

AN INVESTIGATION OF TOURISTS' DESTINATION IMAGE, SATISFACTION AND DESTINATION LOYALTY: BATU FERRINGHI BEACH, PENANG

Goo, Y.M., Yew, X.T., and *See, S. F.

School of Hospitality, Tourism & Culinary Arts
KDU College Penang
32, Jalan Anson, 10400 Georgetown, Penang, Malaysia

siaufern.see@kdupg.edu.my

ABSTRACT

This study compares local and international tourists regarding to their perception towards destination image, overall satisfaction and destination loyalty with their visit(s) to Batu Ferringih Beach, Penang. This research was also conducted to examine the relationship between destination images, tourist satisfaction and destination loyalty towards Batu Ferringhi. The data were collected from 254 local and international tourists at Batu Ferringih Beach from August to September 2013 by using convenience sampling technique. Local and international tourists differed in their views of Batu Ferringih in the aspect of safety, cleanliness, scenic and tourists' satisfaction. Both groups would revisit Batu Ferringih and recommend Batu Ferringih to others. Regression analysis revealed that three destination image including safety, cleanliness and scenic has a direct effect on tourists' satisfaction and destination loyalty and tourists' satisfaction has a direct effect on destination loyalty.

Keywords: tourist satisfaction, destination loyalty, destination image, Batu Ferringhi Beach

Introduction

Batu Ferringhi is one of the main attractions in Penang, dotted with hotels, resorts, and spa and night market along the road in Batu Ferringhi. Night market in Batu Ferringhi has become one of the specialties that attracted tourists to visit Batu Ferringhi. Motorized water sport activities were well established in Batu Ferringhi including the parasailing, jet skiing and banana boat (Island of Malaysia, n.d). Batu Ferringhi beach was the most beach resort located. Most of the hotels and resorts have achieved 65% of occupancy rate which increase 10% compared to previous, year 2009. Most tourists will choose their stay near to marine (Penang's A Draw for Holiday Crowd, 2011). It revealed that the tourist arrival to Batu Ferringhi is high.

However, there was an argument stated that Batu Ferringhi is at the risk for the tourist (Batu Ferringhi at Risk of Losing Visitors, 2012). Water sports activities were banned by government due to the incident of water sports accidents. New safety guideline has proposed by the state government. In one of water sports incidents, tourists were injured due to no emergency measures and emergency units in Batu Ferringhi. Penang Water Recreation Association chairman has admitted the safety level of water sport activities in Penang had not reached the international standard and the equipments were running old (Marzukhi, 2012). Furthermore, Director of Communications of Rasa Sayang Resort & Spa, Suleiman Tunku Abdul Rahman, disclosed that the fearful dog, litter and noise and environment pollution might affect the tourists' satisfaction and destination loyalty (Batu Ferringhi At Risk of Losing Visitors, 2012). Therefore, it raised a question for the researcher to investigate the tourists' satisfaction and destination loyalty in Batu Ferringhi.

The objectives of this study were to compare local and international tourists regarding to their perception towards destination image, overall satisfaction and destination loyalty with their visit(s) to Batu Ferringih Beach, Penang and examine the relationship between destination images, tourist satisfaction and destination loyalty towards Batu Ferringhi.

Literature Review

Destination image is tourist impression towards a destination. Echtner and Ritchie (2003) stated that destination image was based on destination attributes and holistic. Mohammad, Ali and Ghani (2011) expressed that destination images influenced by tourist satisfaction it turn to effect on destination loyalty. Thongkundan and Promsivapallop (2012) highlighted that tourist destination image perceived was influenced by natural and cultural environment, social and safety environment as well as tourist attraction and infrastructure.

Kovari and Zimanyi (2011) highlighted that safety is an imperative to act, protect tourist and assets in tourism industry. It has made up few components such as political security, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information and quality assurance of service. Anastassova (2011) expressed that tourist took safety and security as the main concern issue while making their decision to a destination. High risk of the destination would decrease tourists' interest to visit. There was a previous study proved that Malaysian tourist prefer to travel in budget, healthy and safety. Han (2005) stated that any novelty seeker or any person who has visited to a destination prefer to have low level of risk of perception during their vacation. Wichasin and Doungphummes (2012) expressed that the chances of safety issues were highly happened if only there was too crowded of tourist spot. Authorities must have given the tourism safety information or guidelines to the tourists. Sönmez and Graefe (1998) revealed that tourist often used their lifetime travel experience and perception to determine and judge the risk of a destination. Therefore, the hypothesis to be study was: Tourist satisfaction has positive relationship with safety.

Shaughnessy (2012) defined cleanliness as an object, place, anything that was free of dirt, dust, pollution, contamination and disease. The cleanliness of beach was very important to ensure the interest of tourists to visit as well as the customer service quality. Ballance, Ryan and Turpie (2000) revealed that researchers often refer beach attribute to examine the cleanliness of a destination. Vilnai Yavetz and Gilboa (2010) had mentioned that cleanliness was always interrelated to tourists' feeling of pleasantness, trust on the service provided, prestige attributes and behavioral approach. Pleasantly will definitely make the tourists happy. Expectation of cleanliness and perceived of cleanliness were totally different. Hence, tourist will feel more satisfied with services if there was only minor level of uncleanliness. According to Vilnai-Yavetz and Gilboa (2010), tourist loyalty will be assured if only the cleanliness maintained and improved. Thus, the hypothesis to be studied was: Tourist satisfaction has positive relationship with cleanliness. Chen, Chen and Basman (2009) stated nature scenic area provides not only recreational yet ecological and education purpose. Therefore, tourist's perception towards environment can be used as experience to develop education outline. Moreover, it can improve their environmental awareness of scenic area by providing the environmental activities.

Tribe and Snaith (1998) highlighted that tourist satisfied with their destination image which indicated the tourist has the degree of tourist's destination loyalty. A previous study in Cape Town, Prayag (2008) has proved that positive image of the destination and high satisfaction level could enhance the destination loyalty. In addition, he found that overall positive destination image contributed to high satisfaction levels and destination loyalty. A research in Kengtin in southern in Taiwan has indicated that destination image and satisfaction were the most critical to influence tourist destination loyalty (Chen & Tsai, 2007).

Mendes, Valle, Guerreiro, and Silva (2010) has highlighted that the relationship between tourist satisfaction and destination loyalty is strongly connected. In the case of the Balearic Islands, Alegre and Cladera (2009) have revealed that the relationship between the tourist satisfaction and destination loyalty is related. The relationship between tourist satisfaction and destination loyalty is connected by exploring the case of business tourists visiting to Tirgu-Mures, Romania (Oroian, 2013). Mahadzirah, Abdul and Nur (2011) found that scenery on Malaysia have strong relationship to influence the tourist satisfaction and destination loyalty. Furthermore, Jamaludin, Johari, Aziz, Kayat and Yusof (2012) investigated the relationship between destination image and tourist satisfaction in Perak. It was proved as the positive destination image could lead to a positive tourist satisfaction and also destination loyalty. In the case of Cappadocia, Suzan (2012) has investigated and found that there were strong relationships between the destination image and tourist satisfaction. Furthermore, the tourist satisfaction had significant relationship with destination loyalty.

There were four hypotheses in this study:

- H1 – There is positive relationship between safety and tourists' satisfaction.
- H2 – There is positive relationship between cleanliness and tourists' satisfaction.
- H3 – There is positive relationship between scenic and tourists' satisfaction.
- H4 – There is positive relationship between tourists' satisfaction and destination loyalty.

Methodology

Quantitative method was used to conduct this research through questionnaires. The data were collected from 254 local and international tourists at Batu Ferringih Beach from August to September 2013 by using convenience sampling technique. Questionnaire was only given to tourists who are visiting Batu Ferringih beach. Respondents were required to evaluate destination image (attributes of cleanliness, safety and scenic), tourists' satisfaction and destination loyalty of Batu Ferringih Beach. A questionnaire was developed and consists of four parts which are Section A: demographic profile, Section B: destination image including cleanliness, safety and scenic of Batu Ferringih Beach, Section C: tourists' satisfaction and Section D: destination loyalty. Respondents were required to rate on the five point Likert scale from 1 (strongly agreed) to 5 (strongly disagreed).

The data collected was analyzed by using IBM SPSS Statistic 21.0. Descriptive analysis was conducted to study the respondents' demographic information, which is presented in percentage. The results of destination image, tourists' satisfaction and destination loyalty was presented in mean, standard deviation and Cronbach's alpha coefficient. Regression analysis was conducted to examine the relationship of the destination image on tourists' satisfaction and destination loyalty of Batu Ferringih Beach.

Result and Analysis

Respondents' Demographic Profile

Table 1 exhibited the respondents' demographic information. There were 51.6% of respondents were male and 48.4% of the respondents were female. The majority of the respondents were single (58.1%), full time employed (49.5%) and considerably young adults whom aging between 19 to 25 years old (29.9%). Approximately 50.3% of respondents were having Bachelor's Degree. In term of nationalities of respondents, there were 50.5% Malaysian and 49.5% non-Malaysian. Most of the respondent had income level above RM4001 (45.3%). Majority of respondents had visited Batu Ferringghi before (51.5%). The main activity of the respondent in Batu Ferringghi was visiting the beach (57.6%) and the main purpose of visiting Batu Ferringghi was for the purpose of beach resort (22.9%). In term of knowledge approach Batu Ferringghi, 51% respondents were getting known about Batu Ferringghi from friends and family. Therefore, word of mouth was the most effective way to spread the destination.

Table 1 Respondents' demographic information

Demographic Factors	Percentage (%)	
Gender	Male	51.6%
	Female	48.4%
Marital Status	Single	58.1%
	Married	41.9%
Employment Status	Full time employed	49.5%
	Self- employed	16.1%
	Student	19.5%
	Others	14.8%
Age	Below 18	2.3%
	19 - 25	29.9%
	26 - 35	25.5%
	36 - 45	21.4%
	46 and above	20.8%
Highest Education Level	High School	24.7%
	Diploma	16.9%
	Bachelor's Degree	50.3%
	Master's Degree	6.5%
	Doctorate	1.6%
Nationality	Malaysian	50.5%
	Non- Malaysian	49.5%
Income	Below RM1000	21.4%
	RM1001 – RM 2000	7.6%
	RM2001 – RM3000	13.5%
	RM3001 – RM4000	12.2%
	Above RM4000	45.3%
Past Travel Experience	Yes	51%
	No	49%
Main Activity In Batu Ferringghi	Night Market	10.7%
	Beach	57.6%
	Sport/ Show	8.3%
	Food	11.7%
	Others	11.7%
Purpose of Visiting	Beach Resort	22.9%
	Variety of Cuisine	16.4%
	Cleanliness of Tourist Area	8.6%
	Night Life	9.4%

	Water Sport Activities	19.8%
	A safety place to visit	7.8%
	Others	15.1%
Knowledge Approach Batu Ferringghi	Friend & Relatives	51%
	Television Advertisement/ Radio Advertisement	1.3%
	Internet	26.3%
	Newspaper	2.3%
	Tour Guide / Travel Agent	8.9%
	Guidebook/ Brochure	5.2%
	Others	4.9%

Differences in Tourists’ Perception toward Destination Image, Tourists’ Satisfaction and Destination Loyalty with Respects to Tourists’ Nationality

In this study, three main attributes of destination image of Batu Ferringghi which included safety, cleanliness and scenic and tourists’ satisfaction and destination loyalty of Batu Ferringghi beach were examined. These attributes were measured using a 5 points Likert scale from 1 which is strongly agreed to 5 which is strongly disagreed. Table 2 had showed the difference in the tourists’ perception towards destination image, tourists’ satisfaction and destination loyalty of Batu Feringghi beach with respect to tourists’ nationality. T-test was developed to compare the gap of perception between local tourists and international tourists.

Table 2 Difference in the tourists’ perception towards destination image, tourists’ satisfaction and destination loyalty of Batu Feringghi beach with respect to tourists’ nationality

Attributes	Local		International		Sig.
	Mean	S.D.	Mean	S.D.	
Safety ($\alpha= 0.859$)	2.72	0.78	2.36	0.88	0.000
I feel safe and secure when I walk along the beach.	2.47	1.13	1.94	1.19	0.000
The facilities and equipment at the beach are safe.	3.02	1.14	2.64	1.27	0.002
The kindness of the local people and tour operator makes me feel safe.	2.70	1.07	2.29	1.14	0.000
The safety keeps me return.	2.74	1.01	2.60	1.22	0.230
The overall safety in Batu Ferringghi is good.	2.60	0.93	2.21	1.00	0.000
I am satisfied with the behavior and professionalism of the staff on beach.	2.80	0.95	2.50	1.03	0.003
Cleanliness ($\alpha= 0.599$)	3.04	0.59	2.77	0.68	0.000
I am satisfied with the cleanliness of beach.	2.77	1.13	2.26	1.27	0.000
The quality of water in the bathing areas is good.	3.12	0.96	2.86	1.07	0.012
The facilities/ equipment used in the beach are clean.	3.08	1.04	2.65	1.13	0.000
I am not happy with the litter, noise and environment pollution along the beach.	2.92	1.03	3.21	1.27	0.017
The sea water in Batu Ferringghi is not polluted.	3.26	1.04	2.96	1.23	0.009
Overall beach quality meets my expectation.	3.08	0.97	2.66	1.18	0.000
Scenic ($\alpha= 0.765$)	2.78	0.69	2.48	0.68	0.000
I am very satisfied with the scenic view of the beach.	2.39	0.99	1.88	0.99	0.000
The scenery is unspoiled.	2.62	0.97	2.05	0.97	0.000
The beach is crowded.	3.26	1.06	3.54	1.21	0.016
I come here for the scenery.	2.87	1.17	2.58	1.35	0.027
The scenery is better than my expectation.	2.69	1.02	2.28	1.08	0.000
I think the natural resources are relatively preserved.	2.91	0.95	2.61	1.03	0.002
The scenery makes me return.	2.71	1.04	2.41	1.13	0.005
Tourists’ Satisfaction ($\alpha= 0.789$)	2.64	0.69	2.29	0.75	0.000
I am very satisfied with the destination.	2.60	0.91	2.17	0.97	0.000
I am satisfied with the service provided in the destination such as the facilities and equipment.	2.85	0.84	2.48	0.94	0.000
My loyalty increases when I am satisfied with the destination.	2.57	1.10	2.16	1.01	0.000
I will not revisit if I am unsatisfied with the destination.	2.25	1.09	2.32	1.08	0.034
My purpose of this visit is satisfied.	2.62	0.94	2.31	1.01	0.002
Destination Loyalty ($\alpha= 0.663$)	2.79	0.83	2.66	0.90	0.145
I visit this destination at least once a year.	3.16	1.23	3.68	1.32	0.000

I will recommend Batu Ferringghi to people.	2.39	1.06	2.08	1.14	0.006
I tend to visit this destination again.	2.61	0.99	2.59	1.15	0.826
I recognize Batu Ferringghi as my destination.	2.96	1.11	2.58	1.22	0.002
Batu Ferringghi has met my expectation.	2.81	1.06	2.35	1.13	0.000

In comparison between the tourists' perception between local and international tourists towards the destination image of Batu Ferringghi, there was significant difference between local and international tourists toward safety ($p=0.000$), cleanliness ($p=0.000$) and scenic ($p=0.000$). International tourists exhibited better perception toward these three attributes of destination image than local tourists. The mean scores of international tourists' perception towards safety, cleanliness and scenic are 2.36, 2.77 and 2.48 respectively. This indicated that international tourists showed positive perception towards the destination image of Batu Ferringghi. However, local tourists exhibited their perception that was close to neutral towards the destination image of Batu Ferringghi which include safety (2.72), cleanliness (3.04) and scenic (2.78).

According to Wichasin and Doungphummes (2012), tourist from different nationality and background had different opinion towards tourism safety. Tourist perceived risks in the destination decreased their interest to visit. Tourist took safety and security as one of the main consideration while make decision for next destination (Anastassova, 2011; Aksu, Icigen & Ehtiyar, 2010). The international tourists have more satisfaction towards the cleanliness of the beach and it might be one of the factors to attract the international tourists to visit Batu Ferringghi. According to Ballance, Ryan and Turpie (2000), they highlighted that international tourists have ranked cleanliness as the most important of the beach attribute and make their decision to revisit. According to Othman (2011), local and international tourists' scenic beauty perception was different. The international tourists focused on the landscape scene.

For the overall tourists' satisfaction towards Batu Ferringghi, there was significant difference between local and international tourists ($p=0.000$). International tourists had the higher satisfaction level towards Batu Ferringghi compared with local tourists. However, there was no significant difference between international and local tourists' destination loyalty towards Batu Ferringghi ($p=0.145$). Both local and international tourists would revisit Batu Ferringih and recommend Batu Ferringih to others. A tourist is loyal to a destination, tent to continue to visit the same destination, or repeat visit to the same destination or willing to recommend to others (Chen & Gursoy, 2001).

Relationship between Destination Image, Tourists' Satisfaction and Destination Loyalty

Table 3 presented the relationship between destination image, tourists' satisfaction and destination loyalty. The aim of this study was to study the relationship between destination image including safety (H1), cleanliness (H2), and scenic (H3) with tourists' satisfaction as well as between tourists' satisfaction and destination loyalty (H4). Based on the results in Table 3, H1, H2, H3 and H4 were supported significantly ($p<0.01$).

Table 3 Relationship between destination image, tourists' satisfaction and destination loyalty

Attributes	Safety	Cleanliness	Scenic	Tourists' satisfaction	Destination loyalty
Safety	1				
Cleanliness	.602**	1			
Scenic	.499**	.441**	1		
Tourists' satisfaction	.595**	.533**	.627**	1	
Destination loyalty	.527**	.492**	.604**	.612**	1

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

H1 was supported ($r=0.595$) that the safety and tourists' satisfaction exhibited positive relationship. Thus, tourists took safety as main concern of tourist satisfaction towards Batu Ferringghi. According to Slevitch and Sharma (2008), tourists were willing to pay at any price for assured safety and secure when they travelled to a destination. H2 suggested that there is positive relationship between cleanliness and tourists' satisfaction ($r=0.533$). It has direct influenced between tourists' satisfaction and cleanliness of Batu Ferringghi. Barber and Scarcelli (2010) stated that tourists have the intention to revisit to the same destination if only they were satisfied with the level of cleanliness. H3 was tested that there was positive correlation between the scenic and tourist satisfaction ($r=0.627$). It has showed that the scenic have positive relationship with customer satisfaction, may affect tourist to have revisit intention to Batu Ferringghi. Lastly, H4 was tested for the relationship between tourist satisfaction and destination loyalty and it has been supported as it had strong positive correlation ($r=0.612$). Alegre and Cladera (2009) expressed that tourist who is satisfied with travel experience will likely revisit again to the same destination.

Regression analysis was conducted in order to examine the influence of destination image on tourists' satisfaction and destination loyalty. Table 4 showed regression model for the destination image and tourists' satisfaction. The regression model depicted that an adjusted R² of 0.516 which means that 51.60% of the total variance in the dependent variable can be explained by the independent variables in the model. The F-ratio of 137.179 was significant ($p < 0.001$) and indicated that the result of the equation model was reliable. The ANOVA test shows that the significant level is 0.000 which exhibited that there was a significant relationship between tourists' satisfaction and the destination image. The results indicated that the most influential destination image on the tourists' satisfaction was scenic ($\beta = 0.405$), followed by safety ($\beta = 0.283$) and cleanliness ($\beta = 0.184$).

Table 4 Regression Model for destination image and tourists' satisfaction

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.721 ^a	0.520	0.516	0.51555		
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.383	3	36.461	137.179	0.000 ^b
	Residual	101.001	380	0.266		
	Total	210.384	383			
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.105	0.131		0.799	0.425
	Safety	0.247	0.041	0.283	5.998	0.000
	Cleanliness	0.209	0.052	0.184	4.042	0.000
	Scenic	0.427	0.044	0.405	9.663	0.000

a. Dependent Variable: Tourists' Satisfaction

b. Predictors: (Constant), Scenic, Cleanliness, Safety.

Regression analysis was also conducted to examine the effect of destination image on destination loyalty (Table 5). Findings showed that a significant model had existed [$F = 104.866$, $p = 0.000$] and the result suggested the existence of a relationship between destination image and destination loyalty towards Batu Ferringghi beach. The regression model depicted that an adjusted R² of 0.449 which means that 44.90% of the total variance in the dependent variable can be explained by the independent variables in the model. The results indicated that the most influential destination image on the destination loyalty was scenic ($\beta = 0.420$), followed by safety ($\beta = 0.208$) and cleanliness ($\beta = 0.182$).

Table 5 Regression Model for destination image and destination loyalty

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.673 ^a	0.453	0.449	0.64154		
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.481	3	43.160	104.866	0.000 ^b
	Residual	156.398	380	0.412		
	Total	285.878	383			
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.124	0.164		0.759	0.448
	Safety	0.211	0.051	0.208	4.129	0.000
	Cleanliness	0.241	0.064	0.182	3.745	0.000
	Scenic	0.517	0.055	0.420	9.399	0.000

a. Dependent Variable: Destination Loyalty

b. Predictors: (Constant), Scenic, Cleanliness, Safety.

Furthermore, effect of tourists' satisfaction on the destination loyalty was studied by using regression analysis. Table 6 showed regression model for the tourists' satisfaction and destination loyalty. This model presented an adjusted R² of 0.372 which means that 37.20% of the total variance in the dependent variable can be explained by the independent variables in the model. The F-ratio of 228.206 was significant (p<0.001) and indicated that the result of the equation model was reliable. The ANOVA test shows that the significant level is 0.000 which exhibited that there was a significant relationship between tourists' satisfaction and the destination loyalty. The results indicated that the tourists' satisfaction showed the influence on the destination image ($\beta = 0.612$).

Table 6 Regression Model for destination image and tourists' satisfaction

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.612 ^a	0.374	0.372	0.68447		
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.913	1	106.913	228.206	0.000 ^b
	Residual	178.965	382	0.468		
	Total	285.878	383			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.966	0.121		7.959	0.000
	Tourists' Satisfaction	0.713	0.047	0.612	15.106	0.000

- a. Dependent Variable: Destination Loyalty
- b. Predictors: (Constant), Tourists' Satisfaction

Conclusion and Recommendation

From the findings of the research, local and international tourists differed in their views of Batu Ferringih in the aspect of safety, cleanliness, scenic and tourists' satisfaction. It revealed that the international tourists have better perception towards the destination image (safety, cleanliness and scenic) and higher overall tourists' satisfaction towards Batu Ferringhi beach. Both groups exhibited the good destination loyalty to Batu Ferringhi beach and would revisit Batu Ferringih and recommend Batu Ferringih to others.

Moreover, the relationship between tourists' satisfaction and safety were supported due to strong positive correlation. Safety level need to maintain and improved in order to assure safety of tourist. Cleanliness also comes into important element to ensure the tourist perceived high satisfaction. The relationship between tourists' satisfaction and scenic was supported and indicated with strong positive correlation. Good scenic always satisfied tourists and motivate them to come back again. Destination image was vital to ensure their next visit intention and destination loyalty. Besides that, the relationship between tourists' satisfaction and destination loyalty has been showed with strong positive correlation. It indicated that tourist who achieved tourist satisfaction had destination loyalty towards Batu Ferringgh beach. Regression analysis revealed that three destination image including safety, cleanliness and scenic has a direct effect on tourists' satisfaction and destination loyalty and tourists' satisfaction has a direct effect on destination loyalty.

Reference

- Aksu, A., Icigen, E. T. & Ethiyar, R. (2010). A comparison of tourist expectations and satisfaction: A case study from Antalya region of Turkey, *TURIZAM*, 14(2), 66-77.
- Alegre, J. & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits. *European Journal of Marketing*, 43(5), 670-685.
- Anastassova, L. (2011). Tourist loyalty and destination brand image perception: the case of sunny beach resort, Bulgaria. *European Journal of Research*, 4(2), 191-204.
- Ballance, A., Ryan, P. G. & Turpie, J. K. (2000). How much is a clean beach worth? The impact of litter on beach users in the Cape Peninsula, South Africa. *Journal of Science*, 96(5), 210-213.
- Barber, N. & Scarcelli, J. M. (2010). Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale. *Managing Service Quality*, 20(1), 70-88.
- Batu Ferringhi at Risk of Losing Visitors. (2012). *New Strait Times*. Retrieved from <http://www.nst.com.my/streets/northern/batu-ferringhi-at-risk-of-losing-visitors-1.53815>

- Chen, C. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115- 1122.
- Chen, J. S. & Gursoy, D. (2001). An Investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85.
- Chen, L. J., Chen, J. S. & Basman, C. (2009). Investigation on visitors' perceptions of recreation impacts in sun moon lake national scenic area in Taiwan. *Asia Pacific Journal of Tourism Research*, 14(3), 241-253.
- Han, J. Y. (2005). The relationship of perceived risk to personal factors, knowledge of destination, and travel purchase decision in international leisure travel. (Doctoral dissertation, Virginia Polytechnic Institute and State University, 2007). Retrieved from <http://scholar.lib.vt.edu/theses/available/etd-04282005-063252/unrestricted/jyhan2005.pdf>
- Jamaludin, M., Johari, S., Aziz, A., Kayat, K. & Yusof, A. R. M. (2012). Examining structural relationship between destination image, tourist satisfaction and destination loyalty. *International Journal of Independent Research and Studies*. 1(3), 89-96.
- Kovari, I. & Zimanyi, K. (2011). *Safety and security in the age of global tourism (The changing role and conception of safety and security in tourism)*. Agroinform Publishing House.
- Mendes, J. C., Valle, P.O., Guerreiro, M. M. & Silva, J. A. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism: An International Interdisciplinary Journal*, 58, 111-126.
- Mohamad, M., Ali, A. M. & Ghani, N. I. A. (2011). A structural model of destination image, tourists' satisfaction and destination loyalty. *International Journal of Business and Management Studies*, 3(2), 167-177.
- Oroian, M. (2013). Exploring the relationship between satisfaction and destination loyalty in business tourism. *Academica Science Journal*, 2(1) 35-47.
- Othman, J. (2011). Scenic beauty preferences of Cameron highland Malaysia: Local versus Foreign Tourists. *International Journal of Business and Social Science*, 2(6), 248- 253.
- Prayag, G. (2008). Image, satisfaction and loyalty- The case of Cape Town. *An International Journal of Tourism and Hospitality Research*. 19(2), 205- 224.
- Penang's A Draw for Holiday Crowd. (2011). *The Star*. Retrieved from <http://thestar.com.my/metro/story.asp?file=/2011/6/2/north/8820191&sec=north>
- Slevitch, L. & Sharma, A. (2008). Management of perceived risk in the context of destination choice. *International Journal of Hospitality & Tourism Administration*, 9(1), 85-103.
- Smith, S. L. J. (1998). Defining tourism: A supply- side view. *Annual of Tourism Research*, 15, 179-190.
- Sönmez, S. & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37(2), 172-177.
- Suzan, C. (2012). The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia. *European Journal of Social Sciences*, 29(2-4), 222.
- Thongkundang, P. & Promsivapallop, P. (2012). Australian and Russian tourists' perception of Phuket's destination image.
- Tribe, J. & Snaith, T. (1998). From SERVQUAL to HOLSAT: Holdiday satisfaction in Varadero, Cuba. *Tourism Management*, 19(1), 25-34.
- Wichasin, P. & Doungphummes, N. (2012). A comparative study of international tourists' safety needs and Thai tourist polices' perception towards international tourists' safety needs. *World academy of Science, Engineering and Technology*.6, 7 - 22.