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*"Harmony in Spaces : Blending Heritage, Nature and Design"*

**E-PROCEEDING**



**TALKS 2.0**

THE ACCLAIMED LANDSCAPE OF KNOWLEDGE SHARING  
"Harmony in Spaces : Blending Heritage, Nature and Design"

# **“ Harmony in Spaces : Blending Heritage , Nature and Design ”**

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# UNVEILING THE LENGGONG VALLEY ARCHAEOLOGICAL PERSONALITIES: BETWEEN THE PERCEPTIONS AND EXPERIENCES

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## ABSTRACT

*Prior to visiting Lenggong Valley, visitors may have misconceptions based on inaccurate or outdated information, impacting their expectations, and potentially resulting in a disparity between anticipation and reality. Therefore, it is necessary to perceived validity in Lenggong Valleys' personalities since it have good opportunity in many aspect it could offer. This study explores J.Aaker's Branding Personalities framework to shape Lenggong Valley's archaeological tourism identity. It conducts a comparative analysis of pre-visit perceptions and post-visit experiences to unravel complexities and understand the personalities perceived on archaeological sites as viable tourist destinations. Employing a mixed-method approach, including surveys, ensures diverse demographic representation in data collection. Statistical analysis identifies key factors influencing perceptions of archaeological tourism. The purpose of this study is to look at how Aaker's framework might be used to perceived Lenggong Valley's destination personality. By carefully examining the interplay of branding personalities with perceptions and experiences, this research can act as a comparative analysis to evaluate how different expectations and reality is in tourism perspectives. Integrating J.Aaker's framework guides the specific classification of Lenggong Valley's branding personalities, bridging historical significance with contemporary tourist appeal.*

## INTRODUCTION

Heritage landmarks and historical archaeological sites have evolved beyond static relics in today's connected and globalized world. These objectively now embody dynamic entities, giving rise to archaeotourism, the fusion of history with tourism. Archaeotourism acknowledges sites as more than remnants of the past by means it breathe life into stories, attract tourists, and offer immersive experiences, reviving spirits of bygone eras. Among global ancient sites, Malaysia's Lenggong Valley exemplifies this evolution, showcasing the synergy of history, culture, and tourism.

According to Edwin Mohamed et al., (2012), before visiting Lenggong Valley, visitors may misinterpret its historical and cultural significance, as well as the immersive experiences it offers. To rectify this, it's crucial to correct misconceptions and present an authentic story about Lenggong Valley. Providing current information, highlighting archaeological marvels, and emphasizing unique experiences can help align tourists' expectations with the actual offerings of Lenggong Valley. This procedure is essential to ensure that visitors arrive with an open mind, ready to appreciate the historical and cultural value that awaits them. (Edwin Mohamed et al., 2012) However, Lenggong Valley, a significant prehistoric site, lacks recognition due to a lack of specific personalities in human perceptions and experiences. A destination needs unique and distinctive characteristics to attract tourists. Therefore, as said by Kim & Stepchenkova, 2017, a destination with unique characteristic can increase its brand equity, enhance its image, associate its preference, and encourage (re)visit. Previous research has shown that archaeological tourism is vital not only for creating economic gains, but also for providing the means for site conservation and historical preservation. (Shiong Pong K. & Abdullah Abdul R., 2017)

A complete investigation of the pragmatic uses of J.Aaker's Branding Personalities framework within the specific context of Lenggong Valley's development as an archaeological tourism destination is undertaken in Kumar's research endeavour. (Kumar, 2018) According to Rapidah et al., (2018), J. Aaker's framework offers a systematic approach to understand and shape impressions of a specific location. Lenggong Valley, rich in archaeology, history, and culture, is an excellent case study for this branding strategy, guiding positive pre-visit perceptions. The framework

acts as guidelines for a compelling narrative, aligning Lenggong Valley's identity with branding personas to captivate potential tourists strategically. Utilizing personality on archaeological sites becomes a metaphor for creating a distinct character and improving the destination's image (Chen & Phou, 2013). Findings indicate that tourists ascribe different personality dimensions to these archaeological sites (Shiong Pong & Lecturer, n.d.). The goal is not just to attract visitors, but also to ensure that their encounters with Lenggong Valley go beyond mere expectations, providing an enriching and experience firmly anchored in the region's archaeological wonders and cultural tapestry. As a result, the purpose of this study is to look at how Aaker's framework might be used to perceived Lenggong Valley's destination identity.

At its heart, this corpus of writing is motivated by a fundamental goal which to conduct a complete comparative investigation of pre-visit perception, as well as the post-visit experiences of tourists following their immersion exploration. This research can serve as an analysis of comparison to determine how different expectations and reality are in tourism views by carefully examining the interplay of branding personalities with perceptions and experiences. This hesitation could be attributed to a variety of issues, ranging from misconceptions and a lack of awareness to concerns about accessibility or the general infrastructure supporting such sites.

A mixed-method approach will be used to obtain diverse and rich data, combining surveys and interviews. The purpose is to guarantee that responders constitute a representative demographic sample, allowing for a more detailed examination of the data. Surveys will play a crucial role in quantifying and categorizing responses, providing a statistical foundation for the analysis (Castro et al., 2017). Through carefully crafted questions, the survey aims to identify the perceptions and experiences on archaeological tourism in Lenggong Valley. This quantitative data will be subjected to rigorous statistical analysis to extract meaningful patterns and insights.

Investigate the role of J.Aaker's Branding Personalities framework in shaping pre-visit perceptions and post-visit experiences in Lenggong Valley, aiming to understand its potential in enhancing the overall tourism narrative.

## LITERATURE REVIEW

### Lenggong Valley as UNESCO World Heritage Site

Lenggong Valley is situated in Perak with a population of roughly 17,000 people. (Tan J., 2014). Designated in 2012, the country's fourth UNESCO World Heritage Sites are four archaeological sites with a nearly two-million-year history, showcasing the longest records of early human activity in a single area, including the oldest outside Africa, and exhibiting cultural remains from the Palaeolithic, Neolithic, and Metal Ages (Rashid, 2014). As claimed by Department of National Heritage, n.d., the verdant Lenggong Valley on the Malay Peninsula has evidence from all eras of hominid history outside Africa, from 1.83 million to 1,700 years ago, in open-air and cave sites along the Perak River. There are 20 caves within the huge karst outcrop of Lenggong Valley. Gua Gunung Runtuh, Gua Teluk Kelawar, Gua Kajang, and Gua Harimau are the four that have uncovered prehistoric burials. As stated by (Ferrarese Marco, 2016), as the author stood at the entrance to Gua Harimau (Tiger Cave), an old cavern buried in Malaysia's Perak state's northwestern rainforests. Bronze tools, pots, and 11 skeletons were discovered here in the 1980s and 1990s, proving to researchers that this site was not only a burial ground 5,000 years ago, but also evidence of an early bronze culture in West Malaysia. Also based on Ferrarese Marco, 2016, in 1991, Gua Gunung Runtuh, an adjoining burial cave, revealed the 11,000-year-old Perak Man, the region's best-preserved Stone Age skeleton. Uniquely, it exhibited Brachymesopthalangia type A2, a genetic disease. Positioned in a fetal posture and surrounded by diverse items, archaeologists inferred that his disability elevated him to a respected shaman. However, limited availability of information on social media and the internet restricts pre-visit knowledge about Lenggong Valley.

### Archaeological Tourism

Archaeological tourism personalities framework focuses on both tangible and intangible dimensions of archaeological heritage. This will provide insights into how they play a significant role in delivering memorable tourism experiences. According to Ross David et al. (2017), archaeological tourism emphasises cultural heritage protection and

appreciation. This comprises artefacts, buildings, and landscapes, as well as traditions, customs, and oral histories. Archaeotourism has seen growth as part of the thriving heritage and cultural tourism business, with around 20% of tourist journeys worldwide containing some type of cultural, heritage, or historical activity.(Foxell E & Trafford A, 2010) However, when compared to other major tourist spots, archaeological tourism in Malaysia receives very few outward travellers or local tourists. Archaeotourism has received little attention, even though it offers a feasible option that might contribute to the growth of the Malaysian tourism industry. As said in (Ngo E., 2013), despite being designated a World Heritage Site by the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) in June 2012, the Lenggong Valley archaeological site did not draw many tourists, and Lenggong Town still appears lethargic. As a result, Malaysia archaeotourism must develop its own personality to maintain its own notion. In the context of tourism, archaeological site personalities refer to the distinguishing characteristics and features that determine the identity and appeal of archaeological sites to tourists. Each archaeological site has distinct characteristics that contribute to its overall personality and impact tourist encounters.

According to Foxell E & Trafford A, (2010); Lopez Francisca Blasco et al., (2019 ); Ngo E., (2013); Ross David et al., (2017) , the personalities framework on how archeatourism impact on tourist experience based on a few things. Firstly, personality with an educational and informative background. Certain archaeological sites take on an instructional and informational personality, serving as veritable historical knowledge warehouses. These sites are dedicated to delivering in-depth educational experiences. Adventure & Exploration also one of the frameworks for archaeological tourism personality where archaeological sites in distant or difficult locations, particularly those that necessitate walking and exploration, emit an adventurous spirit. Visitors looking for an adrenaline rush or a sense of adventure are drawn to these locations, where the trip to find historical relics becomes an adventure in and of itself. Next is Interactive and Experiential personality where some archaeological sites actively involve visitors by allowing them to participate in immersive activities, as opposed to passive observation. According to Azian Binti Nashurriddin & Muda Seni Gunaan dengan Kepujian, (2012) ,Lenggong Valley Archaeological Galley stated to be exact 2 Cluster area that has been

highlighted for tourism purposes. Visitors can hire tour guide to explore the site which include archaeological site and meteor land. These interactive and engaging locations provide hands-on activities, such as excavation simulators and exploration. As visitors become active contributors to the site's continuing narrative, the interactive personality creates a stronger connection with the past. Finally, is Scenic and Aesthetic personality where locations' aesthetic attraction extends beyond their historical relevance, with magnificent natural surround.

## **Branding Personality**

### **J. Aaker's Branding Personality**

According to Shiong Pong & Lecturer, n.d., personality is defined by psychologists as the systematic description of qualities, where the features are relatively persistent ways of thinking, feeling, and doing. Personality is typically associated with humans, although it can also be applied to nonhuman species. The transmission of human characteristics to non-human things and occurrences is known as anthropomorphism. Castro et al. (2017) said that consumer behaviour is heavily influenced by brand image. The most frequently acknowledged definition of brand image is "perceptions about a brand reflected as associations existing in the consumer's memory."

As mentioned in Kumar, (2018) on J.Aaker's branding personality, Hosany et al., (2007) describe destination personality as the set of human traits associated with a destination. They were the first to investigate the relevance and validity of J. Aaker's brand personality concept in the context of a tourism destination. Tourist destinations, according to the researchers, can be perceived as a brand because they are rich in symbolic values. A distinct brand personality can help to develop a set of distinct and positive connections in customer memory, so building and enhancing the brand. Consumers form relationships with brands based on symbolic features. As a result, the brand comes to life and becomes an active partner in the consumer's thoughts rather than a passive object. Based on J. Aaker's (1997), there are five dimensions that are often employed in marketing and branding situations and are referred to as the "Big Five" personality qualities in branding. Therefore, this study define J.Aaker's Branding Personalities as a guideline which can help in promoting heritage conservation and

responsible tourism practices. These dimensions are largely used to characterise the personality qualities of commercial products and brands. These can, however, be altered and employed for branding reasons in the context of archaeotourism.

### **“Sincerity” on Archaeotourism**

The first is sincerity, as outlined in J.Aaker’s (1997). This personality dimension is associated with honesty, genuineness, and a practical attitude. "Sincerity" brand personality in archaeotourism emphasise authenticity, historical correctness, and a dedication to maintaining and exhibiting the heritage site in a sincere and respectful manner. Visitors regard the location as dependable, trustworthy, and mindful of its historical and cultural significance.

### **“Excitement” on Archaeotourism**

The second dimension is excitement which indicates energy, enthusiasm, and a sense of adventure. Brands with an excitement personality are perceived to be adventurous, dynamic, and capable of igniting enthusiasm. On the authority of Shiong Pong & Lecturer, n.d., "Excitement" brand personality in archaeotourism might concentrate on generating thrilling and immersive tourist experiences. This could include spectacular and engaging talks, interactive exhibitions, and thrilling and unforgettable activities that bring history to life.

### **“Competence” on Archaeotourism**

Competence is the third dimension. According to Shiong Pong & Lecturer, n.d., competence embodies reliability, professionalism, and efficiency. Brands with this personality are viewed as knowledgeable, dependable, and able to meet their customers' needs. In archaeotourism, a competence brand personality displays the expertise and understanding of the site's staff and guides. Visitors have confidence that they will have high-quality, educational experiences and that the destination will be well-maintained and properly administered.

### **“Sophisticated” on Archaeotourism**

Not to mention the fourth characteristic, sophistication. This dimension exudes elegance, sophistication, and a polished demeanour. Quality, style, and cultural depth are linked with sophisticated brands. A "Sophistication"

brand personality in archaeotourism about presenting the historical location in an elegant and culturally rich manner (Hosany et al., 2007). High-quality interpretative materials, excellent dining options offering local cuisine, and special guided tours that appeal to guests seeking a refined and culturally enriching experience are examples of this.

### **“Ruggedness” on Archaeotourism**

Finally, yet important, there is ruggedness. Toughness, outdoor spirit, and a sense of physical challenge are all conveyed by this component. Ruggedness brands are perceived as robust, adventurous, and appealing to consumers wanting a more adventurous experience. In archaeotourism, a ruggedness brand personality emphasises on providing more adventurous and physically demanding activities, such as hiking to archaeological sites, engaging in archaeological digs, or exploring remote places. This is appealing to people looking for a hands-on, adventurous relationship to history.

## **User Preferences**

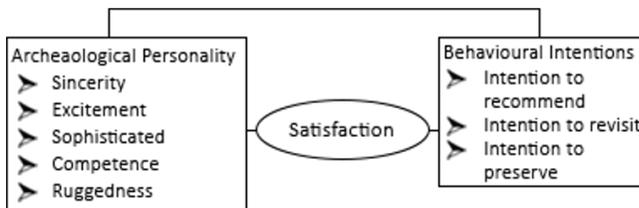
### **Perceptions and Experiences**

Before diving into the literature on prior studies of using Brand Personality to Destination Personality, it is crucial to understand what 'perception' and 'experience' are and how these two things might affect an archaeological site. According to Mahaner, (2023), experience is the information or ability gained by participation in a certain activity or exposure to a specific environment. It is the practical comprehension of a subject achieved via active participation in it. Personal involvement, observation, or conversation with people who have gone through comparable events can all be used to develop experience. Experience is the starting point for our knowledge because it supplies the "data" that theoretical knowledge will attempt to understand and explain. This role becomes especially clear when the term "experience" is defined as "sensible knowledge of external reality (Matinez, 2002). Taking 'experience' into consideration, the major goal of this study is to learn about what people think of when visiting Lenggong Vallley and how their emotions are during their stay. Experiences provide a more realistic portrayal of an event or phenomenon. When a person interacts with a situation, place, or subject directly, they are dealing with

actual, concrete aspects. This grounding improves the assessment's accuracy.

Whereas 'perception' can be defined as "a process by which people see the world around themselves" (Edwin Mohamed et al., 2012). According to Pickens, n.d., attitudes and perception are inextricably linked. Perception is the process by which organisms interpret and organise sensations to form a meaningful perception of their surroundings. To put it another way, a person is confronted with a circumstance or stimulus. However, what an individual thinks or perceives may differ significantly from reality. Therefore, human perception before visiting Lenggong Valley is not as precise as experience. People's decisions and behaviours are heavily influenced by their perceptions. Individuals' perceptions of a situation, place, or product can heavily influence whether individual choose to engage with it, visit it, or make decisions about it. For example, if someone believes a site like Lenggong Valley to be uninteresting or risky based on information received, the persona may not visit, regardless of what others have experienced.

Based on the above hypothesis, a personalities framework for archaeological tourism has been developed. Figure below are personalities framework identified from the literature review.



**Figure 1. Proposed Personalities Framework**

Source : (Shiong Pong K. & Abdullah Abdul R., 2017)

## METHODOLOGY

### Research Design

Lenggong Valley is selected due to its rich cultural and historical significance, making it an ideal setting to explore the interplay of human perceptions and experiences. The specific setting incorporates Core zone

LVWHS of 398.64 ha and 'Galeri Arkeologi Lembah Lenggong'. The gallery was picked since the museum is the main attraction in Lenggong Valley and is suitable to be accessed by all ages. The valley's diverse archaeological site which provides a unique backdrop for understanding how J. Aaker's Branding Personalities might influence individuals in different cultural and historical contexts. A total number of 33 respondents has been randomly approached which include a diverse group individual, aged from below 18s to above 60s, representing both locals and tourists visiting Lenggong Valley. Residents are chosen for their deep connection to the valley, while tourists offer comprehensive understanding on varied audiences. The data collection period span two weeks, commencing on 18/12/2023 and concluding on 1/1/2024. This timeframe allows for a thorough exploration of seasonal variations in visitor numbers and local activities which includes weekdays, weekends, and school holidays.

## Research Instrument

The quantitative approach was used to collect data in this investigation. Following the norms of previous research, this study adopts a survey questionnaire to obtain data on peoples' perceptions that have not visited Lenggong Valley (Hosany et al., 2007), and visitors' experiences after visiting Lenggong Valley. The survey is intended to assess perceptions of across five dimensions of brand personality. Based on Kiriri, (2019) research, five dimensions of brand personality were picked. The questionnaire consists of 6 questions on Section A (Respondents' Profile) and 15 questions on Section B which comprises 5 dimensions and each dimensions involve 3 main questions. Visitor will be asked to complete the first questionnaire set before entering Lenggong Valley and will then be asked to complete another set of the same questionnaires after visited Lenggong Valley. This is to compare the insight of people before going to Lenggong Valley and after going. The study's sample size is determined using the formula provided by Hair J.F. et al., (2010) on sample size for factor analysis. Hair J.F. et al., (2010) indicates that the sample size for factor analysis should be at least a ratio of five cases for each variable and greater than or equal to 150. Field A., (2009) advises using the formula  $N > 9 + 8m$  ( $m$ =number of independent variables). As a result, because there are 5 components in this study, the minimum sample size is computed to be 33 respondents ( $N = 9 + 8(5)$ ).

The researcher will employ J. Aaker's (1997) brand personality scale, which includes five personality dimensions: sincerity, excitement, sophisticated, competence, and ruggedness. These questions involve applying Likert Scale using five answers that range from "Very Disagree" to "Very Agree" that framing statements or prompts which respondents can rate based on their level of agreement. Exploratory and confirmatory factor analyses supported J. Aaker's brand personality scale. Based on the survey, will be conclude the perceptions of people before entering Lenggong Valley and their experience after.

## **Data Collection**

Collecting data using sampling procedures which involve various research on internet. This method was used to gain more information regarding Lenggong Valley, visitors' experiences and human perceptions and J.Aaker's Branding Personalities that suits for destination personality. By browsing on several database, related sampling articles were found that suits this study. This method involved the findings that gain insights into the branding personalities of archeaotourism destinations.

## **Site Selection/Case Study**

Site observation was carried out on 1/12/2023 to examine the validity of elements stated in literature review under J.Aaker's Branding Personalities dimensions involving 'Sincerity', 'Excitement', 'Competence', 'Sophisticated' and 'Ruggedness'. Based on per visit, the area that are suitable for quantitative survey are marked in red, as shown in figure 2 below.

This on-site observations at Lenggong Valley for archaeotourism was used to systematically monitor and documenting aspects of the site to gain insights into tourist behaviours and overall visitor experience. The core zone (purple color) indicates the archaeological area of Lenggong Valley. The red mark indicates the area of research study. Developed a checklist from J. Aaker's Branding Personality to identify destination personality, focusing on visitor interactions with artifacts, interpretative displays, facility condition, signage effectiveness, and site atmosphere.

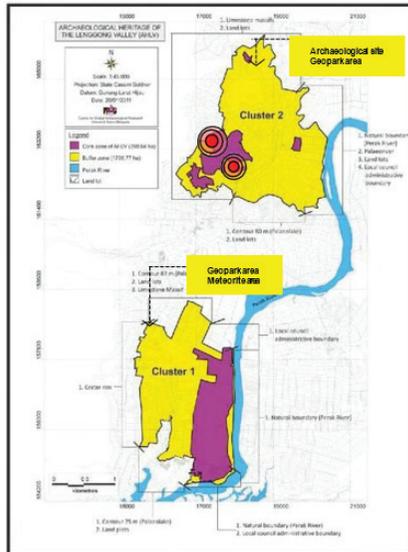


Figure 2. Study Areas



(a) Indicate 'Excitement'



(b) Indicate 'Excitement'



(c) Indicate 'Sophisticated'



(d) Indicate 'Competence'



(e) Indicate 'Sincerity'



(f) Indicate 'Ruggedness'

Figure a,b,c,d,e & f. Lenggong Valley Archaeological Gallery

This method may explain survey findings, tracking behaviours like interactions with displays, time spent in areas, and signs of engagement or boredom. Emphasized providing superior visitor interactions for families, educational groups, or lone travellers through guided tours, educational

programs, and interactive activities.

## RESULT & DISCUSSION

### Data Analysis

The purpose of this article was to look at the perceptions and experiences of visitors to Lenggong Valley. J.Aaker's Branding Personality framework was used in this study to analyse the archaeological personalities discovered in the Lenggong Valley. The investigation and analysis uncovered distinct qualities that can be linked to certain brand personality traits.

### Lenggong Valley's Personalities Traits: Operationalization

**Table 1. Lenggong Valley personality traits**

Coding Criteria and Examples		
Personality Trait	Description	Examples
<b>Sincerity</b> (Aaker, 1997; Aaker et al., 2001)	Emphasise authenticity, historical correctness, and a dedication to maintaining and exhibiting the heritage site in a sincere and respectful manner.	The preservation efforts at Lenggong Valley are authentic and cultural value of Lenggong Valley can be seen.
<b>Excitement</b> (Aaker, 1997; Aaker et al., 2001)	Concentrate on generating thrilling and immersive tourist experiences. This could include spectacular and engaging talks, interactive exhibitions, and thrilling and unforgettable activities that bring history to life.	Lenggong Valley atmosphere creates a sense of excitement, and it is an exciting and enjoyable archaeological tourism site.
<b>Competence</b> (Aaker, 1997; Aaker et al., 2001)	Visitors have confidence that they will have high-quality, educational experiences and that the destination will be well-maintained and properly administered.	Lenggong Valley demonstrates a high level of competence in preserving archaeological heritage.
<b>Sophistication</b> (Aaker, 1997; Aaker et al., 2001)	Presenting the historical location in an elegant and culturally rich manner	The exhibits at Lenggong Valley reflect a high level of cultural refinement.
<b>Ruggedness</b> (Aaker, 1997; Aaker et al., 2001)	Providing more adventurous and physically demanding activities, such as hiking to archaeological sites, engaging in archaeological digs, or exploring remote places.	The adventurous aspects of Lenggong Valley are high and well preserved.

Source (Kim & Stepenkova, 2017)

This research highlights key findings. Theoretically, it underscores the importance of brand personality in tourism marketing literature, especially in the context of archaeological tourism. The study asserts that brand personality, though relatively new to destinations, is applicable and warrants exploration in various tourism types.

Additionally, it breaks new ground by applying brand personality to multicultural respondents, challenging its traditional use in monoculture scenarios. The study establishes the reliability of a brand personality measure suitable for both monoculture and multicultural environments. In practice, the conclusions assist in effectively targeting diverse visitor categories. An archaeological site is generally associated with educational purposes due to its historical heritage. As a result, most visitors to the archaeological site are students on study tours. As a result, the researchers expect that the current study will aid in targeting diverse segments of tourists by altering their misconceptions about archaeological sites. For example, archaeological sites should be promoted not only to history buffs, but also to tourists who want to engage in adventurous or thrilling activities at these places.

### **Social Demographic of Respondents**

To give insight into the study population, a thorough examination of demographic data was carried out in this investigation. The sample's demographics showed that its members represented a range of racial and socioeconomic backgrounds, occupations, marital statuses, and age groupings. On 18 December 2023, until January 1st 2024, 33 respondents were randomly approached surround Lenggong Valley and Galeri Arkeologi Lembah Lenggong.

**Table 2. Demographic Profile**

Parameter		Frequency	Percentage
Gender (A1)	Male	13	39.39
	Female	20	60.60
Age (A2)	<18 years	9	27.27
	20 – 29 years	15	45.45
	30 – 39 years	4	12.12
	40 – 49 years	3	9.09
	50 – 59 years	2	6.06
	>60 years	0	0.00
Race (A3)	Malay	26	78.78
	Chinese	3	9.09
	Indian	1	3.03
	Others	3	9.09
Employment Status (A4)	Government	5	15.15
	Private	8	24.24
	Business	1	3.03
	Unemployed	2	6.06
	Student	17	51.51
	Retired	0	0.00
Marital Status (A5)	Single	22	66.66
	Married	11	33.33
	Divorced	0	0.00
Times visited Lenggong Valley (A6)	1	33	100

It is possible to draw the conclusion that most respondents (20 respondents) are female, and 39.39% of them (13 respondents) are male. The participants' age distribution showed a balanced representation, with 27% of respondents being under the age of 18, 45% falling between the ages of 19 and 29, 12% between the ages of 30-39, 9% between the ages of 40 and 49, and 6% between the ages of 50 and 59. The bulk of respondents (66.67%) were single, while 33.33% were married. More than half of the respondents (78.79%) were Malay. Students were the most numerous of 20 (51.52%), followed by those from the public and private sectors, business, and those who did not work which is 16 respondents. (48.48%). In summary, the survey data reveals that a significant majority of respondents are female, constituting 60.60% of the total participants. The highest representation within the age category falls between 19 and 29 years, accounting for 45% of respondents. In terms of marital status, the bulk of participants, totalling 66.67%, identify as single. Regarding ethnicity, more than half of the respondents, specifically 78.79%, identify as Malay. All above data are sufficient for the study as to seek on perceptions and experiences on destination personalities.

## Destination Personalities in context of Branding Personalities

### Human Perceptions Evaluation on Lenggong Valley Destination Personalities; Pre-Visit

After the study analysis completed, it can be fairly seen how assumptions or expectations has affected the identity of Lenggong Valley. The percentage distribution for Lenggong Valley across J. Aaker's Branding Personalities dimensions provides insightful information about the complex ways that people view this place.

'Sincerity', received 62.22%, which related to the genuine and authentic traits connected to the Lenggong Valley archaeological site. Respondents were asked about authenticity (Freq.=103, M=3.12, SD=0.875), cultural experiences (Freq.=104, M=3.15, SD=0.618), and historical integrity (Freq.=101, M=3.06, SD=0.496) of Lenggong Valley. It is likely that respondents view the location is accurately represented, emphasizing the preservation of its natural and cultural heritage. Most respondents to this research have expecting for authentic artefacts to be available in the gallery.

With 68.28% on the excitement dimension, it appears that respondents also view Lenggong Valley as enjoyable (Freq.=114, M=3.45, SD=0.666), has exciting atmosphere (Freq.=109, M=3.30, SD=0.637), and artefacts (Freq.=115, M=3.48, SD=0.870). Based on data collected, the result may have to do with the wide range of attractions and activities that are offered, including visiting various types of caves with the supervision of tour guides that ensure the guests to have an interesting and thrilling time.

The competence dimension, at the lowest of 60%, indicates that people perceive Lenggong Valley as a place that is efficient (Freq.=93, M=2.82, SD=0.808), proficient (Freq.=105, M=3.18, SD=0.950), and expert (Freq.=99, M=3.00, SD=0.866). The preceding might be ascribed to proficient destination administration, infrastructure, and services that cultivate an impression of proficiency and reliability. This result has validly confirmed, according to Shiong Pong & Lecturer, n.d. that stated competence embodies reliability, professionalism, and efficiency. The overall rating for competence indicates that people seem to possess believe in the destination's capacity to provide a seamless and well-managed experience.

**Table 2. Destination personalities before visiting**

Component		Total: (495)				
		Freq.	Total Freq.	Mean	SD	Percentage
<b>Sincerity</b>	Authentic	103		3.12	0.875	
	Cultural experience	104	308	3.15	0.618	62.22
	Historical integrity	101		3.06	0.496	
<b>Excitement</b>	Enjoyable	114		3.45	0.666	
	Exciting atmosphere	109	338	3.30	0.637	68.28
	Exciting artifacts	115		3.48	0.870	
<b>Competence</b>	Efficient	93		2.82	0.808	
	Proficient	105	297	3.18	0.950	60.00
	Expert	99		3.00	0.866	
<b>Sophisticated</b>	Culturally stylish	100		3.03	0.637	
	Nature visionary	111	318	3.36	0.784	64.24
	Distinctive	107		3.24	0.867	
<b>Ruggedness</b>	Adventurous	92		2.79	0.696	
	Outdoorsy	110	308	3.33	0.692	62.22
	Untouched	106		3.21	0.820	

 Highest percentage  Lowest percentage

With 64.24%, the sophisticated dimension indicates a perceived level of culturally stylish (Freq.=100,M=3.03,SD=0.637), nature visionary (Freq.=111,M=3.36, SD=0.784), and distinctive (Freq.=107,M=3.24,SD=0.867), related to the Lenggonng Valley. Respondents' evaluation of the destination's sophistication has been influenced by its aesthetic value, pleasant view, and cultural refinement.

Second lowest of 62.22%, the ruggedness dimension shows that people generally view Lenggonng Valley as an adventurous (Freq.=92,M=2.79,SD=0.696), outdoorsy (Freq.=110,M=3.33,SD=0.692) and untouched (Freq.=106,M=3.21,SD=0.820). This indicates a respect for the area's natural beauty, and opportunity for realistic off-the-beaten-path experiences.

### Visitors' Experiences Evaluation on Lenggonng Valley Destination Personalities; Post Visit

After visiting Lenggonng Valley, visitors reported experiences that aligned closely with their pre-visit perceptions in some dimensions but showcased notable variations in others. 'Sincerity', which was initially perceived at 62.22%, notably increased to 70.3% post-visit. This upward shift suggests that the destination successfully delivered on its authenticity (Freq.=124,M=3.76,SD=0.902), cultural experiences (Freq.=106, M=3.21,SD=1.082), and historical integrity (Freq.=118, M=3.58,SD=1.031) atmosphere that resonated positively with visitors. Based in the literature review stated, it can validly confirm that visitors regard the location

as dependable, trustworthy, and mindful of its historical and cultural significance.

‘Excitement’ increased significantly from 68.28% pre-visit to an impressive 77.98% post-visit. This noteworthy increase suggests that Lenggong Valley not only fulfilled but also exceeded visitor expectations by providing an exciting and thrilling experience. It may have also included unexpected elements that added to the post- visit excitement surveys. On the authority of Shiong Pong & Lecturer, n.d. stated in literature review, "Excitement" brand personality in archaeotourism might concentrate on generating thrilling and immersive tourist experiences. This can fairly confirm the result of study and data collected from previous studies.

According to Shiong Pong & Lecturer, n.d., competence embodies reliability, professionalism, and efficiency. Competence showed a slightly rise from 60.00% pre-visit to 66.66% post-visit. This change implies that visitors' real experiences, possibly because of excellent service and an organised visitor experience that enhance in efficient (Freq.=93,M=2.82, SD=1.074), proficient (Freq.=117,M=3.54,SD=0.794), and expert (Freq.=120,M=3.64, SD=0.963) factor. While this positive shift is evident, some visitors stated that the amenities and facilities are not completely available.

**Table 3. Destination personalities after visiting**

Component		Total: (495)				
		Freq.	Total Freq.	Mean	SD	Percentage
<b>Sincerity</b>	Authentic	124	348	3.76	0.902	70.30
	Cultural experience	106		3.21	1.082	
	Historical integrity	118		3.58	1.031	
<b>Excitement</b>	Enjoyable	128	386	3.88	0.960	77.98
	Exciting atmosphere	124		3.76	0.752	
	Exciting artifacts	134		4.06	1.029	
<b>Competence</b>	Efficient	93	330	2.82	1.074	66.66
	Proficient	117		3.54	0.794	
	Expert	120		3.64	0.963	
<b>Sophisticated</b>	Culturally stylish	94	315	2.85	1.035	63.63
	Nature visionary	114		3.45	0.794	
	Distinctive	107		3.24	1.032	
<b>Ruggedness</b>	Adventurous	140	419	4.24	0.867	84.64
	Outdoorsy	141		4.27	0.761	
	Untouched	138		4.18	0.917	

 Highest percentage  Lowest percentage

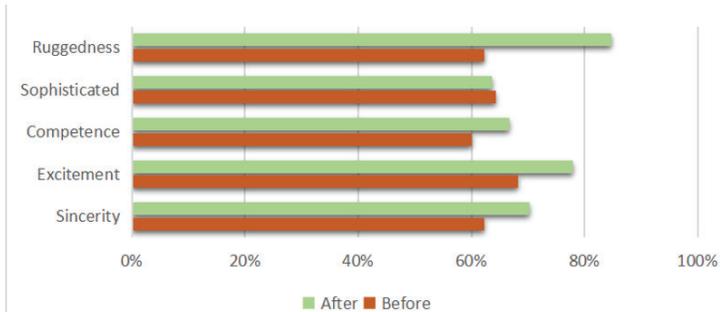
A "Sophistication" brand personality in archaeotourism about presenting the historical location in an elegant and culturally rich manner (Hosany et al., 2007). After the visit, sophisticated, which had previously

been at 64.24%, slightly decreased to 63.63%. This slight decrease could indicate that not all visitors experienced the expected level of cultural refinement and perceive pleasant view. Some could have thought the location was less upscale than they had anticipated such as cultural stylish has decrease in Freq. of 94 from 100.

After the visit, the Ruggedness dimension which was originally rated at 62.22% saw a notable increase to 84.64%. This large increase suggests that Lenggong Valley exceeded its visitor expectations by delivering an adventurous (Freq.=140,M=4.24,SD=0.867), outdoorsy (Freq.=141,M=4.27,SD=0.761) and untouched (Freq.=138,M=4.18,SD=0.917) factors amazingly. As discussed in literature review, toughness, outdoor spirit, and a sense of physical challenge are all conveyed by this component. Above result on 'Ruggedness' has fairly confirmed that Lenggong Valley perceived the highest rating on adventurous aspect. The perception transformed positively, suggesting that the destination successfully provided a more rugged and adventurous atmosphere than anticipated, leaving visitors impressed with the authenticity and natural beauty of Lenggong Valley without feeling disappointed.

## Lenggong Valley Destination Personalities; Post Analysis

Table 4. Comparative on both Perceptions and Experiences



To sum up the personalities that Lenggong Valley hold, 'Ruggedness' stands out as a showcased dimension of 84.64%, but overall personality is multifaceted and encapsulates a harmonious blend of various dimensions. The 'Excitement', with a significant 77.98%, plays a pivotal role in shaping

the destination's personality, suggesting that Lenggong Valley is not only rugged but also exciting and engaging. Additionally, the 'Sincerity', with 70.3%, underscores the authentic atmosphere that fill Lenggong Valley, adding depth and sincerity to its personality. This findings has sufficiently answered to the objective of the research paper where it serve as an analysis of comparison to determine how different expectations and reality are in tourism views by carefully examining the interplay of branding personalities with perceptions and experiences and to look at how Aaker's framework can perceived Lenggong Valley's destination personality.

Lenggong Valley is a place that appeals to those seeking both adventure and authenticity because of its distinctive personality, which is essentially a rich tapestry fashioned from ruggedness, excitement, and sincerity. Lenggong Valley's unique character is greatly enhanced by the dimensions that are highlighted, especially 'Ruggedness', which makes the valley an intriguing and diverse travel destination.

## CONCLUSIONS

In conclusion, this research on visitor perceptions and experiences at Lenggong Valley, employing J.Aaker's Branding Personality dimensions, sheds light on the dynamic interplay between pre-visit expectations and post-visit encounters. The examination of sincerity, excitement, competence, sophistication, and ruggedness dimensions revealed nuanced insights into how these branding traits influence the overall tourism narrative. This result can act as a guideline to transform Lenggong Valley in tourism context accordingly to its personalities. Based on previous studies, this can be done by integrating Sustainable Development Goals to preserve the archaeological value. To relate Lenggong Valley to Sustainable Development Goals (SDG), one significant connection is with Goal 11: Sustainable Cities and Communities. Archaeological sites are frequently integrated within communities, and efforts to secure their preservation and long-term management can help to build more sustainable, resilient, and inclusive communities. Goal 12: Responsible Consumption and Production is also relevant to archaeological tourism. Implementing sustainable tourism practices at these locations coincides with the goals of responsible consumption and production, which include minimising environmental

damage, promoting cultural sensitivity, and encouraging sustainable visitor behaviours.

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Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
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