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**ASSESSMENT OF PAYMENT RATES AND WILLINGNESS TO PAY
AT TOURIST DESTINATION - A COMPARISON BETWEEN
KUNDASANG AND KOTA BELUD, SABAH, MALAYSIA**

**Mohamad Pirdaus Yusoh¹, Nabila Farysha Dering², Jabil Mapjabil³,
Normah Abdul Latip⁴, Mohd Jirey Kumalah⁵, Harifah Mohd. Noor⁶ &
Nurhazliyana Hanafi⁷**

^{1,3,4} *Borneo Institute for Indigenous Studies (BorIIS)*

^{2,5,6} *Faculty of Social Science and Humanities*

UNIVERSITI MALAYSIA SABAH

⁷*Faculty of Social Science and Humanities*

UNIVERSITI KEBANGSAAN MALAYSIA

Abstract

The state of Sabah is rich in unique and interesting natural resources, history, festivals and culture. This diversity of products and attractions has led to an increase in domestic and international tourist arrivals to the state. This article aims to examine the payment rates and tourist willingness to pay those who visit different tourist destinations in Kundasang-Ranau and Kota Belud, Sabah. The evaluation and case study research methods were used in this study. In this study, the evaluation and case study research methods were applied. A total of 150 people took part in this study, who visited a variety of tourist attractions in Kundasang-Ranau. There were 93 respondents in Kota Belud who took part in the study. The findings show that all the tourist destinations in Kundasang-Ranau charge visitors an entrance fee. Only five tourist attractions in Kota Belud require an entry fee. In Kota Belud, all designated tourist places charge a service fee, but in Kundasang-Ranau, only a few charges a service fee to tourists. The survey's findings also revealed that most respondents in both study locations considered the fee charged was appropriate in comparison to the services provided by the tourist attractions visited. In summary, the desire to pay among the respondents questioned was impacted by payment rates at tourist destinations in both locations.

Keywords: Payment rates, Assessment, Willingness to Pay, Tourist Destination

¹ Senior Lecturer at University. Email: pirdaus@ums.edu.my

INTRODUCTION

On a global scale, tourism has experienced consistent expansion in recent decades (Arionesei et al., 2014) and now plays a significant part in the development of the rising international economy (Khan et al., 2020; Khan et al., 2020). According to Nabila and Jabil (2021), tourism is recognized as an industry capable of generating income through foreign exchange flows in most countries of the world as well as being the fourth largest industry in the global economy (Honey & Gilpin, 2009). The world's total number of international visitor arrivals is expected to reach 1.5 billion in 2019. This represents a 4% increase over the previous year's statistics. Tourism is seen as a leading and resilient economic industry, particularly in the face of current challenges (UNWTO, 2019; UNWTO, 2018).

In developing countries, the tourism sector is also seen to be very helpful in promoting economic growth by providing employment opportunities, generating income, diversifying the economy, protecting the environment and promoting cross-cultural exchanges (Honey & Raymond, 2009). Developing countries, such as Malaysia, are not lagging behind in terms of developing their own tourism industries, particularly in the ecotourism sector. After the industrial and commodities sectors, tourism is the third largest contribution to Malaysia's GDP. (Bernama, 2016; Department of Statistics Malaysia, 2020; MIDA, 2022). In 2019, the sector contributed about 15.9 percent to total GDP. In the recent years before the COVID-19 outbreak, the tourism industry in Southeast Asia has experienced a significant growth phase, and Malaysia launched the Visit Malaysia Truly Asia 2020 campaign targeting 30 million visitors and RM100 billion tourists (MIDA, 2022).

Tourism is defined as a transient visit activity that lasts at least 24 hours in the destination (Vanhove, 2005). Tourism is a network of temporary activities in which individuals or groups travel to a resort site from their place of origin (Badrudin, 2001; Muljadi, 2009; Yu et al., 2017; Camelari, 2017). Willingness to pay, often known as willingness to pay (WTP), is an important feature of tourism services. This is because tourism is an activity that requires payment when using a service. Willingness to pay is widely used to assess the worth of non-market items, such as nature-based activities like tourism (Baig et al., 2019; Neill, 2022).

Willingness to pay is the value or amount of payment a person is willing to pay for a quantity of a product or service (Krishna, 1991; Zhao & Kling, 2007; Namkung & Jang, 2017; Schidmit & Bijmot, 2020). In general, willingness to pay is defined as the highest price or value of payment that a person is willing to make in order to obtain a good or service. In the tourism industry, willingness to pay refers to a person's desire to pay for environmental conditions or an evaluation of nature's resources and services. This is done in order to improve the quality of the environment so that it can satisfy the appropriate criteria (Sofyan & Herlina, 2015). Hun and Anuar (2014) define willingness to pay as the most

money that tourists are willing to spend on recreational amenities. A person's willingness to pay more can be judged by whether they are willing to spend more money in order to acquire better goods and services. When visitors and tourists visit a tourist attraction, they are charged a fee.

When there is a willingness to pay linked with tourism, there is a cost to be paid when participating in the activity. Entrance fees to tourist locations other than activity fees and service costs are among the prices imposed to tourists in general (Jabil et al., 2020). In general, an entrance fee is a price levied on tourists who visit a paid tourist attraction. Entrance fees at tourist locations typically vary based on particular factors, such as age and citizenship status. Tourists are charged service and activity fees when they use the services or engage in the activities offered at tourist locations. The value of service fees and activity fees varies as well, depending on the sort of activities and services supplied (Nabila & Jabil, 2022).

Tourist willingness to pay can be determined by whether they are willing to pay when visiting a tourist site. Fees imposed at tourist destinations are typically used to improve the services and facilities provided at these locations for the benefit of tourist comfort. The fee charged is also a significant source of revenue for tourist locations that are visited by tourists (Sorefoglu, 2018). Tourist visits also generate revenues for tourist locations, such as admission fees, rental fees, sales revenue, licences, permits, and special service fees (Lindberg, 2001; Adetola et al., 2016). Several studies show that entry fee rates are required to cover operating expenses and costs in tourist destinations based on the price of entry fee payments in many developing countries (Laarman & Gregersen, 1996; Krug et al., 2002; Mmopelwa et al., 2007). The purpose of this study is to review and investigate the rates charged by tour operators, the various sorts of fees, the appropriateness of the rates charged, and respondents' recommendations for rates that should be charged in two different tourist sites.

MATERIALS AND METHODS

Study Area

(i) Kundasang-Ranau

Kundasang, Sabah is a settlement in the Ranau district located in the Crocker Range which has an altitude of about 4,000 feet to 6,000 feet above sea level. The environment of Kundasang is surrounded by evergreen forests that are dense with nature. Within four kilometres of the town of Kundasang is the Kinabalu Park which has one of the oldest tropical forest reserves in the world and is rich in biodiversity. In this forest reserve area is located Mount Kinabalu, the highest mountain in Southeast Asia which is the pride of the state of Sabah (Ramzah & Amriah, 2008). The distance from Kundasang to Ranau town is 15 kilometres.

This area has several main villages, namely Lembah Permai, Cinta Mata, Kaulan, Sinisian, Dumpiring and Kinasaraban. The distance from Kota Kinabalu city centre to Kundasang is estimated at around 92 kilometres. The five tourist destinations studied in Kundasang are Kinabalu National Park, Strawberry Garden, Kundasang War Memorial, Desa Dairy Farm and Mesilou Cat Village while the two study locations in Ranau are Arnab Village and Tagal Sg. Moroli, Kampung Luanti, Ranau.

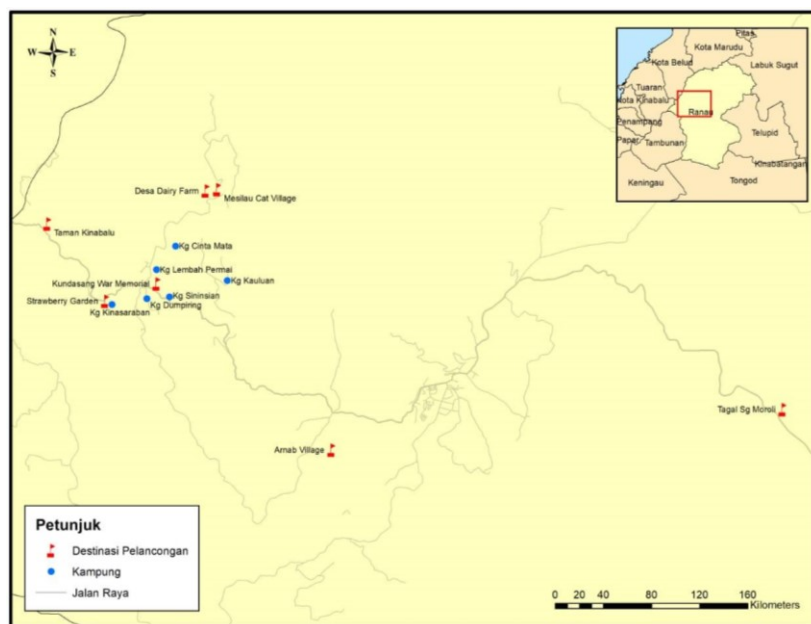


Figure 1: Study Area in Kundasang, Sabah
Source: Modified from Google Earth (2021).

(ii) Kota Belud

Kota Belud is a district located in the West Coast, Sabah. The distance from this district to Kota Kinabalu is about 70 kilometres or equivalent to an hour and a half journey by car. The district has several villages such as Kampung Rampayan, Kampung Siasai, Kampung Sembirai, Kampung Pirasan, Kampung Kulumbai and Kampung Kelawat (Jabil et al., 2021). There are many tourist destinations in Kota Belud. However, only seven tourism destinations were selected in this study, namely Polumpung Melangkap View Campsite (PMVC), Cabana Retreat, Melangkap Nabalua Rafflesia, Tambatuon Homestead, Ekopelancongan Melangkap Tiong, Aura Raudhah Village Beach and Nahandang Melangkap Homestay and Campsite.

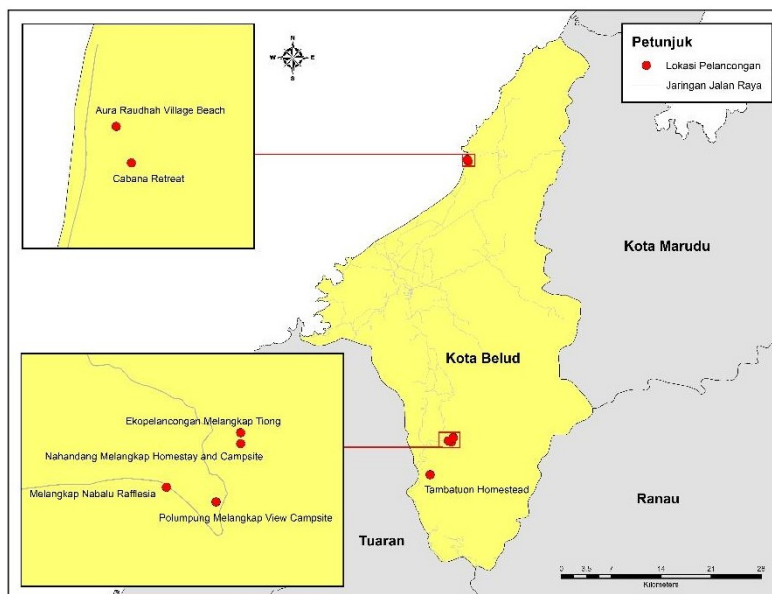


Figure 2: Study Area in Kota Belud, Sabah
Source: Modified from Google Earth (2021).

Methods

The researcher intends to assess and investigate the fee rates charged by tour operators, the variety of fee categories, the appropriateness of the fee rates charged, and the respondents' recommendations for the fee rates that should be charged in this study. As a basis, the research design employed by the researcher was a survey and a case study. According to Childers (1989), survey methods are routinely employed for decision-making in fundamental research. Furthermore, this strategy is employed to solve difficulties that are related to an issue. An assessment design is the most common study design used in social science research to examine a phenomena or issue that happens in a single area. The collection of data linked to an organisation, process, programme, service, or resource is a thorough and methodical procedure that involves evaluation (Powell, 2006; Alexander et al., 2020). The case study design is used to investigate phenomena, formulate hypotheses, and validate research methodologies (Teegavarapu et al., 2008; Yin, 2004).

The number of responders participated in Kundasang - Ranau is 150, while in Kota Belud it is 93. Visitors to specified tourist locations in both research areas were the intended respondents in this study. The sample method employed

is simple random sampling, which means that all visitors have an equal chance of being responders in this survey.

Following that, the data from respondents' demographic profiles and visit characteristics were analysed using the Statistical Package for The Social Science (SPSS) software. The analysed data is then provided in tabular form, accounting for overall frequency and percentage. To assist researchers in examining the categories and criteria of fees charged by tour operators, the data for the categories and criteria of fees charged at tourist destinations were evaluated using content analysis. Following that, theme analysis was used to assess the appropriateness of the rates charged to visitors and visitors' recommendations for the rates paid at tourist locations. Theme analysis might be described as the study's final product (Braun & Clarke, 2006; Vaismoradi & Snelgrove, 2019). The end outcome of theme analysis is decided by the researcher's purpose to attain the desired level of descriptive and interpretive (Vaismoradi et al., 2013, 2016; Bengtsson, 2016; Vaismoradi & Snelgrove, 2019). In this case, visitors to the two study locations will be asked open-ended questions and their answers will be dialyzed and classified using similar and appropriate themes.

RESULT AND DISCUSSION

Respondents Demographic Profile

The demographic profile of respondents who visited Kundasang-Ranau and Kota Belud in Sabah is shown in Table 1. The majority of respondents who visited selected tourist locations in Kundasang-Ranau were domestic tourists, while the majority of respondents who visited Kota Belud were locals. In terms of marital status and age, the majority of visitors to the study area were single and between the ages of 21 and 30. For visitors to the study region, there was a considerable disparity in employment and total monthly income. This is due to the fact that the bulk of visitors to selected tourist spots in Kota Belud are students. The majority of visitors to the research area were in their upper secondary, pre-university, or higher education levels.

Table 1: Respondents Demographic Profile

Demographic Characteristic	Criteria	Kundasang - Ranau		Kota Belud	
		N	(%)	N	(%)
Respondent Categories	Locals	50	33.0	52	55.9
	Domestic Tourist	96	64.0	41	44.1
	International Tourist	4	3.0	-	-
Sex	Man	87	58.0	34	36.5
	Woman	63	42.0	59	63.4

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Marital Status	Single	92	61.3	85	91.4
	Married	58	38.7	8	8.6
Age	20 years and below	5	3.33	2	2.2
	21 - 30 years old	69	46.0	82	88.2
	31 - 40 years old	38	25.3	3	3.3
	41 - 50 years old	20	13.3	4	4.3
	51 years old and above	18	12.0	2	2.2
Level of Education	Informal Education	-	-	-	-
	Low Education	1	0.7	-	-
	Secondary Education	80	53.3	13	14.0
	Pre-University / Diploma	32	21.3	33	35.5
	Higher Education	37	24.7	47	50.5
Occupation	Public sector	36	24.0	5	5.5
	Private sector	25	16.7	8	8.9
	Self-employed	39	26.0	3	3.3
	Traders/entrepreneurs	9	6.0	1	1.1
	Retired	7	4.6	-	-
	Students	19	12.7	73	78.5
	Housewife	15	10.0	3	3.3
Total Income Monthly	RM2,500 and below	75	50.0	12	12.9
	RM2,501 - RM5,000	41	27.3	7	7.5
	RM5,001 - RM7,500	7	4.7	1	1.1
	RM7,501 - RM10,000	4	2.7	-	-
	RM10,001 and above	4	2.7	-	-
	<i>Not relevant - student respondents</i>	19	12.7	73	78.5

N=Frequency

Respondents Visit Characteristics

The characteristics of visitor visits to the two tourism attractions are shown in Table 2. According to the study's findings, the majority of respondents to the chosen resort destinations were on vacation and managed privately. The majority of respondents' visits were with family and friends in private or rented vehicles. There is a substantial disparity in the length of time visitors remain in the research area, with the majority of respondents visiting Kundasang-Ranau overnight and staying in homestays, whereas the majority of respondents visiting Kota Belud do not stay overnight and visit just on a day trip. This is related to the demographics of respondents who visited the two research areas. The majority of visitors to Kundasang-Ranau are domestic tourists on vacation from districts other than Kundasang-Ranau, Sabah.

Table 2: Respondents Visit Characteristic

Characteristics	Criteria	Kundasang - Ranau		Kota Belud	
		Frequency	Percentage (%)	Frequency	Percentage (%)
Visit type	With family	80	53.3	10	10.8
	With partner	19	12.7	3	3.2
	With friends (Institution etc.)	51	34.0	80	86.0
Main purpose to visit tourism destination	Holiday	142	94.0	44	47.3
	Study	4	3.0	42	45.2
	tours/education purpose				
	Attending workshops/courses/identity camps	4	3.0	1	1.1
	Others	-	-	6	6.5
Way to manage visit	Managed privately	131	87.33	58	62.4
	Managed by a travel agency	11	7.33	3	3.2
	Managed by the institution/department/company	8	5.33	32	34.4
Information about tourism destination	Social media	101	67.33	40	43.0
	Family	23	15.33	5	5.4
	Friends/ acquaintances	23	15.33	42	45.2
	Travel brochures/magazines	3	2.0	4	4.3
	Others	-	-	2	2.2
Transportation	Private vehicle	63	42.0	39	41.9
	Rental vehicle	68	45.3	25	26.9
	Travel package vehicle	11	7.3	4	4.0
	Others	-	-	25	26.9
Accommodations	Homestay	76	50.6	40	43.0
	Hotel/motel	39	26.0	2	2.2
	Relative homes/acquaintances	4	2.7	6	6.5
		31	20.7	45	48.4
	Did not stay				

Fee Rates and Willingness to Pay at Tourist Destinations Selected in Kundasang-Ranau and Kota Belud

The explanation of the concept of fee rate and willingness to pay in this tourist destination is examined from four aspects, namely (i) the criteria for the type of fee charged; (ii) the value of the fees charged at selected tourist destinations; (iii) an opinion on the entry fee rate to be charged and (iv) a proposal for the entry fee rate to be charged.

Criteria for Types of Fees Charged to Visitors

The findings revealed that 100 percent of respondents who visited chosen tourist locations in Kundasang-Ranau were paid an admission price, but only 57.0 percent of those who visited Kota Belud were charged an entrance fee. This is due to the fact that there are tourist spots in Kota Belud that do not charge guests any admission fees. The entrance fee payment is frequently charged to visitors of a tourist location and varies depending on the time period or type of access (Spergel & Moye, 2004; Adetola et al., 2016). (Lindberg, 2001). According to Reynisdottir et al. (2008) and More (1999), as the number of tourists increases, so will the cost of spending in tourist destinations, as many locations will receive more visitors. As a result, visitors who come to support the cost of their costs at each tourist location are charged an admission fee. According to the findings of the study, the number of respondents who spend a lot for activity fees is highest in Kota Belud, Sabah. This is due to the fact that certain tourist attractions in Kota Belud offer more activities for visitors.

Table 3: Types of Fees Charged by Tourist Destination Operators

Type of payment	Kundasang - Ranau		Kota Belud	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Entrance fee	150	100.0	53	57.0
Service fee	17	11.3	16	17.2
Activity Fee	6	4.0	56	60.2

Rates Charged to Visitors at Tourist Destinations

The findings of the study in the two study locations differ in terms of the fee rates paid to visitors. All tourist places investigated in Kundasang-Ranau charge visitors an entrance fee. In Kota Belud, there are tourist attractions that do not require admission fees, such as Tambatuon Homestead and Aura Raudhah Village and Beach. The entrance charge rates for the two research locations varied based on a number of parameters established by the tourism establishments operators. For example, the entrance cost charged to domestic tourists differs from the fee charged to international travellers. The rate of payment of activity

fees and service fees varies depending on the tourist sites visited by the respondents. Furthermore, there are tourist locations in both study areas that do not charge respondents any service or activity fees. This is due to the tourist destination's lack of services or activities to offer guests. The Kundasang War Memorial, for example, does not collect any activity or service fees. This is due to the fact that this tourist spot is a historical relic, and tourists can snap photographs as keepsakes. The majority of the tourist spots visited by respondents in Kota Belud offer lodging to guests. This is due to the fact that the selected tourist locations in Kota Belud provide a variety of camping-related services and activities in the tourist destinations researched. As one of the most important sub-sectors of tourism, accommodation services constitute the backbone of the tourism business. This is due to the fact that travellers require a place to relax while travelling (Paundel, 2013). When there is no hotel service at a tourist location, travel is deemed incomplete (Cooper et al., 2008; Paundel, 2013). Domestic and international tourism rely heavily on accommodation services. As a result, camping-style accommodation is recognised as an essential form of accommodation in many vacation destinations. Such housing services are quite popular in a number of European and American countries (Cooper et al., 2008; Saxena, 2008; Paudel, 2013; Cvelic-Bonifacic et al., 2017).

Table 4: Rates and Criteria for Payment of Fees in Kundasang - Ranau

Location	Payment Category	Price
Kinabalu National Park	1. Entrance fee	
	Citizens 18 years and above	RM3
	Citizens 17 years and below	RM1
	Non-citizens 18 years and above	RM15
	Non-citizens 17 years and under	RM10
	2. Activity fee	
Climbing Mount Kinabalu	RM350	
Kinabalu National Park	3. Service Fee	
	Lemaing Hotel Kinabalu	RM300
	Panalaban Hotel Kinabalu	RM407
	Grocery / souvenir shop	-
	Restaurant	-
Strawberry Garden	1. Entrance fee	RM3
	2. Activity Fee	
	Picking strawberries	RM60/KG
	3. Service fee	-

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Kundasang War Memorial	1. Entrance fee Adult citizens Non-adult citizens Students and children	RM3 RM10 RM2
	2. Activity fee	-
	3. Service fee	-
Dairy Farm Village	1. Entrance fee Adults Children	RM5 RM4
	2. Activity fee Feeding goats Feeding cows	RM3 RM3
	3. Service fee Fresh milk Yogurt Ice cream	RM5 RM3 RM3
Mesilou Cat Village	1. Entrance fee	RM4
	2. Activity fee Feeding cats	RM3
	3. Service fee	-
Arnab Village	1. Entrance fee	RM10
	2. Activity fee Feeding rabbits Giving milk to the rabbits	RM3 RM2
	3. Service fee Taking picture Grocery store Restaurant	RM30 - -
Tagal Luanti, Sungai Moroli, Ranau	1. Entrance fee	RM5
	2. Activity fee Feeding fish Bathing with fish Foot soak - adults Foot soak - children	RM1 RM10 RM5 RM2
	3. Service fee Fee to bring a digital camera Snacks	RM3 RM1

Table 5: Rates and Criteria for Payment of Fees in Kota Belud

Location	Payment Category	Price
Polumpung Melangkap Campsite View	1. Entrance fee	RM3
	Overnight stay	RM6
	2. Activity fee	-
	3. Service fee	
	<ul style="list-style-type: none"> ● Tent 2 pax 4 pax 6 pax 8 pax ● Sleeping bag ● Pillow ● Air mattress ● Mat ● Table ● Chair ● Portable gas ● BBQ pit ● Canopy ● Fan ● Facilities Kitchen hut Multipurpose hut Multipurpose hut (20x4) Traditional bamboo hut 	<ul style="list-style-type: none"> <li style="text-align: right;">RM10 <li style="text-align: right;">RM20 <li style="text-align: right;">RM30 <li style="text-align: right;">RM40 <li style="text-align: right;">RM5 <li style="text-align: right;">RM3 <li style="text-align: right;">RM10 <li style="text-align: right;">RM3 <li style="text-align: right;">RM5 <li style="text-align: right;">RM1 <li style="text-align: right;">RM15 <li style="text-align: right;">RM10 <li style="text-align: right;">RM15 <li style="text-align: right;">RM5 <li style="text-align: right;">RM40 <li style="text-align: right;">RM40 <li style="text-align: right;">RM80 <li style="text-align: right;">RM40
Cabana Retreat	1. Entrance fee	RM5
	2. Activity fee	
	<ul style="list-style-type: none"> ● Driving an ATV ● Cycling ● River Cruise & Fireflies (Adult) ● River Cruise & Fireflies (Children) 	<ul style="list-style-type: none"> <li style="text-align: right;">10 minutes/RM30 <li style="text-align: right;">30 minutes/RM80 <li style="text-align: right;">30 minutes/RM10 <li style="text-align: right;">RM75 <li style="text-align: right;">RM65

	3. Service fee (accommodation) Quad tent <ul style="list-style-type: none"> ● Value deal Weekdays Weekend ● Stay and dine in Weekdays Weekend 	 	 	
	Deluxe queen <ul style="list-style-type: none"> ● Value deal Weekdays Weekend ● Stay and dine in Weekdays Weekend 	 	 	
	Classic Tent <ul style="list-style-type: none"> ● Value deal Weekdays Weekend ● Stay and dine in Weekdays Weekend 	 	 	
	Deluxe Single <ul style="list-style-type: none"> ● Value deal Weekdays Weekend ● Stay and dine in Weekdays Weekend 	 	 	
	Romantic Tent <ul style="list-style-type: none"> ● Value deal Weekdays Weekend ● Stay and dine in Weekdays Weekend 	 	 	

Complementing Nabalu Rafflesia	1. Entrance fee Citizen (Adult) Citizen (12-16 years old) Citizens (children) Non -citizen (Adult) Non-citizen (12-16 years old)	RM3 RM2 Free RM6 RM4
	Overnight fee Citizen (Adult) Citizen (12-16 years old) Non -citizen (Adult) Non-citizen (12-16 years old)	RM6 RM4 RM12 RM8
	2. Activity fee Hiking (Complete hill) (1-5 hikers + 1 guide)	RM65/pax
	3. Service fee <ul style="list-style-type: none"> ● Tent rental (4 pax & 8 pax) ● Canopy rental (chairs & table) ● Traditional Home ● Hall ● Board (gas tank etc.) ● Homestay & house ● Karaoke set ● Pillows, blankets & mats ● BBQ pit ● Fire pit ● Tube/buoy 	<ul style="list-style-type: none"> ✓ RM20 & RM40 ✓ RM15/hour ✓ RM45/night ✓ RM30/2 hour ✓ RM30-RM50 ✓ RM70-RM180 ✓ RM50/2 hour ✓ RM3 ✓ RM10 ✓ RM20 ✓ RM3-RM5/3 hour
Tambatuon Homestead	1. Entrance fee	Free
	2. Activity fee	-
	3. Service fee Standard family Standard queen Standard double decker	RM100 RM40 RM25/pax
Complementing Tiong Ecotourism	1. Entrance fee	RM3
	2. Activity fee Feeding fish	RM1

	3. Service fee	-
Aura Raudhah Village Beach	1. Entrance fee	-
	2. Activity fee	-
	3. Service fee (accommodation)	
	<ul style="list-style-type: none"> ● Pyramid Chalet ● Blue Box Chalet ● Pink Box Chalet ● Blanket ● Pillow ● Towel ● Single bed 1 set ● Single mattress 1 set 	RM80 & RM100 RM160 RM180 RM5 RM5 RM5 RM30 RM20
Nahandang Complements Homestay and Campsite	1. Entrance fee	RM3
	2. Activity fee	-
	3. Service fee (accommodation)	
	Campsite + camp Twin queen bed Twin single Queen bed	RM6 & RM10 RM180/night RM80/night RM75/night

Appropriateness of Fees Charged to Visitors

According to the study's findings in Tables 6 and 7, the majority of respondents who visited the study region were satisfied with the fees imposed by tour operators. Incoming tourists are more inclined to pay if the fees are meant to improve tourist facilities and services (Peters, 1998; Tisdell & Wilson, 2003; Tao et al., 2012; Bruner et al., 2015).

Table 6: Appropriateness of Fee Rates Charged to Visitors in Kundasang-Ranau

Statement	Percentage (%)
The rates charged are reasonable with what the tourist premises have offered	74.1
The fees charged are expensive and not affordable with what the tourist premises have to offer	17.2
The fees charged are cheap and well worth what the tourist premises have to offer	8.7

Table 7: Appropriateness of Fee Rates Charged to Visitors in Kota Belud

Statement	Percentage (%)
Rates are reasonable with the services provided	57.0
Fee rates are reasonable with the activities provided	26.9
The fees charged are expensive	13.0
<i>Not answering</i>	3.1

Suggestions for Rates to Be Charged to Visitors

The results showed that the majority of respondents who visited Kundasang-Ranau and Kota Belud advised that the current payment rate be maintained by the tourism establishments involved. Respondents in Kundasang-Ranau advise that the admission price rate be reduced, the fee charged to international tourists be increased, and the entrance fee rate for children and adults be distinguished for tourist places that do not separate the entrance fee rate according to criteria. Furthermore, several respondents proposed that tour operators add items and attractions to the tourist areas involved.

In Kota Belud, the proposal given by the respondents is to increase the existing fee payment rate for the purpose of upgrading the existing facilities and reduce the fee payment rate, especially for students. Next, there are respondents who suggested that fees should be charged at tourist premises that do not charge entrance fees.

According to Buckley (2006), the rate of fees imposed on tourists can influence their behaviour, such as their choice of alternative activities or tourist locations. This is consistent with his research on the impact of entrance fee payments on visitor behaviour. In this instance, low-income travellers are more likely to choose low-cost activities or tourist sites. However, according to Burns and Grarfae (2006), fee payments at a reasonable level have no effect on the behaviour of low-income tourists. As a result, some researchers argue that fee payments and the consequences they will have should be addressed in relation to other aspects such as visitor characteristics, service quality, and how fees are paid (Buckley, 2006; Garrod & Fyall, 2000).

Table 8: Suggestions for Rates to Be Charged to Visitors in Kundasang - Ranau

Statement	Percentage (%)
Maintain the existing fee rate	37.9
Distinguish the entrance fee for adults and children	17.2
Raise entrance fees for foreign tourists	12.9
Need to add products and attractions in tourist destinations	11.6
Reduce the entrance fee charged	10.4

Table 9: Suggestions for Rates to Be Charged to Visitors in Kota Belud

Statement	Percentage (%)
Maintain existing payment rates	46.2
Charging entrance fees at tourist destinations that do not charge entrance fees	15.1
Reduce payment rates especially for students	11.8
Raise the fee payment rate	9.7
<i>Not answering</i>	17.2

CONCLUSION

A willingness to pay (WTP) survey should be conducted to determine visitor input and satisfaction with fee rates imposed at tourist locations. According to the study's findings, the majority of visitors to Kundasang - Ranau and Kota Belud claimed that the payment rate is reasonable and appropriate for the level of services given at tourist locations. In this approach, tourist fees can assist tour operators in improving existing tourism facilities and services. This could lead to an increase in the number of people visiting a single tourist destination in the future. However, the respondents' ideas for the appropriate payout rate were found to be varied. As a result, stakeholders, particularly tourism development planners and policymakers, must develop and implement an integrated and systematic strategy to ensure that tourist destinations in the state can offer competitive and sustainable rates, improve service quality, and diversify the products offered.

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