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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

TOURISM CLUSTER

Editors:

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TABLE OF CONTENTS

Exploring Factors Contributing Towards Job Satisfaction among Employees in 3-Star Hotels in Kota Bharu Abu Ubaidah Miskan @ Md Miskan, Adibah Dusmar, Nurhidayah Kamarul Ehsan & Siti Amera Hussein	1
Food Hygiene, Expectation, Food Authenticity and Tourist Satisfaction towards Local Food in Kelantan Nur Shazwanie Salim, Afiqah Adnan, Aidiel Fahmi Che Mee & Siti Aisyah Ismail	9
Impacts of Monsoon Season on Tourist Arrivals at Perhentian Islands, Terengganu Aina Syamimi Yusof, Bahrul Ulum Choirul Anam, Nur Shazalina Nazmi & Rubiyah Ismail	18
Factors that Influence the Decision of Tourist to Choose Kuala Lumpur as a Tourism Destination Muhamad Hazim Shamsudin, Nor Azwani Azmi, Nusrah Roslan, Kiew Kah Man & Roslizawati Che Aziz	25
Strength and Barriers in Implementing Green Practices among SME Resort Entrepreneurs: A case of Kelantan Amanda Chao Fay Ching, Nurul Azwa Hassan, Noor Fazira Alida Bakar, Norizzatizyazwani Mohd Nor & Roslizawati Che Aziz	33
Unlocking the Impacts of the Existing Technology towards Travel Agencies Chew Hui Yin, Fatin Farhanah Adnan, Noor Syazwani Asri, Nur Amirah Alifah Aziz & Roslizawati Che Aziz	41
Factors that Influence the Adoption of Online Reviews in Travel Decision Making among Young Travellers Chong Yi Kian, Nur Izatul Ain Zamri, Nurul Farehah Abdullah, Siti Nazirah Abdullah & Roslizawati Che Aziz	48
Factors Affecting Continuance of Mobile Applications Use among Tourists in Malaysia Leong Jia Yi, Nur Asifa Mohamed, Siti Hajar Sharidon, Nur Fatin Aliah Sol & Marlisa Abdul Rahim	59
Factors Influencing Tourism Consumer Behaviour among Local Tourist in Malaysia Ha Tzei Hsien, Norshahira Saharuddin, Nur Hayati Amil, Siti Fatimah Ali & Marlisa Abdul Rahim	72
Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty among Tourists in Malaysian Budget Hotel Elia Nadia Mariana Md Rapie, Farah Nadzirah Osman, Muhammad Hilmi Jasri, Nursyafika Norhashim & Marlisa Abdul Rahim	86
Exploring the Potential of Culinary Tourism Development in Kelantan, Malaysia Ainaa Nasuha Amzah, Che Hazrul Azri Cik Hamdan, Nur Aqilah Ahmad Taib, Rosemanisa Abu Seman & Marlisa Abdul Rahim	99
Customers' Perception on Muslim-Friendly Hotel in Shah Alam Deena Syafiqah Noordin, Farah Adriana Ahmad Fuad, Muhammad Zulhelmi Zulkhairi, Nursyamim Syaqlah Husna Rosdi & Raja Norliana Raja Omar	112
The Effects of Destination Image, Perceived Value and Service Quality on Destination Loyalty: A Case of Kelantan Amirul Ismail, Faridah Hanum Abd Jabbar, Nurul Syahieda Salikin, Nur Anis Afifah Mohamad Aras & Raja Norliana Raja Omar	122

Factors Influencing Students' Willingness to Purchase Green Products in Public Universities <i>Ainin Sofiya Mohd Zamri, Nurizzati Hafizah Anis Ramli, Sangetha Chandran, Zuraida Zulkifli & Raja Noriana Raja Omar</i>	131
Factors Affecting Destination Choice among Young Travellers <i>Aina Farzana Azizan, Fathiah Muid, Mohamad Aliff Fahmi Ayob, Siti Zubaidah Babu Kuti & Hazzyati Hashim</i>	141
Tourist Revisit Intention in Urban Area: A Case of Selangor <i>Fadhlhin Md Zahir, Fazlin Yusuf, Hafiz Amri Danial, Izreen Rahmat & Hazzyati Hashim</i>	150
The Effects of Service Performance on Tourist Satisfaction in Perhentian Island <i>Intan Noor Shaziera Ridzuan, Muhammad Azaim Mazenee, Nurul Atiqah Johari, Nurul Najihah Shaffie & Hazzyati Hashim</i>	158
The Relationship Between Environment, Facilities and Activities on Tourist Satisfaction in Royal Belum State Park, Gerik, Perak Malaysia <i>Darwind Raj Anthony Das, Izzah Syuhada Mohamad Ali, Nurul Atikah Mohamad Fadil, Zarifah Zainun & Hazzyati Hashim</i>	167
The Relationship between Knowledge, Attitudes and Practices (KAP) of Physical Activity towards Nutrition Consumption among Public University Students in Kota Bharu, Kelantan. <i>Lee Zu Er, Muhamad Syahmi Hafizi Muhamad Sabri, Tan Boey Xin & Hazzyati Hashim</i>	176
Tourist Environmental Behaviour Toward Green Hotel: A Case of Frangipani Resort and Spa Langkawi <i>Jannah Ria, Nurul Aishah, Rakel, Wan Nur Syafiqah & Velan Kunjuraman</i>	184
Tourist Destination Preferences among Undergraduate of University Malaysia Kelantan: Case Study of Penang, Malaysia <i>Jevandran Sivakumar, Julia Wati Jasni, Nurul Ain Syafiqah Talip, Wan Fathin Shafiqah Wan Ab Khalin & Velan Kunjuraman</i>	195
Tourist Perception towards Ecotourism in Kuala Gandah National Elephant Conservation Centre, Pahang. <i>Ellawarasi Kantha Perumal, Nabila Durrani Mohd Idris, Nur Aini Mohd Nor & Velan Kunjuraman</i>	207
Tourist Perception towards Cameron Highlands as A Travel Destination: A Case Study in Tanah Rata, Cameron Highlands <i>Vinoshinee a/p Raja, Najihah Abdul Mutalib, Ummi Zulaikha Jaafar, Nuridayu Muhammad & Velan Kunjuraman</i>	221
Factors Associated with Depression among Faculty of Veterinary Medicine Students in University Malaysia Kelantan City Campus <i>Bavitra Chandra Sekaran & Fajrul Haziq Bin Mohd Haffiz & Koh Kai Jie, Noor Farahzatul Ilyana Binti Mohd Rodzi & Velan Kunjuraman</i>	231
The Relationship Between International Tourist Expectations, Destination Image, Perceived Quality and Tourists Satisfaction Towards Shopping Hub in Bukit Bintang, Kuala Lumpur, Malaysia <i>Jayanthi Ramesh, Nik Aimi Hannani Binti Nik Hashim, Nurfilzati Ramiza Binti Roslan, Umie Nabihah Binti Mustafar & Nurzehan Binti Abu Bakar</i>	241
The Relationship Between Push Factor, Pull Factor, Tourist Perception and Tourist Motivation in Kuala Lumpur <i>Kalashini A/P Perumalsamy, Nik Nor Amira Nik Omar, Nurdiana Shamiza Muhamed, Tuffatul Janah Darwis & Nurzehan Binti Abu Bakar</i>	255

Factors Influencing Behavioral Intention towards Street Food Consumption among Tourist: A Case of Street Food Paradise at Georgetown, Penang. <i>Harchana Devi Annathurai, Syairah Latip, Nik Nur Asmiza Nik Abd Hanal, Nurain Saidin & Nurzehan Abu Bakar</i>	266
Usage Intention on M-Wallet Application Among Tourist In Malaysia <i>Noor Ellisa Shafika Ihaping, Nur Syaza Ameera Shahrom, Siti Radziah Mohd Kamil, Vong Chian Lun & Nurzehan Abu Bakar</i>	276
The Perception of Work-Life Balance, Fun, and Fitness and its Relationship on Motivation to Participate in Running Events: A Study of Generation Y in Malaysia <i>Nur Hamiza Hassan, Nurshafiqah Zakaria, Nur Hafizatunazira Mohd Fauzi, Rahimah Azwa Jamaludin & Nurzehan Abu Bakar</i>	287
Revealing Factors Influence Innovation Performance among Budget Hotel in East Coast, Malaysia <i>Nur Nabilah Mazlan, Phang Hui Ying, Siti Nurfarina Rozi, Wan Siti Aminah Sahirah Mohd Sail & Fadhilahanim Aryani Abdullah</i>	300
The Relationship of Customer Satisfaction Towards Customer Loyalty In Umrah Travel Agencies Selection <i>Lau Peq Qui, Nur Fadzliana Mukhtar, Nur Syafiqah Mohd Al Asri, Siti Nurasralina Yahaya & Fadhilahanim Aryani Abdullah</i>	306
The Relationship of Tourism Development towards Tourism Destination Competitiveness among Higher Education Student in Kelantan <i>Lai Hui Min, Nur Azim Syukri Hamzah, Nur Munira Shapiai, Siti Nur Azatul Fatimah Amran & Fadhilahanim Aryani Abdullah</i>	322
Rural community resilience towards Acceptance of Tourism Development: A case study of Kelantan <i>H'ng Liu Xi, Fatin Zanariah Habil, Nur Alia Syahmina Kairol Nizam, Siti Norizzati Jalaluddin & Fadhilahanim Aryani Abdullah</i>	335
Muslim Travel Behaviour: An Investigation of Muslim Customer Perceived Value and Satisfaction <i>Nor Affiezah Menjeri, Nor Zuliani Mohammad Zulkifle, Nur Farhah Athirah Saharom & Yong Jye Fei</i>	347
Influence of Social Media in Creating Tourist Expectation Among Malaysian Travellers <i>Nor Syamimi Mustapa, Nur Azlinah Ali, Siti Nadiatul Aisyah Moh Pasuzi & Yau Hui Wen</i>	369
Assessing Brand Equity Model and Tourist Satisfaction in Cultural Heritage Tourism: A Case of Dataran Merdeka <i>Amira Azhani Binti Abd Aziz, Fatin Shahira Binti Rosli, Nurin Fitrah Binti Ruslan & Voon Mei Xian</i>	379
The Relationship between Destination Image and Behavioural Intention among Muslim Tourists in Muslim Friendly Tourism <i>Amalina Ali, Nadhirah Zainudin & Tay Lee Yan</i>	390
The Relationship Between Nutrition Knowledge, Attitude, And Nutrition Label Towards Healthy Eating Habits Among Generation Y in Malaysia <i>Nor Adibah Atirah Binti Mohd Izazi, Nurul Ain Nadhirah Binti Abdul Wahid, Nurul Shafika Binti Yusof & Tan Suet Teng</i>	405

Exploring the Potential of Culinary Tourism Development in Kelantan, Malaysia

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ABSTRACT

This study aims to examine the relationship between historical awareness, socioeconomic environment and cultural awareness towards the culinary tourism development in Kelantan. The independent variables of this study comprise of history awareness, socioeconomic environment and culture awareness, whereas the dependent variable in this study is culinary tourism development in Kelantan. Quantitative research method is selected, and questionnaire is used as research instrument for data collection 248 responses were received through questionnaires targeting on domestic tourists who visited Kelantan. The data collected is then analysed by using Statistical Packages for Social Science Version 24 (SPSS 24) software. The Pearson's Correlation test is used to test the connection between independent and dependent variable. The result revealed that there is positive relationship between, socioeconomic environment and towards culinary tourism in Kelantan. This finding shows that history, socioeconomic environment and history awareness are significantly towards culinary tourism development in Kelantan. Thus, this study is expected to contribute to the development of culinary tourism in Kelantan.

Keywords: *Culinary tourism, history awareness, socioeconomic environment, culture awareness*

INTRODUCTION

Culture and local cuisine in Malaysia are worthwhile source of attraction for tourist. Malaysian gastronomy has an important identity and function, as food is closely linked to consumption and experience. Gastronomy or culinary based on Kivela and Crofts (2006) are important tool for development of a new niche market and a specialized destination. Culinary tourism is an impression of food, gourmet and cuisine tourism (Boniface, 2003; Hall & Sharples, 2003; Long, 2004). It is the cuisine and beverages which provide a lasting lifetime memory (Wolf, 2002). In addition, people spend their money and go far away from the home to obtain different experience and taste of local cuisine.

Culinary is also considered as a cultural element and an expression of the community or geographical area's history, habits and tradition (Kivela & Crofts, 2006; Lee and Crompton, 1992). According to Madaleno (2017), local food product arises in a specific area and their origin on the basis of their local identity or characteristics from the other products. The recipe in a particular region is different in terms of the element used as ingredients, techniques and also presentation. Kelantan culinary is somehow influenced by the cuisine of Thailand and it is popular among Malaysians. Furthermore, Kelantan's local culinary is perceived as sweet by some. Local cuisine such as *Nasi Kerabu*, *Colek* or *Rojak buah*, *Nasi Berlauk*, *Akok* are some of its kind. Kelantan is the destination that is rich with the unique food and beverages. It is because it has the influence from Thailand culture and it also has its own variety of dishes that is originally founded in Kelantan.

Nowadays, with the rise of technology, people spend less time seeking cooking related information. On the other hand, eating out and the attending food festivals has become activity of choice (Gheorge, Tudorache, & Nistoreanu, 2014). People in Kelantan, the non-residents especially are having lack of awareness about food in Kelantan.

Local people in Kelantan still lacks skill to develop culinary tourism in Kelantan. In contemporary marketing world, where rivalry is high, destination marketing is a complex phenomenon, as it has many difficulties with different objectives and aspirations, and local cuisine is a unique source of destination growth, launch and advertising (Uner, 2014). Many environmental factors, such as geography and weather, impact available (indigenous and adapted) livestock products and ultimately affect traditional recipes, flavor profiles, cooking techniques and preservation methods (Harrington, 2008). People have not realized that experience is actually the primary reason for selecting a specific destination that is also linked to culinary identities (Nunkoo & Ramkissoon, 2010). Once the tourists are attracted to a destination, the public starts off with the various activities of keeping the tourist engaged. Therefore, the goals of this research is to examine the relationship between, socioeconomic environment and awareness among tourists towards culinary tourism development in Kelantan.

LITERATURE REVIEW

Culinary Tourism

Culinary is becoming an important component of diversification and tool for defining the brand and image of the region, the state and culture (Hjalager, 2010). Tourism begin to understand the significant power of food attraction and interaction in recent years, to the point of turning them into actual tourist attractions (Folgado et al, 2011 & Crotts, 2006). The peculiarities of local cuisine are the starting point for designing roads, travel packages and thematic ideas for certain territories or destinations.

The impression of culinary tourism towards the purpose of traveler's intention has a significant impact on Malaysian tourism industry. The positive impact was demonstrated by the intersecting relationship between culinary tourism and tourism industries in Malaysia. Culinary tourism scholars have continued to grow in order to be regularly discussed in newspapers and conferences on tourism studies and other disciplines, to explore the role of culinary tourism in identity building, cultural preservation and culinary history and to set cultural boundaries. It includes consideration on the effect of tourism on the economy, climate, society and culture of both the host communities and the tourists concerned. Moreover, Kelantan is known as the Cradle of Malayan subculture and is popular for its unique history, culture, natural environment, incredible local hospitality, including unique food that influences the growth of tourism in the state. (Syahida & Zainal, 2014).

Historical Awareness and culinary tourism

Food has a significant meaning on, social and cultural component (Fox, 2015). Culinary also has a symbolic meaning in the context of tourism (Chang et al., 2011). Several researches have shown that regional food and cuisine of a particular destination can be an effective tool for product differentiation in attending major global trend in tourism, as food contains a sense of character (Long, 2004 & Frochot, 2003). Assorted approaches to food history, from the development of the Annales School of Economic and Social History (Watts, 2012) through economic, social and labour history methodologies to public history presentations (Pilcher, 2012) Documented how socio-historical food exploration helps educate societies, cultures and governments and eventually adds to the history of the world (Chen, 2012). Food historian Martin Brueggel (2009) highlighted that, the definition of eating habits requires their inclusion in the appropriate living environment.

Cultural awareness and culinary tourism

This section provides entirely unique information on the development of culture and the destination for which it originates (Montanari, 2009). Kelantan also have its own uniqueness in terms of food and beverages such as *Akok*, *Jala Emas* and *Netbat*. The traditional foods in Kelantan are mostly sweet and colorful.

This food can be purchased at Pasar Siti Khadijah, Kelantan or from the street shops. As part of culinary tourism, people will be able to know the uniqueness of traditional food and experience it all together. Some appear to position food products, style of cuisine or certain dishes as representations of destination (Cianflone et al., 2013; Staiff & Bushell, 2013). Besides that, most Kelantanese food also has the influence from Thailand culture for instance *Tom Yam*.

The conceptualized culinary within a broader and consolidated framework of cultural tourism that has strong implication link to the culture and food tourism (Sanchez-Canizares & Lopez-Guzman, 2011). Culture is linked to motives, physical, rural and regional development, heritage identity and cultural tourism, which is associated to concepts such as authenticity and culinary tourism. Kelantanese cuisine is based on sugar and it is sweet in nature. Some of the well-known food is Nasi Tumpang, Nasi Kerabu, Akok and other dishes.

Socioeconomic Environment i Culinary Tourism

Kelantan, which borders to Thailand and Terengganu tend to have a distinct Thai influence. The use of kaffir lime leaves, torch ginger and mint leaves in rice dishes such as *Nasi Kerabu*, a general Kelantan dish with green confetti of wild pepper leaves, basil and *Daun Kesum* (Vietnamese coriander) is another influence of Thai dish. The modern conceptualization of "globalization of food" masks the complex and assorted nature of food production, food allocation and food use features within the global economy (Atkins & Bowler, 2001).

Geography and climate have an effect on culinary tourism in Kelantan. Geography and climate affect not merely on food products that are readily available at a particular location, but also on eating habits focused on physiological characteristics. For example, although wheat and ancient wheat relatives (spelt, faro and einkorn) were available in several regions, the basic food product used in each region differ on the basis of the heat produced during food production, as well as cultural or religious distinctions. (Eshbaugh, 1993).

There is significant relationship between historical awareness among tourists in Kelantan towards culinary tourism. There is significant relationship between cultural awareness among tourists in Kelantan towards culinary tourism. And there is significant relationship between socioeconomic environments towards culinary tourism. In this study, historical awareness was featured as a factor that contributes to the demand towards culinary tourism in Kelantan. Past results indicate that historical awareness is possessed only by human beings. Therefore, it has frequently been said that human beings are historical individuals. Heller (1982) asserts that it is human beings throughout the world who can tell their history because human beings are those who understand the concept of 'once upon a time.

The findings imply that there is a positive and significant relationship between culture awareness and culinary tourism. Culture is thus a way of life that serves as "glue" that binds and characterizes people within a given context in the way they think, feel and relate to others. Moreover, Geertz (1973) asserts that man is "suspended in webs," webs that Geertz considers to be the culture that gives a situational context to man's being. Culinary tourism in the world is developing tremendously, and the financial benefits that countries derive from local tourism are growing accordingly. Even though tourists have different purposes and motive in visiting a particular place, they all want to explore, prepare, buy and taste local food and drink. (Kocaman, 2013).

The relationship between history awareness, culture awareness, socio-economic environment and culinary tourism

Historical awareness will have a positive effect on exploring the potentials of culinary tourism development in Kelantan. In recent years, the combination of food and tourism has had a strong appeal. The sale to international and national tourists of local products and culinary traditions adds a new dimension to the identity of tourist destinations and creates additional economic income both in and around the destination (Halkier, 2012). Cultural awareness also gives a positive effect on exploring the potentials of culinary tourism development in Kelantan. Culinary tourism can have many positive impacts on the host region's culture. Tourists whom travel to have a unique food experience that is authentic and is different from the other (Van Keekan & Go, 2006; Sims, 2009). Socioeconomic environments also give a positive effect on exploring the potentials of culinary tourism. Tourists have different purposes, they all want to experience, cook, buy and taste local food and drink (Kocaman, 2013).

Research hypothesis

In this research, three hypotheses have been fixed namely;

- H1: There is positive relationship between history awareness among tourists in Kelantan and culinary tourism.
- H2: There is positive relationship between socioeconomic environments among tourists in Kelantan and culinary tourism.
- H3: There is positive relationship between culture awareness among tourists in Kelantan and culinary tourism.

Conceptual Framework

Based on the literature review, a research conceptual framework as in the Figure 1 has been formed in order to study association between the factors and culinary tourism in Kelantan, Malaysia. The socioeconomic environment and ere the independent variables while factors that contribute the culinary tourism the dependent variable.

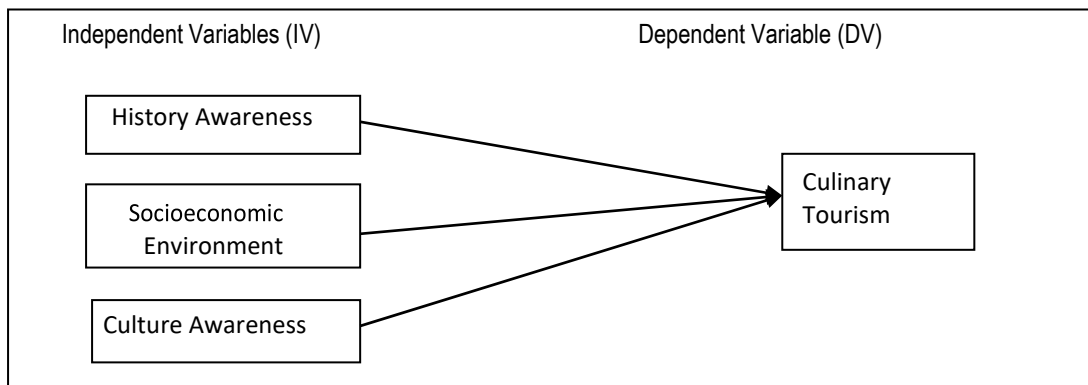


Figure 1: Conceptual Framework
Source: Adopted from Gastronomy Identity Model (Harrington, 2005)

METHODOLOGY

Research Design

Quantitative research approach has been employed in this study. According to Goertzen (2017), quantitative method is collecting and analyzing structured data that can be numerically tested. Questionnaire will be the tool to measure the factors that influences culinary tourism in Kelantan. It is important that the questionnaire is designed carefully and relevant to the research topic.

Population and Sample

Based on Tourism Malaysia (2017), Malaysia receives a total of 25,948,459 international tourists while 70.5 million domestic tourists and recorded 0.1% growth in tourist receipts, contributing RM82.2 billion to the country's GDP. The top revenue is generated from shopping (32.7%), followed by accommodation (25.6%) and food and beverages (13.3%). The target population in this study is set to be local tourists between 18-59 years who visits Kelantan, Malaysia, the researchers used convenient sampling technique to select the respondents for data collection. 382 questionnaires were distributed and 248 were returned and deemed usable for this research. This study used probability sampling which was the simple random sampling to gather the sample in groups that are natural aggregates of elements in the population (Sekaran, 2003) which are the domestics and international tourists.

Data Collection

Data collection a process of gathering information from all the applicable sources to find the answers to the research problem, hypothesis and evaluate the outcomes. The researchers used survey questionnaires and Google forms for data collection. The data were collected from the local tourists in Kelantan, Malaysia. The questionnaires were prepared in both English and Bahasa Malaysia.

Table 1: Measurement of Variables

Variables	No of Item in Questionnaire	Author
Culinary Tourism	5	Diaconescu & Nistoreanu, 2013
History Awareness	6	Quan & Ryan, 2012
Socioeconomic Environment	5	Henderson,2009
Culture Awareness	5	Gaztelumendi,2012

According Harrington (2005), history awareness, socioeconomic environment and culture awareness toward the culinary tourism have been operationalized by using three items scale. The dependent variable "culinary tourism" was measured using a three items scale based on previous research. The researchers used 5-point Likert scale for this study since most of the other social science studies used similar strategy.

Data Analysis

three types of data analysis were used in this research namely descriptive analysis, reliability test and Pearson's Correlation. The data collected was analyzed by using Statistical Package for the Social Science (SPSS) version 24.

FINDINGS

Demographic Profile of respondents

Table 2: Demographic Profile of Sample

Characteristics		Frequency	%
Gender	Male	87	35.1
	Female	161	64.9
Age	Below 18	1	0.4
	18-25	166	66.9
	26-35	48	19.4
	35-45	11	4.4
	45-above	22	8.9
Religion	Islam	221	89.1
	Hindu	8	3.2
	Buddha	6	2.4
	Others	13	5.2
Marital Status	Single	181	73.0
	Married	65	26.0
	Divorced	2	0.8
Education level	SPM	54	21.8
	Matriculation	15	6.0
	Degree	148	59.7
	Master	9	3.6
	PhD	2	0.8
Income	RM 800-RM1200	133	53.6
	RM1 300-RM2 500	42	16.9
	RM3 000-Above	73	29.4
Occupation	Student	128	51.6
	Employed	109	43.9
	Unemployed	11	4.4
Nationality	Malaysian	238	96
	Non- resident	10	4.0

In Table 2 the respondent's profile is summarized. Out of the 284 samples, 87 were male and 161 were female. Most of them were in the range of 18-25 age category (n=166) and 181 (73%) were unmarried. Majority of the respondents were having degree which accounted (59.7%) and (53.6%) belonged to the RM 800-RM 1 200 income level while (16.9 %) RM 1 300RM 2 500 income level.

Descriptive Analysis

Descriptive statistics such as mean scores, standard deviations and reliability test result of the study are shown in Table 3 and Table 4:

Table 3: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Culinary Tourism	248	4.1444	0.85194
History Awareness	248	4.2655	0.53571
Socioeconomic Environment	248	3.5321	0.80519
Culture Awareness	248	4.0750	0.58485

Table 3 shows the number of respondents, mean and standard deviation of dependent variable and independent variables. For the dependent variable Culinary Tourism, the mean and SD is (M= 4.1444, S=0.85194). The highest mean for independent variable is for history awareness (M=4.2655, S=0.53571) followed by cultural awareness (M=4.0750, S=0.58485) and socioeconomic environment (M=3.5321, S=0.80519).

Reliability Test

Table 4: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Culinary Tourism	5	0.688	Acceptable
History Awareness	6	0.734	Good
Socioeconomic Environment	5	0.634	Acceptable
Culture Awareness	5	0.707	Good
Total	21	0.866	Very Good

Table 4 shows the value of Cronbach's Alpha Coefficient for independent variables and dependent variable. According to the Table 4, all the variables were above the value 0.6 coefficient value. Therefore, the questionnaire is expected to be reliable to be used for data collection. There were six questions used in measuring the history awareness variable that impacts the development of culinary tourism in Kelantan. The Cronbach's Alpha result for this part of question is 0.734 which resulted as good. Then, in measuring the socioeconomic environment variable five items were listed and the Cronbach's Alpha result for this section is 0.634 which is acceptable. Lastly the coefficient value obtained for question in measuring the culinary tourism variable were also reliable.

Pearson Correlation

The Pearson's Correlation Analysis is one of the important analysis that measures the linear relationship between the two variables. The objective of the analysis is to determine whether the correlations exist between the independent variables (History Awareness, Socioeconomic Environment and Culture Awareness) and dependent variable (Culinary Tourism). If the correlation existed, the researchers had to decide the strength and direction of association between the variables.

Hypothesis 1: There is positive relationship between history awareness among tourists in Kelantan and culinary tourism

Table 5: Correlation Coefficient for History Awareness in Culinary Tourism

		Culinary Tourism	History Awareness
Culinary Tourism	Pearson Correlation	1	0.371**
	Sig. (2-tailed)		0.000
	N	248	248
		0.371**	
History Awareness	Pearson Correlation		1

** . Correlation is significant at the 0.01 level (2-tailed)

Table 5 illustrated Pearson's Correlation Coefficient, significant value and the number of cases which was 248. The p-value is 0.000, which is less than the significant level of 0.01. Thus, this study rejects the null hypothesis. The correlation coefficient of 0.371 suggests a moderate positive correlation between culinary tourism and history awareness.

Hypothesis 2: There is positive relationship between socioeconomic environments among tourists in Kelantan and culinary tourism

Table 6: Correlation Coefficient for Socioeconomic Environments in Culinary Tourism

		Culinary Tourism	Socioeconomic Environments
Culinary Tourism	Pearson Correlation	1	0.331**
	Sig. (2-tailed)		0.000
	N	248	248
Socioeconomic Environments	Pearson Correlation	0.331**	1
	Sig. (2-tailed)	0.000	
	N	248	248

** . Correlation is significant at the 0.01 level (2-tailed)

Table 6 illustrates Pearson's Correlation Coefficient; 1 error and the number of cases is 248. The p-value was 0.000, which was less than the significant level of 0.01. Thus, this study rejects the null hypothesis. The correlation coefficient of 0.331 suggests a moderate positive correlation between culinary tourism and socioeconomic environment.

Hypothesis 2: There is positive relationship between cultural awareness among tourists in Kelantan and culinary tourism

Table 7: Correlation Coefficient for Culture Awareness in Culinary Tourism

		Culinary Tourism	Culture Awareness
Culinary Tourism	Pearson Correlation	1	0.361**
	Sig. (2-tailed)		0.000
	N	248	248
Culture Awareness	Pearson Correlation	0.361**	1
	Sig. (2-tailed)	0.000	
	N	248	248

** . Correlation is significant at the 0.01 level (2-tailed)

Table 7 illustrates Pearson's Correlation Coefficient, significant value and the number of cases which are 248. The p-value was 0.000, which is less than the significant level of 0.01. Thus, this study rejects the null hypothesis. The correlation coefficient of 0.361 suggests a moderate positive correlation between culinary tourism and culture awareness.

DISCUSSION & RECOMMENDATION

The pilot Test was carried out online with 30 respondents before questionnaires are distributed to 248 respondents. The questionnaire was tested with Cronbach's Alpha Coefficient which indicated result in between the range from 0.734 to 0.634. the result is good where history awareness variable scored the highest Cronbach's alpha value of 0.734, culture awareness had the second highest Cronbach's Alpha value which was 0.707, followed by culinary tourism 0.688. Thus, all the variables had satisfied the minimum requirement of reliability which is greater than 0.6.

Finding shows that in the descriptive analysis for the independent variables, the highest mean value is scored by history awareness variable which is 4.2655 and followed by culture awareness variable 4.0750. The lowest mean value for the independent variables is scored by socioeconomic environment with 3.5321. The mean value for dependent variable is 4.1444. It can be concluded that, the history awareness has the highest positive correlation among a Kelantan's tourist towards culinary tourism.

Researchers had performed the Pearson correlation coefficient analysis to measure the strength of a linear association between two variables as to meet the objective of the study. Table 5, Table 6 and Table 7 shows the overview of the Pearson correlation coefficient, the strength between the culinary tourism, history awareness, socioeconomic environment and culture awareness in Kelantan presents a positive relationship. The first objective of the research is to examine the relationship between history awareness among people and impression culinary tourism in Kelantan. The statistical results obtained in this study shows that history awareness among people have a significant positive impact on the impression of culinary tourism in Kelantan. This result appears consistent t with study by Ellen Messer, et al. (2002) which proves that culinary history explores the origins and production of meat, equipment and cooking method, the preparation and consumption of meals, and the importance of these practices for the societies producing them. Food history can be seen starting with biology and the harsh realities of climate, land, property, and labor but it still involves community and tradition of collective and individual desires through social structure, economic exchange, and technology.

The second objective is to examine the relationship between culture awareness among people and the impression of culinary tourism in Kelantan. The result shows that there is no relationship but suggests a moderate positive correlation between culture awareness among tourist and impression towards culinary tourism This result appears consistent with the study by Jones and Jenkins in (2002).

Their study shows the importance of food was recognized in the literature on tourist destinations. Food has been seen not only as a basic requirement for tourist consumption, but also as an essential element of regional culture. As more people travel to experience the local culture and environment, we must accept that gastronomy has become an ever-increasing way of stressing local identity.

The last objective aimed to examine relationship between socioeconomic environment and the impression of culinary tourism in Kelantan. The result shows that there is no relationship between variable but suggests a moderate positive correlation between culture awareness among tourist and impression of culinary tourism. This result appears consistent with the study by Martinoska, S & Sekulovska, M (2008). Their study shows that in the economy of more countries, the culinary industries are becoming important. The socioeconomic aspect raises the hospitality industry's demand, so it is entirely real to believe that in the future culinary tourism will become an important part of the economy.

Based on the result obtained from this research there are few of limitation discovered. Firstly, the number of sample size is 382 respondents, and the result of correlation was not satisfying. Next, the independent variable of this research history awareness, socioeconomic environment and culture awareness. In this study, the researchers were used quantitative method to collect data. During the period of this study, the researchers had identified a number of suggestions for future studies. Firstly, upcoming researchers should balance the number of races in order to get a precise outcome. Future study should therefore take into account the choice of the number of races to balance the complete number of participants by ethnicity.

According to Costello et al (2005), large sample sizes aims to minimize the error and produce a better result. Future researchers should increase the sample size in order to obtain accurate result to better represent the population of tourists visiting Kelantan and to increase the accuracy and reliability of the study. Third, this research focuses only on three variables that influences the tourist whom visits Kelantan for gastronomic purposes, this research may have disregarded other significant variables that might play an important part in influencing the gastronomic tourists. It is therefore suggested that future researchers should include more variables from, social context and the environmental context.

In addition, future researchers also may use qualitative method instead of the quantitative method. By using the qualitative technique, the upcoming researchers may use in-depth interview technique to understand the core issues pertaining to the topic through the eye of tourist itself. This strategy can therefore decrease the misunderstanding and generate better outcomes for the research.

CONCLUSION

Nowadays, people begin to discover leisure involvement is associated to food which causes culinary tourism to receive more attention. In fact, culinary tourism also encourages tourists to enjoy both food and memorable dining experience at the same time (Su, 2015). Culinary tourism is influenced by the history awareness, socioeconomic environment and culture awareness. According to Harrington (2005), the history and tradition will characterize the eating habits of individuals. Mostly, Kelantan's food or cuisines have its own unique style of cooking such as *Nasi Kerabu* and by which the tourists get in touch with the tradition and history of Kelantan. For instant for Muslims, the important issues and defined as the food which is allowed in Islam terms and condition (Malkawi, 2014) such as in Kelantan. The socioeconomic and cultural environment is the factors that do not only influence the culinary tourism, but it also gives a symbolic significance (Horng Tsai, 2010). Kelantan state which borders to Thailand and Terengganu also exhibits distinct influence from neighboring country.

However, the cultural existence of a particular country defines the food rivalry and sets a unique image in the eye of tourist. It should be understood that each tourist has its own motivation and reason to participate in culinary tourism. The tradition or cultural approaches offers the opportunity to use strategic tool to express the variety and uniqueness of a particular local food in the development of culinary tourism. Culinary enables tourists to access a destination's cultural and historical heritage by researching, playing with culinary and purchasing it. Modern life with a wide-speed pace makes it possible for individuals to have their meals at nearby outlets instead of cooking at home. Thus, culinary tourism plays a significant role in changing people's life.

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