

**Destination Competitiveness in Perhentian Island, Malaysia:  
The Role of Image, Experience and Loyalty.**

**Volume 2 of 2**

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## APPENDIX 1

### CONVERSION OF RM TO £

The work of converting the value of RM to £ across this thesis needs to consider the inflation differentials and the currency price changes that are different in values on any specified time horizon. The consideration of both factors is important for an accurate assessment of any perceived values of RM or £ presented in the current study. Basically, Organisation for Economic Co-operation and Development (OECD) (2018) defines exchange rates as the price of one country's currency in relation to another and it can be presented as the average rate for a period of time (e.g. monthly, quarterly or annually). In Malaysia, the annual tax is reported and collected yearly in December. Given that the researcher collected her data for a 3months period from February to May 2017, the year 2016 was chosen as the 'base year', with all the currency values presented in this thesis being subjected to its respective inflation and average exchange rates.

Hence, in order to identify how many £s it takes to buy a unit of RM, the OANDA website is referred to obtain the average exchange rate in 2016. Correspondingly, OANDA produced an output of two values of the yearly average 'bid' and 'ask' values. These values can be defined as a best two-way price quotation, where a currency can be bought and sold at a specified point of time. For the purpose of presenting fair estimations of currency exchange between RM to £ or vice versa, the midpoint of the values of 2016's average bid and ask was utilised. The following Table A1.1 depicts OANDA's output with 2016's average exchange rate presented in the form of the midpoint value.

Table A1.1 - Bid and ask values and their midpoint for RM to £

RM to £	Bid	Ask	Midpoint
2016	0.17849	0.17894	0.178715

Source: OANDA (2018)

The midpoint value (0.178715) essentially represents the equal value of a converted unit of RM to £ in 2016. In other words, an accurate conversion of 2016's RM to the corresponding £ can be achieved through the multiplication of

any RM price with the midpoint value. Nevertheless, this calculation is not applicable for any RM price from years other than 2016 given the different subjected rates of inflation and average exchange price. Owing to this, another level of calculation needs to be employed prior to the multiplication step with the midpoint value.

Since 2016 was chosen as the ‘base year’, any RM unit from a year other than 2016 needs to be converted to 2016’s RM constant price. This step is important to ensure all the RM values are based on the constant inflation rate of 2016, where the consumer price index or CPI is a vital component. Basically, CPI is the weighted average of prices of a basket of consumer of goods and services (e.g. transportation or food items to name a few) (Investopedia, 2018). Accordingly, Table A1.2 presents the consumer price index in Malaysia from 2007 to 2017.

Table A1.2 - Malaysia’s CPI from 2007 to 2017

Year	Consumer Price Index (RM)
2007	92.7046783625731
2008	97.7485380116959
2009	98.3187134502921
2010	100
2011	103.174470921513
2012	104.890851524746
2013	107.098816863856
2014	110.464922512915
2015	112.789535077487
2016	115.147475420763
2017	119.605065822363

Source: The World Bank (2018)

To convert any RM price from another year (e.g. year X) to 2016’s RM constant price, the inflation rate based on 2016 firstly needs to be calculated, where the formula would be:  $CPI_{2016} / CPI_{year\ X}$ . The figure obtained from this calculation then needs to be multiplied with the initial RM price of year X in order to arrive at the converted 2016’s RM constant price (see the following Equation 1.1).

Equation A1.1 - Conversion of RM unit from year X to RM unit based on 2016's constant inflation rate

$$\left( \frac{\text{CPI 2016}}{\text{CPI year X}} \right) \times \text{RM Unit of Year X}$$

Source: Author

This newly converted value of 2016's RM constant price can always be exchanged into £ by multiplication with the midpoint value of 0.178715. For the purpose of clarification, Equation 1.2 below presents the complete formula for exchanging an RM unit from year X to £ based on the constant RM prices in 2016:

Equation A1.2 - Conversion of RM unit from year X to £ based on the Malaysia's constant price in 2016

$$\left( \frac{\text{CPI 2016}}{\text{CPI year X}} \right) \times \text{RM Unit of Year X} \times \text{Midpoint of average yearly bid and ask values in 2016 (0.178715)}$$

Source: Author



## APPENDIX 2

### UNIVERSITY OF EXETER BUSINESS SCHOOL RESEARCH ETHICS FORM

#### University of Exeter Business School Research Ethics Form

##### MPhil and PhD Research Projects

This form is to be completed by students registered for MPhil and PhD and is to be signed by the primary project supervisor. Only students with a lead supervisor in the Business School can apply for ethics clearance to the Business School ethics panel. Those with a lead supervisor in another school or institution should seek advice from their relevant ethics panels.

When completing the form be mindful that the purpose of the document is to clearly explain the ethical considerations of the research being undertaken. Please include relevant and adequate detail for the ethics review panel to make their decisions about the ethical considerations you have made for your project. Please note that it is the responsibility of the student and supervisors to identify where their research may raise ethical issues, familiarise themselves with the ethics procedures and submit their work for review well in advance of starting their project. Retrospective ethics applications will not be considered.

Once completed, please submit the form electronically to [UEBS-PGRadmin@exeter.ac.uk](mailto:UEBS-PGRadmin@exeter.ac.uk)

##### ***University of Exeter's Ethics policy relating to research***

The University of Exeter is research intensive and dedicated to furthering knowledge in a responsible and exacting manner. In the conduct of research by academic staff and students the University strives to protect the safety, rights, dignity, confidentiality and anonymity (except where covered by an appropriate protocol) of research subjects, the welfare of animals and the sustainability of the environment. The University also endeavours to safeguard the wellbeing, rights and academic freedom of researchers and the reputation of the University as a centre for properly conducted, high quality research. The University maintains a separate *Code of Good Practice in the Conduct of Research* which it requires all researchers to follow.<sup>1</sup>

Ethical issues are manifest in a wide variety of research activities and arise especially when the conduct of research involves the interests and rights of others. The adoption of an ethical position in respect of such research requires that the researcher observes and protects the rights of would-be participants and systematically acts to permit the participants to exercise those rights in full accordance with UK law. Ethical practice in such cases requires that participants and/or legal guardians, at a minimum, be fully informed, free to volunteer, free to opt out at any time without redress, and be fully protected in regard to safety according to the limits of best practice. The Business School follows the policy set by the University of Exeter.

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<sup>1</sup> <http://www.exeter.ac.uk/research/toolkit/throughout/goodpractice/>

The University seeks to conduct research in accordance with the UUK Concordat to Support Research Integrity.<sup>2</sup> The University upholds principles of integrity and the need for researchers to be honest in respect of their own actions in research and their responses to the actions of other researchers. Researchers will be required to comply with requests to the University under the Freedom of Information Act 2000 and practice openness in their research endeavours wherever possible.

#### ***The University of Exeter's policy relating to health and safety***

The University of Exeter has a health and safety policy.<sup>3</sup> The University sets out safety standards for various aspects of research. Apart from exceptional cases, these standards are not applicable to research in the Business School. However, your research may require you to pay attention to sections on: *Children, Young People and Vulnerable Adults on Campus; Driving Vehicles on University Business; Fieldwork; Lone Working.*

#### ***The University of Exeter's policy relating to insurance***

All researchers travelling abroad **must** acquire travel insurance from the University's insurer.<sup>4</sup> You will **not** be charged for this service.

Many research projects are regarded as normal University activities by our insurers and are automatically covered.

There are some types of activity that need to be referred to our insurers before insurance cover can be confirmed; examples include:

- Contracts where the funder is a military organisation or the funding organisation is based in the US or Canada.
- Working on research offshore, alone in remote areas or in politically sensitive regions.
- Research that includes the development of a prototype.
- Activities rated as 'high risk' on your risk assessment.

For further information, you should consult the University Insurance Office.<sup>5</sup>

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<sup>2</sup> <http://www.universitiesuk.ac.uk/highereducation/Documents/2012/TheConcordatToSupportResearchIntegrity.pdf>

<sup>3</sup> <http://www.exeter.ac.uk/staff/wellbeing/safety/>

<sup>4</sup> <http://www.exeter.ac.uk/research/toolkit/throughout/insurance/travel>

<sup>5</sup> <http://www.exeter.ac.uk/research/toolkit/throughout/insurance/>

**Part A: Background of the research project**

Title of project.	Tourism Destination Competitiveness: A case study of Perhentian Island, Malaysia
Name of lead researcher / Primary investigator for this project and affiliation	Nur Shahirah Binti Mior Shariffuddin
Name(s) of other researchers and affiliation (s)	N/A
Start and estimated end date of project.	1/12/2015 – 30/11/2018
Source of funding for the project.	Scholarship from the Malaysia Ministry Of Education
Is this application being made prior to a grant application? Which funder?	N/A
Aims and objectives of the project.	<p><b>Aim:</b> The aim of is to examine the relationship between the quality of tourism experience, destination image, perceived destination competitiveness and tourist loyalty, and develop a theoretical model of destination competitiveness for small island destination from the tourists' perspective of Perhentian island.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To investigate the framework of destination competitiveness concepts and related methodological developments in quality of tourism experience, destination image and tourist loyalty model.</li> <li>2. To create a model of analysis for TDC measured in different experience phases and composed by the main variables which could enhance the destination competitiveness strategies.</li> <li>3. To understand the travel behaviour and visitor profiles of the tourists travelling to Perhentian island.</li> <li>4. To explore destination competitiveness from the perspective of government.</li> <li>5. To suggest guidelines and recommendations to enhance the</li> </ol>

	competitiveness of small island destinations.
Is the main applicant employed by the UEBS for the duration of this project?  <b>Note: only researchers employed by the Business School can apply for ethics clearance by the UEBS ethics panel.</b>	Yes – PGR student
Are there any conflicts of interest that the University ought to be made aware of?	No

**Part B: Ethical Assessment**

Please complete the following questions in relation to your research project. If you answer Yes to any of the sections, please elaborate. If you answer yes to any of the questions in Section 1, a full review by the University of Exeter Business School Research Ethics Committee (REC) will be required and you may also require external approval from the REC of the partner organisation.

<b>Section 1</b>	<b>Yes</b>	<b>No</b>
Research that may need to be reviewed by NHS NRES Committee, Ministry of Defence Research Ethics Committee (MODREC) or an external Ethics committee. See <a href="http://www.hra.nhs.uk/about-the-hra/our-committees/nres/">http://www.hra.nhs.uk/about-the-hra/our-committees/nres/</a> and <a href="https://www.gov.uk/government/groups/ministry-of-defence-research-ethics-committees">https://www.gov.uk/government/groups/ministry-of-defence-research-ethics-committees</a> for more information.		X
Will the study involve recruitment of patients or staff through the NHS or the use of NHS data or premises and/ or equipment?		X
Does the study involve participants age 16 or over who are unable to give informed consent? (e.g. people with learning disabilities: see mental Capacity Act 2005 / Adults with Incapacity (Scotland) Act 2000. All research that falls under the auspices MCA/AWI should be reviewed by a recognised and appropriate REC operating under the NHS REC).		X
<b>Section 2</b>		
Does the research involve other vulnerable groups: children, those with cognitive impairment, or those in unequal relationships? Have you read the appropriate Act; ethical practices governing research with the group you aim to study?		X
Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited? (e.g. employees, students at school, members of self-help group, residents of a nursing home?)		X

Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (e.g. covert observation of people in non-public places, use of deception in experimental studies)		X
Will the study involve discussion of sensitive or potentially sensitive topics? (e.g. sexual activity, drug use, personal lives)		X
Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to the study participants, or will the study involve invasive, intrusive or potentially harmful procedures of any kind?		X
Will tissue samples (including blood or saliva) be obtained from participants?		X
Is pain or more than mild discomfort likely to result from the study?		X
Could the study induce psychological stress or anxiety or cause harm or negative consequences beyond the risks encountered in normal life?		X
Will the study involve prolonged or repetitive testing?		X
Will the research involve administrative or secure data that requires permission from the appropriate authorities before use?		X
Is there a possibility that the safety of the researcher may be in question? (e.g. working alone and physically present in an unfamiliar international environment)	X	
Does the research involve members of the public in a research capacity (participant research)?		
Will the research take place outside the UK?	X	
Will the research involve respondents to the internet or other visual/ vocal methods where respondents may be identified? (e.g. through the findings)		X
Will research involve the sharing of data or confidential information beyond the initial consent given?		X
Will financial or other inducements (other than reasonable expenses and compensation for time) be offered to the participants?		X

[Adapted from the ESRC ethics initial checklist<sup>6</sup>]

**Part C: Further and brief details for any sections answered 'Yes'.** If you answered 'yes' to any of the above sections, please elaborate with detail here. Each in turn.

<p>Is there a possibility that the safety of the researcher may be in question?  The researcher will be engaged in conducting questionnaire research in tourist destinations in Malaysia. The researcher may be alone for part of this – and measures will be put in place to ensure researcher safety (e.g. interviews will take place in public spaces). The researcher will be in contact with family members (husband or parents) to ensure someone knows where she is. The research will take place in Malaysia – hence the contact point being family members rather than University of Exeter staff.</p> <p>Will the research take place outside the UK?</p>
---

<sup>6</sup> ESRC ethics initial checklist, Framework for Research Ethics (FRE), (2010).

The research will take place in Malaysia. The PhD student is Malaysian and so familiar with the research environment. During fieldwork University of Exeter staff will be in regular contact – and the student will have 24 hour contact numbers for her supervisor.

**Part D: Project Summary (Ethical Considerations)**

Provide an overall summary of the Research that will be employed in the study and methods that will be used (no more than 250 words)

In summary, the researcher will conduct the data collection process in Malaysia particularly at her hometown at the state of Terengganu. Mixed-methods have been selected for this project in order to achieve the research objectives and aim. Therefore, as for the qualitative approach, the researcher will conduct a semi-structured interview with the representative from the marketing and promotional division of tourism government agencies in Terengganu which are the Tourism Terengganu and Ministry of Tourism Malaysia Terengganu. These respondents are selected due to their understanding in marketing that give inputs towards the objective 4 of this project.

Data for quantitative approach will be collected from tourists travelling in Perhentian Island that have experience the tourism activities offer at the island. The data receive will answer the objective 1, 2 and 3 of this project. Finally, the insights will subsequently be merged to give an understanding of the overall tourism destination competitiveness of the island whether appropriate actions have been taken or vice versa by the government to meet the needs and demands of the tourists and also answer the project's objective 5.

**Part E: Ethical Considerations for method(s).**

List each of the methods you aim to use to recruit participants and describe the methods you will use to gain their 'informed consent' (If written consent will not be obtained for any of your methods, this must be justified). At the least the following should be considered for each method.

- Confidentiality and anonymity for all participants and organisations.
- Storing of data according to the UK Data Protection Act and also any additional provisions you have to make for the data in other countries where your study is based. If the project involves obtaining or processing personal data relating to living individuals, (e.g. by recording interviews with subjects even if the findings will subsequently be made anonymous), you will need to ensure that the provisions of the Data Protection Act are complied with. In particular you will need to seek advice to ensure that the subjects provide sufficient consent and that the personal data will be properly stored, for an appropriate period of time.
- Voluntary participation following informed consent.

**Please attach a copy of every Information Statement and Consent Form that will be used, including translation if research is to be conducted with non-English speakers. Document in verbatim to be provided in cases where consent is to be obtained verbally.**

<b>Research Methods</b>	<b>Methods of Gaining Consent</b>
Semi-structured interview	The representative (e.g director) of the Tourism Terengganu and Ministry of Tourism Malaysia Terengganu will be contacted through E-mail with a letter of gaining consent to achieve permission and date for the interview sessions with the members of the marketing and promotional division.
Questionnaire survey	The tourists will be approached with an introduction of the researcher and project at the first page of the questionnaire as well as a consent form at the bottom for the respondents before answering the questionnaire.
Questionnaire survey (Follow-up)	There will be a question in the quantitative questionnaire (on-site) that ask the agreement of the tourist to be involved in this online survey. If they agreed, they are required to provide their e-mail address and other contact details for the follow-up online survey. In addition to this agreement, there will be an introductory section that explain the purpose of the study and the invitation for the respondents to fill the questions online.

Will there be any possible harm that your project may cause to participants (e.g. psychological distress or repercussions of a legal, political or economic nature)? What precautions will be taken to minimise the risk of harm to participants?

No significant risks - Provide contact details should question from participants arise

**Part F: Data protection**

How will you ensure the security of the data collected? What will happen to the data at the end of the project, (if retained, where and how long for). Please follow guidelines provided by the University of Exeter on Data protection to complete this section.<sup>7</sup>

I will follow the University of Exeter records management procedures. Data will be stored in password protected files and will be used for academic purposes only. All of the data collected (papers, soft documents, audio records) from the participants of this study will be kept securely by the researcher and will only be used for the purposes of the completion of doctoral thesis, conference presentation and journal publication. In accordance with the consent form, the anonymity and strict confidentiality of the participant details are assured. Thus, the researcher is responsible for the security of the data and not discloses either orally or in writing, accidentally or otherwise to any unauthorised third party.

At the end of the project, the analysed data will only be kept securely by the researcher for the purpose of journal publication. The time limit for this purpose is set for six years. While all of the raw data such as questionnaire, soft documents and audio tapes will not be held indefinitely and should be destroyed immediately. Accordingly, all of the raw data recorded in the papers will be shredded, and electronic records should be deleted.

**Part G: Notes and Additional Information:** Please provide any additional information which may be used to assess your application in the space below.

**Part G: Checklist:** Please ensure that all sections are ticked before submission. The form will be rejected without review if any sections are incomplete.

All sections A, B, C (if relevant), D, E, F and G (if relevant) in this form have been completed	✓	The study has not started yet	✓
Information sheets and consents forms to be used with each research method named in this review are attached	✓	The form has been signed and dated by the principle investigator/ lead researcher/supervisor	✓
Any other relevant documents have been attached (e.g. copies of DBS certificates)		Travel insurance and any related confirmation of insurance are attached (if you haven't arranged	

<sup>7</sup><http://www.exeter.ac.uk/recordsmanagement>



		travel insurance, this form can be approved, but you should submit your confirmation of insurance to <a href="mailto:UEBS-PGRadmin@exeter.ac.uk">UEBS-PGRadmin@exeter.ac.uk</a> as soon as this is available)	
Where an ethics application has also been submitted to an external ethics panel (NRES) copies of approval letters have been attached		Other attachments:	✓

**Signatures:**

Please tick the check boxes to confirm the following:

I have considered all ethical implications for this project and declared all the relevant aspects for consideration of the University of Exeter Business School Research Ethics Committee.

I have read and understand the information about insurance contained in this form and will arrange travel insurance in the event that I travel outside the UK to conduct research.

Name: Nur Shahirah Binti Mior Shariffuddin (PhD candidate)


Signature: *Nur Shahirah*

Date: 5/12/2016

**Part D: Supervisor's Declaration**

As the supervisor for this research I can confirm that I believe that all research ethics issues have been considered in accordance with the University Ethics Policy and relevant research ethics guidelines.

Name: Dr Tim Taylor and Prof Gareth Shaw

Signature:  Q. Shaw

Date: 31/1/17

**For administration use only: Ethical Approval**

<p>Comments of Research Ethics Officer and Research Strategy Group.</p> <p><i>[Note: Have potential risks have been adequately considered and minimised in the research? Does the significance of the study warrant these risks being taken? Are there any other precautions you would recommend?]</i></p>	<p>None</p>
<p>This project has been reviewed according to School procedures and has now been approved.</p> <p>Name: <u>AORIAN R. BAILEY</u> (Research Ethics Officer)</p> <p>Signature: <u>A. R. Bailey</u></p> <p>Date: <u>03.02.17</u></p>	

## APPENDIX 3

### FIRST AND SECOND PHASE QUALITATIVE DATA COLLECTION



Address

Date

Dear \_\_\_\_\_ ,

I am currently a doctoral student at The University of Exeter doing research on the destination competitiveness of Perhentian Island as a tourist destination. The purpose of this study is to develop a model to assess the competitiveness of islands in Terengganu perceived by the government to execute marketing and promotional activities. The outcome of this project should be of special interest to the stakeholders, particularly the government, seeking to maintain or enhance the competitive position of these island destinations.

As an important stakeholder in the Terengganu tourism industry, your expert knowledge and valuable insights can assist me in achieving the study's objectives. I would greatly appreciate it if you could spend some time in answering some questions about tourism destination competitiveness. The interview will take between 40-60 minutes. I would like to record the interview with your consent, but if you do not consent then notes can be taken as an alternative. A copy of the interview transcript will be sent to you to verify its accuracy. The information acquired will be solely used for research purposes.

The results will be reported in the doctoral thesis and may be published in journals or presented at conferences. You are, however, assured of anonymity, and strict confidentiality. Any document or tape recording and any other form of individual identification will be destroyed immediately after the study has been completed. You are also free to withdraw from active participation in this project at any time.

However, I strongly urge you to support this study since without your kind cooperation it will be impossible for me to complete my research successfully. A copy of the final report will be made available to you once the study is concluded.

Should this be convenient for you, details of the meeting can be arranged with your personal assistant or secretary.

If you have further queries, you can contact me at *nm386@exeter.ac.uk* (or *shahirahmior@gmail.com*), or you may contact Professor Gareth Shaw at *G.Shaw@exeter.ac.uk*, or Dr Tim Taylor at *Timothy.J.Taylor@exeter.ac.uk*.

Thank you once again for your time and cooperation.

Yours sincerely,

A handwritten signature in cursive script that reads "Nur Shahirah".

Nur Shahirah Binti Mior Shariffuddin  
Postgraduate Student  
University of Exeter Business School

Construct	Questions
Preconditions	<ol style="list-style-type: none"> <li>1) What do you think is the role of the government/ organisation in general and in marketing Terengganu?</li> <li>2) For your marketing activities, what sectors of the tourism industry are you working with the most, and why?</li> <li>3) Besides working with the local tourism industry in your destination, what other organisations do you work with at the regional, national, or even international level in your marketing activities? What kind of marketing activities are you involved in with these organisations? Please give me some examples.</li> <li>4) What kind of organisational support do you need to have in order to facilitate the marketing activities? How important do you think they are and why?</li> <li>5) Are there any environmental factors you are aware of which contribute to your marketing activities with the local tourism industry? Please give examples if you can.</li> </ol>
Process	<ol style="list-style-type: none"> <li>6) What are the major kinds of marketing activities used to promote Perhentian Island as a tourism destination?</li> <li>7) What are the important elements of an island that are crucial to promoting the destination?</li> <li>8) How do you identify the marketing issues you need to work on?</li> <li>9) How do you identify the marketing process from the rivalry perspectives?</li> <li>10) What measures do you take to make certain that your marketing activities are executed successfully?</li> <li>11) How do you monitor progress and evaluate the overall success of your marketing activities?</li> <li>12) What are the criteria used to measure success? (i.e. total revenue, number of visitors, hotel rooms sold, number of required visas, etc.)</li> <li>13) What does the marketing segment of islands in Terengganu seek to attract? What are the main markets in terms of both domestic and international tourists?</li> <li>14) What is the cycle of marketing directed to the destinations? Is it done on a calendar basis? What are the specific reasons for using that?</li> <li>15) What are the main media used to transmit the advertisements and which are considered most effective?</li> <li>16) What is the impact of the recent crises on tourism in the islands? (such as terrorism on the island at Sabah or other major events). What has been done to respond to these challenges in Terengganu of the destination image of these islands?</li> </ol>

Outcome	<p>17)What positive outcomes have the successful marketing practices had on the traveller’s perceptions of Perhentian Island images? How about the negative outcomes, are there any contingency plans?</p> <p>18)According to your experience, what factors are important in maintaining destination competitiveness for an island?</p> <p>19)What aspects differentiate or could differentiate these islands from other island destinations? What island destinations do you consider to be the main competitors for Perhentian Island?</p> <p>20)Is there anyone else that I should speak to for additional information or are there documents that I can review? Is there anything additional you think I should be aware of that may be pertinent to this study?</p>
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**APPENDIX 4**  
**THIRD PHASE QUANTITATIVE DATA COLLECTION**



Dear respondents:

I am Nur Shahirah, a postgraduate student from the School of Business, University of Exeter, United Kingdom. I am conducting a study as a fulfilment of the requirement for the degree of Doctor of Philosophy. The purpose of this study is to develop a model to assess the competitiveness perceived by tourists going to Perhentian Island in Terengganu.

The outcome of this study may provide insights into tourists' preferences to maintain or enhance a destination's competitive position as an island destination. In order to gather information for this study, your valuable cooperation is very much appreciated. This questionnaire will take not more than 15 minutes of your valuable time. All responses will be strictly confidential and used for the purpose of this study only. This questionnaire is divided into 5 (five) parts:

**Section A:** Quality of Vacation Experience

**Section B:** Destination Image

**Section C:** Perceived Destination Competitiveness

**Section D:** Tourist Loyalty

**Section E:** Travel Profile

**Section F:** Demographic Information

Thank you for your participation.

Yours sincerely,

A handwritten signature in cursive script that reads "Nur Shahirah".

Nur Shahirah Binti Mior Shariffuddin  
Postgraduate Student  
University of Exeter Business School



**Section A: Quality of Vacation Experience**

The following statements are designed to help us understand your feelings about the various factors that make up a good vacation. Based on your vacation experiences and opinions on Perhentian Island, please circle the appropriate number to rate the importance of each item in contributing to the quality of the vacation experience.

**1. Pre-trip Planning Phase**

This section focuses on your vacation planning and travel arrangements. How important are the following items? Please circle or X your choice.

	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Having plenty of time to plan the trip.	1	2	3	4	5
Having easy access to the information related to the destination.	1	2	3	4	5
Being able to get abundant information related to the destination.	1	2	3	4	5
Receiving high quality services from professionals (travel agents, hotel reservation staff, visitor centre staff, etc.) when planning the vacation. (If you usually do not use these services, put an "X" here __)	1	2	3	4	5
Making problem-free vacation arrangements (transportation, hotel, etc.).	1	2	3	4	5
Having reasonable prices for the vacation (transportation, accommodation, activities, etc.).	1	2	3	4	5

## 2. En-route Phase

This section focuses on your travel to the vacation destination. How important are the following items?

	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Having easy access to the destination from home.	1	2	3	4	5
Safe transportation to and from the destination.	1	2	3	4	5
Comfortable transportation to and from the destination.	1	2	3	4	5
Receiving clear direction and guidance.	1	2	3	4	5
Receiving high quality services in transit to and from the destination.	1	2	3	4	5
Having problem-free travel to and from the destination.	1	2	3	4	5

### 3. Destination On-site Phase

This section focuses on your experience at the destination. How important are the following items?

	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Favourable weather/climate at the destination.	1	2	3	4	5
Unique tourism resources (natural scenery, historic/ cultural/ heritage site, etc.).	1	2	3	4	5
High quality of accommodation at the destination.	1	2	3	4	5
High quality of food at the destination.	1	2	3	4	5
Good facilities at the destination.	1	2	3	4	5
Having a variety of activities/entertainment to choose from at the destination.	1	2	3	4	5
Overall reasonable prices at the destination.	1	2	3	4	5
Receiving high quality service at the destination.	1	2	3	4	5
Clean environment at the destination.	1	2	3	4	5
Pleasant interaction/ communication with the local people at the destination.	1	2	3	4	5
User-friendly guidance/ information at the destination.	1	2	3	4	5
Ensured safety and security at the destination	1	2	3	4	5
Pleasant interaction/ communication with the service personnel at the destination.	1	2	3	4	5

### **Section B: Destination Image**

Below are a series of statements that depicts the extent to which you feel that these items are important when selecting Perhentian Island as your holiday destination. Please indicate the importance of each item.

	<b>Unimportant</b>	<b>Somewhat Unimportant</b>	<b>Neutral</b>	<b>Somewhat Important</b>	<b>Very Important</b>
The place has cultural and historical attractions.	1	2	3	4	5
The place is culturally diverse.	1	2	3	4	5
The place offers a variety and good quality of accommodation.	1	2	3	4	5
The level of service is good in general.	1	2	3	4	5
The place is easily accessible as a holiday destination.	1	2	3	4	5
The place offers exotic and beautiful beaches.	1	2	3	4	5
The place has a favourable overall destination image.	1	2	3	4	5

### **Section C: Perceived Destination Competitiveness**

The following statements are about your perception of what makes one vacation destination better than another. Based on your vacation experiences and opinions on Perhentian Island, please circle the appropriate number to indicate how important each item is in making the destination superior to other similar destinations.

	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Sun, sea and beaches (bays, foreshore, coastline)	1	2	3	4	5
Visual appeal (landscape, scenery)	1	2	3	4	5
Panoramic sea views	1	2	3	4	5
Climate/ weather	1	2	3	4	5
Cleanliness	1	2	3	4	5
Culture and history	1	2	3	4	5
Village core/ quaint villages	1	2	3	4	5
Hospitality (friendliness, warmth, helpfulness)	1	2	3	4	5
Nightlife, bars and restaurants	1	2	3	4	5
Special events/ festivals	1	2	3	4	5
Outdoor activities (jungle trekking, walks)	1	2	3	4	5
Music, concerts and performances	1	2	3	4	5
Water activities (sailing, swimming, yachting)	1	2	3	4	5
Diving	1	2	3	4	5
Mix of tourism (health, medical, weddings, honeymoon)	1	2	3	4	5
Island charm/ exoticness	1	2	3	4	5
Relaxation/ carefree opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Conference and incentives (meetings)	1	2	3	4	5
Accommodation mix	1	2	3	4	5
Quantity and quality of hotels/ amenities	1	2	3	4	5
Concentration of tourism attractions (within a short time/ distance)	1	2	3	4	5
Quantity and quality of public infrastructure	1	2	3	4	5

Overall, how would you rate Perhentian Island's competitiveness as an island destination relative to similar destinations? Circle the number that best reflects your opinion.

- Very uncompetitive 1
- Slightly uncompetitive 2
- Neutral 3
- Slightly competitive 4
- Very competitive 5

**Section D: Tourist loyalty**

Finally based on your overall experience on Perhentian Island, circle one that best reflects how you are to take the following actions.

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
I will return to the destination in the next three years	1	2	3	4	5
I will recommend the destination to family/ friends/ colleagues	1	2	3	4	5

**Section E: Travel Profile**

These will help me to consider the travel characteristics of the tourists that participate in this study.

**1. Is this your first visit to Perhentian Island?**

Yes  No

**If no, how many times have you visited before?**

\_\_\_\_\_

**2. Besides Perhentian Island, which other island destinations have you also considered (Excluding Perhentian Island)?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**3. How important are these sources in order to obtain information about Perhentian Island?**

	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Internet in general	1	2	3	4	5
Friends and relatives' recommendations	1	2	3	4	5
Advertisements (magazines, television, leaflets)	1	2	3	4	5
Guidebooks	1	2	3	4	5
Travel agencies/ airline/ hotel website	1	2	3	4	5
Tourist Information Centre	1	2	3	4	5
Embassy, consulate	1	2	3	4	5
Social web (Blogs, Facebook, etc.)	1	2	3	4	5
Web-communities (TripAdvisor)	1	2	3	4	5

**4. How often do you go on holidays lasting at least 5 days?**

Every few years	
Once a year	
Several times (2-4 times) a year	
More than 4 times a year	

**5. During your visit, did you stay overnight on the island?**

Yes	
No	

**If yes, how many nights and which type of lodging?**

N° of nights

Hotel	
Chalet	
Homestay	
Own house	
Friends or relatives house	

**6. Who is accompanying you on your visit to this tourist destination?**

No one	
Partner	
Family and /or relatives	
Friends	
Co-workers	
Business partners	

Other: \_\_\_\_\_

**Section F: Demographic Information**

Now, we reach a few questions on your personal background.

1. Residency (Country/ city): \_\_\_\_\_

2. Nationality: \_\_\_\_\_

3. Gender (tick one box only)

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>
Other	<input type="checkbox"/>

4. Age (tick one box only)

Below 20	<input type="checkbox"/>	41-45	<input type="checkbox"/>
21-25	<input type="checkbox"/>	46-50	<input type="checkbox"/>
26-30	<input type="checkbox"/>	51-55	<input type="checkbox"/>
31-35	<input type="checkbox"/>	56-60	<input type="checkbox"/>
36-40	<input type="checkbox"/>	61 and above	<input type="checkbox"/>

5. Marital status (tick one box only)

Single	<input type="checkbox"/>	Divorced	<input type="checkbox"/>
Married/ Living together	<input type="checkbox"/>	Widowed	<input type="checkbox"/>

6. Highest level of education (tick one box only)

High School	<input type="checkbox"/>	Master	<input type="checkbox"/>
Short Courses	<input type="checkbox"/>	No Formal Education Qualification	<input type="checkbox"/>
Diploma	<input type="checkbox"/>	Other	<input type="checkbox"/>
Degree	<input type="checkbox"/>		



**7. What is your employment status?**

Employed	<input type="checkbox"/>	Retired	<input type="checkbox"/>
Self-employed	<input type="checkbox"/>	Student	<input type="checkbox"/>
Unemployed.	<input type="checkbox"/>	Other: _____	

**8. Are you willing to participate in a follow-up questionnaire with the researcher for this study? (tick one box only)**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

**9. If Yes, please state the details below:**

Name:

Home/office address:

E-mail:

**Thank you for filling out the survey!**

**APPENDIX 5**  
**FOURTH PHASE QUANTITATIVE DATA COLLECTION**



Dear respondents,

Thank you for agreeing to take part in this important questionnaire to assess your after-trip phase experience from your recent visit to Perhentian Island in Terengganu. I'm a doctoral student from the University of Exeter, and I'm working on a thesis concerning the competitiveness perceived by tourists of Perhentian Island. The purpose of this follow-up questionnaire is to gain some thoughts and opinions into tourists' preferences to maintain or enhance a destination's competitive position as an island destination.

It will probably take you about 5 minutes to complete this questionnaire. Your response is voluntary, and all responses will be treated in strict confidence for research purpose only. It will not be used in a manner which would allow identification of your individual responses.

If you have any questions about this research, you can contact me directly through my email (Nur) [nm386@exeter.ac.uk](mailto:nm386@exeter.ac.uk).

Thank you,  
Nur Shahirah Binti Mior Shariffuddin  
Postgraduate Student  
University of Exeter Business School

### **After-trip Phase**

This section focuses on your after-trip reflection about your vacation. How important are the following items?

	<b>Unimportant</b>	<b>Somewhat Unimportant</b>	<b>Neutral</b>	<b>Somewhat Important</b>	<b>Very Important</b>
Having memorable items to bring back home (photographs, souvenirs, etc.).	1	2	3	4	5
Getting good value for money for the whole trip.	1	2	3	4	5
Having a sense of freedom during the vacation.	1	2	3	4	5
Feeling relaxed and refreshed after the vacation.	1	2	3	4	5
The feeling of having spent quality time with family and friends.	1	2	3	4	5
Feeling a sense of life-enrichment after the vacation.	1	2	3	4	5
Feeling a sense of personal reward after the vacation.	1	2	3	4	5

### **Tourist loyalty**

Based on your overall experience on Perhentian Island, circle one that best reflects how you are to take the following actions.

	<b>Very Unlikely</b>	<b>Somewhat Unlikely</b>	<b>Neutral</b>	<b>Somewhat Likely</b>	<b>Very Likely</b>
I will return to the destination in the next three years	1	2	3	4	5
I will recommend the destination to family/ friends/ colleagues	1	2	3	4	5

## **APPENDIX 6**

### **THE ROLE OF THE MEMBERS OF VILLAGE DEVELOPMENT AND SECURITY COMMITTEE OF PERHENTIAN ISLAND (JKKK)**

The role of the chairman, secretary and members of the Village Development and Security Committee of Perhentian Island (JKKK) are presented below:

#### a) Chairman Function

As chairman and committee leader at the village level, their responsibilities are for planning, using existing resources, uniting the villagers and helping them be prosperous. Specifically, the duties are as follows:

- (i) Be responsible to the District/ Regional/ Head/ District/ Resident Development Office.
- (ii) Chair the JKKK / JKKKP meeting at least once a month.
- (iii) Establish bureaus and determine the distribution of JKKK duties according to bureaus.
- (iv) Monitor the development of the bureaus and ensure the perfection of their implementation.
- (v) Attend relevant meetings at district and state levels.
- (vi) Be an advisor to voluntary organisations, non-governmental organisations (NGOs) and social organisations in the village.
- (vii) Support the government's desires and policies and communicate these to the population.
- (viii) Communicate information, clarify and take action on the government's directions.
- (ix) Be a liaison between villagers and the government and non-governmental organisations.
- (x) Help villagers solve land-related problems and report to the Land Office if there is government land in the village that is being invaded.
- (xi) Prepare and submit an annual report on the implementation of JKKK activities by December 31 of each year to the State Secretary/ State Development Office/ Federal Development Department.
- (xii) Accept and discharge the assignments by the State Secretary/ State Development Office/ Federal Development Department from time to time.

## b) Secretary Function

- (i) Assist the Chairman in carrying out secretarial duties and responsibilities in JKKK institutions.
- (ii) Issue a meeting call.
- (iii) Manage places and meeting requirements.
- (iv) Prepare and circulate the minutes of meetings including submitting them to the State Secretary.
- (v) Report the decisions of the meetings to the relevant party/ department and get feedback from the relevant party.
- (vi) Keep minutes of meetings, records and documents of JKKK.
- (vii) Assist the Chairman in overseeing and arranging the duties of each bureau in JKKK.
- (viii) Update the information in the JKKK operational room every year.
- (ix) Maintain the operational room so that it is always safe, clean, cheerful and organised.

## c) Bureau Function

### (i) Religious Bureau

- To preserve the sanctity of Islam as the official religion of the nation.
- Maintain religious harmony in a multi-racial society.
- Plan religious events/ classes.
- Administer worship houses.
- Maintain cleanliness of the cemetery.

### (ii) Cheerfulness and Cleanliness Bureau

- Encourage villagers to maintain a clean environment and public facilities.
- Organize mutual cooperation activities regularly involving all levels of society.
- Collaborate with government agencies on environmental conservation.
- Ensure that the village environment is cheerful and attractive.

(iii) Economic and Tourism Bureau

- Mobilize economic programs/ activities through government/ private/ government assistance/ assistance to villagers.
- Coordinate and monitor economic activities/ programs implemented in collaboration.
- Identify potential resources according to priorities and prepare proposals.
- Prepare financial reports of the program/ activity that has been implemented.
- Provide reports on the success of a program/ economic activity.

(iv) Youth and Sports Bureau

- Plan and implement community programs with youth involvement.
- Encourage all levels of society, especially youth, to play sports in order to produce a healthy generation.
- Provide sports equipment and facilities for the needs of the villagers.
- Identify villagers with potential to be featured as sportsmen and women.
- Organize / receive sporting visits / tours with various parties.

(v) Health Bureau

- Cooperate and provide welfare services to villagers.
- Identify the types of assistance from any agency to assist the villagers who do not apply.
- Creating a community welfare fund to help in situations like the death of a villager.
- Identify and defend the poor, disabled and sick people.
- Assist in village feast activities.

(vi) Cultural Bureau

- To provide activities that can nurture, encourage and improve the spirit of work, cooperation and assistance in society.

- Improve the cooperation of villagers by practicing noble values in the life of the community.
- Coordinate the arts and cultural programs with villagers.
- Organize / receive cultural visits / visits.

(vii) Women's Affairs Bureau

- Organize activities that encourage collaboration among women in the village.
- Ensure the interests of women in the village are not neglected, especially single mothers.
- Establish cooperation with:
  - Amanah Ikhtiar Malaysia to help members get started with business capital.
  - The Community Development Division to assist members in terms of household economy.

(viii) Virtue and Safety Bureau

- Monitor and report to authorities on individual or group activities that may threaten village security and security.
- Conduct activities and briefings with security agencies to enhance the knowledge of local communities.
- Regulate public property in the village so that it is always in good condition and usable.
- Encourage villagers to care for and appreciate all public property or facilities.
- Set up village security programs such as the Village Patrol Scheme or Neighborhood Watch.

Source: Ministry of Rural & Regional Development of Malaysia (2017)

## APPENDIX 7

### 7.1 FULL RESULTS OF THE RELATIONSHIPS BETWEEN TWO GROUPS' CATEGORICAL VARIABLE OF QUALITY OF TOURISM EXPERIENCE AND TDI AMONG DOMESTIC AND INTERNATIONAL TOURISTS

The following Tables A7.1 and A7.2 present the full summarisation of the Mann-Whitney U results between two groups of categorical variables on quality of tourism experience and tourism destination image among domestic and international tourists.

Table A7.1 - Full results of Mann-Whitney U test for quality of tourism experience

Output	Quality of Tourism Experience									
	N	Domestic Tourists				N	International Tourists			
		Mean Rank	Mann-Whitney U	z	Asymp. Sig.		Mean Rank	Mann-Whitney U	z	Asymp. Sig.
<b>Gender</b>	124		1695.00	-0.73	0.47	89		751.500	-0.76	0.45
• Male	49	65.41				27	41.38			
• Female	75	60.60				62	46.38			
<b>Age</b>	124		894.00	-0.11	0.91	89		520.50	-1.87	0.06
• Below 34	107	62.64				68	42.15			
• 35 and above	17	61.59				21	54.21			
<b>First visit</b>	124		1796.50	-0.47	0.64	89		375.00	-0.26	0.80
• Yes	70	63.84				79	45.25			
• No	54	60.77				10	43.00			
<b>Stay overnight</b>	124		297.50	-0.66	0.51	89		2.00	-1.64	0.10
• Yes	118	62.02				88	44.52			
• No	6	71.92				1	87.00			

Source: Author. Note: Confidence Interval, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

According to Field (2009: 549), for a Mann-Whitney Test the important measure is the significance value of the test, which contributes to the two-tailed probability that a test statistic of at least that magnitude is a chance result. However, both Table A7.1 and A7.2 revealed no significant relationships between the two groups of tourists' characteristics (gender, age, first visit and stay overnight) relative to quality of tourism experience and tourism destination image.



Table A7.2 - Full results of Mann-Whitney U test for TDI

Output	Tourism Destination Image									
	N	Domestic Tourists				N	International Tourists			
		Mean Rank	Mann-Whitney U	z	Asymp. Sig.		Mean Rank	Mann-Whitney U	z	Asymp. Sig.
<b>Gender</b>	124		1767.00	-0.36	0.72	89		676.00	-1.44	0.15
• Male	49	63.94				27	39.04			
• Female	75	61.56				62	47.60			
<b>Age</b>	124		716.50	-1.41	0.16	89		627.00	-0.84	0.40
• Below 34	107	60.70				68	46.28			
• 35 and above	17	73.85				21	40.86			
<b>First visit</b>	124		1809.50	-0.41	0.68	89		340.00	-0.72	0.47
• Yes	70	61.35				79	44.30			
• No	54	63.99				10	50.50			
<b>Stay overnight</b>	124		284.00	-0.82	0.41	89		35.00	-0.35	0.73
• Yes	118	63.09				88	44.90			
• No	6	50.83				1	54.00			

Source: Author. Note: Confidence Interval, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

## 7.2 FULL RESULTS OF THE RELATIONSHIPS BETWEEN THREE OR MORE CATEGORICAL GROUPS OF QUALITY OF TOURISM EXPERIENCE AND TDI AMONG DOMESTIC AND INTERNATIONAL TOURISTS

The following Tables A7.3 and A7.4 exhibit the full summarisation of the Kruskal-Wallis results between four or more categorical groups of quality of tourism experience and tourism destination image among domestic and international tourists.

Table A7.3 - Full results of Kruskal-Wallis test for quality of tourism experience

Output	N	Domestic Tourists				N	International Tourists			
		Mean Rank	Chi-Square	df.	Asymp. Sig.		Mean Rank	Chi-Square	df.	Asymp. Sig.
<b>Marital Status</b>	124		1.67	3	0.65	89		3.46	3	0.33
• Single	79	61.38				64	45.45			
• Married/ Living together	42	64.71				22	42.68			
• Divorced	2	43.50				2	34.00			
• Widowed	1	96.00				1	89.00			
<b>Education Level</b>	124		8.14	5	0.15	89		3.83	5	0.57
• No Formal Education	2	42.25				9	50.78			
• High School	22	66.95				11	34.95			
• Short Courses	5	59.80				3	49.33			
• Diploma	35	57.51				13	52.54			
• Degree	50	59.49				34	42.24			
• Master	10	90.60				19	47.18			
<b>Employment</b>	124		4.96	5	0.42	89		4.43	5	0.49
• Employed	79	64.82				41	46.17			
• Self-employed	20	60.73				9	46.11			
• Unemployed	1	14.00				7	27.64			
• Retired	1	24.00				5	46.50			
• Student	22	61.80				24	48.81			
• Other	1	17.00				3	33.17			
<b>Number of previous visits</b>	124		6.27	4	0.18	89		6.22	4	0.18
• First time	70	63.84				79	45.25			
• Every few years	21	62.90				5	48.40			
• Once a year	12	55.04				2	21.50			
• Several times (2-4 times) a year	12	78.04				2	70.50			
• More than 4 times a year	9	40.39				1	4.00			
<b>Number of overnights</b>	124		9.58	2	0.01	89		4.92	2	0.09
• 2 nights	77	70.27				26	50.79			
• 3 nights	37	50.58				14	53.29			
• 4 nights and above	10	46.80				49	39.56			
<b>Types of classified lodging</b>	124		2.45	3	0.49	89		4.29	4	0.37
• Resort	36	65.69				37	42.64			
• Chalet	81	60.00				46	46.95			
• Dorm						4	39.38			
• Camp	1	107.00				1	88.00			
• No stay	6	69.67				1	22.50			
<b>Travel companion</b>	124		4.83	4	0.31	89		4.62	3	0.20
• No one										
• Partner	6	47.08				17	35.03			
• Family or relatives	29	70.95				24	42.52			
• Friends	37	58.80				12	46.71			
• Co-workers	51	61.28				36	50.79			
	1	109.00								

Source: Author. Note: Confidence Interval, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

The significant results of the Kruskal-Wallis tests highlight the important measures in this section. There are significant relationships and differences in quality of tourism experience in relation to the number of nights spent for domestic tourists on Perhentian Island. TDI shows significant relationships and differences in the education level and employment status for international tourists (Table A7.4).

Table A7.4 - Full results of the Kruskal-Wallis Test for TDI

Output	N	Domestic Tourists				N	International Tourists			
		Mean Rank	Chi-Square	df.	Asymp. Sig.		Mean Rank	Chi-Square	df.	Asymp. Sig.
<b>Marital Status</b>	124		1.92	3	0.59	89		4.43	3	0.22
• Single	79	60.66				64	46.93			
• Married/ Living together	42	64.25				22	43.32			
• Divorced	2	79.00				2	21.00			
• Widowed	1	101.50				1	6.50			
<b>Education Level</b>	124		3.81	5	0.58	89		17.83	5	0.03
• No Formal Education	2	52.25				9	67.89			
• High School	22	72.61				11	26.55			
• Short Courses	5	52.00				3	41.67			
• Diploma	35	56.21				13	39.58			
• Degree	50	62.49				34	51.91			
• Master	10	69.60				19	36.71			
<b>Employment</b>	124		0.52	5	1.00	89		17.30	5	0.00
• Employed	79	63.94				41	36.26			
• Self-employed	20	61.40				9	50.94			
• Unemployed	1	56.50				7	27.36			
• Retired	1	48.00				5	62.20			
• Student	22	59.52				24	57.79			
• Other	1	56.50				3	56.83			
<b>Number of previous visits</b>	124		2.20	4	0.70	89		3.60	4	0.47
• First time	70	61.35				79	44.30			
• Every few years	21	63.45				5	57.40			
• Once a year	12	55.92				2	29.75			
• Several times (2-4 times) a year	12	75.88				2	65.25			
• More than 4 times a year	9	60.17				1	28.00			
<b>Number of overnights</b>	124		2.23	2	0.33	89		4.20	2	0.12
• 2 nights	77	66.25				26	52.37			
• 3 nights	37	56.07				14	48.57			
• 4 nights and above	10	57.45				49	40.07			

<b>Types of classified lodging</b>	124		2.15	3	0.54			4.24	4	0.38
• Resort	36	67.36				37	43.04			
• Chalet	81	60.86				46	46.90			
• Dorm						4	36.88			
• Camp	1	91.50				1	86.00			
• No stay	6	50.58				1	21.50			
<b>Travel companion</b>	124		4.88	4	0.30	89		0.93	3	0.82
• No one	6	54.67				17	40.44			
• Partner	29	74.91				24	44.50			
• Family or relatives	37	60.84				12	44.54			
• Friends	51	57.46				36	47.64			
• Co-workers	1	68.00								

Source: Author. Note: Confidence Interval, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

After establishing the Kruskal-Wallis Test, the significant results were tested in the form of the Bonferroni adjustment and effect size. The Mann-Whitney U test and effect sizes in Table A7.5 show that there were no significant relationships and differences in the international tourists' employment status for tourism destination image.

Table A7.5 - Results of Mann-Whitney U Tests and effect sizes of employment status

Output	N	Mann				Effect Size		
		Mean Rank	Mann-Whitney U	z	Asym p. Sig.	Median	Calculation	r value
<b>First Paired Comparison (First and Second Group)</b>								
<b>Employment Status</b>	48		102.50	-1.21	.23	-	-	-
• Employed	41	25.50						
• Unemployed	7	18.64						
<b>Second Paired Comparison (First and Third Group)</b>								
<b>Employment Status</b>	46		38.50	-2.28	.02	-	-	-
• Employed	41	21.94						
• Retired	5	36.30						
<b>Third Paired Comparison (Second and Third Group)</b>								
<b>Employment Status</b>	12		6.00	-1.89	.06	-	-	-
• Unemployed	7	4.86						
• Retired	5	8.80						

Source: Author. Note: Confidence Interval for Revised Alpha Value = \*.017

## APPENDIX 8

### 8.1 RESULT ON THE IMPORTANCE OF TOURISM RELATED FACTORS DETERMINING PERHENTIAN'S COMPETITIVENESS AS AN ISLAND DESTINATION PERCEIVED BY THE TOURISM STAKEHOLDERS

In order to allow validation of the results, Table A8.1 presents variance statistics on the ranked tourism factors by mean size in descending order perceived by the tourism stakeholders. The highest mean score was 4.75 (quantity and quality of public infrastructure) and the smallest 3.00 (shopping opportunities) giving a spread of 1.75 which was different compared to that of tourists' respondents (1.71). The standard error resulted from a minimum of  $\pm 0.16$  to a maximum of  $\pm 0.44$ . This shows a bigger dispersion range than the tourists respondents' considering the smaller sample size (N=8) which reflects a less accurate estimate of the parametric mean. As regards to this, the rank order was altered due to the +1SE under 'Mix of tourism', 'Nightlife, bars and restaurants' and 'Music, concerts and performances'. Given the presence of the sampling error in the analysis, the importance scores still remain above the neutral score of 3. Likewise, this confirms the results of the related importance tourism factors by the tourism stakeholders in determining TDC.

Table A8.1 - Tourism factors ranked by tourism stakeholders

Rank	Tourism Factors	Mean	SD	SE	M +1se	M - 1se
1	Quantity and quality of public infrastructure	4.75	0.46	0.16	4.91	4.59
2	Diving	4.75	0.46	0.16	4.91	4.59
3	Hospitality	4.75	0.46	0.16	4.91	4.59
4	Climate/weather	4.75	0.46	0.16	4.91	4.59
5	Sun, sea and beaches	4.75	0.46	0.16	4.91	4.59
6	Island charm/ exoticness	4.75	0.46	0.16	4.91	4.59
7	Mix of tourism	4.75	0.71	0.25	5.00	4.50
8	Cleanliness	4.75	0.46	0.16	4.91	4.59
9	Panoramic sea views	4.75	0.46	0.16	4.91	4.59
10	Visual appeal	4.75	0.46	0.16	4.91	4.59
11	Water activities	4.63	0.52	0.18	4.81	4.45
12	Relaxation/ carefree opportunities	4.38	0.92	0.32	4.70	4.06
13	Concentration of tourism attractions	4.25	0.46	0.16	4.41	4.09
14	Outdoor activities	4.13	0.83	0.30	4.43	3.83
15	Village core/ quaint villages	4.00	1.07	0.38	4.38	3.62
16	Accommodation mix	3.88	1.25	0.44	4.32	3.44

17	Special events/ festivals	3.88	0.64	0.23	4.11	3.65
18	Culture and history	3.88	0.64	0.23	4.11	3.65
19	Nightlife, bars and restaurants	3.88	0.74	0.26	4.14	3.62
20	Music, concerts and performances	3.25	0.46	0.16	3.41	3.09
21	Shopping opportunities	3.00	0.00	0.00	3.00	3.00

Source: Author

## **8.2 ASSUMPTIONS OF THE PARAMETRIC ANALYSIS OF LINEAR AND MULTIPLE REGRESSION**

The assumption of normality is the most fundamental assumption in multivariate analysis. According to Hair et al. (2010), the standard of the analysis is to ensure that basic assumptions are being met in linear and multiple regression analysis, which are (1) testing the individual dependent and independent variables and (2) testing the overall relationship after the model estimation. Because of this, the variables of quality of tourism experience, TDI, TDC and tourist loyalty were first be addressed in the following sub-sections through five assumptions (sample size, normality, outliers, homoscedasticity, linearity). After the model estimation has been identified, the four assumptions of normality, linearity, homoscedasticity and outliers was inspected again together with the multicollinearity and independence of residuals.

## **8.3 SAMPLE SIZE**

There are various sources of sample size determination that vary widely in their complexity. This is particularly due to scholars in social science being concerned with right sample size determination (Pallant, 2016). Among the prominent scholars, Tabachnick and Fidell (2013) introduced a formula for calculating sample size requirements which takes into account the consideration of the number of independent variables:  $N > 50 + 8m$  (m refers to the number of independent variable). Based on this study, there are 2 different independent variables (quality of tourism experience, TDI) which are considered to be appropriate to use the sample size formula by Tabachnick and Fidell's (2013). The formula resulted in:  $N: N > 50 + 8(2)$  where  $N > 60$ . With this total, the study fulfilled the assumption of sample size with 213 cases analysed with the dependent variables of quality of tourism experience and TDI.

## 8.4 OUTLIERS AND NORMALITY

Normality tests are used to identify whether the data has been drawn by normal distribution of continuous or metric variables. The tests can be determined through graphical analysis (normal probability plot) and the statistical tests of Kolgomorov-Smirnov, skewness and kurtosis (Hair et al., 2010; Hinton, McMurray & Brownlow, 2014). For this study, the normality probability plot demonstrated that a normal distribution follows closely the straight diagonal line from the cumulative distribution of 213 actual data values for quality of tourism experience, TDI and TDC. In contrast, the observed plotted data values for tourist loyalty are shorter than normal tail (see Figures A8.1, A8.2, A8.3, A8.4)

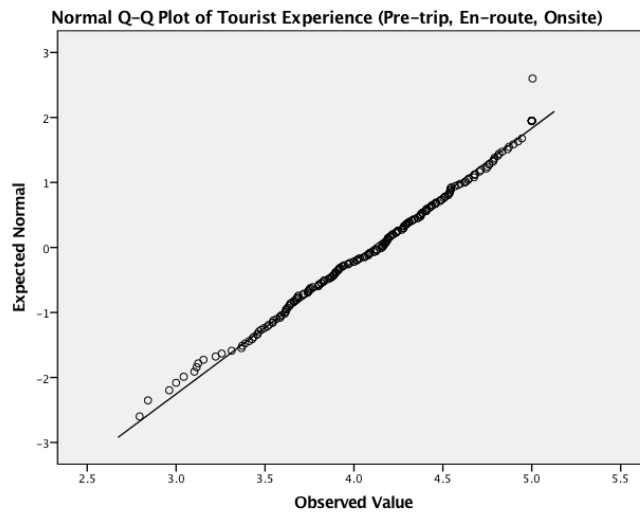


Figure A8.1 - Normal probability plot for 213 cases of quality of tourism experience (pre-trip, en-route and on-site)

Source: Author

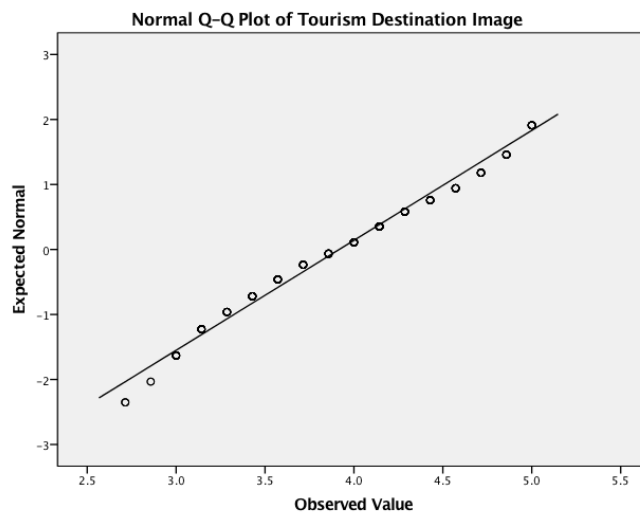


Figure A8.2 - Normal probability plot for 213 cases of TDI

Source: Author

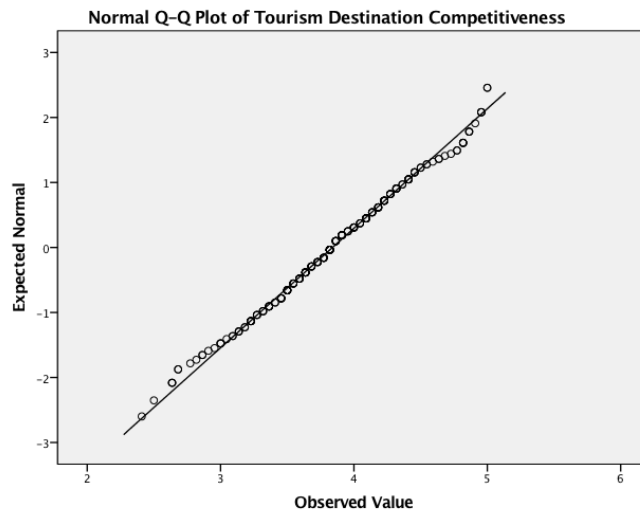


Figure A8.3 - Normal probability plot for 213 cases of TDC  
Source: Author

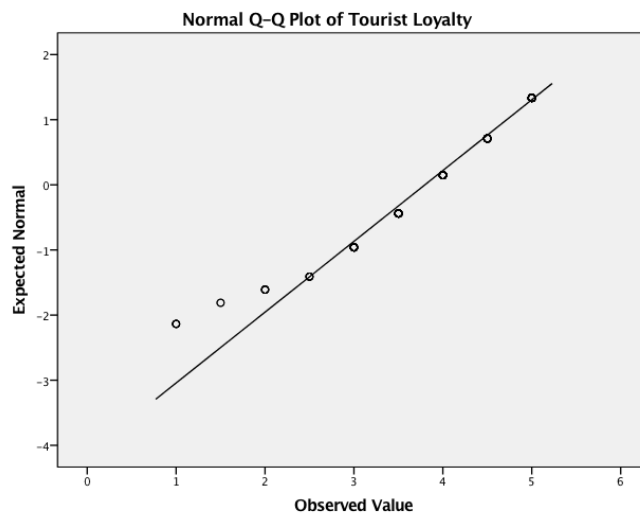


Figure A8.4 - Normal probability plot for 213 cases of tourist loyalty prior to deletion of single outlier  
Source: Author

From the above figures, it can be observed that the values of skewness and kurtosis were consistent as these normal distributions demonstrated skew and kurtosis of zero in the SPSS output (Field, 2009; Pallant, 2016). The normal distribution can be calculated by dividing their values with their standard errors in order to identify the degree of deviation ( $z$ ) for skewness and kurtosis (Hinton, McMurray, & Brownlow, 2014). The assumption of normality is accepted when the values of both skew and kurtosis are within  $\pm 2$ . Based on Table A8.2, the  $z$  value of skewness and kurtosis for TDI and tourist loyalty exceeded the value of  $\pm 2$ . This shows that the distribution for both of these variables was non-normal. As for the Kolmogorov-Smirnov test result, quality of tourism experience and TDC



variables were revealed as not being significant due to the values below the significant threshold of .05. The results indicated violations of the assumption of normality. Despite the violations, these variables can still be considered as 'reasonably normal' due to the accepted normality assumptions for the values of skewness and kurtosis as well as the straight-line exhibited in the normal probability plot.

Table A8.2 - Normality test post for dependent variable of tourist loyalty

Variable	N	Skewness		Kurtosis		Kolmogorov-Smirnov
		Statistic	z	Statistic	z	
Quality of Tourism Experience (Pre-trip, En-route and On-site)	213	-.201	-1.20	-.414	-1.25	<b>.047</b>
Tourism Destination Image	213	.088	0.53	-.900	<b>-2.71</b>	.087
Tourism Destination Competitiveness	213	-.076	-0.46	-.166	-0.50	<b>.041</b>
Tourist Loyalty	213	-.882	<b>-5.28</b>	1.024	<b>3.08</b>	.174

Source: Author

While other variables of TDI and tourist loyalty violate the normality, assumptions are suggested to identify any 'outliers' considering the sensitivity of the regression analysis with scores that are very high or very low (Pallant, 2016). As defined by Tabachnick and Fidell (2013, p. 72), an outlier is "a case with such an extreme value on one variable (a univariate outlier) or such a strange combination of scores on two or more variables (multivariate outlier) that it distorts statistics". Consequently, the outcome of TDI observed no outliers despite the kurtosis value exceeding the value of  $\pm 2$ , whereas the tourist loyalty variable consists of 9 outliers that were later deleted with the objective to improve the skewness and kurtosis result. Table A8.3 shows the new values of skewness and kurtosis of the variables after the outliers from the tourist loyalty had been eliminated. The new values (z) of skewness and kurtosis for tourist loyalty signify normality in spite of the non-significant result of the Kolmogorov-Smirnov test (.05).

Table A8.3 - Normality test post deletion of outlier for dependent variable of tourist loyalty

Variable	N	Skewness		Kurtosis		Kolmogorov-Smirnov
		Statistic	z	Statistic	z	
Quality of Tourism Experience (Pre-trip, En-route and On-site)	204	-.110	-0.65	-.510	-1.50	<b>.041</b>
Tourism Destination Image	204	.074	0.44	-.884	<b>-2.61</b>	.087
Tourism Destination Competitiveness	204	-.003	-0.02	-.088	-0.26	.054
Tourist Loyalty	204	-.229	-1.76	-.391	1.15	.161

Source: Author

The normal probability plot, which was markedly normal after the deletion of the outlier, further supported the results (see Figure A8.5). After the nine outliers' deletion with a total case of 204, all variables were demonstrated as being within the normality assumptions for the statistical descriptors and the normal probability plots.

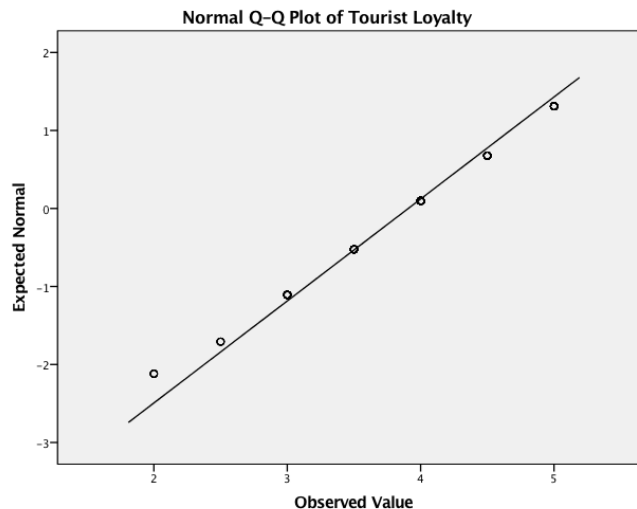


Figure A8.5 - Normal probability plot for 204 cases of tourist loyalty post deletion of nine outliers

Source: Author

This includes TDI; even though the skewness value exceeded the threshold value of  $\pm 2$  and there was no outlier that could be removed to improve the normality, it is still considered as 'reasonably normal'. Therefore, the overall result fulfilled the normality assumption (Figure A8.6).

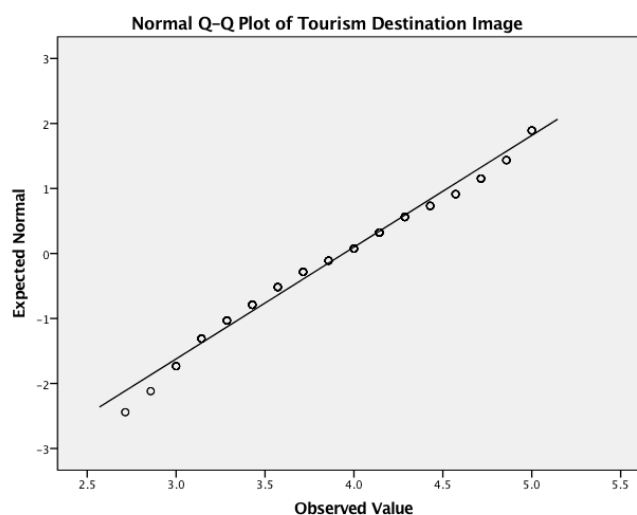


Figure A8.6 - Normal probability plot for 204 cases of TDI  
Source: Author

## 8.5 HOMOSCEDASTICITY AND LINEARITY

Homoscedasticity is an assumption to estimate a model from a given set of data. As stated by Field (2009), homoscedasticity means the residuals at every level of predictor variable have a similar level of variance. Specifically, Pallant (2016: 151) defines “residuals as the differences between the obtained and the predicted dependent variable scores”. In assessing the residuals’ level of variance through the homoscedasticity, it is important to bear in mind that the variance explained in the relationship between independent and dependent variables is not concentrated in only a limited range of independent values (Hair et al., 2010). For this reason, homoscedasticity is important to fully capture the relationship between the dependent and independent variables (Hair et al., 2010). In order to address this assumption, an examination needs to be made of the residual scatterplot, whereby the data is tightly clustered around a trending mean (Hair et al., 2010; Pallant, 2016). The violation of homoscedasticity is known as heteroscedasticity, which is when unequal variance exists across values of an independent variable. Similar to linearity, this can be observed through the residuals scatterplot, which can be achieved when the points are randomly and evenly dispersed (Field, 2009, p. 247). Specifically, the assumptions of linearity and homoscedasticity are met when the overall pattern of the residuals scatterplot is observed as ‘nearly rectangularly distributed with a concentration of scores along the centre (Field, 2009; Pallant, 2011; Tabachnick & Fidell, 2013). Hair et al. (2010) states that the importance of linearity as nonlinear patterns to estimate the actual strength between the independent and dependent variables.

Despite this, Tabachnick and Fidell (2013) highlight that the assumption violation of linearity and homoscedasticity do not invalidate or weaken an analysis.

Accordance to the 204 cases of variables that are associated with TDC as the independent variable, the residuals scatterplot takes on a rectangular shape with no clustering or systematic pattern for quality of tourism experience. The figure shows the assumption of homoscedasticity was met which is similar to TDI as a dependent variable shows a random displacement of scores that indicates the pattern of homoscedasticity and linearity. However, the result for TDC as the dependent variable linked to tourist loyalty shows a 'fairly homoscedastic pattern' with a slight difference in the linearity pattern due to the minor uneven or unsymmetrical dispersed residual plot from the centre (Figure A8.7 to 8.9).

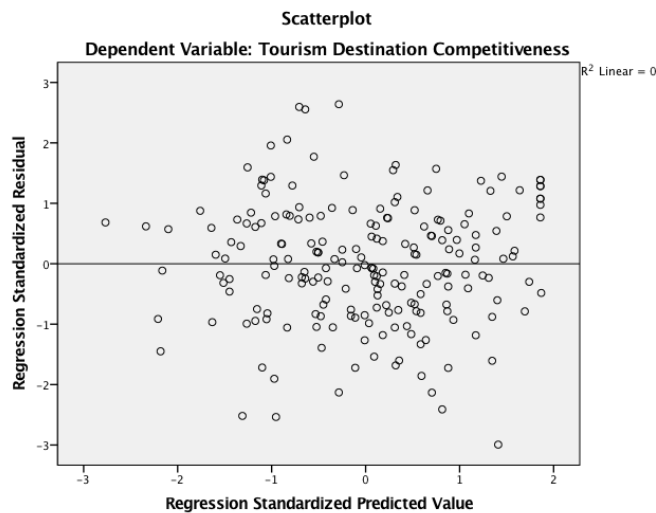


Figure A8.7 - Residual scatterplot of 204 cases of quality of tourism experience and TDC

Source: Author

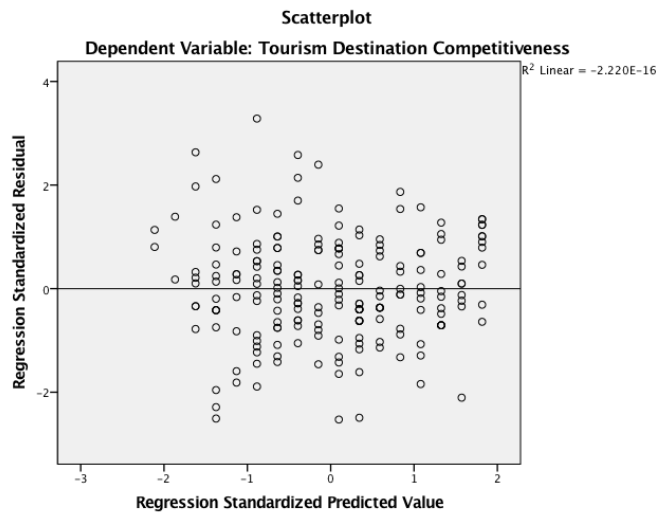


Figure A8.8 - Residual scatterplot of 204 cases of TDI and TDC  
Source: Author

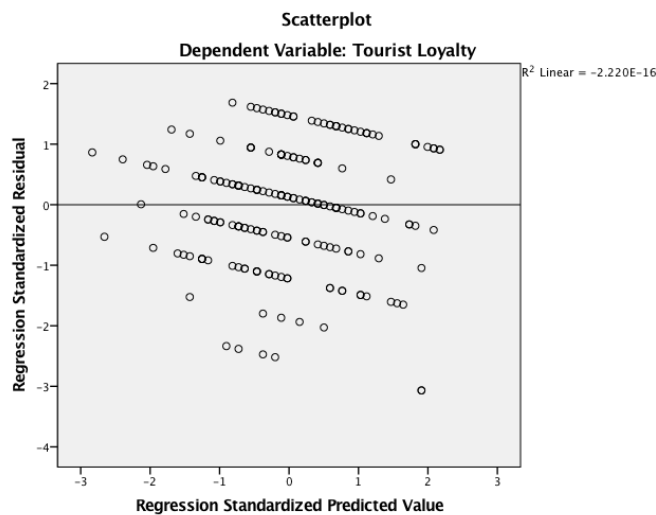


Figure A8.9 - Residual scatterplot of 204 cases of TDC and tourist loyalty  
Source: Author

Given the results, it was evident that in analysis it was appropriate to proceed with the linear and multiple regression and further assess the assumptions (normality, homoscedasticity, linearity, collinearity or multicollinearity, outliers and independence of residuals) after the model estimation (Hair et al., 2010; Tabachnick & Fidell, 2013).

## 8.6 DUMMY CODING OF CONTROL VARIABLES FOR LINEAR AND MULTIPLE REGRESSION ANALYSIS

The importance of control variables in the regression analysis was to minimize the influences on the dependent variables of quality of tourism experience and TDI. The control variables (gender, age, marital status, level of education, employment status, travel companion) are categorical scales of the tourist characteristics.

Dummy coding is important to create variables to represent them for the use of regression analyses (Field, 2009; Sekaran & Bougie, 2010). In other words, dummy coded variables enable the researcher to use the categorical variables in predicting and controlling their effects towards the dependent variable (Hair et al., 2007). To create the dummy variable, one category of the variable needs to be chosen as the reference variable (Field, 2009). The criteria to choose a reference variable is that it should be the group that represents most of the respondents as it might be interesting to compare other groups against the majority (Field, 2009). Then, it is necessary to add as many dummy variables as there are possible values of the variable, minus the reference variable (Hair et al., 2007, p. 386). It needs to be noted that each category is coded as either 1 or 0 (Field, 2009). Using these steps as the main premise, the following Table A8.4 presents the dummy coded variables for all of the control variables that were used in all of the regression analysis in this research.

Table A8.4 - Dummy coded variables of tourist characteristics

<b>Gender</b>				
<b>Reference and Dummy Variables</b>	<b>Reference Variable (Female)</b>		<b>Dummy Variable 1 (Male)</b>	
Male	0		1	
Female	0		0	
<b>Age</b>				
<b>Reference and Dummy Variables</b>	<b>Reference Variable (Below 34)</b>		<b>Dummy Variable 1 (35 and above)</b>	
Below 34	0		0	
35 and above	0		1	
<b>Marital Status</b>				
<b>Reference and</b>	<b>Reference Variable (Single)</b>	<b>Dummy Variable 1 (Married/ Living together)</b>	<b>Dummy Variable 2 (Divorced)</b>	<b>Dummy Variable 3</b>

<b>Dummy Variables</b>						<b>(Widowed )</b>
Single	0	0		0		0
Married/ Living together	0	1		0		0
Divorced	0	0		1		0
Widowed	0	0		0		1
<b>Level of Education</b>						
<b>Reference and Dummy Variables</b>	<b>Reference Variable (Degree)</b>	<b>Dummy Variable 1 (No Formal Education )</b>	<b>Dummy Variable 2 (High School)</b>	<b>Dummy Variable 3 (Short Courses )</b>	<b>Dummy Variable 4 (Diploma )</b>	<b>Dummy Variable 5 (Master)</b>
No Formal Education	0	1	0	0	0	0
High School	0	0	1	0	0	0
Short Courses	0	0	0	1	0	0
Diploma	0	0	0	0	1	0
Degree	0	0	0	0	0	0
Master	0	0	0	0	0	1
<b>Employment Status</b>						
<b>Reference and Dummy Variables</b>	<b>Reference Variable (Employed )</b>	<b>Dummy Variable 1 (Self-employed )</b>	<b>Dummy Variable 2 (Unemployed)</b>	<b>Dummy Variable 3 (Retired )</b>	<b>Dummy Variable 4 (Student)</b>	<b>Dummy Variable 5 (Other)</b>
Employed	0	0	0	0	0	0
Self-employed	0	1	0	0	0	0
Unemployed	0	0	1	0	0	0
Retired	0	0	0	1	0	0
Student	0	0	0	0	1	0
Other	0	0	0	0	0	1
<b>Travel companion</b>						
<b>Reference and Dummy Variables</b>	<b>Reference Variable (Friends)</b>	<b>Dummy Variable 1 (No one)</b>	<b>Dummy Variable 2 (Partner)</b>	<b>Dummy Variable 3 (Family or relatives)</b>	<b>Dummy Variable 4 (Co-workers)</b>	
No one	0	1	0	0	0	
Partner	0	0	1	0	0	
Family or relatives	0	0	0	1	0	
Friends	0	0	0	0	0	
Co-workers	0	0	0	0	1	

Source: Author

## **8.7 ASSUMPTIONS AFTER THE MODEL ESTIMATIONS OF LINEAR AND MULTIPLE REGRESSION ANALYSIS**

The assumptions before analysis required a similar method as mentioned previously for the model estimations. These methods include multicollinearity, outliers, normality, linearity, homoscedasticity and independence of residuals (Pallant, 2016). Specifically, the multicollinearity shows whether there is collinearity in the data in terms of VIF (variance inflation factor) and tolerance statistics (Field, 2009). The existence of high collinear variables will substantially destabilise the result and make it appear as not generalizable (Hair et al., 2010). A VIF value suggests the possibility of multicollinearity is always greater than or equal to 1, while the Tolerance value indicates the multicollinearity is less than .10 (Field, 2009; Pallant, 2016).

The following assumptions can be determined through the normal probability plot (P-P) of the regression standardised residual (normality assumption) and the scatterplot (homoscedasticity and linearity) (Pallant, 2016). In regard to the independence of residuals, the assumption has an effect of carryover from one observation to another, thus making the residual not independent (Hair et al., 2010). Autocorrelation appears when the residuals are not independent from each other. This can be tested using Durbin-Watson's test, which identifies when the rule of thumb values of less than 1 or greater than 3 show cause for concern (Field, 2009).

Finally, the assumptions for outliers can be checked through the measurement of distance produced by the multiple regression program and the scatterplot using the Mahalanobis (Pallant, 2016). As suggested by Tabachnick and Fidell (2007), the outliers are cases that have a standardized residual of more than 3.3 or less than -3.3. The Mahalanobis distance can also be recognized by a reading of the critical chi-square value using the number of independent variables as the degrees of freedom (Pallant, 2016). Table A8.5 exhibits the list of these variables as adapted from Tabachnick and Fidell (2007) (cited in Pallant, 2011) book. Apart from this method, the value for the Cook's distance can also be used if the value of the Mahalanobis distance exceeds the critical value. Cases where the Cook's distance is greater than 1 may have potential undue influence on the overall



model estimation where the identification and deletion of the offending cases need to be considered.

Table A8.5 - Number of independent variables and chi-square critical value with alpha level .001

Number of Independent Variables	Critical Value
2	13.82
3	16.27
4	18.47
5	20.52
6	22.46
7	24.32

Source: Adapted from Pallant (2011), which is extracted from Tabachnick and Fidell (2007).

### 8.7.1 QUALITY OF TOURISM EXPERIENCE, TDI AND TDC

An inspection of the normality probability plot shows that most of the slopes are closely following the normal curve (refer Figures A8.10), while the residual scatterplot presented in the following Figure A8.11 exhibits reasonable homoscedastic and linearity patterns.

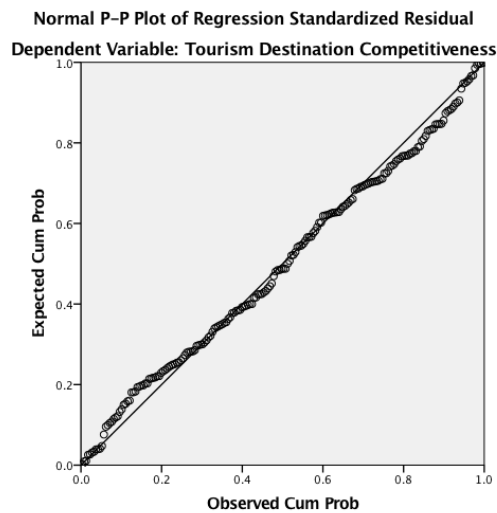


Figure A8.10 - Normal probability plot for hierarchical linear regression analysis of quality of tourism experience, TDI and TDC (204 cases)

Source: Author

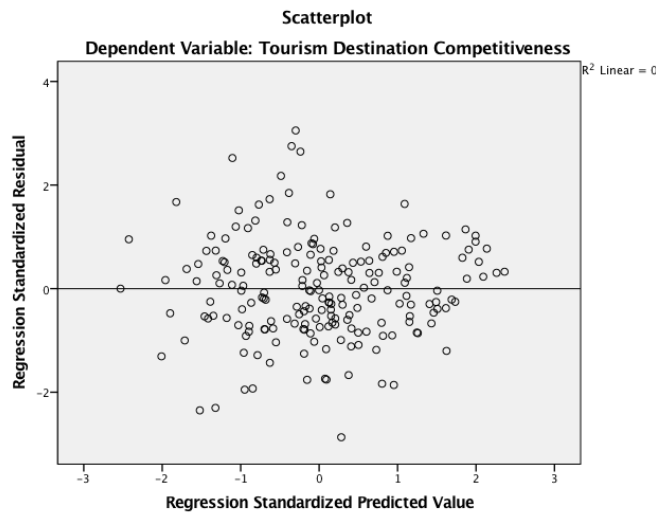


Figure A8.11 - Residuals scatterplot for hierarchical linear regression analysis of quality of tourism experience, TDI and TDC (204 cases)

Source: Author

The assumption of the independence of residuals was met with the value of Durbin-Watson at 1.647. The multicollinearity assumption was also met with the Tolerance and VIF values for all of the two dimensions being within the cut-off limits (Quality of tourism experience: Tolerance=.86, VIF=1.16; TDI: Tolerance=.91, VIF=1.10). As regards to the outliers, Mahalanobis was first observed and there were 81 cases that exceeded the maximum value of 13.82 for the former (for the analysis of two independent variables of quality of tourism experience and TDI). Subsequently, the Cook's distance was utilised for the 81 cases and it was observed that no case was greater than 1. Hence, this indicates that the result is acceptable.

### 8.7.2 TDC AND TOURIST LOYALTY

Based on Figure A8.12, the normal probability plot indicates normality of the data distribution as most of the residuals closely follow the straight diagonal line of normal distribution. As for the residuals scatterplot, the points are randomly and evenly dispersed throughout the plot, which indicates that the assumptions of linearity and homoscedasticity have been met (see Figure A8.13).

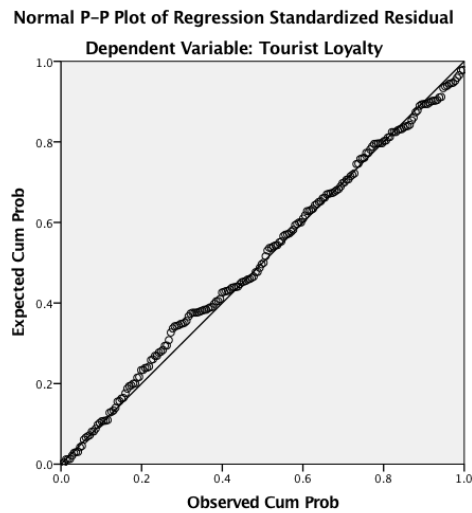


Figure A8.12 - Normal probability plot for hierarchical linear regression analysis of TDC and tourist loyalty (204 cases)

Source: Author

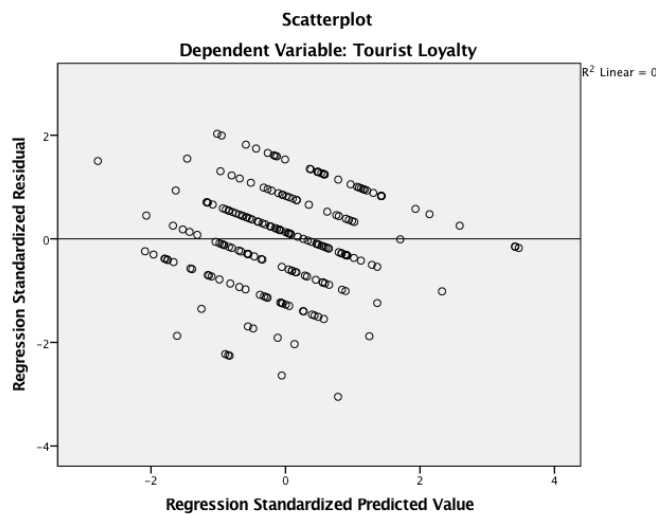


Figure A8.13 - Residuals scatterplot for hierarchical linear regression analysis of TDC and tourist loyalty (204 cases)

Source: Author

In terms of the autocorrelation, the value of Durbin-Watson was recorded at 1.959, indicating independence of the residuals. With regards to the Tolerance and VIF values, all of the variables tested met the requirement of the cut-off limits (TDC: Tolerance=.90, VIF=1.11).

### 8.7.3 QUALITY OF TOURISM EXPERIENCE, TDI AND TOURIST LOYALTY

The normal probability plot in Figure A8.14 indicates a normality of the data distribution as most of the residuals closely follow the straight diagonal line of normal distribution, while in the residuals scatterplot, the points are randomly and evenly dispersed throughout the plot, which indicates that the assumptions of linearity and homoscedasticity have been met (see Figure A8.15).

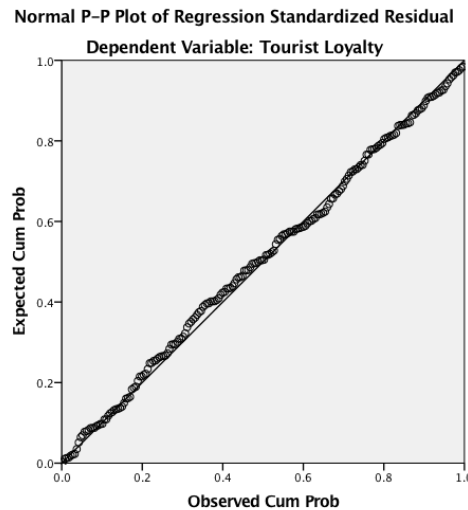


Figure A8.14 - Normal probability plot for hierarchical linear regression analysis of quality of tourism experience, TDI and tourist loyalty (204 cases)

Source: Author

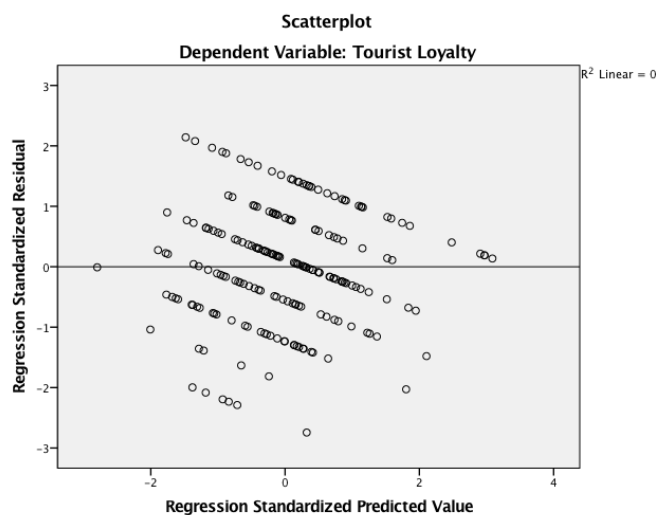


Figure A8.15 - Residuals scatterplot for hierarchical linear regression analysis of quality of tourism experience, TDI and tourist loyalty (204 cases)

Source: Author

The assumption of independence of residuals is problematic with the value of Durbin-Watson at 1.97. However, the Tolerance and VIF values for all of the two

dimensions were within the cut-off limits (Quality of tourism experience: Tolerance=.86, VIF=1.16; TDI: Tolerance=.91, VIF=1.10).

#### 8.7.4 TOURISM DESTINATION IMAGE, TDC AND TOURIST LOYALTY

The normal probability plot in Figure A8.16 indicates that most of the residuals are closely following the straight diagonal line of normal distribution. In regard to the residual scatterplots, the homoscedastic and linearity pattern has a reasonable dispersion of the residual plots (Figure A8.17).

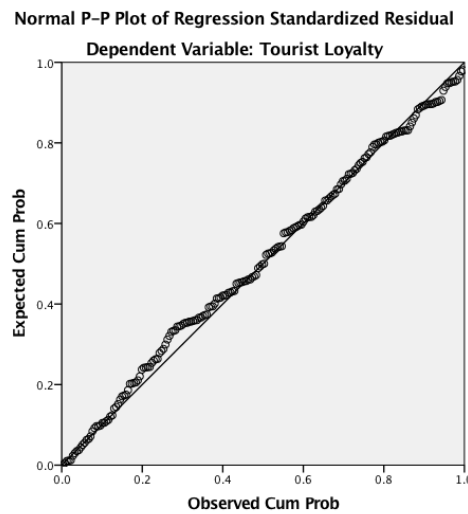


Figure A8.16 - Normal probability plot for linear regression analysis of TDI, TDC and tourist loyalty (204 cases)

Source: Author

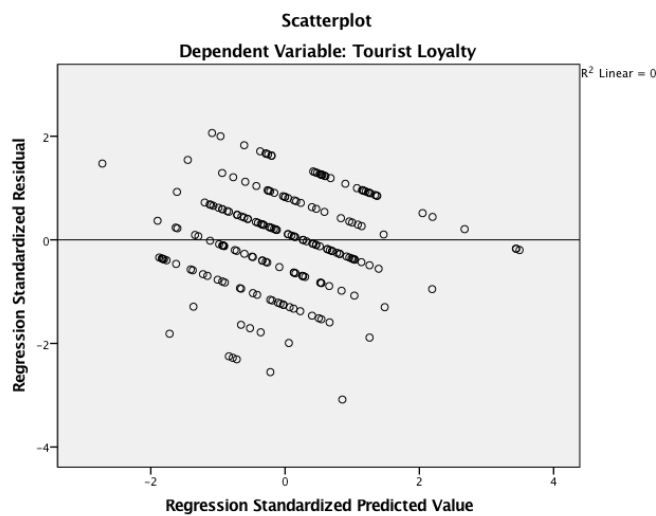


Figure A8.17 - Residuals scatterplot for linear regression analysis of TDI, TDC and tourist loyalty (204 cases)

Source: Author

As for the outliers, there were no cases that exceeded the Mahalanobis and Cook's distances. In addition, there was also no indication of multicollinearity since all of the values of Tolerance and VIF met the cut-off limits. In terms of the independence of residuals, the Durbin-Watson statistic was recorded at 1.961, indicating no sign of autocorrelation.