

# E-PROCEEDING HOTWEC 7.0

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

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# **TOURIST SATISFACTION TOWARDS BEACH TOURISM IN PANTAI CAHAYA BULAN KOTA BHARU, KELANTAN.**

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## **ABSTRACT**

*The industry of tourism plays a significant role in the nation's economic development and revenue generation which is an area's topography plays a significant role in whether or not it attracts tourists and in the state of Kelantan, there is a district called Pantai Cahaya Bulan. The determination of this study is about the tourist satisfaction towards beach tourism in Pantai Cahaya Bulan. This research takes place at Pantai Cahaya Bulan in Kelantan, which is to find out more about the geography factor, environmental surrounding, and tourist perception among domestic tourists who visit Pantai Cahaya Bulan. The excellent natural beach conditions that have drawn visitors from other states to our nation make beach tourism one of the industry's special draws. The objective of this study is to examine the relationship between geography factors, environmental surroundings and tourist perception towards beach tourism in Pantai Cahaya Bulan. Data will be collected through a questionnaire survey using convenience sampling and will be analyzed by the IBM Statistical Package for Social Science (SPSS). The findings of this study will indicate the tourist attribute that focuses on geography factor, environmental surrounding, and tourist perception in Pantai Cahaya Bulan.*

Keywords: Beach Tourism, Tourist Satisfaction, Perceived Value, Visitor Perception, Environment Surrounding.

## **INTRODUCTION**

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This study's introduction is covered in the first chapter, which also provides a number of measurements on the study's background, issue statement, research questions, and objectives as well as its scope, importance, report structure, and summary. Beach tourism is one of oldest types of travel in existence. It is a popular type of travel both domestically and internationally. Contrary to popular belief, leisure and tourism play a crucial role in the growth of beaches' allu attraction to the beach. Although it seems that the 3 (sea, sun and sand) attract people to the beaches, research has shown the importance of the physical characteristics of the beaches. Large day trippers on trains, vacationing families, and other foreign tourists are presently driving one of the most well-liked forms of tourism. These trends have also extended to warmer beaches. Today's developed beach tourism, where an upscale lifestyle reflects the enjoyment of sun, sea and surf, is a relatively new but highly successful concept. This research takes place at Pantai Cahaya Bulan in Kelantan, one of the beaches in Kota Bharu Kelantan. A survey is conducted among tourists in Pantai Cahaya Bulan to find out their attitude

toward beach tourism. There were three objectives of this research. This type of recreation in coastal resorts does not necessarily come from an inescapable attraction to the beach. Although it seems that the 3 (sea, sun and sand) attract people to the beaches, research has shown the importance of the physical characteristics of the beaches. Large day trippers on trains, vacationing families, and other foreign tourists are presently driving one of the most well-liked forms of tourism. These trends have also extended to warmer beaches. Today's developed beach tourism, where an upscale lifestyle reflects the enjoyment of sun, sea and surf, is a relatively new but highly successful concept. This research takes place at Pantai Cahaya Bulan in Kelantan, one of the beaches in Kota Bharu Kelantan. A survey is conducted among tourists in Pantai Cahaya Bulan to find out their attitude toward beach tourism. There were three objectives of this research:

- i. To evaluate the relationship between geography factors toward beach tourism in Pantai Cahaya Bulan Kota Bharu, Kelantan.
  
- ii. To investigate the relationship between environmental surroundings toward beach tourism in Pantai Cahaya Bulan Kota Bharu, Kelantan.
  
- iii. To determine the relationship between tourist perception towards beach tourism in Pantai Cahaya Bulan Kota Bharu, Kelantan.

## **SIGNIFICANCE OF THE STUDY**

The importance of this study is that high visitor satisfaction is an effective marketing tactic. Tourists who are happy with their experiences are more inclined to tell others about them, resulting in positive word-of-mouth advertising. In addition to drawing more visitors and encouraging traveller loyalty, their happiness enhances the reputation and image of the place. Next, the local and national economies of many beach resorts are significantly influenced by tourism. Satisfied visitors are more likely to spend more on lodging, dining, shopping, and leisure pursuits, boosting local companies' profits. Maximising the financial advantages of beach tourism can be achieved by understanding the elements that affect visitor happiness. Tourists that are satisfied are more inclined to stay put and come back frequently. Tourism businesses can determine the elements that encourage return visits by looking at their satisfaction levels, such as the standard of the beach, cleanliness, safety, friendliness, and recreational options. Using this information, they can create plans to keep current customers and develop lasting connections with them. Studies on visitor satisfaction with beach travel offer additional insights into the effects of tourism on the environment and culture. Destinations may apply sustainable tourism practices, minimize negative effects, and conserve their attractions for future generations by learning how satisfied tourists are with sustainability practices, the preservation of natural resources, and respect for local cultures.

## **LITERATURE REVIEW**

Weather, water quality, lodging, landscape, and safety are just a few of the variables that have frequently been looked at in research on visitor satisfaction at beach resorts (Alegre and Cladera, 2006; Kozak, 2001; Yoon and Uysal, 2005). Recently, research on the significance of amenities and recreation in the visitor experience has begun (Frampton, 2009; McKenna et al., 2011; Williams and Micallef, 2009).

Because beach tourism and recreation have grown to be a significant contributor to the Gross Domestic Product (GDP) of many countries, visitor dissatisfaction with a beach can result in tourism decreases and economic loss. Facilities and leisure must also be included, according to Frampton (2009) and Klein and Dodds (2017b), in order to achieve comprehensive beach management.

### **Research Hypothesis**

Places like Pantai Cahaya Bulan, for example, are accessible to tourists. This is done so that visitors can see what makes Pantai Cahaya Bulan unique. As a natural environment, Pantai Cahaya Bulan is accessible at any time. Pantai Cahaya Bulan is frequently visited. As a result, the following served as the study's first hypothesis:

H1

There is a significant relationship between tourist satisfaction and tourist perception towards beach tourism in Pantai Cahaya Bulan, Kota Bharu Kelantan.

H2

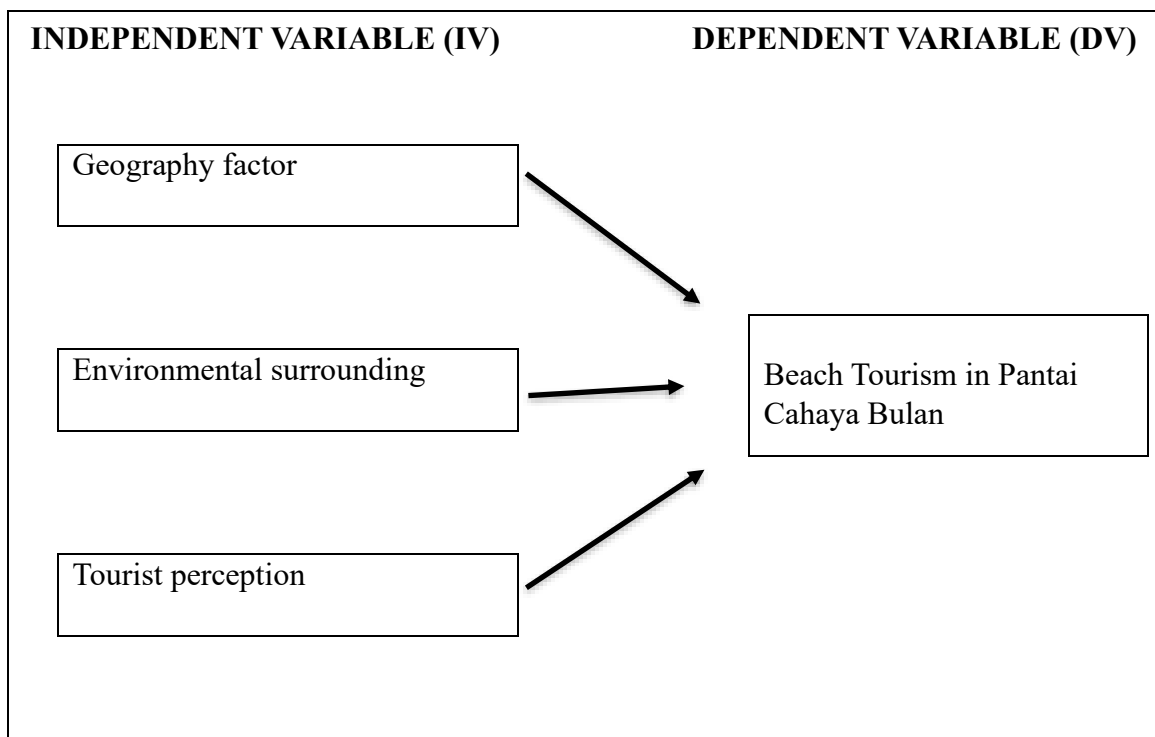
There is a significant relationship between environmental surroundings and tourist perception towards beach tourism in Pantai Cahaya Bulan, Kota Bharu, Kelantan.

H3

There is a significant relationship between geography factor and tourist perception towards beach tourism in Pantai Cahaya Bulan, Kota Bharu, Kelantan.

### Research Framework

The Figure 1 below shows the research framework use for this study



### METHODOLOGY

#### Research Design

For this study, the researcher will use a quantitative method. The quantitative approach is seen to be the most effective and used to collect the study's main data. Every organization needs quantitative

analysis to design ways to grow. A population is the collective group of individuals about whom we desire to render judgment. A sample is a specific group from whom we will collect data. Every time, the sample size is smaller than the whole population. To finish the study, a sample from the target population might be chosen. The study's target population consisted of visitors to Kelantan during the past three years. The survey targeted both domestic and international visitors who had been to Pantai Cahaya Bulan, and those who responded to the questionnaire had to be at least 19 years old. Our target population consisted of 384 domestic tourists.

### **Data Collection**

The major data source for this study was a questionnaire survey that was utilized to gather information from survey participants. Since we need a lot of data from a lot of individuals, questionnaires let us collect data quickly. The survey we used in this study offers a financial advantage. The questionnaire was made using a free Google form, making it far less expensive than alternative methods. The dependent and independent variables are used to split the set questionnaire into portions. Their names won't be used or kept a secret in this study in order to protect the respondents' identities. This is particularly true for quantitative data, which can result in databases that are more effective and efficient. We were able to find pertinent papers, dissertations, journals, and reports linked to the research online, making it possible for us to get the information more swiftly and affordably.

### **Sampling**

Due to the fact that samples are not chosen at random, the researcher will employ the non-probability technique. 384 tourists who have visited Pantai Cahaya Bulan are among the respondents. The non-probability convenience sampling strategy was selected to gather data for the report since it is quicker to locate the required data this way. This sample method is also simple to utilise and doesn't cost anything for this research. Visitors to Pantai Cahaya answered the questionnaire as respondents. They were chosen for this poll so that researchers could examine how satisfied they were with Pantai Cahaya Bulan. The questionnaire's respondents were chosen, and all data were gathered based on their responses.

### **Data Analysis**

These specialized methods for evaluating data include descriptive analysis, reliability testing, and inferential statistics. In quantitative data analysis, datasets are analysed statistically, mathematically, or numerically using computer and statistical techniques. Due to its usability and cutting-edge computing and data processing capabilities, IBM SPSS Statistics software was used to analyze the

survey results. The use of SPSS in the study helps to achieve the research objectives and helps to process the data that has been obtained. To examine the number of replies per question, the valid % (the percentage when missing data is omitted from the computations), and the cumulative percentage, we first enter all of our data into the SPSS application (Verma, J. P. 2012).

## **FINDINGS**

### **DISCUSSION AND RECOMMENDATION**

An effective research method for examining tourists' happiness with beach travel is a longitudinal study. Using this technique, researchers can gather data over a long period of time, examining changes and trends in tourists' levels of satisfaction as well as factors that affect their experiences. Longitudinal research starts by measuring visitor satisfaction at the outset. To gauge the first levels of satisfaction among beachgoers, researchers perform questionnaires or interviews. This serves as a baseline for comparisons made across the course of the research. Data collection is done over a period of months or years, often, for longitudinal investigations. When tourists visit the beach, researchers can occasionally administer questionnaires or conduct interviews with them. This makes it possible to gauge people's levels of satisfaction throughout their encounters.

Improving the local public amenities is crucial if it is to attract more tourists to visit Pantai Cahaya Bulan. Here's a thorough description of how improving basic services for the general people might draw more tourists. It is essential to improve the area's infrastructure around Pantai Cahaya Bulan. This includes enhancing parking facilities, guaranteeing efficient transportation to and from the beach, and enhancing road networks. Tourists may reach the area more easily thanks to handy transportation alternatives and well-maintained roadways. If Pantai Cahaya Bulan wants to draw in more visitors, it is imperative to upgrade the neighborhood's public amenities. Here is a detailed explanation of how enhancing fundamental services for the general public could increase tourism. The infrastructure in the area surrounding Pantai Cahaya Bulan must be improved. This includes ensuring prompt access to and from the beach, and improving road systems. Thanks to practical transit options and well-kept roads, tourists may access the area more readily.

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## **CONCLUSION**

The findings of the questionnaire survey results are analysed using a variety of methods, including descriptive and inferential analysis.(2016) Taherdoost. Next, using the Statistical Package for the Social Science (SPSS) version 29 software programme, the findings from the preceding chapter and all of the questionnaire data were examined. The researchers utilised this software because it makes it simple to obtain results, including those of descriptive analyses and reliability tests. Last but not least, a final summary and conclusion based on the data analysis. All of the given hypotheses (H1, H2, and H3) are accepted for this study.

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# **Awareness and Knowledge of Social Protection Among Gig Economy Workers in Kota Bharu, Kelantan.**

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## ***ABSTRACT***

*This study was conducted to analyze the awareness of social protection among the gig economy workers Kota Bharu, Kelantan. The primary purpose of this research is to examine the knowledge of social protection of gig economy workers in Kota Bharu, Kelantan. The selected qualitative analysis approach and the data collection method used was a personal semi-structured interview and eight respondents were involved. That is the main source of data used in the data collection method for this research. It is the easiest way to collect and gather the honest information from respondents for this research paper. The number of respondents is eight food delivery riders in the personal semi-structured interviews. Thus, this study can help other researchers in the future when they want to examine the knowledge of social protection of gig economy workers in Kota Bharu, Kelantan.*

**Keywords: Awareness, Knowledge, Social Protection, Gig Economy, Kota Bharu**

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## **INTRODUCTION**

In a gig economy, independent workers are hired by business to fulfill temporary tasks rather than filling permanent positions. Transactions are task-ached, and the service industry employs the majority of people. Furthermore, signing long-term contracts is optional for the employees. Other names for the gig economy include peer, network, and on demand economies. On the surface, e-hailing and start-ups are critical in the gig economy. It compels many people to look for other jobs, especially in the gig economy. One of the best ways for unemployed people to make extra money or temporary income while they wait for permanent employment or for their country's economy to revive is through the gig economy platform. An autonomous or short-term contract labor market known as the "gig economy" is one in which individuals work for themselves and are aided by digital technologies.

Advertising by companies in the gig economy ecosystem is gaining popularity. P-hailing companies are creating various job opportunities, such as part-time advertising positions, contracts, and economic gigs during the Movement Control Order (MCO) period. The P-Hailing industry, similar to mushrooms sprouting after rain, has experienced significant growth due to