



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars. In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lecturers, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality 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 used in the future researcher and industries players in the future.

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Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

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It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 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 and 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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FACTOR INFLUENCING TOURIST SATISFACTION WHILE TRAVELING AMONG STUDENTS AT UNIVERSITI MALAYSIA KELANTAN

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ABSTRACT

This study intends to investigate how amenities, attractions, and destination perception affect traveller satisfaction among students at Universiti Malaysia Kelantan. Students at the Universiti Malaysia Kelantan city campus received surveys. Using SPSS version 25, 135 data points were collected and subjected to descriptive analysis, reliability testing, and correlation testing. According to the study, there was a strong relationship between tourist satisfaction and attractions, amenities, and destination image. Future research might explore different variables, employ qualitative methodologies, and broaden the population under study.

Keywords: Attraction, Facilities, Destination Image & Tourist Satisfaction

INTRODUCTION

The tourism sector is significant because it contributes significantly to the economies of both emerging and wealthy nations. The term "tourism" has undergone significant change over the past few decades (Vanhove, 2005). It is now widely acknowledged that it encompasses a dynamic transitory aspect (temporary travel), a static element (staying in a particular location aside from the tourist's regular place of employment and abode), and financial repercussions (facilities and services offered). According to a recent definition from UNWTO (2003), tourists are "people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business, or other purposes not related to the exercise of an activity remunerated from within the place visited."

Significant of The Study

The goal of this study is to examine the relationship between creative work behavior and satisfaction, specifically organisational citizenship behavior and satisfaction of tourists and innovative work behavior and performance at work. For tourist journeys, researchers have examined tourism satisfaction in a variety of ways. This study's primary objective is to find parameters that influence consumer satisfaction with pre-tourism product components. This study employs a quantitative approach, using several data processing tests to demonstrate the validity of the hypothesis. The study's findings also indicate that many travellers from all main groupings of nations find the service level adequate.

LITERATURE REVIEW

Attraction

According to Suanmali (2014), an attraction is anything or everything that pulls tourists to a certain location. Examples of tourist attractions include natural attractions, cultural attractions, and leisure pursuits. According to Lascu et al. (2018), a site's popularity in the eyes of visitors is influenced by its attractions. These attractions include features of the natural world, such as breathtaking river views, parks, roads, underground formations and tunnels, and picturesque mountain and valley panoramas. Another type of attraction is entertainment and events, such as Western musicals, plays,

exhibits, cultural events, festivals, nightlife, and entertainment. This category may also include historical landmarks like historical, heritage, and antique buildings (Rajesh, 2014).

Facilities

The broad variety of elements in a location that support and enable the expansion of the tourist business is referred to as facilities (Swarbrooke and Horner, 2001). Numerous viewpoints on the significance of infrastructure, tourist infrastructure, and recreational amenities have been highlighted in the literature. Hansen (1965) views infrastructure as a blend of economic and social overhead capital, much as Mera (1973). In contrast to economic capital, social capital emphasises developing human capital, particularly through publicly sponsored social services. Roads, bridges, and other productive endeavours are supported by economic capital. Using public health and education as examples. It refers to all the services visitors utilise before, during, and after their visits, according to Lohmann and Netto (2017).

Destination Image

They concluded that analysing images only in terms of lists of attributes would not accurately capture the multidimensionality of ideas, and they recommended understanding images as consisting of components from three categories: attribute/holistic, functional/psychological and common/unique. As a result, some include new image components and produce more thorough builds. For example, Baloglu and Brinberg (1997) use a broad term from several authors: Image consists of people's thoughts, ideas and impressions about places or travel destinations. Crompton's formulation (1979) includes aspects of the emotive component, cognitive awareness, and simple evaluation.

Tourist Satisfaction

Tourist satisfaction is often defined as travellers' favourable evaluations of their travel experiences, whereas travellers' irritation with their travel experiences is conveyed in negative reviews (Xu & Li, 2016). The outcome of a tourist's trip experiences at the destination is whether or not they met or exceeded their pre-trip expectations. Similarly, Chiu, Zeng, and Cheng (2016) asserted that "tourist satisfaction" relates to how visitors evaluate their prior views and expectations. When visitors' impression surpasses their initial expectations, they feel satisfied.

Research Hypothesis

There is no formal hypothesis, and it is possible that the study's goal is to explore a particular subject thoroughly to produce a particular hypothesis or prediction that can be verified in subsequent investigations. An investigation may contain one or more hypotheses. The hypothesis of this research:

H1: There is a relationship between attraction and tourist satisfaction among Universiti Malaysia Kelantan students

H2: There is a relationship between facilities and tourist satisfaction among students at Universiti Malaysia Kelantan

H3: There is a relationship between destination image and tourist satisfaction among students at Universiti Malaysia Kelantan

Research Framework

The three factors that make up the independent variable that will be proposed are attraction factor, accessibility factor, and destination image factor is a factor influencing tourist satisfaction while travelling among students at Universiti Malaysia Kelantan.

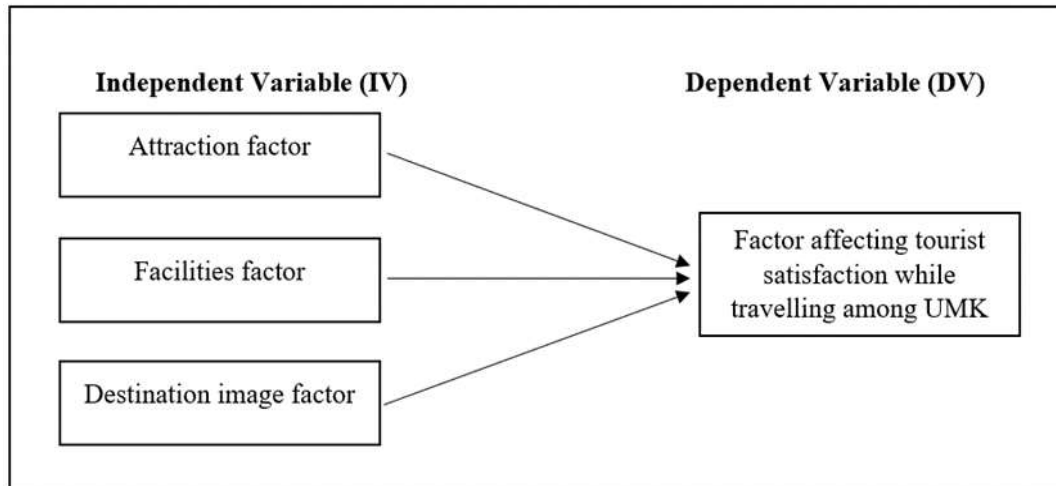


Figure 1: Conceptual Framework

METHODOLOGY

It is defined as using research information while applying something to a planned outcome. The research process, data collection techniques, sampling plan, and presented work form a large part of the analytical approach. From the above statement, it can be concluded that what conveys the definition of research is a methodical and objective effort to gather or collect correct and useful facts. The process of reviewing and researching studies systematically and fairly is known as methodology.

Research Design

The conceptual model that this study proposes adequately describes the perception of quality destinations in tourist satisfaction by combining multiple research models. The link between gender and visitation frequency will affect both of these characteristics, which is another crucial issue to take into account.

Data Collection

Primary data, or information acquired directly from sources by researchers utilising an online survey, will be used in the research project to gather data. In this study, respondents were given questionnaires to complete in order to gather primary data. The survey, usually referred to as an online questionnaire, will be disseminated online.

The purpose of this analysis was stated in the covering letter included with the form that was distributed to the respondents. As a result, respondents can understand the motivation and purpose of this study, allowing them to generate more accurate data. The questionnaire was distributed to 100-350 respondents of tourist satisfaction while traveling.

Sampling

This random sampling method refers to the collection of information to participate in research studies from members of the population (Sekaran, 2009). Therefore, by using random sampling, the number of people is large, including all individuals. Random sampling method was used for sampling in this study.

This study simulates the relationship between tourist satisfaction and destination attributes and looks at the extent to which emotional involvement mediates between tourist satisfaction and destination attributes. Studies have examined the antecedents of the consequences of tourists' satisfaction with their chosen destination.

Data Analysis

This study simulated the factor affecting tourist satisfaction while travelling among UMK students. The findings revealed that attraction factors, accessibility and destination image factor influenced tourist satisfaction directly and indirectly.

FINDINGS

Demographic analysis

Demography is the study of populations, including their size, composition, and changes across time. It is relevant in this context because it has to do with counting births, deaths, emigration, and other significant occurrences that directly affect population fluctuations and, in turn, have an impact on factors like age distribution and population size and composition. There are numerous ways to get information and data about visitor pleasure. The relationships between demographic characteristics like age and life-changing occurrences like births or socioeconomic variables that affect these occurrences like the effect of fertility rates on the degree of child dependence on the working population and demand for educational services are some other issues in demographic analysis.

GENDER/JANTINA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female/Perempuan	96	61.9	61.9	61.9
	Male/Lelaki	59	38.1	38.1	100.0
	Total	155	100.0	100.0	

RACE/BANGSA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese/Cina	5	3.2	3.2	3.2
	Indian/India	5	3.2	3.2	6.5
	Malay/Melayu	134	86.5	86.5	92.9
	Other/Lain-lain	11	7.1	7.1	100.0
	Total	155	100.0	100.0	

AGE/UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 year old/21-25 tahun	103	66.5	66.5	66.5
	21-30 year old/21-30 tahun	35	22.6	22.6	89.0
	26-30 year old/26-30 tahun	5	3.2	3.2	92.3
	31-35 year old/31-35 tahun	4	2.6	2.6	94.8
	31-40 year old/31-40 tahun	1	.6	.6	95.5

35 year old and above/35 tahun dan keatas	2	1.3	1.3	96.8
Less than 20 year old/kurang dari 20 tahun	5	3.2	3.2	100.0
Total	155	100.0	100.0	

MARITAL STATUS/STATUS PERKAWINAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married/Berkhawin	11	7.1	7.1	7.1
	Single/Bujang	144	92.9	92.9	100.0
	Total	155	100.0	100.0	

EDUCATIONAL LEVEL/PERINGKAT PENDIDIKAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor of Degree/Sarjana Muda	133	85.8	85.8	85.8
	Diploma	15	9.7	9.7	95.5
	Doctor of Philosophy/Doktor Falsafah	5	3.2	3.2	98.7

Secondary School/Sekolah Menengah	2	1.3	1.3	100.0
Total	155	100.0	100.0	

Descriptive analysis

To highlight the most important aspects of the data in an organisation, a descriptive statistic is utilised. There are enthralling insights that are divided into proportions of local predilection and proportions of inconstancy. Local propensity proportions are made up of mean, median, and mode, whereas fluctuation proportions are made up of standard deviation, change, base and most extreme variables, kurtosis, and skewness.

Data must be studied with these purposes in mind since, in the eyes of the content analyst, they are representations of meanings expressed through texts, images, and other expressions rather than actual events (Krippendorff, 2004).

DV: Tourist Satisfaction

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think there are a lot of tourism places around Malaysia/Saya rasa terdapat banyak tempat pelancongan di sekitar Malaysia	155	1	5	4.45	.968
I think the price of traveling is cheap for me/Saya rasa harga melancong adalah murah bagi saya	155	1	5	3.37	1.038

I prefer to use my time in good way like traveling/Saya lebih suka menggunakan masa saya dengan cara yang baik seperti melancong	155	1	5	4.05	.963
I travel because want to release stress/Saya melancong untuk menghilangkan rasa stress	155	1	5	4.20	.929
Information from mouth-to-words influences travel for me/Maklumat dari mulut ke perkataan mempengaruhi perjalanan untuk saya	155	1	5	3.94	1.064
Valid N (listwise)	155				

IV1: Attraction

Descriptive Statistics

N	Minimum	Maximum	Mean	Std. Deviation
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Promoting attraction via social media such as Instagram, Twitter and WhatsApp attract me to travel/Mempromosikan tarikan melalui media sosial seperti Instagram, Twitter dan WhatsApp menarik saya untuk melancong	155	1	5	4.43	.868
Cultural differences make me want to know them and visit them/Perbezaan budaya membuatkan saya ingin mengenali mereka dan melawat mereka	155	1	5	4.27	.892
I choose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot/Saya memilih sesuatu destinasi itu kerana kualiti alam semesta yang tinggi, yang menjadi tarikan utama pengunjung apabila memilih tempat percutian	155	1	5	4.28	.930

I travel because i am attracted to historical places/Saya melancong kerana saya tertarik dengan tempat bersejarah	155	1	5	4.03	.980
I think food is one of the factors I prefer to travel/Saya rasa makanan adalah salah satu faktor saya lebih suka melancong	155	1	5	4.31	.951
Valid N (listwise)	155				

IV2: Facilities

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
There are many good facilities for traveling/Terdapat banyak kemudahan fasiliti yang baik untuk melancong	155	1	5	4.04	.973
I did a survey for convenience in social media before traveling/Saya membuat tinjauan untuk kemudahan fasiliti pelancongan dalam media sosial sebelum melancong	155	1	5	4.26	.933

Facilities are important for comfort when on vacation/Kemudahan fasiliti di tempat percutian penting untuk keselesaan ketika bercuti	155	1	5	4.45	.913
I think a comfortable facility is one factor while traveling/Saya rasa kemudahan fasiliti yang selesa adalah salah satu faktor semasa melancong	155	1	5	4.43	.918
Various facilities make me attractive to travel/Pelbagai kemudahan membuatkan saya menarik untuk melancong	155	1	5	4.42	.829
Valid N (listwise)	155				

IV3: Destination Image

Descriptive Statistics

N	Minimum	Maximum	Mean	Std. Deviation
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I would be proud to tell other people about Malaysia/Saya akan berbangga untuk memberitahu orang lain tentang Malaysia	155	1	5	4.52	.792
In general, i have a great perception of the value of my holiday in Malaysia/Secara umumnya, saya mempunyai persepsi yang hebat tentang nilai percutian saya di Malaysia	155	1	5	4.34	.877
Malaysia has clean and organized beaches/Malaysia mempunyai pantai yang bersih dan teratur	155	1	5	3.94	1.017
Malaysia has freash and oxygen-rich air/Malaysia mempunyai udara segar dan kaya dengan oksigen	155	1	5	4.08	.993
Good variety of plant and animals/Pelbagai haiwan dan tumbuhan yang baik	155	1	5	4.28	.881
Valid N (listwise)	155				

Reliability analysis

A reliability system is used to assess a system's stability and overall performance over a specified time frame and under various distinct testing scenarios. The Cronbach Alpha reliability coefficient, which estimates the Cronbach Alpha coefficient, is validated in order to obtain and gain the reliability of the tourist satisfaction measurement, indicating that an instrument is impartial and ensuring that it is consistent to measure various items at various times.

Variable	Cronbach's Alpha	No of Item	N
Tourist Satisfaction	0.828	5	155
Attraction	0.908	5	155
Facilities	0.906	5	155
Destination Image	0.893	5	155
All Variable	0.937		155

Pearson correlation

The temporary correlation coefficient of the product was also known as the Pearson correlation tourist attraction. It is represented by r in a sample. Following that, a sample of the population was taken and described. With a non-unit scale, a value between 1 and +1 will be utilised to determine the coefficient. When the positive correlation coefficient had a positive sign, the positive correlation was also present. If the correlation coefficient was negative, there would have been a negative correlation (Philip, 2012).

Hypothesis	Pearson's correlation results
H1: There is a significant relationship between attraction and tourist satisfaction.	$r = 0.652, p < 0.01$ Moderate
H2: There is a significant relationship between facilities and tourist satisfaction.	$r = 0.629, p < 0.01$ Moderate
H3: There is a significant relationship between food related motivation and food satisfaction	$r = 0.408, p < 0.01$ Low

DISCUSSION AND RECOMMENDATION

The facilities variable had the highest mean value in the descriptive analysis for the independent variables, at 4.3187, followed by the attraction variable at 4.2619. Destination image 4.2310 had the lowest mean value among the independent factors. The dependent variable's mean value was 4.0013. It may be concluded that amenities affected UMK students' traveller satisfaction.

The researchers used the Correlation Analysis to gauge the linear relationship between the two variables designated as the study's goals. The correlation for hypothesis 1, which refers to facilities, is 0.652 (moderately positive). The correlation value for proposition number two, which is about attraction, is 0.629, which is somewhat positive. The correlation result for hypothesis three, which is the destination image, is 0.408 (low positive).

Since this study solely focused on UMK students, it proposes that more research may be done generally on non-specialized visitors vacationing in Malaysia to determine if there are any common findings. If this study were to be conducted on international visitors to Malaysia, the findings could be different. Therefore, in addition to UMK students, there are international visitors who will respond to the questionnaire. Additionally, just three factors that affect how Malaysian tourists behave are the subject of the current study. Other significant factors do, however, illustrate how Malaysian visitors behave. Future researchers will be able to suggest new variables, such as economic factors, to include fresh information into their research. There are just 155 samples in this study, hence the market can be deemed tiny. The amount will be enough and acceptable, and a bigger sample size can be utilised to organise the millions of domestic visitors from Malaysia, claim Krejcie & Morgan (1970). Therefore, future researchers should expand their sample size in order to improve the study's accuracy and dependability.

CONCLUSION

In order to better understand how students from Universiti Malaysia Kelantan perceive their travel experiences, this survey was done. Important variables (independent variable), such as attractions, amenities, and destination image, have an impact on tourist satisfaction (dependent variable) among students at Universiti Malaysia Kelantan. To gather all data and facts, researchers also employ a quantitative technique. The findings of the questionnaire survey were examined using a number of techniques, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The results from the previous chapter and all the data from the questionnaire were examined using the statistical programme SPSS 25 (Statistical Package for the Social Science). This programme was chosen by the researchers because it made it simple to obtain all the results. Additionally, this study offers shortcomings and suggestions that could be helpful for future investigations.

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