

The Factors Influencing Tourist Visitation Among Tourists A Case Study In Kelantan, Malaysia

Nurul Fazlina, Nurul Farhana Binti Zuraidi, Nurul Hidayah Binti Othman, Nurul Izzah Binti Zulkefli & *Zaimatul Binti Awang*

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: h20a1670@siswa.umk.edu.my*

ABSTRACT

Tourism is one of the important industries in the country's economic development and almost every year shows an increase in the number of tourists. This growth is attributable to several government initiatives, including the Year of Visit Malaysia campaign, the encouragement of investment incentives, and the improvement of infrastructure that supports the growth of the nation's tourism industry. Tourism has also been identified as the main driver of the service industry, and it has also been recognized as a growing industry in several countries, such as Malaysia, Thailand, Spain, Greece, etc., because each of these countries has a large contribution to exchange remuneration foreigners and job opportunities. In addition, considering that countries in every corner of the world are experiencing a major crisis which is the COVID-19 pandemic, the arrival of tourists is decreasing due to the Movement Control Order (MCO) that has been issued by YAB Prime Minister of Malaysia. Malaysia. Therefore, efforts to increase the number of tourist arrivals are important to create sustainable tourism that continues and continues to progress so that the country can be competitive and maintain its place in the eyes of the world as a country that is the main choice of tourist destination. A total of 384 respondents participated to answer all questions in this survey. The independent variable which is Word-Of-Mouth received the highest mean score of 4.04 in data analysis and finding, indicating that this is the most important factor.

Keywords: Tourism, Tourist, Word-Of-Mouth

INTRODUCTION

The United Nations World Tourism Organisation (UNWTO) has classified Malaysia as the 15th most tourist-friendly nation in the world (World Tourism Barometer, 2020). The State of Kelantan is no stranger to receiving visits from domestic and foreign tourists at any time, regardless of the school year or the holiday season, just like other states in Malaysia. In accordance with the vision and objective established by the state of Kelantan's tourism and

culture department, it is the goal of the Official Portal of the Kelantan State Government (2022) to make the state of Kelantan a successful tourist destination by concentrating particularly on cultural tourism. The primary goal of this study is to investigate the attitudes that affect travellers' intentions when selecting environmentally friendly local and international travel destinations, including environmental attitudes, motivation, destination image, and perception of quality through word of mouth (WOM). This study focuses on tourists visiting Kelantan, Malaysia, and seeks to understand how visitors move, their modes of travel, the services they use while travelling, and how these factors affect the tourist attractions, activities, and programmes. Several objectives of this study were established as follows:

1. To investigate the relationship between experience and tourist visitation in selecting sustainable tourism destinations in Kelantan.
2. To identify the relationship between destination image and tourist visitation in selecting sustainable tourism destinations in Kelantan.
3. To determine the relationship between Word-of-Mouth (WOM) and tourist visitation to in selecting sustainable tourism destination in Kelantan

SIGNIFICANCE OF THE STUDY

The goal of this research is to make the new information easier to understand and include important knowledge about some recent studies or theses, as well as related websites, to meet the predicted interest of the people who will read it. This study gives advantages and opportunities to tourists to refer material for them to choose the tourist destination they want to go to, as well as all tourism institutes in Malaysia.

This study also continues the continuation of previous studies by examining the causes that influence tourists to come and travel, especially around the Kelantan area. Tourists have the right to make decisions about their travel destinations. In fact, this research can help them determine whether the location can meet the goals of the Malaysian tourism industry. Tourism institutes in Malaysia can analyze the percentage of tourists arriving at certain locations and create better packages and activities. Therefore, the results of this study will help the concerned parties in improving the tourism industry. In fact, this study aims to support the government's policy to improve the development of tourists in the eyes of the world.

LITERATURE REVIEW

Tourist Visitation

Tourism is a social, cultural, and economic activity involving people moving to foreign countries for pleasure, business, or professional reasons. Research by Gitelson and Crompton (1984) found five reasons why tourists return to a new location: risk reduction, familiar faces, emotion, exploration, and sharing. First-time and returning visitors have different motivations and efforts. First-time visitors seek new culture, experiences, while returning visitors seek leisure activities or quality time with friends and family. Tourism involves considering destinations beyond one's intention, and consciousness is crucial for emergence of desires or goals. Woodside and Sherrell's study argues that being aware of a location is the first step in a visit. Research reveals motivation, destination perception, and consumer feedback are crucial factors in travel decisions, as different destinations offer unique experiences. Tourism is a profitable industry for a country's economy, influenced by efforts from related parties and residents. Improvements in the destination attract visitors, and a sustainable tourism image can generate word of mouth and viral buzz.

Experience

The term "tourist" originated in Stendhal's "Mémoires d'un touriste" in 1838. Early definitions defined tourists as temporary travellers from their homes or residences, spending money earned there. The UNWTO defined tourists as visitors in 1968. The tourism industry involves tourism, tourists, visitation, and experience, which are closely related. This study aims to explore the impact of experience on tourist visitation and sustainable tourism in Kelantan. Experience is a moment related to practical, intellectual, and adequate physical experiences that cannot be considered separate factors. It must be maintained and explained through mental construction. Recent philosophical phenomenology emphasizes that we are both subjects and subjects to experience. Experience surpasses cognitive construction, and an extraordinary learning experience may be more important than subject requirements. Experience is crucial for learning in science education, as adult students learn through their experiences. Homeostasis is closely tied to their experiences at the Science Centre. Involving children in science learning experiences can improve their skills and provide data. Analysing experience categories is crucial for addressing questions related to social theory, efforts, and the environment, providing

a holistic account of the relationship between individuals and the environment. A positive and unique customer experience can improve product and service quality, creating engagement between destinations and travellers. Traditional differentiation methods need to be engaged with the growing demand for experiential products that meet specific needs. A specific and relevant experience in the tourism industry can lead travellers to experience something different.

Destination Image

Destination image encompasses tourists' perceptions, thoughts, and beliefs about a location, emphasizing its distinctiveness and allure. Tourists base their decisions on the perceived quality of the place, influencing their travel plans and pleasure. Kelantan's attractive beaches, such as Irama Beach, Senok Beach, Mr. Amat Beach, Kemayang Beach, and Cahaya Bulan Beach, are crucial in the tourism industry. Academics define destination image as a tourist's expectations, perceptions, and feelings towards a location, assessing their psychological and feelings. It encompasses objective knowledge, impressions, prejudice, ideas, and feelings, and can be difficult to define accurately. Recent tourism marketing guidelines emphasize that a tourist destination's image is influenced by consumer rationality and emotionality, with perceptual and cognitive factors being the main components. Attractions and attractions, as well as tourists' motivations, significantly impact the emotional component of the destination image.

Word-of-Mouth

Word of Mouth Marketing (WOM) significantly influences consumer behaviour, with managers developing efficient marketing solutions. Travel businesses use website commenting systems to encourage consumers to share information on social media, helping tourism organizations attract travellers and offer memorable experiences. WOM can influence customer perceptions of quality, purchase intentions, expectations, and satisfaction, raising their worth and risk perceptions. As a result, tourism organizations can proceed with WOM development. The fall of word-of-mouth (WOM) is a social communication phenomenon that reduces information transmission from various sources, impacting consumer behaviour. Social media usage has led to an exponential rise in online information exchange and WOM. WOM is a crucial source of information for travellers when making decisions about destinations, as they rely on recommendations from friends and relatives. This shift in attitudes may shift customers' perception of WOM as non-commercial. The article highlights the importance of

World of Warcraft (WOM) in tourists' travel decisions, examining its role in moderating the relationship between perceived image and behavioural intention. WOM plays a crucial role in both promotion and suppression mechanisms, acting as a moderating variable. The research highlights trends for long-term growth in marketing initiatives in tourist destinations and adds to the WOM theory. Kelantan, a region with undiscovered natural beauty and a rich culture, is often mentioned as a destination with reduced prices and tax-free goods.

Research Hypothesis

The hypothesis in the study is to find out whether there are any correlations or relationship between dependent variables and independent variables:

H1: There is a significant relationship between destination image and tourist visitation.

among tourists.

H2: There is a significant relationship between word-of-mouth and tourist visitation among

tourists.

H3: There is a significant relationship between experience and tourist visitation among

tourists.

Research Framework

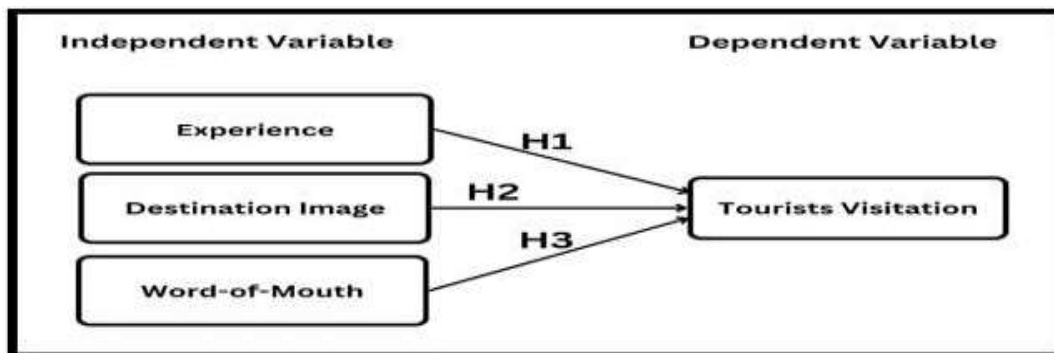


Table: Relationship between independent variables and dependent variables of tourist visitation in Kelantan.

METHODOLOGY

Research Design

This project publishes a set of questions on Google Forms to collect data using quantitative methods through statistics and large-scale survey research. Respondents were collected using a questionnaire. Using a 5-point Likert scale (1=strongly disagree and 5=strongly agree), the questionnaire was created about the experience, destination image, and word-of-mouth as a factor in the arrival of tourists travelling to Kelantan.

A hypothesis test study is the type of research design employed in this investigation. We picked hypothesis testing because it allows us to investigate the causal link between the independent and dependent variables using sample data. The connection between both dependent and independent factors is examined in this study. The experience destination image, and word-of-mouth are independent variables, while the dependent variable is factors impacting traveller visit among travellers a Kelantan case study. This study is cross-sectional because data was only gathered once over several months. Since the target respondents for this study are tourists, the unit of analysis is one individual.

Data Collection

In this study, data was collected using primary data. The tool we use in our research is a questionnaire in a Google form that we will ask respondents to answer. The questionnaire was used to collect information on factors that influence tourist visit among tourists a case study in Kelantan, Malaysia. The questionnaire has been distributed online and we will collect data from tourists who visit the state of Kelantan to make this data collection process successful. This is because tourists travelling in Kelantan are our sample size in this study.

In the first stage, this study carried out a pilot study in which 30 respondents participated in a survey. Next, the study conducted a field study were based on the required sample size, 384 tourists participated in this survey.

Sampling

The researchers decided on non-probability sampling for this investigation. Convenience sampling is the sample technique that has been selected. Convenience sampling was selected for this study because it is simple, reasonably priced, and appropriate for this study. The researchers calculated the sample size using Krejcie and Morgan's (1970) equation to acquire a valid and trustworthy sample for this investigation. According to a table by Krejcie and Morgan (1970), the significant sample size that is suited for this research is 384 since tourist arrivals are more than that ($N > 100\,000$).

Data Analysis

This study used three different forms of data analysis: reliability tests, descriptive analysis, and Pearson's correlation. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data acquired in order to demonstrate the links between the dependent variable and the independent variables as a collection of statistical processes roughly approximated by regression analysis.

FINDINGS

Table 1: Findings For the factors affecting tourist visits among tourists in Kelantan, Malaysia.

Demographic	Category	Frequency(N)	Percentage(%)
Gender	Female	260	59,5
	Male	124	28.4
Age	18-22 years old	83	19.0
	23-27 years old	243	55.6
	28-32 years old	38	8.7
	33-40 years old	11	2.5
	41 years old	9	2.1
Marital Status	Single	341	78.0
	Married	43	9.8

Table 1 shows 384 respondent profiles, and most respondents are female (59.5% compared to 28.4% male). Following that, for respondents, who make up 55.6% of the sample and are primarily between the ages of 23 and 27, The respondent age with the lowest frequency is 41 years old (2.1%). Regarding race, Malay respondents make up the majority (65.9%). The least frequent category, with a frequency of 5.9%, is other people's race. In contrast, just 9.8% of respondents are married, making being single the most common marital status among respondents (78.0%). As a result, the data provides an accurate reflection of the demographic parameters that actually affect tourists' preferences for Kelantan vacation spots.

Analysis for Factor Influencing Descriptive analysis of the factors affecting tourist visits among tourists in Kelantan, Malaysia.

Table 2: Descriptive analysis of the factors affecting tourist visits among tourists in Kelantan, Malaysia

Variables (Experience)	N	Mean	Standard Deviation
I choose to relax and rest while travelling.	384	3.82	1.055
I choose the destination as a stress-relieving and physical,mental fatigue relieving goal.	384	3.91	1.062
I choose that destination because it can help me from spending over a limited budget	384	3.92	.987
I choose the destination as it is influenced by beautiful and cultural values.	384	3.78	1.058
I travel because the destination has beneficial from my mental health.	384	4.01	.927
I travel because I want to visit new place.	384	4.05	.926
I travel to get new knowledge about history,culture and unique that place	384	4.04	.904
I travel because i want to spend time with my family and my friends to keep in touch with them	384	3.93	1.039
I travel because I want to increase my communication skills and social skills.	384	3.91	.943
I travel because I want to make new friends and followers.	384	3.69	1.016

Variables (Destination Image)	N	Mean	Standard Deviation
The destination has good quality infrastructure.	384	3.93	.933
The place is a beautiful and natural destination.	384	3.84	1.086
Destination is safe.	384	4.13	.920
Destination have a good board for tourist information.	384	4.05	.926
Tourist enjoyable travel destinations.	384	4.22	.884
I believe Kelantan has a strong cultural heritage.	384	4.10	.871
I believe that kelantan has high-quality accommodations for visitors.	384	4.05	.894
Kelantan is a popular destination for adventure tourism.	384	4.00	0.948
Kelantan is known for its food and drink offerings.	384	4.03	.944
Kelantan is a good destination for family-friendly vacations.	384	4.03	.932

Variables (Word-of-Mouth)	N	Mean	Standard Deviation
I often consult other tourists' online travel reviews to help choose an attractive destination.	384	4.07	.941
I frequently gather information from tourists' online travel reviews before I travel to a certain destination	384	3.82	1.065
If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decisions.	384	3.77	1.051
When I travel to a destination, tourists' online travel reviews make me confident in traveling to the destination	384	3.93	1.079
I often consult other tourists' online travel reviews to make sure I choose the right destination	384	3.98	.971
When I would travel to Kelantan, I would feel secure in following the suggestions made by the travelers or friends.	384	3.81	1.060
When I would travel to Kelantan, I would rely on the recommendations made by the travelers or friends.	384	3.84	1.054
The word of mouth from friends and family influenced me to go to Kelantan.	384	3.99	.980
Social media has influenced me to go to Kelantan.	384	3.98	1.090

Variables (Tourist Visitation)	N	Mean	Standard Deviation
I will recommend coming to Kelantan.	384	4.05	.850
I will come again to Kelantan.	384	3.98	.979
I am satisfied with the facilities provided in Kelantan	384	4.01	.942
Kelantan is on my budget travel list..	384	3.99	.923
Kelantanese people are friendly.	384	4.06	.933
I know Kelantan have a lot of mosques.	384	4.18	.907
I will invite others to visit Kelantan	384	3.69	1.134

Variables (Factor Influencing Tourist Visit Kelantan, Malaysia)	N	Mean	Standard Deviation
Experience	384	0.54	.737
Destination Image	384	0.55	.631
Word-of-Mouth	384	0.47	.671
Tourist Visitation	384	3.99	.673

Table 2 shows the mean and standard deviation of dependent variable and independent variable in this study. The highest mean value in dependent variable was obtained by Question 6 with 4.18 (SD = .907) where the respondents agreed that they have preference to love Kelantan because have a lot of mosques. Meanwhile, Question 7 has the lowest mean value with 3.69 (SD = 1.134) which means the respondents have preference to visit Kelantan after invite others to visit Kelantan. Independent variable for experience had the highest mean value that belongs to Question 5 with 4.05 (SD = .926) which means that the respondents agreed to visit the new place. After that, the lowest mean value was obtained by Question 10 with (SD = 1.016) where the respondents agreed that they want to visit because they want to get new friends and followers. Question 5 had the highest mean value for the independent variable destination image factor, with 4.22 (SD = 0.884, indicating that respondents believe that tourists enjoy travel destinations. Question 2 has the lowest mean value of 3.84 (SD = 1.086) meaning that the respondents agreed that the place beautiful and natural destination will maketourist revisit to Kelantan. The highest mean value for independent variable word-of-mouth is Question 1 with 4.07 (SD = .941, meaning that respondents agree with the statement that they often get consult other tourists' online travel review to help their to choose an attractive destination. Question 3 has the lowest mean score of 3.77 (SD = 1.051, showing that If they don't read tourists' online travel reviews when they travel to a destination, they can make mistakes about their decisions. The highest independent variable for the factor influencing tourist visit Kelantan is destination image with mean 0.55 (SD=0.631) , secondly is experience with mean 0.54 (SD=0.737) and lastly is word-of-mouth with mean 0.47 (SD=0.671). Not but least is mean for dependent variable for tourist visitation is 3.99 (SD=0.673)

Relationship between Experience, Destination Image and Word-Of-Mouth towards Factors Influencing Tourist Visits among Tourists in Kelantan, Malaysia.

Table 3: Pearson's Correlation between experience, destination image and word-of-mouth towards factors influencing tourist visits among tourists in Kelantan, Malaysia.

		Factors Influencing tourists visits among Tourists in Kelantan, Malaysia
Experience	Pearson correlation	0.541
	Sig. (2-tailed)	.000
	N	384
Destination Image	Pearson correlation	0.551
	Sig. (2-tailed)	.000
	N	384
Word-of-Mouth	Pearson correlation	0.474
	Sig. (2-tailed)	.000
	N	384

The result in Table 3 indicates that experience and factors influencing tourists visits among tourists in Kelantan .541 indicated moderately positive correlation. Next is destination image and factors influencing tourist visits among tourists showed .511 indicating moderately positive correlation. Followed by word-of-mouth and factors influencing tourist visits among tourists with 0.474 indicated the weakly positive correlation. Therefore, all the two variables positively correlated with factors influencing tourist visits among tourists and the relationship is significant ($p < 0.05$) meanwhile one variable weakly positive correlated with factors influencing tourist visits among tourists and the relationship is significant ($p < 0.05$)

H1: There is a significant relationship between experience and tourist visitation among tourists.

These domestic prior tourists might think about making a second trip to enjoy attractions or activities that they missed on their first trip or to relive their previous trip. If the guests like the place, they might come three or even more times.

H2: There is a significant relationship between destination image and tourist visitation among tourists.

(Lawson and Baud Bovy,1977) ‘the expression of all objective knowledge,impressions, prejudice , ideas , and emotional feelings an individual or group may have abouta given place’ is how one may define a destination image

H3: There is a significant relationship between destination image and tourist visitationamong tourists.

WOM because this factor has the potential to mediate and moderate and is an essential moderating variable in the tourism industry and a key promotional tool.

DISCUSSION AND RECOMMENDATION

This discussion aims to address the research question and hypothesis put forth in the preceding chapter, which serves as the initial chapter in this report. The primary focus of this study has been to thoroughly investigate the various factors that can potentially impact tourist visitation to Kelantan. Drawing upon the study's findings, several recommendations have been formulated for future researchers or for ourselves as researchers to enhance future studies.

In this study, the researcher obtained a sample size of 384 from tourists who have visited Kelantan. The determination of this sample size was based on the Krejcie and Morgantable (1970), considering the total number of tourists who visited Kelantan in 2021, which was 1,921,000 individuals. The purpose of using sample size is ensures that research resources are use efficiently and ethically and it will be evaluated based on the quality of the resulting estimate. However, if this study is conducted in the future, the researcher may choose a smaller population size based on the suitability of the study to reduce the number of sample sizes to be examined.

Furthermore, the researcher should make appropriate adjustments or scheduling to obtain the predetermined sample size of 384 individuals based on the study population. This is because the time constraint faced by the researcher in recruiting respondents for this study has resulted in insufficient time to complete the report. Additionally, some of the visitors did not have time to respond to the questionnaire provided on the online platform, namely Google Form. Therefore, it is recommended that future studies, whether conducted by us or other researchers, allocate time effectively to avoid time constraints or insufficient time for other tasks.

The research that we are doing uses quantitative methods, which aim to produce the best research. However, if this study is conducted in the future, the researcher will likely use qualitative methods for the information search process. This is because this qualitative method is quite different from the method used by researchers now, which is quantitative. The purpose of using qualitative methods in future studies is that it is possible to obtain different information and results. With that, the researchers can also determine and learn the differences likely to be found in the study using the qualitative method. For example, using this quantitative method, the researcher will likely not get data from specific information. However, using qualitative methods makes it more likely to get accurate data as a result of the research that has been conducted.

CONCLUSION

In conclusion, the purpose of this study was to identify the factors that can impact tourist visitation to Kelantan. Three independent variables, namely Destination Image, Experience, and Word-Of-Mouth, were selected to investigate their relationship with the dependent variable, which is the number of tourist visitation to Kelantan. A total of 384 respondents aged 18 years and above, who were tourists visiting Kelantan, were randomly selected to investigate the factors influencing their decision to visit the Kelantan.

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