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THE GAME ON 2022:

THE FUTURE IS  
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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,  
UNIVERSITI MALAYSIA KELANTAN**

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# The Importance of Quality Experience on Tourist's Satisfaction

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## ABSTRACT

*This study is about the importance of quality experience on tourist satisfaction. A quality experience plays an important role in tourist satisfaction. However, this is often an issue among tourists who are new or used to travelling before. Therefore, this study was conducted to examine the relationship between scenery quality and tourist satisfaction. In addition, this study was conducted to determine the relationship between genuineness and tourist satisfaction and to identify the relationship between harmony and tourist satisfaction. The quantitative method used as a questionnaire consisted of more than 384 respondents selected among tourists to answer the questions. The results of this study indicate that there is a significant relationship between scenery, genuineness, and harmony with the importance of quality experience on tourist satisfaction and loyalty intentions. Furthermore, the most influential factors are the knowledge of scenery, harmony, and genuineness.*

**Keywords:** *Quality Experience, Satisfaction, and Loyalty.*

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## INTRODUCTION

Tourism can pleasure tourists to explore the world of tourism in all places. The aesthetics of tourism can help attract people to know more closely about the scenery, history, and physicality of the existing architecture. Plato expressed the concept aesthetic in his consideration of beauty (Plato, 1951). The satisfaction of tourism and the beauty of tourist destinations can also be uniquely assessed and admired by tourists. Indirectly can attract tourists to come many times to the same place. Tourism satisfaction may include scenery, art, nature, and the real environment, such as design and part of the architecture. To meet the satisfaction of tourists, the aesthetics of tourism lies in promoting aesthetics through travel and relieving the spiritual fatigue of living and working. It is very important to satisfy the satisfaction of tourism because here many things give tourists to come and explore the whole place with satisfaction in tourists.

According to (Patwary & Rashid, 2016), aesthetics is of fundamental value to human beings. Experiences of nature provide one the opportunities to discover, express, and perceive aspects of reality that lie at the root of our existence and make life valuable, joyful, and sometimes painful. This reflects in the extensive research on tourists' preferences for nature and different types of landscapes. Moreover, (Phillips et al., 2013) define overall satisfaction as the individual's subjective consumption evaluation based on all the associated experiences, such as accommodation, attractions, activities, and food. Satisfaction can give you an incredible feeling inside of you when you can do something you love like travel, do fun activities and vacation. Satisfied customers are more likely to exhibit positive post-purchase behaviours, such as making repeat visits, staying loyal and giving the positive word-of-mouth recommendations.

This study is to determine tourists' satisfaction when visiting Kelantan and to see the frequency of people travelling. In addition, this study aims to put valuable input to the literature from the traveller adolescents' perspective. Specifically, this study addresses three objectives:

1. To examine the relationship between quality of scenery and tourist satisfaction.
2. To examine the relationship between genuineness and tourist satisfaction.
3. To examine the relationship between harmony and tourist satisfaction.

## **Significance of the Study**

### ***Researcher***

This research can be a reference to understand the importance of a quality experience for tourists. The rise in the number of tourists will be reviewed to assist in decision-making. Then, to see the satisfaction of tourists about their presence to travel. This research will focus on finding the factors that attract tourists to a place and the problems faced. It should be worth it to their satisfaction so that no other issues arise. Based on this study, travellers can determine the satisfaction of tourists visiting a certain destination more easily. This enables them to select a better location based on the available experience.

### ***Authority***

As for the literature aspect, this research will contribute to the industry of conducting research standards in addition to academic journals, especially the return on investment. Exposing students to this research process gives them a different perspective than simply sharing journal concepts or functioning in academic journals. The Ministry of Education and the Ministry of Rural Development can also create mechanisms to encourage more research and development in Malaysian tourism centers so that more foreign or domestic tourists travel to Malaysia. In addition, the Ministry of Education may include tourism subjects in the syllabus so that future generations can boost the tourism industry in Malaysia.

### ***Consumer***

Even better, tourists can be exposed to new knowledge regarding the environment and real-world expectations through involvement in industry research. For example, with the latest problems, tourists can create new strategies easily and quickly for countries experiencing a wide range of problems. Tourists are also revealed to prefer to travel to more interesting places in each state. A destination's image may be described as the consequence of a tourist's perception or impression of a destination. It is an important part that impacts tourist decisions. The destination's image is an important factor in tourist decision-making. The impact of tourism on the economic growth of the country and local destinations has been widely confirmed, and increased competition between countries in the tourism industry. Furthermore, the destination's image can benefit the tourist experience, satisfaction, motivation, and intention to revisit. Some impressions of the attractiveness of a cultural tourism venue might cause tourists to develop attachments to the place and make it the public's attractive destination.

## **LITERATURE REVIEW**

### **Scenery**

In the tourism industry, a destination is considered a one-of-a-kind, complicated product. The mental image of a destination produced by the physical attractions available in that destination is known as destination attractiveness. Instead of focusing simply on the physical qualities of a location, other factors should be considered to understand better how tourists perceive a tourism offering.

, The attractiveness of a destination, is sometimes referred to as scenery. Attraction is divided into two groups: "given" and "manmade". A provided attribute refers to a natural element of a location, whereas an artificial attribute refers to the amenities available at a destination. Some previous studies used core and enhanced attributes to assess destination appeal in cultural and natural sites.

### **Genuineness**

Genuineness is the attribute of being what something claims to be: authenticity and truthfulness. In the tourism industry, genuineness is more likely to be authentic. Authenticity can be seen as the quality of being 'authentic' and 'real' or 'real and genuine (Chhabra, 2005, Patwary, 2022).

Authenticity has often been related to the local area (place of origin) because tourists get motivated by the desire to experience somebody else's culture (Asplet & Cooper, 2000). Thus, genuineness in tourism may be defined as either an object-related or a visitor experience-related phenomenon.

The tourism industry contributes significantly to the country's revenue and economic prosperity. The place or location of the tourist attraction plays an important role to attract tourists to visit so that the revenue of the place keeps increasing. For example, every country in the whole world is rich with various beautiful natural resources, culture, heritages and many more. Moreover, every country also has unique attractions, whether because of the culture or their beautiful places. This is what we call genuineness.

Next, genuineness plays a major role in ensuring the level of satisfaction of tourists when visiting a place. Genuineness also affects the quality of experience when the tourists travel and the future intentions of the tourist. This is because genuineness, it can attract tourists to visit certain places, especially places with lots of cultures. Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Burnett, 1871). In addition, "Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving" (Hofstede & Hofstede, 1997). For example, if the tourist has visited places with a culture that offers a lot of local dishes, they will have a very good opportunity to try the local cuisine. However, if the visitor does not have a chance to try the genuineness of the local dish, the level of tourist satisfaction will drop rapidly.

After that, when travelling, encountering flora in the natural surroundings is also one of the ways to prove the genuineness of a culture and tradition of certain places, which will affect the satisfaction of the tourists when travelling to that place. Flora is a Latin word that means "Goddess of the Flower". Many variables influence how flora is categorised and distinguished. The best one is the location where they grow or are found. Furthermore, every country also has at least one plant that acts as an emblem or image. This is why tourists love to visit places with lots of flora.

Finally, genuineness is important not only because it will affect the quality of experience and tourist satisfaction, but it will attract the tourist's attraction through businesses that reflect traditions. Many worldwide still believe that business is only about basic business concepts and producing money. They believe that concerns such as culture and traditions are unimportant. However, they are wrong. This is because when they travel to other places that have different cultures and traditions from them, they may find that their business practices, communication, and management styles are not the same. For example, when tourist visits one place of tourist attraction, they will gain experiences in which they will observe that most businesses keep their traditions such as how they interact, operating hours and many more.

### **Harmony**

The notion of living in harmony with nature is very paradoxical, as consumers strive to live in harmony with the nature they dominate and control simultaneously. Harmony is usually associated with music, but this concept also finds a place in the environment. The term is used in current literature in various contexts, including the environment, and relates to the mind, body, and spirit. The term harmony is also evident in describing physical features and relationships between subjects or ideas and as adjectives. Harmony is potentially related to many aspects of the environment (Patwary et al., 2022). To enable tourists to have a positive relationship with the environment, harmony must exist in terms of a pleasant environment, feelings of satisfaction, a positive self-concept, and an effective tourist adventure.

As for the natural environment, they regard harmony as being close to nature, hearing rivers or the silence of nature or away from traffic and crowds, seeing birds and animals, and

being outdoors. Tourists also mentioned certain emotional aspects, such as feeling free, kind, and happy when close to nature and a sense of belonging in nature. New insights from this study may be a feeling of harmony when combining both natural and man-made nature. An example is the feeling of “one with nature” when spending the night in a place where tourists experience nature and business architecture, especially buildings, are in line with the landscape.

Living in harmony with nature is a broad ideology, or cultural action plan, of how a sustainable future looks like, a good society, and a fulfilled life. However, this notion of harmony with nature is paradoxical, as consumers often want and must even master and control nature. By creating harmony, tourists are encouraged to travel to interesting places to visit because tourists want to feel the harmony itself. This indirectly drives more tourists to our country. Harmony can also maintain the entity of a place always to look attractive and calm. Harmony gives the impression that there is no serenity comparable to harmony. Therefore, harmony is important to lead a country so that tourists will come many times to travel in the same country.

### **Tourist’s Satisfaction**

According to (Locke, 1976), satisfaction refers to an emotional response or affection toward an object. Satisfaction is seen as an expression of the fulfilment of an expected outcome influenced by prior expectation regarding the level of quality. In addition, satisfaction also means contentment or pleasure, something that pleases, a fulfilment of need or desire, payment of a claim or money owned, and the condition of being fully persuaded or certain. (Patwary et al., 2020) have defined tourist satisfaction as the results of comparing a tourist experience at the destination and the expectations about the destination.

Moreover, this satisfaction rating is very high. It varies from customer to customer, meeting to meet, and company to company, which is supportive and requires new insights into customer satisfaction between and across industries (Alom et al., 2019). Satisfaction is an expression of the fulfilment of an expected outcome that is influenced by previous expectations about the level of quality. An example is to measure tourist satisfaction among visitors who want to travel to a place. In this research, satisfaction consisted of three quality aesthetic experiences. It will show that scenery has a positive impact and will have an impact on tourist satisfaction. Harmony and genuineness will also affect the overall satisfaction of the experience of tourists who want to travel to the place they want to visit. Results will be obtained from a survey questionnaire on 300 tourists who want to travel.

Furthermore, this study can also be used as a reference for future investigators. For future investigators, this may be a second tool by using other methodologies because tourist satisfaction is different. Investigators need to learn and understand more about this experience's quality and its future impact. Future investigators can use this study to compare with other time studies; it allows future investigators to find out whether human perceptions of the quality of the experience have changed and whether tourist satisfaction will decrease.

### **Research Hypothesis**

The hypothesis in the study is to find out whether there are any correlations or relationships between independent variables and dependent variables:

- H<sub>1</sub>:** There is a significant relationship between scenery ,quality experience on tourist satisfaction.
- H<sub>2</sub>:** There is a significant relationship between genuineness ,quality experience on tourist satisfaction.
- H<sub>3</sub>:** There is a significant relationship between harmony with a quality experience on tourist satisfaction.

## Research Framework

The proposed conceptual framework is as shown in Figure 1. The independent variables that have been proposed consist of three elements: scenery, genuineness, and harmony. The dependent variable is tourist satisfaction.

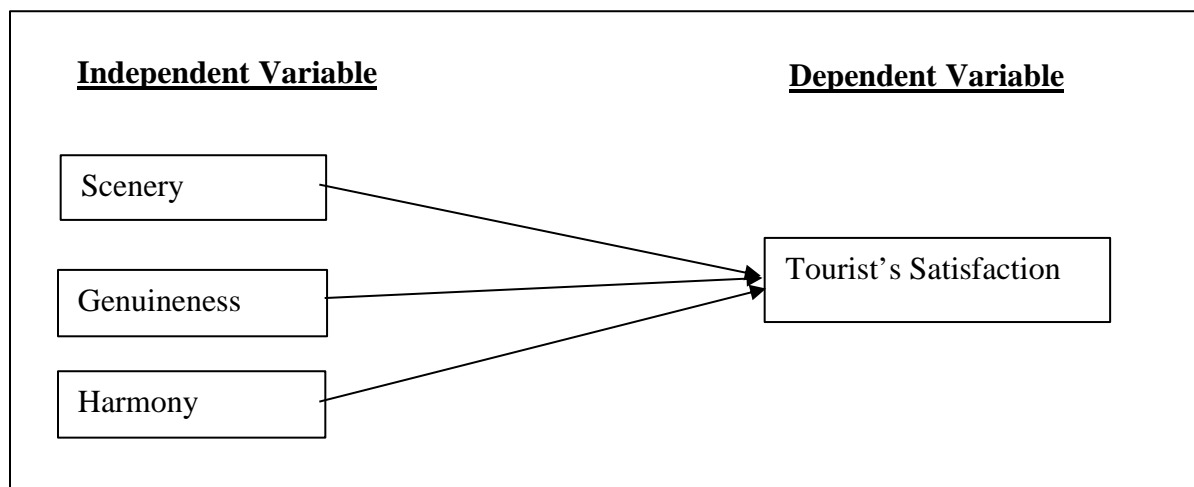


Figure 1: Research Framework

## METHODOLOGY

### Research Design

Quantitative and descriptive approaches are applied through surveys and questionnaires as research instruments. A quantitative approach will be used in this study. In this study, a survey will conduct using a questionnaire. The sample will selectselected to carry out this study consists of tourists who want to travel to a destination of their choice. Tourists who act as representatives of tourist satisfaction will express their opinions on their travel satisfaction through surveys and questionnaires.

This questionnaire will collect all the information about the study's objectives. The questionnaire contains a demographic section and a geographical section with various options. Respondents must choose the determinant option. In the section on expectations, perceptions and attitudes, the Likert Scale will be applied to find out the level of satisfaction of tourists with their chosen destination. The choices ranged from 1 who strongly disagreed to 5 who strongly agreed. Furthermore, in this study, SPSS (version 27) software will be used to generate results from data collected through online questionnaires to the respondents.

Essentially, quantitative research was chosen because it incorporates quantitative data techniques and numerical measurement. The decision is made based on the largest number of people who strongly agree or disagree with the conclusion. In this study, quantitative research may be conducted by administering questions using Google Forms. The questionnaire is intended to collect all information relevant to the study's aims. This In this method, tourist's tourists' contentment when visiting Kelantan may be seen.

### Data Collection

The data collection used in this study may come from primary or secondary data. Primary data research incorporates gathering information from the actual sources, such as customers, users or non-users, or other entities participating in the research for the study at hand. Secondary data research entails gathering information from published sources explicitly obtained for the current study issue.

Quantitative methods as a method to collect data and information will be used on the problems that have been studied by the researchers. This quantitative method is not only used for data collection, which is statistical data from the data, but also the paper information using



large scale results such as using research, sampling, and experiments. The method is used for data collection to study the impact and satisfaction of the tourists when travelling.

The primary data also will be collected from the questionnaire. The questionnaire will be searched and answered online by 384 respondents to fill out the survey form. All the respondents are real tourists that love to travel. To ensure that the respondents meet all the requirements listed, the researcher will set a minimum age for respondents since the researcher wants to receive the finest answer for the research project and deliver the highest quality for the research conclusion. In addition, the respondents will be given a few weeks to answer the questions online, and the researchers will manage to collect the data from the answered form within two weeks. Meanwhile, secondary data, it will be collected from scholars and publications to obtain information regarding the issue. Moreover, the study takes place on top of online sources such as ‘Science Direct’ and ‘Emerald’ in information management to gain more relevant sources.

### **Sampling**

In this study, researchers used a purposive sampling technique to measure the quality experience of tourist satisfaction from 384 respondents. Purposive sampling is a non-probability sample that is selected based on the characteristic of a population and the objective of the study. The respondent we will choose is a tourist who wants to travel with their destination choices. The researcher selects this group of respondents to see the satisfaction of their experience when going to their chosen destination.

### **Data Analysis**

Data analysis is the process of gathering, modelling, and evaluating data with logical and analytical reasoning to derive insights that aid decision-making. There are several approaches and strategies for undertaking analysis depending on the business and the purpose of the study. The SPSS version 27 will be used by the researchers to examine the statistical data analysis. SPSS (Statistical Package for the Social Sciences) is data editing and analysis software. It can produce tables and pie charts for data entry and analysis. SPSS can read and write all frequently used structured data file types. The information gathered throughout this investigation will be analysed statistically.

## **FINDINGS**

### **Result of Frequency Analysis**

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Age		
20 – 24 years old	216	56.3
25 - 29 years old	109	28.4
30 – 34 years old	59	15.4
Gender		
Male	175	45.6
Female	209	54.4
Frequency of Travel		
1 – 2 times	195	50.8
3 – 5 times	100	26.0
More than 5 times	89	23.2
Travel Style		

Together as a family	264	68.8
Travelling with friends	120	31.3

Table 1 above shows the frequency analysis of respondents. As for age, out of 384 respondents, 20 to 24 years old became the majority of respondents that answered the questionnaire, which shows 56%, that is 215 respondents. Meanwhile, the second most respondent is 25 to 29 years old, 29% is 111 respondents. The lowest respondent is 30 to 34 years old, which is 15%, 58 respondents. However, as for the gender, out of 384 respondents, females became the majority of respondent that answered the questionnaire, 54%, that is 207 respondents. Meanwhile, the second most respondent is male, which is 46%, 177 respondents. Furthermore, for frequency of travel, most respondents travel 1 to 2 times which shows 51%, that is 195 respondents. Meanwhile, the second most respondent is 3 to 5 times which shows 26%, 100 respondents. The lowest respondents for frequency of travel are more than 5 times which shows 23%, 89 respondents. Finally, for travel style, the most respondent is to travel together as a family who is 69%, that is 265 respondents. In contrast, the second most respondent travel with friends which, is 31%, that is 119 respondents.

### Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Tourist's Satisfaction	Intention to recommend the route to others.	4.38	0.753
	Intention to revisit the route.	4.42	0.700
	Intention to visit similar routes.	4.32	0.839
Scenery	Good viewpoints of the natural landscape.	4.56	0.652
	Arranged viewpoints along the route.	4.32	0.813
	Good view of the cultural landscape.	4.35	0.754
Genuineness	Encountering flora in the natural surroundings.	4.39	0.736
	Good opportunities to eat local dishes.	4.40	0.782
	Businesses reflect traditions.	4.34	0.765
	Good opportunities to observe wildlife.	4.39	0.725
Harmony	Places to experience silence and calm.	4.39	0.787
	Accommodation close to nature.	4.39	0.780
	Business's architecture harmonises with landscape.	4.29	0.820
	Business's interior harmonises with the surroundings outdoors.	4.35	0.825

Table 2 shows the mean and standard deviation for the variables of tourist satisfaction, scenery, genuineness and harmony based on the survey involving 384 respondents. The highest mean value of the independent variable for the tourist's satisfaction was obtained by Question 2 with 4.42, where the respondents agreed that the route is safe to revisit. Then, the lowest mean value belongs to Question 3 with 4.32, where the respondents agreed that similar routes are accessible easily. As for the scenery, the highest mean value was obtained by Question 1 with 4.56, where the respondents agreed that while travelling, they love the good viewpoints of the natural landscape, and the lowest mean value belongs to Question 2 with 4.32, where the respondents agreed that the arranged viewpoints along the route might make them bored sometimes. Meanwhile, the highest mean value for genuineness was obtained by Question 2 with 4.40, where the respondents agreed that good opportunities to eat local dishes are the main reason they travel to see the genuineness of tourist attractions, and the lowest mean value belongs to

Question 3 which is 4.34, shows that respondents agreed that businesses reflect traditions. Next, the highest mean value for the harmony was obtained by Questions 1 and 2 with 4.39, where the respondents agreed that places to experience silence and calm, and accommodation close to nature kept them in harmony while travelling. The lowest mean value belongs to question 3 with 4.29, where the respondents agreed that they saw some of the business's architecture harmonises with the landscape.

### Result of Reliability Analysis

The internal consistency of items on a scale is measured via reliability analysis. Reliability analysis was carried out using Cronbach's Alpha output. Cronbach's Alpha is extensively used to assess the internal consistency of a psychometric instrument, and its popularity stems primarily from its simple interpretation in terms of correlations, ease of computation, and aid in developing a single-dimensional scale. Table 4 shows the results based on the variables' Cronbach's alpha values.

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Tourist's Satisfaction	3	0.630
Scenery	3	0.643
Genuineness	4	0.633
Harmony	4	0.738

Table 3 indicates the Cronbach's Alpha values of the variables in the questionnaires, ranging from the lowest acceptance level (0.630) to the highest (0.738). Four variables have been tested using Cronbach's alpha output. Based on the results, harmony was found to have very high reliability (4 items;  $\alpha = 0.738$ ), followed scenery (4 items;  $\alpha = 0.643$ ), and genuineness (4 items;  $\alpha = 0.633$ ). Meanwhile, as for tourist's satisfaction (4 items;  $\alpha = 0.630$ ). Therefore, variables of tourist satisfaction, scenery, genuineness and harmony were maintained, and the overall data were considered suitable for further analysis.

### Result of Pearson Correlation Analysis

The researcher employed Pearson's Correlation in this study. A monotonic relationship between two variables is one in which the value of one variable is either 1 or 0, and then the value of the other variable is 2; as the value of one variable increases, the value of the other variable decreases, which is the dependent variable (tourist satisfaction) and independent variable (scenery, genuineness and harmony). The value of the correlation coefficient swings between 1 and -1 in terms of link strength.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
<b>H<sub>1</sub></b> : There is a significant relationship between scenery with quality experience on tourist's satisfaction.	0.583	H <sub>1</sub> is supported.
<b>H<sub>2</sub></b> : There is a significant relationship between genuineness with quality experience on tourist's satisfaction.	0.567	H <sub>2</sub> is supported.
<b>H<sub>3</sub></b> : There is insufficient evidence to conclude that there is a significant linear relationship between harmony with quality experience on tourist's satisfaction	0.477	H <sub>3</sub> is supported.

There is a significant relationship between scenery ,quality experience on tourist satisfaction. For dependent variables, 0.583 is a moderate positive (negative) correlation. Significance correlation with the level 0.01. Next, there is a significant relationship between genuineness ,quality experience on tourist satisfaction. For dependent variables, 0.567 is also a moderate positive (negative) correlation. Significance correlation with the level 0.01. Lastly, there is insufficient evidence to conclude that there is a significant linear relationship between harmony with a quality experience on tourist satisfaction, but it is still supported. This is because for dependent variables, 0.477 is small but defines relationship correlation. Significance correlation with the level 0.01.

## **DISCUSSION AND RECOMMENDATION**

The research study's primary goal is to interpret and describe the result of data analysis from the previous chapter and develop a better understanding of research problems. The data shows a relationship between the independent variables of scenery, genuineness and harmony with a quality experience on tourist satisfaction. Furthermore, hypothesis 1 shows that there is a significant relationship between scenery with a quality experience on tourist satisfaction with the highest correlation, compared to hypothesis 2, showing that there is a significant relationship between genuineness with quality experiences on tourist satisfaction, and hypothesis 3 shows that there is insufficient evidence to conclude that there is a significant linear relationship between harmony with a quality experience on tourist's satisfaction based on Pearson Correlation values ( $0.583 > 0.477 < 0.567$ ).

This research has various suggestions. This study only looked at one tourist who happened to be visiting Kelantan to learn about the culture. As a result, there are lots of tourists who should be the focus of future study. Larger sample numbers would work and be adequate. As a result, future researchers should raise their sample size to improve the study's accuracy and dependability. Finally, instead of respondents answering scaled surveys online, develop some open-ended questions for them. As a result, this strategy can eliminate misunderstandings and improve research findings.

Furthermore, this research also used descriptive analysis, reliability analysis, and Pearson correlation had a significant and positive relationship between quality of scenery, genuineness, and harmony with tourist satisfaction. There are so many social media platforms that future researchers can use to expand their findings on the importance of quality experience on tourist satisfaction in Kelantan, such as 'Instagram', 'Facebook', 'Twitter' and 'TikTok'.

## **CONCLUSION**

The goal of this study was to observe the quality experience of scenery, genuineness and harmony that leads to satisfaction when travelling among the tourists in Kelantan. In this study, tourist satisfaction was influenced by scenery, genuineness and harmony. Therefore, the tourist's satisfaction was represented by tourists in Kelantan. In addition, there were three independent variables: scenery, genuineness, and harmony. Pearson Correlation Coefficient analysed those independent and dependent variables. It shows that the independent variable influences the dependent variable. Then the result showed significant correlation between scenery, genuineness and harmony. In conclusion, the finding of this study has proven that there is a connection between scenery, genuineness and harmony with a quality experience on tourist satisfaction.

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