

Visitor motivation, expectation and satisfaction of local cultural event in Sabah

Abstract

Local cultural events have been one of the most important components of tourism nowadays. This event seen as an instrument for tourism development and can be part of tourism destination marketing. The result of having the events can be seen from economic, sociocultural, local businesses and political dimensions. The effectiveness of organising such event can be evaluated from the perspective of the visitor and tourist. The purpose of this study is to investigate various expectations and satisfactory of visitor of cultural events and activities organised. Moreover, this study also evaluate the visitors " satisfactory towards the facilities that was provided during the event as well as the activities organised. The analysis utilised a sample collected during Tamu Besar Kota Belud, Sabah involving 141 respondents with self-administered survey. The result of the study reveals that the main motivation of the visitor to participate is to experience the cultural event. In general, the event has met the visitor expectation and they are satisfied of the facilities and activities provided during the event. The findings of this study will be used to assist the cultural event organiser to enhance the visitor " s experiences towards staging the cultural event.