

Developing and Validating the Key Attraction Criteria for Theme Park Destinations in Malaysia

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Abstract

The theme park industry in Malaysia has experienced substantial growth since the 1970s, yet several parks have faced closure due to increasing competition and changing visitor expectations. While previous studies have examined factors influencing tourism destinations, limited research has explored how specific theme park criteria (core, tangible, and augmented) contribute to long-term success. This study aims to identify and validate the key criteria for theme parks in Malaysia. A two-phase approach was employed: the Content Validity was used to evaluate the relevance and clarity of proposed criteria through expert assessment ($n=7$) and measured using Content Validity Ratio (CVR), followed by Construct Validity using an Exploratory Factor Analysis (EFA) of survey responses from 202 visitors. The findings refined and consolidated the key criteria into ten constructs for theme park attractions. The findings will provide valuable insights about identifying the criteria that determine the success of theme parks in Malaysia and thereby making substantial contributions to both academic knowledge and industry practices.

1.0 INTRODUCTION

Malaysia has experienced a significant rise in visitor arrivals. The growth of Malaysia's tourism sector has led to the development of a new generation of travel options that are being marketed as travel destinations. Attractions such as theme parks are one of the most essential components in marketing a tourist destination that focuses not only on attractions, but also on economic growth and development of the local economy. It attracts both local and international tourist, making it one of the commodities in the tourism industry that has a wide potential market.

Theme parks have emerged as an essential element of the tourism and entertainment sector, providing visitors with a distinctive mixture of attractions, experiences, and services. To accurately assess the performance and attractiveness of theme parks, it is crucial to establish a comprehensive and organised set of criteria. These criteria serve to assess visitor satisfaction and to inform enhancements in park management, design, and service provision.

This article analyses the improvements implemented in the constructs utilised for assessing theme park criteria, emphasising modifications that increase the reliability and coherence of these dimensions. This study addresses the gap by identifying and validating key attraction criteria for theme parks in Malaysia. Using the Content Validity Ratio (CVR) and Exploratory Factor Analysis (EFA), the research refines a set of constructs grounded in both theoretical models and empirical data. The resulting framework provides a structured tool for assessing theme park performance, offering practical guidance for operators and policymakers to design strategies that enhance visitor satisfaction and sustain long-term competitiveness.

2.0 LITERATURE REVIEW

2.1 Definition of Theme Park

Theme parks, defined as an outdoor attraction that integrates rides, attractions, and entertainment, which all organised around a unifying central theme or specific subject (Pikkemaat & Schuckert, 2007). It is a large-scale recreational facility that integrates a variety of attractions, rides, shows, and themed environments to create immersive visitor experiences (Liang & Li, 2021). They offer a distinctive mix of attractions, experiences, and services, often classified into categories such as amusement parks, water parks, and cultural or educational theme parks.

According to Clave (2007), theme parks can be categorised into four types based on their scale and target market; Destination, Regional, Urban, and Niche. Destination theme parks are large scale facilities, specifically designed to attract substantial number of visitors who travel primarily for the purpose of visiting the park. Regional theme parks are typically situated within established and attract visitors due to their proximity to these tourist center. Urban theme parks cater primarily to local resident within urban area. Niche theme parks concentrate on smaller scale, focusing on specialised themes or specific attraction types to appeal targeted market segments.

2.2 The Theme Park Attraction

The relationship between tourism attraction and theme park destination has caught the interest of academics, and as a result, it has become an increasingly significant field of research in tourism studies. According to the theory of tourism attraction, its include both the interests and preferences of the tourist and high-quality design, development, and operation of the place are more likely to attract visitors (Lew, 1987; Richards, 2002). According to (Swarbrooke, 2002), there are three components that make up an attraction in a theme park: the core, the tangible, and the augmented. Figure 1 demonstrates the element of theme park attraction by Swarbrooke (2002).

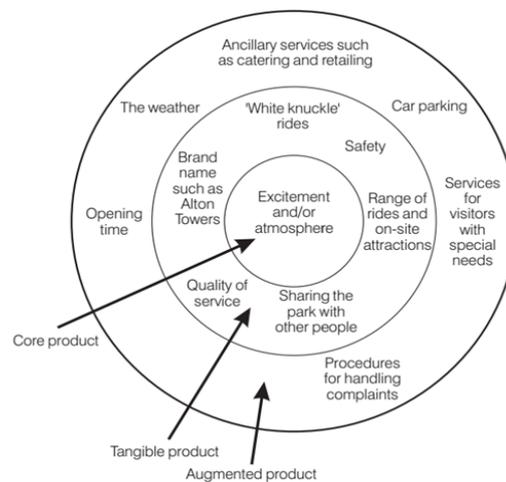


Figure 1. The Elements of Theme Park Attraction (Swarbrooke, 2002).

Swarbrooke (2002), and Clave (2007) all came to the conclusion that the core is the actual thing that the client is purchasing. When applied to a theme park, the excitement, atmosphere, experience, relaxation, or convenience that is evoked in its visitors is the nucleus or core of the product. It is more to the benefit of the personal needs of the consumer, which are frequently intangible. In this context, visitors look for emotional experiences such as having fun, being a part of something exciting or adventurous, going on an exciting journey, or becoming part of something unforgettable. Commonly, theme parks expand upon their core product, which consists of providing the visitors with unique and extraordinary settings, not only with products that they can enjoy, but also a thrilling experience, an atmosphere that evoke feelings of fantasy, a variety of dining options, and live entertainment (Ryan et al., 2010)

A tangible attraction for a theme park might be a unique kind of attraction that is artificially generated. It consists of the components that designers and planners creatively translate to the park's content, such as rides, safety, and service quality (Clave, 2007). In general, the tangible attraction is the thing that visitors may purchase to meet their needs, and it can have up to five qualities, such as features, brand name, quality, styling, and packaging. Customers can purchase the tangible attraction to fulfil their demands (Swarbrooke, 2002).

The augmented attraction is regarded as the whole product package that should address all the consumers' issues (Swarbrooke, 2002). In most cases, the augmented component is not considered to be the primary product that attracts or motivates visitors to go to the place. However, the fact that management is giving attention to how to successfully deliver this component will contribute to the convenience of visitors and increase their level of pleasure. It includes ancillary services such as food and merchandising, as well as services for guests who have specific requirements, processes for managing complaints, opening times, and the weather (Clave, 2007).

2.3 The Criteria of Theme Park Attractions

In 2007, Clave, a distinguished author in the theme park industry, published a book that was highly influential. The book described the fundamental criteria for theme park, providing valuable insights that can be still relevant to contemporary research. In spite of their importance, these criteria have not been adequately evaluated or integrated into recent research. Recognising both tangible and intangible features would facilitate the planning, design, development, and revitalisation of uniquely characterised urban area (Che Ghani et al., 2024). Meanwhile, performance is frequently utilised to denote the functional and operational dimensions of an organisation (Kassem et al., 2024).

Drawing from recent literature, ten constructs were initially identified: atmosphere, excitement, theming, technology, attraction and shows, flow and transport system, hybrid consumption, performative labour, closed space and control access, and ancillary services. While widely recognised globally, their applicability in Malaysia remains underexplored. This study addresses the gap by refining and validating these constructs through a combined CVR and EFA approach. The following table provides a summary of the primary criteria identified from related recent studies. A summary of former and more recent research found on the theme parks attractions can be seen in the Table 1.

Table 1. Related Studies on Theme Park Attraction.

Construct	Definition	Indicators	Authors
Atmosphere	Atmosphere can be classified as the ambience of the surroundings which at the same time seeks to create positive intentions, persuade the customer and attract them to purchase the products or services.	<ul style="list-style-type: none"> • Ambience • design 	Liang & Li, (2021); Razak & Shamsudin (2019)
Excitement	The primary focus of theme parks today is on providing visitors with extraordinary, immersive and theatrical experiences of high emotional value.	<ul style="list-style-type: none"> • Emotion • Arousal • Memorable 	Cabanas, (2020); Wu et al., (2018)
Theming	Providing a product with content and establishing the symbolic need to consume it. Theming is a form of geographical representation in which meaningful connections unify ideas, symbols, or discourses.	<ul style="list-style-type: none"> • The Theme must be well defined • Provide Identity • Cohesion to the whole 	Clave, (2007); Liang & Li, (2021)
Technology	Another key to technology adoption practice in theme parks is to improve visitors' experience.	<ul style="list-style-type: none"> • Advance technology • Supporting technology 	Milman & Tasci, (2022); Zhang et al., (2022)
Attraction and shows	Though the attractions usually grab the interest of the younger age group, the shows usually interest all age groups.	<ul style="list-style-type: none"> • Rides and activities • Animation and entertainment. 	Clave, (2007)
Flow and transport system	Good circulation of the flow of visitors is fundamental for the success of a theme park. A good park is one that has components that magnetize and provoke journeys to each themed node.	<ul style="list-style-type: none"> • Pedestrian movement • Mechanical transport system • Queue management at attraction 	Clave, (2007)
Hybrid consumption	Refers to a set of consumption opportunities within a particular location, leading to a "one-stop" experience	<ul style="list-style-type: none"> • Multivarious range of options • Functional infrastructure • Multivarious range of option 	Liang & Li, (2021)
Performative labor	Theme parks use performative labor to emphasize host–guest interaction and view frontline service work as a performance in which the display of a certain atmosphere is part of labor.	<ul style="list-style-type: none"> • Staff ability • Consumer services • Staff interaction quality 	Liang & Li, (2021)
Closed space and control access	It indicates that theme parks should have concrete boundaries and be physically, economically, or culturally separate from the surrounding area. A "closed space" also indicates limited carrying capacity.	<ul style="list-style-type: none"> • Access quality • Carrying capacity/crowding 	Liang & Li, (2021)
Ancillary services	Any visitor might expect a different potential benefit from the visit to a single theme park.	<ul style="list-style-type: none"> • F&B • Merchandising • Facilities • Cleanliness & maintenance • Brand image 	Liang & Li, (2021); Sakamoto, (2019)

3.0 METHODOLOGY

Since there is currently no single set of universally accepted criteria for evaluating theme parks, it is crucial to develop a strong and validated set of constructs. In this study, two-phase approach will be employed, involving both the Content Validity and Construct Validity. The Content Validity will evaluate the relevance and clarity of the proposed criteria through expert judgements. Following this, Construct Validity will be conducted to determine the underlying factor structure and enhance the criteria by examining item relationships and categorising them into significant dimensions. This two-phase approach ensures that the key criteria for theme parks are both content-valid and providing a comprehensive and reliable construct. To accomplish this process, a review of relevant literature is conducted to explore items that measure the criteria of theme parks. A 50-item was developed to represent ten fundamental constructs of theme park criteria.

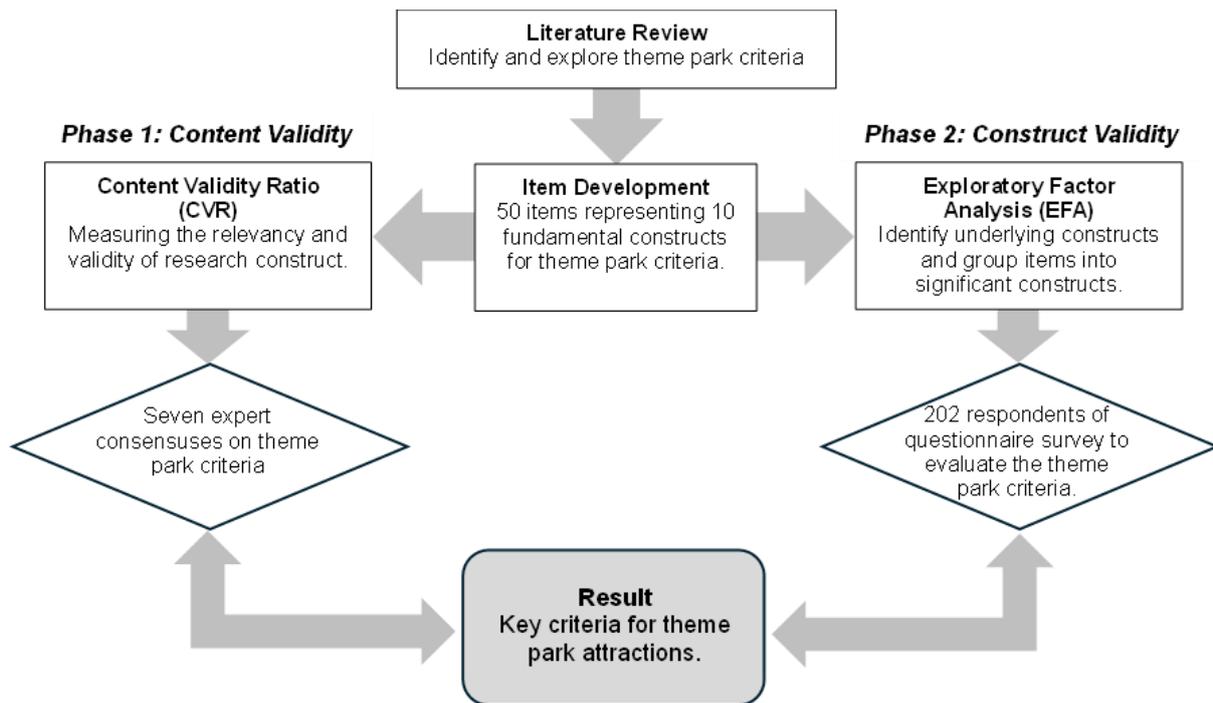


Figure 2. The Diagram of Research Flow

3.1 Content Validity

The Content Validity Ratio (CVR) introduced by Lawshe (1975) is a method for measuring content validity for the research instrument. It assesses the extent to which items are relevant to the intended construction based on expert judgment. The instrument items were based on prior literature and comprised 50 items grouped into ten constructs. Seven experts in the field of study were selected to assess the content validity of the items and rated based on the scale in Table 2. Expert comments and suggestions were incorporated to refine the construction.

Table 2. Content Validity Scale (Lawshe, 1975)

Scale	Description
1	Essential
2	Useful But Not Essential
3	Not Necessary

The results were analysed using the Content Validity Ratio (CVR) equation by Lawshe (1975). Romero Jeldres et al. (2023) stated that for panel of seven experts, item must achieve a CVR of at least 0.71 to demonstrate expert consensus. Items with CVR values below 0.71 indicate disagreement among the experts and require further refinement or removal of the item. This process ensures that only items with strong content validity are retained for the next step. The CVR equations are as below:

$$CVR = \frac{n_e - \frac{N}{2}}{\frac{N}{2}}$$

n_e : Number of experts rated item as 'essential'

N : Total number of experts

3.2 Construct Validity

The Construct Validity step was followed by conducting Exploratory Factor Analysis (EFA). This step required obtaining the questionnaire survey that had been assessed by the seven experts in Content Validity. The purpose of EFA is to identify the appropriateness of the construction. It is often used in the early stage of research to explore the interrelationship among a set of variables (Pallant, 2016). According to Pallant (2016), the statistical data suggested as the minimum value for a good factor analysis are summarised as follows:

Table 3. The Requirement for EFA Data (adapted from Pallant, 2016)

Data	Suggested value
Kaiser-Meyer-Olkin (KMO)	>0.06
Bartlett's Test of Sphericity	$p < 0.05$
Correlation matrix	$r = 0.3$ or more
Sample size	$N = 150$ minimum

The study was conducted at two prominent theme parks in Malaysia (Sunway Lagoon and Legoland), selected for their visitor volume, thematic diversity, and significance to the national tourism sector. The population included visitors aged 18 years and above who had visited at least one of the theme parks.

Thus, a total of 202 respondents among the theme park visitors were selected after discarding the outliers. Items were measured using a six-point Likert scale (1 = strongly disagree to 6 = strongly agree). The constructs included atmosphere, excitement, theming, technology, attraction and shows, flow and transport system, hybrid consumption, performative labour, closed space and control access, and ancillary services. The items with the factor loading $r > 0.5$ will remain for final construct. Otherwise, the item < 0.5 will be eliminated from the construct.

4.0 RESULTS AND DISCUSSIONS

4.1 Expert Consensus on Content Validity for Theme Park Criteria

This process involved seven experts rating each item based on its validity scale as mentioned in Table 2. This research selected the experts from academicians, researchers, and industry in related fields. Based on the literature review, the analysis included 10 constructs (Table 1), and each construct comprised five items, resulting in a total of 50 items. The analysis provides the CVR score of individual items for each construct. A CVR score of more than 0.71 is generally considered acceptable.

Based on the result in Table 4, the CVR analysis reveals that seven specific items across various constructs have below 0.71 of CVR score. It is required to remove the items to improve the construct's overall validity. On the other hand, it retained all the items from the constructs "Flow and Transport System," "Closed Space and Control Access," and "Ancillary Services," which demonstrated strong content validity. However, items such as *Atm4*, *Exc5*, *Thm5*, *Tec5*, *Att3*, *Hyb2*, and *Pfm1* were recognised for deletion due to their low CVR scores of 0.429, which fell below the generally accepted threshold of 0.71. This systematic refinement ensures the remaining items align better with the constructs and enhances the reliability of the instrument for future use. Thus, the deletion of items identifies only 43 items for EFA analysis.

Table 4. Experts Consensuses on Content Validity

Construct	Item	Description	n_e (N=7)	CVR Score
Atmosphere	<i>Atm1</i>	Overall design is interesting.	6	0.714
	<i>Atm2</i>	Creates an attractive ambience.	6	0.714
	<i>Atm3</i>	Pleasant and enjoyable.	6	0.714
	<i>Atm4</i>	<i>Surrounding scenery contributes to the aesthetic appeal.</i>	5	0.429
	<i>Atm5</i>	Provides atmosphere like being in another place.	6	0.714
Excitement	<i>Exc1</i>	Offers a different range of emotions	7	1.000
	<i>Exc2</i>	Encourages curiosity	6	0.714
	<i>Exc3</i>	Stimulates the desire to explore	6	0.714
	<i>Exc4</i>	Remarkable memories	6	0.714
	<i>Exc5</i>	<i>Offered a unique experience</i>	5	0.429
Theming	<i>Thm1</i>	Succeeded in highlighting its theme.	6	0.714
	<i>Thm2</i>	Has its own identity.	6	0.714
	<i>Thm2</i>	Clearly integrated into every element	6	0.714
	<i>Thm4</i>	understandable to visitors.	6	0.714
	<i>Thm5</i>	<i>Unique from any other theme park.</i>	5	0.429
Technology	<i>Tec1</i>	Incorporates technological advances	6	0.714
	<i>Tec2</i>	Incorporates technology in the services	7	1.000
	<i>Tec3</i>	The technology creates amazing special effect	6	0.714
	<i>Tec4</i>	Purchasing tickets online makes it convenient	6	0.714
	<i>Tec5</i>	<i>The use of technology creates an exciting experience for visitors to this theme park.</i>	5	0.429
Attraction and shows	<i>Att1</i>	Contain enough rides and activities to create visits for the whole day.	6	0.714
	<i>Att2</i>	Provides interesting storylines and characters	6	0.714
	<i>Att3</i>	<i>Provides attractions and entertainment that are worthwhile.</i>	5	0.429
	<i>Att4</i>	Additional attraction enhances visitors' overall enjoyment.	7	1.000
	<i>Att5</i>	Provides events or performances that are up to date.	6	0.714
Flow and Transport System	<i>Flw1</i>	Provide an orderly flow of pedestrians' circulation between attractions.	7	1.000
	<i>Flw2</i>	Acceptable walking distances between attractions	6	0.714
	<i>Flw3</i>	The transportation system is helpful in large area.	7	1.000
	<i>Flw4</i>	Comfortable and appealing queue area	7	1.000
	<i>Flw5</i>	Acceptable waiting times for each activity	6	0.714
Hybrid Consumption	<i>Hyb1</i>	Offers a wide range of attractions for all age group	7	1.000
	<i>Hyb2</i>	<i>Provides all the facilities required by visitors.</i>	5	0.429
	<i>Hyb3</i>	Offers one-stop vacation	6	0.714
	<i>Hyb4</i>	Located in an area with a variety of attractions nearby	7	1.000
	<i>Hyb5</i>	Provides basic facilities in a strategic location	7	1.000
Performative Labour	<i>Pfm1</i>	<i>The staff well-knowledge about the activities and attractions</i>	5	0.429
	<i>Pfm2</i>	Well-managed by the staff.	6	0.714
	<i>Pfm3</i>	The staff are friendly and paying full attention to visitors	6	0.714
	<i>Pfm4</i>	The staff demonstrated efficiency	6	0.714
	<i>Pfm5</i>	Apply the safety procedure on the rides and activities.	6	0.714
Closed Space and Control Access	<i>Cls1</i>	Offers several ticket options	6	0.714
	<i>Cls2</i>	The special offer is an attractive added value	6	0.714
	<i>Cls3</i>	Admission fee is worth the quality	6	0.714
	<i>Cls4</i>	Acceptable visitor density	6	0.714
	<i>Cls5</i>	Effective queuing system to manage its visitors.	6	0.714
Ancillary Services	<i>Anc1</i>	Merchandise are worth to purchase.	6	0.714
	<i>Anc2</i>	Provide quality restaurant and food outlet	7	1.000
	<i>Anc3</i>	Good image of a brand name	7	1.000
	<i>Anc4</i>	High standard of cleanliness and maintenance.	7	1.000
	<i>Anc5</i>	The availability of facilities give convenience	7	1.000

n_e : Number of experts rated item as 'essential'

4.2 Key Criteria for Theme Park

Based on the result, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.842) and Bartlett's Test of Sphericity ($p=0.01$) have indicated that the items score is suitable to conduct EFA. Table 5 presents the results of the rotated component matrix obtained from the Exploratory Factor Analysis (EFA) using Principal Component Analysis with Varimax rotation. Only factor loadings of 0.50 and above are displayed, ensuring that each retained item strongly contributes to its respective component. Items are grouped into ten distinct components based on conceptual similarity and statistical loading patterns. The table also reports the loading range for each factor, illustrating the strength and consistency of item and component relationships.

The modified constructs in Table 6 indicate a strategic enhancement of the original framework presented in Table 4. The original constructs "Atmosphere," "Excitement," and "Theming" in the Core Attraction were reassessed. Although "Atmosphere" and "Theming" remained constant, the "Excitement" construct was added and integrated with other pertinent components to create "Excitement and Attraction," thereby expanding its scope to more accurately reflect visitor experiences.

Significant restructuring was implemented for the Tangible Attraction. The initial categories "Technology" and "Attraction and Shows" have merged into "Technology and Innovation," reflecting the incorporation of technological advances into attractions. Furthermore, "Flow and Transport System" and "Closed Space and Control Access" were redefined into two different constructs: "Flow Management" and "Queue Management," thereby enhancing the clarity regarding pedestrian circulation and queuing systems. Meanwhile, "Hybrid Consumption" and "Performative Labour" were preserved as distinct constructs with slight modifications, highlighting inclusivity and employee performance, respectively. A significant alteration involved replacing "Closed Space and Control Access" with "Access Quality," emphasising ticketing alternatives and cost-effective admission prices.

In the Augmented Attraction dimension, the "Ancillary Services" construct retained its items, although it was refined by eliminating one item to enhance alignment with the criteria. In general, these revisions are indicative of a deliberate consolidation and improvement of the original constructs, which guarantees a higher degree of coherence, relevance, and reliability when assessing theme park criteria. In overall, the result suggested a ten construct for theme park criteria remained with some modifications on the items.

During the Exploratory Factor Analysis (EFA), three items were removed from the final construct to enhance the clarity and validity of the constructs. The item *Tec4*, which referred to online ticketing, was deleted due to cross-loading issues, as it loaded moderately on multiple factors, making its conceptual placement ambiguous. The item *Flw3*, describing the transport system in large areas, was removed because it exhibited a low factor loading below the acceptable threshold of 0.50, indicating a weak association with the intended flow management construct. Similarly, *Anc5* was eliminated as it did not demonstrate a significant loading on any factor, suggesting limited relevance to the ancillary services construct. The removal of these items resulted in a more coherent ten component solution, improving the construct validity and overall interpretability of the instrument.

Table 5. Rotated Component Matrix for EFA Result

Item	Rotated Component Matrix ^a									
	1	2	3	4	5	6	7	8	9	10
<i>Exc2</i>	.882									
<i>Exc3</i>	.763									
<i>Exc1</i>	.711									
<i>Att1</i>	.692									
<i>Exc4</i>	.567									
<i>Att4</i>	.562									
<i>Anc5</i>										
<i>Tec1</i>		.840								
<i>Att2</i>		.838								
<i>Tec2</i>		.802								
<i>Tec3</i>		.792								
<i>Att5</i>		.624								
<i>Tec4</i>										
<i>Thm3</i>			.886							
<i>Thm2</i>			.885							
<i>Thm1</i>			.764							
<i>Thm4</i>			.579							
<i>Atm2</i>				.857						
<i>Atm5</i>				.854						
<i>Atm3</i>				.798						
<i>Atm1</i>				.793						
<i>Pfm3</i>					.789					
<i>Pfm5</i>					.780					
<i>Pfm4</i>					.763					
<i>Pfm2</i>					.713					
<i>Hyb5</i>						.870				
<i>Hyb3</i>						.868				
<i>Hyb4</i>						.645				
<i>Hyb1</i>						.576				
<i>Cls3</i>							.854			
<i>Cls2</i>							.846			
<i>Cls1</i>							.642			
<i>Flw3</i>										
<i>Flw2</i>							.780			
<i>Cls4</i>							.687			
<i>Flw1</i>							.509			
<i>Anc1</i>									.682	
<i>Anc4</i>									.633	
<i>Anc2</i>									.535	
<i>Anc3</i>							.524		.527	
<i>Flw4</i>										.704
<i>Flw5</i>										.559
<i>Cls5</i>										.549

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 12 iterations.

Table 6. Changes on the Final Construct of Theme Park Criteria

Dimension	Construct	Item	Description	EFA (x)	Remarks	
Core Attraction	Atmosphere	<i>Atm1</i>	Overall design is interesting.	0.793	All factor loadings for "Atmosphere" exceed 0.5, and the items are associated with the same factor as the original construct. None of the original items were discarded and may be preserved as the "Atmosphere" construct.	
		<i>Atm2</i>	Creates an attractive ambience.	0.857		
		<i>Atm3</i>	Pleasant and enjoyable.	0.798		
		<i>Atm5</i>	Provides atmosphere like being in another place.	0.854		
	Excitement and attraction	<i>Exc1</i>	Offers a different range of emotions	0.711		
		<i>Exc2</i>	Encourages curiosity	0.882		
		<i>Exc3</i>	Stimulates the desire to explore	0.763		
		<i>Exc4</i>	Remarkable memories	0.567		
		<i>Att1</i>	Contain enough rides and activities to create visits for the whole day.	0.692		
		<i>Att4</i>	Additional attraction enhances visitors' overall enjoyment.	0.562		
	Theming	<i>Thm1</i>	Succeeded in highlighting its theme.	0.764		All factor loadings for "Theming" exceed 0.5, and the items are associated with the same factor as the original construct. None of the original items were discarded and may be preserved as the "Theming" construct.
		<i>Thm2</i>	Has its own identity.	0.885		
		<i>Thm3</i>	Clearly integrated into every element	0.886		
<i>Thm4</i>		understandable to visitors.	0.579			
Tangible Attraction	Technology and innovation	<i>Tec1</i>	Incorporates technological advances	0.840	The construct was modified into "Technology and Innovation" as the EFA result suggested the combination of items from "Technology" and "Attraction" constructs.	
		<i>Tec2</i>	Incorporates technology in the services	0.802		
		<i>Tec3</i>	Technology creates amazing special effect	0.792		
		<i>Att2</i>	Provides interesting storylines and characters	0.838		
		<i>Att5</i>	Provides events or performances that are up to date.	0.624		
		<i>Tec4</i>	Purchasing tickets online makes it convenient	deleted		
	Queue Management	<i>Flw4</i>	Comfortable and appealing queue area	0.704		
<i>Flw5</i>		Acceptable waiting times for each activity	0.559			
<i>Cls5</i>		Effective queuing system to manage its visitors.	0.549			

Augmented Attraction	Flow Management	<i>Flw1</i>	Provide an orderly flow of pedestrians circulation between attractions.	0.509	The construct was modified into "Flow Management" as the EFA result suggested the combination of items from "Flow and Transport System" and "Closed Space and Control Access"
		<i>Flw2</i>	Acceptable walking distances between attractions	0.780	
		<i>Cls4</i>	Acceptable visitor density	0.687	
		<i>Flw3</i>	<i>The transportation system is helpful in large area.</i>	<i>deleted</i>	
	Hybrid Consumption	<i>Hyb1</i>	Offers a wide range of attractions for all age group	0.576	All factor loadings for "Hybrid Consumption" exceed 0.5, and the items are associated with the same factor as the original construct. None of the original items were discarded and may be preserved as the "Hybrid Consumption" construct.
		<i>Hyb3</i>	Offers one-stop vacation	0.868	
		<i>Hyb4</i>	Located in an area with a variety of attractions nearby	0.645	
		<i>Hyb5</i>	Provides basic facilities in a strategic location	0.870	
	Performative Labour	<i>Pfm2</i>	Well-managed by the staff.	0.713	All factor loadings for "Performative Labour" exceed 0.5, and the items are associated with the same factor as the original construct. None of the original items were discarded and may be preserved as the "Performative Labour" construct.
		<i>Pfm3</i>	The staff are friendly and paying full attention to visitors	0.789	
		<i>Pfm4</i>	The staff demonstrated efficiency	0.763	
		<i>Pfm5</i>	Apply the safety procedure on the rides and activities.	0.780	
	Access Quality	<i>Cls1</i>	Offers several ticket options	0.642	The construct was modified into "Access Quality" as the EFA result suggested to retained only 3 items from "Closed Space and Control Access"
		<i>Cls2</i>	The special offer is an attractive added value	0.846	
		<i>Cls3</i>	Admission fee is worth with the quality	0.854	
Ancillary Services	<i>Anc1</i>	Merchandise are worth to purchase.	0.682	All factor loadings for "Ancillary Services" exceed 0.5, and the items are associated with the same factor as the original construct. None of the original items were discarded and may be preserved as the "Ancillary Services" construct.	
	<i>Anc2</i>	Provide quality restaurant and food outlet	0.535		
	<i>Anc3</i>	Good image of a brand name	0.527		
	<i>Anc4</i>	High standard of cleanliness and maintenance.	0.633		
	<i>Anc5</i>	<i>The availability of facilities give convenience</i>	<i>deleted</i>		

Note: x (factor loading)

Item in bold and italics were eliminated as it gained factor Loading <0.5

5.0 CONCLUSION

This study aimed to develop and validate a comprehensive framework of theme park attraction criteria in Malaysia, addressing the need for an empirically tested and contextually relevant measurement instrument. The research progressed through several key phases, each contributing to the refinement of the framework. In the initial phase, the conceptualisation of attraction attributes was informed by an extensive literature review and expert input, ensuring both theoretical grounding and practical relevance.

During the content validity phase using Lawshe's CVR, the original pool of 50 items was reduced to 43, as those not meeting the minimum CVR threshold were removed due to insufficient expert agreement. In the subsequent EFA, a further three items were eliminated for low factor loadings, resulting in a final set of 40 items. In addition to item deletion, some closely related items were merged under the same construct and renamed, ensuring conceptual coherence and avoiding redundancy.

The refinement of the theme park evaluation constructs represents a significant step toward establishing a rigorous and dependable framework for assessing visitor experiences. The updated constructs emphasize clarity, coherence, and relevance, reflecting the evolving needs of the industry and visitor expectations. By merging, reconfiguring, and streamlining dimensions, the framework offers a more comprehensive tool for analysing theme park performance. These improvements enhance the usability of the criteria for park operators and ensure a more accurate representation of the factors that contribute to memorable visitor experiences. With all phases completed, this study developed a validated construct for assessing key attraction criteria of theme park destinations in Malaysia. The framework provides theme park operators, policymakers, and researchers with a robust tool for performance assessment, strategic decision-making, and enhancing visitor satisfaction. Furthermore, the methodological approach which integrates expert validation and statistical analysis offers a replicable framework for similar research in other tourism contexts.

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