

International Tourist Satisfaction of Local Owned Greenview Bed & Breakfast (B&B) of Sukau Village, Lower Kinabatangan, Sabah, Malaysia

ABSTRACT

This paper examines the level of satisfaction of international tourists towards products, facilities, and travel services as well as the level of security provided by the locally owned Sukau Greenview Bed & Breakfast Downstream, at Kinabatangan, Sabah. The study used both qualitative and quantitative approaches using in-depth interviews and questionnaire survey as study methods. A series of in-depth interviews were held among selected upper managers of Sukau Greenview Bed & Breakfast resort. In addition, the method of questionnaire was used to assess the level of satisfaction of over 62 international tourists who visited Sukau Greenview Bed & Breakfast resort. The results from the study revealed that majority of international tourists are satisfied with the products, facilities and services offered by the local owned service providers in Sukau Village. Most importantly, this study revealed that the majority of the international tourists who came to Sukau Greenview Bed & Breakfast resort did not have any security problems or sustain injuries. This shows that the management of the locally owned Sukau Greenview Bed & Breakfast resort has taken rigorous monitoring of the safety aspect. In academia, studies pertaining to international tourists' satisfaction towards products, services and security aspects are given less attention by tourism researchers in Malaysia to measure the satisfaction level of international tourists who visited tourist destinations in Malaysia, especially in Sabah. Thus, this study bridges the current gap and the future research on tourist satisfaction related issues. Given this kind of research, it can improve the quality of tourism in Malaysia and increase the presence of international tourists in Malaysia.