

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**



FHPK, UMK

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

Editors

Velan Kunjuraman, PhD

Suchi Hassan, PhD

Ruzanifah Kosnin, PhD

Aifa Rozaini Mohd Radzol, PhD

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Velan Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Nur Hafizah Muhammad, PhD
Aifa Rozaini Mohd Radzol, PhD
Suchi Hassan, PhD
Siti Salina Saidin, PhD
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Nur Athirah Sumardi, PhD
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Factors That Attract Local Tourists to Visit Kelantan

Noraisa Umar Ali, Nur Afiqah Mohd Pauzi, Nur Hidayah Ramli & Ruzanifah Kosnin

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: ruzanifah@umk.edu.my*

ABSTRACT

Kelantan is one of the most popular local tourist destinations in Malaysia; hence, the purpose of this study is to examine the factors that attract local tourists to visit Kelantan. The independent variables used in this study are the local food, local culture, and Islamic values, while the dependent variable is the factors that attract local tourists to visit Kelantan. This study used a quantitative method and convenience sampling technique to collect data from a total of 150 respondents who have been to Kelantan and intend to visit Kelantan in the future using an online questionnaire survey (Google Forms) through social media. The data were analyzed quantitatively using SPSS, whereby the statistical tests used in this study include the Reliability Test, Descriptive Test, and Hypothesis Testing (Pearson's Correlation). Based on the findings, local food, local culture, and Islamic values are proven to be positively correlated to the factors that attract local tourists to visit Kelantan. This study has further strengthened the claim of previous research on how local food, local culture, and Islamic values influence the current dependent variable. Lastly, this study significantly contributes to academia and the industry in Kelantan based on local food, local culture, and Islamic values as the contributing factors.

Keywords: local food, local culture, Islamic values, local tourist arrivals

INTRODUCTION

Tourism is the key driver in contributing to a country's gross domestic product, which reduces unemployment and improves the social development of the locality. Undoubtedly, there are various unique local cultures and attractions in Kelantan, which play an important role in boosting the state and the country's economy. Hence, the objective of this study to examine the factors that attract local tourists to visit Kelantan, namely local food, local culture, and Islamic values. Kelantan is known as the 'Cradle of Malay Local culture' and this study will observe whether the cultural factor affects local tourists' intention to visit Kelantan. The development of local and regional cuisines has been identified as a platform for local tourist attractions by various researchers. Culinary tourism, or travel for local food, has become a trend in Kelantan and this study will prove if local food indeed influences local tourist motivation. The religious conservative concept for Islamic tourism is also based on the conservative interpretation and understanding of Islam, which includes merging elements of Islamic lifestyle with the modern tourism industry that could indeed present a new tourism experience.

Therefore, the following objectives have been developed in this study:

1. To investigate the relationship between local food and local tourist motivation to visit Kelantan.
2. To investigate the relationship between local culture and local tourist motivation to visit Kelantan.

3. To investigate the relationship between local Islamic values and local tourist motivation to visit Kelantan.

Significance of The Study

Academic Contribution

This study will fill the literature gaps and simultaneously increase the knowledge about the factors that attract local tourists to visit Kelantan. Generally, local tourists will gain more knowledge of local food, local culture, and Islamic values in Kelantan and further promote this knowledge to others.

Industrial Contribution

The results of the study will show the significance of local food, local culture, and Islamic value to the tourism industry in Kelantan. Since local tourists contribute to the state of Kelantan in terms of income, sales, profits, tax revenues, and jobs, this will positively and directly help improve the industry in Kelantan such as the local food industry, besides contributing to the development of Kelantan and increasing the local economy.

LITERATURE REVIEW

Motivation

According to Fodness (1994), local tourist motivation is the driving force behind people's behavior in traveling. As such, in line with this study, there must be reasons for why the local tourists choose Kelantan as a travel destination. The theories used in this study are Maslow's Hierarchy of Needs Theory, Theory of Planned Behavior (TPB), and Dann's Theory.

Local food

One of the central functions of tourism is to provide a local food experience. According to Hobsbawn and Ranger (1983), cuisines that are highly known for their taste and quality can be developed into tourism products. By applying Maslow's Hierarchy of Needs theory to the context of Kelantan tourism, physiological needs are the basic that can be related to the behavior of the travelers during their trip, including clean water and a good restaurant, besides the public facilities and accommodation provided. On the other hand, Perceived Behavioral Control in TPB refers to the potential constraints of intended actions, such as available resources (Liska, 1984) and opportunities (Sarver, 1983). Dann (1997) also shared his opinion about how the push factor influences local tourist decision-making such as money and time. This proves that the availability of resources in Kelantan relatively affects local tourist motivation to visit a destination in gastronomy tourism.

Local culture

The local culture has a complex definition from the way of life to historical inheritance, knowledge, the transmission of values, or other descriptions and it can be described as the way of life of a country or society (Gyekye, 1998). In this regard, cultural attributes refer to Kelantan's history, traditional occasion, historical sites, architecture, arts, museums, multicultural regions, linguistic

diversity, local people, and local food (Cheang, 2011). For instance, Kota Bharu is rich in various local cultural attributes; however, the local tourists' perception of these attributes remains unclear. Hence, the TPB explains the relationship between people's attitude and their behavior in choosing their travel destination, besides measuring the extent to which an individual has a favorable or unfavorable evaluation of the behavior. Kelantan cultural tourism will describe the local identity and local tourists' evaluation with regard to its local culture.

Islamic values

Islamic values might be one of the factors attracting local tourists to visit Kelantan since it is known as "Kota Serambi Mekah". As reported by Hashim et al. (2007), only Kelantan state's homepage includes Muslim prayer schedules, while no other homepages contain information on halal local food or Muslim tips or practices for non-Muslims. This will indeed serve as a good experience to the local tourists of the Islamic environment. Fatima, Naeem, and Rasool (2016) in their study on the perception of individuals or local tourists with regard to religious tourism measured the safety and security dimension. In fact, the second need in Maslow's (1943) pyramid includes safety as the need to be considered because a safe and secure environment can attract more visitors to the destination as they will feel protected from any threats during their stay. According to Dann (1997), the push factors can be explained as intrinsic factors or internal drives that urge an individual to travel such as longing for religious needs of factors that encourage people to travel, specifically with regard to an individual's socio-psychological needs that should meet the local tourists' expectations in terms of the level of Islamic values in Kelantan such as Islamic buildings and practices.

Research Hypotheses

Based on the discussion above, the following hypotheses were formulated in this study:

H1: Local food has a relationship with local tourist motivation to visit Kelantan.

H2: Local culture has a relationship with local tourist motivation to visit Kelantan.

H3: Islamic values have a relationship with local tourist motivation to visit Kelantan.

Research Framework

Figure 2.1 shows the research framework used to study the relationships between local food, local culture, and Islamic values (independent variables) and local tourist motivation to visit Kelantan (dependent variable). A conceptual framework is a structure that will hold and support a theory in a research study, which introduces and describes the theory that explains the existence of the research problem.

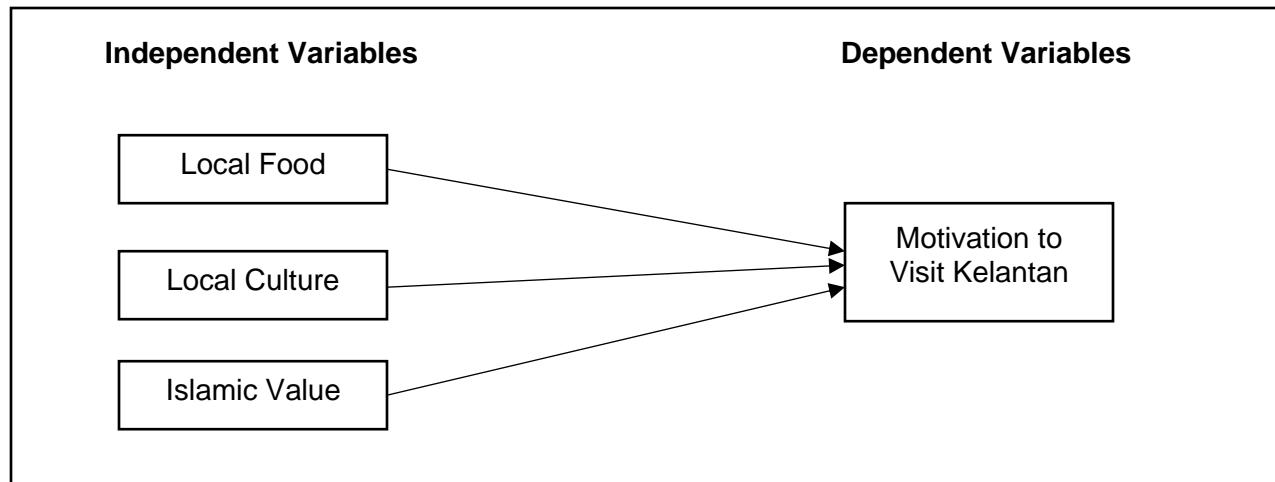


Figure 1: Conceptual Framework of Local Tourist Motivation to Visit Kelantan

METHODOLOGY

Research Design

This study employed a quantitative research design using a cross-sectional survey, which allows this study to obtain evidence or test hypothesis regarding the relationships between the independent and dependent variables (Kumar, Talib, & Ramayah, 2013). The data for this study were gathered using an online questionnaire, which was collected from the respondents at one time. Convenience sampling was utilized in this study to choose the participants and the items in the questionnaire were measured using the Rosenberg Self Esteem Scale.

Data Collection

In order to distribute the questionnaires effectively, the researchers had agreed to use Google Forms to reach the respondents. The questionnaire consists of three sections, namely Section A, Section B, and Section C. In the first section, the respondents were required to fill in their demographic information. Subsequently, the next section discusses the independent variables, namely local food, local culture, and Islamic values in Kelantan. In the last section, the respondents' opinions regarding the dependent variable, namely local tourist motivation to visit Kelantan will be asked and measured. The sample was chosen based on the set of predetermined criteria, particularly those who have been or have the intention to travel to Kelantan. The questionnaires were distributed online using social media platforms such as WhatsApp, Facebook, and Instagram.

Sampling

Sampling in quantitative research is aimed at achieving representativeness (Saunders et al., 2009). The main goal of convenience sampling is to discover which travel motivation (local food, local culture, and Islamic values) is most positively correlated with the local tourists' intention to visit Kelantan. The unit of analysis includes individuals who have been to are planning to go to Kelantan. Since online questionnaires were used, the number of questionnaires distributed could not be fixed; however, only a total of 150 returned questionnaires were usable in this study.

Data Analysis

Three types of data analyses were used in this study, namely descriptive, reliability, and correlation analyses. The data obtained were analyzed using Statistical Package for the Social Sciences (SPSS). Descriptive analysis is a process to determine or to identify the frequency of respondents choosing the same answer. This analysis provides all data such as the respondents' demographic details, frequent distribution, and so on. The reliability test functions to ensure that the distributed questionnaires can measure the variables proposed in this study, namely local food, local culture, Islamic values, and motivation to visit Kelantan. The measurement determines whether all of the items in each variable in the questionnaire are related or reliable. Meanwhile, correlation analysis is a statistical tool used in the study to define the relationship between two variables or datasets, as well as to investigate the strength of the relationship.

FINDINGS

Demographic

A total of 150 respondents were selected and the results based on the collected data were summarized. 136 respondents (90.7%) had travelled to Kelantan, while 14 respondents (9.3%) have no experience traveling to Kelantan. The detailed results for the demographic profile of the respondents are shown in Table 4.1 below.

Table 1: Demographic Profile of Respondents (N=150)

| | Frequency (n) | % |
|-----------------------|------------------|------|
| Gender | | |
| Male | 76 | 50.7 |
| Female | 74 | 49.3 |
| Race | | |
| Malay | 117 | 78.0 |
| Chinese | 17 | 11.3 |
| Indian | 12 | 8.0 |
| Bumiputera | 1 | 0.7 |
| Sabah | 2 | 1.3 |
| Sarawak | 1 | 0.7 |
| Marital Status | | |
| Single | 91 | 60.7 |
| Married | 43 | 28.7 |
| Divorced | 16 | 10.7 |
| Occupation | | |
| Government | 32 | 21.3 |
| Private | 18 | 12.0 |
| Self-Employed | 17 | 11.3 |
| Student | 68 | 45.3 |
| Unemployed | 12 | 8.0 |
| Statutory Body | 1 | 0.7 |
| Retired | 2 | 1.3 |

| Reason for Traveling | | |
|------------------------------|----|------|
| Leisure | 80 | 53.3 |
| Business | 13 | 8.7 |
| Meeting Friends or Relatives | 52 | 34.7 |
| Family Vacation | 1 | 0.7 |
| Peace | 1 | 0.7 |
| More Money | 1 | 0.7 |
| Strengthening Family Ties | 1 | 0.7 |
| More Money and Time | 1 | 0.7 |

Reliability Analysis

Reliability analysis was carried out using Cronbach's alpha output. Generally, Cronbach's alpha is widely used to evaluate the internal consistency of a psychometric instrument, and its popularity is largely based on a straightforward interpretation in terms of correlations, its ease of calculation, and the guidance it gives to building a single-dimensional scale. Reliability analysis measures the internal consistency between items within a scale. Table 4.2 presents the results based on Cronbach's alpha values of the variables.

Table 2: Reliability Analysis Results based on Cronbach's Alpha Value

| Variable | Number of Items | Cronbach's Alpha |
|--------------------------|-----------------|------------------|
| Local food | 4 | 0.9 |
| Local culture | 4 | 0.8 |
| Islamic values | 5 | 0.9 |
| Local tourist motivation | 3 | 0.9 |

Table 4.2 indicates the Cronbach's alpha values of the variables in the questionnaires, which range from the lowest acceptance level (0.8) to the highest acceptance level (0.9). Four variables have been tested using reliability Cronbach's alpha output. Based on the results, local food was found to have very high reliability (4 items; $\alpha = 0.9$), followed by Islamic values (5 items; $\alpha = 0.9$) and local tourist motivation (3 items; $\alpha = 0.9$). Meanwhile, local culture was found to have high reliability in terms of correlation strength (4 items; $\alpha = 0.8$).

The variables of local food, local culture, Islamic values, and local tourist motivation were maintained. The existing variables that remain with four items include local food and local culture, while the variable of Islamic values comprises five items since the Cronbach's alpha results were above the acceptance level, and the local tourist motivation variable entails three items. Therefore, the overall data were considered suitable for further analysis.

Hypothesis Testing

Table 4.3 indicates the correlation analysis results for the factors that influence local tourist attraction to visit Kelantan with regard to local food, local culture, Islamic values, and travel motivation. Table 4.4 indicates a summary of the hypothesis testing in this study.

Table 3: Pearson Correlation Analysis Results

| | Local food | Local culture | Islamic values | Travel motivation |
|-------------------|------------|---------------|----------------|-------------------|
| Local food | 1 | .440** | .469** | .475** |
| Local culture | .440** | 1 | .697** | .579** |
| Islamic values | .469** | .697** | 1 | .677** |
| Travel motivation | .475** | .579** | .677** | 1 |

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

Table 4.3 indicates that Islamic values and travel motivation were significantly correlated with $r = 0.677$, $p < 0.01$, and the correlation coefficient shows the strength of correlation between Islamic values and travel motivation. This proves that the Kelantan state is well-known as a state that is very concerned about Islamic values.

There was a statistically significant correlation between local culture and travel motivation with $r = 0.579$, $p < 0.01$, indicating a moderate relationship between local culture and travel motivation. Besides, there was also a statically significant correlation between local food and travel motivation with $r = 0.475$, $p < 0.01$, and the correlation coefficient showed a weak relationship between local food and travel motivation.

According to Hanan and Hamid (2017), Kelantan's local food image is the real Malay local food image preserved from generation to generation. Meanwhile, Kota Bharu, the capital city of Kelantan, is known as a 'cultural city' based on its vernacular Kelantanese Malay local culture (Harun, Ali, & Zawawi, 2011).

In conclusion, Islamic values and travel motivation were significantly correlated with a significant relationship; however, there were moderate and weak relationships between local culture and local tourist recommendation, as well as between local food and travel motivation. Table 4.4 indicates a summary of hypothesis testing in this study.

Table 4: Summary of Hypothesis Testing

| | Hypothesis | Pearson's correlation result | |
|----------------|--|------------------------------|-----------|
| H ₁ | There is a positive relationship between Islamic values and local tourist travel motivation. | $r = 0.677$, $p < 0.01$ | Supported |
| H ₂ | There is a positive relationship between local culture and travel motivation. | $r = 0.579$, $p < 0.01$ | Supported |
| H ₃ | There is a positive relationship between local food and travel motivation. | $r = 0.475$, $p < 0.01$ | Supported |

Based on Table 4.4, all hypotheses were accepted at a 0.01 significance level. In this study, Pearson's correlation analysis was used to test the hypotheses and the significant relationships between variables (local food, local culture, and Islamic values with travel motivation).

DISCUSSION AND RECOMMENDATIONS

To improve the quality of the study, the researchers have identified some limitations and come up with several recommendations for a better study. The limitations include technical problems such as poor Internet connection that interrupted the survey process and gadget breakdown. Other than that, dishonest responses might affect the study due to social desirability bias. In this case, future researchers can limit only one response for one account and ask them to fill their email to avoid any fake entries. Next, since there are only three independent variables in the current study, other variables such as Islamic education and geographical factor can be included in the future. Another limitation is the convenience sampling technique, which has limited the generalization of the study. Lastly, in terms of practical recommendations, the government should play a role in promoting tourism in Kelantan, such as by considering the ways to allocate a greater share of tourism revenue to the provincial government in order to provide better public facilities and security for the tourism industry in Kelantan.

CONCLUSION

This study examined local tourist intention to visit Kelantan, particularly Malaysians who have already travelled to Kelantan and those who will visit Kelantan in the future. Based on the research findings, the independent variables of local food, local culture, and Islamic values were found to influence the dependent variable, which is local tourist intention to visit Kelantan with positive correlations between variables. The research objectives and questions have also been achieved and answered. Furthermore, the theories used in the study also play a role in influencing local tourist motivation to choose Kelantan as a travel destination. Limitations such as technical, methodological, and other related problems have been identified and a few recommendations were provided to improve future research, such as by considering other variables and sampling methods. Overall, the researchers have successfully proven the efficiency of the study with regard to the factors that attract local tourists to visit Kelantan.

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