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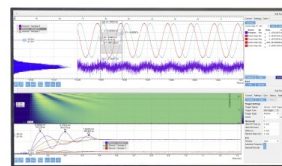
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Visitors Perception on the Facilities Management: A Preliminary Survey at Handicraft Museum Kota Bharu, Kelantan

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Abstract. This paper focuses on the tourist perception of facilities management at the Handicraft Museum Kota Bharu Kelantan. The museum plays a vital role in educating, managing, and identifying the communities cultural heritage because it connects to their collective memories and identities in provoking their sense of attachment and belongingness. Due to limited of scientific information in the related field, this study argues the significance of facilities management in enhancing tourists and communities experience as well as connection with their identities of the past in the handicraft museum in Kota Bharu, Kelantan. This research uses quantitative research methods, which is a survey method on tourist perception. The survey was randomly disseminated through google form to respective visitors who had visited the museum. Results show that most visitors visited the museum once in their lifetime due to the poor facility management due to three categories of facilities management. The paper also suggests few aspects of improvisation in museum management such as to hire more staffs, visible information's guidelines, sufficient public amenities, visible marketing strategies and promotions. This research also highlights its concern on the existence of an open restaurant in the museum establishments, which affects the structure and façade of the museum in the future. This study contributes to the importance of facilities management in enhancing tourist and communities experience in learning and connecting to their past and identities, which eventually invokes their sense of belongingness and attachment to their cultural heritage.

INTRODUCTION

The museum is an essential cultural and social resource for the community and visitor. Museum has its objective to ensure the visibility of an otherwise invisible collection. Besides, this institution serves many vital roles in displaying the historical objects without undermining its contemporary values, personal and collective memory, cultural values, tangible and intangible values and educational framework. Thus, this reflects the ever-challenging multifunctional aspects of the museum in this millennial. There is a growing positive development in Malaysia's museumification which emphasizing the methods of interpretation on historical artefacts which is more critical as well as efforts in making museum as a more holistic historical and educational tool [1]. While tangible aspects of heritage seem more prevalent in the mainstream museumification arena, another research has emphasized the roles of heritage museum not only to display historical object but to communicate the significance of its values which indirectly

suggests that the display of the heritage objects and its contents acts as an exhibit resource in promoting both tangible and intangible values [2].

Another study has asserted that the museum dictates fun learning but also able to impart a permanent impact on the educational process. It is because the museum unveils a unique object which eventually provokes student's inquisitive learning. Whereas from other perspectives, museum education motivates visitors to embrace the learning process with the condition that the museum allows an interactive process during their visits [3]. It indicates that the museum plays as an instrument of learning outside the classroom, as argued by [4]. The study notes that learning involves in the museum process aid students deciphering the concepts that they learn in history lessons. Thus, the educational activities in the museum help learning about history as the museum gallery is arranged based on themes and chronological through historical evidence, learning based on experience and guidance from museum staff which add new knowledge to the learner. This research suggests that any visits to the museum should has predetermined purpose so that the activities can be customized to the need of the learners and visitors.

As the world has embarked on a modern landscape, new and young visitors tempted to change and new ideas. Hence it is a duty of a museum governing bodies to protect, facilitate change, foster creativity, deploying different methods and tools in strengthening and empowering heritage museum in this 21st century [5]. It is important to note that there is the need for a museum institution to rethink the facilities management, which enhances the visibility of the museum, diversify its function and appeal more towards the 21st-century populations. It is vital in encouraging the visitor to have a pleasant experience during their visits. In another study on factors influencing visitors to revisit the museum, the concept of revisit is examined in terms of experience consisting of three elements such as familiarity with the place, knowledge of the destination and the actual purchase or use of the destination. This factor can be divided into internal and external variables. For internal factors, it indicates psychological, physical, social interaction and adventure factors. Meanwhile, external factors have both tangible and intangible factors. It concluded that various stakeholders such as travel agencies, government, and other affected parties to work together to strengthen the factors which influence the repeat visits to a destination. It is crucial because the reason for visitation and revisit practices provides insight into visitor preferences in their visitations to certain places. Moreover, a satisfied visitor will spread the knowledge and positive experience to their family members and friends for them to have the same good experience. On another note, words of mouth play an essential role in promoting such destination, and their perception towards the service and experience they received during their stay will indirectly improve the tendency of the same visitors to revisit the similar destination in the future. It is important to note that the tourist satisfaction is an essential indicator in determining the related tourist package choosing [6].

Another critical factor worth considering is tangible factors consisting of nine elements which are transportation facilities, villager's friendliness, quality and foods varieties, accommodation facilities, safety, price, cultural and historical sources, shopping spree and environments. Transportation facilities were among important factor of attraction in ensuring the tourists to revisit the destinations. Other than the transportation factors, safety and low-price budget, as well as place status, also influence their decisions to visit the place [6]. In addition, safety factors also influence the tourists to revisit the destination, which is proven where safety is considered as the paramount consideration in deciding a place to visits [7]. Thus, in order to enhance the revisit practices by the foreign tourist to Malaysia, authorities should provide sufficient facilities and infrastructure so that it can accommodate the tourists need. Therefore, transportation facilities should be in good condition so that it can connect tourists to other tourist destination within Malaysia. Other than that, authorities also were suggested to ensure food court and toilets should be regularly maintained, and its cleanliness is well observed. Any good experience towards the place will enhance the possibility of revisit to the place. Meanwhile, effective promotion must be observed so that it can attract the tourists through a website setting, which displays all the necessary information about the place and readily available within one click. Not only that, but airlines also should play their roles in offering a special package as well as good offer such as cheap fare for international tourist who wanted to experience Malaysian culture [6].

Meanwhile, from the service quality perspectives, among important aspect, which was highlighted as important in ensuring tourist visits were customer service, tangibility, signboard, and responsiveness. The findings show that the most critical factor influencing the perception of the service quality was customer service, tangibility, signboard, and responsiveness. This indicated there is a need for good service presentation during the tourist visits through the enhancement of service quality. As for the museum facility management, it is recommended for museum administrators to conduct an evaluation of customers satisfaction on annual or season basis using an online survey on the museum's website or an on-site survey inside the museum [8].

Besides, tangibles also related to the property environment (interior and exterior), such as cleanliness, authenticity, and attractiveness. Hence, tangibility perception is considered as a crucial factor influencing the visitors' visit to the museum [9]. Concerning service quality in museums, it comprises accessibility, safety, cleanliness and providing

information [10]. The research suggests the needs for consideration on tangible as well as the intangible aspect of the museum management such as services. Another research examines the weaknesses of promotion in Lenggong Archaeology Museum to the public. Among other factors, identified were limited budget as well as limited staff has become the main hindrance towards the museum management in organizing and managing the promotion activities. Findings show that effective and continuous promotion strategies should be empowered especially through the television and radio channel while internet promotion is the most effective ways in attracting the public interest. It is, indirectly boosts the tourist statistic who visits the museums [11].

In empowering the place visits, the concept can also be examined in terms of experience consisting of three elements: familiarity with the place, knowledge of the destination and the actual purchase or use of the destination. Factors influencing a tourist's decision to revisit a destination can be divided into internal and external variables. The former include psychological, physical, social interaction and adventure factors. External factors cover both tangible and intangible factors. Various stakeholders such as travel agencies, government and other affected parties must work together to strengthen the factors that influence the repeat visits to go to a destination. Such constructive measures should be undertaken from time to time to help build the attractiveness of the destination and hence contribute towards attracting more tourists to the country. Other research focuses on the tourist attraction factors to the War Museum in Penang. It focuses on three critical factors, namely, location, promotion, and facilities. One hundred respondents were randomly selected among the visitors and analyzed using SPSS software. Results were hoped to enhance the number of visitors coming to the museum through improving the service quality management and infrastructure especially in terms of location, promotion and facilities managements [12]. Other research focuses on the tourist attraction factors to the War Museum in Penang. It focuses on three crucial factors, namely location, promotion, and facilities. One hundred respondents were randomly selected among the visitors and analyzed using SPSS software. Results were hoped to enhance the number of visitors coming to the museum through improving the service quality management and infrastructure especially in terms of location, promotion and facilities managements [12].

Talking from the perspective of the Museums in Malaysia, there is an estimation of 186 museums in Malaysia, consisting of 166 state museums and twenty private museums [13]. On the general context, the most visited museums in Malaysia is the National Museum in Kuala Lumpur and Melaka areas. This is because these two places have been the most visited place and famous among the tourist, possibly because of its prominent museums and heritage site (Melaka). As for the establishment of the Handicraft Museum in Kelantan, it is to introduce the historical and art narratives through the exhibition. The Museum establishment was completed on 9th March 1991 and later on known as Handicraft Village. It is located next to Hilir Kota road sitting next to Istana Balai Besar. The Museum was officiated by *DYMM Raja Perempuan Kelantan* on 27th July 1991. The museum was also known as "Balai Getam Guri". The Museum was located in the cultural zone in Kota Bharu, Kelantan [14, 15] stated that one of the problems faced in most Kelantan tourist management is because of their poor visitor facilities management such as no signboard in the vicinity of the Kelantan touristic areas, which makes them lost their way. Other than that, it also has no systematic public transport management, which impaired the visitor's comforts during the stay in Kelantan. Moreover, poor management in public facilities also impacts the tourist experience when the visits Kelantan because there is no clean public toilet, and lack of tourist information centres. This problem will eventually impact the coming of tourists and visitors to Kelantan despite its richness of tangible and intangible cultural heritage values.

Meanwhile, [16] has researched the effectiveness of Kelantan Handicraft Museum in attracting visitor stated that Kelantan has high potential to attract more visitors; however, its potential is yet to reach. It is due to the lack of facilities, attraction power and lack of experienced staffs. In terms of information management, it lacks attractive diorama and unsystematic artefacts arrangements. It also fails to bring out the uniqueness and aesthetics of each object. Thus, this can be remedied by improving the problems addressed by the previous researchers.

In the meantime, excellent and efficient management is essential in ensuring a positive visitor experience while visiting the museum. [17] has emphasized a few advantages and drawback in the handicraft museum management. The good things for this museum are despite its small and minimal staff involved, but it managed to maintain all the collections whereas a drawback is, it has failed to attract, organizing a special exhibition or organizing a thematic exhibition. This failure has resulted in the reduction of total visitors to the museum, which impacted their perceptions and experiences towards the museum. Even though past research highlighted the management of the museum in general, this study focuses specifically on the facilities management approach which appeals more to the visitor and directly impacted their positive/negative experience towards the museum in Kelantan. These facilities management which is going to be highlighted in this research centred around the: (1) basic facilities such as toilets, parking spaces, litter ; (2) information facilities such as leaflets, signs and promotions; (3) location and services. The outcomes of this study contribute to the importance of visitor perception in facilities management on handicraft museum in Kota Bharu Kelantan.

RESEARCH METHODOLOGY

Survey method was used in this research to gather data on visitor perception on facilities management at Handicraft Museum in Kota Bharu, Kelantan. The survey was formulated in a google form and later were disseminated randomly to anyone who has visited the Handicraft Museum in their lifetime. A survey is part of quantitative research which emphasize the objective phenomenon, managed, and organized through data collection and analysis [18,19]. This research involves measuring variables using scientific equipment and experiments. The usage of statistic towards this research is a way to explain, elaborate and to find a correlation between variables in this research. Due to that, survey methods are considered suitable for this research to help the researcher to obtain data regarding the visitor perception towards the facilities management at the handicraft museum. This method involves a set of questionnaires which were circulated towards the nearby location and visitor who visited the place. Respondents were asked to fill in their necessary information, knowledge, experience, and perception as well as related information (Figure 1).



FIGURE 1. Quantitative Research flowchart.

RESULTS AND DISCUSSIONS

Results

The results tabulate the visitor perception of the facilities management at the handicraft museum at Kota Bharu Kelantan. Based on the results, most visitors are women (70%). It can be contributed to the fact that women appreciate handicraft usage in their daily life as compared to men. The respondents consist of 21 years of age to 30 years showing that the visitors are coming from a younger adult. The result shows there were 90% of the visitors are Malaysia Bumiputera whereas their rest is Chinese. This situation can be explained due to the ratio of the total population in Kelantan consisted of Majority Bumiputera with some Chinese population, followed by Indian communities. Aborigines mostly populated the most deserted areas in Kelantan such as Gua Musang and Jeli area. It is interesting to note that almost 60% of respondents have visited the place once in their lifetime. Whereas only 20% have visited the place more than once and the remaining 20% have never visited the place.

The results show a relatively large disparity in percentages between those who have visited the place, and those who visit more than once; denoting the patterns of tourist revisits the museums is plunging. The reason might be associated with the next questions answered by the respondent regarding whether the museum has good tourist facilities. It shows that 40% of the respondents admitted that they are not sure whether the place provides sound facilities, whereas 30% admitted that it does not provide proper facilities towards visitors. In contrast, 30% stated that the museum provides good facilities. However, when asked about their satisfaction with the tourist facilities, 60% of total respondents answer the museum provides satisfying tourist facilities towards their visitors. It is important to note that when asked about the aspect of facilities management that they are not satisfied with, there are few lists made. Among the lists which were highlighted is lack of necessary facilities such as waste bin, restroom and limited parking spaces available.

When asked about a suggestion for improvements, there are few lists made by the respondents. Among the suggestions were improvements in terms of services, museum staffing, museum information. This shows that once their opinion was heard, more visitors will likely to visit the museum. Results also show that the existence of restaurants available under the museums will likely to impact the structure and façade of the museums due to the heat from cooking activities in the restaurants. This condition will worsen the museum building materials which mostly were made from woods resulting in crumbling of the woods structures. The result also shows that visitors are in need of detail and concise information about the place, a clear explanation and better promotion so that it is easily and readily accessible for the visitors. Hence, this museum facilities management require improvements and upgrades in terms of public facilities, information facilities and location and services managements to enhance visitor experience

during the visits. Although a moderate satisfying amount of respondent satisfied with the services, it does indicate otherwise in terms of its suggestion and recommendations which shows the lack of facilities management in the handicraft museums. Tourism is considered as one of the critical economic assets for Kelantan. Therefore, visitor satisfaction towards the facilities management will have more significant impacts on tourist visits to the museum. Based on this, a few suggestions are made. Responsible parties should cooperate with stakeholders to develop the handicraft museum in Kelantan. Few facilities that are in dire need of maintenance is the public toilet and clean water management. This is important to cater for big events such as public holidays and festive events as well as large exhibitions. Public toilets with clean water are rated as the most basic necessities for visitors.

In addition, in terms of safety and cleanliness, few sick and stray cats were wandering around the restaurant areas (Restoran Balai Sulur Gadung) which is located under the Handicraft Museum. This situation should be handled properly to avoid virus and diseases amidst this global pandemic rage from spreading as well as to ensure food cleanliness. This will not only endanger the visitor but will also cause discomforts among the visitors while enjoying their meals. This can be done through cooperation with an animal sanctuary and social workers. Moreover, the fountain area also requires maintenance to avoid mosquito breeding which later causes dengue. Moreover, the absence of dustbin in the area also causes the visitor to litter. This problem can be solved by strengthening the rules and regulations towards visitors who litter during their visits and by adding more rubbish bin around the areas. Not only that, the Balai Sulur Gadung which located within the property is seen to give a negative impact on the building due to the cooking heat, which causes the wood structure to easily rotten. In addition, with just a little carelessness in food handling during cooking, it also can lead to a cease-fire which later will ruin all the precious collections in the museum. The Location of the Balai Sulur Gadung also is not suitable to be positioned under the museum structure because there is a close food court in front of the museum. Finally, It is also vital for the museum management to improve the structure of the building which has already broken and ruined such as loose stair handrail, nail pops and rotting wood surface. This will endanger the safety of the visitor and cause discomforts.

CONCLUSIONS

This study helps enhance the facilities management of the museum by investigating the visitor perception and experience during their visits. This research acknowledges a few weaknesses in facilities management. This research also has presented a few suggestions in improving the quality of the facilities managements in the Handicraft Museums Kota Bharu. The results also show that:

- The museum lacks necessary facilities such as waste bin, restroom, and limited parking spaces available.
- The suggested improvements were in terms of services, museum staffing, museum information.
- The existence of restaurants inside the museum affects the structure and façade of the museums due to the cooking heat.
- The museum facilities management also require improvements and upgrades in terms of public facilities, information facilities and location and services managements to enhance visitor experience during the visits
- There are few facilities within the museum which require prompt action and maintenance such as the public toilet and clean water management.
- Sick and stray cats were wandering around the restaurant areas (Restoran Balai Sulur Gadung) can be a potential disease and virus spreader if left untreated. This situation should be appropriately handled amidst this global pandemic rage from spreading as well as to ensure food cleanliness.

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