conditions that can influence the consumer's emotional responses (Chang et al., 2011). For example, the music, lighting, cleanliness of a restaurant can influence the consumer's emotions whether they intend to stay longer or willing to spend money at the place. The visual components of retail store environments are under the characteristic of design. The design characteristics are the physical elements such as colour, orderliness, visual complexity which also can affect the consumer's emotion status and buying decisions (Chang et al., 2011). Moreover, social characteristics are the lifestyles and demographic patterns of an individual. It is a social interaction between the consumers and other side which included attitude and crowding (Chang et al., 2011). For example, a friendly sales person is more

likely to attract consumers and make consumers more confident in their purchase decisions. Therefore, a positive personal relationship may help to increase the trustworthiness between each other and arouse feeling of satisfaction for the buying decisions (Graa & Dani-elKebir, 2011).

Throughout S-O-R model, it consists of stimulus as an independent variable, organism as mediator, and response as the dependent variable (Goi, Kalidas & Zeeshan, 2003). Stimulus was defined as an influence that stimulates the individual and factors that affect the internal states of the individual. It combined with marketing mix variables and other environment statements (Chang et al., 2011). The intervening between stimulus and responses is organism. Organism was to predict that feelings and emotions are perceived as the dominant indicators that result between the environment stimuli and cognition of an individual's responses (Jacoby, 2002). Thus, organism as a mediator for consumer to make judgments and decision-making system because when a consumer makes a decision based on their surrounding situation such as what they see, touch, listen, and smell (Chang et al., 2011). Other than that, to measure the emotional state and affective of consumers, Mehrabian and Russell also used Pleasure-Arousal-Dominance (PAD) scale to describe "Organism". Pleasure was defined as how the consumers feel good of the environment, whether it is enjoyable or not (Chang et al., 2011) while arousal is the aspect on how to get attention of consumers when they are experiencing something (Zimmerman, 2012). Dominance represents the consumers control over the experience in the environment (Zimmerman, 2012).

Next, response in the S-O-R model represents the behavioural intentions to an environment and emotional state which is direct or indirectly affected (Zimmerman, 2012). It is the final decisions and outcomes of consumers that either to or not to take action (Kudla & Klaas-Wissing, 2012). The actions are referred to the intention to revisit, spread recommendation, or make

purchase decisions. When an individual has a negative feelings or low self-esteem, it will lead to the negative psychological perceptions. Thus, consumer emotions can influence buying behaviour.

2.1.2 Application of S-O-R Model

S-O-R model was implemented in different research framework by using different research methods. According to the application of S-O-R model in the past studies, it was applied in the retail environment, online shopping behaviour, comparison between international and local retailer, as well as tourism destination image and behavioural intentions. The purpose of the researchers that studied this model is to investigate the effects of physical stimuli on human emotions and behavioural responses.

A study investigated on how the retail environmental characteristic direct or indirect influence the consumer's emotional responses with impulse buying behaviour (Chang et al., 2011) and how hedonic motivation explained the relationship between the characteristic of retail environment and consumer's emotional responses. "A consumer's tendency to buy spontaneously, unreflectively, immediately, and kinetically" is defined as buying impulsiveness (Rook & Fisher, 1995). Throughout the research, the researchers also suggested that impulsive and optimum stimulation level (Sharma, Sivakumaran, & Marshall, 2010), shopping entertainment (Beatty and Ferrell, 1998), or lack of self-control (Youn & Faber, 2000) were initiated by consumer nature toward the impulse buying behaviour. Hedonic purchase acts a moderator between retail environmental characteristic and consumer positive emotional responses. It is classified as impulse buying that related to psychosocial motivations and personal feeling rather than considering the useful benefits (Sharma et al., 2010). Therefore, stimuli in retail store environment characteristic is probably to influence the consumer's response and buying behaviour. In 1973, Kotler defined store atmosphere as the force to design retail environment. It is because in order to increase the

purchase likelihood and stimulate the consumer desire to purchase, there is a need to produce specific emotional effects on consumer (Chang et al., 2011). Although the impulse buying happened under both positive and negative moods, but researchers found that the consumer with positive mood tended to have impulse buying behaviour and only required shorter time in decision making. However, the results from this study showed that social characteristic of the retail environment did not directly affect the consumer's positive emotional response, but the ambient and design characteristic were probably to affect the positive emotional responses because of the cleanliness, relaxing and desire to stay long longer at the place (Chang et al., 2011).

Another application of S-O-R model which was the online shopping behaviour and experience of consumers. As the world nowadays depends on the technology and it plays an important role in our society. Information technology (IT) is efficient and effective for consumers to get access about the goods and services, online transaction, using application and others. Throughout this study, the researcher examined the online purchase intention, online shopping motivations and the emotions that affect the online shopping behaviour. The researcher found that it is complicated to examine consumer's online shopping behaviour as the behaviour are affected by both environmental stimuli and internal factors (Peng & Kim, 2014). According to the study, the combination of hedonic shopping value and utilitarian shopping value can reflect on the consumer's shopping experience. To enhance the excitement of consumer, engagement, sense of freedom, entertainment, imagination and emotional elements of shopping experience, hedonic shopping value was initiated on cognitive standards and it can reflect the potential entertainment and emotional value (Babin, Darden, & Griffin, 1994). Meanwhile, utilitarian shopping value is dominated by cognitive elements and happened when the shopping experiences reach a specific needs of consumption, goal-oriented, unemotional or cognitive effects (Babin et al., 1994). In order

to explain the behaviour of consumers in online shopping market, this study applied the elements of S-O-R model to determine the emotional purchasing behaviour. The shopping environment represents the stimuli that can affect the consumer shopping behaviour and emotional responses (Peng & Kim, 2014). Throughout this study, online shopping experience could be analyzed into website design, website attributes, the security of online banking, and the services through online shopping (Peng & Kim, 2014). Website design can be categorized into two aspects which are aesthetic design and interface design. Aesthetic design is how the design first interact the consumer's mind such as the creativeness and impressiveness of the website, how the website brand itself, and the overall look (Wang, Minor, & Wei, 2011). Interface design were referred to how the system can effectively communicate with consumer and the usability of the websites such as the accuracy of the website, accessibility to find the website, and easy to navigate (Zimmerman, 2012). Besides, website attributes were referred to how the website influence the consumer attitudes and responses toward online shopping experiences (Zimmerman, 2012). Furthermore, it is vital to build a trustful relationship between consumers and retailers. Therefore, the security during online shopping is the primary concern of consumer. From this study, organism was referred to the consumer's affective and attitudinal states of mind during online shopping (Peng & Kim, 2014). When a consumer started to express their feeling, voice out their opinion or arouse emotion towards the retailer, it will eventually affect their behaviour (Zimmerman, 2012). Trust and satisfaction are the initial variables of attitudinal states when consumers generate experience during shopping. For affective state, the researcher used the P-A-D framework to further explained consumer shopping behaviour. Pleasure (P) is the consumer desire to experience during online shopping; Arousal (A) is the positive emotion of consumer towards the retailer environment; and Dominance (D) is the attributes of the website which are affected by the pleasure and arousal

(Zimmerman, 2012). To measure the response of consumer's online shopping behaviour, it can be examined whether the consumers intend to revisit, repurchase the products and services or spread recommendation. In a nutshell, this study used the S-O-R model to develop the online shopping behaviour by identifying how important the effective use of website attributes is because it can stimulate consumers' experience.

The next application was the study about the comparison between the international and local retailer. The coffee house chain in Malaysia has attracted a lot of local and international retailers. The competition between the international brands such as Starbucks and Coffee Bean had increased their investment into Malaysia market and it caused the competition in getting more difficult (Goi et al., 2014). Thus, this study used S-O-R model to investigate the differences between the international and local retailer of coffee house chain and examined the effects of environments on consumer behaviour and emotions. From this study, the researchers found that different consumers who are from different cultural backgrounds have different reviews. S-O-R model can generate a deeper understanding about why consumers have certain favoured retailers and why they are loyal to certain retailers. In addition, the researchers suggested that in order to stimulate the consumers' responses need, there is a need to examine the atmosphere that influence the consumer experience and emotions (Goi et al., 2014). However, value is the essential component in operating a coffee-house in which the price paid by the consumers is in return of the quality product or services (Goi et al., 2014). From this study, the result showed that international coffee-house has better result in developing S-O-R model compared to local coffee-house because the service experience has changed over the past years and brought impact for retailer in enhancing the stimulus of retailing (Goi et al., 2014). Therefore, to increase the store environment and consumer perceptions toward the local coffee-house, S-O-R model can be applied to understand

the stimulus of external or internal design and human variables that can attract more consumers to visit the place.

Moreover, S-O-R Model was also applied in tourism sector. In today's digital world, the trend of using online internet and social media is rapidly growing and it serves as a useful tool for everyone. Mostly, people tend to browse websites such as Facebook, Twitter, and Instagram, that could allow them to communicate with each other. From this study, the researcher used S-O-R model to examine how tourists provide their tourism information through social media (Nunthiphatprueksa & Suntrayuth, 2018). Thus, there was a case study that investigated the Thailand destination image and behavioural intentions toward the social media. Thailand has become one of the world's key players in tourism and hospitality industry and its reputation has been increasing year by year (Nunthiphatprueksa & Suntrayuth, 2018). According to World Travel and Tourism Council (WTTC), the number of international tourists at Thailand increased from 15.9 million (2010) to 26.5 million (2013) and doubled up to 32.6 million in 2016 (World Travel and Tourism Council, 2018). The rising number of tourists not only increased the economy of Thailand, but it also brought the challenges on how to sustain the success due to the changes of tourist's behaviour. By developing S-O-R model, social media acts as a stimulus to examine how the information quality affected the destination image. Information quality is clarified as the degree to which information is sufficient to the tourists (Fahame, Ahmad, Guy, & Wasana, 2013), and it can be categorized into four components which are intrinsic quality, contextual quality, representational quality, and accessibility quality (Nunthiphatprueksa, A. & Suntrayuth, 2018). Intrinsic quality is an independent connection to suggest the quality of the tourism information has its own right to apply (Nunthiphatprueksa & Suntrayuth, 2018). Contextual quality is the term of information that is timely, applicable, flexibility, acceptable and well complete while

representational quality is focusing on how to have a connection and assurances between information (Nunthiphatprueksa, A. & Suntrayuth, 2018). Additionally, social media created an active communication for users and it is important to shape the tourists' perception towards a destination because people tend to use the social media to share their travel experience among their peers (Nunthiphatprueksa & Suntrayuth, 2018). Other than that, destination image acts as an organism because it will be shaped by characteristic of an individual. Besides, destination image is developed from the combination of cognitive and affective of an individual. For cognitive, it is individuals' feeling about something such as such as the attractiveness of the destination, the uniqueness of the place (Nunthiphatprueksa & Suntrayuth, 2018). Additionally, how tourists feel and create emotions toward the tourism destination represented the affective image (Keller, 1993). Moreover, behavioural intentions as well as responses were defined as an individual perceived likelihood in engaging in certain way. According to the study, the researchers found that over 65% of international tourists were repeated visitors (The Ministry of Tourism and Sports, 2016). The tourists were willing to repeat visiting because of the strong likelihood of their behavioural intentions toward the destination. In brief, the interrelationship between social media and information quality, destination image and tourists' behavioural intentions was examined by the researcher. The result showed that if the tourists have the positive understanding and recognition towards the destination, their intentions of revisiting will increase when they have a pleasant feeling (Nunthiphatprueksa & Suntrayuth, 2018).

2.2 Stimulus

2.2.1 Attitude

Attitude was defined by Fishbein and Ajzen (1975) as “a learned predisposition to react in a consistently favorable or unfavorable manner with respect to a given entity” (p. 10). Attitude is

a person's evaluative judgments toward something with respect to some degree of favourableness or unfavourableness (Eagly & Chaiken, 1993).

Fishbein and Ajzen (1975) had developed the theory of planned behavior (TPB) which identified the compulsory situations needed to arouse or adjust someone's attitude. The motivational basis a person's attitude will eventually affect the necessary conditions to arouse or adjust an attitude. The activation of the need states by someone is one of the basic requirement to arouse an existing attitude. In the study by Fishbein and Ajzen, they did not suggest a causal relationship. However, both of the researchers proposed that motivation will precede attitude which the formal may affect the latter.

Besides, there is another requirement in arousing someone's attitude which is the perception of the suitable signals in-conjunction with the content of attitude. To explain in another way, attitude towards an object is a function of the belief about specific things and the entire judgment reactions in conjunction with the belief. The evaluation arises spontaneously and unavoidably because people will form their belief about the object (Ajzen & Fishbein 2000).

According to Chon (1989), a person's attitude is formed based on one's motivation and perception. There are numbers of researchers that focus on study about the relationship of attitude, motivation and satisfaction to understand consumer behavior. The concept of attitude is also important in marketing field as it explains how the stimuli is integrated and interpreted by consumers. In addition, the theory of planned behavior shows that attitude can affect behavioural intentions. When an individual is having a more positive attitude towards the behavior, the intention in performing the specific behavior will be stronger (Ajzen, 2001).

Tourists' attitude is defined as the psychological tendencies expressed by the positive or negative judgment of tourists when they are engaging in specific actions (Ajzen, 1991; Schiffman

& Kanuk, 1994). Gnoth (1997) also mentioned that a tourists' attitude towards an item is determined by how the tourist's need and value is fulfilled. The past studies have done number of researches in investigating how attitude can affect our emotion, satisfaction or behaviors. There are also some researches who focused on studying tourists' attitude and the influences in tourism industry. There are total of three components under tourists' attitude which are cognitive, affective and behavioral components (Lee, 2009). Cognitive response occurs when there is an evaluation made during the formation of an attitude. Affective response is considered as a psychological response by a tourist in order to express their preference towards an entity while behavioral component is a verbal signal of the purpose of a tourist to visit or use that entity (Lee, 2009).

Attitude Theory of Emotion by Bull (1951) proved that there is a significant relationship between attitude and emotions. It claims that attitude will lead to emotion. Thus, emotion is the mediator among a person's attitude and actions. In the past psychology literature, there is a strong connection that link attitude to people's emotions or satisfaction (Sukhu, Choi, Bujisic, & Bilgihan 2017). The relationship between attitude and emotion can also be applied in tourism industry. The decision made by the tourists for visiting as well as their emotion can be predicted through observing tourists' attitude (Ragheb & Tate, 1993). Emotions such as entertainment, enjoyment, excitement, and enlightenment of tourists will be aroused if they have positive attitude towards their travel experience and are satisfied with the overall trip (Lee, 2009).

It was proven that attitudes predict guest's emotions more accurately if comparing with beliefs in the study about the effect of hotel customers' beliefs and attitudes on their emotions (Sukhu, et al., 2017). The study showed that customers' attitude about the overall performance of hotel including the services of the employees, their room condition, public spaces will eventually affect their emotion with respect to the hotel. If the customers show positive attitude towards these

multiple elements constitute their overall hotel experience, positive emotions will be aroused. However, if the customers show negative attitude towards these elements, negative emotions will be aroused toward the hotel.

According to the previous researches as mentioned above, it proved that positive attitude could lead to positive emotions in hotel industry and also tourism industry. Therefore, we hypothesized that:

H1: There is a positive impact of tourists' attitude on emotions.

2.2.2 Interpretation

The definition of interpretation is conveying of information from the sender to the receivers with the purpose of teaching people (Poria, Biran & Reichel, 2009). Howard (2003, p. 244) argued that interpretation “covers the different means of communicating heritage to people.” According to Alderson and Low’s (1976), interpretation emphasized the significance of managing provision of interpretation. They defined interpretation as an organized effort designed for the tourists to ensure they have better understanding on the background history as well as realizing the importance of events, people, and objects.

There are three fundamental goal of interpretation. The first goal is to obtain knowledge and increase awareness. The purpose of interpretation in psychological concept is to achieve learning (Lee & Balchin, 1995). Interpretation could potentially encourage more environmentally responsible behavior by increasing visitors’ knowledge and understanding (Orams, 1997). Therefore Phillips (1989) believed that the effectiveness of interpretation depends on the information transmitted to the tourists. Certainly, the Countryside Commission (1975) asserted that interpretation should be measured by recalling the tourists’ information. It shows that the

interpretive activities are worthwhile if tourists practice positive attitude and behaviours after understanding the conservation need (Phillips, 1989).

The second goal is to change visitors' attitude. Iozzi (1989) argued that interpretation ought to include events that are specially designed to make changes on tourists' attitude. Social scientists viewed attitude as a powerful predictor of human behavior (Tubb, 2003) and to reach management goals. Interpretation should assist in reinforcing the concept in which the importance of the protected area to our country should be appreciated (Tubb, 2003).

The third goal is behaviour modification. If interpretation is to be a powerful approach in dealing with tourist–nature interaction and accomplishing sustainable tourism development, it needs to show response rather than just increasing knowledge and understanding. Behavioral change should be prompt once the tourists interpret the knowledge (Moscardo, 1996; Orams, 1996). Interpretation should assist people in connecting their behavior and the problems faced by a tourist site as this will motivate the tourists to reach immediately in the future (Tubb, 2003).

Interpretation was recognized as a crucial approach in accomplishing the aim of sustainable tourism development (Tubb, 2003). Interpretation stimulates, facilitates and enhances people's understanding and it leads to emotions such as empathy and conscious towards conservation. Such emotions will eventually prompt more actions with high responsibility (Tubb, 2003).

Besides, according to Poria et al. (2009), interpretation acts as a role of a facilitator of emotions rather than a way to learn knowledge. The result showed that the main purpose of interpretation was to educate. Participants will generate emotional involvement through interpretation and it strengthen the links of participants with the tourist spots (Poria et al., 2009). Besides, it was proven that the willingness of tourists to involve in their trip is emotionally affected

by their interest in knowledge and motivation while they are visiting the sites. For example, the youngsters' emotional responses toward heritage sites will be evoked when the heritage sites' displays are bequeathed to younger generations. The studies revealed that tourists nowadays not only hoped to gain educational experience, but they demand more on some emotional experience through tour guides' interpretation (Poria et al., 2009). Therefore, tour guides' inspirational interpretation is important to satisfy tourists' emotional needs (Io, 2013).

Some researchers have proposed that a tour guide should not only provide information to the tourists, but their roles should also include facilitating emotional experience in order to better satisfy tourists' emotional needs (Poria et al., 2009). It is proven that tour guides' interpretation can lead to the emotional experiences of tourists and interpersonal interpretation was a more effective way in enhancing tourists' emotion during their overall trip (Poria et al., 2009).

By studying the previous researches as mentioned above, it proved that tour guide's interpretation is affecting tourists' emotions in tourism industry. Therefore, we hypothesized that:

H2: There is a positive impact of tourists' interpretation on emotions.

2.2.3 Experience

Experience is one of the crucial important in relations to the sustainable tourism development. The ability of visitors to understand and appreciate of heritage deriving from their experience at heritage sites can result in enhancing assist for preservation of the heritage resources (Buonincontri, Marasco & Ramkissoon, 2017). Experience is discussed to be subjective, intangible, constant and highly individual phenomena (O'Dell, 2007). Experience has been described as a long-lasting stream of imagination, emotions and fun. It can also be determined as the consequence of unexpectedly experience, going through or living through circumstances and the senses, the heart and the mind stimulated (Volo, 2009).

Moreover, according to Otto and Ritchie (1996), experience was defined as “an abstract state of mind felt by participants’ in leisure and tourism context. This is because it is a subjective mental state as people tend to have different experiences which will be influenced by personal feelings, tastes, or opinions, it indicated that when people experience tangible products and intangible services, they will behave in particular way and manner and formed memorable as well (Pine & Gilmore, 1998). The value of the experience will be cognitively kept and saved by individuals. People will perceive experience before they reach at a certain destination, while it ends with the recollections of experiences, then they will plan for the next future visits (Mendes, Valle, Guerreiro & Silva, 2010).

In addition, tourists’ experience of visiting, learning, enjoying, and living in different pattern of life has been mainly related by tourism (Stamboulis & Skayannis, 2003). It referred that tourists who visited a destination can get an experience by triggering emotions and it leads to certain behavioural intentions. Most of the heritage tourists attempt to find the experience which is able to lead the most memorable one such as the culture, leisure and social interaction (Teo, Khan & Rahim, 2014), which is known as “memorable tourist experience” (MTE). Supporting factors such as affective feelings, cognitive evaluations and novelty can increase the memorability of a case (Kim, Ritchie & McCormick, 2010). Sometimes, different interests and backgrounds from different tourists could lead to multiple kinds of interpretation to the tourist products. For example, if tourists are doing the same thing in the same place, but they will have different experiences because of different tourists tend to have different moods and personal feelings at a certain moment, and this was affected by their interpretation of the experiences (Ooi, 2005).

Besides, visitor’s experience can be investigated through the pre-visitation at heritage sites, during and also post visit. During pre-visitation level, visitors will start to assess themselves about

their experience before they visit to the actual sites. There are some of the key motivations of heritage tourists at the phase of pre-visitation experience. For example, education, information, relaxation, entertainment, escapism, authentic, nostalgia, fulfilment of emotional needs, pull as well as push factors (Kempiak, Hollywood, Bolan & McMahon-Beattie, 2016). While for the phase of tourists' experience during the visitation on site, it is referring to the important of the role of management techniques as this could affects tourists' experience during the visit and also the impact on their behaviour. For example, the availability of information, communication and engagement with tourists and the surrounding environment effect. For the post visitation experience, it is often similar to the feedback of the experience based on the tourists. They will identify their experience by taking assessment of the pre-visitation expectations, different kinds of elements of their experience will be evaluated and the overall satisfaction (Calver & Page, 2013). With the result of the evaluation for the post-visitation of their experience toward the heritage sites, it could bring to the factors such as revisit the site, recommend the sites to the third party, spreading positive or negative feedbacks to others by using words of mouth (Kempiak et al., 2016).

Experience is personal. Thus, multi-dimensions of the tourists' experience were constructed by many researchers. It claimed that measuring tourism experience by taking into consideration of all dimensions was challenging (Pinto & Kastenzholz, 2017). Those dimensions were often used to investigate and understand tourists' experience on the heritage sites. One of the dimensions which the experience linked with emotions like joy, excitement and enjoyment is referred to hedonism (Chandralal & Valenzuela, 2015). Hedonism is an experience which was defined as "pleasurable or enjoyable feelings that arouse oneself" (Kim et al., 2010). The basic factor in tourism experience can be the desire to seek hedonic experience such as excitement and enjoyment; thus, it is important in influencing tourists' behavioural intentions (Otto & Ritchie,

1996). Besides, it is important to understand that how tourists' experience can be transformed into more memorable experience. This is because memorable tourism experience can bring positive impacts through good recommendation in order to attract more visitors to the destinations (Chandralal & Valenzuela, 2013).

Moreover, it is necessary to understand memorable tourism experience as there is relationship between tourists' experience and consumer behavior as well as the results of decision making (Park & Santos, 2016). Experience also tends to recall people's memories, for example, people's experience is often inquired during their holidays because those memories were created among themselves (Larsen, 2007). During tourists' travelling, they tend to recollect unexpected experience. It must be the events which are distinguish from others, such as vacations, because people tend to recall vacation first (Larsen, 2007). According to Kim, Ritchie and McCormick (2010), one of the constructs which created memorable tourism experience was the unexpected happenings, it referred to the situation which was unpredicted when people faced while travelling and it could create their bad memorable experience. To improve the memorable experience, positive cues can help to verify the nature of experience and stimulate the sensory (Sthapit, 2013). Thus, the memorable tourism experience has the affection of power of past memory on consumers to make the decision such as revisit the destination (Chandralal & Valenzuela, 2013). Tourists tend to recall their past experience to make decision on their behavioural intentions and search for the information related to the specific destination (Kim, 2014).

Based on the finding from the study, the participants often referred their experience to the emotions such as happiness, enjoyment and excitement. This lead to the outcomes which they will recommend their unforgettable trips and destination to others. (Chandralal & Valenzuela, 2013). Overall concept should be perceived by the satisfaction linked with tourism experiences, and it is

evaluated by the feeling of enjoyment with the destination's attributes. Thus, factor such as destination attributes create visitors' satisfaction and lead to future behaviour such as revisitation, recommendation about the destination and word-of-mouth-publicity (Kim, 2014). Other than that, it also included the overall feeling about experience such as gratification or unhappy (Mendes et al., 2010). In a study, it claimed that emotional involvement served as a component of tourists' experience at a destination such as "perceived pleasure". The results showed that when tourists obtained pleasure from the travel experience, they tended to feel more connected with the destination (Yao, 2013). It could be said that the extent to people contribute itself to an experience or activity estimated by emotional involvement (Prayag & Ryan, 2011). Experience has also impact on place attachment. The concept of place attachment is that individual will tend to develop strong emotional bonds with the place when individuals' experience with physical and social aspects of a condition (Buonincontri et al., 2017). Based on Loureiro (2014), it claimed that there is a relationship between experience and positive emotions such as joy and excitement, place attachment, and also behavioural intentions.

Other than that, the consumption of experience was used to identify emotions because the role of emotions played an important role in forecasting consumers' behavioural intentions (Grappi & Montanari, 2011). Experience always has a relationship with emotions and affect behavioural intentions. It can be supported by the study, it found that touristic experience in various areas such as restaurant, shop, hotel, cruise etc) will evoke emotional responses which will affect the post-experience behaviour, for example the intention to recommend or buy and even people will remember the experience (Güzel, 2014). Positive emotions such as interest, joy, excitement and stimulation formed by the role of experience, and positive emotions tend to lead the behaviour intentions such as recommend the place (Loureiro, 2014). However, in the study showed that when

tourists have an unfavourable service experience, they will feel negative emotion during their tourism experience, or they could experience such as fear while tourists participating some outdoor activities, for example, rafting and bungee jumping (Coudounaris & Sthapit, 2017).

By looking at the previous researches as mentioned above, it showed that tourists' experience has an impact on their emotions in tourism industry. Therefore, we hypothesized that:

H3: There is a positive impact of tourists' experience on emotions.

2.3 Organism

2.3.1 Emotions

Knowing consumers' psychology state is crucial to determine the success in tourism marketing (Del & Martín, 2008). When tourists are involved in certain tourism activities, certain psychological outcomes or emotional responses will be triggered through their participation (Ekanayake & Gnanapala, 2016). They will be impressed either with pleasant (joy, love and surprise) or unpleasant (shame, guilt and sadness) emotions which can influence their behavioural intentions (Prayag, Hosany, & Odeh, 2013). This is because tourists would prefer travelling in the places where can reach their travel expectations to the destinations (Ekanayake & Gnanapala, 2016). Their travelling preferences may be changed according to what feelings they perceived on their tourism experiences (Lee, 2014).

According to Mehrabian and Russell (1974), emotions were conceptualized into three dimensions which are Pleasure, Arousal, and Dominance and the emotional dimensions can be evoked by various environmental stimuli (Lee, 2014). PAD model has been used in understanding the attitude of users toward Facebook experiences and intentions (Hall, Elliott, & Meng, 2017). Pleasure includes positive or negative feelings which refer happy-unhappy, delighted-undelighted or satisfied-unsatisfied in an occasion (Bakker, van der Voordt, Vink, & de Boon, 2014). Arousing

state is regarded as affective responses as well as consists mental alertness triggered by physical activity involved (Bakker et al., 2014). Dominance is defined as a feeling of control and restrictions on behaviour (Bakker et al., 2014).

In consumption context, emotion is a core element which associated with perception of certain experiences (Ali & Amin, 2014). Indeed, a study revealed that consumer emotions have significant impact on consumer satisfaction (Su & Hsu, 2013). Satisfaction is defined as consumption evaluation which can serve as an indicator for the measurement of tourists' emotions (Prayag et al., 2013). Based on the consumption context, customers will have positive emotions when they are satisfied with the products or services which the actual performance beyond the expected performance (Bagozzi, Gopinath, & Nyer, 1999). So, it was assumed that tourists who have satisfactory emotional experience tend to have favourable behavioural intentions such as revisiting with positive attitude and spreading positive recommendation (Sharma & Nayak, 2018). Positive emotions include happy and joy (Bagozzi et al., 1999) which will lead positive behaviour outcomes (Prayag et al., 2013). For instance, tourists will experience certain hedonic feelings like happy, pleasure or satisfied when their travelling goals have been achieved (Vittersø, Prebensen, Hetland, & Dahl, 2017). Happiness is considered as a motivation to the intention of revisiting (Vittersø et al, 2017). Moreover, a result showed that the tourists who are happy with the on-site experience would like to recommend the tourism destination to others (Vittersø et al, 2017). Based on the data collected from hospitality context, emotions have direct impact of repurchase intentions (Su & Hsu, 2013). Emotions play an important role in determining consumer's loyalty (Su & Hsu, 2013). Pleasant emotion may enhance a consumer's loyalty (Su & Hsu, 2013). Tourists who experience high levels of positive emotion from certain destinations will have stronger loyalty to those places (Del & Martín, 2008).

However, displeasure emotions can be stimulated by dissatisfaction responses and it will bring negative impact on tourists' behavioural intentions (Liu, 2016). Dissatisfaction is defined as discomfort state triggered when customers do not receive sufficient return on what they spent during the consumption process (Sánchez-García & Currás-Pérez, 2011). It claimed that consumers who received unfair service treatment will increase their levels of negative emotion and it lead them to engage in negative behavioural responses (Su & Hsu, 2013). For example, tourists may feel anger or disgust when they found damaged on cultural heritage sites (Breitsohl & Garrod, 2016). Furthermore, there was a result indicated feelings of anger and disappointment would increase the likelihood of spreading negative recommendation by sharing their negative experience to others (Mattila & Ro, 2008). In the same way, customers tend to engage in spreading negative recommendation or complaints behaviour if they received failure service treatment (Sánchez-García & Currás-Pérez, 2011). Therefore, in tourism context, some avoidance behaviour may be triggered by the negative emotions such as spreading negative recommendation and unwilling to do repeat visitation at the same destination (Breitsohl & Garrod, 2016). This is because higher level of negative emotion will influence consumer choice; tourists who have dissatisfactory experience will not return to the same tourism attractions or hotels again (Sánchez-García & Currás-Pérez, 2011).

Based on previous studies, it indicated the emotions elicited by tourists to the tourism attraction sites could lead an positive impact on their behavioural intentions (Sharma & Nayak, 2018). Therefore, we hypothesized that:

H4: There is positive impact of tourists' emotions on behavioural intentions.

2.4 Response

2.4.1 Behavioural Intentions

In tourism context, behavioural intentions are referred as the intentions to revisit or repeat purchase and the willingness to recommend (Palau-Saumell, Forgas-Coll, Sánchez-García & Prats-Planaguma, 2013). These behavioural intentions is due to the factors of positive experience of certain services generate repeat visitation and also bring about recommendation of the places by provide acquaintances and friends the affirmative feedbacks of the particular places (Chen & Chen, 2007). This could be the most reliable as well as important information source for the future tourists which planning to have their next trip. For example, World Heritage Site (WHS) destinations serve like a strong motivation in tourists' decisions because those places are usually perceived more willing to visit, willing to make payment for the entrance as well as tour guide and willing to spend time queueing at entrance (Palau-Saumell et al., 2013). WHS was defined as a quality brand which has a listing of heritage tourism sites around the world (Palau-Saumell et al., 2013). The brand of WHS is effective in influencing tourists' visit decisions whereby it can increase number of tourists to the destinations (Palau-Saumell et al., 2013).

Furthermore, maintaining customers' loyalty is the ultimate goal in tourism marketing (Chen & Chen, 2010). If tourists are satisfied or being loyal to a destination, they will show favourable behavioural intentions (Chen & Chen, 2010). Beneficial behavioural intentions often stand for customer's conative loyalty (Chen & Chen, 2010). Behavioural intentions included recommendation of products or services to friends, relatives or other potential tourists are more likely to be performed by loyal customers (Shoemaker & Lewis, 1999). For instance, the loyal tourists tend to recommend the tourist attractions to their friends or families and may re-visit at the same destination (Chen & Chen, 2010). According to Liu & Jang (2009), customers' satisfaction

can influence their behavioural intentions as it consciously makes the customers to repurchase the good and service in future. Therefore, tourists' intentions of revisiting can be driven by their travelling experiences according to their satisfaction to the destinations (Vittersø et al., 2017).

In the study from Chen and Chen (2010), experience quality has positive result on perceived value, and these two elements can lead to high satisfaction, thus satisfaction can greatly have direct positive impact on behavioural intentions. Based on a previous study, it indicated that the relationship between tourism experience and behavioural intentions is positive (Ekanayake & Gnanapala, 2016). The quality of tourism services, the heart of tourism marketing should be highly concerned in order to gain tourists' destination loyalty (Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016). Besides, it claimed that the tourists' experience at heritage site can increase their comprehension and appreciation of the heritage, this could bring the outcome in raising sustain for preservation of the heritage resources, even protect and promote cultural heritage sites (Buonincontri et al., 2017). Pro-environmental behaviour should be taken to reduce the negative impacts of human activity on the environment and any actions that preserve the environment (Cottrell, 2003). Since travel experiences and service quality are identified as the factors influencing behavioural intentions (Vittersø et al., 2017), government is required to improve the quality of tourism sites in order to increase the number of tourists by satisfying their travel experiences (Ekanayake & Gnanapala, 2016).

CHAPTER 3.0

METHODOLOGY

3.1 Introduction

In this chapter, it consisted of six sections which were research design, data collection method, sampling design, research instrument, questionnaire design, validity and reliability analysis. It was a process about how the researches conduct the study by using whether qualitative or quantitative, the sample size was and the target population, the ways to design survey questionnaire and analyze the data collection. Thus, methodology was equally important for researchers to study the social problem and understand the social behaviour.

3.2 Research Design

Throughout this study, quantitative research was used to measure the objective and statistic of this study. Quantitative research was defined as analyzing the phenomena that used for mathematically based on the statistics by collecting the numerical data (Muijs, 2004). The main purpose for this research was to investigate the relationship between the attitude, interpretation and experience of tourists and their behavioural intentions. Thus, by using quantitative method was an efficient and effective way to conduct in this research because the numerical data that collected in this study was suit to be answered by using this method (Muijs, 2004).

3.3 Data Collection Method

To have a better understanding the process of result observed in this study, the researchers designed survey questionnaires for the target respondents. These survey questionnaires were able to help in getting a valid and reliable measurement. Validity was defined as the truthfulness and appropriateness of the research result (Bashir, Afzal & Azeem, 2015). While reliability was

determined as the ability of being replicated during the process and the result of the research (Leung, 2105). Besides, by using the survey questionnaire, one of the advantages was low cost compared to other methods and it was easy to get the respondents' perceptions and opinions. During the process of data collection, the researchers used face-to-face communication method. The researchers distributed the survey questionnaire one by one and explained to the respondents about the purpose of conducting this research. Meanwhile, when the respondents faced any difficulties or did not understand anything from the survey questionnaires, researchers explained and assisted them on the spot.

3.4 Sampling Design

Sampling can be defined as a process that select a part of the group from the sampling population to examine the result and collect the data for the research (Babikir, Ali & elWahab, n.d.). Thus, researchers adopted non-probability sampling method to conduct this research.

3.4.1 Target Population

The researchers knew that what kind of population was going to be targeted. It was essential because researchers were required to decide the sample size elements. Thus, the target population of this research was local and international tourists in Georgetown, Penang state including students, employees, retired, teenagers, or families. There was no restriction between the respondent's gender, nationality or ethnicity.

3.4.2 Sampling Techniques

To generalize the result from this research, researchers used convenience sampling method to collect the data of the local and international tourist in Penang state. Researchers fully focused on the tourists who visiting Georgetown, Penang because it was one of the cultural heritage sites in Malaysia under listed as UNESCO World Heritage Sites since 2008 (Williams, 2010). Besides,

this was because there was wider population of tourists in Georgetown, Penang, so it was suitable for researchers to target the respondents in this state.

The list of the Penang tourist spots was as followed:

1. Georgetown streets
2. Kek Lok Si Temple
3. Penang State Museum and Art Gallery
4. St George's Church
5. Caricature Sculpture Sites Around George Town Heritage City
6. Kuan-Yin Temple
7. Cheong Fatt Tze Mansion
8. Penang Peranakan Mansion
9. Khoo Kongsi
10. Chew Jetty

3.4.3 Sampling Size

To determine the sample size, the researchers applied G power in this research. Researchers were recommended to use G power for more complex design. Hence, it allowed the research in ethics committee to reproduce calculation (Cunningham & McCrum-Gardner, 2007, p. 134). Therefore, by using G power, the researchers were able to find out the specific problem in this study in order to clarify sample size. By using G power to calculate sampling size with the three predictors that indicated in this research required 115 respondents. However, according to the theory of the sampling, the bigger the sample size, the more accurate to examine the target population in a research (Babikir et al., n.d.). Therefore, the researchers were looking for 250 copies of survey questionnaires to be distributed as collecting data from higher response rate can

provide more accurate results (Nulty, 2008). Besides, by considering the respond rate and incomplete data collected, so researchers decided to set the number of copies to be higher than 115.

3.5 Research Instrument

To design the research instrument of this study, self-design survey questionnaire was the way to measure the data from the target respondents in Penang state. After the survey questionnaires were printed, then they were distributed to the target respondents. Besides, the printed survey questionnaires could ensure to get back the same amount of copies after distributing the survey questionnaires to the target respondents. Moreover, the survey questionnaire was required to be completed on the spot and through face-to-face communication during the data collection. The information collected was kept private and confidentially without leaking out the information of the target respondents. After collected all the completed survey questionnaires, the researchers were required to analyze and measure the statistics based on the data collected.

3.6 Survey Questionnaire Design

In this survey questionnaire, it consisted of four sections. Section A was about the respondents' demographic data which were age, gender, nationality, religion, ethnicity, income, and occupation. Section B was the Stimulus variables which included attitude, interpretation and experience. While section C was about the organism variable which represented to emotion. Next section was section D which was response of the respondents which was under behavioural intentions' variable.

Attitude, Interpretation, Experience, Emotions and Behavioural Intentions on revisiting and spreading recommendation were measured using a 5-point Likert-type scale from “Strongly disagree” (1) to “Strongly agree” (5). The Behavioural Intentions about responsible environmental

behavior were assessed using a different 5-point Likert-type scale (1 - never, 2 - hardly ever, 3 - occasionally, 4 - frequently, 5 - always).

3.7 Conceptualization & Operationalization

In this research, the survey questionnaire was guided by the Stimulus-Organism-Response Model as the theoretical framework.

Stimulus 1: Attitude

Attitude towards behaviours referred to a person’s positive or negative judgment of their behaviors under consideration (Ajzen, 1991). Based on this research, tourists’ attitude was examined in general based which in the context whether the attitude of tourists towards World Heritage Site brand was positive or negative. In this research, researchers intended to examine the attitude towards World Heritage Site. Attitude (ATT) was measured by adopting sixteen items shown in Table 1.

Table 1

Construct Items	Source	Cronbach’s Alpha	Note
<i>(A site with World Heritage Site designation...)</i>			
Increases my desire to repeatedly visit the country where the WHS is located	Poria, Reichel & Cohen, 2010 (p. 489)	0.92	Adopted
Increases my desire to visit the country where the WHS is located			Adopted
Makes it a “must see” attraction			Adopted
Enhances its appeal compared to other nondesignated historic sites in the area			Adopted
Would make me feel proud to be there			Adopted
Increases my desire to visit the location			Adopted
Means it is a location that should be revisited			Adopted
Provides a sense of fulfilment having been there			Adopted

Means that if limited for time, it would be a location I would choose to visit			Adopted
Improves the country's tourist image		0.86	Adopted
Attracts many tourists			Adopted
Makes it the tourist highlight of the country			Adopted
Means that it is worth visiting			Adopted
Means that people would be willing to pay more to see the site			Adopted
Means it tend to charge an above-average entrance fee		0.64	Adopted
Indicates that it will be too crowded			Adopted

Stimulus 2: Interpretation

Interpretation service was defined as using educational and information way to explain the destinations. People often used unique items, heritage background, first-hand experiences and illustrative media to convey the message of the story (Tilden, 1977). In this research, researchers intended to investigate the relationship between interpretation and emotions in heritage tourism context. Interpretation (IT) was measured by adopting eleven items shown in Table 2.

Table 2

Construct Items	Source	Cronbach's Alpha	Note
The content of the interpretation inspired emotions in me on Georgetown.	Kuo, Chang, Chen, & Lim, 2015 (p. 11)	0.938	Adopted
The manner of interpretation was clear.			Adopted
The content of the interpretation was attractive.			Adopted
The content of the interpretation was rich.			Adopted
The content of the interpretation was lively and vivid.			Adopted
I am satisfied with the content of the interpretation.			Adopted
The content of the interpretation was related to my living experience.			Adopted
The service of interpretation made me feel relaxed and joyful			Adopted
The content of the interpretation made me understand Georgetown's tourism.			Adopted

The content of the interpretation was fluent.			Adopted
The length of the interpretation was appropriate.			Adopted

Stimulus 3: Experience

Tourism experience could lead to positive or negative emotions, and in result, it could create memories (Loureiro, 2014). Other than that, positive emotions were often influenced by the positive experience, and these emotions will form the tourists’ positive manners (Pine & Gilmore, 1998). In this research, researchers intended to investigate the relationship between experience and emotions in heritage tourism context. Experience (EXP) was measured by adopting ten items shown in Table 3.

Table 3

Construct Items	Source	Cronbach’s Alpha	Note
The travel/experience helped me gain a greater cultural awareness.	Staffieri, Cavagnaro, and Rowson (2018, p. 84)	0.825	Adopted
The travel/experience increased my openness to other cultures.			Adopted
The travel/experience has contributed to my personal growth.			Adopted
The travel/experience gave me a taste for more travel.			Adopted
The travel/experience allowed me to socialize with different people.			Adopted
The travel/experience broadened my horizons.			Adopted
The travel/experience change my way of being.			Adopted
The travel/experience changed my life.			Adopted
The travel/experienced allowed me to express myself in new ways.			Adopted
The travel allowed me to know myself better.			Adopted

Organism: Emotions

Emotions (EM) were described as mental states that will be evoked during consumption experience (Su & Hsu, 2013). It serves as a guide of satisfaction and behavioural intentions as it can define tourists' experience and affect their tendencies of action (Prayag et al., 2013). Mehrabian and Russell conceptualized emotion into three dimensions which are Pleasure, Arousal and Dominance as known as PAD model (Lee, 2014). However, based on this research, tourists' emotions were concluded in general based which in the context whether their emotion is positive or negative. By this, researchers intended to investigate the relationship between tourists' emotions and their behavioural intentions in heritage tourism context. This method had also been employed to measure customers' emotions (Lin & Liang, 2011). In this research, Emotions (EM) were measured by adopting four items shown in Table 4.

Table 4

Construct Items	Source	Cronbach's Alpha	Note
I feel Joyful after having a visit at Georgetown.	Lin and Liang (2011, p. 358)	0.85	Adopted
I feel Cheerful after having a visit at Georgetown.			Adopted
I feel Enthusiastic after having a visit at Georgetown.			Adopted
I feel Excited after having a visit at Georgetown.			Adopted

Response: Behavioural Intentions

Behavioural Intentions (BI) were categorized in two dimensions which were the intention to revisit and willingness to recommend (Palau-Saumell et al., 2013). A research revealed that positive emotions may increase the tendency to revisit and recommend through word-of-mouth (Prayag et al. 2013). Besides, researchers also looked at the responsible environmental behaviors

of visitors under the part of response in our research framework. Therefore, Behavioural Intentions (BI) were measured by adopting seven items shown in Table 5.

Table 5

Construct Items	Source	Cronbach's Alpha	Note
I will recommend this destination to my friends and others.	Hosany & Prayag (2014, p. 10)	0.85	Adopted
I will spread positive word-of-mouth about this destination.			Adopted
I will encourage my friends and others to plan their next trip at this destination.			Adopted
I will revisit this destination again.			Adopted
I follow the tourism regulations of the administration of the scenic spot.	Wang, Zhang, Yu, & Hu (2018, p. 429)	0.947	Adopted
I protect the facilities of the scenic spot from being destroyed.			Adopted
I do reasonable disposal of wastes incurred during my travel.			Adopted

3.8 Reliability and Validity Analysis

In order to enhance the accuracy of the results, the concepts of reliability and validity of the measurement instrument are important as they are the fundamental elements in getting a consistent result and appropriate data (Tavakol & Dennick, 2011). Reliability referred to the test which provides a measure of consistent results and show significance of the test whereas validity indicated the suitability of instrument (Tavakol & Dennick, 2011). Researchers adopted the construct items from pre-existing questions as it can show the assurance of high degree of validity and accuracy of the instrument designed in terms of Cronbach coefficient alpha (Hyman, Lamb, & Bulmer, 2006). Cronbach coefficient alpha was considered an appropriate method of measuring reliability to show the degree of consistency (Tavakol & Dennick, 2011). When Cronbach coefficient alpha value which was greater than 0.70 and less than 0.95, it indicated the acceptable

value of reliability (Ursachi, Horodnic, & Zait, 2015). However, sometimes the Cronbach coefficient value of 0.60 from some exploratory researches was still acceptable and this situation was due to the smaller number of construct items to be tested that there was poor correlation (Tavakol & Dennick, 2011).

3.9 Data Analysis

In this quantitative research, the data was computed in numerical form (Robinson, 2015). Moreover, researchers used IBM SPSS statistics to analyze the data. Next, IBM SPSS statistics was used to perform multiple linear regression analysis which to test the hypotheses in order to examine whether the stimulus factors can predict the outcome of responses (Robinson, 2015), which were tourists' behavioural intentions. The significance of the test was indicated by P-value. If the P-value was below than 0.05 ($P < 0.05$), it showed the data was statistically significant and researchers had to reject the null hypothesis (Mccluskey & Lalkhen, 2007). However, if the P-value was greater than 0.05 ($P > 0.05$), researchers were convinced to accept the null hypothesis. By this, researchers were able to examine how the stimulus factors have significant impacts on their behavioural intentions.

CHAPTER 4.0

METHODS

4.1 Introduction

Data collected from the respondents was analyzed by using IBM SPSS statistics. In order to test the internal consistency of the variables, the researchers employed Cronbach's alpha value to ensure the reliability of scale used ("Institute for Digital Research and Education", 2019). Next, the researchers employed multiple linear regression to examine the relationship between exogenous variables and endogenous variables.

4.2 Demographics Information

As shown in Table 6, total of 250 completed questionnaires were used to analyze. There were approximately 45.2% of male respondents and 54.8% of female respondents. More than half of the respondents were from the age group of 20 to 30 which comprised of 52.4%. Besides, only 28.4% of respondents were married while nearly majority (71.6%) of the respondents were single. The highest education level of respondents mostly was bachelor degree which comprised of 39.6% while PhD and foundation studies had the similar percentage which is 4.0% and 4.8%. Other than that, 61.2% of respondents were from other races while there were only 5.2% of respondents were Indian. There were 36.4% of the respondents indicated that they were from private sector and only 5.6% of the respondents had retired. Moreover, most of the respondents (40%) indicated that they earned more than RM5001 of monthly income. Meanwhile, there were 72.8% of international respondents came from different countries such as United Kingdom, Australia, Germany, Indonesia and others. From this survey, there were 55.2% of respondents indicated that it was their first time visiting to Georgetown, Penang. Apart from this, there were 39.6% of respondents stayed for 3-5 days while only 4.4% of the respondents stayed for one week. In addition, the main reason

for the respondents to visit Georgetown was for relaxation which comprised to 26% while the second major reason was to experience the culture in Georgetown, Penang.

Table 6 Demographics profiles

Constructs	Frequency	Percentage (%)
Gender (n=250)		
Male	113	45.5
Female	137	54.8
Age Group (n=250)		
Under 20	27	10.8
20-30	131	52.4
31-40	43	17.2
41-50	19	7.6
Above 50	30	12.0
Marital Status (n=250)		
Single	179	71.6
Married	71	28.4
Highest Education (n=250)		
SPM	14	5.6
Foundation Studies	12	4.8
STPM / Matriculation	5	2.0
Diploma	28	11.2
Bachelor Degree	99	39.6
Master Degree	61	24.4
PhD	10	4.0
Others	21	8.4
Race (n=250)		
Malay	40	16.0
Chinese	44	17.6
Indian	13	5.2
Others	153	61.2
Occupation Categories (n=250)		
Student	79	31.6
Public Sector	37	14.8
Private Sector	91	36.4
Self-employed	29	11.6
Retiree	14	5.6
Monthly Income (n=250)		
No Income	66	26.4
Less Than Rm1000	12	4.8
RM1001-RM2000	12	4.8
RM2001-RM3000	17	6.8
RM3001-RM4000	18	7.2
RM4001-RM5000	25	10.0

More than RM5001	100	40.0
Nationality (n=250)		
Malaysian	68	27.2
International	182	72.8
Frequency of visiting Georgetown, Penang (n=250)		
First-time Visit	138	55.2
Repeated Visit	112	44.8
Duration of staying (n=250)		
One day trip	32	12.8
1-2 days	62	24.8
3-5 days	99	39.6
One week	11	4.4
More than a week	46	18.4
Main reason to visit (n=250)		
Escape	11	4.4
Relaxation	65	26.0
Education	16	6.4
Business	10	4.0
Fun	25	10.0
Experiencing different life style	13	5.2
Experience Culture	53	21.2
Historical Value	15	6.0
World Heritage Site	22	8.8
Others	20	8.0

4.3 Validity and Reliability Test

Table 7 Cronbach's alpha (α) of each variable.

Variable	Cronbach's Alpha (α)	Number of Item
Attitude (ATT)	0.923	17
Interpretation (IT)	0.934	11
Experience (EXP)	0.920	10
Emotion (EM)	0.913	4
Behavioural Intention (BI)	0.893	7

In terms of internal consistency, the Cronbach's alpha for the five variables are 0.923, 0.934, 0.920, 0.913 and 0.893. Cronbach's alpha coefficients of all five variables were greater than 0.70. As a result, it shows that the constructed questionnaire is highly reliable. All the scales were above 0.70 which represent high internal consistency (Cortina, 1993; Nunnally, 1978).

4.4 Result

In referring to Table 8, near to half of the respondents have moderate and positive attitude towards World Heritage Site. In this study, the percentage of tourist who have moderate and positive attitude are almost the same which are 48.8% and 46.6% but only 4.8% of tourists are having negative attitude towards World Heritage Site.

Table 8 Level of tourist's attitude towards World Heritage Site

Level of Attitude	Frequency (n=250)	Percentage (%)
Negative (≤ 42)	12	4.8
Moderate (43-65)	122	48.8
Positive (≥ 66)	116	46.4

Standard coefficient beta (β) values in Table 9 shows 0.213, 0.240 and 0.341 respectively. Based on the results, there is 49.10% ($R^2=0.4910$) variance on the relationship between tourists' attitude, interpretation and experience and emotions. It indicated tourists' attitude, interpretation and experience could bring up to 49.10% of impact on emotions. Besides, according to H1, H2 and H3, the relationship between attitude, interpretation and experience and tourists' emotions were theorized as positive and significant. Based on all three hypotheses, H3 has the highest significance value which is 0.000, followed by 0.001 (H2) and 0.003 (H1). It indicated tourists' experience could significantly influence emotions during their vacation in Georgetown, Penang. Following by the p-value of 0.001 (H2), tourists who had higher interpretation towards the destination tended to have positive impact on emotions as they could increase their understanding on Georgetown's tourism sites. Comparing to tourists' interpretation (H2) and experience (H3), attitude (H1) could not bring much significant impact on emotions indicated by the p-value of 0.003 ($P < 0.05$), but still, it was supported. This is because when tourists have a satisfactory visitation at certain destinations, they will also have positive attitude which could elicit positive

emotions, and it would bring positive impact on their behavioural intentions (Halpenny, Kono, & Moghimehfar, 2018). Throughout the result, it supported the application of S-O-R framework in this research where tourists' attitude, interpretation and experience were presented as the stimuli which could affect tourists' emotions. Therefore, H1, H2 and H3 ($P < 0.05$) were supported.

Table 9 Relationship between attitude, interpretation, experience and emotions

Variables	Standard Coefficients (β)	t value	Significance (P)	Results
Attitude	.213	2.983	.003	Supported
Interpretation	.240	3.211	.001	Supported
Experience	.341	5.541	.000	Supported
R Square	.491			
F	79.081			
Sig.	.000			

Moreover, standard coefficient beta (β) values of H4 is 0.734 as shown below. Based on H4, the variance of ($R^2=0.5390$) indicated tourists' emotions could bring high proportion of variance at 53.90% in behavioural intentions. Most tourists expressed that they will increase their intentions to revisit or spread positive recommendation when they were excited with their current trip. Also, H4 has the significance value of 0.000 which indicated emotions could bring significant impact on behavioural intentions. In short, When tourists are satisfied and have pleasant feelings during their travelling, they tend to be psychologically attached to the destinations and it could affect behavioural intentions in positive way (Lee, 2014). Therefore, H4 ($P < 0.05$) was supported.

Table 10 Relationship between Emotions and Behavioural Intentions

Variables	Standard Coefficients (β)	t value	Significance (P)	Results
Emotions	.734	17.011	.000	Supported
R Square	.539			
F	289.388			
Sig.	.000			

CHAPTER 5.0

DISCUSSION

5.1 Introduction

The overall summary of this research was discussed under this chapter. A discussion based on the result of multiple linear regression analysis was provided. In this study, the researchers attempted to examine tourists' attitude towards World Heritage Site and to investigate the relationship between tourists' attitude, interpretation, experience, emotions and behavioural intentions.

5.2 Discussion

RO1: To examine tourists' attitude towards World Heritage Site.

In this study, most of the tourists have moderate and positive attitude towards World Heritage Site. Therefore, it can be clearly explained in a way which most of the people are actually aware of what World Heritage Site is. However, the awareness is still not reaching the satisfactory level. Based on our result, the brand of World Heritage Site by UNESCO is not the main attraction for the tourists to visit Georgetown, Penang. People visit to Georgetown due to other reasons such as relaxation and fun but not because of the designation itself. This finding is similar with some of the past researches that conclude that World Heritage Site designation does not has a strong brand equity (Hall & Piggin, 2001; Hazen, 2008; Poria et al., 2011). Most of the tourists visiting Georgetown know nothing about UNESCO and World Heritage Site.

Since the result indicates that "World Heritage Site" designation does not necessary has a strong brand equity, there is an apparent need for Penang Global Tourism and Ministry of Tourism and Culture Penang, Penang Office to put more efforts in promoting Georgetown as a valuable

UNESCO World Heritage Site. The image portraying the historical value of Georgetown is important and useful in attracting more tourists. Since the tourists' attitude towards World Heritage Site is positive, the World Heritage Site brand should be promoted as a unique image of Georgetown, Penang. The past studies have proven that World Heritage Site designation has positive impact on promoting tourist sites as well as increasing the number of tourists (Buckley, 2004; Hall, 2006). Thus, if the tourism managers in Georgetown could promote Georgetown's uniqueness in terms of UNESCO World Heritage Site, more people will develop high brand awareness towards Georgetown. Besides, the tourism managers can eventually generate positive brand image within the tourists who visiting Georgetown.

Tourists' brand awareness towards World Heritage Site can be increased through many direct and indirect marketing strategies such as organizing more tourism events and campaigns that promote Georgetown as a World Heritage Site. The historical value of tourism sites in Georgetown should be highlighted throughout the whole campaign. There are many worth visiting historical places in Georgetown such as Cheong Fatt Tze Mansion, Leong San Tong Khoo Kongsi, Pinang Peranakan Mansion, Queen Victoria Memorial Clock Tower and many more. However, these places are still not being well promoted as many of the tourists do not know that these places are also the unique travel spots in Georgetown. These places should be well-promoted so that tourists will be aware that Georgetown's uniqueness is not only just foods or people, but also their historical value and culture. By building positive brand image of Georgetown, more tourists will be attracted to come and it eventually generate higher income to the tourism sector in Georgetown, Penang. The visitors may not only restrict on local visitors, but the foreign visitors will be willing to spend more money on the tourist spots as well (Buckley, 2004; Hall, 2006). In short, strong brand equity and brand image is the key factor that could differentiate Georgetown's uniqueness

with the other tourism sites and this is how Georgetown can be positioned as a “must see” tourism site in Malaysia.

RO2: To investigate the relationship between tourists’ attitude, interpretation, experience and emotions.

Tourists’ attitude on emotions

According to this result, researchers could analyze the situation as the tourists agreed that World Heritage Site do attract more visitors. Since most of the tourists agreed that the designation of World Heritage Site was effective in increasing the number of tourists, Penang Global Tourism should promote Georgetown’s uniqueness as a valuable World Heritage Site that recognized by UNESCO. Besides, after analyzing the result, most of tourists did not agree that a World Heritage Site should charge a high entrance fee. Therefore, the tourism management in heritage sites can utilize this result to adjust the price of visiting to make sure it is affordable to most of the visitors. Besides, the relationship between attitude and tourists’ emotions are theorized as positive and significant. The result showed that when tourists had positive attitude towards World Heritage Site, they will also generate positive emotions. Tourists would have a sense of joy if they could able to develop positive image towards Georgetown. For example, by understanding and learning the historical values throughout the whole journey, the tourists would be aware of the meaning of World Heritage Site. The awareness generated will arouse their emotion of happiness as the trips are worth of their time and money. People travel around the world to have fun and to gain knowledge or experience. Therefore, World Heritage Site brand can definitely be developed to be a uniqueness of Georgetown that tourists would appreciate throughout the journey.

Past researches have already proven that tourists' positive attitude could lead to positive emotions (Lee, 2009; Ragheb & Tate, 1993). It could not be denied that it is important for the tourism management in Georgetown to build up strong branding and marketing campaign to increase the awareness of tourists towards World Heritage Site. The tourists should not only know what World Heritage Site is because by just knowing it will not bring any changes to the conservation of World Heritage Site. The tourism sectors need the tourists' attention in protecting and understanding these heritage buildings. The government of Malaysia should focus on the branding of World Heritage Site by promoting the historical stories of these special historical sites or buildings. Besides, the government is encouraged to invest effort in applying more World Heritage Site designation for other states in Malaysia. For example, Ipoh is also a state full with historical buildings. Therefore, such efforts should be contributed to promote World Heritage Sites. When the tourists generate positive attitude towards World Heritage Site, they will feel joyful and enthusiastic. For example, tourists who visited to places like Peranakan Mansion and Kapitan Keling Mosque in Georgetown will have a sense of excitement after their visitation as these places portray a strong historical and cultural value that are totally different if compared with a normal tourist spot. Therefore, it will be a special journey to the visitors who visit Georgetown as the trip brings them positive emotions such as cheerful and enthusiastic.

Tourists' interpretation on emotions

Based on this result, it indicates that interpretation is very important for the understanding of tourists towards World Heritage Site like Georgetown. Therefore, the tourism management in Georgetown such as Penang Global Tourism and Tourism Malaysia can come out with more promoting communication materials such as posters, brochures or travel booklet to help the tourists in understanding Georgetown's tourism easily. The content of these communication materials

should be in multi-varieties and multi-languages so that the content of interpretation is rich and attractive. The multi-languages can ease the understanding of local as well as the foreign visitors. Besides, the tourism sites management should train more professional tour guide in explaining the historical value and stories to the tourists throughout the visitation. The tour guide should have the ability to grab the attention of the tourists through interesting expression. The tourists will have the emotions such as joyful and cheerful after the trips if they are well-informed and entertained by the tour guide. This is also proven in the past researches that tour guides play an important role in enhancing the feeling and emotions of tourist (Cohen 1985; Huang, Hsu & Chan 2010).

Moreover, the government of Malaysia should also prepare more sign boards with clear instructions of the ways to World Heritage Site in Malaysia. More notice boards with comprehensive content about World Heritage Site should be provided or displayed in the obvious spots of tourism sites. With all the information, the visitors are able to have a deeper understanding towards the place visited and they can also share the information around. To generate positive emotions of tourists, it is important to increase their interpretation towards World Heritage Site. It is proven also in the past studies that positive interpretation would lead to positive emotions (Io, 2013; Poria et al., 2009). The interpretation content in World Heritage Site like Georgetown is important to arouse their nostalgic emotion especially among the elderly. For example, when the tourists are receiving the content delivered by the tour guide or from the information board, they get to know and understand what had happened in the past, and it makes them retrieving back their old and sweet memories. These old and sweet memories are the key element that would makes the tourists feel enthusiastic and joyful. Therefore, the tourism management should focus on creating more attractive content that could enhance the understanding of the tourists on Georgetown as a World Heritage Site.

Tourists' experience on emotions

Experience plays a crucial role in tourism context. The findings showed that tourists' experience has the most positive impact on emotions. Experience can be gained through the process of experiencing personally to the environment such as heritage building, or even the local cultures. There is a positive impact of tourist's experience on emotions, and it has also proven in the past study (Tung & Richie, 2011). If tourists travel to the destinations where make them surprise, then they will generate unexpected experience, and hence, this kind of experience could elicit their positive emotions such as excitement and filled with surprised emotions. Particularly, most of the tourists in this research agreed that the experience gave them a desire for more travelling and it was consistent with the past study by Staffieri, Cavagnaro & Rowson (2018). It highly indicated that tourists' experience is able to evoke their positive emotions towards the tourism hotspots when they can get the experience which can fulfill their expectation. Besides, experience allows tourists to increase their openness to other cultures through cultural exchange. Cultural exchange could assist interaction among the countries and uphold people to learn more about other cultures (Bin, Cho, Na & Park, 2013). This could encourage tourists to become more open-minded through learning, gaining mutual respect from local people and understanding the local cultures. In the process of learning towards new cultures, it can generate their emotions such as happy and joyful when they have gained some unexpected knowledge about the culture in Georgetown, Penang. Other than that, tourists' emotions can be affected by the experience because it can increase their cultural experience by broadening their horizons toward the Penang, Georgetown tourism hotspots. It can generate excitation and surprised emotions when they found something new for them especially the culture where they are unfamiliar with. The tourists will have positive experience and lead to positive emotions because the brand-new cultural experience

is meaningful, interesting and impressed to them. It has been explained in the past study of Pine & Gilmore (1998) which the experience was emotionally meaningful for people, and such experience would be generated because it was led by one's senses. Therefore, one of the ways to enhance tourists' experience is to encourage them to have cultural exchange during their vacation. With such efforts by the tourism management, the tourists can get to deeply understand and adapt themselves to a totally new culture in World Heritage Site like Georgetown, Penang. The understanding is due to the experience of learning and practicing of culture that the tourists are interested in by having positive emotions.

Furthermore, tourists can explore a new culture that they have never experienced before by discovering the local culture like nightlife culture, festival or carnivals and food. In Georgetown, Penang, tourists can discover the culture such as Chinese culture, Penang Peranakan culture, Peranakan Jawi Malay culture and Indian culture. Besides, the positive experience can be gained through the relaxing nightlife culture such as "Antarabangsa", "Love Lane", "Bora-Bora by Sunset", festival or carnivals such as "Georgetown Festival", "Penang International Dragon Boat Festival", and foods such as "Chinese Chai Kuih", "Angku Kuih", "nasi lemak", "onde onde", or even "roti canai". Based on the study, the tourists could enjoy the lifestyle in Georgetown, Penang with the emotions of joyful and excited. In a summary, tourists are able to expand their boundaries to other cultures as well as to share the local culture experience to their origin countries after the visitation in World Heritage Site. Then, their experience will act as a catalyst which can affect emotions and change the way of life. It was consistent with the study of Tung and Richie (2011) which the opening experience allowed tourists to learn more about the world as it can develop perspective in life. And, it could be explained that positive impact of tourists' experience could bring positive impact on their emotions such as happy, joyful and excited.

RO3: To investigate the relationship between tourists' emotions and behavioural intentions.

Besides, S-O-R model also examined the relationship between tourists' emotions elicited from different stimuli and its impacts on behavioural intentions. Tourists' emotional responses are critical to their future intentions (Hosany & Prayag, 2014). The positive emotions evoked during vacation contributes to positive impacts on the behavioural intentions. The results showed that emotions played a significant role in influencing tourists' behavioural intentions in high proportion of variance. Other than that, the result showed spreading positive recommendation scored higher in mean which suggested that emotions were essential in influencing this intention compared to other behavioural dimensions. This is because when tourists feel pleasure and enjoyment during their trip, they will tend to elicit positive emotions like joyful, cheerful, enthusiastic and excited when they have experience of high satisfaction level. Hence, their on-site happiness could increase the likelihood to positively recommend as well as to improve loyalty towards a tourism site. It has been proven in a past study which indicated the tourists' positive emotional responses during a vacation are perceived by satisfactory level and lead to destination loyalty (Li, Scott, & Walters, 2015). Besides, emotional attachment to a destination could influence tourists' decision on travel destination choice. The result showed that positive emotional responses could increase the likelihood of revisiting the destination. When tourists are satisfied which affected by their positive emotions, they will tend to revisit the destination because they feel attached to the place as being there. The result is consistent with the past research (Lin & Liang, 2011). Moreover, high level of positive emotions could lead to strong brand attachment. It indicated that the degree of passionate to the UNESCO World Heritage Site brand is aroused by the intensity of emotions which contributes to a high intention to revisit and leads to higher level of brand loyalty to the destination. This is because the tourists' participation towards heritage tourism enables the heritage destination

to be customized in its branding. Hence, the results revealed that tourists' emotions had great impact on their behavioural intentions which could contribute to strong brand equity.

5.3 Implications

5.3.1 Theoretical Implication

Stimulus-Organism-Response (S-O-R) model which was developed by Mehrabian and Russell in 1974 has been theoretically applied in most researches in examining consumer behaviour, but it is limited to the studies in examining tourists' behavioural intentions (Moea & Tan, 2016; Nunthiphatprueksa & Suntrayuth, 2018). Therefore, this study has contributed for a sustainable tourism industry by examining tourists' behavioural intentions towards UNESCO World Heritage Sites using S-O-R model. Researchers have applied the S-O-R model to explore tourists' behavioural intentions by extending into different variables such as tourists' attitude, interpretation, experience and emotions. Besides, this research provided an empirical evidence by showing the linking patterns among stimulus, organism and response variables. Tourists' attitude, interpretation, and experience are categorized under stimuli which to determine the impacts on tourists' emotions and in turn affecting their behavioural intentions toward the UNESCO World Heritage sites.

Furthermore, there is a theoretical contribution to this study by adopting tourists' emotions as Organism (O) which has never been studied based on tourism context. Usually, by applying S-O-R model, the studies were mostly done based on retail environment (Chang et al., 2011) and online shopping behaviour context (Peng & Kim, 2014). Even though the application of S-O-R model had been found in few tourism studies, but Organism (O) was adopted by other factors such as tourists' value of destination experience and cognitive or affective image instead of tourists' emotions (Nunthiphatprueksa & Suntrayuth, 2018; Tan, 2017). Eventually, this study found

emotions not only could lead direct effects on tourists' attitude, interpretation and experience, but it could also bring significant impact on behavioural intentions toward WHS tourism. The results showed that positive emotions could lead to favourable behavioural intentions and it has confirmed tourists' emotional responses could have a huge impact in influencing their future intentions. This is because when tourists have a positive attitude and are able to recognize the value of interpretation to the tourism sites, they will feel a sense of attachment to the destinations and it could enhance their experience which lead to positive emotions as they feel a sense of enjoyment. Throughout the research, it found that the positive emotions of tourists would be evoked when they felt a sense of joyful, cheerful, enthusiastic and excited during their vacation at certain destinations. Moreover, this study showed that tourists would tend to revisit or recommend if they elicited positive emotions during their vacation. Hence, this study confirmed that emotions can serve a critical role as Organism (O) that contributes to S-O-R model in a new setting.

Most prior studies did not examine tourists' attitude, interpretation, and experience as stimuli, and emotions as organism which lead to behavioural intentions as responses. However, researchers of this study have found the S-O-R model not only can be applied to study consumer behaviour, but it can also contribute to tourism development by adopting tourists' emotions as Organism (O) and examining tourists' behavioural intentions. Therefore, this research can contribute to future research as a reference and enhance the knowledge in further exploring the particular research by using S-O-R model.

5.3.2 Managerial Implication

The data collected of this study can be beneficial to the tourism sector, destination marketing, and tourism planners in assisting to improve the strategies to attract tourist arrival. This is because this study provides an insight of the understanding on the degree of tourists' attitude,

interpretation and experience and the impacts on tourists' emotions as well as their behavioural intentions. Tourism management can take it as reference to develop related strategies which to improve tourism activities and generate economic benefits through the tourists' arrival, tourist spots' income and foreign exchange from international tourism. The most common is because the increasing number of tourists brings significant impact on the tourism sector as tourists will make expenses throughout their trip in Georgetown, Penang which can contribute to economic growth. For example, spending on food and beverages, hotels or accommodations, tourism hotspots' entrance fees and different types of product and services. In addition, tourism sector is important for a country as it can bring in a lot of foreign exchange and establish lots of job opportunities. The major foreign exchange can be generated from international tourists and this is extremely important for economic development of a country. Thus, it is necessary for government to always improve tourism sector in order to increase the number of tourists especially who are from foreign countries. Besides, the data collected is useful for the outline of tourism policy and its application which could contribute to tourism development in Georgetown, Penang. For instance, tourism management can employ this study's result and collaborate with the state government, regional or even local community to manage the tourism hotspots by tailoring their target audiences as well as to develop suitable activities which are able to meet their expectation on vacation. Also, the results are especially useful to the specialists' organizations and marketers such as tour operators, travel agencies, hotels chains and local authorities which play important roles in a tourist destination (Sharma & Nayak, 2018).

Other than that, this study can also help to improve tourism in Georgetown, Penang by expanding different types of tourism such as homestay tourism, sports tourism, food tourism and shopping tourism. This is because the well economy can be directly affected by primary tourism

sectors like lodging, dining restaurant, transportation, and retail shops. When the tourism sector is well expanded, it can offer huge opportunities for foreign investment. For example, more international hotels will set up in Malaysia through investment to existing local hotels or even create a new brand of hotel in Malaysia. In short, such efforts can be done by the authorities can attract many investors from international region to invest in Malaysia due to the well-developed tourism sector. Moreover, the improvement of tourism sector not only can help to promote new investment in Malaysia, but it can also provide employment opportunities (Johan, 2007). The employment opportunities consist of hotels, travel agents, airlines, passenger transportation services, activities of the restaurant and leisure industries (WTTC, 2018). When the employment of the country increases, the economy of the whole country will be improved.

Next, in order to increase the number of tourists in Georgetown, Penang, authorities and even tour operators should keep promoting their travel package and updating the information about Georgetown, Penang from time to time. In addition, the administrative in-charged can promote tourism activities and services by using online social media because social media is the most powerful method for potential tourists to look for the information about their trips in current trends. (Puah, Jong, Ayob & Ismail, 2018). They can promote the UNESCO World Heritage sites by using happy emotional appeal. For example, promote the sites with using a family sightseeing the beautiful sunset, sunrise scenes around the beach, happy images of tourists connecting with the building of heritage sites, or even present the relaxing nightlife in Georgetown, Penang. Hence, the ways of authorities in planning the promotional strategies and delivering tourism experiences can be in attractive ways that can help to recall tourists' memories of their tourism experiences (Park & Santos, 2016).

In order to develop consistent and positive brand image of Georgetown, Penang, the authorities can deliver heritages information throughout the whole travel experience by utilizing the elements which can provide the identification for the interpretation elements among tourists. For example, the name, symbols or other graphic elements of World Heritage sites which can be identified and differentiated as specific and unique destinations. (Hamid, Abdullah & Teo, 2018). The iconic image and informative signage can actually generate the awareness of World Heritage Sites among tourists, so that they can explore the destination more in-depth and recognize the historical street names which to enhance their awareness towards heritage sites. The informative brochures can also serve a critical role to promote the cultural heritage and the history of Georgetown, Penang, and even the physical models to attract tourists' attention.

5.4 Limitation and Future Research

This study could be beneficial for future researches because it suggested to examine deeper understanding on tourists' behavioural intentions towards the UNESCO World Heritage Sites. However, there are some limitations being found from this research. Firstly, due to the time constraints, researchers only collected the data from Georgetown, Penang where is located at the nearest away from the researchers in order to examine tourists' behavioural intentions based on Malaysia context. However, to further improve the research, the tourism site where to conduct the research should be all the four destinations which are under listed UNESCO World Heritage Sites in Malaysia such as Gunung Mulu National, Kinabalu Park, Melaka and Georgetown as well as Archaeological Heritage of the Lenggong Valley. Therefore, future studies which relate to particular area should be carried out from all UNESCO World Heritage Sites in Malaysia in order to get the data based on comprehensive perspective.

Besides, the second limitation was found that the respondents were required to spend longer time to complete the survey questionnaires as designed by researchers. It had delayed the vacation time of tourists because most of them were travelling for relaxation. Fortunately, although it was time-consuming, but still those respondents were willing to complete it. Therefore, for future researches, researchers should look for the shorter scales in measuring every single variable in order to avoid delaying the tourists in completing the survey questionnaires.

Moreover, the third limitation is that researchers found tourists had difficulties in identifying the interpretation element from the survey questionnaires. This is because the interpretation of tourists towards tourism sites was not strong enough. For example, there is lack of content or information regarding the tourism destinations and it has limited their understanding on the history of a particular place. Therefore, it is suggested to build more sign boards at every tourism site in order to enhance the tourist's interpretation and make the research can be conducted smoothly.

In future research, the researchers are suggested to have further exploration on tourists' behavioural intentions by adopting other variables such as satisfaction, knowledge or awareness. And, those variables can be included in a theoretical framework and to examine how the variables could influence tourists' behavioural intentions towards the UNESCO World Heritage Sites and contribute towards a sustainable tourism sector in Malaysia.

5.5 Conclusion

The constructs as proposed in this study play important roles in UNESCO heritage tourism. Tourists' attitude in travel preferences is significant for tourism development because positive attitude can evoke positive emotions and contribute to high satisfaction. For example, if the tourists have positive attitude on well preservation of cultural heritage sites, it will increase the likelihood

of performing positive behavioural intentions on revisiting, positive recommendation and heritage preservation to contribute a sustainable tourism sector. In addition, positive attitude is formed as predisposed evaluation when tourists have achieved self-fulfilment during their vacation trip. When they satisfy the self-fulfilment, they will feel being motivated and evoke positive emotions which can bring impact on tourists' intention to revisit and spread recommendation in a positive way. Besides, the interpretation manner of a tour guide and the on-site information are significant in influencing tourists' emotions and their loyalty to a destination. This is because during tourists' heritage tourism, they will tend to seek knowledge and interpretation of cultural value about those heritage sites for their self-development in order to get a sense of accomplishment. For example, when tourists perceived the value of the tourism site, they will feel more connected to the place and elicit positive emotions throughout their trip. Their satisfaction is then ensured and it will lead to positive behavioural intentions. Furthermore, when the tourists can have the experience more than expected, they will tend to elicit positive emotions because they will perceive the trips are meaningful to them. It showed that experience is considered as a motivational factor because the more the feelings of enjoyment they experienced during their trips, the more positive emotions they will elicit which could lead to higher level of loyalty to the destinations. Moreover, there is a strong positive relationship between tourists' emotions and behavioural intentions whereas the emotions are highly influenced by their experience on the destinations. It indicated that experience of feeling engaged is crucial for the prediction of tourists' intentions to revisit and spread positive recommendation. Therefore, in order to create positive emotional experience for tourists, tourism management should be improved in terms of the quality experience of the WHS destinations in this competitive tourism industry which to foster the brand loyalty to tourism sites.

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