



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.

Ataul Karim Patwary, PhD

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 That Builds Youth's Intention To Do Adventure Tourism In Kelantan

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ABSTRACT

Adventure tourism is the migration of individuals from one place to another outside their comfort zone for exploration or travel to remote, exotic, and sometimes violent regions. Regardless of the poor economic circumstances that may be leading more young people to abandon adventure tourism. Since most of them are studying and some of it still new at work, they don't plan to spend their money on adventure tourism because there are more focused on saving money for their future, like buying a house, or car, or getting married and many more. This study aims to examine the relationship between place attraction, facilities and environmental education on youth's intention to do adventure tourism in Kelantan. To ensure the intention is guaranteed, a research method is conducted quantitatively. A total of 161 respondents participated to answer all question in this survey. Facilities received the highest mean score of 4.410 in data analysis and finding, indicating that this is the most important factor.

Keywords: Adventure Tourism, Place Attraction, Facilities, Environmental Education, Youth's Intention

INTRODUCTION

This study focused on the factors that build youth's attention to do adventure tourism activities in Kelantan. The first chapter comprises the study's context, problem statement, research aims and questions, scope of investigation, significance of study (including practical and theoretical contribution), definition of words, and a summary of the entire chapter one.

SIGNIFICANCE OF THE STUDY

Adventure Tourism

Adventure tourism, as defined by the Adventure Travel Trade Association (ATTA), refers to a type of vacation that incorporates physical activity, engagement with the natural environment, and cultural immersion. In contrast to previous definitions and debates, which focused on the notion of risk, the discussion on the importance of risk has been deemed unproductive. Although risk has been a

prominent aspect in earlier literature reviews, the argument regarding its role in adventure tourism experiences continues. In his work, Buckley (2012) suggests a conceptual approach that considers the concept of 'rush' to analytically demonstrate that while danger holds significance, it is not the primary factor in adventure tourism experiences.

LITERATURE REVIEW

Place Attraction

Place attractions play a crucial role in tourism as they serve as the driving factors that attract visitors. These attractions encompass a wide range of natural and cultural locations, historical sites, monuments, zoos, game reserves, aquaria, museums, art galleries, gardens, architectural landmarks, theme parks, sports facilities, festivals, events, wildlife, and people. According to Lew (2000), any element that is labeled and promoted as an attraction within a tourism system becomes one. There are three main types of place attractions: natural, man-made, and special events. Natural attractions are inherent features of a location that occur naturally and can be found worldwide (Boniface et al., 2020). On the other hand, man-made attractions are specifically designed for tourism purposes, either originally or repurposed from their original function (Camilleri, 2018). Purpose-built place attractions are designed explicitly with tourism in mind. Sports activities are highly popular tourist attractions, and they can be classified into three types: spectating, participation, and stadium tours. Special events come in various forms and sizes, offering limitless possibilities for creating unique experiences. Examples of special events include markets, festivals, parades, exhibits, and entertainment venues. For instance, an entertainment establishment that tourists enjoy visiting can be considered a special event (Pearce & Wu, 2018). These events can vary in size, ranging from large to small, and they can be permanent or temporary structures. Some entertainment venues may serve multiple purposes or have been repurposed for their current tourism-related function.

Facilities

Tourism is created when the service element is combined with one of the other three factors: attraction, housing, or transportation (Provotorina et al., 2020).). As a result, one of the fundamental components of tourism is facilities, including pull factors. In other terms, it is the spirit or core of tourism. Travelling by bus or train, for example, is not tourism. It includes the services of reservation, booking, ticketing, and information provision. Facilities are all of the services and facilities that are required to make guests feel at ease when travelling. These include lodging, various forms of entertainment,

picnic spots, leisure, information and communication, and sightseeing possibilities. They encompass a wide array of facilities, such as arts, music, dance, restaurants, bars, shopping outlets, sports facilities, swimming areas, relaxation spots, food options, healthcare services, and communication resources. These amenities contribute to the overall experience of travelers and facilitate their enjoyment during their journeys.

Environmental Education

Environmental Education (EE) is a transformative process that enables individuals to develop an awareness of their surroundings and acquire knowledge, skills, values, experiences, and the motivation to address current and future environmental issues (Hadjichambis & Paraskeva, 2020). It aims to foster attitudes, motivations, and commitments that lead to informed decision-making and responsible action-taking. This is achieved by enhancing people's understanding and awareness of the environment and its challenges, cultivating the necessary skills and expertise to tackle these challenges, and promoting attitudes, motivations, and commitments to take proactive measures. The goal of EE is to cultivate informed citizens who possess knowledge about the biophysical environment and its associated challenges. They are equipped with the capacity to contribute to the resolution of these problems and are motivated to work towards their mitigation. EE should provide a holistic, lifelong education that is responsive to the ever-changing world, providing an understanding of the critical issues facing the modern world. It also equips individuals with the necessary skills and qualities to make positive contributions to enhancing quality of life and safeguarding the environment, while upholding ethical principles.

Intention To Do Adventure Tourism

The intention is a good substitute for motivation-related factors, as it is a plan or motivation to act. According to Tapar, Dhaigude, & Jawed (2017) The likelihood of improved performance is determined by the degree of intent for a specific behaviour. It is a mental state where a person has chosen a course of action when they have an intention, and those that are successful carry through the planned course of action, while those that are failed do not. According to Sherran & Webb (2016) Intentions are what people tell themselves to do to get the desired results. Intentions are what people tell themselves to do in order to get the results they want, and interventions that support public health,

energy conservation, educational goals, and organisational outcomes typically rely on frameworks that view intentions as a key determinant of behaviour change.

Research Hypothesis

The hypothesis of this reserach is to find out whether there are any correlations or relationships between dependent variables and independent variables:

- H₁** There is a significant relationship between place attraction and youth's intention to do adventure tourism activities in Kelantan.
- H₂** There is a significant relationship between facilities and youth's intention to do adventure tourism activities in Kelantan.
- H₃** There is a significant relationship between environmental education and yout's intention to do adventure tourism activities in Kelantan.

Research Framework

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

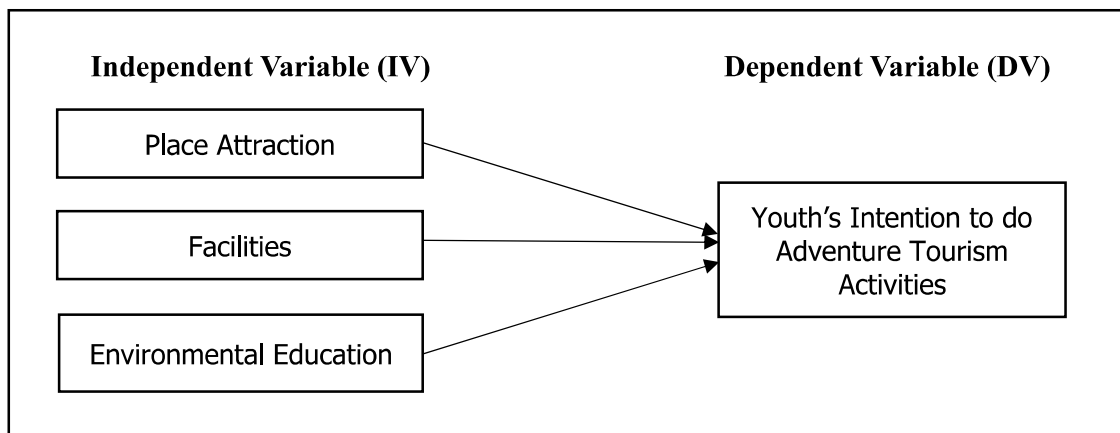


Figure 1: Research Framework

METHODOLOGY

Research Design

The development of the research design refers to the general strategy that the researcher selected to combine the study's various aspects in a logical and reasonable point. Descriptive analysis has been chosen to determine the components that contribute to the factors that build the youth's intention to do adventure tourism activities in Kelantan. It is also referred to as quantitative analysis, which

describes phenomena as they occur. This form of research describes social circumstances, social arrangements, social environments, etc. The observer follows and identifies what he/she discovered. The descriptive analysis intent on rendering the characteristics of a specific group or scenario closely may carry out a narrative review about the works in a company, their age circulation, their society-wise allocation, their educative status, and so on.

Data Collection

Data collection involves systematically gathering and analyzing relevant information on specific variables to address research questions, test hypotheses, and evaluate findings. In this particular study, data was collected through a survey that utilized questionnaires. Questionnaires serve as a tool for collecting data by posing a series of questions to respondents. The use of questionnaires in this study offers several advantages. Firstly, it is a standardized method, making it less expensive and easier to manage compared to alternative data collection methods. Additionally, due to the large number of participants in this study, questionnaires provide an efficient means of gathering data and information. Each survey will be accompanied by a cover letter that explains the research purpose to the respondents, ensuring they understand the motivation and goals of the study. The questionnaire consists of four sections that participants will need to complete by selecting appropriate answers. The responses provided by the participants will serve as the data collected for the research. The questionnaires are being distributed among the youth population in Kelantan.

Sampling

In this study, non-probability convenience sampling was utilized. Non-probability sampling, despite its limitations, can be valuable, particularly when dealing with large populations (Etikan et al., 2016). Convenience sampling is a straightforward and cost-effective method, as it involves selecting respondents who are readily available and accessible. Since the respondents play a key role in providing data, questionnaire results can be utilized for research purposes (Dudovskiy, 2018). This approach allows researchers to gather data from participants who are willing to participate, which can enhance the overall data collection process. In this particular study, the questionnaire will be distributed exclusively to young individuals throughout the state of Kelantan..

Data Analysis

This process involves reviewing, clarifying, and organizing the collected data. Before proceeding with data analysis, researchers should have a clear understanding of the purpose and rationale behind the study. The analysis includes descriptive data analysis, reliability analysis, and Pearson correlation. These statistical procedures are conducted using the Social Science Statistical Package Version 24 (SPSS), specifically IBM SPSS version 24. SPSS is a comprehensive software tool designed for processing statistical data and generating various outputs to address the research objectives.

FINDINGS

Profile of Respondents

Table 1: Respondent's Profile

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Female	107	66.5
	Male	54	33.5
Age	15-20 years old	5	3.1
	21-25 years old	143	88.8
	26-30 years old	5	3.1
	31-35 years old	7	4.3
	36-40 years old	1	0.6
Race	Malay	150	93.2
	Chinese	4	2.5
	Indian	4	2.5
	Others	3	1.8
Marital Status	Single	148	91.9
	Married	13	8.1
Occupation	Governments staff	4	2.5
	Private sector	6	3.7
	Self- employed	4	2.5
	Student	142	88.2
	Unemployed	5	3.1

Table 1 presents the profiles of the 161 respondents in the study. The majority of the respondents are female, accounting for 66.5% of the total sample, while males represent 33.5%. Regarding age, the largest proportion of respondents falls within the 21-25 years old category, comprising 88.8% of the sample. The lowest frequency of respondents is found in the 36-40 years old category, with only 0.6%. In terms of ethnicity, the majority of the respondents are Malay, accounting for 93.2% of the sample. Other ethnicities have the lowest frequency, representing 1.8% of the total. As for marital status, the majority of respondents are single, making up 91.9% of the sample, while married respondents constitute only 8.1%. In relation to occupation, the largest proportion of respondents (88.2%) consists of students, indicating that they form the majority within the total sample. The lowest frequency of respondents (2.5%) is observed in the categories of government staff and self-employed. These demographic findings accurately reflect the actual compilation of factors that contribute to the intentions of young individuals to engage in adventure tourism activities in Kelantan.

Analysis for Factor That Builds Youth's Intention to do Adventure Tourism Activities in Kelantan.

Table 2: Descriptive Analysis for factor that build youth's intention to do adventure tourism activities in Kelantan.

Variable	Items	N	Mean	Standard Deviation
Youth's Intention to do Adventure Tourism Activities	I think adventure tourism can relieve stress and tension.	161	4.57	0.677
	I think to develop physical fitness.	161	4.32	0.762
	I think to discover new things.	161	4.40	0.674
	I intend to improve skill and ability in doing them.	161	4.30	0.749
	I want to satisfy my curiosity.	161	4.40	0.683
Place Attraction	Place attraction gained my attention to involved in adventure tourism	161	4.40	0.753
	I tend to participate in adventure tourism because of man-made attraction	161	4.07	0.877
	I tend to participate in adventure tourism because of neutral attraction	161	4.43	0.748
	I will consider place attraction more than other aspect to join adventure tourism	161	4.17	0.760

	Beautiful scenery can release my stress	161	4.60	0.635
Facilities	The facilities provided at the location attract me to join adventure tourism.	161	4.40	0.636
	Secure facilities that guarantee safety encourage me to join adventure tourism.	161	4.50	0.643
	Accommodation at the place motivate me to join adventure tourism.	161	4.35	0.702
	Secure equipment that provided attract me to join adventure tourism.	161	4.40	0.702
	Safety and emergency measures provided motivate me to join adventure tourism.	161	4.39	0.760
Environmental Education	The desire to experience the landscape and moods of nature motivate me to join adventure tourism.	161	4.35	0.692
	Desire to appreciate beautiful natural resources encourages me to join adventure tourism.	161	4.37	0.641
	The need to have a time for natural study motivates me to participate in adventure tourism.	161	4.27	0.740
	Desire to enjoy flora and fauna attract me to join adventure tourism.	161	4.40	0.693
	The need to find peace and quiet motivate me to join adventure tourism.	161	4.47	0.759

Table 2 presents the mean and standard deviation of the dependent and independent variables in this study. The dependent variable with the highest mean value is Question 1, scoring 4.57 (SD = 0.677), indicating that respondents agree that adventure tourism can alleviate stress and tension. On the other hand, Question 4 has the lowest mean value of 4.30 (SD = 0.749), suggesting that some respondents do not have the intention to enhance their skills and abilities. Regarding the independent variable of place attraction, Question 4 obtained the highest mean value of 4.60 (SD = 0.635), indicating that respondents agree that beautiful scenery can help alleviate stress. Conversely, Question 2 has the lowest mean value of 4.07 (SD = 0.877), indicating that respondents tend to participate in adventure tourism because of man-made attractions. For the independent variable of facilities factor, Question 2 obtained the highest mean value of 4.50 (SD = 0.643), suggesting that respondents believe secure facilities that ensure safety encourage them to engage in adventure tourism. Question 3 has the lowest

mean value of 4.35 (SD = 0.702), indicating that respondents agree that accommodation at the destination motivates them to participate in adventure tourism. In terms of the independent variable of environmental education, Question 5 has the highest mean value of 4.47 (SD = 0.759), suggesting that respondents agree that they need to find peace as a motivation to engage in adventure tourism. Question 3 has the lowest mean score of 4.27 (SD = 0.740), indicating that respondents agree that having time for nature study motivates them to participate in adventure tourism.

Reliability Analysis Coefficient Alpha for the Independent Variables and Dependent Variable

Table 3: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Item	Cronbach's Alpha coefficient	Strength of Association
Youth's Intention	5	0.863	Very Good
Place Attraction	5	0.811	Very Good
Facilities	5	0.877	Very Good
Environmental Education	5	0.897	Very Good
Overall Variables	20	0.943	Excellent

Table 3 presents the Cronbach's Alpha coefficients for the independent and dependent variables in this study. The values for all variables exceeded 0.8, with an aggregate coefficient of 0.943, indicating high reliability and supporting the acceptance of the results. The measurement of youth's intention to do adventure tourism in Kelantan utilized five questions, and the Cronbach's Alpha coefficient for this section was 0.863, indicating very good. Similarly, the place attraction variable, assessed with five questions, yielded a Cronbach's Alpha coefficient of 0.811, also indicating very good reliability. The facilities variable, consisting of five questions, achieved a Cronbach's Alpha coefficient of 0.877, signifying very good reliability. Lastly, the environmental education variable, measured with five questions, obtained a Cronbach's Alpha coefficient of 0.897, also indicating very

good reliability. The Cronbach's Alpha coefficients exceeding 0.9 for all variables demonstrate that the questionnaires used in this study are excellent reliable. This suggests that the respondents understood the questions well, further supporting the suitability of the questionnaires for this study.

Relationship between Place Attraction, Facilities, Environmental education towards Youth's Intention to do Adventure tourism Activities in Kelantan.

Table 4: Pearson's Correlation between place attraction, facilities, environmental education towards youth's intention to do adventure tourism activities in Kelantan.

		Youth's Intention to do Adventure tourism Activities in Kelantan.
Place Attraction	Pearson correlation	0.548
	Sig. (2-tailed)	<.001
	N	161
Facilities	Pearson correlation	0.513
	Sig. (2-tailed)	<.001
	N	161
Environmental Education	Pearson correlation	0.555
	Sig. (2-tailed)	<.001
	N	161

The result in Table 4 indicates place attraction and youth's intention to do adventure tourism activities in Kelantan. 0.548 indicated a moderately strong positive correlation. Next are facilities and the youth's intention to do adventure tourism activities in Kelantan. 0.513 indicating a moderate positive correlation. Followed by environmental education and youth's intention to do adventure tourism activities in Kelantan with 0.555 indicated a strong positive correlation. Therefore, all three variables positively correlated with the youth's intention to do adventure tourism activities in Kelantan and the relationship is significant.

According to Lou (2014), the more interesting the place offers, the more people intend to do adventure tourism.

H1: There is a significant relationship between place attraction and youth's intention to do adventure tourism activities in Kelantan

Mahazir (2021) states that facilities are important to people before joining adventure tourism accommodation, secure equipment, especially safety and emergency provided at that place.

H2: There is a significant relationship between facilities and youth's intention to do adventure tourism activities in Kelantan

Environmental education is environmental awareness and knowledge. According to Mason (2016) stated environmental education is refer to people who participate the adventure tourism for natural study and enjoy the flora and fauna, and appreciate the beautiful natural study.

H3: There is a significant relationship between environmental education and youth's intention to do adventure tourism activities in Kelantan

DISCUSSION AND RECOMMENDATION

More research should be done to make the results more believable by balancing travel partners can be relatives and friends, friends and acquaintances, or even organisational packages. This is due to the fact that various people who participate in adventure activities may have opposing perspectives. Furthermore, the current study primarily focuses on three characteristic that build youth's intentions to do adventure tourism activities in Kelantan. However, this study may overlook other critical elements that build youth's intentions to do adventure tourism activities in Kelantan. As a result, future researchers might suggest additional variables, such as economic factors, to carry out new results in their study. This research uses qualitative approaches for this goal. Nonetheless, we all agree that future researchers should send out the Google form link as soon as possible. So that future researchers can collect a large number of responders in a short period of time. Furthermore, a future researcher can repeatedly click on the link. Researchers, for example, can distribute links using social media platforms such as WhatsApp and Telegram..

CONCLUSION

In conclusion, this study evaluated the factors that build youth's intentions to do adventure tourism activities in Kelantan. This study investigates the interaction between place attraction, facilities, and environmental education in youth's intentions to do adventure tourism activities in Kelantan. As mentioned in Chapter 3, researchers used a Google Form to distribute questionnaires to 161

respondents, asking them about the variables that influence their decision to participate in adventure tourism activities. These people were requested to fill out questionnaires. In addition, the researcher employs a quantitative technique to acquire all facts and information. The researcher employed Google Forms as the survey tool to reach respondents across Kelantan. This choice was made for its convenience, allowing respondents to easily complete the surveys and saving time and resources for the researcher. The questionnaire survey findings were analyzed using various techniques, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. All data collected from the questionnaire, along with the results from the previous chapter, were examined using the statistical software SPSS 24 (Statistical Package for the Social Science). SPSS 24 was selected by the researchers due to its user-friendly interface and ability to generate comprehensive results. Furthermore, this study acknowledges its limitations and provides suggestions that could prove valuable for future research endeavors.

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