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CULTURE, CARRYING CAPACITY AND PERCEIVED VALUE ON TOURISTS' SATISFACTION AND REVISIT INTENTION

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Abstract

In the current digitalized and emerged world, tourists are looking forward to opportunities to reconnect with the mother nature. In fact, cultural-centred tourism destinations are topping the preference of the tourists who are constantly looking forward to ethnic-cultured experiences. In the growing market of tourism, carrying capacity and perceived value are critical in contributing to the satisfaction of tourists as well as their intention to revisit to the tourism destination. Hence, the present study investigates the role of culture, carrying capacity, and perceived value in enhancing tourists' satisfaction and intention to revisit at the cultural destination context. A total of 100 respondents including both domestic and international tourists who visited Sarawak Cultural Village (SCV) in Sarawak, Malaysia participated voluntarily in this study. Data analysis on path modelling and bootstrapping was conducted using SPSS Version 23.0 and SmartPLS (version 3.2.8) to evaluate the developed model. The findings disclosed that all the direct hypotheses were supported, which are culture, carrying capacity and perceived value. They were found to augment satisfaction level among tourists at SCV, and eventually leads to intention revisit to SCV.

Keywords: Culture, carrying capacity, perceived values, satisfaction, revisit intention, theory of planned behavior.

1. Introduction

Tourism is commonly known as a complex phenomenon whereby it acts as a comprehensive term under which industry players strive to encompass an absurd number of behaviours, activities, entities, sectors or subjects while involving the movement of people across places (Baggio, 2019). Over the past decades, tourism carries its role which the local economy is beneficiary of its positive impression (Carmignani & Moyle, 2019). Generally, attractions related to tourism are regarded as the pull factor that attract tourists to go to a certain place or area where the attractions must be well-developed (Kirom et al., 2018). Thus, a destination can hardly be called as an object of tourism if there is an absence of attractions. In the current digitalized and materialized world, tourists are looking forward to opportunities to reconnect with Mother Nature (Forbes, 2017).

It has become a common saying that tourism policy makers, namely destination marketing organizations (DMO) and tourism researchers to give major emphasis on the sustainable development of a destination (Hall, 2019). In the early 1990s, competitiveness has been a major study topic in manufacturing and other related sectors. However, the importance of competitiveness has risen especially for countries which are tourism-dependent (Gooroochurn & Sugiyarto, 2005). Subsequently, it is essential for industry players to look into competitive destinations that are able to attract and improve potential tourists' satisfaction (Tsai et al., 2009). Thereafter, tourists' satisfaction leads to their intention to revisit the destinations while safeguarding cost-effectiveness in the long run (El-Refae, 2012; Ismail et al., 2016; Kumra, 2008).

This study was conducted at Sarawak Cultural Village (SCV), a tourism destination site in the city of Kuching, Sarawak. Generally, most Malaysian villages were recognized as Malay Kampung (Lo et al., 2019), yet it is different in the context of Sarawak as inhabitants of villagers range from Malay, Iban, Bidayuh, and other civilizations. At SCV, it demonstrates unique houses design of Sarawak ethnic groups, providing ethnic and cultured experiences and performances for both local and foreign visitors. Past studies have indicated that culture is an essential element in attracting tourists to a destination (Kirom et al., 2018), emphasising the importance of cultural element that attracts visitors to SCV.

Additionally, past researchers such as Tang et al. (2013) have underlined the substantial role of a destination related to tourism as the spatial carrier of tourism as the carrying capacity of that particular destination does affect the sustainability of relevant destination and competitiveness in the long run (Chin et al., 2016). Nevertheless, the increasing number of visitors to the destination may cause issues such as overcrowding which can lead to the reduced quality of experience during their visitations (Thong et al., 2019). Consequently, visitors may feel themselves not being welcomed by the residents at the destination, and eventually affects revisit intentions (Yu et al., 2011). Hence, the carrying capacity of SCV is taken into consideration in the present study. This helps to provide an insight to the industry players with regards to the maximum amount of tourism activities (Du & Pu, 2013) can be done in SCV as well as improving the perceived values of tourists visiting SCV.

In summary, this study intends to investigate three variables, namely, culture, carrying capacity and perceived value and its impacts on tourists' satisfaction along with examination on the relationship between tourists' satisfaction and revisit intention.

1.1. Theory of Planned Behavior and Revisit Intention

Theory of Planned Behavior is a prevalent conceptual framework in the study of behaviors among human (Ajzen, 2002). TPB can also be applied to activities which are leisure-related (Ajzen & Driver, 1992) and has been adopted by many scholars in predicting and understanding intentions of individuals' in various contexts which are leisure-related, including travel behavior (Chen et al., 2014; Han, 2015), gambling (Oh & Hsu, 2001; Flack & Morris, 2017), exercising behavior (Downs & Hausenblas, 2005; Gucciardi & Jackson, 2015), physical activity during spare time (Chatzisarantis et al., 2015), and outdoor recreation (Vagias et al., 2014; Shrestha & Burns, 2016). Moreover, TPB is also applied in other studies in explaining and forecasting intentions to take part outdoor recreationists and the results revealed that mindsets, subjective norms, and perceptions of behavioral control stimulate their intents to hunt (Hrubes et al., 2001). Subsequently, these findings suggested TPB can effectively forecast certain behaviors, intents and the basis of mindsets, subjective norms, and perceptions of behavioral control. Individuals who have positive mindsets and subjective norms with respect to a conduct, indicating better perceived behavioral control, leading to a strong intention of that individual to act under contemplation (Ajzen, 1991). Hence, this study seeks to investigate whether the TPB model can be utilized as a predictor to explain tourists' intentions to revisit a tourism attraction which is governed by TPB.

1.2. Revisit Intention

Revisit intention is defined when a tourist visits a destination repeatedly (Oliver, 1997) while this particular tourist has a tendency to share constructive word-of-mouth with the others, eventually, turning it into a free marketing tool (Som & Badarneh, 2011). As tourism marketing is becoming more competitive, marketers in destinations have been emphasizing on generating the revisit intentions to tourism destinations (Choo et al., 2016; Tubey & Tubey, 2014). Moreover, the essential roles of revisit intention to destination are revealed in the past studies that they intend to create more notable and energetic trip experiences for tourists (Choo & Petrick, 2014; Ranjbarian & Pool, 2015). Several studies have also demonstrated the strong relationship between visitors' satisfaction and intentions to revisit (Hutchinson et al., 2009; Orel & Kara, 2014).

1.3. Satisfaction

Tourist satisfaction was originated from the research of product and service quality in manufacturing (Lian & Wang, 2004). Oliver (1980) proposed a definition for satisfaction and it is defined as the comparison of expectations between before and after visiting a destination (Ramseook-Munhurrun et al., 2016). Tourists' satisfaction is stated as the pleasure generated from the experience of dealing and involving in tourism activities (Carù & Cova, 2003). Subsequently, the tourism-related experience that the tourists gained is vital in differentiating between a destination and its competitors (Walls et al., 2011). Tourists satisfaction is also identified as one of the important factors to influence tourists' forthcoming acquisition and intents to revisit (Choo et al., 2016) as tourists' dissatisfaction may lead to unfavorable future behavioral intentions (Zeithaml & Bitner, 2000). Tourist satisfaction can also be defined as post-purchase which related to emotions about consumptions (Khuong & Duyen, 2017).

1.4. Culture

From cultural perspective, uniqueness of tourism from aboriginal tourism is a considerable as an element for branding (Ryan, 2005). Culture is a structure of emotions and concepts, an encounter, and invention by human beings in their societal lives, which is often acquired through realization (Koentjaraningrat, 1992). Additionally, cultural element covers uniqueness, authenticity, variety, and originality to help define a good tourism attraction as every culture is unique and is defined as the combination of elements that possessed by a particular destination (Damanik & Weber, 2006). Moreover, they also suggested that authenticity and originality are different in such a way authenticity correlates with antiquity and exoticism of an attraction where it combines characteristics which are natural, exoticism and earthy.

1.5. Carrying Capacity

Carrying capacity referred to the ultimate number of individuals that could visit a tourism destination without causing degradation to socio-cultural environment, physical, economic, and visitors' satisfaction (World Tourism Organization, 1994). Tourism environmental carrying capacity was first presented by LaPage (1963) for the purpose of describing maximum capacity or carrying capacity (Wan, 2004). Consequently, degradation may happen to part of natural resources due to the increasing number of tourists in that particular tourism destination (Chin et al., 2016). Moreover, the minimum of resource space carrying capacity, tourism economic development carrying capacity, social carrying capacity and ecological environmental capacity help to define the amount of tourism activities of a destination (Du & Pu, 2013). Moreover, Wang and Xu (2015) demonstrated that the index system of tourism environmental carrying capacity can be established through different aspects of environment, namely, tourism resources environment, psychological environment, tourism social economic environment and ecological environment. Based on these ideas, further studies of carrying capacity was emphasized on the quantitative research of tourism environmental carrying capacity (Li, 2016).

1.6. Perceived Value

Perceived value is theorized as the understanding of consumer behavior with considerations on consumers' attitudes and their feelings to comprehend the tendency of them being involved in the purchasing of specific products in a context which is competitive (Jamal et al., 2011). Conventionally, perceived value occurred to be a purpose of prices only, however, "value for money" was observed to be the main measure in its place (Gallarza & Saura, 2006). Then, the concept of perceived value is involved in tourism studies literature after applied at long last in the literature of marketing (Sanchez et al., 2006). Several research in the past have studied on the influences of perceived value on dissimilar features of tourists' conducts, which include behavior related to post-purchase (Moliner et al., 2007; Petrick, 2004), satisfaction (Bajs, 2015; Lee et al., 2007; Ryu et al., 2008), behavioral intention (Bajs, 2015; Ryu et al., 2012), and loyalty (Gallarza & Saura, 2006). In a study by Jamal et al. (2011), the perceived value among tourists utilizing homestays in tourist destination was examined using multi-dimensional measure. Subsequently, these dimensions were further examined and integrated formatively, with these dimensions included functional (e.g., price, product/service, personnel, and establishment), communal and emotive

value (Sanchez et. al., 2006). The consumers' overall assessment of a product or service is a trade-off between the costs and benefits realized (Bajs, 2015; Chen & Hu, 2010; Lee et al., 2007).

1.7. Hypotheses Development

Past studies (e.g., Boit & Doh, 2014; Kirom et al., 2018) revealed that culture has positive and significant impact towards tourists' satisfaction. Subsequently, the attribute regarding a cultural destination demonstrated positive impression on the satisfaction of tourists visiting that specific destination (Putri, 2017). A well-preserved and promoted cultural destination does improve its tourists' satisfaction. Previous studies concluded that the evaluation of carrying capacity of a tourism destination is related to tourism experience, namely, expectation and satisfaction (Mohamad et al., 2014; Shahrivar, 2012). At the level of a destination, a sustainable level of tourism must be accessed with the consideration of both quality of experience (QOE) among occupants and their quality of life (QOL) (Dioko & So, 2017) as well as their personal satisfaction (Andereck et al., 2007). Most studies suggested that perceived value results in satisfaction (Cronin et al., , 2000; Tam, 2000) in forecasting of behavioral intents. Moreover, the multi-dimensional scales developed for perceived value including function, communal and emotive value positively impacted tourists' satisfaction (Bajs, 2015; Lee et al., 2007; Ryu et al., 2008), thus perceived value has a positive influence on satisfaction. Based on the existing research discussed above, the following hypotheses are formulated:

H1: Culture is positively related to tourists' satisfaction.

H2: Carrying capacity is positively related to tourists' satisfaction.

H3: Perceived values are positively related to tourists' satisfaction.

Past studies emphasized the encouraging relationship between customers' satisfaction and revisit intention (Canny & Hidayat, 2012; Thiumsak & Ruangkanjanases, 2016). It has indicated that tourists' dissatisfaction will result in unfavourable future behavioral intentions (Zeithaml & Bitner, 2000). There have been several studies investigating the intentions to revisit among tourists and the findings are consistent with results from consumer behaviour investigation (Cheliah et al., 2019; Kim & Shim, 2019; Seetanah et al., 2018). The importance of travellers' involvement was highlighted in defining their intents to revisit (Zhang et al., 2018). Likewise, countless pragmatic studies in the past have established that involvement and satisfaction among tourists at a destination significantly determines their intents to revisit (Choo & Petrick, 2014; Ranjbarian & Pool, 2015; Um et al., 2006). Based on the existing research discussed above, the following hypothesis is formulated:

H4: Tourists' satisfaction is positively related to revisit intention.

2. Problem Statement

Recently, several studies have indicated the tremendous growth of cultural tourism over the past few years (Richards, 2018). Consequently, it is important for industry players to utilize the opportunity by understanding tourists in order to attract more visitors to the destination, or even increase their intentions to revisit to tourist attraction, which in this case, the SCV, as the number of visitors have been dwindling over recent years based on the statistics by Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak (MTACYS).

- The percentage of visitors travelling to the state of Sarawak, in Malaysia has shown a decrement rate of 8.44% among domestic tourists in Year 2018 as compared to Year 2017 (MTACYS, 2018).
- Among various tourism attractions in Sarawak, Sarawak Cultural Village (SCV) experienced a decrement rate of 7.65% for 2018 as compared to Year 2017 (MTACYS, 2018).

3.   Research Questions

The research questions for this study investigate culture, perceived values, and carrying capacity on tourists' satisfaction and their intentions to revisit to a Sarawak Cultural Village (SCV).

3.1. Culture, Perceived Values, and Carrying Capacity on Tourists' Satisfaction

How would culture, perceived values, and carrying capacity influence the level satisfaction among tourists visiting SCV?

3.2. Tourists' Satisfaction on Revisit Intention

How does tourists' level of satisfaction affect their intentions to revisit to SCV?

4.   Purpose of the Study

This study intends to investigate the influence of culture, perceived values, and carrying capacity towards the satisfaction level from the standpoints of both domestic and international tourists and their intentions to revisit to Sarawak Cultural Village (SCV), Malaysia.

4.1. Culture, Perceived Values, and Carrying Capacity towards Tourists' Satisfaction and Revisit Intention

The purposes of this study are as follows:

- To investigate the influence of culture, perceived values, and carrying capacity towards the satisfaction level from the standpoints of both domestic and international tourists in Sarawak Cultural Village (SCV), Malaysia.
- This study intends to examine the impact of tourists' satisfaction towards their intentions to revisit to SCV, Malaysia.

5.   Research Methods

This study was conducted at Sarawak Cultural Village (SCV), in the city of Kuching, Sarawak, Malaysia. In the present study, both the local and foreign visitors who visited SCV in the period between November 2018 and April 2019 were targeted. The respondents aged 18 years old and above were selected and designated as respondents using a non-probability purposive sampling. The survey instrument used for the data collection in this study was by distributing survey questionnaires. There is a total of two sections in this questionnaire, namely, Section A and Section B to gather the demographic information of respondents and measurement of the 5 variables considered respectively. In the present study, 20 items

were adapted from previous researchers for the measurement of the constructs as proposed such as (Artuğer, 2015; Chi & Qu, 2008; Canny & Hidayat, 2012; Collins, 2005; Herstanti et al., 2014). Moreover, the items adapted with a 7–point Likert grading scale, ranged from "1–Strongly Disagree", "2–Disagree", "3–Slightly Disagree", then, followed by "4–Neutral", "5–Slightly Agree", "6–Agree", and lastly "7–Strongly Agree". A preliminary screening of the questionnaire items with regards to the instructions provided, phrases and words was conducted using pre-testing for the purpose of issues elimination such as confusion and complication in understanding the distributed questionnaire. Consequently, researchers were able to appraise whether the group of respondents are being asked with the right questions using the precise method. The adoption of G*Power (version 3.1.9.2) software to calculate the minimum sample size, the suggested minimum sample size needed to assess the research model developed is 68 by running a priori power analysis using a medium effect size with a significant level of 0.15 and the power of 0.85. Table 01 presents the respondents' demographic.

Table 01. Demographic Profile of Respondents

Profile	Category	Frequency	(N=100) Percentage
Gender	Female	34	34.0
	Male	66	66.0
Age	16-20 years old	7	7.0
	21-30 years old	49	49.0
	31-40 years old	24	24.0
	41-50 years old	12	12.0
	51-60 years old	14	14.0
	60 years old and above	3	3.0
Employment Status	Student		
	Unemployed, looking for work	21	21.0
	Employed	6	6.0
	Running my own business	56	56.0
	Housewife	5	5.0
	Retired	7	7.0
	Other	2	2.0
		3	3.0
Occupation	Government employee	39	39.0
	Businessman	5	5.0
	Private sector employee	16	16.0
	Student	21	21.0
	Other	19	19.0
Income	Less than RM1,500		
	Between RM1,501 and RM3,000	31	31.0
	Between RM3,001 and RM4,500	16	16.0
	Between RM4,501 and RM6,000	16	16.0
	Between RM6,001 and RM7,500	17	17.0
		4	4.0
		3	3.0
		13	13.0

	Between RM7501 and RM9000		
	RM9001 and above		

A preliminary analysis was conducted using Statistical Package for Social Science 23.0 (SPSS) to recognise the problems regarding straight lining and missing values for better analysis of the measurement. PLS-SEM analysis was then conducted via SmartPLS (version 3.2.8) to evaluate the research model based on two-step analysis approach, followed by the measurement and structural analysis. Then, bootstrapping was conducted with a total 1,000 resamples in the process of generating t-values and standard errors of the estimation. The predictive relevance of the model was then checked with the execution of blindfolding.

6. Findings

6.1. Assessment of the Measurement Model

Convergent validity, discriminant validity and reliability were conducted to measurement model according to confirmatory factor analysis (CFA)approach. According to Fornell and Larcker (1981), average variance extracted (AVE) values have to meet the minimum criteria of 0.50. Whereas, the composite reliability (CR) values to be refrained at minimum cut off point of 0.7 to be considered valid, as reference made to Chin (2010). With reference made to Bagozzi et al. (1991), the loadings have to be maintained at a minimum cut off point of not less than 0.5 to meet internal consistency, as shown on Table 02. In order to show reliability and internal consistency of items (instrument), Cronbach's alpha values were used for the test (Cronbach, 1951). Reference made to the outcome of the test; Cronbach alpha values were acceptable. The indications of the values are 0.60 interpreted as poorly indicated, 0.61 – 0.79 interpreted as acceptable, and above 0.80 is interpreted as good quoted by Nunnally and Bernstein (1994).

As for the discriminant validity report on Table 03, square root of AVE is used to show the inter-correlation of the construct with other constructs in the research model, the values carried must be greater than each of the constructs' correlation, as suggested by Chin (2010) to Fornell and Larcker (1981) criterion. Besides, Heterotrait-Monotrait (HTMT) ration is also been reported in support to discriminant validity as shown in Table 04. Reference made to Kline (2011) and Gold, Malhotra, and Segars (2001) respectively, ratio should not exceed the threshold of 0.90 for HTMT. In conclusion, measurement model fulfilled all the criteria and proved sufficient level of reliability, convergent validity and discriminant validity. For satisfaction and revisit intention, the coefficient of determination (R^2) was 0.685 and 0.632 respectively. These have shown that 68.5% of the construct of satisfaction and 63.2% of the revisit intention were well explained by the independent variables. Referred to Cohen (1988)'s suggested moderate indication, the (R^2) was slightly above the moderate model of R2_0.33. Figure 01 below demonstrates the research model with t-values.
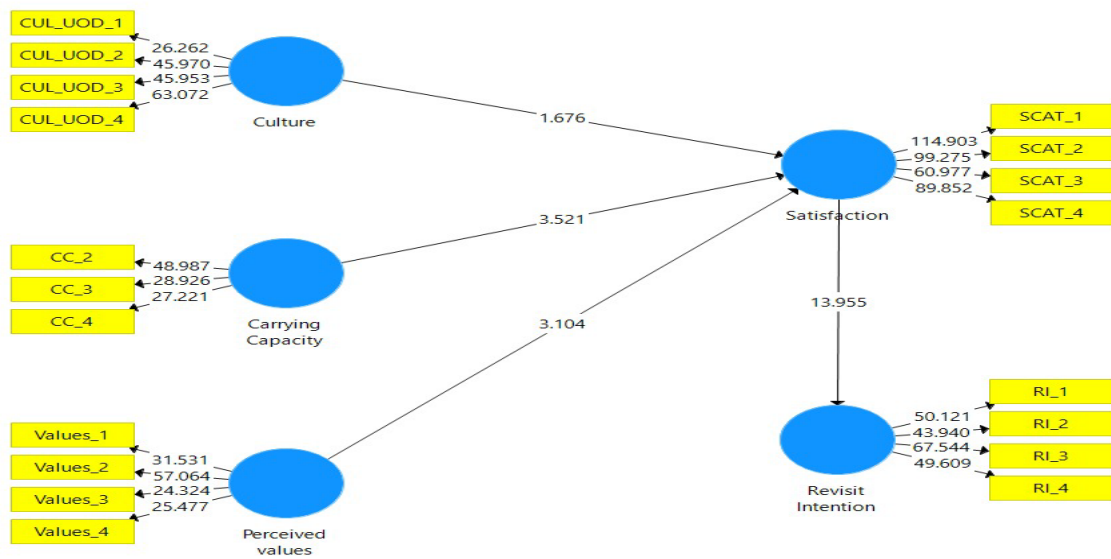
Figure 01. Research Model with t-values

Table 02. Result of Measurement Model (Based on 100 sample size)

Constructs	Items	Loadings	CR	Cronbach's Alpha	AVE
Carrying Capacity	CC_2	0.916	0.917	0.865	0.787
	CC_3	0.891			
	CC_4	0.853			
Culture	CUL_UOD_1	0.874	0.951	0.931	0.828
	CUL_UOD_2	0.919			
	CUL_UOD_3	0.928			
	CUL_UOD_4	0.918			
Perceived Values	Values_1	0.883	0.933	0.905	0.778
	Values_2	0.935			
	Values_3	0.855			
	Values_4	0.853			
Revisit Intention	RI_1	0.934	0.965	0.953	0.875
	RI_2	0.922			
	RI_3	0.947			
	RI_4	0.938			
Satisfaction	SCAT_1	0.968	0.980	0.973	0.926
	SCAT_2	0.968			
	SCAT_3	0.959			
	SCAT_4	0.954			

Note: CC_1 deleted due to low loadings.
a. Composite Reliability (CR)
b. Average Variance Extracted (AVE)

Table 03. Discriminant Validity of Constructs (Fornell & Larcker criterions)

	1	2	3	4	5
Carrying Capacity	**0.887**				
Culture	0.754	**0.910**			
Perceived Values	0.593	0.771	**0.882**		
Revisit Intention	0.637	0.736	0.727	**0.935**	

Satisfaction	0.725	0.762	0.737	0.795	**0.962**

Note: Diagonals represent the square root of the average variance extracted (AVE) while the other entries represent the correlations.

Table 04. Discriminant Validity of Constructs (HTMT)

	1	2	3	4	5
Carrying Capacity					
Culture	0.838				
Perceived Values	0.658	0.831			
Revisit Intention	0.690	0.768	0.773		
Satisfaction	0.781	0.795	0.777	0.817	

6.2. Assessment of the Structural Model

The results from hypotheses testing have been exhibited on Table 05, with the ruling that on one-tailed hypotheses testing, the t value have to be more than 1.645 or 2.33. The results have shown that culture, perceived values and carrying capacity were all have positive and significant relationships to satisfaction. On top of that, from tourists' perception, satisfaction has very much influence indicating positively related to revisit intention, it is significant. In addition, variation inflation factor (VIF) values indicated that it was below 10, therefore it is very certain that there is no multicollinearity among constructs (Bock et al., 2005). According to Hair et al. (2016) suggestion, blindfolding technique need to be executed to obtain the Q^2 value of more than zero value to explain predictive relevance. Hence, Table 06 recorded the values obtained for revisit intention and satisfaction is 0.510 and 0.590 respectively.

Table 05. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Standard Beta	Standard Error	t-value	Decision	VIF	f^2
H1	Culture >> Satisfaction	0.231	0.138	1.676*	**Supported**	3.706	0.046
H2	Carrying Capacity >> Satisfaction	0.339	0.096	3.521**	**Supported**	2.318	0.157
H3	Perceived values >> Satisfaction	0.358	0.115	3.104**	**Supported**	2.470	0.165
H4	Satisfaction >> Revisit intention	0.795	0.057	13.955**	**Supported**	1.000	1.717

Note: p<0.05*; p<0.01**

Table 06. The Results of the Prediction Values

	SSO	SSE	Q² (=1-SSE/SSO)
Carrying Capacity	300.000	330.000	
Culture	400.000	400.000	
Perceived values	400.000	400.000	
Revisit intention	400.000	196.056	0.510
Satisfaction	400.000	163.924	0.590

7. Conclusion

In conclusion, the results from the present study, disclosed that all variables namely, cultural, carrying capacity and perceived values are positively related to tourists' satisfaction. The relationships are shown to be supported and shown that satisfaction is playing a valuable role to influence revisit intention. A satisfied and contented visitor do not require much effort from the tourism industry as they are more than willing to revisit the destination. It is apparent that in order to create the psychological effect to revisit the same destination, the culture of the destination needs to be unique in comparison to other destinations. This will result in values perceived by the visitors to be worthy as tourists will evaluate the opportunity costs of visiting the destination. On the other hand, carrying capacity also very much impacted tourists as it does not only refer to the idea of space, but rather how well and how efficient the space could be utilized and managed to avoid overcrowding and congestion. Tourism is meant as a relaxation place for visitors, and in the event the tourist destination is experiencing congestion, that will most likely result in a negative impact.

For future use of the same research on a different site, perhaps the questionnaires should be re-studied for the part Culture and Perceived values. According to the results shown on Discriminant validity of constructs (HTMT), the results from the calculation of algorithm shown that they are very close to each other. This implied that respondents could not clearly differentiate the questions posted on these two sections. There is no clear differentiation to reflect that questions are asked based on two extreme categories. Another suggestion will be increasing the samples size, instead of targeting only 100 sets, in the new sites increase the number of sets of questionnaires.

From the practitioner's perspective, this study highlighted that it is imperative for the management of SCV to invest on the cultural elements. Additionally, the carrying capacity at SCV is able to satisfy tourists, however, it is advisable for it to be closely monitored in the event of an expansion or increase in visitors as failure to monitor this will jeopardize the efforts that have been invested. On the other hand, perceived value is a concept, idea, mentality or worthiness that every tourist has thus the tourists' satisfaction ought to be prioritized in order to attract more visitors SCV. Hence, the dissimilar extents of perceived value should be considered; including emotional, functional and communal value to create a constructive inkling among visitors at SCV. As a result, tourists will likely be encouraged to revisit and endorse SCV to their friends and family members.

7.1. Culture and Tourists' Satisfaction

The findings revealed that culture has a positive impact to satisfaction or as stated in hypothesis, culture is positively related to tourists' satisfaction in Sarawak Cultural Village, thus supporting H1. This indicates that cultural elements lead to satisfaction by tourists as tourists intended to come to visit a destination with a motive of explore the culture of Sarawak in this living museum called Sarawak Cultural Village. Damanik and Weber (2006) posit that uniqueness, authenticity, variety and originality are factors that define a good tourism attraction as a good tourism attraction will lead to tourists' satisfaction, and this is how the relationships developed between these constructs. With comparisons of tourists' expectations with their actual perception on the destination, the positive feelings represent satisfaction (Ramseook-Munhurrun et al., 2015).

7.2. Carrying Capacity and Tourists' Satisfaction

The present study found that carrying capacity is positively related to tourists' satisfaction in Sarawak Cultural Village or in another words carrying capacity as a one of the variables has shown that it is a factor or satisfaction to tourists for their visits to SCV, thus H2 is supported. The factor of this carrying capacity has played a role in determining the satisfaction of visitors. As quoted by scholars, tourism environmental carrying capacity means the amount of tourism activities can be accommodated by a destination where the quality of the product will not be compromised in the long run (Wagar, 1964). This has clearly shown that the carrying capacity of SCV has definitely achieved tourists' expectations. It is undeniable that SCV has more to offer for a single visit as it is spacious, rich in resources, with friendly staff. The destination does not give any impression of congestion which provides a pleasant visiting experience and is very much appreciated by visitors.

7.3. Perceived Value and Tourists' Satisfaction

Pertaining on H3, perceived value is positively associated to tourists' satisfaction in Sarawak Cultural Village. This underlines that the expectations on values perceived by tourists after visit to a destination will lead to satisfaction. Previous research had investigated on the effects of perceived values on different dimensions of tourists' behaviour, mostly an after-purchase behaviour (Moliner et al., 2007; Petrick, 2004) on satisfaction (Bajs, 2015; Lee et al., 2007; Ryu et al., 2008), behavioural intention (Bajs, 2015; Ryu et al., 2012), and loyalty (Gallarza & Saura, 2006). As stated, satisfaction is clearly an effect of the cause which is the perceived values. Additionally, past literature highlighted the relationships between perceived values and satisfaction thus the results of the present study support H3.

7.4. Culture, Carrying Capacity, Perceived Value and Tourists' Satisfaction

Cultural factor, carrying capacity, and perceived values were discovered as the factors that affect satisfaction among tourists. The present study attempts to examine tourists' satisfaction and revisit intention and the results supports this notion thus supporting H4. There are supporting literatures proving that strong relationship between visitors' satisfaction and the intentions to return and revisit the destinations (Choo et al., 2016; Tubey & Tubey, 2014). Since the industry of tourism is getting more challenging and competitive, revisit intentions of tourists to tourism or rural destination have been greatly emphasized by marketers.

Acknowledgments

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