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**FACTOR INFLUENCING THE TOURISM
DEVELOPMENT IN KOTA BHARU, KELANTAN**

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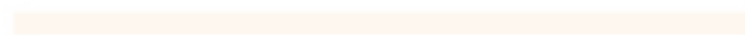
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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

UNTWO	United Nations World Tourism Organization
SPSS	Statistical Package for the Social Scientists
VMY	Visit Malaysia Year



ABSTRACT

This research observes the relationship of tourism development in Kota Bharu, Kelantan in 3 aspects which is food image, destination image and Islamic values. The objectives of this research is firstly to investigate the relationship of food image between tourism development in Kota Bharu, Kelantan. Secondly, this is to identify the relationship between destination image between tourism development in Kota Bharu, Kelantan and thirdly is to determine the relationship of Islamic values between tourism development in Kota Bharu, Kelantan . 384 local tourists from Kelantan and people who visit Kelantan will be target to be the respondent and answered the survey which is questionnaire by face to face. The Statistical Package for Social Science(SPSS) will use in order to evaluate the data collection. The function of SPSS is to statethe whole statistical analysis process which is to plan, to collect the data, report for the best decision making and also performance. This study will further strengthened claim of previous research on how food image, destination image and Islamic values influence the current dependent variable. Lastly, this study significantly contributes to development and the industry in Kelantan based on food image, destination image and Islamic values as the contributing factors.

Keywords: food image, destination image and Islamic values, tourism development

ABSTRAK

Kajian ini melihat hubungan pembangunan pelancongan di Kota Bharu, Kelantan dalam 3 aspek iaitu imej makanan, imej destinasi dan nilai Islam. Objektif kajian ini adalah pertama sekali untuk mengkaji hubungan imej makanan antara pembangunan pelancongan di Kota Bharu, Kelantan. Kedua, ini adalah untuk mengenal pasti hubungan antara imej destinasi antara pembangunan pelancongan di Kota Bharu, Kelantan dan ketiga adalah untuk menentukan hubungan nilai Islam antara pembangunan pelancongan di Kota Bharu, Kelantan. Seramai 384 pelancong tempatan dari Kelantan dan orang ramai yang melawat Kelantan akan menjadi sasaran untuk menjadi responden dan menjawab kaji selidik iaitu soal selidik secara bersemuka. Pakej Statistik untuk Sains Sosial (SPSS) akan digunakan untuk menilai pengumpulan data. Fungsi SPSS adalah untuk menyatakan keseluruhan proses analisis statistik iaitu merancang, mengumpul data, melaporkan untuk membuat keputusan yang terbaik dan juga prestasi. Kajian ini akan mengukuhkan lagi dakwaan kajian terdahulu tentang bagaimana imej makanan, imej destinasi dan nilai Islam mempengaruhi pembolehubah bersandar semasa. Akhir sekali, kajian ini secara signifikan menyumbang kepada pembangunan dan industri di Kelantan berdasarkan imej makanan, imej destinasi dan nilai-nilai Islam sebagai faktor penyumbangannya.

Kata kunci: imej makanan, imej destinasi dan nilai Islam, pembangunan pelancongan

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Background of the study, a problem statement, research objectives, research questions, the significance of the study, and a summary compensate for Chapter 1. The theories, concepts, terminology, and ideas associated with a subject or problem are included in the study's background. A problem statement is a concise, straightforward statement that describes the signs of a specific problem that researchers wish to investigate (Mukesh, Salim, & Ramayah, 2013). The term "research objectives" refers to declarations of purpose or intended courses of action, which may be expressed as specific courses of action to address the issues put forth. The major, broad questions are the research questions, and exploratory questions might be used to supplement them (Abao, 2014). Furthermore, the contribution made by researchers to altering perceptions, advancing knowledge, or introducing novel hypotheses in a particular field of study can be referred to as the significance of the study (Maillard, 2013).

Tourism is one of the most valuable investments that any country, including Malaysia, can make. It results in a number of economic improvements and more income for businesses in transportation, dining, and lodging sectors as well as for those in the supplier, entertainment, money-exchange, and healthcare sectors. The largest and most important industry in the world nowadays is tourism. This industry has been acknowledged as one of the most significant service sectors in the world (Schumacher, 2007). Many government goals might include tourism on the social, environmental, and economic levels. The government prioritizes protecting the environment and cultural traditions while minimizing any negative effects since it views tourism as a development instrument (Liu & Wall, 2006).

1.2 BACKGROUND OF STUDY

Tourism is definable as any activity that involves traveling, visiting, or moving more than 50 miles from our place of living in order to engage in leisure or recreational activities (Wilton, 2012). A year is the maximum time frame for visiting, touring, and traveling as well. You can engage in this tourist activity both domestically and internationally (Westcott, 2021). According to the World Tourism Organization (UNWTO, 2008), tourism also refers to leisure pursuits, theory and application, products, commercial activities, and tourist sites.

In this study, the researcher examine the development of tourism in a state called Kelantan. The reason why this study is important is because the researcher wants to know more deeply and in detail about the tourism activities that are going on in Kota Bharu, Kelantan. The researcher wants to do this research to identify the features that have influenced the development growth Tourism in Kota Bharu, Kelantan at this point. Among the factors that researchers want to study are those in terms of food, environment, acceptance of local people, and many more. In this study as well, researchers also look through into present issues that Kelantanese citizens and the state of Kelantan are facing as the industry continues to flourish. Due to the problems that have been identified, the researcher find a solution to every problem that develops. Apart from that, the researcher also has a goal to achieve, which is to find a solution to every problem that develops to create more stable and systematic tourism and economic development.

As the general public knows, the state of Kelantan is a state that is not popular with rapid tourism activities like the states of Sabah and Penang, for example, because the state of Kelantan is better known as an agricultural state. But in recent years, due to the state government's efforts to promote state tourism, tourism has been somewhat enhanced by the

establishment of numerous various destinations that can serve as a center for both domestic and international tourists. For example, islands, caves, and historical sites Therefore, the researcher plans to observe the development of tourism industry in the state of Kelantan after conducting research on various aspects.

1.3 PROBLEM STATEMENT

According to Tourism Malaysia (2020) to represent the diversity of culture in Malaysia, for the Visit Malaysia Year (VMY) 2020, the government has picked a new tagline and logo to attract more tourists around the world. The main reason that tourists are interested in Malaysia is because of the country's diverse and rich culture (Onlinevisa, 2020). Kelantan is among the states in Malaysia that is recognized for its attractive environment and beautiful scenery. (Sufahani, S.F, et al., (2013). However, competition in the tourism sector is one of the challenges to be overcome by Kelantan compared to other states. Although Kelantan has a diversity of tourism assets which assure of the importance of the tourism sector in economic development, the tourist sector in Kelantan still is not enough to build the increasing needs of the demand for these services, and the investment in this sector is still below the required level. Besides, the government has to generate RM3 million for the investment in the tourism sector in 2017 (Tourist Information Centre, 2017).

According to Promsivapallop & Kannaovakun (2019), food image factors significantly influence food preference more than food consumption. Nowadays, consumers have high expectations for appealing food in terms of taste, color, and texture. Essentially, consumers will be more inclined to purchase and consume food that is high-quality, healthy, and safe to eat. According to Hanan & Aminuddin (2012), choosing the best cuisine or traveling for food is a

habit that people had practiced from the beginning of time till today. However, food image in Kota Bharu, Kelantan is good enough for Malaysia's many ethnic groups, including Malay, Chinese, Indian, and other ethnic from Sabah and Sarawak, to accept it. Kelantan can increase development and people look for it.

According to Hanan & Zuliah (2017), Despite the increased number of tourists who visited Kelantan's interesting places, there is still a lack of information and research regarding Kelantan's cultural representation, which necessitates taking destination image into account. Tourists make their choices on the perceived quality of the place, which is important in determining their travel plans and influencing their satisfaction. (Intan et al, 2018). The issue that can be examined is the current vacation destinations are not kept up and additionally the conceivable reasons for losing its engaging quality to sightseers for instance, a place that used to be the fundamental fascination in Kelantan is no longer the concentration of travelers to Kelanta. Between the event of such a circumstance is nature clean facilities existing components and not in the best condition. The tourism industry needs the appearance of tourists more than day-trippers. A person who travels or goes on an adventure with the aim of accomplishing it within one day, especially for fun, is referred to as a day tripper. The financial benefits of accommodation in overall and cultural tourism especially will be clearly impacted by this (Chen & Huang, 2018).

1.4 RESEARCH OBJECTIVES

Therefore, this study is to measure the tourism development in Kota Bharu, Kelantan. The research objectives in this study were as follows :

1. To determine the relationship between food image and tourism development in Kota Bharu, Kelantan
2. To investigate the relationship between destination image and tourism development in Kota Bharu, Kelantan
3. To study the relationship between islamic value and tourism development in Kota Bharu, Kelantan

1.5 RESEARCH OBJECTIVES

As a result, the following three research questions have been generated for this study :

1. What is the relationship between food image and tourism development in Kota Bharu, Kelantan?
2. What is the relationship between destination image and tourism development in Kota Bharu, Kelantan?
3. What is the relationship between islamic values and tourism development in Kota Bharu, Kelantan?

1.6 SIGNIFICANCE OF THE STUDY

In this section will be explained the significance of the study for the development of tourism in Kota Bharu, Kelantan. From a research viewpoint, this study contribute to a deeper comprehension of the variables influencing Kelantan's tourist development. This study assist

the travel and tourism industry from a practical point of view because there will be many tourists from abroad and locals who visit Kelantan, especially for the economy of the state of Kelantan.

This research provides extensive analysis and evaluation of sustainable development tourism in Kota Bharu . This research work find out the challenges of sustainable development tourism in Kelantan. This research also find out the suggestions and guidelines that will help the policy and strategy determine what is negative and positive in Kelantan.

Last but not least, this research provides an overview of the factors impacting the tourism development of Kelantan. This research beneficial to the tourism industry, the authorities of Kelantan, and local communities. It has found the factors that influence tourism and understood the weak and strong points to develop tourism. It also improve knowledge about how to attract more tourists and develop tourism in Kota Bharu, Kelantan. Kota Bharu can become an attractive destination and attract more tourists from foreign countries.

1.7 DEFINITION OF TERMS

1.7.1 TOURISM DEVELOPMENT

Development of the tourism industry refers to the design and execution of plans, infrastructure, or other initiatives deemed appropriate by the Council with the goal of enhancing a destination's appeal and drawing in more visitors (Wilton, 2012). According to the Ahl et al., (2002), tourism development is described as the creation and implementation of strategies, infrastructure upgrades or other efforts judges appropriate by the council with the intention of boosting a destination's appeal and attractions more tourists. Individual's wellbeing and host countries's incomes can both grow with tourism expansion.

1.7.2 FOOD IMAGE

Food images associated with travel destinations have become one of the unique concepts in branding destinations where food is considered part of the local culture and people. According to (Huang, 2009) to get better understand the benefit of food images in destination marketing, it is necessary to identify the basic dimensions and components of food images.

1.7.3 DESTINATION IMAGE

Destination images were one of the most widely used research subjects in the academic literature on tourism. The final end of tourism was the destination (Leiper, 1979). In this study, the destination image was split into the cognitive image and the emotional image, was defined as the overall impression of the tourist destination.. The image of the destination may be thought of as a pull factor that influenced travellers' decisions to visit or keep away from the a location. (Gartner, 1994). The image of the destination was one that had been established

favourably by a combination of the place's characteristics.. For example beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities (Kim, 2014)

1.7.4 ISLAMIC VALUE

Islamic tourism adds a new ethical component to the travel industry. It stands for moral principles that are often regarded as having high standards. It also represents environmental protection and respect for local customs and beliefs. It stands for a fresh perspective on the world and society. In a time when consumerism is rampant and everything is accessible for use and abuse in the most selfish ways, it restores morals to the forefront of society. Additionally, it promotes intercultural understanding and communication and makes an effort to learn more about the origins of various cultures and cultural legacies (Hassan, 2004).

1.8 SUMMARY

The first chapter of this study with the background of factors influencing the tourism development in Kota Bharu, Kelantan. Next, this chapter offers research questions consisting of three research questions to assist three research objectives which are to identify the relevance of the relationship between food image, destination image and islamic values toward tourism development in Kota Bharu, Kelantan. Furthermore, this chapter also mentioned the significance of the study at the end of the chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter is going to discuss the details about literature review of the factor influencing the tourism development in Kota Bharu, Kelantan. Nowadays, the tourism industry in Kelantan has grown rapidly especially in Kota Bharu. The main purpose of our research is to identify influences that influencing the tourism development in Kota Bharu, Kelantan. It follows with the discussion of tourism development, food image, destination image and Islamic value, as well as the independent variables. Lastly, the research highlights the research hypotheses, conceptual framework and summary for this chapter.

2.2 LITERATURE REVIEWS

2.2.1 DEPENDENT VARIABLES

Dependent variable is one that relies on other variables. For instance, A test score can be a dependent variable because it differs depending on a variety of variables, including the amount you studied, how often you got the night before the test, as well as how hungry you were. Typically, when attempting to establish a link between two variables, the objective can figure out what causes the dependent variable to vary in the manner that it does.

Many people struggle to recall which variable is indeed the independent variable and which variable is the dependent variable. Inserting the names of two variables you're using in this phrase in the logical order will assist you in remembering them.

2.2.1.1 TOURISM DEVELOPEMENT

Tourism development is described as the creation and implementation of strategies, infrastructure upgrades or other efforts judged appropriate by the council with the intention of boosting a destination's appeal and attracting more tourists. Individual's well-being and host countries' incomes can both grow with tourism expansion (Ahn et al., 2002). Tourism development also can take advantage of the significant and distinctive natural resources that many tiny states and their coastal regions possess, especially those that are climatically advantageous or have a strong potential for ecotourism (Leoni, 2021).

According to the 2018 UNWTO World Tourism Barometer, the first thorough analysis of statistics and trends in international tourism for the new decade, this year has seen growth for 10 straight years. All regions had an increase in international arrivals in 2019. A slower gain in 2019 was brought on by issues including Brexit uncertainty, Thomas Cook's bankruptcy, geopolitical upheaval, social unrest, and the slowdown in global economic growth, in contrast to the phenomenal rates of year 2017 and year 2018 (UNWTO, 2020). This recession mostly affected advanced economics, especially those in Europe, Asia and the pacific (UNWTO, 2020).

The use for tourism development is frequently criticized. One of these criticisms is that "to anything which is not mass tourism" is commonly used to refer to alternative or sustainable kinds of travel (Harrison, 2015). In reality, alternative tourism is frequently criticized for being too small-scale, encouraging feigned participation rather than genuine engagement, and escalating local inequality (Goodwin, 2009). One important industry in the development of certain Asian nations is tourism. Malaysia depends on tourism for its growth. Asia's Malaysia has greatly benefited from the expansion of the tourism sector. Different Asian nations are

experiencing different tourism development trends. Natural disasters, including floods, earthquakes, and air pollution, will have an impact on Asia's tourism economy (UKSDiss, 2021).

The development in Kelantan is getting more and more rapid with the development of various industries, including food, tourism, and Islamic value, which will further boost the development of the state of Kelantan. The three factors are very important in maintaining the development of tourism in Kelantan, especially in Kota Bharu. The development in Kota Bharu has shown its development in terms of food image, with more and more restaurants, cafes, and opening kiosks, which will further increase the number of tourists coming to Kota Bharu (Pratt, 2018).

Next is destination development. The area is strategically planned and developed in Kota Bharu with a singular concentration on the supply side of tourism, by offering thrilling experiences, top-notch infrastructure, and great services to draw repeat visitors (Aziz, 2010). Because Allah created humanity in this earth, not angels or other animals, development must continue. However, development that lacks a spiritual foundation is like a massive tree with obscene and decaying roots. Even the many leaves won't be able to conceal anything for very long because they will very simply fall flat. (Aziz, 2010).

Kelantan has a lot to offer in terms of cross-border tourism, ecotourism, and arts, culture, and historical tourism (MasterEcer18(M), 2020). With its "Experiential Tourism" offerings, Kelantan has the potential to draw more visitors, particularly foreign ones. The

unique culture, customs, cuisine, heritage, and values cherished by the locals coexist in Kelantan with its abundant natural resources.

The aim of the study, the development in Kota Bharu has shown its development in terms of food image, with more and more restaurants, cafes, and opening kiosks, which will further increase the number of tourists coming to Kota Bharu (Pratt, 2018). It means tourism development in Kota Bharu, Kelantan will be expanded.

2.2.1 INDEPENDENT VARIABLES

An independent variable is a variable that is unaffected from the other variables being measured. For example, someone's age. It could be an independent variable. A person's age didn't change as a result of other factors like what they eat, how often they attend classes, or how many hours of the media they watch. In fact, when you are looking for some kind of relationship between variables, you can attempt to determine whether the independent variable affects the dependent variables in any way.

2.2.1.1 FOOD IMAGE

Food is essential when traveling, but the food of a destination can also be an attraction (Stone & Migacz, 2016). Indeed, destination managers may seek to elevate local food from a functional component of a trip to a component of the region's image and the focal point of a desired experience (Canizares & Guzman, 2012). Food is an important motivational factor towards tourist destination visits (Henderson, 2009). Food is the network between tourism and destinations, as delicious food is a useful aspect of destinations (Horng & Tsai, 2012) and plays an important role in promoting and regular destinations (Horng & Tsai, 2010).

Tourism in Malaysia is developing, with more and more tourists visiting the country. Aside from leisure, it has become a popular destination for foodies. Malaysia has a diverse range of food to offer tourists. Many efforts have been made to progressing the improvement of food travel as well as make it the extreme destination for foodies around the world. The importance of tourism for gastronomy is increasing. Food and beverages, which are mainly delivered to tourists through hotels, restaurants and resorts, have played an important role in tourism products. Food image are the most important factors shaping a visitor's understanding and influencing choice of tourist destinations (Long, 2004).

In addition, Food image is a main factor in the tourism development of Kota Bharu, Kelantan. Food representation associated with travel destinations has become one of the most unique concepts in destination branding and food is considered a part of Kota Bharu's culture and people. According to (Huang, 2009) to more appropriate understand the use of food image in tourism development in Kota Bharu, the basic dimensions and components of food image should be identified. Maintaining the purity of Malaysian indigenous food is essential for the growth of the tourism industry, because food is representative of Malaysian cultures and ethnic groups. Beside that, food taste, food quality, food safety, and many other factors influence food image (Intan et al., 2018). Kelantan has many ethnic groups such as Malay, Indian, Chinese and Siamese. Because of ethnic diversity, there are many types of traditional foods that represent their customs. So one of the advantages of authentic Malaysian cuisine is that many foreign tourists want to try Kelantan cuisine when they travel here. According to (Syahida & Zainal, 2014), Kelantan is known as the Cradle of Malay Culture and is famous for its unique cultural heritage, natural surroundings and the exclusive hospitality of the locals, including unique food, which has influenced the tourism development of Kota Bharu.

In this study, Food images are the most important factors shaping a visitor's understanding and influencing choice of tourist destinations (Long, 2004). Consequently, the researcher will examine the relationship between food image and tourism development in Kota Bharu, Kelantan.

2.2.1.2 DESTINATION IMAGE

The growing consensus among researchers is that a person's expectations of a certain place are made up of gestures, generalizations, emotional studies, and destination images (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). The knowledge of an individual's or group's ideal, print, prejudice, imagination, and emotional thinking about a certain location is included in their destination image (Y. Li, Xu, Song, & He, 2020). The number of people or entities who think visiting a certain tourist site is worthwhile or the place itself may be related to the destination's image (Stylidis & Cherifi, 2018). Accordingly, the consumer's view of the destination as a deciding factor might be characterized as the destination image. In reality, the destination image is supposedly important and useful in the decision-making process of travelers (Bruwer, Pratt, Saliba, & Hirche, 2017).

Visitors could have less understanding before making a purchase or engaging in an experience due to the intangibility of travel and tourism places and the service items it offers. Consequently, one aspect that could affect tourists' choice is the destination's image (Tasci, Gartner & Cavusgil, 2007). It is thought that the more pleasant an image is, the more likely it is that the location will be taken into account and ultimately chosen (Baloglu & McCleary, 1999). This presumption prompts study and calls for a concentrated effort to increase a destination's allure, cultivating and maintaining a positive reputation as a means of distinction

from competing locations and therefore providing a possible competitive advantage (James, Durand & Dreves, 1976).

Destination image places more emphasis on the cohesiveness and draw of the location as well as what it can provide for visitors (Hanan & Aminudin, 2012). The natural features and geographical setting, especially the nature conformation that affects the structure of mountainous and desert regions, are all part of what makes a place unique. The term "destination image" refers to a conception that incorporates the attitudes that callers and tourists have regarding the place (Hosany, Ekinci & Uysal, 2006). To put it another way, Hanan & Aminudin (2012) claimed that the belief, thoughts, and writing of tourists and callers together can influence tourists' perceptions of a destination.

The process of creating an image begins with individual perspectives on location or destination, which also leads to the next step, which is a transformation of perspectives toward the perception of the picture, which influences the actions that will be taken throughout that process. According to Reynold (1965), the development of an internal notion based on a variety of prints selected from the flood tide of information creates the image. The marketing tactics that have been used to obtain information, including opinions from musketeers and cousins on the location, are cataracts of information in this example of the destination image. According to Echtner & Rithie (1991), the initial facts and experiences encountered during the actual visit to the destination had an impact on and changed the perception of the place. In other words, the formation of the destination image begins with the first prints of the destination.

According to Mohamad et al. (2011), Malaysia is regarded as having stunning natural scenery complemented with first-rate dining and lodging options. In a similar line, Mohamad

et al. (2012) discovered that the contentment of visitors to Malaysia is influenced by the destination's image.

Tourists base their decisions on the perceived quality of the destination image, which is important in determining their travel plans and influencing their pleasure (Intan et al., 2018). The top tourist attractions in Kelantan are Pantai Cahaya Bulan, Pantai Irama, Pasar Siti Khadijah, the Gelanggang Seni Cultural Center, Muzium Islam, and many more. These locations are ideal for travelers who are eager to learn about Kelantan's culture, particularly at the Islamic Museum.

In this research, tourists base their decisions on the perceived quality of the destination image, which is important in determining their travel plans and influencing their pleasure (Intan et al., 2018). Consequently, the researcher examine the relationship between destination image and tourism development in Kota Bharu, Kelantan.

2.2.1.1 ISLAMIC VALUE

The History of Islamic Civilization is a product description of the activities of Islamic Ummah's life in the past that originated in Islamic values. These include the estimates who have contributed to the growth, development, and spreading of Islam, as well as the history of Muslim improvements and defeats in a broad range of fields, including general and religious science, culture, government, education, war, architecture policy, economics and so on (Muhammad, 2019). Islamic tourism refers to any activity, event, relaxation, or experience brought out within an environment where they teachings are in harmonious relationship with the purpose of having experienced one's own experience in Islamic life by implementing

architectural and religious activities, design attractions, and Islamic history (Islamic Tourism Center, 2009)

In Malaysia, tourism based on Islamic history and beliefs has existed since long periods of time, when Islam originally started to expand, and it has the opportunity to attract more tourists, whether they are Muslims or not (Hanim, 2016). Malaysia serves as the best representation of an Islamic nation that upholds Islamic principles in order to draw tourists from other countries around the world (Daily Metro News, 2018). A total of 5,384,008, Muslim tourists visited Malaysia (Ministry of Tourism, Arts & Culture Malaysia, 2018) and are the travelers who are most interested in learning about Malaysian Islamic culture.

Islamic values might be one of the factors in developments in Kota Bharu, Kelantan since it is known as “Kota Serambi Mekah” (Daud, 2002). According by Hashim et al. (2007), muslim prayer times are only available on the Kelantan State homepage. and none of the other home pages provide information on halal regional food or Muslim instruction or customs for people who aren't Muslims. The local tourists who visit the Islamic environment will undoubtedly find this to be a wonderful experience. Fatima, Naeem, & Rasool (2016) in their study on the perception of individuals or local tourists with regard to religious tourism measured the safety and security dimension.

Result of this study, Islamic values might be one of the factors in developments in Kota Bharu, Kelantan since it is known as “Kota Serambi Mekah” (Daud, 2002). Consequently, the researcher will examine the relationship between islamic value and tourism development in Kota Bharu, Kelantan.

2.3 HYPOTHESIS

A claim made with the intention of testing a theory or presumption is called a hypothesis. The researchers have developed a precise, verified forecast of the study's outcome (Enago Academy, 2022). The research's hypothesis is formed based on the study's variables, such as food image, destination image, and Islamic value that affect tourism development in Kota Bharu, Kelantan. The following hypothesis was developed and was to be evaluated based on the study:

H1: There is a positive relationship between food image and tourism development in Kota Bharu, Kelantan.

H2: There is a positive relationship between destination image and tourism development in Kota Bharu, Kelantan.

H3: There is a positive relationship between islamic value and tourism development in Kota Bharu, Kelantan.

2.4 CONCEPTUAL FRAMEWORK

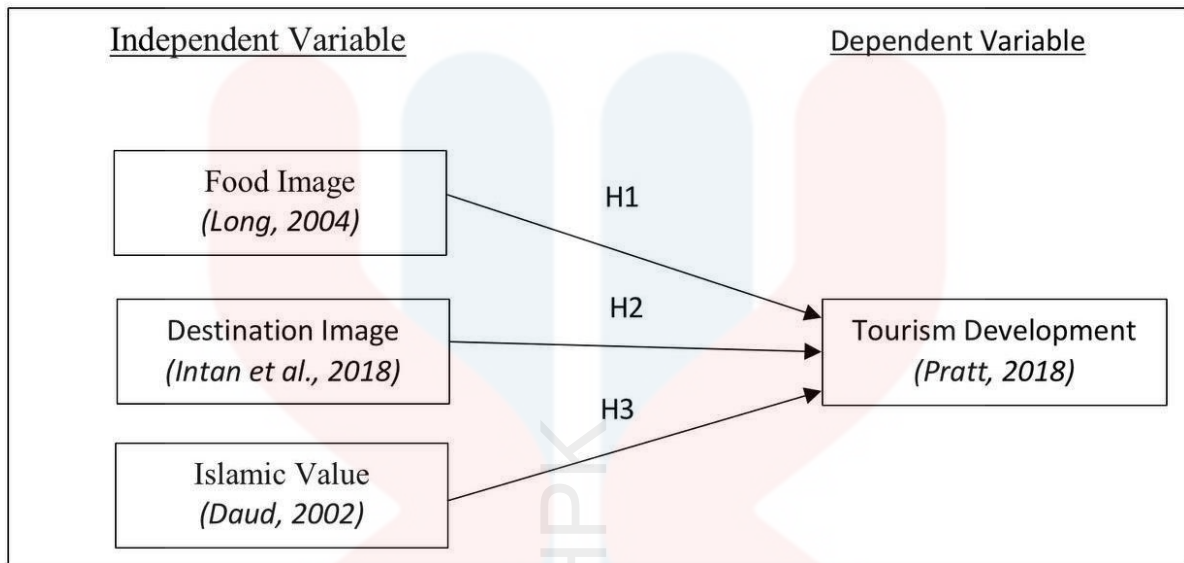


Figure 2.1 : Conceptual framework

The dependent variables (DV) and independent variables (IV) of this study are shown in Figure 2.1. The elements that influence the development of tourism in Kota Bharu, Kelantan, are known as independent variables (IV) which are food image, destination image, and islamic value. However, the dependent variable (DV) is tourism development. This figure shows the relationship between food image, destination image, and islamic value, and tourism development.

2.5 SUMMARY

In this chapter the study studied in more depth about the literature review. The main purpose of our research is to identify influences that influencing the tourism development in Kota Bharu, kelantan. Three main factors in this study are related to food image, destination image and Islamic value. In this chapter also explain the hypotheses that explain the relationship between the three factors with tourism development. In addition, this study also

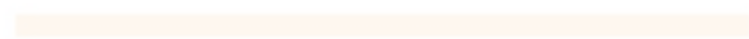
includes a conceptual framework that explains more about independent variables and dependent variables.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter about methodology. Overall, The demographic and sample, sampling technique, research instruction, instrument, and data analysis all be used to accomplish the research in this chapter. The conceptual framework or underlying presumptions that direct how the research is conducted are known as the methodology (Brown, 2006). The research methodology chapter goes into great detail about research methods, approaches, and designs, highlighting those that were used throughout the study and defending my decision by outlining the advantages and disadvantages of each while taking into account how practically applicable they were to our research.

An analysis is an isolated study of something complex in order to understand its implications and determine important features in a comprehensive study. LeCompte and Schensul assert that researchers use research data analysis to condense data into a narrative and analyze it in order to draw conclusions. It makes sense that the analysis data procedure helps break down a large volume of data into smaller parts. The study process, data collection technique, sample strategy, and output are all crucial components of the analytical methodology (Mukesh, Salim, & Ramayah, 2013).

3.2 RESEARSH DESIGN

According to (Kothari, 2016), research is the seeking of dependance through learning, observation, comparison and experimentation, and the inquiry of knowledge through

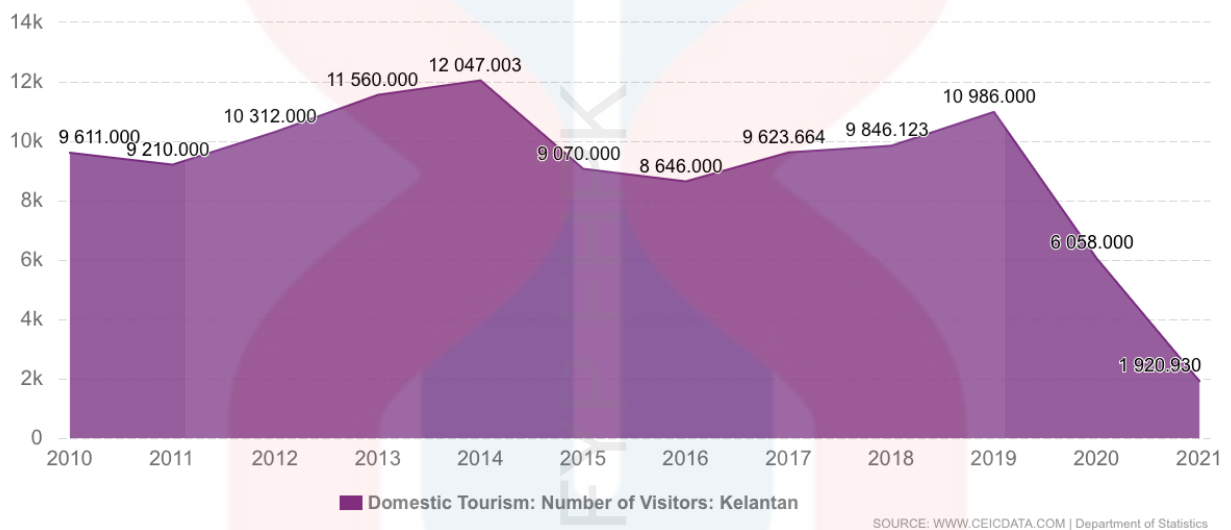
dependable and effective ways of solving problems. A research design is primarily a research plan that explain the steps researchers must follow to achieve their research goals or toward analysis hypotheses planned as the study (Daniel & Gates, 1999). The assessment of study arrangement is to ensure a certain every evidence generated by the data can assuredly and convincingly answer the analysis question (Vaus, 2001). This is broadly categorized as qualitative analysis architecture or quantitative analysis architecture. In this analyzing, the study design uses quantitative research. Through study model, researchers need to gather data and analyzes. This is due to quantitative methods can confirm behavior in a short measure of time.

In addition, the design of quantitative analyzes using figures and numbers to illustrate and adapt relationships among variables and their outcomes (Kumar, 2013). Beside that, there are four types of quantitative research methods: descriptive, relational, experimental, quasiexperimental. The designating and dependent nature of significant research is the focus of this study. Descriptive research describes something that may be a pattern, general state, or characteristic of an organization, individual, or other group (Kumar 2013). Quantitative methods will use in this study as the researchers wanted to collect data on factors influencing tourism development in Kota Bharu, Kelantan.

3.3 POPULATION

As reported by Kumar (2013), in research, the term "population" refers to an entire complete to a whole spectrum of interests in terms of issues, topics, or academic disciplines. The population is the complete set of things that one is trying to understand or, more formally, infer anything about (Salkind, 2010).

The state of Kelantan was the topic of the research for a number of reasons, including its potential to attract tourists there. Local tourists who travel to Kelantan are the study's target group. Probability sampling, which is the selection of people from a sample to reflect the population, will be used by the researchers in this study. In total, 1.92 million domestic tourists make up the study's target group. (Malaysia Domestic Tourism, 2021)



Domestic Tourism : Number of Visitor : Kelantan

(Source : Department of Statistics, 2008 - 2021)



3.4 SAMPLE SIZE

Sample size is the subset of population (Kumar, 2013). Sample size can be considered as the interpretation selected from a population. In market research, the sample size is used to determine the appropriate number of participants. When statistically analyzing a successful result, selecting the right sample size is important. (Qualtrics, 2019).

In this study, the researcher employed purposive quantitative research. That's because the researcher is not required to be involved while the questionnaires are completed, information will be collected quite efficiently. This is helpful in the huge numbers where interview processes are not practical. According to Table 3.1 Krejcie and Morgan (1970) based on the population of more than 1000000 the required sample is 384. The total sample size of this research is 384 local tourists of the male and female participate in this research as respondents.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size
Source: Krejcie & Morgan, 1970

Table 3.1 Table for Determining Sample Size from Given Population

(Source : Krejcie & Morgan, 1970)

3.5 SAMPLING METHOD

According to Taherdoost (2019), it's uncertain that the researcher will be capable of obtaining data from every case. Therefore, identifying a sample will be needed. So this whole set of occurrences among which the researcher sample is drawn is referred to as the population. Because they limited the funds and resources to analyze the entire population, researchers will use sampling methods to limit the overall number of events. One of two categories, probability or non-probability, can be applied to the sampling process. One aspect of sampling methods is random sampling, which ensures that every sample in the population has an equal opportunity to be chosen (Berndt, 2020). Non-probability sampling method when the sample population is chosen adaptively, the target population's subjects may not all have the same probability, for example. (Elfil, 2016).

In this study, the researcher use probability sampling techniques which are simple random sampling. With random sampling, every item in the population has an equal probability of getting chosen. This sampling strategy's crucial feature is that each sample has an equal likelihood of being selected. The sample size for this sampling strategy should preferably be more than a few hundred to provide for the correct implementation of simple random sampling. According to researchers it will happen despite it being conceptually straightforward to understand but it is hard to put this method into practice. It can be challenging to work with huge sample sizes, and sometimes it might be challenging to create a legitimate sampling frame. In other words, there won't be any differences in test results from a random sample, a sample taken nearby, a sample provided intentionally, or a sample taken from a remote area of the population. In this study, travelers were chosen as the respondents for this study because they were able to respond to the questionnaires based on their viewpoints and experiences while visiting Kelantan.

3.6 RESEARCH INSTRUMENTS

The research tool will be used to conduct this analysis is the questionnaire method. According to Hair, Black, Babin, Anderson, & Tatham (2007), one of the data collected from the group of participants who participated in this study was the questionnaire. The questionnaire is distributed to respondents so that their responses can be recorded. Using questionnaires in this survey can save the time and expense of collecting data from multiple respondents. A survey approach also be use to collect feedback from respondents.

This study will be utilize a questionnaire with three parts which is part A, part B and part C. In part A, for the demographic section, the age of the respondent who will answer the question is between 20 years old and older. Beside that, the demographic section is also based on respondent's gender, race, status, education backgrounds and employment status. In addition, part B focuses on all of the independent variables which are food image, destination image and islamic value. Last but not least, for part C we discuss the dependent variable which is tourism development in Kota Bharu, Kelantan.

Table 3.2 : Show the Intrument Research

SECTION	FACTORS	CONTENTS	QUESTIONS
A	DEMOGRAPHIC PROFILE	GENDER :	1. Male () 2. Female ()
		AGE :	1. 18-23 years old () 2. 24-29 years old () 3. 30-36 years old () 4. 37-42 years old () 5. 43 years old above ()
		RACE :	1. Malay () 2. Chinese () 3. India () 4. Others ()

		<p>EDUCATION BACKGROUND :</p>	<p>1) Secondary / Primary School ()</p> <p>2) Certificate / Diploma ()</p> <p>3) Bachelor Degree ()</p> <p>4) Master Degree / PhD ()</p>
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		<p>EMPLOYMENT STATUS :</p>	<p>1) Self-employed ()</p> <p>2) Government Worker Private ()</p> <p>3) Sector Worker ()</p> <p>4) Student ()</p> <p>5) Retired ()</p>
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B	INDEPENDENT VARIABLE	FOOD IMAGE	<ol style="list-style-type: none"> 1) Kelantan has many food stalls to access 2) Kelantan have an attractive eating surroundings 3) Kelantan has reasonable food price. 4) Kelantan has very delicious food. 5) Kelantan has uniqueness local food. 6) Kelantan has many traditional food to try. 7) Kelantan has a variety of food from different races.
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		<p>DESTINATION IMAGE</p>	<ol style="list-style-type: none"> 1. Kelantan has quality infrastructure. 2. Kelantan has beautiful natural attractions. 3. Kelantan has interesting places for local tourist or international tourist to revisit. 4. Kelantan has low risk for tourist safety. 5. Kelantan has beautiful scenery 6. Kelantan has accommodation that is easily accessible and affordable. 7. Kelantan is an inexpensive place to visit.
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		<p>ISLAMIC VALUE</p>	<ol style="list-style-type: none"> 1. Kelantan is a moral and good Islamic destination to travel 2. Kelantan has interesting Islamic cultural attractions 3. Kelantan has religious places and historical places to visit 4. Kelantan has many Islamic historical attractions 5. Kelantan offers a wonderful experience for tourists who visit the Islamic environment 6. Kelantan is a Muslim-friendly Islamic tourism 7. Kelantan has buildings that use Islamic concepts to promote Islamic values to tourist
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C	DEPENDENT VARIABLE	TOURISM DEVELOPMENT	<ol style="list-style-type: none"> 1. The tourism development will play continue to play a major role in Kelantan 's community 2. The tourism development leads to a high level of investment, development and infrastructure spending at Kelantan 3. The personal income of local residents in Kelantan has increased due to tourism development. 4. The level of urbanization in Kelantan has increased due to tourism development 5. The number of jobs in the community of Kelantan has increased due to tourism development
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			<p>6. The tourism development in Kelantan gives economic benefits to local people.</p> <p>7. The tourism development can increase the income traders in Kelantan.</p>
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3.7 PLAN FOR DATA COLLECTION PROCEDURE

The systematic process of obtaining observations or measurements is known as data collection. Data collecting enables researchers to get personal information and unique insights into the study topic, whether they are conducting research for corporate, governmental, or academic objectives (Bhandari, 2022). Primary information is gathered through first-hand experience and has not previously been used. The information acquired via primary data gathering techniques is very precise and tailored to the goal of the research.

The study made use of actual information gathered in Kota Bharu, Kelantan. Kelantan has a lot to offer in terms of cross-border tourism, ecotourism, and arts, culture, and historical tourism. By providing "Experiential Tourism" goods, Kelantan has the ability to draw in more

tourists, particularly foreign visitors. In Kelantan, cultural practices, legacy, and distinctive values are blended with the region's natural resources (East Coast Economic Region, 2020). Most of the tourist attractions are concentrated in Pasar Besar Siti Khadijah, Min House Camp, Pantai Cahaya Bulan, Istana Jahar, and Muzium Diraja Istana Batu.

Main data obtained from the questionnaire. The actual questionnaire consisted of 384 respondents from Kota Bharu, Kelantan where they were administered as part of their knowledge of tourism development in the population areas. The survey administered in-person, allowing respondents to reply to the questions immediately and on-site. The surveys were aimed at tourists, both men and women, however the age stratification of the sample was fixed as the questionnaire was only administered to tourists aged 18 until 43 years old above. In addition, information was collected about the visitors' demographic characteristics such as gender, age, race, education background, and employment status. This allowed researchers to later define the profile of the typical tourist visiting Kota Bharu, Kelantan.

A pilot study is a technique used to test the questionnaire with a smaller sample than the expected sample size . The purpose is to obtain useful feedback, so researchers can review and refine their questions before publication. The questionnaire to be answered by the respondent must be explained on the basis of the assistance they provide at that time.

3.8 PLAN FOR DATA ANALYSIS

Data analysis is a technique that uses logic and statistics in a methodical way to consolidate, retrieve, and analyze data in order to explain and exhibit it. To separate the signal (the event of interest) from the noise (statistical fluctuations) inherent in the data, numerous analytical procedures are available (Shamoo & Resnik, 2003). Additionally, the goal of data

analysis is to obtain important information from the data and to base judgments on the analysis of the data itself. In research methods, primary data been use. Primary data is information that a researcher has gathered from the original sources, such as interviews and surveys.

The researcher employed the Statistical Package for the Social Sciences in this investigation, as well (SPSS). A group of software applications been combined to become SPSS. The main use of this program is the evaluation of social science-related empirical data.

These data may be used for data mining, surveys, and market research. With the help of the statistical data gathered, researchers can swiftly comprehend the market demand for a product and may modify their approach accordingly. In essence, the SPSS first organizes and saves the provided data before compiling the data set to produce the desired output. The SPSS is designed so that it can manage a wide variety of variable data types. Additionally, SPSS is a cuttingedge piece of software that researchers generally utilize to aid in the straightforward processing of crucial data. Working with data is a difficult and time-consuming procedure, but this application can manage and operate data with ease thanks to a few strategies. These techniques are applied between different data variables to assess, transform, and produce a distinctive pattern. Additionally, the output can be represented graphically so that a user can quickly understand the result.

3.8.1 DESCRIPTIVE STATISTIC

The fundamental properties of the data utilized in the study are described using descriptive statistics. They provide a succinct summary of the analysis and the actions performed. They serve as the foundation for almost all quantitative analyses of the data when combined with straightforward graphical analysis. The use of descriptive statistics is required to offer observable, factual explanations. In the search sample, there may be several measurements or various persons may measure using different scales. Large amounts of data can be rationally simplified with the use of descriptive statistics. Each descriptive statistic distills the complex information into a concise description.

Two techniques-descriptive analysis and inferential analysis-are used to analyze the data obtained. The demographic profile, including the proportion, frequency, mean, and average of respondents, will be described using descriptive analysis. The mean table's range is used to gauge how probable it is that respondents would agree or disagree with the argument presented in the questionnaire.

While a simple quantitative description of the collected data is needed for descriptive analysis. Researchers can gain a deeper understanding of the experiment or data supplied by doing this, and it also provides them with additional context for the data.

3.8.2 REALIBILITY TEST

The dependability of the questionnaire has been evaluated using reliability analysis. The reliability of a system to calculate anything is referred to as reliability. The measurement is regarded to be accurate if the same result can be correctly achieved using the same method

under the same circumstances. Calculating reliability involves comparing many iterations of the same calculation.

Test reliability, parallel type reliability, and inter-rater reliability are the three subcategories of reliability. The term "test-retest reliability" describes the level of dependability attained by administering the same test repeatedly over time with the same sample group. In order to compare the test results and ascertain the stability of the scores, respondents may be invited to complete the same survey on the knowledge tourism growth in Kota Bharu, Kelantan. Although the calculation achieved by executing an evaluation of the same phenomena with the participation of the same research community by several assessment processes is what the dependability of parallel kinds refers to. The computation of the sets of results acquired by several assessors using the same instrument is referred to as inter rater reliability, as suggested by the name.

It is important to take into account how effectively data is collected. The technique should be well thought out by the researcher, and they should make sure to perform each calculation in the same way. If a big number of researchers are engaged, it is very crucial. For instance, the researcher conducts online interviews or observations, clearly states how certain behaviors or responses will be counted, and makes sure that questions are phrased consistently throughout. Keep the environment as constant as you can when collecting data to reduce the impact of outside factors that can lead to inconsistent results. The researcher must make sure that all participants in the study receive the same information and undergo the same testing procedures.

3.8.3 CORRELATION TEST

With little to no effort to control irrelevant factors, correlation analysis is a sort of nonexperimental study in which the researcher assesses two variables and examines the statistical connection (correlation) between them. There are essentially two factors that make correlation studies preferable to experiments for researchers interested in statistical correlations between variables. First, they do not see the statistical correlation as a cause-and-effect relationship. The third reason why researchers would rather employ a regression test than an experiment is that the statistical connection of interest is presumed to be causal, making it difficult, impractical, or immoral for the researcher to modify an independent variable.

One of the crucial analyses for determining the strength of the linear relationship between the independent and dependent variables is the Pearson Correlation Analysis. The goal of this study is to determine if there are any relationships between the dependent variable—the acceptability of tourist development in Kota Bharu, Kelantan—and the independent variables—the image of food, the image of the destination, and the value of Islam. If a correlation is found, the strength of the association between the independent and dependent variables must be decided.

3.9 SUMMARY

The study's population and sample, sampling procedure, equipment, and data analysis will all be made clearer during the course of this chapter. The researcher learn how to employ other components of the study, such as the research design and work, from this one. This chapter also explained how the questionnaire was administered and how it will utilized in this study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter will discuss about the results and discussions from the analysis which conducted on the data collected from the questionnaires. Total numbers of 384 questionnaires were distributed to 384 respondents among tourist come to Kota Bharu, Kelantan area and all of them were valid. The data collected from the questionnaires analyze using descriptive, reliability and inferential analysis. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). Before conduct the actual questionnaire, pilot test was done on total number of 30 respondents and reliability test used to obtain the validity of the variables.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis was conducted based on the data collected from the 384 respondents on section B, and C of questionnaire

4.2.1 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE

No	Variable	N	Mean	Standard Deviation
1	Food Image	384	4.2879	.60635
2	Destination Image	384	4.1183	.60682
3	Islamic Image	384	4.2835	.59167
4	Tourism Development	384	4.1637	.62844

Table 4.1 Descriptive Statistic

Table 4.1 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was situational which is 4.2879 and followed by islamic value which was 4.2835 and destination image was 4.1183. The mean for the dependent variable was 4.1637.

4.2.2 FOOD IMAGE

	N	Minimum	Maximum	Mean	Std. Deviation
Kelantan has many food stalls to access	384	1.00	5.00	4.3099	.73716
Kelantan have an attractive eating surroundings	384	1.00	5.00	4.2682	.72149
Kelantan has reasonable food price	384	1.00	5.00	4.3021	.77318
Kelantan has very delicious food	384	1.00	5.00	4.3724	.71491
Kelantan has uniqueness local food	384	1.00	5.00	4.3411	.73394
Kelantan has many traditional food to try	384	1.00	5.00	4.3021	.77655
Kelantan has a variety of food from different races	384	1.00	5.00	4.1198	.93173

Table 4.2 Descriptive statistic of Food Image

Table 4.2 showed the mean and standard deviation analysis on the independent variable which was food image. The highest mean value was item 4 which was 4.37, where respondents agreed that Kelantan has very delicious food. The lowest mean value was item 7 which were 4.11,

where the respondent agreed that Kelantan has a variety of food from different races. For the data set from 384 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

4.2.3 DESTINATION IMAGE

	N	Minimum	Maximum	Mean	Std. Deviation
Kelantan has quality infrastructure.	384	1.00	5.00	3.9453	.86994
Kelantan has beautiful natural attractions.	384	1.00	5.00	4.2188	.77092
Kelantan has interesting places for local tourist or international tourist to revisit.	384	1.00	5.00	4.1536	.85493
Kelantan has low risk for tourist safety.	384	1.00	5.00	3.8932	.96224
Kelantan has beautiful scenery	384	1.00	5.00	4.2552	.77323
Kelantan has accommodation that is easily accessible and affordable	384	1.00	5.00	4.1458	.79462
Kelantan is an inexpensive place to visit.	384	1.00	5.00	4.2161	.87474

Table 4.3 Descriptive statistic of Destination Image

Table 4.3 showed the mean and standard deviation analysis of respondents on the independent variable which was destination image. Item 5 scores the highest mean value which was 4.25, where the respondents agreed that Kelantan has beautiful scenery. The lowest mean item

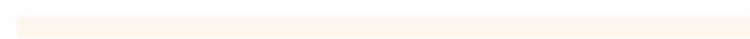
4, with the mean value 3.89, where the respondent neutral Kelantan has low risk for tourist safety. From the data set from 384 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to meanwhile the standard deviation which greater than 1, it indicated the values were more dispersed.



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4.2.4 ISLAMIC VALUE

	N	Minimum	Maximum	Mean	Std. Deviation
Kelantan is a moral and good Islamic destination to travel	384	1.00	5.00	4.2786	.75304
Kelantan has interesting Islamic cultural attractions	384	1.00	5.00	4.3620	.67147
Kelantan has religious places and historical places to visit	384	2.00	5.00	4.3021	.68737
Kelantan has many Islamic historical attractions	384	1.00	5.00	4.2240	.79282
Kelantan offers a wonderful experience for tourists who visit the Islamic environment	384	2.00	5.00	4.2240	.72756
Kelantan is a Muslim-friendly Islamic tourism	384	2.00	5.00	4.3255	.69371
Kelantan has buildings that use Islamic concepts to promote Islamic values to tourist	384	1.00	5.00	4.2682	.81975

Table 4.4 Descriptive statistic of Islamic Value

Table 4.4 showed the mean and standard deviation analysis of respondents on the independent variable which was Islamic value. Item 2 scored the highest mean value which was 4.36, where the respondents agreed on Kelantan has interesting Islamic cultural attractions. The lowest mean is item 4 and 5, with the mean value both are 4.22, where the respondent agreed that Kelantan has many Islamic historical attractions and Kelantan offers a wonderful experience for tourists who visit the Islamic environment. From the data set from 384 respondents with the standard deviation

most of the value which lowest than 1, indicated the values close to meanwhile the standard deviation which greater than 1, it indicated the values were more dispersed.

4.2.5 TOURISM DEVELOPMENT

	N	Minimum	Maximum	Mean	Std. Deviation
The tourism development will play continue to play a major role in Kelantan 's community	384	1.00	5.00	4.2161	.71365
The tourism development leads to a high level of investment, development and infrastructure spending at Kelantan	384	1.00	5.00	4.1328	.77194
The personal income of local residents in Kelantan has increased due to tourism development.	384	1.00	5.00	4.1328	.78202
The level of urbanization in Kelantan has increased due to tourism development	384	1.00	5.00	4.0781	.81381
The number of jobs in the community of Kelantan has increased due to tourism development	384	1.00	5.00	4.1042	.79790
The tourism development in Kelantan gives economic benefits to local people.	384	1.00	5.00	4.1745	.79704
The tourism development can increase the income traders in Kelantan	384	1.00	5.00	4.3073	.79117

Table 4.5 Descriptive statistic of Tourism Development

Table 4.5 showed the mean and standard deviation analysis of respondents on the dependent variable which was tourism development. Item 7 score the highest mean value which was 4.30, where the respondents agreed that The tourism development can increase the income traders in Kelantan. The lowest mean item 5, with the mean value 4.07, where the respondent agreed that The number of jobs in the community of Kelantan has increased due to tourism development. From the data set from 384 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to meanwhile the standard deviation which greater than 1, it indicated the values were more dispersed.

4.3 RESULTS OF RELIABILITY TEST

Reliability is a metric for determining the measure's internal consistency, which is concerned with the measure's homogeneity. When many efforts at measuring something yield the same result, a measure is called dependable (Zikmund et al., 2013). Cronbach's Alpha is a frequently used approach for assessing the internal consistency of multiple-item scales by measuring the dependability of the variables. The alpha coefficient varies from 0 to 1, with 0 suggesting no consistency and 1 indicating maximum consistency.

Table 4.6: Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

The questionnaire's reliability was assessed using reliability analysis. The pilot test was conducted with 54 respondents before being spread to 384 respondents using face-to-face and online survey methods.

4.3.1 PILOT TEST

A pilot test will be conducted to identify potential errors in the questionnaire, such as unclear and confusion before performing the final questionnaire. It allows researchers to discover and address a wide variety of possible issues that could arise when planning the questionnaire and resolve them before the final questionnaire is performed.

In this research, 54 respondents were given to domestic tourist of Kelantan with the feedback received is used to increase the specificity of the questions. Next, by following the collection of the questionnaire, the reliability test was carried out using an application SPSS Statistic. Cronbach's Alpha is the most often used reliability measurement method for determining a scale's intrinsic accuracy. Table 4.7 shows the result of the reliability of Cronbach's Alpha for the variables.

Table 4.7: Results of reliability Cronbach's Alpha for the variables

Variable	Number of item	Frequency (N)	Cronbach's Alpha Coefficient	Strength of Association
Tourism Development	7	54	0.903	Excellent
Food Image	7	54	0.885	Very Good
Destination Image	7	54	0.838	Very Good
Islamic Value	7	54	0.923	Excellent

Cronbach's Alpha results for the questionnaire are shown in Table 4.7, which were in excellent internal consistency which is 0.8 to 0.9. A total of several variables has been tested using Cronbach's Alpha reliability. First, is the dependent variable which is the Tourism Development found to be excellent with 0.903. Next is independent variable which is Food Image found to be very good with 0.885, the Destination Image found to be very good with 0.838, and Islamic Value found to be excellent with 0.923. All the variables have 6 items as the current Cronbach's Alpha result is already above the acceptable level.

4.3.2 ACTUAL RELIABILITY TEST

After the reliability test for the pilot test, the next stage is to go on to the actual reliability test. The questionnaire would have been sent to 384 respondents for the final reliability test.

Table 4.8: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of item	Frequency (N)	Cronbach's Alpha Coefficient	Strength of Association
Food Image	7	384	0.896	Very Good
Destination Image	7	384	0.843	Very Good
Islamic Value	7	384	0.908	Excellent
Tourism Development	7	384	0.909	Excellent

Table 4.8 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variables in this study. From the table, we can conclude all the variables were above the value 0.6. therefore, the result shown was reliable and it can be accepted in this study.

There were seven question were used in measuring the food image variable that influenced tourism development in Kelantan. Table 4.8 showed that Cronbach's Alpha result for this section's requirement in food image variable was reliable.

Next, there had seven questions in measuring the destination image variable that influenced tourism development in Kelantan. The result Cronbach's Alpha coefficient that showed in this section is 0.843 which indicated very good. Thus, the coefficient obtained for the questions in the destination image variable were reliable.

Furthermore, in measuring the Islamic value variable that influenced tourism development in Kelantan, seven question were used. The Cronbach's Alpha result for this section's question was 0.908 which resulted in excellent. Therefore, the coefficient obtained for the questions in the Islamic value variable were reliable.

Lastly, in measuring the tourism development in Kelantan, seven question were used. The Cronbach's Alpha result for this section's question was 0.909 which resulted in excellent. Therefore, the coefficient obtained for the questions in the measuring the tourism development in Kelantan were also reliable.

4.4 RESULTS OF INFERENTIAL ANALYSIS

4.4.1 PEARSON CORRELATION ANALYSIS

Pearson's correlation analysis was one of the keys examines that measured the linear relationship between the two variables. The objective of this analysis was to decide whether there were correlations between independent variables (food image, destination image and Islamic value) and the dependent variable tourism development in Kota Bharu. If the relationship is

significant, researchers must select whether the level of strength of the association was conventional. The table below displays the researchers' guideline coefficient correlations and strength of relationship.

Table 4.9: Coefficient Correlation and Strength of Relationship

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

Hypothesis 1 : Food Image

H1 : There was a significant relationship between food image with tourism development in Kota Bharu, Kelantan.

Table 4.10 Correlation coefficient for food image with tourism development in Kota Bharu, Kelantan.

		Tourism Development	Food Image
Tourism Development	Pearson Correlation	1	.704**
	Sig. (2-tailed)		.000
	N	384	384
Food Image	Pearson Correlation	.704**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.10 illustrated the Pearson correlation, significant significance and the total number of cases (384) that were all used in this study. The p-value was 0.000 which was less than the 0.01 threshold for significance. The strong positive correlation between food image and tourism development in Kota Bharu, Kelantan was shown by the correlation coefficient was 0.704.

HYPOTHESIS 2 : DESTINATION IMAGE

H2 : There was a significant relationship between destination image with tourism development in Kota Bharu, Kelantan.

Table 4.11: Correlation coefficient for destination image and tourism development in Kota Bharu, Kelantan.

		Tourism Development	Destination Image
Tourism Development	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	384	384

Destination Image	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 shows that there is a correlation between destination image and tourism development in Kota Bharu, with a correlation value of 0.750. This suggests that the relationship between destination image and tourism development is strong and significantly connected among tourists visiting Kota Bharu, Kelantan. Tourism development has a significant value of 0.000, which is less than a significant level of 0.01. Hence, there is a significant relationship between tourism development and destination image. Hence, H2 is supported.

Hypothesis 3 : Islamic Value

H3 : There was a significant relationship between Islamic value with tourism development in Kota Bharu, Kelantan.

Table 4.12: Correlation coefficient for Islamic value and tourism development in Kota Bharu, Kelantan.

		Tourism Development	Islamic Value
Tourism Development	Pearson Correlation	1	.736**
	Sig. (2-tailed)		.000
	N	384	384
Islamic Value	Pearson Correlation	.736**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.12 illustrated the Pearson correlation coefficient, significant significance, and the total number of cases (384) were used in this study. The p-value 0.000, which was less than the 0.01 threshold for significance. A moderate positive association between Islamic value and tourism development in Kota Bharu, Kelantan was found with a correlation coefficient of 0.736.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature on factors influencing the tourism development in Kota Bharu, Kelantan. The findings of this study examined to the relationship between food image, destination image and islamic value with factors influencing the tourism development in Kota Bharu, Kelantan.

Hypothesis	Pearson's correlation results
H1 : There is positive relationship between food image and tourism development in Kota bharu, Kelantan.	$r = 0.704, p < 0.01$ Strong
H2 : There is a positive relationship between destination image and tourism development in Kota Bharu, Kelantan.	$r = 0.750, p < 0.01$ Strong
H3 : There is positive relationship between islamic value and tourism development in Kota Bharu, kelantan.	$r = 0.736, p < 0.01$ Strong

Table 4.13 shows the summary for hypothesis testing in this study

Based on the table 4.13 showed the pearson's correlation analysis was performed to evaluate the hypothesis on food image, destination image, islamic value with factors influencing the tourism development in kota Bharu, Kelantan. At the 0.01 significance level, all hypotheses provided were accepted. Moreover, all the hypothesis is supported as the end result showed that independent variable which are food image, destination image and islamic value have a very strong and high positive correlation with the tourism development.

4.6 Summary

In conclusion, with all the relationship among the variable, the study found that the three hypotheses in this study are accepted. All the independent variables show different correlation coefficient with the dependent value which was 0.704 for food image, 0.750 for destination image and 0.736 for Islamic value. The result showed a moderate positive correlation between all the independent variables and dependent variable. It also answers the research questions whether was there any relationship between food image and tourism development in Kota Bharu, between destination image and tourism development in Kota Bharu, and between Islamic value and tourism development in Kota Bharu. To conclude, there was a significant relationship between food image, destination image and Islamic value with the tourism development in Kota Bharu, Kelantan.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss the results shown in chapter 4. A deep discussion was carried out on the data analysis and finding by comparing the set hypothesis with actual data outcomes. Moreover, this chapter includes a recapitulations finding, limitation and recommendation followed by implication out of this research and closed by conclusion for whole research.

5.2 RECAPITULATIONS STUDY FINDINGS

The discussion of recapitulation from the findings that researchers done in previous chapter (chapter 4) which based on research objective, research question and hypothesis for this study.

5.2.1 TO DETERMINE THE RELATIONSHIP BETWEEN FOOD IMAGE AND TOURISM DEVELOPMENT IN KOTA BHARU, KELANTAN

Research question 1 of the study asked the determine the relationship between food image and tourism development in Kota Bharu, Kelantan. This also to answer the first objective and hypothesis. Table 5.2.1 show the research objective, question and hypothesis.

Table 5.2.1 Research Objective 1 & Research Question 1

No	Research objective (RO)	Research question (RO)
1	To determine the relationship between food image and tourism development in	What is the relationship between food image and tourism development in Kota

H1 : there is a positive relationship between food image and tourism development in Kota Bharu, Kelantan.

The result of hypothesis H1 was chapter 4 and reviewed to answer RQ1. H1 stated that there is a positive relationship between food image and tourism development in Kota Bharu, Kelantan. The finding show that there is moderate positive with the pearson correlation of .704 while P is .01 which is less than the significant level 0.05. Therefore, H1 accepted.

5.2.2 TO INVESTIGATE THE RELATIONSHIP BETWEEN DESTINATION IMAGE AND TOURISM DEVELOPMENT IN KOTA BHARU, KELANTAN.

Research question 2 of this study asked about the determine the relationship between destination image and tourism development in Kota Bharu, Kelantan. This also to answer the second objective and hypothesis. Table 5.2.2 shows the research objective, question and hypothesis.

Table 5.2.2 Research Objective 2 & Research question 2

No	Research Objective (RO)	Research Question (RQ)
2	To investigate the relationship between destination image and tourism development in Kota Bharu, Kelantan	What is the relationship between destination image and tourism development in Kota Bharu, Kelantan

H2 : There is a positive relationship between destination image and tourism development in Kota Bharu, Kelantan.

The result hypothesis H1 was chapter and reviewed to answer RQ2. H1 stated that there is positive relationship between destination image and tourism development in Kota Bharu, Kelantan. From the finding, it shows that there is moderate positive with pearson correlation of .750 while P value is 0.01 which is less than the significant level .001. Therefore, H2 accepted.

5.2.3 TO STUDY THE RELATIONSHIP BETWEEN ISLAMIC VALUE AND TOURISM DEVELOPMENT IN KOTA BHARU, KELANTAN.

Research question 3 of this study asked the relationship between islamic value and tourism development in Kota Bharu, Kelantan. This also to answer the third objective and hypothesis. Table 5.2.3 shows the research objective, questions and hypothesis.

Table 5.2.3 Research Objectives 3 & Research Questions 3

No	Research Objective (RO)	Research Question (RQ)
3	To study the relationship between islamic value and tourism development in Kota Bharu, Kelantan	What is the relationship between islamic value and tourism development in Kota Bharu, Kelantan

H3 : There is a positive relationship between islamic value and tourism development in Kota Bharu, Kelantan

The result of hypothesis H3 reviewed to answer RO3. H3 stated that there is a positive relationship between islamic value and tourism development in Kota Bharu, Kelantan. From the findings, it shows that there is moderate positive with pearson correlation of .736 while P value .01 which is less than the significant level 0.001. Therefore, H3 accepted.



5.3 LIMITATIONS

The researcher was always aware that their study has some limitations. The first limitation is regarding its data collection methodology. The researchers relied solely on an online survey to gather data for this research. This approach was necessitated by the fact that the study focused on visitors. By using an online survey, however, the researchers faced the challenge of verifying the accuracy of the information provided by the respondents. Moreover, the utilization of an online survey could result in prolonged completion times for the questionnaire, thereby causing delays in the data collection process.

Next, the research focuses on factors such as food image, destination image, and Islamic value, all of which are subjective in nature. Different individuals may have varying perceptions and interpretations of these factors, making it challenging to measure and quantify their influence objectively. Researchers should be cautious when interpreting subjective data and acknowledge the potential limitations associated with capturing and analyzing perceptions. Researchers also need to figure out how to use SPSS to calculate the results.

Last but not least, for upcoming researchers who could use this study as a reference, a few restrictions should be made clear. The tourism development in Kota Bharu, Kelantan, is the focus of this study; however, not all of the variables utilized in it can be cited in other theses. First off, based on the data in Krejcie and Morgan's (1970) table, 348 participants participated in this study, which used a five-point Likert scale.

5.4 RECOMMENDATIONS

5.4.1 RECOMMENDATION FOR TOURISM STAKEHOLDERS

Kelantan has much to offer in terms of arts, culture and heritage tourism, ecotourism as well as cross border tourism. By providing a variety of 'Experiential Tourism' options, Kelantan may be able to entice a greater number of visitors, particularly those from other countries. The cultural traditions, legacy, and unique values that are practiced by the inhabitants of Kelantan are coupled with the natural riches of the region. To maintain the tourism at Kota Bharu Kelantan, the management of Kelantan's tourism industry must be aware of these features and behaviours. .

They should create enticing destination videos. Because of the digital era and the rapid growth of technology, people's attention spans are shrinking at an alarming rate, and they should take advantage of this trend by creating captivating destination films. People will simply ignore it if they are unable to provide stuff that is interesting or valuable to them in some way. To get the attention of a large number of people as quickly as possible, however, the delivery of digital content is the only option available today. These days, video is essential if you want to grab people's attention. People are actively seeking videos as a source of entertainment because to the popularity of apps like TikTok, Instagram Story, Instagram Reels, and YouTube. One strategy that can be utilized to accomplish this goal is the production of entertaining and educational videos that highlight your location. These movies can cover a wide range of themes, including things to do in your region, helpful suggestions, how to get around, facts that are entertaining, and insights into local sites at Kelantan. This will attract the attention of tourists to come and travel to Kelantan after seeing the video.

Travelers who are pleased with their experience are welcome to return. Furthermore, the attractiveness of the destination influences satisfaction and intention to return, and having a proper

budget allocation can make Kelantan a more appealing tourist destination. Stakeholders must continue to strengthen their efforts to provide more appealing tourist places and attractions.

5.4.2 RECOMMENDATION FOR FUTURE RESEARCH

This research does make use of quantitative approaches for the goal of conducting better research. However, in the future, researchers may employ qualitative approaches to find information since qualitative methods take a different approach and can provide different information than quantitative methods. This is because qualitative methods use different methodologies. When compared to the methods that have come before, the results of the current study should be compared to those of the older studies to see whether there are any significant differences. For instance, when researchers use a quantitative method, they might not acquire particular data, whereas when researchers use a qualitative method, they are more likely to receive correct data.

5.5 SUMMARY

In a nutshell, the researchers conveyed the purpose of the research in context with the subject matter presented. Based on the results of the study, it is apparent that the development of tourism in Kota Bharu is correlated with food image, destination image, and islamic value. According to the study's findings, Kota Bharu's tourism development is most significantly influenced by food image. In short, the study's goals, that had been aimed at identifying the independent factors influencing Kota Bharu's development in tourism, have been accomplished. In order to enhance research and to improve quality and service in business, particularly the tourism industry, this study can be utilised as a reference.

Furthermore, the research framework was created in accordance with the literature that was viewed. In the meantime, the researchers prepared a plan for each component's independent variables and dependent variables. Descriptive statistics, reliability analysis, and correlation analysis were performed on the 384 respondents who participated in this study using the SPSS programme. The quantitative method was used to gather data for this study. Additionally, the outcome was valid for this study and was dependable. As a result, there is a relationship between all the variables that will influence how Kota Bharu's tourism industry develops.

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