

EXPLORING THE IMPACT OF KNOWLEDGE, SOCIALISATION, AND ENJOYMENT ON YOUTH'S MOTIVATION TO VISIT THE BORNEO CULTURES MUSEUM, SARAWAK

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ABSTRACT

The museum has been one of the most visited attractions in every country. Researchers have conducted extensive research on museums, yet they haven't specifically focused on the factors that influence young youths' motivation to visit them. Hence, the purpose of this study was to examine the factors affecting youths' motivation to visit museums. The study used a quantitative approach, and the youths from Sarawak served as the unit of analysis. Through non-probability sampling and applied purposive sampling, 388 data samples were collected via an online survey and a face-to-face survey, whereby they were collected from a specific target group between the ages of 18 and 30 in Sarawak. The survey instrument was adopted from previous studies with minor modifications, validated, and pilot tested. A total of 388 usable samples were analysed using descriptive and multiple regression analyses. The result indicated that three predictors (knowledge, enjoyment, and socialisation) significantly affect youth when visiting museums. This study adds to the existing literature on museums and



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has practical implications for the museum as a whole.

Keywords: *Youth's motivation, Museums, Knowledge, Enjoyment, socialisation*

INTRODUCTION

Museums are important for preserving our cultures and heritage so that future generations can see and learn about them. Museums are significant public learning institutions that can raise awareness of cultural identity, history, and the environment among tourists and local populations, assisting in the preservation of these assets for future generations and thus contributing to the long-term development of heritage tourism (Shavanddasht, 2019).

There are about 128 museums and galleries throughout Malaysia under the Department of Museums Malaysia, mostly in Kuala Lumpur, Melaka, and Kedah (Mohd Salleh, 2022). Meanwhile, in Sarawak, six museums will be opened in 2023 as the state government seeks to showcase the world's diverse heritage (Umpang, 2023). The six museums include the Brooke Dockyard Industrial Heritage Museum, Santubong Archaeological Park, the Wallace Centre, Limbang Museum, Rumah Sri Aman Gallery, and the old Sarawak Museum, where content works will be ongoing (Umpang, 2023). According to the Sarawak Museum Department, the Borneo Cultures Museum is the latest new museum to become a lively place for social and cultural exchange.

Unfortunately, museums are only popular among art enthusiasts, and the number of people attending galleries remains low (Klention, 2022). Simon (2023) states that there are numerous reasons why young people do not visit museums. One possibility is that they are unaware of the museums in their neighbourhood. Another factor is that they may be uninterested in the exhibits that the museums provide. According to Mansfield (2018), youths would rather stay at home and watch TV or use social media than visit a museum, gallery, or theatre. People may also lack the time or funds to visit museums (Simon, 2023). Nevertheless, teenagers are the next generation of leaders, and if they are not interested in museums now, they might not be able to appreciate them later (Simon, 2023).

According to the Sarawak Museum Department, 720,096 visitors have visited the Borneo Cultures Museum. Based on the huge number, Borneo Cultures Museum emerges as the prestigious museum equipped with the trending and latest technology, fostering significant interest among youths to visit. This includes the local youth as well. Therefore, a variety of factors must influence the motivations of youths to visit the museum. By learning and understanding the youths' motivations to visit the museum, the management of the museum can provide better settings, information access, and interactive modes of learning in the museum for youth.

The research objectives and questions of this study can be referred to below:

Research Objectives:

RO1: To determine the relationship between Knowledge and Youths' Motivation to visit Borneo Cultures Museum, Sarawak.

RO2: To identify the relationship between Enjoyment and Youths' Motivation to visit Borneo Cultures Museum, Sarawak.

RO3: To determine the relationship between Socialisation and Youths' Motivation to visit Borneo Cultures Museum, Sarawak.

Research Questions:

RQ1: Does Knowledge affect Youths' motivation to visit Borneo Cultures Museum, Sarawak?

RQ2: Does Enjoyment affect Youths' motivation to visit Borneo Cultures Museum, Sarawak?

RQ3: Does Socialisation affect Youths' motivation to visit Borneo Cultures Museum, Sarawak?

The study aimed to determine the motivations of youths between the ages of 18 and 30 to visit the Borneo Cultures Museum in Sarawak. Therefore, Kuching, Sarawak, served as the research location. In terms of variables, three have been used, which are knowledge, enjoyment, and socialisation.

LITERATURE REVIEW

Museums are institutions dedicated to preserving and interpreting the primary tangible evidence of humankind and the environment (Morris,

2022). Museums can play a very crucial role in tourism and hospitality. Museums represent very significant icons and tourist attractions. Museums can also be quite informative, presenting knowledge on history and other subjects (Simon, 2023). Museums are designed to bring people together to discover and learn about the world. Curiosity is a primary motivator for people to interact with the exhibits and draw them in. Visitors can immediately engage in learning through art and storytelling without prior scientific knowledge (Cesario et al., 2020). Visitors perceive museums to offer both tangible (quantity and quality of services delivered) and intangible (tourist feelings and motivation) experiences (Preko et al., 2020). According to Pereira and Jyoti (2019), individuals who have never visited a given destination construct a perception of that destination based on their motivation to visit that destination. People become motivated to visit the destination or museums if they haven't done so previously. Furthermore, a tourist's decision to visit a certain destination involves the notion of the push-pull motive, according to tourism literature and associated models of travel destination choice and decision-making processes. Hence, some people visit museums to do things that are not possible in their daily lives. According to Todorovic and Jovicic (2018), youth are looking for an activity that can meet residents and visit historical sites to learn about local history. The researchers also noted that the novelty of the experience, providing a break from studying or work, motivated the youth.

Knowledge Motivation

Carreira et al. (2021) widely acknowledge that prior knowledge, when it comes to tourism agents like museums, positively influences visitors' choices and perceptions of potential rewards during their visits, ultimately enhancing the image of the tourist destination. By gathering data in advance from various sources, these visitors can gain a more enjoyable, enriching, and suitable experience, enhancing their prior knowledge of the museum they intend to visit. However, Fauzi et al. (2022) state that youth are particularly difficult to attract to a museum because they perceive it to be a boring experience, as museum visitors do not want to spend much time reading. The museum's objects or physical context will enable visitors to discover new things and satisfy their curiosity. As a result, immersive technologies support museums in improving the educational experience. Interactive tools in museums may encourage potential visitors, such as

youths, to come and explore the area to learn new things. Cesario and Nisi (2022) support this idea by asserting that stories and games can enhance the museum's learning objectives and enhance the visitor's enjoyment. Previous research has shown that storytelling and game-based approaches benefit museums by promoting joyful and exciting experiences that have the potential to support meaningful learning. These two techniques have been used to engage both young and adult audiences as museum visitors. Today's museum education actively utilises interactive and multimedia technologies to integrate a modern format and virtual content into the museum, thereby actively engaging people in the museum as an educational space to culturally enlighten and enrich them (Dolgireva et al., 2022).

H1: Knowledge has a positive effect on Youths' Motivation to visit Borneo Cultures Museum, Sarawak.

Enjoyment Motivation

Museums, the world's most visited cultural attraction, are a community resource, playing an important role in providing educational leisure activities for society as well as opportunities for social interaction and participation. Museums are also highly valued institutions that enjoy public trust, putting them in a strong position to tackle difficult issues while also providing a platform to positively impact people's lives. Recently, Dragija & Jelincic (2022) have recognised joy as an important outcome of museum experiences, highlighting the social value of these institutions. Enjoyment refers to the degree to which an individual feels in a preferred environment, and this emotion is linked to the positive association between place and the emotional state of engagement of visitors. So et al. (2020) conclude that the enjoyment derived from environmental stimuli and activities stems from an individual's innate interest in the activities themselves, which leads to a desire to participate in the activity. The needs of visitors vary according to how much they participate in the activities, and sometimes they seek to satisfy certain needs that are different from their daily life routine (Jureniene & Peseckiene, 2020). Kawabata and Mallett (2022) mentioned that the concept of enjoyment is broader than a single emotion and believe that 'enjoyment' is the act of having joy. According to researchers, joy is both a positive emotional state and a positive affective response to a pleasant object. The setting, information, interactive tools, and activities provided in museums are crucial in motivating youths to visit. According to

Jureniene and Peseckiene (2020), aesthetics and cultural design, along with a comfortable building plan, play a crucial role in any visual art organisation. They not only ensure the supervision process for the artefacts displayed in the museum, but also create comfortable conditions for art accessibility for various social groups and their needs. This creates comfortable conditions for art accessibility for various social groups and their needs. The aesthetic concept means perceiving with the senses; aesthetics is liking and enjoying something that we find beautiful. Aesthetics is the art of creating beauty as a unique synthesis of the individual and society (Kafadar, 2022).

H2: Enjoyment has a positive effect on Youths' Motivation to visit Borneo Cultures Museum, Sarawak.

Socialisation Motivation

Socialisation is another factor that other researchers have studied that can motivate youth to visit museums. Shavanddasht (2019) asserts that the primary objective of museums is to facilitate learning, and parents typically encourage their children to visit these institutions for an enjoyable, educational, and school-related day out. Researchers conclude that a strong social motivation drives parents, with spending quality time together as a family and participating in activities being crucial criteria for a fun outing. The perspectives of youths visiting a museum will differ depending on the reason for their visit. Visiting museums with friends or family is not the same as visiting museums for paperwork or assignments. It's because when they go to museums with their families or friends, they treat it as a social event and create a memory. Simultaneously, they acquire knowledge within the museum. Simon (2023) asserts that a survey of 2000 18- to 30-year-olds revealed that approximately 81% of the visitors visited a museum in Louisiana. The visitors mentioned that one of the reasons they want to go to the museum is to broaden their minds and meet new people by visiting museums. According to Xinhua (2023), "exhibition-watching socialisation" has increasingly gained popularity among young people. They exchange information about popular exhibitions and attend shows together. The study also mentioned that meeting new people in different places was a key motivation to visit the destination. We can conclude that motivating youth to visit museums can also involve situations such as wanting to have fun, spend time, interact with others, and try something new for entertainment.

H3: Socialisation has a positive effect on Youths' Motivation to visit

Borneo Cultures Museum, Sarawak

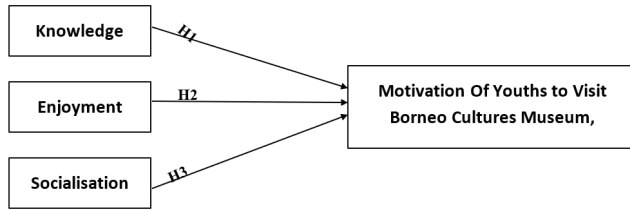


Figure 1. Adopted from Shavanddasht, M. (2019)

METHODOLOGY

Sample and Population Procedure

This study employed a descriptive research and hypothesis testing design, focusing on the factors that influence youths' motivation to visit the Borneo Cultures Museum in Sarawak. The study's population consisted of Sarawak youth visitors to the Borneo Cultures Museum in Sarawak. This research adopted non-probability sampling and applied purposive sampling, whereby the researchers' collected data from a specific target group, which was the youth between the ages of 18 to 30 years old (Syazwan, 2019). According to the Sarawak government's official portal, the Sarawak population is 2,907,500, and the number of youths in Sarawak is 1,272,000 (Institute for Youth Research Malaysia, 2021). Researchers have called and emailed Jabatan Muzium Sarawak to ask for youth visitors' data since their first opening in March 2022. Hence, they provided the researchers with the number of visitors to the Borneo Cultures Museum from March 2022 to June 2023, which was 720,096. Hence, the number of samples was 384. We estimated the sample size based on Raosoft, Inc. (2004).

Instrument and Data Analysis Technique

An online questionnaire was adapted from various sources, like Pereira, V., & Jyoti, J. (2019); Todorovic, N., & Jovicic, D. (2018); Shavanddasht, M. (2019); Jurenienė, V., & Peseckienė, D. (2020); and Monalika, M., & Baltzis, A. (2022). The questionnaire was validated, and pilot tested before the commencement of the actual survey. Items that are measured are all

the independent and dependent variables, namely motivation, knowledge, enjoyment, and socialisation. Researchers will use a 5-point Likert scale of 1 (strongly disagree) to 5 (strongly agree). A pilot test was conducted to ensure that the questionnaire was suitable, and the items were reliable. The Cronbach’s alpha will reveal and indicate that the set of responses’ internal consistency and reliability were achieved. Then, the questionnaire was created using Google Forms. The link obtained from Google Forms was later shared with youth visitors in the Borneo Cultures Museum, Sarawak, via face-to-face and social media platforms such as Facebook, WhatsApp, Instagram, and Twitter. Statistical Package for Social Sciences (SPSS) 29 software was used to analyse the questionnaire’s reliability, the mean, and the standard deviation of the variables. Finally, a multiple regression test was performed to test the relationships among the variables in this study and test the hypotheses.

FINDINGS

Respondents’ Demographic Profile

The respondents fell into three age groups: 18–21 years old (20.1%), 22–25 years old (65.2%), and 26–30 years old (14.7%). The respondents consisted of 63.9% females and 36.1% males. Most of the participants were single (84.5%) and came from Kuching, Sarawak (55.4%). Most respondents possessed a degree or bachelor's degree as their highest level of education (52.3%), and a significant portion of them were students (63.9%). The demographic profiles of the respondents are listed in Table 1.

Table 1. Demographic Frequency Analysis (N=388)

Item	Categories	Frequency	Percent (%)
Age	18 - 21 years old	78	20.1
	22 - 25 years old	253	65.2
	26 - 30 years old	57	14.7
Gender	Female	248	63.9
	Male	140	36.1
Marital Status	Single	328	84.5
	Married	52	13.4

	Others	8	2.1
Origin	Kuching	215	55.4
	Kota Samarahan	45	11.6
	Sri Aman	14	3.6
	Betong	10	2.5
	Sarikei	14	3.6
	Sibu	16	4.1
	Kapit	9	2.3
	Bintulu	16	4.1
	Mukah	13	3.4
	Miri	20	5.2
	Limbang	8	2.1
	Serian	8	2.1
Level of Education	Secondary school	52	13.4
	Diploma	121	31.0
	Degree or Bachelor	202	52.3
	PhD	4	1.0
	Others	9	2.3
Employment status	Student	248	63.9
	Self-employed	39	10.1
	Government sector	37	9.5
	Private sector	43	11.1
	Others	21	5.4

Descriptive Analysis

Table 2 displays the mean, standard deviation, and Cronbach's alpha for all items under study. The Cronbach's alpha test was used to test the variables' internal consistency and reliability. The results in Table 2 revealed that all Cronbach's alpha values were in the range of 0.701–0.823, proving eligible construct reliability because Tavakol and Dennick (2011) report that values ranging from 0.70 to 0.95 are acceptable and good values.

Table 2. Variables' Descriptive Analysis (N=388)

Variables' Items	Mean	Std. Deviation
Knowledge (K)		
I visited Borneo Cultures Museum to discover a new perspective of art.	4.5000	.62972
I visited the Borneo Cultures Museum to enhance my knowledge.	4.5667	.56832

I visited Borneo Cultures Museum to explore the museum's interactive tools.	4.6333	.55605
I visited Borneo Cultures Museum to satisfy my curiosity about local cultures.	4.6000	.62146
Cronbach Alpha Value 0.799		
Enjoyment (E)		
I visited the Borneo Cultures Museum because it is fun and interesting.	4.9000	.30513
I visited the Borneo Cultures Museum to enjoy seeing different objects.	4.9000	.30513
I visited the Borneo Cultures Museum to get away from daily activities (eg. attend Museum of The Moon by Luke Jerram Exhibition).	4.9333	.25371
I visited the Borneo Cultures Museum to have aesthetic satisfaction (eg. view arts and artefacts in the museum).	4.9000	.30513
Cronbach Alpha Value 0.701		
Socialisation (S)		
I visited the Borneo Cultures Museum to spend time with my family.	3.8667	.62881
I visited the Borneo Cultures Museum to spend time with my friends.	4.0667	.52083
I visited the Borneo Cultures Museum to interact with new people.	3.4000	.89443
I visited the Borneo Cultures Museum to meet people with similar interests and hobbies.	3.5000	.77682
Cronbach Alpha Value 0.823		
Motivation (M)		
I visited the Borneo Cultures Museum because I have not visited it before.	4.3333	.92227
I visited the Borneo Cultures Museum to seek out new experiences.	4.4667	.62881
I visited the Borneo Cultures Museum to prepare for homework or a project.	3.2000	1.37465
I visited the Borneo Cultures Museum to attend a trip organised by a school or university.	2.9333	1.41259
Cronbach Alpha Value 0.770		

Multiple Regression Analysis

The study seeks to investigate the Knowledge (K), Enjoyment (E), and Socialisation (S) on youths' motivation to visit the Borneo Cultures Museum, Sarawak. The following hypotheses were proposed:

H1: Knowledge has a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak.

H2: Enjoyment has a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak.

H3: Socialisation has a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak.

The dependent variable (youths' motivation to visit Borneo Cultures Museum, Sarawak) was regressed on predicting variables of Knowledge, Enjoyment, and Socialisation. The independent variables significantly predict youths' motivation, $F(3,384) = 61.91$, $p < .001$, which indicates that the three factors under study affect youths' motivation to visit Borneo Cultures Museum, Sarawak. Moreover, the $R^2 = .326$ indicated that the model explained 32.6% of the variance in youths' motivation. The accuracy of the prediction was 0.46808, as shown in Table 3 and Table 4.

Table 3. Model Summary

Model	R	R ²	Adj. R ²	Std. Error of the Estimate
1	.571	.326	.321	.46808

Table 4. ANOVA

Model		df	Mean Square	F	Sig.
1	Regression	3	13.565	61.914	.000b
	Residual	384	.219		
	Total	387			

a. Predictors: (Constant), Knowledge (K), Enjoyment (E), Socialisation (S)

b. Dependent Variable: Motivation (M)

Additionally, coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (youths' motivation to visit the Borneo Cultures Museum, Sarawak). H1 evaluates whether knowledge positively affects youths' motivation to visit the Borneo Cultures Museum, Sarawak. The results revealed that knowledge (K) has a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak ($B = 0.201$, $t = 4.036$, $p < 0.01$). Hence, H1 was supported. H2 evaluates whether enjoyment has a positive effect on youths' motivation to visit the Borneo Cultures Museum, Sarawak. The results show that enjoyment (E) has a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak ($B = 0.144$, $t = 2.736$, $p = 0.007$). Consequently, H2 was supported. H3 evaluates whether socialisation has a positive effect on youth's motivation. The results show that socialisation (S) has a positive effect on youths' motivation ($B = 0.927$, $t = 8.960$, $p < 0.001$). Hence, H3

was supported. Table 5 presents the result.

Table 5. Hypotheses Results

Hypotheses	Regression Weights	B	t	p-value	Results
H1	K → M	.201	4.036	.000	Supported
H2	E → M	.144	2.736	.007	Supported
H3	S → M	.297	8.960	.000	Supported
R F (3,384)	.326 61.91				

Note. *p < 0.05. K: Knowledge, E: Enjoyment, S: Socialisation

DISCUSSION

This study aims to determine how knowledge, enjoyment and socialisation can contribute to the motivation of youths to visit Borneo Cultures Museum. Table 5's results confirm that knowledge positively influences youths' motivation to visit Borneo Cultures Museum, Sarawak. The result aligns with the studies conducted by Carreira et al. (2021), Cesario and Nisi (2022), and Dolgireva et al. (2022). In this study, youth felt that visiting museums could help them gain knowledge and information. The museum's objects or physical setting will allow visitors to learn new things and fulfill their curiosity about the interactive equipment in museums. Cesario and Nisi (2022) endorse this idea, asserting that stories and games can enhance the museum's learning objectives and enhance the visitor's enjoyment. Museum education today actively uses interactive and multimedia technology to help integrate a modern format and virtual material into the museum, as well as actively engaging people in interacting with the museum as an educational place to culturally educate and enrich them (Dolgireva et al., 2022). Therefore, we suggest developing a gamified learning experience within Borneo Cultures Museum, Sarawak. This is when they can develop interactive games that encourage visitors, especially younger ones, to explore exhibits while learning about Borneo's cultural heritage. With this aspect in focus, it can enrich the 4Cs elements (communication, collaboration, critical thinking and creative thinking) among youths, thereby contributing to 21st century education.

This study found that enjoyment influences youth's decision to visit the Borneo Cultures Museum. The study clearly shows that youth

go to museums for enjoyment. The result aligns with the findings of Dragija & Jelincic (2020), So et al. (2020), and Jurenienė & Peseckienė (2020), demonstrating that youth visit the Borneo Cultures Museum for entertainment and discovery. Moreover, youth also visit the museum to enjoy the diverse range of exhibits on display. According to So et al. (2020), the demands of visitors vary based on their level of engagement in activities, and they occasionally attempt to satisfy needs unrelated to their daily routine. Taking a break from daily activities also contributes to the motivation behind youth's visits to the museum. Youth can also enjoy aesthetic satisfaction by visiting the Borneo Cultures Museum. Indeed, enjoyment was a primary motivator for the youths to visit the Borneo Cultures Museum in Sarawak. In short, the Borneo Cultures Museum should consider offering art therapy programmes or workshops within the museum. This provides a therapeutic outlet for visitors and encourages them to express themselves creatively while enjoying the museum's surroundings. Furthermore, the Borneo Cultures Museum in Sarawak can organise regular themed events and festivals that celebrate Borneo's rich cultural diversity. This could include live cultural performances, traditional music, dance, and local food festivals, creating a festive and enjoyable atmosphere for the visitors. According to Nathalie and Chang (2022), cultural festivals and events are recognized as one of the appealing resources for experiencing assembled activities that represent a destination's culture.

The study also found a significant positive effect of socialisation, with factors affecting the youths' motivations to visit the Borneo Cultures Museum. Thus, the result aligns with Shavanddasht's (2019) studies, which suggest that a strong social motivation can motivate youth to engage in activities and spend quality time in museums. This result reinforces Xinhua's (2023) assertion that youth are increasingly favouring museum visits. Simon (2023) mentioned that visitors go to museums to broaden their minds and meet new people. Youth primarily visited the Borneo Cultures Museum in Sarawak to socialise, whether with their family or friends. Youths also visited the museum to interact with new people and meet people with similar interests and hobbies. For that reason, socialisation is associated with factors affecting the youth's motivations to visit the Borneo Cultures Museum. Hence, Borneo Cultures Museum, Sarawak, could improve to cater to visitors who seek social interaction by creating a dedicated social lounge within the museum where visitors can gather, relax, and engage with

each other in a comfortable and inviting space. Bai and Chang (2023) stated that people often collaborate to co-create the positive or negative value of their experience and memories when they are together.

CONCLUSION

Researchers conducted this study in Sarawak, Malaysia, with the aim of identifying the factors that influence youth motivation to visit the Borneo Cultures Museum in Sarawak. Multiple regression analysis results indicate that the three predictors (i.e., Knowledge, Enjoyment, and Socialisation) were found to have a positive effect on youths' motivation to visit Borneo Cultures Museum, Sarawak. Researchers propose that the Borneo Cultures Museum in Sarawak should take into account these three predictors to attract youth to visit the museum.

In the aspect of limitations, time constraint is one of the challenges which restricts the thorough analysis of all the potential predictors. In fact, this study only employed three predictors, (i.e., knowledge, enjoyment, and socialisation) despite the existence of other potential predictors that could be relevant to its findings. Hence, this study suggests that future research should include other predictors (i.e., perceived price, perceived convenience, and social influence) that were not used in this study. Perhaps the additional predictors can enhance the depth of the study and broaden the perspective of youths' motivation to visit Borneo Cultures Museum.

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AUTHOR CONTRIBUTIONS

All authors contributed to the design of the research, the questionnaire, and the write-up. The online survey, data collection and tabulation were undertaken by respondents who have visited borneo cultures museum, sarawak. All authors have read and approved the final manuscript.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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