Exploring the Determinant Factors Structure that Influences the Intention of Sustainable Tourism Destination: Case Study of Sumai Hotel and Apartment Sdn. Bhd.

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Abstract

No doubt image of a destination is one of the important determinants influencing tourists to choose a specific tourism destination. A sustainable tourism destination is an interesting product that is found in Terengganu. The present study explores the determinant factors structure that influences the sustainable tourism destination at Sumai hotel and Apartment Sdn. Bhd., Malaysia. This study is designed using a quantitative approach through a self-administered questionnaire to local tourists and guests at Sumai hotel and Apartment Sdn.Bhd. The design of the questionnaire is 5 Likert scale and demographic categories. A total of 353 tourists and guests stayed at Sumai Hotel and Apartments Sdn. Bhd. have participated in this study. The data were analysed using exploratory factor analysis with principal component (PCA) by assisting SPSS-25. The analysis result indicates four factors produced by using rotated component analysis: environmental attitude, destination image, perceived service quality and intention to sustainable tourism destination. We found that good feedback and promising insights from the viewpoint of the hotel guest. They have varying consequences, repercussions, and extend knowledge in giving the statistical evidence from Sumai Hotel and Apartment customer's perspective on sustainable tourism destination in Terengganu.

Keywords
Sustainable tourism destination, destination image, service quality, environmental attitude, Hotel and Apartment, exploratory factor analysis (EFA)

1. Introduction
As one of the leading service industries in the global economy and the impetuous movement, tourism is one of the world's fastest-growing industries and a major income source for many countries. Tourism is continually hastening the globalisation and support being a people-oriented industry. Tourism also provides many jobs which have helped revitalise local economies. Tourism contributed RM84.1 billion to the national economy in the year of 2019. The Terengganu State is targeting 6.5 Million tourists by 2025, while the Malaysia government in 2020 will have Septennial event for targeting 30 Million tourists and 168 Billion tourist receipts. This stated record proved that tourism represents one of the profitable industries and wealth creation. This industry not only generated considerable

foreign exchange revenues but contributed to the overall outputs of the socio-economic development and employment to most of the countries (Giap, Gopalan & Ye, 2016; Nurbaeti, Damanik, Baiquni & Nopirin, 2016)

The factors that determine the comparative advantage are mostly related to the tourist destination's resources, such as the tourism image, climate, the countryside, cultural wealth, and distance from the countries of origin (Harahap et al., 2019; Supriatna et al., 2019). However, the competitive advantage is determined by a set of factors. It ranges from the price level in the structure of the tourism sector, the management of its companies and the characteristics of the environment in which they operate, including factors such as the quality of tourism products, sustainability, tourist satisfaction, infrastructures, human capital, etc. Due to the different nature of destinations or the purpose/types of tourism activities, it's hard to measure, evaluate, and compare destinations. In many cases, they are unique in their features and cannot be considered identical (Prebensen et al., 2014). Therefore, if we analyse tourism destinations' competitiveness, it is necessary to investigate visitors' level of satisfaction and the tourism image as a paradigm of destination competitiveness in the global tourism market.

This concept is imperative because there is a strong link between destination competitiveness and satisfaction, repeat purchasing behaviour, destination image, consumer loyalty, and word-of-mouth recommendation (Vasilevich & Czetyrbok, 2015). The expansion of middle-class countries in emerging economies, most notably China and India, has fueled tourism growth. With these changes, the effects on the nature of travel consumption and opportunities and challenges for the tourism industry are apparent (WTO 2016). In particular, the demand for tourism has increased, and new tourist destinations have emerged, competition in the tourism sector has intensified (Crouch 2011; Getz and Brown, 2006).

Tourism is defined as an industry associated with leisure and travel (Cunha & Cunha, 2005). It is considered one of the world's top and fastest-growing sectors that contributes significantly to the country's economic growth and the economic benefits of local communities (Osman & Sentosa, 2013). Tourism has experienced tremendous growth over the past few decades, as visitors seek places to relax and relieve their stress (Lin & Yeh, 2013). Rural tourism has attracted increased attention from governments, non-governmental organisations (NGOs), and industry players because it plays an important role in leading economic activity and helps increase communities' income (Egbali, Nosrat, & Alipour, 2011). Ultimately, the quality of all forms of tourism in Malaysia must attain the minimum standards of tourist satisfaction if repeated visits are expected to help the nation achieve its objective. The Malaysian rural tourism sector is growing as a nation prosperous with its multicultural and biodiversity to become an important tourism industry segment (Lo, Mohamad, Songan, & Yeo, 2012). Peninsular Malaysia and East Malaysia (Borneo Island composed of Sabah and Sarawak) have one of the region's best ecotourism destinations (Lifestyle Asia, 2012). Most of those world-class destinations are situated in Malaysia's rural landscape. Rural tourism includes a wide range of attractions and activities generally occurring in agricultural or nonurban settings (Lanea, 1994; Frochot, 2005). The OECD describes rural tourism as tourism in the countryside (as cited in Reichel, Lowengart, & Milman 2000). The Malaysian government introduced this concept during the Seventh Malaysian Plan (1996-2000) as a new form of tourism.

The Rural Tourism Master Plan has established in 2001, which defined rural tourism as: 'tourism that offers visitors the opportunity to visit rural areas and rural attractions and experience Malaysia's culture and heritage, thus providing local communities with socio-economic benefits. Urban tourism is seen as a valuable and growing segment of the tourism industry, providing a major income source for rural economies. Some of the significant contributions of urban tourism are economic growth, socio-cultural development, conservation and enhancement of both the natural and built environment and infrastructure. Rural destinations are less frequented by visitors than well-known cities or popular holiday resorts. They have more to give than urban destinations as they are vast, less crowded, and have greener areas for people to relax and find a place for peace and tranquillity; qualities that people worldwide are intensively searching for when selecting the destination for tourists.

The satisfaction of customers is one of the important determinants of the organisations' quality management. Hence, understanding their customers' perceptions and expectations from the tourism industry is a major challenge for rural destinations. Scholars in the past have described the quality of service in several ways. Service quality compares consumer expectations perceptions and their perceptions of the actual service they receive (Grönroos, 1984; Parasuraman et al., 1985). A study by Roest and Pieters (1997) defined the quality of service as a relativistic and cognitive difference between experiential norms and performance on service benefits. Service quality is often seen as an attitude reflecting an overall long-run assessment (Cronin and Taylor, 1994; Taylor and Cronin, 1994; Hoffman and Bateson, 2001). Cai (2009) notes that delivering quality goods and services to consumers is becoming increasingly necessary due to competitive global competition. Quality is usually characterised in terms of customers' or stakeholders' satisfaction. One of the determinants of an organisation's performance is how customers regarded the resulting service quality as the primary driver of perceived value (Collart, 2000; Kumar et al., 2009). Sigala and Christou (2006) assume that service organisations have changed at both macro and micro-level. Consumers are

becoming less loyal but more receptive and discerning in terms of quality. Hence, satisfying the needs of customers is vital to the survival of a business. According to Ganeshasundaram and Henley (2007), focusing on market needs is important as it is a prerequisite for a successful business (Barabba, 1995) and meeting customer needs is a distinctive feature of a successful business (Stevens et al., 1997). In line with the above elaboration, this study is written to explore determinant factors structure that influences the sustainable tourism destination at Sumai hotel and Apartment Sdn.Bhd., Malaysia.

2. Literature Review

The growth of Malaysia's tourism industry has contributed from various marketing and promoting efforts made by the Malaysian government. It is not surprising if many states or local communities throughout Malaysia will venture into the tourism industry or new niche tourism to rejuvenate the local economies. Tourism Industry from the global point of view. Before highlighting the tourism industry overview in Malaysia, it is worth to touch a little bit on the global tourism. In line with this, the tourism industry is renowned as one of the leading service industries in the global economy and the impetuous movement of it in hastening the globalisation and support the income-generating to the most countries is undeniable (Esmail, 2016; Ranabhat, 2015; Ekanayake & Long, 2012). According to World Travel and Tourism Council (2016), the total travel and tourism industry's total contribution to the global economy was USD 7.17 trillion in 2015 which made up 9.8% of the gross domestic product. This stated record proved that tourism represents one of the profitable industries and wealth creation, where it is highly contributing to economic development. This industry generated considerable foreign exchange revenues and contributed to most countries' socio-economic development and employment (Giap, Gopalan & Ye, 2016; Nurbaeti, Damanik, Baiquni & Nopirin, 2016). The World Tourism Organization (WTO, 2015) predicts that worldwide visitor arrivals will exceed one billion by 2017, driven by increases in population, life expectancy, migration, and family structures changes.

Globally, the competitive environment requires concerted efforts to manage and promote tourist destinations to build an appealing portfolio in tourism products and services at the local level. In other words, the development and strategic planning of the destination image can be one of the key sources of competitive advantage and one of the key elements of the tourist destination choice process (Gallarza et al., 2002; Lee et al, 2006; Kavoura, 2014). Therefore, in other to market a destination, there is a need to change the focus and shift it from a destination to a tourist per se. Urban and sustainable tourism refers to countryside activity, and tourism is known as one of Malaysia's priority of rural planning tools (Liu, 2006). It is known that tourism has contributed to the development of individual welfare (local communities), traveler experience and income from the country (Peptenatu, Pintilii, Draghici, & Stoian, 2009). The main challenges facing Malaysia tourism industry have been elucidated by past researchers as an image (Phang, Liew, Cheuk, & Razli, 2009). Thus, the image and strategies are used for the targeted areas should be emphasised in promoting the tourism destination. In the past, several studies have highlighted the importance of the environmental component to the sustainability of the tourism industry (Hanafiah, M. H., & Zulkifly, M. I. (2019). and the development of the competitiveness strategy for the destination (Kim, 2012).

Moreover, major cultural and heritage attractions (e.g., crafts, cultural amenities) also play a pivotal role in the rural tourism industry and allow communities to increase their income (Rahmani, Hajari, Karimian, & Hajilo, 2013). Throughout this study, rural tourism is described as a rural tourist destination that is largely dependent on the natural environment and engages with various local activities. It is based on the preservation of historical heritage, customs and traditions, and different arts and cultures of local communities that allow tourists to experience natural experiences during their visits (Ramakumar&Rajashree, 2008). Past researchers (e.g., Chen & Tsai, 2007; Dmitrović, Cvelbar, Kolar, Brencic, Ograjenšek, & Žabkar, 2009; Huang, 2011; Jamaludin, Johari, Aziz, Kayat, & Yusof, 2012; Kumra, 2008; Rajesh, 2013; Zhu, 2011) never ruled out the quality of service problems in the tourism field. Addressing a good tourism destination quality is one of the most critical components for gaining customer loyalty (e.g., Said, Shuib, Ayob, & Yaakob, 2013; Shonk, 2006) longterm role in today's highly competitive market climate.

Sustainable Tourism Destination, and more precisely sustainable mobility and energy, can attract tourism destinations themselves. Heslinga (2019). Sustainable tourism is very important to ensure development positively impacts the environment besides benefiting local people socially and economically. Environmental Attitudes Eco-labels attract tourists with a higher level of ecological motivation. It contributes to a higher perception of all attributes referring to service quality and investment in the eco-label will probably improve the tourist market's attractiveness and competitiveness (Bucar, 2017). Destination Image Tourists who have positive concern for environmental protection, weather changes and environmental effects are more likely to be engaged with a destination image of local cultural-environmental. Sensitivity and thus have a higher intention to experience ecotourism and revisit (Huang, 2019). Perceived Service Quality attracts tourists with a higher level of ecological motivation. It contributes to a higher perception of all attributes referring to service quality and investment in the eco-label will probably improve the tourist market's attractiveness and competitiveness (Bucar, 2017).

3. Materials and Methods

This study employs a cross-sectional research design to investigate the objective of this research. This study is designed using a suitable approach since it used the closed-ended questionnaire to measure the targeted variables. This questionnaire was distributed to 353 respondents who stayed as customers at Sumai Hotel and Apartment Sdn Bhd. For data collection procedures, face-to-face data collection procedures are used with strict social distancing guidelines (Creswell, 2014; Saunders et al., 2009) were used. We analysed the sample size determination by using the G-Power analysis. The respondents' number can be assumed as an optimal sample size to make an inferential regression statistics procedure since the minimum sample size calculated by G-Power analysis was 119 samples for three independent variables. For data analysis techniques, we use Exploratory Factor Analysis (i.e. EFA) using the Principal Axis Factoring (i.e. PAF), and Direct Oblimin rotation was conducted first. The purpose of conduct this analysis because this analysis can be used as a tool for validity and refinement of items used in this study (Hair et al., 2010). As for ensuring the covariance matrix among the items sufficient and not an identity matrix, Kaiser-Meyer-Olkin (i.e. KMO) index should be greater than .60 (Field, 2009) and also the Bartlett's Test of Sphericity should be significant (Pallant, 2010). Hence the EFA analysis can be proceed.

Thompson and Daniel (1996), suggested using multiple criteria to determine the numbers of factors or variables should be extracted. Only factors with eigenvalue greater than 1.00 are retained (Hair, et al., 2010; Tabachnick and Fidell, 2007). However, Watkins (2006) suggests that, if eigenvalues from Kaiser's criteria exceed the parallel analysis simulated eigenvalues, that factor should be retained in the analysis. Besides that, the percentage of the variance explained should be more than 60.0% can be used for determining the numbers factor or variable should be extracted (Hair et al., 2010; Thompson and Daniel, 1996). The items' validity, factor loading, and communalities values should be more than .50 were considered the practically significant contribution toward their respective variable or factor (Hair et al., 2010). Using .50 as the threshold because it wants to get a highly confident and high adequate level about the variables extracted from this EFA was meaningful distinct variable. The items were valid. Lastly, the internal test of consistency items grouped from the EFA will be analysed using Cronbach's Alpha reliability test. Nunnally and Bernstein (1994) suggested that the cut-off 0.70 is above to indicate the grouped items were reliable.

4. Results and Discussion

4.1 Demography Profile of Respondent

Table 1 below the respondents' distribution based on the gender indicated that about 78.5% of the respondents were male respondents, whereas 21.5% of the respondents were female respondents, hence it is indicated that, male respondents were the majority respondents participated in this study. Besides that, most of the respondents were Malay (97.7%) and a married (65.7%) marital status. On the other hand, it can also be concluded that most of the respondents who participated in this study were in the range of 21 years old to 40 years old (50.7%). In contrast, respondents who are in the ranged of 41 years old and above (17.8%) can be considered as minority groups of age. Also, in terms of nationality status, most respondents who participated in this study were Malaysian (99.2%) citizens, and most of the respondents had a monthly income around RM 100 to RM 5000 (58.9%). Respondent has a monthly income of less than RM 1000 (21%) and can be considered the second highest monthly income group.

Table 1: Respondents Profile

Profile	Frequency	Percentage
Gender		
Male	76	21.5
Female	277	78.5
Race		
Malay	345	97.7
Chinese	2	0.6
Indian	1	0.3
Others	5	1.4
Age		
18-20 years old	111	31.4
21-40 years old	179	50.7
41 years old and above	63	17.8
Nationality		
Malaysian	350	99.2

Foreigner	3	0.8
Marital Status		
Married	232	65.7
Single	119	33.7
Not Answered	2	0.6
Monthly Income		
Less than RM 1000	74	21.0
RM 1000 – RM 5000	208	58.9
RM 5001 – RM10000	66	18.7
More than RM 10000	3	0.8
Not Answered	2	0.6

4.2 Assessment of Validity and Reliability Analysis

Table 2 shows the summary results of multiple criteria used to determine the number of variables that should be extracted. The analysis indicated that, by referring to the eigenvalue, the analysis indicated that, there are four variables needed to extracts since only the first four eigenvalues were greater than 1.00 (i.e. 6.134, 3.727, 1.155 and 1.066) and also exceeded the first four simulated eigenvalues from the parallel analysis (i.e. 1.213, 1.195, 1.095 and 1.032). It is also supported by the cumulative percentages of variance explained, where the cumulative percentage of variance explained for the factors to be extracted from these four variables structure were above 60% (i.e. 60.41%). Hence it is confirmed that four variables should be extracted.

Table 2: The result of Rotated Components Matrix

Component Number	Eigenvalue (Kaiser's Criteria)	Parallel Analysis Simulation Eigenvalue	Cumulative % Variance Explained
1	6.134	1.213	24.35
2	3.727	1.195	38.99
3	1.155	1.095	50.78
4	1.066	1.032	60.41
5	0.923	1.003	-
6	0.899	0.995	-

Table 3 shows the EFA analysis results for the twelve items by using the combination of PAF extraction method and the Direct Oblimin rotation method. The KMO index for this analysis was .881, and the Bartlett's Test for sphericity for this set of items was largely significance (X^2 (190) = 3255.94, p< .01). Therefore, it can be concluded that the covariance matrices for these twenty items were not identity matrices; hence the items can be used for EFA analysis purposed. By referring to the same table (i.e. Table 3), the analysis indicated that all items were exceeding the threshold value of .50 (Range: .503 to .839) factor loading and also having communalities value for at least .50 (Range: .501 to .749) and were maintains at their respective variables. Also, all these four extracted variables having a similar group item and were names as Environmental Attitude (Cronbach's Alpha = 0.751), Destination Image (Cronbach's Alpha = 0.799), Perceived Service Quality (Cronbach's Alpha = .889) and Intention to Select Sustainable Tourism Destination (Cronbach's Alpha = 0.746). These grouped items can be considered as having an acceptable reliability level since all the Cronbach's Alpha values were above .70. Therefore, all these twenty items can be considered valid and reliable for measuring this study's targeted variables.

Table 3: Summary results of EFA

Factors and Items Included	Factor Loading	Communalities
Environmental Attitude		
I would be very sad if local cultures in Malaysia would lose some of their originality because of tourism development	0.511	0.501
It is important to protect the environment	0.811	0.711

In my opinion, it is important to conserve the natural resources	0.839	0.739
I am concerned about long-term of the environment	0.793	0.690
I care about reducing harm to the environment	0.714	0.586
Eigenvalue = 3.727, % variance explained = 14.64%, Cronbach's alpha = 0.751		
Destination Image		
The accommodation facilities in hotel in Malaysia are sufficient	0.816	0.749
Malaysia has leisure and rich facilities	0.724	0.703
The environment in Malaysia is clean and hygiene	0.503	0.516
The natural environment in Malaysia is protected in a good way	0.605	0.532
Malaysia offers historical and cultural attractiveness	0.564	0.501
Tourism in Malaysia is well planned	0.774	0.612
Eigenvalue = 1.066, % variance explained = 9.63%, Cronbach's alpha =0 .799		
Perceived Service Quality		
The tourism destination in Malaysia provides services in a timely manner	0.753	0.634
Quality of services of tourism in Malaysia is good value for money	0.768	0.659
Hotel operators in Malaysia provide a good warranty and always response to the tourist request	0.815	0.705
Tourism services in the sustainable tourism destination especially nature is reliable	0.803	0.673
The destination of hotel in Malaysia is safe and secure	0.800	0.659
Eigenvalue = 6.134, % variance explained = 24.35%, Cronbach's alpha =0.889		
Intention to Sustainable Tourism Destination		
I am willing to travel and tour within the area of sustainable tourism destination	0.580	0.505
I am committed to travel and tour within the area of sustainable tourism destination	0.606	0.512
I am interested to have vacation within the area of sustainable tourism destination	0.791	0.661
There is high chance that I would travel and tour within the area of sustainable tourism destination	0.770	0.679
Eigenvalue = 1.155, % variance explained = 11.79%, Cronbach's alpha = 0.746		

Before conducting the EFA analysis, extremely non-normal data distribution and extremely outliers value can affect the analysis outcome (Hair et al., 2017; Field, 2019; Ong and Puteh, 2017) these two situations can give a high standard error of parameter estimates. Therefore, Skewness and Kurtosis statistics used to examine the data distribution and the presents of the outliers in the data. By examining both statistics values, the data can be considered approximately normally distributed and no presents of extremely outliers since Skewness (Range: -0.671 to 0.438) and Kurtosis (Range: -0.125 to 0.778) statistics for these twenty items are in the range of +1.0 (Hair et al., 2017). Hence, no single items are from the original twenty items were dropped from this analysis. Therefore, based on this statement, the reader should know that this analysis was conducted only once because at the first running of EFA analysis, all these twenty meet the researcher's minimum cut-off 0.5 set.

5. Conclusion
Based on study findings, we conclude that the result of EFA and Cronbach's Alpha analysis meet the minimum requirement of both analyses; hence, the instrument used to measure the targeted variables in this study was valid and reliable. Using Pearson's correlation analysis, we confirmed a positive bivariate relationship with a highly significant association ($p < 0.01$). Therefore, it can be concluded that, if one of the independent variables was increasing or a better agreement in the average opinion, then the effect to the dependent variable will be in a positive direction. The finding offered important managerial implications for the hotel owner and tourism destination managers understanding what customer's perception of sustainable tourism. This research result contributes to extend knowledge in giving the statistical evidence from Sumai Hotel & Apartment Sdn. Bhd., from the customer's perspective on tourism destination in Terengganu, Malaysia.

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