

DOMESTIC AND INTERNATIONAL TOURISTS INTENTION TO VISIT MALAYSIA`S WORLD HERITAGE SITE: A STUDY OF KINABALU NATIONAL PARK^a

By

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ABSTRACT

Kinabalu National Park, situated at the heart of Borneo, Sabah had been designated as World Heritage Site by United Nations Educational, Scientific and Cultural Organization (UNESCO) in the year of 2000 for its “outstanding universal value” and its role as one of the most important biological sites in the world. The site itself encompasses the main bulk of the mountain including the remaining naturally forested slopes, and incorporates the natural diversity and habitats that constitute Kinabalu’s key natural heritage values. In the mid-20th Century, Mt. Kinabalu was regarded as a scared mountain by the Dusun people (local native) of the surrounding foothills. Hence, this natural heritage site has earned its considerable attention due to the myth and legend. This paper explores the tourist` intention to visit this heritage site. The intention that has been identified in this study is classified into three groups, which are heritage experience, educational experience, and recreational experience. The paper investigated whether heritage tourism is motivated by the search for education or knowledge, leisure or to search for heritage experience as reasons for visiting heritage sites which were linked to the tourists` perception of the site in relation to their interests and willingness to explore an heritage experience. Sample of study was consisted of domestic and international tourists who visited Kinabalu National Park in April 2007. The paper concludes that the Kinabalu National Park attributes themselves are important in order to understand the intention to visit a site where the “past” presented motivated the tourists on different grounds beside enjoying recreational experience on the heritage site itself.

KEYWORDS: *heritage; heritage site; national park; recreational; educational; experience*

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Introduction

Kinabalu National Park which had established as one of the first national parks of Malaysia in 1964, is Malaysia's first World Heritage Site designated by United Nations Educational, Scientific and Cultural Organization (UNESCO) in December 2000 for its "outstanding universal values" and the role as one of the most important biological sites in the world.

Kinabalu National Park

Nominated as World Heritage site, Kinabalu National Park, 83 km to the west of Kota Kinabalu, Capital of Sabah, has extend over an area of 75,370 ha (753 sq. km) and located at 1,585 meters above sea level, following the passing of the Sabah National Parks Ordinance in 1962. Ranging from 152m to 4,095 meters at Low's Peak (the summit of Mt. Kinabalu, Malaysia's highest peak), the park comprises of three main mountains, from south to north, Kinabalu (4,095m), Tambuyukon (2,579m) and Templer (1,133m). Six major topographical features occur with the park. These include peaks and plateau, gullies, rivers, streams and waterfalls, hot springs, caves (Paka Caves and the tumbled bats cave at Poring) and granites slabs a characteristic of the slopes of the summit. Identified peaks include the summit peak, South peak, St. John's Peak, Ugly Sister Peaks and No name peak. Geologically, Mount Kinabalu result from volcanic, tectonic and geological processes that occurred 1.5 million years ago. Active uplift followed by glacial erosion during the Ice Age 10,000 years ago, wind and water have sculpted the summit peaks further to create pinnacles and deep valleys.

Kinabalu Park presents a wide range of habitats within its altitudinal range of 152m – 4,095m and size of 75,370ha. A recent study by Beaman & Beaman (1998) found that Kinabalu contains as many as 5,000 to 6,000 species, comprising of over 200 families. More than half (78 species) of the 135 species of *Ficus* can be found at the site, making Mount Kinabalu one of the most diverse assemblages of plants in the world. *Rafflesia*, the rarest plant in the world is only found in very few locations in Borneo, specifically within the park. A recent discovery, *Begonia Chongii* – a rare Begonia plant was found on the west side of the mountain. It was named in honour of Sabah's previous Chief Minister, Datuk Chong Kah Kiat, as a recognition of his enthusiastic support for the natural environment and protection of Sabah's Park. Mount climbing activities is one of the reasons for visitors to come since there are no special skills or complicated equipments required to climb the within the high altitude ranging from 152 meters to 4,095 meters at Low's Peak (the summit of Mt. Kinabalu, the highest peak in Malaysia). Other events that will be organized to attract more tourists are such as Mt. Kinabalu International Climbathon which proclaimed as the "Toughest Mountain Race in the World", Mountain Bike Challenges, Motorised Para Glider Tour of Malaysia, and Golf Tournament.

The boundaries of Kinabalu National Park encompass the main bulk of the mountain including the remaining naturally forested slopes. The site thus incorporates the natural diversity and habitats that constitute Kinabalu's key natural heritage values. Prior to the mid-20 th Century, Mount Kinabalu was regarded as a sacred mountain by the Dusun people (local native) of the surrounding foothills. The mythology associated

with the mountain in former times (the mountain has for most of history been revered as a sacred spot) is one reason the upland region was left intact. Hence, this heritage site has earned it considerable attention due to the myth and legend.

As a comparison, even though there are 28 centers of plant diversity and endemism on Borneo, by far the most important site in Borneo is Mount Kinabalu. Moreover, Mount Kinabalu is, for its area, undoubtedly the richest locality in species in Asia west of New Guinea, and one of the few mountains in the Old World to compare in species diversity with the Andes of Colombia and Ecuador (WWF & IUCN, 1995).

In terms of legislation and institutional structures, national parks are defined as a concurrent function under the Malaysian constitution. Both state and federal levels of government have powers to pass legislation provided there is consultation. In Sabah, national parks including Kinabalu are established and managed at the State level under the State of Sabah Parks Enactment of 1984 and Amendment of 1996.

Kinabalu National Park has been the most productive site in Borneo for scientific research and provided with excellent collection of specimens and laboratory facilities because Kinabalu National Park and other local and national organization set a high standard for protected area management in south-east Asia. As a valuable educational resource, visitors are treated to slide-shows, guided walks, and exhibits. Special programmes are provided for school children, and a roving Mobile Unit brings film shows to local villages. Park's staffs conduct scientific research and maintain *herbarium* and Mountain Garden for botanical studies, as Mt. Kinabalu Botanical Garden (Mountain Garden) is one of the biggest attractions which open for the public during 1981. So, intensive visitor facilities development such as lodge, restaurants, and conference and exhibition center is emphasize on with adequate supplement of budget and level of staffing to maintain the conservation areas and authenticity of the nature.

Kinabalu National Park was assessed base on the two natural criteria which are ecological processes and biodiversity and threatened species. The assessments are conducted by Food and Agriculture Organization (FAO), United Nations Environment Programme (UNEP), Asian Development Bank (ADB), International Union for Conservation of Nature and Natural Resources (IUCN), World Wide Life (WWF) and Conservation International. Mount Kinabalu was ranked as one of the top priorities in the Indo-malayan region and qualified to nominate as one of World Heritage site, as it consist of high biodiversity with representatives from more than half the families of all flowering plants, majority of Borneo's mammals, birds, amphibians and invertebrates (many threatened and vulnerable) occur in the National Park.

The best time to visit Kinabalu National Park especially for climbers is during the dry season in March and April since November to December is the monsoon season. Climbing Mt. Kinabalu can be done in 2 or 3 days. All along the time and the ways of climbing, climbers will enjoy the rich of biological diversity. Mesilau Trail offers the opportunities to view flora and fauna, while Summit Trail choose by climbers as route to climb up as it is simple and shorter approach.

The powerful forces of Mother Nature for the one million years in which the geological and ecological system evolved today has resulted in a scenic location of remarkable beauty of nature, besides the slow and gradual evolution has also resulted in a flora and fauna, most of it is unique and found no where else in the world. Thus,

Kinabalu National Park established by the people of Sabah to preserve their valuable natural heritage, forests and wildlife for present and future generations to enjoy.

Tourists` Arrivals at Sabah

Sabah received 40% of repeated tourists and registered a 25% increase of tourist arrivals in the last five years. Its hotels and resorts recorded the highest occupancy rate in the country of about 80% during the period, said Sabah Tourism Board Chairman Tengku Datuk Zainal Adlin. According to the statistics from the Immigration Department and Malaysia Airline, prepared by the Research Division of Sabah Tourism Board, for the month of January this year 2007, Sabah recorded a total of 60,709 international, 94,974 Malaysian and 1,086 other tourist arrivals (Sabah Tourism Board, 2007).

According to few studies, in 1995 Sabah had 516 thousand tourist arrivals. By 2005 the number of tourists had almost doubled to 2.2 million. Receipts from international tourism in 2005 also exceed RM 2.5 billion, making tourism a major revenue earner behind petroleum, palm oil and forestry (Sabah Tourism Board, 2006). Table 1.1 show total visitors who visit Kinabalu National Park for the year of 2004, 2005, and 2006. There is every indication that at the present rate of growth, tourism is well-poised to displace forestry as Sabah's third biggest revenue-earner. The State Government has also set a target of 1.7 million arrivals annually by the year 2010. Tourists all over the world

Table 1.1: Total Visitors at Kinabalu National Park for the Year 2004, 2005, & 2006

YEAR	2004		TOTAL	2005		TOTAL	2006		TOTAL
MONTH	LOCAL	FOREIGN		LOCAL	FOREIGN		LOCAL	FOREIGN	
JAN	11525	4325	15850	8519	3700	12219	10998	4968	15966
FEB	7035	3627	10662	12227	4654	16881	9406	5009	14415
MAC	8616	4648	13264	10888	5847	16735	11206	5616	16822
APRIL	8835	3526	12361	8042	4268	12310	10141	5590	15731
MAY	14769	4731	19500	12880	4471	17351	12568	4769	17337
JUNE	16501	3963	20464	13989	4152	18141	13236	4537	17773
JULY	11485	5188	16673	8392	4868	13260	11070	6759	17829
AUG	8047	4676	12723	10270	6166	16436	13168	3157	16325
SEPT	9044	4525	13569	10062	4505	14567	10136	4129	14265
OCT	6126	3326	9452	4086	2455	6541	9972	3383	13355
NOV	14165	3290	17455	14145	5129	19274	9535	2476	12011
DEC	19810	6297	26107	20977	7476	28453	24300	5678	29978
TOTAL	192029	52122	188080	134477	57691	192168	145736	56071	201807

(Sources: Sabah Parks Trustee Board, 2007)

One of the main reasons for tourist to come to Kinabalu National Park is to enjoy its high conservation value of nature and wildlife. In addition to being tourist destinations themselves, Sabah Parks Trustee Board serves as the gateways to most of the popular ecotourism destinations in Sabah, as Kinabalu National Park is include in the list of popular ecotourism destinations in Sabah. Many of tourism destinations in close proximity to or within the urban centers, making Sabah “the nature at the doorstep” for visitors to enjoy. Thus it is important for those aspects of urban forestry (including wildlife and plants) which support tourism, particularly nature-based heritage tourism, to be given high priority and urgent attention, example the new founded potential heritage site in Sabah (Sabah Tourism Board, 2006).

Mount Kinabalu climbing activity is one of the main activities in Kinabalu National Park. The Park was inscribed into the natural site list for possessing an outstanding universal value which serves as an important habitat for conservation of ecological and biological diversity. The breathtaking Mount Kinabalu standing at 4,101 meters tall, the highest peak between the Himalayas and New Guinea, continues to attract climbers to visit its ageless splendor and lures them to experience the scenic wonders of Sabah from her highest peak. Table 1.2 shows the total Mt. Kinabalu climber for the year of 2004, 2005, and 2006. It shows that in the year of 2006, little decrement of mount climbers had occurred. But, it hopes that it will be increase after Visit Malaysia Year 2007 Campaign which launched by Malaysia’s Ministry of culture, Arts and Tourism.

Table 1.2: Total Mount Kinabalu Climbers for the Year 2004, 2005, & 2006

YEAR	2004		TOTAL	2005		TOTAL	2006		TOTAL
	LOCAL	FOREIGN		LOCAL	FOREIGN		LOCAL	FOREIGN	
JAN	1465	1232	2697	1481	1841	3322	942	1759	2701
FEB	1517	1419	2936	1394	1642	3036	1486	1759	3245
MAC	2293	1727	4020	1867	2279	4146	1484	2160	3644
APRIL	2506	1734	4240	2372	1744	4116	1598	2019	3617
MAY	2480	1439	3919	2433	1938	4371	1905	1809	3714
JUNE	2468	1769	4237	2335	1883	4218	1815	1924	3739
JULY	2284	2061	4345	2047	1788	3835	1800	2327	4127
AUG	1962	2378	4340	1926	2356	4282	1507	2287	3794
SEPT	1903	1810	3713	1457	2007	3464	1087	1684	2771
OCT	1213	1467	2680	953	1953	2906	803	1785	2588
NOV	1206	1432	2638	1114	1314	2428	973	1391	2364
DEC	2212	1455	3667	1437	1593	3030	1510	1484	2994
TOTAL	23509	19923	43432	20816	22338	43154	16910	22388	39298

Source: Sabah Parks Trustee Board, 2007

Heritage tourism, as a part of the broader category of “cultural tourism”, is now a major pillar of the nascent tourism strategy of many countries. Heritage tourism strategies in various countries have in common that they are a major growth area, that

they can be used to boost local culture, and that they can aid the seasonal and geographic spread of tourism (Richards, 1996), as which is now a major investment of the emerging tourism strategy of many countries, including Malaysia and Sabah in particular. Sabah are rich with abundance of heritage attractions that can be developed as tourism attractions for both local people as well as the tourists.

Research Methodology

Generally, this study was conducted to investigate the intention to visit Malaysia World Heritage Site based on type of experiences that seek by domestic and international visitors. This study was took place in Malaysia's first established World Heritage Site, Kinabalu National Park, which consists of the highest mountain in Southeast Asia, Mount Kinabalu at 4,101 meters high above the sea level.

Objectives of this study are to examine type of experiences (i.e., educational experience, recreational experience, and heritage experience) that seek by domestic and international visitors during their visitation at Kinabalu National Park. Second objective is to investigate the relationship between dependent variables (Intention to visit heritage site) and independent variables (i.e., educational experience, recreational experience, and heritage experience) with demographic characteristics (i.e., age, gender, level of education, level of income, and nationality). Domestic and international tourists who visit Kinabalu National Park will become the subject of interest in this study.

Model of framework for this study was being adapted from Poria et. al (2003), which consist of educational experience, recreational experience, and heritage experience as independent variables, intention to visit heritage site as dependent variables, and moderators stand of age, gender, both level of education and income, and also visitors` nationality. The questionnaires design is adopted from the research conducted by Poria et. al (2004) and slightly modified to suit the focus of this study, that is local and foreign tourist's intention to visit local heritage site. Feasibility study was conducted to examine the reliability of questionnaires before the actual survey is conduct. Some questionnaires are deleted for better result in the future. Sampling size for this study is 150 respondents. A total sample of 138 respondents has been collected from 9th April to 27th April 2007 in Kinabalu National Park by using purposive sampling method which includes both foreign and local tourists who are visiting Kinabalu National Park. Thus the collected sample are analyze by using SPSS as statistical tool to form descriptive analysis, reliability test, multiple regression, and hierarchical regression analysis to interpret output of this study. There are 6 main hypotheses are proposed in this study, which are namely:

Hypothesis 1: There are significant relationship between intention to visit and independent variables (i.e.: heritage experience, recreational experience, educational experience).

- a) There is a significant relationship between heritage experience and intention to visit Kinabalu National Park.
- b) There is a significant relationship between recreational experience and Intention to visit Kinabalu National Park.
- c) There is a significant relationship between educational experience and intention to visit Kinabalu National Park.

Hypothesis 2:

Age significantly moderate the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Hypothesis 3:

Gender significantly moderates the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Hypothesis 4:

Level of income significantly moderates the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Hypothesis 5:

Level of education significantly moderates the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Hypothesis 6:

Nationality significantly moderates the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Findings

Table 1.3 describes profile of respondents. The response rate is 92% (138/150), which comprise of local respondent 51.4% (71/138) and foreign respondent 48.6% (67/138) as presented in Table 1.3. In terms of age, only 6 (4.3%) of them are below 20 years old, 35 (25.4%) ranging from 21-29 years old, 37 (26.8%) are between 30-39 years old, whereas 27 (19.6%) consume of 40-49 years old and total of 33 (23.9%) respondent are above 50 years old. Majority of the respondents are female compare to male. Level of income category indicates that, majority of 41 (29.7%) respondents` yearly total household Income before taxes are less than \$19,999, 40 (29.0%) make up the second largest percentage with level of income ranging from \$40,000 - \$ 59,999, 36 (26.1%) respondent indicated their level of income are between \$60,000 - \$ 79,999, second lowest percentage, 15 (10.9%) respondents` level of income are ranging from \$20,000-\$39,999, whereas only 6 (4.3%) respondent` yearly total household Income before taxes are above \$80,000. Majority of respondent` level of education are between Diploma/STPM/A-Level as presented by 51 respondents (37%), 42 (30.4%) degree/bachelor holders, whereas 25 (18.1%) respondents are Masters/PhD holders, and the total of 20 SPM/O-Level holders make up the lowest percentage 14.5%. And, there are many domestic tourists (Malaysian) are being involved in this study compare to international tourists

Table 1.3: Profile of Respondents

No.	Variables	Description	Frequency	Percentage (%)
1	Age	Below 20 years old	6	4.3
		21-29 years old	35	25.4
		30-39 years old	37	26.8
		40-49 years old	27	19.6
		50 years old above	33	23.9
2	Gender	Female	88	55.7
		Male	70	44.3
3	Level of Income	Less than \$ 19,999	41	29.7
		\$20,000 - \$ 39,999	15	10.9
		\$40,000 - \$ 59,999	40	29
		\$60,000 - \$ 79,999	36	26.1
		Above \$80,000	6	3.6
4	Level of Education	SPM / O-Level	20	14.5
		A-Level / Diploma / STPM	51	37
		Degree / Bachelor	42	30.4
		Masters/PhD	25	18.1
5	Nationality	Domestic	71	51.4
		International	67	48.6

Reliability test for all variables were conducted to test the accuracy of measurement (items) in this study. According to Sekaran (2003), the closer the reliability coefficient value to 1.0, the better the reliability of items it is. Cronbach's Alpha value that is less than 0.60 are considered poor, those above 0.70 range are acceptable. As presented in table 1.4, Cronbach's Alpha coefficient value for all variables are more than 0.60, thus it explained good measurement of items.

Table 1.4: Reliability Coefficients

No.	Variables	Cronbach Alpha Coefficient	Number of items	Number of Items Delete
1	Recreational Experience	0.821	9	None
2	Educational Experience	0.907	9	None
3	Heritage Experience	0.817	8	None
4	Intention to Visit	0.786	8	None

From Table 1.5, among three dimensions, namely recreational experience, heritage experience, and educational experience, heritage experience has the highest mean value at 4.7600 and standard deviation value at 0.90720, meaning that the most of the respondents are more agree the statements of heritage experience with smaller variation in their opinions than other two variables of recreational experience and education experience.

Table 1.5: Descriptive Statistics of Variables

No.	Variables	N	Scale	Mean	Standard Deviation
1	Recreational Experience	138	1-7	4.5853	0.84923
2	Heritage Experience	138	1-7	4.7600	0.90720
3	Educational Experience	138	1-7	4.4195	1.00050
4	Intention to Visit	138	1-7	4.9330	0.66181

Table 1.6 followed is the results of statistical analysis for the multiple linear regression model. At 5% significant level, with $F = 60.324$; $Sig. = .000$, the F value shows that the model is fit. R Square value is at 0.575, which is slightly lower than the standard value of 0.6, meaning only 57.5% of the three independent variables able to explain the dependent variable (intention to visit heritage site). Adjusted R Square is 0.565 and the Durbin Watson test is at 1.803, meaning the residuals are slightly positively auto correlated.

Hypothesis 1:

Table 1.6: Model Summary of Multiple Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.758(a)	.575	.565	.43647	.575	60.324	3	134	.000	1.803

a Predictors: (Constant), MeanEdu, MeanRec, MeanEmo

b Dependent Variable: MeanInt

Table 1.7: Results of Multiple Linear Regressions

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.671	.248		6.748	.000		
	MeanRec	.316	.048	.406	6.625	.000	.846	1.182
	MeanEmo	.349	.051	.478	6.848	.000	.651	1.537
	MeanEdu	.034	.046	.052	.740	.461	.653	1.531

a. Dependent Variable: MeanInt

Table 1.7 presented above showed that, at 5% significant level, recreational experience ($t = 6.625$; $Sig. = 0.00$) and heritage experience ($t = 6.848$; $Sig. = 0.000$)

have significant relationship with intention to visit heritage site. As for educational experience ($t = 0.740$; $\text{Sig.} = 0.0.461$) at 5% significant level, have no significant relationship with the dependent variable (intention to visit heritage site). There is no multicollinearity problem in this model based on the convention that tolerance value of more than 0.1 and VIF (variance inflation factor) is less than 10. Thus, hypothesis 1(a) and hypothesis 1(b) are supported while, hypothesis 1(c) is not supported.

Hypothesis 2:

Table 1.8: Respondents Age with Independent Variables

Variable	Step 1		Step 2		Step 3	
	B	Sig.	B	Sig.	B	Sig.
Recreational experience	.303	.000	.297	.000	.284	.003
Heritage experience	.356	.000	.353	.000	.360	.000
Age			-.095	.250	-.137	.805
Recreational experience*Age					.018	.873
Heritage experience*Age					.008	.935
R Square	.503		.507		.507	
Sig. F Change	.000		.250		.987	

From Table 1.8, the R Square at step 2 and step 3 are both at .507. Meanwhile, the Sig. F Change values for step 2 and step 3 are not significant at 5% significant level, which are at 0.250 and 0.987. In the other words, the results showed that the age of respondents are not significantly moderate the effect on the relationship between the independent variables and dependent variable. Thus, the hypothesis 2 is not supported.

Hypothesis 3:

Table 1.9: Gender with Independent Variables

Variable	Step 1		Step 2		Step 3	
	B	Sig.	B	Sig.	B	Sig.
Recreational experience	.405	.000	.297	.000	.223	.008
Heritage experience	.735	.000	.353	.000	.257	.010
Gender			-.095	.250	-.140	.978
Recreational experience*Gender					.068	.462
Heritage experience*Gender					.009	.515
R Square	.527		.527		.527	
Sig. F Change	.000		.350		.788	

From Table 1.9, the R Square at step 2 and step 3 are both at .527. Meanwhile, the Sig. F Change values for step 2 and step 3 are not significant at 5% significant level. In the other words, the results showed that the gender of respondents is not significantly moderate the effect on the relationship between the independent variables and dependent variable. Thus, the hypothesis 2 is not supported.

Hypothesis 4:

Table 2.0: Respondents Level of Income with Independent Variables

Variable	Step 1		Step 2		Step 3	
	B	Sig.	B	Sig.	B	Sig.
Recreational experience	.323	.000	.161	.000	.179	.002
Heritage experience	.368	.000	.227	.000	.098	.071
Level of Income			.657	.000	.209	.000
Recreational experience* Level of Income					.029	.733
Heritage experience* Level of Income					.283	.000
R Square	.573		.713		.739	
Sig. F Change	.000		.000		.002	

From Table 2.0, R Square value at step 2 and step 3 are at .713 and .739. Meanwhile, the Sig. F Change values for step 2 and step 3 at 5% significant level are significant. In other words, the result showed that the level of income has a significant moderating effect on the relationship between the independent variables (heritage experience) and intention to visit heritage site. The Unstandardized Coefficients value in step 2 is 0.657, meaning that level of income has a positively moderating influence on the relationship between the independent variables and dependent variable. Thus, the hypothesis 3 is supported. For further analysis, in step 3, the both p variables of level of income and heritage are significant at 5% significant level, which are at .000 and .000 respectively, meaning that level of income significantly moderates the relationship between heritage and intention to visit heritage site.

Hypothesis 5:

Table 2.1: Respondent's Level of Education with Independent Variables

Variable	Step 1		Step 2		Step 3	
	B	Sig.	B	Sig.	B	Sig.
Recreational experience	.303	.000	.304	.000	.293	.000
Heritage experience	.356	.000	.358	.000	.372	.000
Level of education			.033	.731	.138	.870
Recreational experience * Level of education					.061	.691
Heritage experience *					-.084	.501

Level of Education				
R Square	.503	.503	.505	
Sig. F Change	.000	.731	.753	

From Table 2.1, the R Square at step 2 and step 3 are at .503 and .505. Meanwhile, the Sig. F Change values for step 2 and step 3 are not significant at 5% significant level, which are at 0.731 and 0.753. In the other words, the results showed that the level of education is not significantly moderating the relationship between independent variables and dependent variable. The same evidence can also be found in the Table 4.9, in which the p values for age in the step 2 and step 3 are at 0.731 and 0.870 respectively, which are not significant. Thus, the hypothesis 4 is not supported.

Hypothesis 6: Nationality significantly moderates the relationship between three variables (i.e.: heritage experience, recreational experience, educational experience) and intention to visit Kinabalu National Park.

Table 2.2: Respondents` Nationality with Independent Variables

Variable	Step 1		Step 2		Step 3	
	B	Sig.	B	Sig.	B	Sig.
Recreational experience	.323	.000	.187	.000	.238	.000
Heritage experience	.368	.000	.236	.000	.100	.073
Nationality			.606	.000	1.666	.002
Recreational experience* Nationality					0.53	.547
Heritage experience* Nationality					.282	.001
R Square	.573		.697		.723	
Sig. F Change	.000		.000		.003	

The first step of regression analysis was done with the independent variables namely recreational experience and heritage experience, and the combination of moderator (nationality) which can be found in second and third step of Table 2.2.

From Table 2.2, R Square at step 2 and step 3 are increase compare to step 1 (.573) at .697 and .723. Meanwhile, the Sig. F Change values for step 2 and step 3 at 5% significant level are significant, which are both at the values of .000 and .003. In the other words, the result showed that the nationality with the independent variables have significant moderating effect on the relationship between heritage and intention to visit. The same evidence can also be found in the Table 4.10, in which the significant values for nationality in step 2 and step 3 are significant, which are .002 and .001 respectively. Furthermore, as the Unstandardized Coefficients of nationality in step 2 is 0.606, meaning that nationality positively moderating the influence on the relationship between the independent variables and dependent variable. Thus, the hypothesis 5 is

supported.

As a summary of findings, two out of three sub-hypotheses (1(a), 1(b), 1(c)) are supported in this study, which are hypothesis 1(a), and 1(b). Others, two out of six main hypotheses are also support in this study, which are hypotheses 4 and 6. In the other words, there are significant relationships between heritage experience, and recreational experience with visitors` intention to visit Kinabalu National Park. As a conclusion, only moderating variables (level of income and nationality) significantly moderate the relationship between independent variables (recreational experience, and educational experience) and dependent variables (intention to visit Kinabalu National Park). The research found that this study has achieved all of the objectives. Firstly, to determine whether heritage tourism is motivated by the search of education experience, recreational experience, and heritage experience. According to multiple regression analysis result, two independent variables that are significant at 0.00 with visitors` intention to visit Kinabalu National Park are sought of heritage experience and recreational experience. One of the reason is based on the link between the subject matter (i.e., heritage presented) and the tourists` perception of this site in relation to their own heritage, especially for tourist from around South East Asia`s country and local citizens. This category of visitors express reasons such as because of desire to gain heritage experience from the well established World Heritage Site, for present purposes, this group could be put under the heading of “a desire to be involved in the heritage experience” and “eager to visit one of the world famous heritage sites once in their life”. Significant result within recreational experience and visitor`s intention to visit heritage site identified contained those reasons that did not relate to the content of the material presented. It was made up of reasons such as a change from daily routine, holiday trip with their family, to make worthwhile use of leisure time and the visit to Kinabalu National Park is with the collaboration with their visitation at other sites in Sabah (ex: Sandakan). In comparison with previous finding done by Poria et. al (2004), this research reveals that some of reasons for visiting heritage sites are in contrast to notions such as education reason, this study may show a need to consider more on recreational and seek of heritage experience motives but in the same time do not neglect education purpose. It is argued that some purpose experiences may not be appropriate to some forms of tourism such as heritage tourism. One possible suggestion is maybe such an area of study, seek of emotional involvement is suggested to explain individual behavior.

The second objective of this paper is to enhance understanding of heritage tourists and how they differ from general tourists to Kinabalu National Park in terms of demographic characteristics. People with high level of income identified as more willing to travel and visit heritage site. According to statistics conducted by Travel Industry of America in the year January 2001, it show that 56% heritage travelers are married , and 40% are traveler with an average age of 48 years. For this study, main respondent are 40 years old above, and make up 43.5% (60%) of total respondent. Heritage tourists tend to be slightly older than other travelers and spend more on their trips than other age groups. The sophistication of this market will demand an experience that is authentic, high quality, and in many cases, customized to meet individual interests and needs. In this study total 60 respondent & 43.5% respondents are stand of peoples with 40 years above. From the result 58.7% of 138 respondent level of income are higher than \$40,000 per year (before taxes). This support the study done by Jordan (2001) that travelers who seek for heritage experience on their trips differ from other US travelers in a number of ways. Usually, they are more likely to have annual household incomes over \$50,000 and have completed college. In Malaysia`s context, 85.5% of respondent are at least have

the STPM (*Sijil Tinggi Pelajaran Malaysia*)/A-Level/ Diploma. There are also some foreign visitors with professional profession travel to local heritage site to observe and explore the experiences of being there. They are namely from Italy, Ireland, Switzerland, Australia, Hong Kong, Japan, Korea, China, and Taiwan that make up 48.6% of the respondents. Both level of income and nationality significantly moderating the relationship between independent variable and dependent variable. The higher the visitors' level of income, the more higher their tendency to travel to heritage-based destinations. This study support research done by Sillberberg (1995), which heritage tourists earns more money and spends more money while they were on vacation. In Sabah, international visitors either travel individually or in group with travel agents will choose Kinabalu National Park as their main destination, and majority of them are with the tendency to climb Mount Kinabalu as the highest mountain in Southeast Asia.

Third, from the perspective of heritage sites operators, significant result of heritage experience and recreational experience are to suggest that site operators should aim at providing different experiences and also maintenance of the nature-based historical site. Based on the study, individuals may differ in their expected experience of the visit. This suggests the existence of several segments of potential visitors; some are interested in being emotionally involved for heritage experience and others some interested involve in recreational purpose, whereas less other may get interested with educational experience. This also suggest that in contrast to today's visit, for example, operators of heritage site may provide better bottom up planning such as starting with guides who are able to provide different stories or information to different group of visitors. And, here leadership is the key to overcoming many obstacles. This finding may also provide insight to those who market heritage sites, giving those ideas on how to allocate their advertising resources and efforts and form partnerships to capitalize on the strengths of others (i.e., foreign travel agents). As an example it could be argued that there may be rationale to allocate less effort for advertising to those who show a very high level of intention to visit the site than for those who have less interest. The development of heritage tourism in Sabah also open more entrepreneurial opportunities for local folks to market more souvenirs or new products made by local citizens such as Dusun attires, since Dusun people are the majority who are living within the Kinabalu National Park, Kundasang, Sabah. The location chose maybe surrounding the site's area, so it is hope that it may improve the rural area household income.

For those potential visitors, management of the site should offer more promotions on holiday package promotions to increase their intention to visit heritage sites. This also highlight the operators should take not only the volumes of the marketing effort into account, but also the quality of content. The fact that tourist perceptions on a site may be associated with identifiable visitor characteristics (ex: nationality), could help the operators identify those who perceive the site as being part of their own heritage and those who do not, target the different groups as it is suggested that highly encouraged to visit heritage site are more interested in feeling emotionally involve compare to others and Visitor safety, convenience, and value are paramount concerns during mount climbing. If previous visitors obtain positive heritage or recreational experience, they may help to recommend the site to their family members, friends, or relatives back to their countries. Thus, this makes the best promotion provided by the region's residents. In this case, what type of information organization team present to this group can also be obtainable on heritage attractions web site or other destination promotional website to gain higher desirability to visit (Sigala, 2004). As a result, destination residents need are

also repeat visitors, communication should stress the dynamic nature of many parks and sites so that more than one visit is warranted.

Conclusion and Recommendations

For future research, it is suggested that additional variables should be extended into the model of framework of study, to increase the R Square values which for current study, only 57.5% of independent variables could explain the dependent variable. Thus, additional variables may help in contribute to the significance of future research such as marketing variables (i.e., advertising and promotion channels). The study conducted mainly in the local established World Heritage site of Sabah, Kinabalu National Park, but in the future study, it may also include a greater diversify of sites in Sabah, example the latest propose for World Heritage establishment by State of Sabah to UNESCO (United Nations Educational, Scientific, and Cultural Organization) on April 2007, Maliau Basin which also known as Sabah's lost world) or Sandakan White House in Sandakan, Sabah. So that, management of a site can conducts a plan to provide more accommodations, conservation and protection of the area, funding purpose, services enhancement, and promotions of traveling packages to fit in the visitors` requirements. It is also suggested that visitors` profile of travel behavior should be included such as days the visitors spend, previous destination experience, lifestyle, next destination preferences, their expectation from a visit, as well as their satisfaction. Such research could lead to better management and higher level of satisfaction among visitors.

The possibilities for future research are indeed great and prudent practitioners must stay abreast of this growing public (local visitors) and foreigners` need of heritage experience involvement. The growth in this area is producing a diverse audience, who seek varying benefits from the heritage site, but either they realize or not, they place heritage experience as a key factor in the selection of a historic site. Realizing the heritage experience of public is demanding, practitioners must accommodate or least they will be replaced by other practitioners who are planning, marketing, and developing heritage sites with the awareness of the "pulse of Sabah and Malaysia" in mind. Heritage tourists mainly are motivated by heritage experience and recreational experience, especially in Malaysia's context. Since many tourists are interested relating to local culture and history, therefore, promotional strategies should stress these benefits and the opportunity to satisfy these motives. However, heritage tourists are more accurately classified by their interest in key heritage tourism offerings (destination attributes) than motives for travel. As such, it is critical for destination marketing organizations to communicate the availability of parks, galleries, and events to influence destination choice and satisfy heritage tourism appetites.

The substantial level of participation in heritage activities by visitors, lengthier stays, higher spending, the positive ratings of their trip and their propensity to recommend the destination to friends, all support the significance of these visitors as a valuable and discernible target market segment may include in the future research to gain far insight into heritage tourists. The findings of this research can assist marketing efforts to this special interest tourist type and contribute to the emerging knowledge base on heritage tourist behavior.