FACTOR AFFECTING TOURIST DEVELOPMENT IN KELANTANAFTER COVID-19

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ABSTRACT

The tourism sector in Malaysia faced a serious threat from the covid-19 outbreak in the early months of 2020. The covid-19 epidemic has had an impact on millions of people's lives worldwide. The development of tourism will be most impacted by the onset and spread of COVID-19. As nations throughout the world continue to impose travel restrictions and close their borders, the market for tourism services like resorts is dropping (The Star 2020). For instance, it can be argued that practically all resort reservations have been cancelled in Kelantan. This paper examines the technology, facilities and social factors of tourism development in tourist arrival. There are three objectives of this research. Which is to investigate the relationship between technology and the tourism development in tourist Arrival,to identify the relationship between facilities and the tourism development in tourist arrival. The third objective is to determine the relationship between social factors and the tourism development in tourist arrival. This study used a quantitative technique, and it included primary data from the self-administered questionnaire as well as secondary sources to do the literature review.

Keywords: Resort, Tourism, Kelantan, Covid-19

INTRODUCTION

The COVID-19 Pandemic has impacted both the worldwide supply and demand for goods and services. Domestic travel makes up around 75% of the sector in countries where tourism is projected to fall sharply (Razak, 2020). The complex and challenging demand would decreaseas a result of foreign buyers postponing or cancelling purchases, domestic and foreign visitors postponing visits, and stock market decreases (Salman et al., 2021).

The effects of the Covid-19 outbreak have been felt most strongly in the tourism sector. Due tothe explanation that resorts cannot thrive during or after these pandemics, this outbreak has alsocaused individuals to postpone travel and resort reservations (Baker and Judge, 2020). After the Movement Control Order (MCO) was withdrawn, several resort enterprises that were

unfortunate and struggling to exist will have to close. In Malaysia, the first Covid-19 wave caused resort services to be discontinued for several months.

SIGNIFICANCE OF THE STUDY

This study looked into changes in tourism development in Kelantan before and after the conflict. The report can serve as a resource for other studies looking to examine the growth of local tourism in Kelantan. This report aids in understanding the minor factors influencing Kelantan's tourist development.

LITERATURE REVIEW

Technology

Technology is basically anything that enables us as humans to make all of those things, including all tools, machinery, tools, apparatus, weaponry, shelter, clothes, transport, and communication gadgets. The future of modern society and the national economy are both at risk due to the globalization of climate change (Urry 2015). Therefore, it is not surprising that studies have linked people to the direct drivers of this extraordinary transformation as a result of our activities (Cloern et al. 2016, 513-29; Cavicchioli et al. 2019, 569-586).

The technology that we will adapt to this study is green technology. Sustainability is crucial since it may cut down on environmental degradation, wasteful outputs, and unneeded losses (Horng 2017). In the hospitality and tourism sectors, green technology innovation has made a significant contribution to lowering resource consumption and environmental pollution during industry development (Yousaf 2021).

Facilities

According to Atkins and Brooks, (2004) facilities are an integrated strategy to manage, maintain, enhance, and change an organization's buildings and infrastructures in order to produce an environment that strongly supports the organization's key objectives. According to According to Sulastiyono (2007:3), a resort is a place to stay that offers amenities like lodging, food and drink, and other services like a sports court and laundry. Another definition of a resort given by Steadmon (2003:8) in Fadmawati is an establishment whose main business is to offer lodging to the general public and which offers one or more of the following services.

Yoeti (1995:111) asserts that a resort needs to meet four requirements in order to be considered. These include physical facilities, the calibre of the goods and services, the attitudes of the employees, and competitive pricing. Property, equipment, and services make up the three main parts of facilities management, according to Abd Rahman (2002). Each of these components is handled and made available to users by the appropriate management.

Social Factor

When underprivileged groups participate in tourism activities, social and financial measures are used to encourage this type of tourism, which is known as "social tourism" (Haulot, 1982). The local culture is crucial in conveying to tourists that cultural practices are part of daily life there. Additionally, as a society, individuals must accept the culture that newcomers bring and merely regard their traditions as temporary visitors (Raden Ismail, R. M. F. H., Jusoh, N. A. S. & Rohiat, M. A.) (2021). Socially factors are things that affect someone's lifestyle. These could include wealth, religion, buying habits, education level, family size and structure and population density (globalizationpartners.com/2016/06/09/).

The accessibility of travel information, the comfort of the gear, and the upbeat attitudes of the family, friends, and locals will all contribute to the environment. Encourage those with mobility issues to go on more trips (Lei, 2010). Instead of that, knowing accessible informationimproved their journey enjoyment. Even if the destination is inaccessible but they truly want to go, there are still ways for them to arrange it and have a good trip (Lei, 2010).

Tourist Arrival

Because tourist attractions can attract random visitors to a destination (McKercher, 2017), individual perceptions of an attraction's ability to meet visitor needs and travel motivations drive attraction selection (Leiper, 1990). However, travelers usually don't have enough background knowledge to make all the travel arrangements. Extensive information about tourist attractions, including their characteristics, alternative options, and other contextual factors, is required to support decision-making and shape expectations for future experiences.

According Lim, C., & McAleer, M. (2001) If the mean and variance of a series of tourist arrivals remain constant throughout time, the series is considered to be stationary. Governments and commercial businesses all over the world are eager to increase tourism as the number of visitors rises.

Research Framework

The researchers have proposed a framework to study the technology, facilities and social factors of tourism development in tourist arrival., based on the previous literature review. Hence, as seen below, the structure:
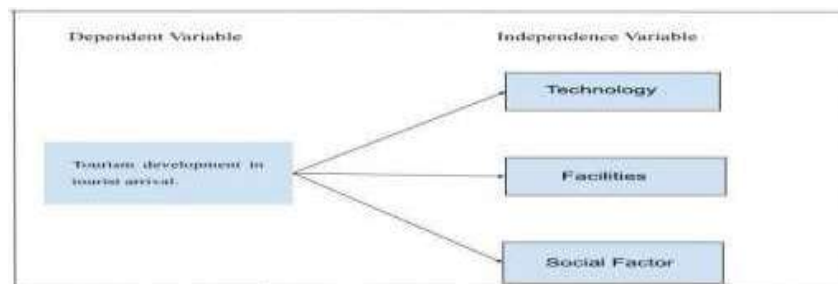

Figure 1: Proposed Research Model

METHODOLOGY Research Design

A quantitative approach has been applied into this research and it involves secondary sources in order to perform the literature and primary data from the self-administered questionnaire. Quantitative research, according to Van der Merwe (1996), is a research strategy used to analyse ideas, find facts, show correlations between variables, and forecast outcomes. In quantitative research, natural science approaches are employed to establish validity, generality, and consistency (Weinreich, 2009). The methods used in quantitative research involve a systematic questionnaire, an intervention to test predefined hypotheses regarding the relationships between particular variables, and an independent random selection of research respondents from the study population.

Data Collection

To collect data for this study, the researcher employed the questionnaire approach. Questionnaires are chosen because, compared to other methods, they can generate a quick response from a large number of respondents and provide more accurate and dependable results for the entire research project. Data will be collected based on questions related to tourism development, attraction and accommodation that will be selected. We do the data online, we will provide a Google Form and blast to tourists who visit Kelantan using online platforms such as group communities in Facebook WhatsApp, and Telegram. Then we will change to QR code for easy provided to tourist scan and answer question for easy they understanding what we want to know and ask.

Sampling

The simple sampling technique was employed in this study. Sample describes a portion of the population. The subject was referred to as the sample participant, and the sample size is the total number of people included in the sample. According to Krejcie (1970), for population in Kelantan starting from 20 until 44 years old is around 750, the required sample was 254 respondents.

Data Analysis

This study employs four types of data analysis: frequency analysis, descriptive analysis, reliability analysis, and Spearman correlation coefficient analysis. The collected data is then analysed using the Statistical Package for the Social Sciences (SPSS). To begin, the current study examined the response rate, the respondents' demographics and other information, nonresponse bias, and the data's validity and reliability. This includes statistical calculations such as the average and distribution of frequency and percentage of information provided by questionnaire respondents.

FINDINGS

Demographic Analysis
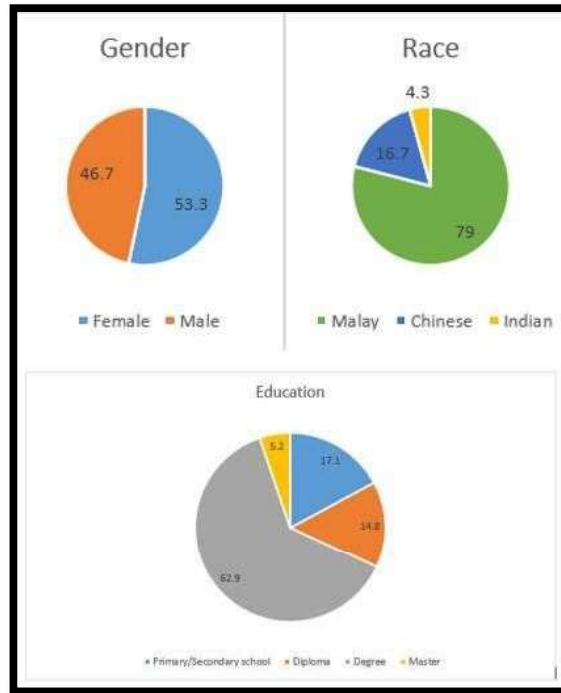
Table 1: Demographic analysis

The study of a population based on characteristics like age, race, and sex is known as demographic analysis. Socioeconomic information expressed statistically, such as employment, education, income, marriage rates, birth and death rates, and more, is referred to as demographic data. nonetheless, we only mention three, namely gender, race, and education. The first one is gender, shows that the respondents are male with 46.7% with 98 respondents and for female 53.3% which is 112 respondents. The second is race, the highest respondents is Malay, 79% with 166 respondents. This is followed by Indians 16.7% (35 respondents) and Chinese 4.3% the lowest with 9 respondents only. The last one is education, according to the chart the highest percentage 62.9% for degree which is 132 respondents. Also followed by Primary/Secondary School 17.1% with 36 respondents and Diploma get 14.8% (31 respondents). So lastly Master with 5.2% (11 respondents).

Descriptive Analysis

Content (DV)	Mean	Std. Deviation
Satisfied with all the services provided in resort.	4.16	.770
will come frequently to resort due to the availability of accommodation provided	4.13	.771
will recommend family and friends to come to resort	4.12	.779
The friendliness of resort staff made me like and come to the resort	4.00	.920
The culture in Kelantan made me come to Kelantan	4.06	.886
I like the interesting places in Kelantan	4.17	.788
I will come to Kelantan frequently.	3.92	.975

Content (IV1)	Mean	Std. Deviation
The application on the phone can make matters easier to book a resort	4.35	.782
The resort's internet facilities are acceptable	4.12	.797
Social Media help to ease access the information about resort	4.34	.715
contactless payment can make payment matters easier	4.35	.775
The filled data has been saved to make things easier if repeat the resort	4.14	.833
Green technology used by the resort can attract more tourists.	4.17	.845
Satisfied with the technology provided by the resort.	4.20	.709

Content (IV2)	Mean	Std. Deviation
The facilities offered at the resort can be an attraction for visitors	4.24	.753
The resort's facilities, such as computers, laptops, and projectors, are ideal for holding meetings, seminars, and important events.	4.14	.786
Pool areas, toilets, and even showers are clean and safe to use.	4.24	.752
Visitors could be attracted to resorts that have recreational facilities.	4.33	.760
The provision of adequate parking facilities and a wide area	4.26	.789
Rooms include facilities such as a television, a telephone, and an internet connection	4.30	.784
The facilities provided at the resort are satisfied	4.23	.735

Content (IV3)	Mean	Std. Deviation
always search the resort want to go and stay in social media	4.25	.763
The main reason I came to Kelantan is because of their traditional food culture.	4.09	.856
What has been portrayed in social media same with my expectations	4.00	.844
I mostly travel because I want to release my stress.	4.25	.794
I enjoy the experience of cultural activities held in resort.	4.10	.818
I travel because of outstanding natural resources available at the resort.	4.12	.838
The experience I get at the resort is value for money	4.10	.819

Table 2: Descriptive Analysis

Table 2 shown descriptive analysis that utilising both recent and old data to find patterns and connections is known as descriptive analytics. It describes trends and associations but doesn't delve deeper, earning it the moniker "the simplest form of data analysis." In this research, researchers provide seven question for dependent variable and seven question for each independent variable. So total overall is 28 question

Reliability Analysis

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Tourist Arrival	7	0.929	Excellent
Technology	7	0.940	Excellent
Facilities	7	0.946	Excellent
Social	7	0.926	Excellent

Table 3: Reliability Analysis

The significance of both independent and dependent variables in this study was shown in Table 3 of the SPSS results. Table 4.3.2 shows that all variables were more than 0.900. The survey received approval. The seven questions were used to evaluate how the entry of tourists affected Kelantan's tourism industry before and after COVID-19. The Cronbach Alpha score of 0.929 has been demonstrated to be very high. The Cronbach's Alpha score for the technology questions was 0.940, and the coefficient obtained was also precise. The Cronbach Alpha result is also 0.946 after seven questions were used to compute the variable for facilities in tourist development. Last but not least, seven questions were utilised to determine the social impact of tourism development, and the Cronbach Alpha result was 0.926, which was considered excellent.

Pearson Correlation Analysis

Hypothesis	Pearson's Correlation Results	
H1:Technology - tourist development in tourist arrival	$r=0.780$, $p<0.05$	Hypothesis accepted
H2: Facilities - tourist development in tourist arrival	$r=0.788$, $p<0.05$	Hypothesis accepted
H3: Social factors - tourist development in tourist arrival	$r=0.835$, $p<0.05$	Hypothesis accepted

Table 4: Pearson Correlation Analysis

Based on Table 4, it can be seen that the hypothesis regarding the impact of technology, facilities, and social variables on tourism development on visitor arrival was evaluated using Pearson's correlation analysis. All offered hypotheses were accepted at the 0.05 level of significance. Furthermore, the conclusion demonstrated that independent variables, including technology, facilities, and social factors, had a very strong and high positive connection with tourism development, supporting the entire premise.

DISCUSSION AND RECOMMENDATION

The study's findings show that factor affecting tourist development in Kelantan before and after covid-19. The economy of the world benefits enormously from tourism. It is because, since 2013, a sizable portion of jobs has come from the tourism industry. However, the tourism business is in danger as a result of Covid-19, which has harmed the population. As a result, the informants were questioned to learn more about their difficulties and strategies for solving the issue. During the Covid-19 pandemic, those would become the most contaminated industries. Human travel restrictions are crucial for limiting the spread of Covid-19, but they will also have an impact on the world economy and tourism growth (Gaffney et al., 2020). This crisis ismore likely to have an impact on nations whose economies rely more heavily on tourism (Fernandes, 2020).

It is hoped that the suggestions presented in this paper will help the relevant stakeholders enhance resort operations so that visitors are happy while also opening up opportunities for bringing in more visitors in the future. There have been several studies on resorts, but their disparate findings ultimately give rise to further questions for future research. However, the sample size in this study was modest. Therefore, it is strongly recommended that researchers use a large sample size for subsequent studies. This is so that the larger samples more closely reflect the population. The aspects could be explored in future studies which is choose a specific topic on research, establish a strategy, and build the same research in a different setting, locale, or culture.

CONCLUSION

The COVID-19 pandemic has affected the demand and supply of goods and services worldwide. The impact of the Covid-19 epidemic has been felt most strongly in the tourism industryThis study compared the changes in tourist development in Kelantan before and after the war, when holiday services were banned for several months during the first wave of Covid19 in Malaysia.. The report can be a resource for other studies on local tourism growth in Kelantan. This report helps to understand the minor factors affecting tourism development in Kelantan. In the hospitality and tourism sector, green technological innovations have helped to significantly reduce resource consumption and environmental pollution during the development of the industry (Yousaf 2021). A resort, according to Steadmon (2003:8) in Fadmawat, is a facility whose main business is providing lodging to the general public and which offers one or more of the following services.

A resort must have four elements or basic criteria. These are physical infrastructure and facilities, quality of products and services, attitude of staff and competitive price. Local cultureplays a key role in letting tourists know that cultural practices are part of everyday life there. The availability of travel information, the comfort of equipment and the cheerful attitude of family, friends and local people contribute to the environment. Comprehensive information about tourist destinations, including their characteristics, alternative options and other contextual factors, is necessary to support decision-making and form expectations about futureexperiences.

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