



E-PROCEEDING HOTWEC 7.0

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

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FACTORS THAT INFLUENCE TOURISTS' INTENTION TO CONSUME LOCAL FOOD IN KELANTAN

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ABSTRACT

Food tourism can encourage individuals to consume the food since food can easily be found whenever the person visits the places. This study aims to determine the factors that influence tourists' intention to consume local food in Kelantan. This research used quantitative surveys with convenient sampling. The data was collected through an online survey. This study employed a quantitative method with convenient sampling, and data was gathered from 321 tourists travelling to Kelantan via online survey using social media platforms such as WhatsApp. Results indicated that physical surroundings, excitement, prestige and escape from routine have a positive influence with intention to consume local food. These findings can help destination marketers and local restaurants strengthen the attractiveness of their locations and restaurants as well as the food celebration and events may encourage tourists to discover and participate in the regional food.

Keywords: Local Food, Food Tourism, Physical Surrounding, Excitement, Prestige, Escape from Routine

INTRODUCTION

The tourism industry includes people or individuals who spend more than a year traveling and residing in locations other than their usual surroundings for leisure, recreation, business, and other purposes. According to the world data on tourism, in terms of overall visitors, Malaysia welcomed four million tourists in 2020, placing it in 40th place globally. The number recorded in 2020 proves that the number of tourists to Malaysia has shown an increment from the previous year. This is due to several elements in tourism that have influenced the tourists to visit the country such as the attractions, leisure, accommodations, accessibility, amenities, and consuming food and beverage. From Malaysia's standpoint, the nation reported RM9.3 billion in net expenditures for the country's foreign tourists' food consumption in 2011 (Statista, 2016).

Every tourist destination must have a good attraction element to show that the place has its uniqueness and special features for tourists or visitors to come and experience the good attractions there. The element of food also belongs to the unique aspect of a destination. According to a survey, during a holiday, dining out accounted for more than one-third of all tourist expenditure, making food and drinks one of the crucial considerations for tourists who are on vacation or even on a business trip (Telfer & Wall, 2000).

The attractiveness of unique cuisine in a location greatly attracts tourists or visitors to come to that location, which is known as food tourism. In 2021, domestic tourists spent 2.8 billion Ringgit Malaysia (RM) on food and beverages, demonstrating the critical significance of food's roles in the tourism industry. From this total expenditure, it can be concluded that the diversity of food has great potential to influence tourism which will attract the attention of tourists or visitors to taste the difference of foods from each destination. Food tourism can encourage individuals to consume the food since food can easily be found whenever the person visits the places, especially when traveling to an area that they have never visited before to taste the local cuisine.

This study's aim is to see how the factors influence the tourist's intention to consume the local food in Kelantan. The deliciousness of the food, the quality of the ingredients used, the food's texture and colour that is interesting, and the portion and the way of food are given lead visitors or tourists to desire to try the food in the location. For example, Kelantan has the most popular local food, one of which is *nasi kerabu* where the rice is blue and various side dishes are served together that make people want to try it.

There are four objectives of this research :

1. To determine the relationship between physical surroundings and the intention of tourists to consume the local food in Kelantan.
2. To determine the relationship between excitement and the intention of tourists to consume the local food in Kelantan.
3. To determine the relationship between prestige and the intention of tourists to consume the local food in Kelantan.
4. To determine the relationship between prestige and the intention of tourists to consume the local food in Kelantan.

SIGNIFICANCE OF THE STUDY

Practical Perspective

It can assist food dealers worldwide, particularly in Kelantan, where they may use all the knowledge and information gained to put what they have learned into practice. By using this study as a roadmap to strengthen all of their weaknesses, the food industry can become even better at what they do.

Academic Perspective

Academic research is essential to academic life. It is what teaches pupils how to develop their analytical and critical thinking abilities. They can develop a firm understanding of the area of study they chose via this process as well. Students have the potential to significantly advance their fields of study, depending on the caliber of the research they do. Because it enables students to learn more about the goals and conclusions of the research that are connected to knowledge. The researchers' arguments presented in the academic article give the reader access to the scholar's thoughts. Research enables understanding particular difficulties from various perspectives that were never identified or discussed in great detail.

LITERATURE REVIEW

Physical Surroundings

The physical environment is recognized to have a good impact. It demonstrates that a recovery effect has been linked to the improvement in psychological well-being following exposure to the natural environment as contrasted to the cities. For instance, a study on environmental preferences discovered that seeing visuals of nature settings (as opposed to those of cities) was related to mood improvement and even lower levels of stress and depression. It is crucial for urban planners to comprehend the variations in attentional demands, as well as how they affect impact in both natural and built environments, and to pay attention to their unique characteristics when designing and building the environment (Kinnafock & Thøgersen-Ntoumani, 2014). However, local cuisine can also have an impact on the physical environment because of the resources it uses, the methods of preparation, and the tastes it uses.

Eating habits may be influenced by the local neighborhood environment (Hawkesworth et al. 2017). Due to the distinctive taste of regional cuisine, this may also have an impact on how attentively tourists explore local cuisine in Kelantan. Additionally, the location of local food stores affects how many tourists are attracted to Kelantan. The surroundings, such as a restaurant or shop, will also have an impact on a visitor's attraction to these places, therefore tourist attractions depend on their intention to visit the places more than just the local cuisine. Tourists must have a pleasurable interaction, especially in terms of the restaurant's or store's cleanliness and interior design. It shows the care for physical surroundings and desire is important for a visitor to enjoy themselves while dining and a great restaurant is built on a foundation of quality food, attentive service, and a design that can be more ambiance- and comfort-oriented (Jason, 2019).

Excitement

Excitement is one of the four characteristics cited by Kim et al. (2009) as motivating tourists to eat local cuisine when visiting a location. It can refer to a sensation of excitement or an exciting event. When visiting new locations, trying numerous novels and interesting meals, and engaging in many other activities, tourists will make for a great excitement. Trying new foods may be a stimulating experience and anticipating an exciting experience can make it even better (Rust & Oliver, 2000).

As a result, it is important to get the experience of tourists who are greatly influenced by the local cuisine. It serves as a distinctive and priceless source of difference that improves the experience of visitors. The purpose of the study is to investigate the significance of the local culinary experience and how it affects visitors' memorable knowledge, satisfaction, and behavioural intention (Piramanayagam & Seal, 2020). Impact, when tourists eat out, the excitement of trying something new will be felt more, even if we are unsure of how much we will enjoy it or not, as is the experience for newcomers.

Prestige

Prestige is described as the respect and admiration bestowed onto someone or something as a result of their standing for greatness, achievement, or societal influence. According to Williams and Soutar (2009), the social value of a trip experience may be related to the individual recognition or prestige it brings. Visitors' social worth can be raised by bringing and introducing friends and family to tourism destinations. Chang et al. (2010) claims that dining with friends while travelling could increase social status since other people may view travellers who "have been there" and "have eaten foreign food" as having a high level of cultural capital (Chang et al., 2010; Kim et al., 2009).

When traveling, tourists surely will research food-related items and place a high priority on the uniqueness, locality, originality, and distinctiveness of local foods. All of these factors have an impact on how satisfied they are with their travel experiences (Björk & Kauppinen-Räsänen, 2016). Tourists will be satisfied and willing to share when local food standards are fulfilled. This is important because they may convince other travelers to plan to eat the local cuisine at the same time. Tourists will also know which restaurants are the best and will suggest them to friends and family or publicly on social media. As a result, the people of Kelantan will become well-known through savoring the satisfying and memorable local cuisine.

Escape From Routine

Numerous studies by Davidson (2002), Fields (2003), and Passariello (1983) found that escape from everyday life is a reason for pursuing food, which is the opposite of daily activities. Escape from routine is one of nine sub-factors that have been proposed by Kim and Scarles (2009) that influence tourists' motivation toward local food consumption. Since travelling is considered a chance to get away from routine, MacCannell (1976) and Smith (1994) stated that travellers prefer eating in local places with a unique character instead of international cuisine chain restaurants.

In the prior research, it is mentioned that travelers frequently consume local cuisine to explore new things or escape from their daily routines. Tourists need something new to make them feel confident and comfortable, even though they appear to be pleased with their current life circumstances (Kim et al., 2009). Suntikul et al. (2019) argue that the promise of unique local cuisine encourages these tourists to disrupt their daily consumption habits because tourists view authentic local cuisine experiences as a method to break free from daily routines. Hence, escape from routines is the independent variable in this research.

Intention to Consume the Local Food

Tourists' intentions are usually unclear and change throughout their encounters. As it relates to gastronomic tourism, this raises the possibility that the surroundings might have a significant influence on visitor behaviour and intents. Apart from that, Abdullah et al., (2018) argue that the choice to travel toward a specific location, along with the following evaluations and prospective behavioural intentions, are all part of the tourist's intention. In general, food preferences are studied as elements of human behaviour. Tourists can experience local culture and immerse themselves in its norms by partaking in the local cuisine, particularly cuisine associated with place identification, which can serve as a symbol of a destination's culture (Zhang et al, 2018).

Food choices or intentions in tourism have evolved into an important component in the expansion of tourism industries. Rozin (1996) indicated that cultural identity has a significant impact towards the intent to consume local foods and the choices of foods. Even local cuisine serves as a platform for educating tourists about the culture. The choices made by tourists will change to meet

their physical requirements and consumption patterns. There are numerous elements, such as situational and individual circumstances that have an impact on this voting behaviour.

Research Hypothesis

The researchers hypothesis is to see whether there are any relationships between the study's dependent and independent variables.

H1: There is a relationship between physical surroundings and the intention to consume local foods.

H2: There is a relationship between excitement and the intention to consume local foods.

H3: There is a relationship between prestige and the intention to consume local foods.

H4: There is a relationship between escape from routine and the intention to consume local foods.

Research Framework

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

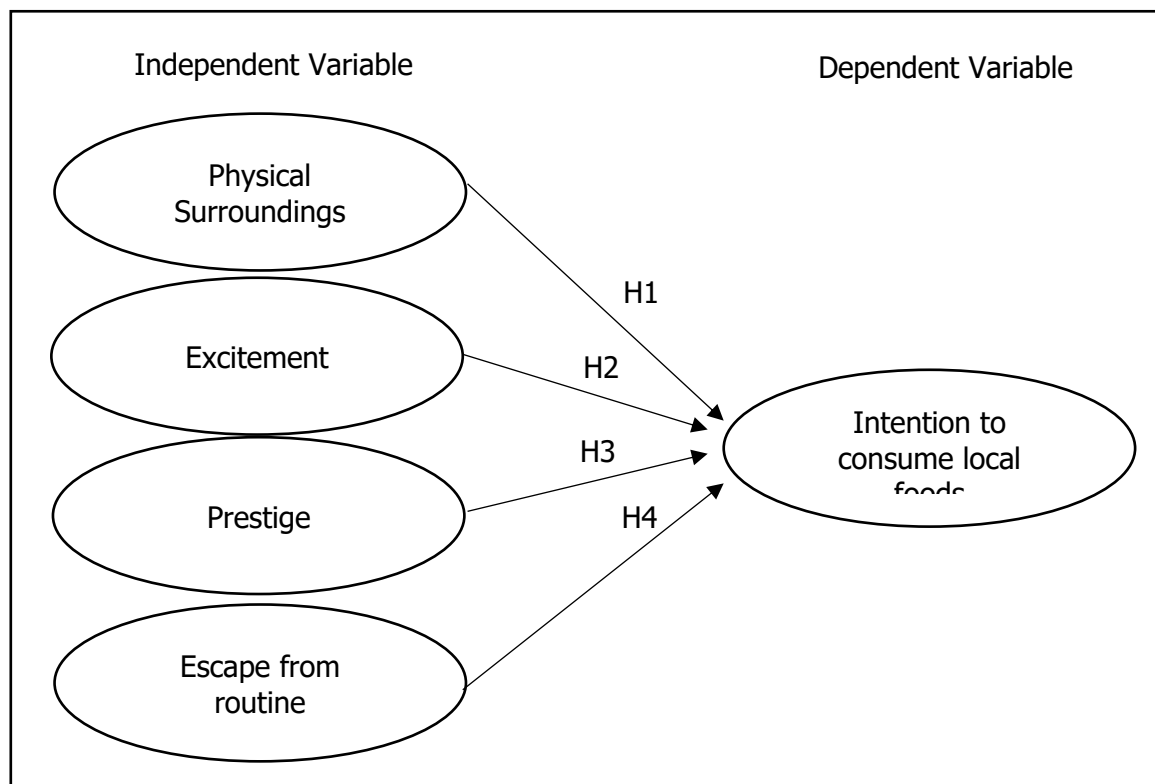


Figure 1 : Conceptual framework for intention to consume local foods.

Source: Kim et al. (2009)

METHODOLOGY

Research Design

In this study, a quantitative research design will be used. The process of gathering and analyzing numerical data is known as quantitative research design. Our targeted respondents 384, however the data group access from the respondents we acquired only resulted in 321 respondents and to analyze the primary data, researchers will use SPSS version 20.2 (Statistical Programmers for Social Science).

Additionally, this chapter explores the link between the variables that influence tourists to consume local food in Kelantan.

Moreover, the researchers use a questionnaire as a tool for the research instrument in this study. The researchers present the survey questions in a Google Form so that participants can respond online or through social media. To make it simpler for the respondents to understand every question in this survey two languages will be provided: Malay and English. This research question is divided into three sections which are sections A, B, and C.

Section A focuses on the demographic data of the respondents, whereas Section B relates to the independent variables, each variable contains two questions that respondents must answer. Section C, on the other hand, deals with the dependent variable and includes four questions that the responder must respond to. Typically, the Likert scale provides five possible answers to a statement that allows respondents to indicate their strength of agreement or disagreement regarding the question given. Closed-ended inquiries are types of questions that demand a straightforward response from the respondent. The question can be answered with a single word or a straightforward "yes" or "no."

Data Collection

The primary data approach will be employed in this study to collect information. The questionnaire will be distributed using online forms created with Google Forms that can be accessed anywhere and anytime by potential respondents. Respondents have a high level of flexibility in how they complete the questions since they may use their smartphone, computer, tablet, and other devices to respond by the researchers distributing or sharing the link Google Form through social media platforms.

Sampling

This study will utilize non-probability sampling and adapt convenient sampling from other types of nonprobability sampling. Convenience sampling is appropriate for this research since the methods are easy and affordable, and the participants are easily available. Additionally, Dörnyei (2007) supported that this type of nonprobability sampling is a sampling where participants from the target group fulfill certain practical requirements for them to be included in the study objectives.

Data Analysis

Four types of data analysis were used in this research : descriptive statistics, reliability test, correlation analysis and frequency analysis. The researchers will use SPSS version 20.2 (Statistical Programmers for Social Science). Organize data and pie charts with SPSS, a program-based data processing and analysis system.

FINDINGS

Result of Demographic Analysis

Table 1: Frequency Analysis

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	36	11.2
	Female	285	88.8

Age	18-24	276	86
	25-34	33	10.3
	35-44	7	2.2
	45-54	3	0.9
	55 above	2	0.6
Race	Malay	281	87.5
	Chinese	10	3.1
	Indian	8	2.5
	Others	22	6.9
Marital Status	Single	302	94.1
	Married	19	5.9
Education Level	Primary School	0	0
	Secondary School	16	5
	Diploma	19	5.9
	Undergraduate or Bachelor Degree	281	87.5
	Postgraduate Degree or above	5	1.6
Occupation	Student	282	87.9
	Employed	32	10
	Self Employed	4	1.2
	Housewife	2	0.6
	Unemployed	5	0.3
Have you ever been to or visited Kelantan before (in past 5 years)	Yes	257	80.1
	No	64	19.9

Table 1 shows that females are more likely than males to be influenced to consume the local food in Kelantan. The entire number of male respondents is 36, while the total number of female respondents is 285 persons. Their combined percentage is 88.8% compared to 11.2% for the male respondents.

Out of 321 responses, the majority of the respondents were 86.0% between the ages of 18 - 24 years old, with 276 individuals completing the survey, followed by 10.3% the ages between 25 - 34 years old resulting in 33 individuals, 2.2% respondents aged between 35 - 44 years old which is 7 people meanwhile 0.9% of 3 individuals are age between 45 - 54 years old and a total of 0.6% of 2 persons aged 55 and above. According to data analysis, 18 - 24 years shows that people in that age range are more influenced to consume the local food in Kelantan.

Next, with the 87.5% and 281 respondents, Malay is the race group with the most participants in the survey, followed by 3.1% Chinese with 10 respondents. With 2.5% consisting of 22 respondents, Others group races are the third highest answering the survey, followed by 2.5% of Indians with 8 respondents. According to this data's analysis, the more race influenced to consume the local food in Kelantan is Malay people.

Out of 321 responses, 93.8% of respondents were single, with a total of 301 respondents, compared with only 5.9% of the respondents who were married, with a total of 19 respondents. This shows that mostly more females engage in answering the survey about the influence of consuming local food in Kelantan than males.

The majority of the respondents answering the survey are 87.5% from undergraduate or bachelor's degrees, with a total of 281 respondents. Followed by a total of 19 respondents, the study indicates that 5.9% are diploma students. Meanwhile, 5.0% of the secondary school participated in

this survey with only 16 respondents, and the lowest percentage of education level is the postgraduate degree or above with only 5 respondents (1.6%).

With 282 respondents, the majority of the respondents are undergraduate or bachelor's degree holders, with 87.9%. The second highest is employed with 32 respondents (10.0), followed by self-employed with 1.2% representing four respondents. The two lowest percent of occupations are housewives, with only two respondents (0.6%), and only one respondent is unemployed (0.3).

Lastly, revealing that 257 respondents opted to reply yes to the question's statement, while 64 respondents chose to respond no to the question's statement. The researchers discovered that the percentage for those who respond yes with the question's statement is 80.1% and 19.9% the respondents who respond no with the question's statement. According to this data's analysis, there are more respondents who have visited Kelantan after five years.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Item	Mean	SD
Physical Surroundings	Cleanliness of the restaurants or places of destinations is important for your travel dining experience.	4.50	0.840
	Design of the restaurants is important for your travel or trip dining experience.	3.97	0.929
Excitement	Before going on a trip you search for the information about food first, the image of food makes you feel excited.	4.24	0.829
	When you eat out, it is exciting for you to try the most unusual items, even if you are not sure what you like.	4.02	0.899
Prestige	It is important for you to share photos and information of your dining experience with others through social media.	3.74	0.910
	You will go to the place of restaurants recommended by your surrounding social groups and the public.	4.10	0.791
Escape From Routine	Feel comfortable when you try food on a trip which is different from what you eat in your normal life.	4.03	0.858
	Your choices and behavior for dining experience during travel or trip is different from your daily life	3.95	0.877
Intention to consume local food	I would like to eat Kelantan local food.	4.31	0.700
	I am willing to eat Kelantan local food.	4.24	0.745
	I plan to consume local food in Kelantan.	4.19	0.779
	I expect to consume local food in Kelantan.	4.27	0.707
	I intend to eat Kelantanese local foods in the near future.	4.21	0.774
	I am willing to recommend people, family and/or friends to visit Kelantan for its food.	4.25	0.800

Table 2 shows the mean and standard deviation of independent variables and dependent variables. The data indicates that the highest mean value for the dependent variable is Question 1, with 4.31 and 0.700 standard deviation, in which respondents agreed that "they would like to eat Kelantan local food." Meanwhile, the lowest is Question 3, "I plan to consume local food in Kelantan," with a 4.19 mean value (SD=0.779).

Physical surroundings show that 'Cleanliness of restaurants or places of destination important for your travel dining experience' has the highest mean value of 4.50 (SD=0.840), followed by 'Design of the restaurant is important for your travel or trip dining experience' got a mean score of 3.97 (SD=0.929), slightly lower than the first question.

The highest mean score of excitement is 4.24 (SD=0.829), which means respondents agree, 'Before travel, you search for food, which image makes you feel excited, on social media or another medium.' Followed by the question, 'When you eat out, it's interesting that you try the most unusual items, even if you're not sure what you like' with a mean score of 4.02 and a standard deviation of 0.899.

Next, the respondents agreed with the question of prestige, which is "You will go to the restaurants recommended by your surrounding social groups, and the public" scored the highest mean value, which was 4.10 and 0.791 standard deviation. Followed by the question "Is it important for you to share photos and information about your dining experience with others through social media" yielded a slightly lower mean score of 3.74 and a standard deviation of 0.910, respectively.

The highest mean value for escape from routine is 4.03, and 0.85 indicates that respondents "feel comfortable when trying food on a trip that is different from what they eat in normal life." Meanwhile, the "Your choices and behavior for dining experiences during travel or trip is different from your daily life" only recorded a 3.95 mean score and 0.877 standard deviation.

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	N of items	Cronbach's Alpha
Physical surroundings	6	4.23
Excitement	2	4.13
Prestige	2	3.92
Escape from routine	2	3.99
Intention to consume local food	2	4.25

The results of the reliability analysis display the number of items, and Cronbach's alpha statistic. With six items in the statistic for intention to eat local food, Cronbach's alpha is 0.934. The additional factors are the physical environment, excitement, prestige, and escape from routine; each of the variables comprises two items. Cronbach's alpha reliability analysis for the physical surroundings is 0.662, excitement is 0.720, prestige is 0.616, and escape from routine is 0.752. Hence, the reliability analysis results' overall shown that all the variables are acceptable.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Pearson's Correlation	Result
H1: There is a positive relationship between physical surroundings and the intention to consume local food in Kelantan.	0.383	Supported
H2: There is a positive relationship between excitement and intention to consume local food in Kelantan.	0.556	Supported
H3: There is a positive relationship between prestige and intention to consume local food in Kelantan.	0.418	Supported
H4: There is a positive relationship between escape from routine and intention to consume local food in Kelantan.	0.538	Supported

Hypothesis 1 (H1) proposed that physical surrounding show the value of Pearson's correlation at $r = 0.383$, meanwhile excitement in Hypothesis 2 (H2) indicate $r = 0.556$, prestige in Hypothesis 3 (H3) shows $r = 0.418$ and Pearson's correlation $r = 0.538$ in Hypothesis 4 (H4). With the significant level respectively at 0.000, which is less than the 0.05 level of significance. Thus, all proposed hypothesis were accepted. The Pearson's correlation results in the hypothesis above are supported and revealed that the independent variables namely physical surroundings, excitement, prestige, and escape from routine have a moderate positive and low positive relationship with the intention to consume local food in Kelantan. With all the significant less than $p < 0.05$, it is determinants of the likelihoods to consume local food while travelling.

DISCUSSION AND RECOMMENDATION

In summary, this research explored in depth the factors that influence the intention of tourists to consume the local food in Kelantan. The purpose of this study is to answer the questions and the hypothesis. Based on the data analysis, the current study makes some recommendations for tourists, academic researchers or the community to enhance the intention of tourists to come to Kelantan.

The recommendation or suggestion for future research about this study might include classic outdoor dining areas in Kelantan, which increases the Classic Wooden Houses and Rural Scenery. Local eateries may want to think about adding outside eating areas that are a reflection of the local architecture and landscape to improve the dining experience. For customers to enjoy their meals in a lovely location, this can feature outside seating spaces, gazebos with thatched roofs, or elevated dining platforms. Physical surroundings scenic views in Kelantan are renowned for its attractive landscapes, which include lush vegetation, rivers and traditional wooden cottages.

After that, organise food celebrations and events that highlight Kelantan's illustrious local food history. In addition to a vast range of regional local food, these events may also include interactive games, live culinary demos and cultural performances. Tourists will be encouraged to discover and partake in the regional local food if a joyful and joyous environment is created. These events can draw foodies and tourists interested in the local food in Kelantan by showcasing the distinctive tastes and ingredients of the area.

Next, cooperation with the Tourism and hotel sector. Promote local cuisine experiences as part of upscale travel packages by working with tourism boards, travel companies, and the hotel sector. To draw affluent travellers looking for excellent culinary experiences, highlight the exclusivity and

prestige of these events. Collaboration with the tourist and hospitality sector creates avenues for networking and forming collaborations with key industry players. These contacts may open up more chances for cooperation, such as taking part in renowned food events, culinary contests or global culinary exchanges.

Lastly, cooking classes and workshops where people may learn the fundamental methods and dishes of traditional Kelantanese cookery. As people engage in a novel and creative activity, these hands-on encounters provide a respite from routine. Participants may become lost in the world of food, pick up new skills and experience the pleasure of cooking and eating regional cuisine. Cultural Relationship Participants in cooking lessons and seminars that emphasize Kelantanese cuisine have a greater understanding of the local way of life.

CONCLUSION

In this study, the researchers aimed to investigate the factors that influence tourists' intentions to consume local food in Kelantan. They focused on four independent variables: physical surroundings, prestige, excitement, and escape from routine. The physical surroundings refer to the sensory aspects that can be perceived, such as touch, smell, sight, hearing, and taste. Trying unfamiliar food was considered an invigorating experience, and the expectation of excitement was believed to enhance the overall experience. Prestige, on the other hand, relates to the respect and admiration given to something or someone based on reputation, quality, success, or social influence. Lastly, tourists seeking an escape from their everyday routines valued local food experiences as a means of breaking away from their usual eating habits.

The findings of the study indicated that tourists did not place significant emphasis on the given factors. Instead, the data showed that tourists were more concerned with experiencing and understanding the authenticity of the local food in Kelantan. Most of them intended to taste the genuine flavors and differentiate them from widely recognized local food products. These well-known factors, therefore, influenced tourists' intentions to consume local food in Kelantan to a moderate extent. The study suggested that the environment had a substantial impact on visitors' intentions and behaviors regarding culinary tourism, as the intentions of tourists tended to shift during their experience.

According to the survey results, travelers expressed a strong desire to visit Kelantan due to their appreciation for the authenticity and excellence of the regional cuisine. Furthermore, the affordability of local eateries without compromising quality made them even more attractive to tourists. Witnessing the originality and authenticity of native cuisine in Kelantan contributed to tourists being more accepting of their own experiences.

Overall, the study concluded that the given factors, including the physical surroundings, prestige, excitement, and escape from routine, significantly influenced tourists' intentions to consume local food in Kelantan. By experiencing traditional local food, tourists could savour the authenticity of the cuisine, which played a role in preserving the food culture and heritage of Kelantan. Consequently, there is a high demand for tourists seeking local food experiences, and this research demonstrated that these factors indeed influence their intentions positively.

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