



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

E-PROCEEDING HoTWeC 6.0

**THE GAME ON 2022:
THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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PREFACE

This book summarizes the selected papers of student conference focused on the current issues in hospitality, tourism, and wellness field. Presented papers deal with investigation of issues and challenges of hospitality, tourism and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be use in the future researcher and industries players in the future.

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It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism & Wellness Colloquium 6.0 2022, held on June 13 and 14, 2022 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

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Mohammed Ruqaimi Bin Remeli

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

Awareness of Food Heritage Among University Students

Izzati binti Razlee, Khalida Najihah binti Johan, Lua Wei Ching, Mohamad Syahfik bin Salleh, & *Ruzanifah binti Kosnin

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ABSTRACT

Known as a multi-racial country, Malaysia not only maintains a unique culture, customs, and practices but also has a variety of distinctive local foods as part of its gastronomy. The objective of this study is to investigate the factors that lead to the awareness of Malaysian food heritage among university students. Thus, this study aims to identify the relationships between social influence, availability, and food preferences toward awareness of food heritage among university students in Malaysia. The quantitative method using a survey questionnaire was distributed online and 384 data was gathered from students in Malaysian higher education institutions. The result showed that social influence, availability, and food preferences were significant contributors to awareness of food heritage among university students. The findings extend knowledge in food heritage awareness among youth and provide practical contributions to gastronomy providers.

KEYWORDS: *Social Influence, Availability, Food Preferences, and Awareness of Food Heritage Among Students.*

INTRODUCTION

Tourism is one of the industries that supports the state significantly. As historical tourism activities become more important, heritage tourism is becoming more popular. Heritage tourism is a major source of cash for the country. Rather than relying on a single business, towns can diversify their financial resources by focusing on cultural tourism. Modern Malay culture, particularly among the youth, has mostly abandoned traditional Malay cuisine. Changes in food and practice are said to be influenced by social transformation and information technology without borders. Lack of understanding of the importance of traditional meals, a lack of time due to a busy schedule, a lack of excitement among the younger generation due to time-consuming methods, and other causes are all factors that contribute to the neglect of traditional meals. Furthermore, today's youth are more obsessed with academic and professional success than in previous generations (Sharif et al., 2015).

The region's legacy food is valuable as the 'blueprint' of its residents in this culinary interaction, where food symbolizes not only physical necessities but also local cultures and customs (Alonso & Krajsic, 2013). Local heritage food, on the other hand, has not been seriously popularised in Malaysia's hospitality industry. The number of young tourists has increased in recent years, and gastronomic heritage plays an important role in the tourism business. The objectives of this paper is to see how social influence, availability, and food preferences affect food heritage knowledge among Malaysian university students.

There are three objectives for this research:

1. To examine the relationship between social influence and awareness of food heritage among university students.
2. To study the relationship between availability and awareness of food heritage among university students.

3. To investigate the relationship between food preferences towards awareness of food heritage among university students.

Significance Of Study

Researchers

This study aids the researcher in determining how social influence, availability, and food preferences influence food heritage knowledge among Malaysian university students. Furthermore, researchers will be able to discover characteristics that lead to students' enhanced understanding of food heritage as a result of the study.

Academic Contributions

This study is expected to add knowledge about food heritage and raise students understanding of food heritage among Malaysian students after this research. This study will contribute to the growing body of knowledge about food heritage in terms of social influence, availability, and food preferences. They can utilize the information to figure out what elements influence students' awareness of food heritage.

Practical Contributions

This study can also assist the government and tour guides in attracting visitors and foreign students to Malaysia to continue their studies by developing marketing efforts to promote food heritage. Furthermore, this research could raise awareness among young travelers and help future academics in conducting more research on the elements that influence students' awareness of food heritage.

LITERATURE REVIEW

According to the Global Food Tourism Report by World Tourism Organizations, the average tourist spends about a third of their holiday budget on food and beverages (Coppola, 2016). This shows the extent to which the sector is involved in the experience of the visitor's destination. Ontario Culinary Tourism Alliance (OCTA) says that culinary tourism "includes any tourism experience in which one studies about, appreciating, consuming, or spoiling foods and beverages that reflect local cuisine, the heritage, or culture of a place." In Malaysia, local cuisine needs to act as an important element in marketing initiatives to promote tourist destinations and is recognized as an important tourism product and experience (Jalis, 2017).

Food Heritage

Food inheritance is defined as a set of material and non-food elements of culture, which has been regarded as a common heritage or common good. This food heritage includes agricultural products, ingredients, cuisines, techniques, recipes, and food traditions. It also includes table manners, symbolic dimensions of food and look more in depth on material aspects, cooking artifacts, and table settings: utensils, and crockery (Tibere, 2013). From Malaysian perspective, it has been closely linked to classic and traditional food that is always prepared and eaten by all generations without major changes in the original flavor.

Wahid, Mohamed, and Sirat (2009) relate food heritage closely to classic and traditional foods that are prepared and eaten continuously by all generations without significant changes from native flavors. Food heritage can also be reflected in the environmental history, beliefs, ideologies, and food technologies of society in each era (Bortolotto & Ubertaini, 2018).

The Relationship Between Social Influence and Awareness of Food Heritage

The relationship between social influence and awareness of food heritage is closely related and significant because social influences such as peer pressure and social lifestyle will determine the level of a student's exposure to food heritage. According to Rashotte (2007), a change in an individual's beliefs, feelings, attitudes, or behavior due to encounters with another individual or group is referred to as social influence. Conformity, power, and authority are not the same as social influence. When an individual presents a particular perspective or conduct to adapt to a specific situation or to fulfil the expectations of others, even if he or she does not necessarily hold that opinion or believe that the action is appropriate, consistency happens.

The Relationship Availability and Awareness of Food Heritage

While many people are aware that healthy eating and being physically active are important, they are often constrained by their food environment, whether it is the availability of food at home or school or the wider availability of healthy food in stores near where they live (D'Angelo and D'Angelo 2019).

The Relationship Between Food Preferences and Awareness of Food Heritage

According to Poulain et al. (2015), each ethnic group has its own food culture, complete with traditional recipes and ingredients, dietary taboos, and limits, eating rituals, meal organization, and symbolic qualities of foods. Furthermore, according to Finkelstein (1998) and Rozin (1996), culture is one of the most significant impacts on what and how we consume since it is an integral component of a person's value system. Prescott, Young, O'Neill, Yau, and Stevens (2002) discovered that culture influences whether foods and nutritional elements are sensory acceptable. This process is shown by the development of culturally-distinct "flavours principles" (Rozin & Rozin, 1981). The relationship between food preferences and awareness of food heritage is significantly related as culture, customs, lifestyles, and eating habits will determine the student's exposure to food heritage.

Research Hypothesis

According to the research study, independent variables such as social impact, availability, and food preferences influence university students' awareness of food heritage. As a result, the study intended to investigate the amount of effect among these variables. Based on the literature reviewed, the hypotheses of this study were described as follows:

H1: There is a relationship between social influence and awareness of food heritage.

H2: There is a relationship between availability and awareness of food heritage.

H3: There is a relationship between food preferences and awareness of food heritage.

Research Framework

Figure 1 below shows the research framework used for this study.

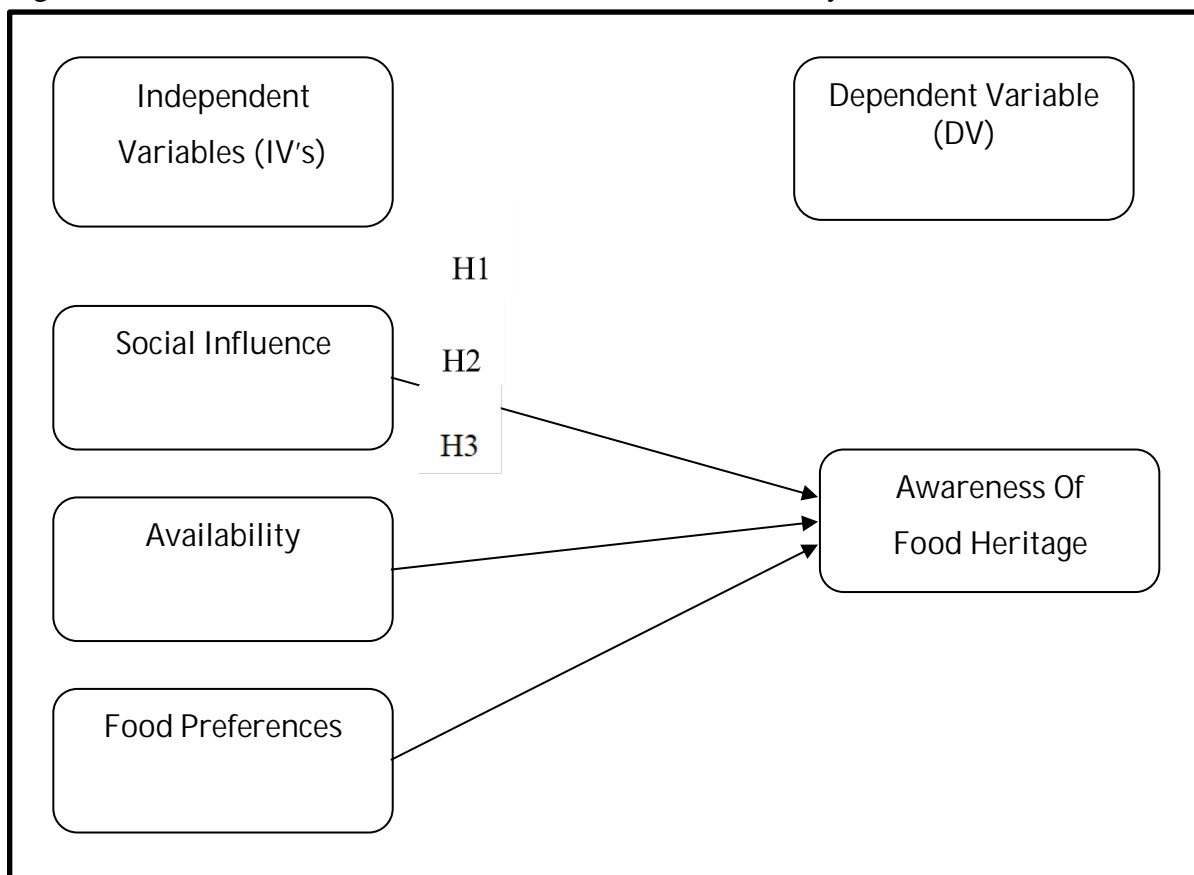


Figure 1: Research framework

METHODOLOGY

This chapter will reveal the research design of this study, population and sample size, sampling method, data collection procedure, research instrument, and data analysis.

Research Design

This study aims to investigate the awareness of food heritage among the young generation. This study used the quantitative method. The researcher used a questionnaire to collect the data from the public higher student universities in Malaysia. The developed questionnaires contain sections A, B, and C data. Each section asked about respondent demographic, dependent, and independent variables. This study uses a five-point Likert scale format for each unit ranging from 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree.

Data Collection

This study used a questionnaire for data collection. The researchers will conduct an online survey via Google Forms. The questionnaires will be distributed to students at local universities in Malaysia via WhatsApp, Facebook, and Instagram. Respondents will be local university students in Malaysia regardless of whether they live in an urban or rural community. Respondents will be asked a series of questions about heritage culture and food, and the questionnaire will test their knowledge about food heritage and their awareness through this survey. The purpose is to collect relevant and appropriate data to meet the study's research objectives.

Population and Sampling

In this study, the target population selected for this research is students in Malaysia. The researchers choose this population to investigate the awareness of food heritage among the young generation. For this study, the population included public higher university students in Malaysia aged between 18 to 35 years old and above. The sample of this study was 240 respondents from public higher university institutions in Malaysia.

The sampling method employed for this research project was non-probability sampling which is convenience sampling. The term "convenience sampling" refers to gathering data from parts of the population that are easily accessible. Convenience sampling was selected because this sampling is the best approach to obtain information quickly and efficiently in the exploratory phase of this research. The questionnaire was distributed online and on social media to the public higher institution students in Malaysia.

Data Analysis

Primary data is data acquired for the first time to discover a solution to a problem. Surveys, observations, experiments, questionnaires, focus groups, and interviews are all examples of primary data sources. The primary data for this study was gathered through a questionnaire that was distributed online via Google Form to 240 respondents since the researcher could not give the physical questionnaire to respondents to fill up due to Covid-19. There were four types of data analysis used in this study: frequency analysis, descriptive analysis, reliability, and validity test, and Pearson correlation analysis. The data obtained were analyzed by using SPSS version 27.

FINDINGS

Demographic Profile

A total of 240 sets of questionnaires had been allocated to the questionnaire platform. The data from Section A of the questionnaire contained questions about respondents' gender, age, religion, ethnicity, current education, and name of higher education institution among other demographic information.

Table 2: Respondents' demographic profile (n=290)

Demographic	Frequency	%
Gender		
Male	57	23.8
Female	183	76.3
Age		
18-22 years old	64	26.7
23-27 years old	172	71.7
28-32years old	2	0.8
33 years old and above	2	0.8
Religion		
Muslim	216	90
Buddhist	9	3.8
Hindu	8	3.3
Christian	7	2.9
Ethnicity		
Malay	209	87.1
Chinese	11	4.6
India	9	3.8
Others	11	4.6
Current Education		

Diploma	32	13.3
Degree	204	85
Master	3	1.3
PhD	1	0.4
Name Of Higher Education Institution		
UMK	147	61.3
POLITEKNIK	24	10
UMT	10	4.2
UITM	29	12.1
KOLEJ VOKASIONAL	3	1.3
UNIMAS	2	0.8
UTM	3	1.2
UUM	5	2.1
UPM	1	0.4
UMP	1	0.4
UNISZA	3	1.3
UPSI	1	0.4
UTEM	6	2.5
UNIMAP	2	0.8
UKM	1	0.4
UM	1	0.4
UMS	1	0.4
Best Define Of Malaysian Heritage Food Respondent		
Traditional food	108	45
Food passed down the generation	66	27.5
Food related to cultured background	41	17.1
Food during celebration	11	4.6
Food that contains original ingredients	5	2.1
Food using authentic cooking method	6	2.5
Food that commonly	3	1.3

Table 2 shows the profile of the respondent. Out of 240 respondents, the majority of the respondents were females with 183(76.3%) and male 57(23.8%). Meanwhile, in terms of age, 26.7% of them were 18-22years old, 71.7% of them were 23-27 years old and 0.8% of them were 28years old and above. In terms of religion, the majority were Muslim 90% and Buddhist (3.8%), Hindu (3.3%), last Christian (2.9%). Next, in terms of Ethnicity, the majority were Malay (87.1%), then Chinese (4.6%), Indian (3.8%), and others (4.6%). As for educational level, the majority were degree holders with (85%), other education is Diploma (13,3%), Master (1,3%), and Ph.D. (0.4%). The highest number of respondents came from University Malaysian Kelantan with 61.3%, and the rest came from other Universities. Lastly, respondents agreed that the best definition of Malaysian Heritage Food is Traditional Food with 45% agreeing with this statement.

Descriptive Analysis

The ‘middle’ approximation of the value distribution is the tendency of the center of the distribution. We used the mean and standard deviation for the independent and dependent

variables' central tendency. This research also analyzed the mean and standard deviation of parts B and C of the questionnaire to find out the social influence, availability, food preferences (independent variable), and awareness of food heritage among university students (dependent variables).

Table 3: Mean and standard deviation of items in each variable

Variables	Item description	Mean	Standard Deviation
Social Influence	I was influenced by people around me regarding which heritage food I should consume.	3.83	1.027
	I consumed Malaysian heritage food according to my friend's suggestion.	3.60	1.030
	I consume heritage food because people around me think that I should.	3.50	1.146
	I tend to consume heritage food because it went viral on the internet or social media.	3.78	1.076
Availability	Malaysian traditional food is easily available to me at anytime.	3.81	1.021
	I think Malaysian heritage food is mostly available during festivals.	4.25	0.890
	I can get Malaysian heritage food almost anywhere I go.	3.70	1.019
	It is easy for me to get Malaysian local food.	3.85	0.988
Food Preferences	I prefer to consume Malaysian heritage food.	4.08	0.814
	Compared to western or other kinds of foods, I would rather choose Malaysian traditional food.	4.05	0.936
	I am likely to eat Malaysian local food most of the time.	3.91	0.927
	I will choose heritage food for my meal.	3.93	0.919
Awareness of Food Heritage	I have knowledge about Malaysian heritage food.	3.89	0.853
	I have learned how to prepare local heritage food.	3.74	0.998
	I know the foods that represent Malaysian food.	4.15	0.822
	I know how to cook some Malaysian dishes.	3.82	1.017
	I have knowledge of ingredients in Malaysian traditional food.	3.77	1.011

Table 3 shows the mean and standard deviation for twelve statements under three independent variables and five statements under the dependent variable based on the survey involving 240 respondents. The highest mean value for the independent variables statement at availability was question 2 with 4.25, where the respondent agreed that Malaysian heritage food is mostly available during festivals. The lowest mean value was social influence in question 3 with 2.50, where the respondent agreed to consume heritage food because of the people around them. The highest mean value for the dependent variable statement on the awareness of food heritage was question 3 with 4.15, where the respondent agreed on the food that represents Malaysian food. The lowest mean value for the dependent variable at awareness was question 2 with 3.74, where respondents agreed they have learned how to prepare local heritage food.

Reliability Analysis

Reliability is a measure devoid of bias (error) that provides consistent measurement throughout time, and reliability determines many items in the instrument. In other words, a measure's dependability indicates the instrument's stability and consistency in measuring a concept, and it helps determine a measure's "goodness" (Sekaran & Bougie, 2016, p. 223). The result of reliability coefficient alpha for the independent variables and dependent variables. All the independents and dependent variables resulting in this research were reliable. The highest Cronbach's Alpha value in this study was awareness of food heritage (dependent variable) 0.886, and the strength of association was good. The second highest value was food preferences which was 0.857, and the strength of associations was good. Then, followed by social influences with 0.790, and the strength of associations is acceptable. The lowest value of Cronbach's Alpha in this study was availability which was 0.733, and the strength of associations was acceptable. Hence, we can conclude that each variable's entries were reliable.

Correlation Analysis

Pearson correction was used to test the relationship between social influence, availability, and food preferences towards awareness of food heritage. Whether there was a relationship between the independent variables (IVs) and the dependent variable (DV). Pearson correlation was used to measure the strength of the relationship between the independent variable and dependent variable depending on its correlation size (Hinkle, Wiersma, and Jurs, 2003).

Table 4: Pearson's Correlation Analysis

	Hypothesis	Results	Supported
H 1	There is a relationship between social influence and awareness of food heritage.	r = 0.352 p-value=<0.01	Yes
H 2	There is a relationship between availability and awareness of food heritage.	r =0.539 p-value= <0.01	Yes
H 3	There is a relationship between food preferences and awareness of h food heritage.	r = 0.649 p-value =<0.01	Yes

Table 4 shows three hypotheses which are the relationship between social influence, availability, food preferences, and awareness. The result for hypothesis H1 showed a low positive correlation with a value of .352**. the p-value of the social influence with awareness is .000 which was less than the very significant level of .001. Thus, there was a significant relationship between social influence and awareness of food heritage among students. Therefore, the hypothesis was accepted. Next, the result for H2 showed moderate positive with a correlation coefficient value of .539**. The p-value of the availability with awareness was .000 which was less than the significant level of .001. Thus, there was a significant relationship between the availability and awareness of food heritage among students. Therefore, the hypothesis was accepted. Lastly, food preferences was positively correlated with awareness, and they carried a moderate positive relationship of .649**. Since the significant levels of both variables werew 0.00, this showed that it was highly significant. H3 was proven and accepted, and the research objective was supported.

DISCUSSION & RECOMMENDATIONS

This research suggests that further studies can be carried out on other students no matter whether they are studying at government or private colleges because we could see whether there are any similarities in the findings. Furthermore, the current study mainly looks at how social influence, availability, and food preferences influence food heritage knowledge among Malaysian university students. Other critical relationships that also have a role in influencing food heritage awareness among university students may be overlooked in this study.

As stated in the opening chapter of this study, discussions are aimed at answering questions and addressing hypotheses. In summary, this research examined the awareness of food heritage among Malaysian university students. According to the study's findings, social influence, availability, and food preferences all influence student awareness of food heritage.

After that, the target range of university students will be broadened to include students from other institutions, such as private colleges. Researchers will be able to collect data more easily, and the number of samples available will increase.

Finally, instead of respondents answering a scaling questionnaire online, use an interview method or construct some open-ended questions for them. Researchers can receive a high response rate using the interview method, ambiguities can be explained and incomplete answers can be followed up on right away. As a result, this strategy can eliminate misunderstandings and improve study findings.

CONCLUSION

Finally, the purpose of this study was to determine the level of food heritage knowledge among Malaysian university students. Three independent factors, including social influence, availability, and food preferences, were chosen to be investigated to see their relationships with the dependent variable, which was food heritage awareness among Malaysian university students. A total of 240 respondents, aged 18 and above were selected from all Malaysian states to assess their understanding of food heritage knowledge. All of the reliability tests revealed that the respondent understood and completed the questionnaire correctly, implying that the questionnaires were accepted for this study. This study aims to better understand the relationship between social influence, availability, and food preferences among Malaysian university students. The findings of the research goals, which look into the relationship between social influence, availability, and food preferences among students, have been acknowledged.

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