THE FACTORS INFLUENCING TOURIST VISITATION AMONG TOURISTS

A CASE STUDY IN KELANTAN, MALAYSIA

Prepared by

NURUL FAZLINA (H20A1670)

NURUL IZZAH BINTI ZULKEFLI (H20A1677)

NURUL HIDAYAH BINTI OTHMAN (H20A1672)

NURUL FARHANA BINTI ZURAIDI (H20A1669)

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ABSTRACT

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

Keywords: Tourism**,** Tourist, Word-Of-Mouth

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CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

Tourism is one of the important industries in the country's economic development and almost every year shows an increase in the number of tourists. This growth is attributable to several government initiatives, including the Year of Visit Malaysia campaign, the encouragement of investment incentives, and the improvement of infrastructure that supports the growth of the nation's tourism industry. When compared to other Asian nations, Malaysia is leading Asia in terms of tourism industry development. Most foreign visitors to Malaysia, according to the trend, are from Asia, the Pacific, America, Europe, Africa, and the Middle East. However, Asian, and Pacific tourists make up the majority of foreign visitors to Malaysia, accounting for more than 80% of all visitors. For instance, the number of Asian visitors to Malaysia in 2018 was 23,567,238 thousand, while that number fell to 3,567,230 thousand in 2020 and 1,952,591 thousand in 2022.

Tourism has also been identified as the main driver of the service industry, and it has also been recognized as a growing industry in several countries, such as Malaysia, Thailand, Spain, Greece, etc., because each of these countries has a large contribution to exchange remuneration foreigners and job opportunities. Therefore, the focus will be on increasing the tourism industry's contribution to the economy to make Malaysia a major tourist destination by highlighting Malaysia's uniqueness and strength. Therefore, it is

important to have continuous improvement in this sector to compete in the global tourism destination market. (Nair et al., 2014)

In addition, considering that countries in every corner of the world are experiencing a major crisis which is the COVID-19 pandemic, the arrival of tourists is decreasing due to the Movement Control Order (MCO) that has been issued by YAB Prime Minister of Malaysia. Malaysia. The order issued is also in the interest of every citizen to guarantee their safety and health. The following is information on tourist arrivals to Malaysia from January to September this year, showing a decrease of 78.6 percent compared to the same period last year due to the COVID-19 pandemic. In fact, Malaysia only received 4.29 million tourists during the period compared to 20.1 million in 2019. The decrease in tourist arrivals showed that tourism income decreased by 80.9 percent to RM12.6 billion during the period, compared to RM66.1 billion last year, with per capita spending showing a decrease of 10.7 percent from RM3,289.30 in 2019 to RM2,938.40 in 2020. (Karangkraf, 07 December 2020). The government's proactive actions in curbing the spread of the epidemic in Malaysia resulted in a continuous decrease in the number of tourist arrivals since March 18.

However, as the government is struggling to revive the tourism sector, the authorities should play a role in finding appropriate measures to maintain Malaysia's competitive advantage in the global tourism industry. important factors that influence the selection of tourist destinations. A person has planned a trip according to his heart or agreement to fulfill his wishes, desires and satisfaction when choosing the destination, he wants to go to. In this regard, the concept of behavioral intention is still thoroughly

researched. In addition, the study also found that storytelling through experience is also one of the factors that has the best influence on the increase of tourists to the destination, and the image of the destination is also a strong factor that can increase the number of tourists. (Daskin & Pala, 2022)

Therefore, efforts to increase the number of tourist arrivals are important to create sustainable tourism that continues and continues to progress so that the country can be competitive and maintain its place in the eyes of the world as a country that is the main choice of tourist destination. By fully understanding the relationship between behavioral intention and visitors while considering the determinants of behavioral intention, destination tourism managers, government authorities and other stakeholders will better know how to develop an image that improves and sustains tourist patronage. This will allow us to maximize available resources to increase marketing efforts. Therefore, the main objective of this study is to examine the attitudinal factors that influence tourists' intentions when choosing sustainable local and international tourism destinations, such as environmental attitudes, motivation, destination image, perception of quality per word of mouth (WOM). (Mohaidin et al., 2017) Furthermore, the effect of simplifying knowledge about tourist destinations on the relationship between attitude factors and tourist intentions is studied in this study. This study is aimed at local tourists in Kelantan, Malaysia and aims to see the movement of tourists from the perspective of tourists, forms of movement, tourist services and their impact on destinations, activities, and tourism programs.

1.2   BACKGROUND OF THE STUDY

To understand the meaning of tourism, the United Nations (UNWTO), 2021 defines tourism as people who travel or live in places outside of their typical

environment for leisure, business, health, and other purposes. To qualify for the trip under the definition of tourism, it must last for more than 24 hours and less than one year. In other words, this tourism can be divided into domestic tourism, which takes place in one country only, or international tourism, which involves other countries. The tourism industry is the most significant contributor to a country's economy. Often, a popular tourist destination will include a variety of businesses explicitly designed to cater to tourists from other locations.

According to Global Sustainable Tourism Council (GSTC), 2022, sustainable tourism refers to the sustainable practices in and by the tourism industry itself. It is one of the aspirations to recognize all the impacts of tourism, whether they are positive or negative. It is intended to minimize the negative effects as well as the desire to maximize the positive effects. Example of the negative impact on the destination includes economic leakage, damage to the natural environment, and overcrowding to name a few. In addition, the positive impact on the destination includes job creation or opportunities, preservation and interpretation of cultural heritage, landscape restoration, wildlife preservation, and many more.

Apart from that, for the public's knowledge, this sustainable tourism has been activated by the UN Environment Program and the UN World Tourism organisation as tourism that fully considers the current and future economic, social, and environmental impacts, addressing the needs of industry, visitors, host community as well as environmental interests. In addition, they say that sustainable tourism refers to the environmental, economic, and socio-cultural aspects of tourism development, as well as balance. An appropriate balance must be established

between these three dimensions to ensure it is long-term sustainability (UNEP & UNWTO, 2005).

The tourism and travel industry itself is placed among the largest industries in the world. However, the negative effects of tourism have become a major concern and need to be addressed immediately. With this kind of thinking, the concept of sustainable tourism has been created which aims to reduce the negative impact on tourism activities, which has become almost universally accepted as a reasonable and politically appropriate approach to tourism development (Sharpley, 2003). Another opinion states that the purpose of sustainable tourism is to make it balance between protecting the environment, maintaining cultural integrity, creating social justice, and meeting the needs of the host population in terms of improving living standards in the short and long term (Liu et al., 2013).

UNESCO (2012) defined sustainable tourism as tourism that respects both residents and travelers, cultural heritage, and the environment. To fulfill human needs and development, inspiration is essential. However, it must be sustainable and must be sensitive to both environmental and social issues so that it does not endanger the   needs

of the present and future generations to come. Social, economic, and environmental issues cannot be separated, and the future will depend on how well we balance these three main pillars when a decision is made (UNWTO, 2011). The Chairman of the Caribbean Tourism Organization, Richard Skerrit, was reported to have said in the Jamaica Observer (2012) that "it is now evident that tourism organizations cannot be sustained unless the interests of today balanced with the vital needs of tomorrow".

Malaysia has been listed as the 15th most visited country by tourists in the world by United Nations World Tourism Organization (UNWTO) (World Tourism Barometer, 2020). It is crucial to know tourists' opinions about Malaysian tourist destinations and their offers to tourists. Just like other states in Malaysia, the State of Kelantan is also no stranger to receiving visits from domestic and international tourists at any time regardless of the school season or the holiday season. According to the Official Portal of the Kelantan State Government (2022), which is in line with the vision and mission set by the Kelantan state tourism and culture department is to make the state of Kelantan an effective tourist attraction by focusing specifically on the cultural tourism industry as a major contributor to socio-economic growth. - economics for the people of Kelantan. It is by devising, planning, organizing, and organizing effective programs to attract as many domestic and international tourists as possible through tour packages, and traditional game performances and also introduce the state of Kelantan's cultural arts continuously throughout the year.

According to the Department of Statistics Malaysia (2020), overall, the performance of domestic tourism in Malaysia in 2020 has experienced a significant decline in visitor arrivals which is -44.9 percent. The total number of domestic tourist arrivals for the state of Kelantan in 2020 has also experienced a decrease of 3.2 percent from 4.8 percent in 2019 to 1.6 in 2020. The number of visitors visiting Kelantan data was reported at 1,920.930 People in 2021. This records a decrease from the previous number of 6,058.000 people in 2020. In addition, in 2021, the performance of domestic tourism in Malaysia continues to show a downward trend by recording 66.0 million domestic visitors compared to 131.7 million visitors in 2020 with a decrease of -49.9 percent. While domestic tourism expenditure also

showed a decrease of -54.5 percent to record as much as RM18.4 billion compared to 2020 which was as much as RM40.4 billion. According to the Department of Statistics Malaysia (2021), the state of Kelantan only received a total of 1,921,000 domestic tourists and a total of RM 477 million in total receipts throughout the year 2021. It continues to show that the decrease is due to the implementation of the movement control order (MCO) during the Covid-19 pandemic.

1.3 PROBLEM STATEMENT

East Coast Economic Region Development Council (ECERDC) is an organization that has a big role in the implementation and development of high impact projects in Kelantan to strengthen the Region's tourism sector. In terms of cross-border tourism, ecotourism, arts, culture, and historical tourism, Kelantan has a lot to offer. With its "Experiential Tourism" offerings, Kelantan has the potential to draw more visitors, particularly foreign ones. The natural resources of Kelantan are mixed with the distinctive cultural traditions, heritage, and values upheld by the native people. However, there are few issues that Kelantan is not one of the top tourist's top choices on the travel list.

According to Smith (2016), a 50-year-old tourist from Canada, claimed that one of the reasons visitors don't choose to visit Kelantan is that the state lacks infrastructure in a variety of ways, such as the absence of road signs throughout the state. To keep tourists from getting lost, signs are a crucial and required component in every nation. Without these facilities, the beauty of the state of Kelantan cannot be completely appreciated by everyone, even though Kelantan has the potential to attract many citizens from outside the state and the country.

Then, the second issue is that most people in Kelantan find it difficult to communicate in English with tourists from outside. Everyone knows that being proficient in various languages is very important today. However, based on Smith (2016), perception, most people in Kelantan still use their mother tongue and are not exposed to the importance of mastering multiple languages. This lack causes tourists who come without their tour guide to be quite disappointed because they cannot get a closer look at the state of Kelantan which has a lot of its own uniqueness.

Finally, the issue that is always hot about Word of Mouth (WOM) is related to the lack of hygiene care by residents. According to Dato Nik Aziz Nik Mat, (2005), has admitted that the state government is finding it difficult to change the Kelantanese' dirty habits. In fact, this is not a new thing that foreign tourists are talking about. The people of Kelantan are used to being labeled dirty and not kept clean by other states. This culture of disparaging other states is what causes people outside to look down and negatively on Kelantan, even though the news that is spread is sometimes not true. So, it is important to investigate and see the positive side of Kelantan before deciding to come to this state.

1.4 RESEARCH OBJECTIVES

Specifically, this research aims to achieve the objectives of selecting a tourist destination in Kelantan by tourists. Followings are a few of objectives:

1. To investigate the relationship between experience and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.

2. To identify the relationship between destination image and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.

3. To determine the relationship between word-of-mouth and tourist's visitation that influencing tourist visits among tourists in Kelantan, Malaysia

1.5 RESEARCH QUESTION

Some essential questions need to be asked in order to find out in the research to find out the experience, destination image, and the word of mouth that influence tourist visits to choose a sustainable tourism destination in Kelantan. The questions presented in the study are as follows:

1. Is there any relationship between experience and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.

2. Is there any relationship between destination image and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.

3. Is there any relationship between word-of-mouth and tourist's visitation that influencing tourist visits among tourists in Kelantan, Malaysia

1.6   SIGNIFICANCE OF THE STUDY

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

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

1.7   SUMMARY

The study of determining elements that affect a person's decision to go to a particular location is described in this chapter. The background of the research in this exploration area is centered on investigating the deciding variables that affect tourists' choice of travel places. According to the results of this study, students' perceptions about the locations have an impact on their decision to travel there. Then there are additional considerations, such as personal factors and destination loyalty. Problem statements from earlier studies have been uncovered by this investigation. According to an analysis of this study, numerous studies have identified the variables that have the most impact on travelers' choice of destinations.

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CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

Analyses of pertinent literature and related studies on the elements that affect the choice of travel destinations for tourists. This study gives an overview of earlier investigations into how travelers exchange and analyze information about the factors that affect their choice of travel destinations. The main goal of the researchers whose names are given in this outline is described by the way the analysis is structured. The writing survey worker's primary goal is to better develop the writing about the elements that influence destination choice for tourists.From that perspective, the hypotheses in this section describe the link between the independent variables (IV) and how it affects visitors' decisions about where to travel.

2.2   LITERATURE REVIEW

2.2.1   Tourist Visitation

According to UNWTO (2008), tourism is a social, cultural, and economic activity that involves the movement of people to countries or places outside their normal environment. Their tourism activities are for pleasure or business or professional reasons. These individuals are called tourists and tourism is related to their activities and some of them involve tourism expenses. Gitelson and Crompton (1984) examined the research of tourists who chose to return to a new location after their initial trip. According to the study, There are five reasons why people return to the same place: risk reduction, opportunity to meet familiar faces, emotion, opportunity for deep exploration, and opportunity to share with others. The inference made is that first-time and returning visitors have various motivations and efforts. It is possible that first-time visitors are looking for new culture and experiences, while returning visitors are looking for leisure activities or quality time with friends and family. While visitors who want to avoid risk will stay together in the usual place, even if they are not quite satisfied, tourists who are satisfied will find a new location to enjoy its beauty.

It has been found that early research has compared how travelers to primary and secondary locations behave. These two groups engage in different activities, behaviors, and goals. Visitors to primary destinations are more likely to visit friends and family than visitors to secondary destinations; in fact, this is the factor that drives visitors to secondary destinations to stop. In addition, tourists to primary destinations are more likely to spend more money, stay longer, engage in a greater range of activities, and see the countryside than visitors to secondary destinations. Visitors to

the main destination then have a better understanding of the neighbourhood. (McKercher & Wong, 2016)

In the context of tourism as a destination that first comes to mind is when one of the individuals is considering traveling to a destination that may not be chosen by someone who has the intention to travel. It also found that consciousness is a prerequisite for the emergence of desires or goals. According to the, Woodside, and Sherrell (1977) argued in their study that being aware of a location is the first and most important step that results in a visit there. In fact, research has shown that motivation, destination perception and consumer feedback are also important considerations when making the most important travel decisions. This study also shows that different tourist destinations have different travel experiences for a person before he decides to choose a tourist destination. (Mohd Isa & Ramli, 2014)

The tourism sector is the most profitable industry for the country's economy. (Patterson, 2020) The reasons that can influence visitors to the state or country are due to the efforts that have been raised by related parties and the residents themselves. Tourists will come to visit if improvements are always made. to awaken and develop the area. Therefore, a strong factor that can attract the attention of visitors themselves is the image of the destination because the sustainability of tourism that is evident will become word of mouth or will be more viral. That will urge the desire of tourists to that interesting place.

2.2.2 Experience

It is believed that this meaning of tourist was used by Stendhal (1838) for the first time in "Memories d'un tourist" (Mccabe, 2009). The earliest definitions have defined tourists as "people who will travel temporarily from their homes or residences and also spend money earned by them rather than from the places to be visited" (Shaw

& Williams, 1994, p. 68). On the other hand, in 1968, the Union of Official International Tourism Organizations, or now known as UNWTO, has defined tourists as visitors. For example, "visitors are people who travel to another country from their place of origin for any reason other than work or earning a salary (Candela & Figini, 2012). In talking about the tourism industry, the words tourism, tourists, visitation, and experience are also closely related. In this tourism industry, every related matter is essential because they support each other to develop or succeed in tourism itself. This study will explore how this experience will affect tourist visitation to sustainable tourism in Kelantan.

The meaning of the mentioned experience is said to be a moment related to the practical, intellectual, and adequate physical experience that cannot be considered as a factor that stands below or above each other. Also, the experience must be maintained. Therefore, it is explained by the construction of mentally. The irreducibility from experience to mental construction is very important to recent work in philosophical phenomenology, which emphasizes that we are not only the subject of experience but also the subject and subject to experience. (Walden Fels, 2011). Experience also exceeds cognitive construction. There is an extraordinary learning experience for academic subjects such as "Dewey called it the collateral of learning." This excess may be more important for learning than what is required in the subject (Roth, 2012).

Experience states that learning in or through experience is valid. Science education can also state without a problem that an adult student learns through his experience. Most people who can accurately define the concept of homeostasis are directly tied to their experiences at the Science Center (Falk & Needham, 2011). Involvement appropriate to the development and quality of science learning

experiences can improve the development of science skills for children (Stakes, 2011), or it can also use its own experience as a source of data (Wallace, 2012). In a different sense, analyzing categories of experience may be a timely task. It is crucial because it will address questions related to the unit of analysis, questions central to social theory, and the current situation related to efforts. It will

provide a holistic account of the relationship between the environment and individuals who mutually determine each other and continue to learn and learn (Roth & Jornet, 2013).

A tourist experience can be defined as an unforgettable experience and a tourism experience with a specific focus on aspects of the tourism experience that are easy for tourists to remember. According to Uriely (2005), Ryan (2002), and also Knobloch, Robertson, and Aitken (2017), subjective interpretation related to the meaning of tourism, services, activities, and even the destination itself has been broadly defined as cited in Zhang, Wu & Buhalis (2018). However, not all tourism experiences can be described as unforgettable tourism experiences. This unforgettable tourism experience can be defined as an experience that is easily constructed using the tourist's mind and can be easily remembered. Wirtz et al. (2003), Kerstetter and Cho (2004), Lehto, O'Leary, and Morrison (2004), and Kim, Ritchie, and Tung (2010), only memorable experiences can influence tourists' future travel decisions. According to Gunn (1988), this tourism product is a complex human experience and an output from the production process. It is where tourists can use tourism services and facilities to produce the final output of the tourist experience. In each production process, added value and tourism become an essential or necessary part of the process (Smith, 1994).

Creating a complete customer experience is crucial for customer experience management (Helkkula, Kelleher, & Pihlström, 2012). The idea has evolved into a discussion about the real added value in the economy that is contributed by the customer experience. Customer experience management has become essential because travelers'

memory is a variable resulting from their practical experience (Manthiou, 2014). Understanding how to manage the customer experience has been enhanced to improve the development and delivery of appropriate customer services. Recent research has also focused on the quality effects of customer experience related to memory and their relationship with well-known management outcomes such as loyalty and satisfaction (Kim, 2014).

Compared to other industries, tourism should emphasize providing a wonderful experience to tourists because experience has become an essential core in tourism. Therefore, creating meaningful and unforgettable experiences is the key to tourism companies that provide value to tourists and can maintain their competitiveness (Kim, H.; Chen, J.S., 2019). In other studies, tourism experience has become a dimension related to knowledge at a speculative level (Li, Y.L.; Chen, F.; Hua, G.H., 2021). It also can discuss the factors that can affect the experience of tourists to a practical level (Xie, Y.J.; Qu, C., 2014) and also able to analyze the effectiveness of the value of the experience to tourists (Teng, H.Y., 2021). According to Na, M.F.; Xie, Y.J.; Gursoy, D. (2019), the dimension nature of the experience has become the most crucial component in research on the tourist experience. It can create another model for the value of the destination experience based on the functional, hedonic, and symbolic value in enriching and deepening the theoretical system to the basis of the value dimension of the experience. However, since the essence of the tourism experience is complex, the academic community has yet to reach a consensus regarding the main

elements of the tourism experience. There is a universal understanding. that tourism experience is a factor in essential tourism predictions by expressing positive attitudes and behaviors (Teng, H.Y., 2021).

This experience also has emerged as a different economic offer that can improve the quality of products and services. Therefore, a positive and unique customer experience can be used to differentiate and create engagement between destinations and travelers. Traditional ways of differentiation need to be more engaged with the growing demand for experiential products that meet the specific needs of travelers (Wong & Wan, 2013). The more general tourist experience, the benefits are more symbolic, emotional, and hedonic in terms of functionality, cognitive, and utilitarian (Sheng & Chen, 2012). Although there are many definitions, the supported opinion of customer experiences is that they are very different from the daily routine of life. A specific and relevant experience in the tourism industry can lead travelers to experience something different (Uriely, 2005). In this study, the researcher will look at the relationship between experience and tourists' visitation to select a sustainable tourism destination in Kelantan by referring to Tourist Experiences and Word-Of-Mouth: The Mediating Effect of Memory research.

2.2.3 Destination Image

The idea of a destination image can be defined as one that encompasses the tourists' and visitors' perceptions, thoughts, and beliefs about the location. Destination image emphasizes the distinctiveness and allure of the location and what the facility can provide for its guest (Hanan & Abd Hamid, 2017). Tourists base their decisions on the perceived quality of the place, which is important in determining their travel plans and influencing their pleasure (Intan et al., 2018). Kelantan has many interesting

and best places to offer in the tourism industry. Among them are Irama Beach,Senok Beach,Beach Mr.Amat, Kemayang Beach and Cahaya Bulan Beach. All these places are always an attraction for tourists to come visit and experience being in Kelantan. That is the importance of destination image in the field of tourism.

Most academics define destination image as one's expectations, perceptions, and feelings toward a location, which is an assessment of how a tourist feels psychologically and emotionally about a certain location. It can be difficult to define the phrase "tourism destination image" precisely. The phrase has been used in several settings, including those relating to the destination images held by individuals as well as those projected by tourism promoters and the public. "The expression of all objective knowledge, impressions, prejudice, ideas, and emotional feelings an individual or group may have about a given place" is how one may define a destination image (Lawson and Baud Bovy, 1977).

The organizational reality is similar in the context of tourism marketing because the final decision or behavioral intention is ultimately influenced by the perception that tourists have of their destinations defines a nation's brand image as a collection of consumer perceptions (Chen and Tsai, 2007). Destination image is defined as the tourist's

individualized view of reality. As a result, the impression that travelers have of a place is largely based on their perceptions of all the places they have either been or heard about. It is difficult to describe because of its ambiguous, subjective, immaterial nature, and numerous components and characteristics; as a result, no agreement has yet been established.

However, the most recent tourism marketing guidelines acknowledge that the development of a tourist destination's image is based on the rationality and emotionality of the consumer and is the result of the combination of two (2) main components or dimensions. The priority of the weight and significance given to each characteristic of tourism sites is perceptual and cognitive. In other words, the properties of its resources are used to evaluate the destination image. Alhemoud and Armstrong, 1996; Schneider and Sönmez, 1999; Gallarza, Saura, and Garcia, 2002; Beerli and Martin, 2004; Govers and Go, 2005; and attractions (Stabler, 1995) that encourage tourists to visit that location. Affective, relating to the sentiments and feelings elicited by travel places. The motivations of tourists have a significant impact on this emotional component as well (Beerli and Martin, 2004).

Furthermore, it's crucial to understand that the cognitive aspect of a picture significantly affects the affective aspect. The cognitive and affective evaluation of the entire image is also significantly influenced by the socio-demographic traits of tourists. As a result, the overall perception of a place is made up of both cognitive and affective elements, whereas the actual vacation experience itself has a significant impact on the perception of a place from both a cognitive and emotional standpoint (Beerli & Martin, 2004).

Therefore, it is true that destination image is a factor that influences the visitation of tourists to sustainable tourism places in Kelantan based on the second opinion which is, "The expression of all objective knowledge, impressions, prejudice, ideas, and emotional feelings an individual or group may have about a given place" is how one may define a destination image (Lawson and Baud Bovy, 1977).

2.2.4   Word-of-Mouth

WOM (Word of Mouth Marketing) claims to have a significant influence on consumer behavior (Bughin et al., 2010; Huete-Alcocer, 2017; Litvin et al., 2018; Wilson et al., 2017; Yoon et al., 2017). Managers have developed successful and efficient marketing solutions in the modern day by giving WOM marketing more consideration. For instance, a lot of travel businesses have developed a website commenting system to entice consumers to share information through individual social media accounts of each travel agency. And this can aid tourism organizations or the industry in luring travelers to destinations that can draw them in and offer them memorable experiences. In-depth study investigations on WOM mechanisms have also been carried out. Based on, Shi et al. (2016) discovered that WOM can influence a customer's perception of the quality of a specific good or service, which in turn influences their desire to make a purchase, in addition to their expectations and satisfaction with that good or service. It can also be demonstrated that WOM may successfully raise consumer perceptions of their worth and lower their risk perception, which raises customers' propensity to buy the goods and services offered. As a result of word-of-mouth marketing, a tourism organization's development can proceed with this   (WOM).

Next The fall of WOM, which is a social communication activity, meaning that after sending a message or reading any information, conversation is one of the quickest ways to convey an idea, claims the study of WOM (Ferguson et al., 2010). Based on the ability to reduce word-of-mouth (WOM), a well-known phenomenon of information transmission from a variety of sources, which has drawn scholarly attention to its influence on consumer behavior. Customers' attitudes may shift because of this factor, and they may start to think that WOM is not commercial. One of the most crucial functions of WOM in influencing how consumers view products and

services and their purchase behaviors The usage of social media is becoming more and more integrated into human lifestyles that are replete with the most recent technological advancements, which has led to an exponential rise in online information exchange and WOM. Additionally, when someone is motivated to spread knowledge and experiences about a place they have been, WOM is reportedly seen as a free recommendation or a more conventional kind of advertising. WOM is a crucial and significant source of information when travelers decide where they want to go or where they want to visit. Evidently, when buying items that are thought of as part of the destination's intangible vacation experience, travelers always rely on the recommendations of their friends and relatives.

This article focuses on the significance of WOM in tourists' or tourism's decision to travel, which is based on the research that has been conducted by the researchers. The article investigated the role of WOM in moderating the relationship between perceived image and behavioural intention. The article also examined the moderating role of WOM in the relationships between perceived image and psychological distance as well as between psychological distance and behavioural intention. Some findings suggest that WOM mediates the association between perceived image and behavioural intention. In both the promotion mechanism and the suppression mechanism, WOM functions as a moderating variable and is crucial. The research presented in this article sheds light on important trends for the long-term growth of marketing initiatives in tourist destinations.

The research's findings add to the WOM theory, according to the study as well. In other words, rather than only being an outcome variable, WOM has the potential to mediate and moderate. WOM is an essential moderating variable in the tourism

industry and a key promotional tool. The study also discovered that marketing for a destination might develop depending on WOM. Finally, findings from the research conducted in Kelantan demonstrate that the region is frequently mentioned to visitors as a place with a wealth of undiscovered natural beauty. Additionally, Kelantan's culture and way of life, which includes art galleries, "Pesta Wau," and other similar practices, are not too far from the original. Most of the goods are still tax- free, and Kelantan is rumoured to have reduced prices for goods. If you haven't visited Kelantan yet, this issue will undoubtedly come up in conversations with locals and visitors from within and beyond the nation.

2.3 HYPOTHESES

Four hypotheses of this research had been developed to study the relationship between the dependent variable, tourist arrivals and the other four independent variables which are, destination image, Word-of-Mouth (WOM) and experience.

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

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

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

2.4 CONCEPTUAL FRAMEWORK

The dependent variables and independent variables in this study are as below in figure 2.1. As for the independent variable, it can be selected based on tourist visits to Kelantan. There are three independent variables that have been identified in this study, namely, destination image, word of mouth, and experience. The diagram below shows the relationship between destination image, word of mouth, and experience with tourist visits to Kelantan to choose sustainable tourism.
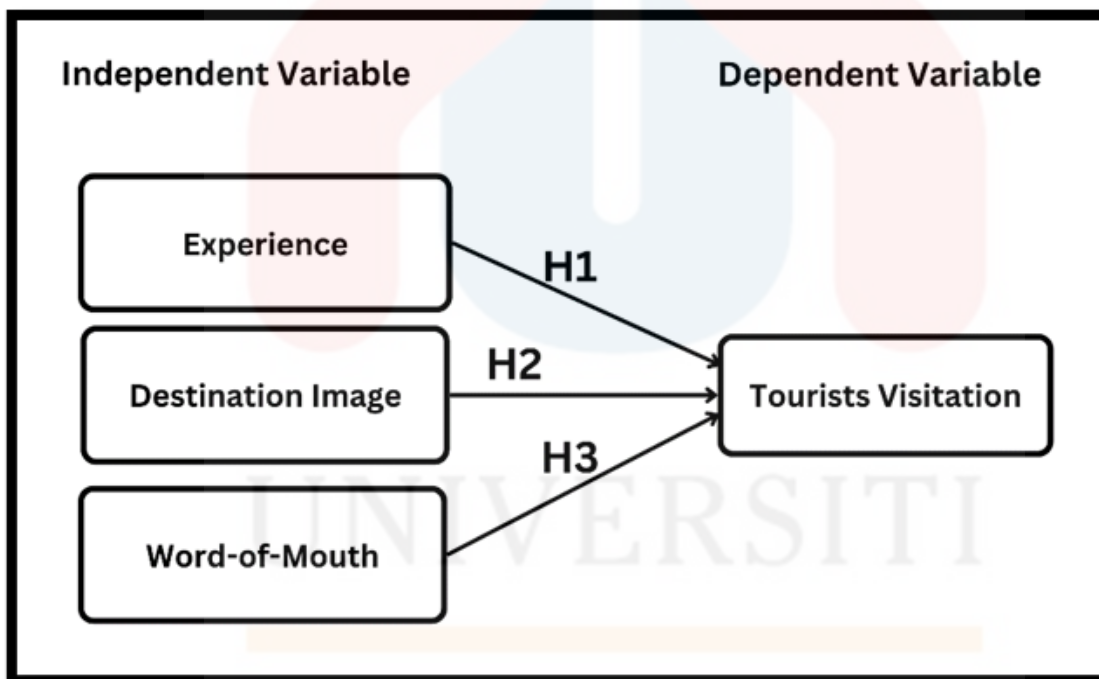
Figure 2.1: Conceptual Framework

2.5 SUMMARY

In summary, a variable is an attribute or trait that can be applied or stated in a certain way. A variable in research is something that can be quantified, managed, or altered. The variable "grade point average," which can be used as a gauge of the student's academic performance, is the key in this scenario. In conclusion, variables, such as independent and dependent variables, are crucial in research. The researcher discovered that the study contains variables that have an impact on visitors' ability to arrive at a location to identify the independent variable (IV) and dependent variable (DV). Each element is important because it has the potential to affect how tourists choose their destinations.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

Chapter 3 is the strategy and method section. Among the components that must be present in this strategy and method analysis are population research, population structure, and sampling techniques. To prove the strategies and methods used in this chapter, steps from data collection are used. The main objective is to investigate the factors that influence the arrival of tourists in choosing a sustainable tourism destination in Kelantan.

The research process is explained in this chapter by providing clear research techniques to be used when conducting this study. Research questions are collected, presented, and analyzed to achieve the objectives of the study. The researcher will explain in more depth about the data and information obtained. This research study method is the key that can help cover all topics including the required target population and the issues that can be identified.

One big factor that will influence in achieving a research approach is the decision. Techniques, data collection, methods, fieldwork plans, analysis plans and sample plans are all major components of the methodology. All of these components will   be   used   in   the   research   study.

3.2   RESEARCH DESIGN

Researchers can continue their exploration in uncharted territory with the help of research design and methodical methodology. Thus, a researcher selects a design from a variety of methodologies to determine the type of research to be conducted, just as an engineer or architect creates a design for construction.

Quantitative research design and qualitative research design are two points of view used to categorize research design. Additionally, researchers must know exactly how their project will fit within the research strategy.

Quantitative diversity studies will be used in this investigation. By generating data or numerical data that can translate into useful statistics, quantitative research is used to measure problems, using sampling techniques, online surveys and questionnaires, quantitative research gathers data from current and potential customers. The results can be expressed numerically. We are using a quantitative study design so we could get student responses quickly.

A questionnaire is a type of research tool that consists of a series of questions or other prompts aimed at gathering information from respondents. There are several questions in the survey according to this research guideline. In addition, the survey will be administered through a Google form, or scan a code online so that tourists who come to visit interesting areas in Kelantan can answer our survey easily and quickly without interrupting their vacation time.

3.3   POPULATION & SAMPLE SIZE

Population refers to a group of individuals of the same species that breed and live in a specific area. The members of the population are interdependent on the same and similar resources. Scientists have studied related populations and how individuals in the population interact with each other, and how the population has interacted with

its environment. Population ecologists have used a tool to study populations that depend on a series of statistical measurements known as demographic parameters to give an overview of the population (Tarsi, K. & Tuff, T., 2012). In other words, this population is also defined as a group or a set in which all units of the study findings will be used. If we refer to the definition of this population, it consists of all the units of findings that can be used (Satishprakash Shukla, 2020). So, in this study, researchers have chosen the state of Kelantan as our population. The tourists who come to travel in the state of Kelantan, regardless of which region, will automatically become the target population for our study.

In this study, 1,921,000 tourists came to travel to the state of Kelantan domestically in 2021. Kelantan is the fourth lowest state in receiving tourists in 2021 after the state of Perlis, the federal province, and the federal province of Labuan. This data is taken from an authentic source from the Department of Statistics Malaysia (2021), which outlines the state's performance of Malaysian domestic tourism in 2021.

Number of Domestic Tourist Visiting Kelantan in 2021	
Year	**Number of Domestic Tourist Visiting Kelantan**
2021	**1,921,000**

Table 3.1: Domestic's Tourist Visiting Kelantan in 2021

Meanwhile, sample size means an element of research design that investigators should consider in planning their studies. This is because accurately calculating the required sample size includes achieving clinically or significantly significant results.

This sample size ensures that research resources are used efficiently and ethically. However, the study needs to be included in sample size sufficient to answer all the questions legally. In that case, the registration of the participants is unethical (Burmeister, Elizabeth, Aitken, Leanne m, 2012). Determining the sample size is an essential step in this research methodology. It is an action to select the number of observers or replicas to be included in the statistical sample. In some cases, the increase in accuracy for larger sample sizes is minimal or even. The sample size will be evaluated based on the quality of the resulting estimate. Determining the sample size in a descriptive study is different from an experimental study. By determining sample size, it can help improve the quality of evidence-based research (Simarjeet Kaur, 2021).

For example, our sample size for this study is focused on the tourist visitation to select sustainable tourism destinations in Kelantan. After reference was made to Krejcie & Morgan's table (1970), the total sample size required for this study was 384

tourists who came to visit Kelantan with a population of "1,921,000".

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

Note.—N is population size.   S is sample size.

Source: Krejcie & Morgan, 1970

Table 1: Krejcie and Morgan Table
(1970)
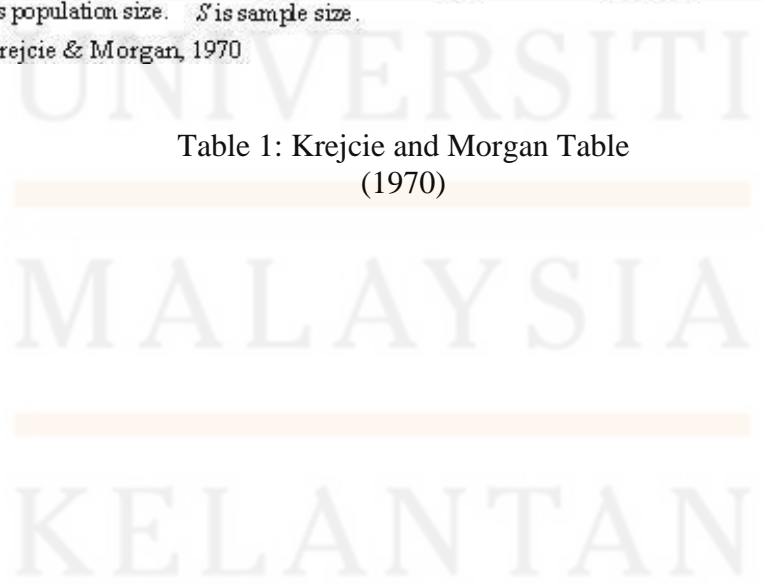
3.4   SAMPLING METHOD

Sampling is a method of selecting a subset of the population to use in a study. Research projects can involve entire populations thanks to data collection. For example, techniques for selecting an appropriate number of bases from a population are used when certain observations are obtained from a larger population. Sampling must closely resemble the larger population in terms of characteristics relevant to the topic of study for the researcher to draw conclusions about it.

Researchers will conduct investigations of evidence samples to assist in discovering underlying characteristics in the population. For this sampling strategy, the researcher will select a sample of individuals from various populations.

In this study, convenience sampling is another type of non-probability sampling when people are sent because the researcher has "convenient" sources of data. The probability that the population variable will be selected using the random selection method for non-probability sampling is known to be non-zero. The target population, which is the residents of the state in Kelantan, is where the sample was taken. It is referred to as a subject sample and will give everyone the same opportunity. This questionnaire is designed to be used and shared through hard copies, code scans or using links to visitors who come to some interesting locations in Kelantan and among the places are Senok Beach, Kemayang Beach, Cahaya Bulan Beach,Irama Beach and Pantai Mr. Amat. This type of questionnaire can facilitate respondents and is   safe   and   quick   to   use

3.5   DATA COLLECTION PROCESS

Data collection refers to collecting and measuring information related to defined variables. It is more systematic and robust by allowing a person to answer questions related to the research done, the study of hypotheses and the evaluation of results. Components for the collection of research data are usually for all fields including humanities, business, social sciences, physical sciences, and others. Although the method has been implemented by the researcher, the emphasis to ensure that the data collected is accurate and honest is very important. The data collection process for a study is significant because it is one of the most important stages that need to be implemented. This data collection process is a very challenging process, and it also requires a high level of patience, hard work, careful planning, perseverance and so on. The process of data collection also begins by determining the type of data required in the study and selecting a sample size from the population that has been identified. Next, the designated instrument must be used to collect data from the sample size. Throughout the time used for the data collection process, the priority given more attention is when reviewing the practices or activities performed by the researcher other than just collecting data. The data collection method must follow or be related to the study's objective. The methods used to collect data are interviews, observations, document data, scenario tests, journal entries, and even questionnaires. In this study, the process or procedure carried out in collecting data for the arrival of tourists in Kelantan is by using the 5W and 1H methods. The 5W1H method mentioned above is as reference for researchers in this data collection process. For example, it refers to whom is the group or person involved in making this study a success. In addition, what does the researcher use to distribute or give the questions that have been prepared to the respondents? Next, where is the focus place for the researchers to get several respondents to answer the question? In addition, when is the right time for the

researcher to go out to find the respondents needed to answer the questionnaire provided? Next, why was the respondent taken or selected to answer the questionnaire? Finally, what is the way for the researchers to choose from many tourists in that area to be respondents in this study? This method can be used to facilitate the data collection process. As for the first example, the way for us as researchers to select the respondents who will answer the questionnaire that has been prepared is to be selected randomly. The researchers will make observations and then select any tourists who come to travel to the state of Kelantan to answer the question. The researcher must also ask the respondents about their free time to answer the question. In addition, the tourists who visit the state of Kelantan are also involved in making this data collection process successful. This is because the tourists who travel in the state of Kelantan are our sample size in this study.

Next, the method used to get answers from respondents based on the questions that we will give as researchers is the questionnaire method. In addition, the focus location for our study is in the state of Kelantan. Therefore, the questionnaire that we will distribute to respondents, or our sample size is to tourists who come to travel to the state of Kelantan or tourist hotspots such as Senok Beach, Kemayang Beach, Cahaya Bulan Beach, Irama Beach and Mr. Amat Beach. The respondents were selected to answer the questionnaire, no matter whether they were international or local tourists. In addition, the appropriate time to find respondents should be considered carefully. This is because some of the visitor attractions have time differences for tourists to visit in large groups. That why timing the search for respondents is crucial to ensure the data collection process is fast. Finally, why do we, researchers, take a tourist as a respondent? This is because the data collection involves the researcher and the person being studied or the sample size. In this study, researchers use a questionnaire method to obtain the data, which means preparing several questions that will then be given to

the study's sample size. Therefore, all the tourists who travel to the state of Kelantan are the study's sample size, and all those tourists can be respondents to answer the questions that have been prepare.

5.6   RESEARCH INSTRUMENT

To help researchers collect data, tools such as scales, exams, or questionnaires have been designed in the research instrument. The tools will provide details related to the population considered, the target instrument and the factors that influence the study's answers. Depending on the purpose of the study, researchers may use a variety of tests, such as studies, contextual analyses, or questionnaires, for their assessment (Ekanem, Inyang, & Umoh, 2019).

The researcher chose to provide bilingual questions, namely English and Malay, to the respondents to make it easier for them and the probability of getting respondents from various types is quite high. Based on the study, scale format is used when making questionnaire questions. Measurements are made through specific statements.   To   start   this   study,   we   used   a   Likert Scale questionnaire which is divided into five points. Part A includes demographic questions, part B includes questions (IV) and part C includes questions (DV). This study will provide five levels of scale measurement in Part B and Part C. Strongly agree- 5, Agree- 4, Neutral- 3, Disagree- 2, Strongly disagree- 1 will be included in the questionnaire.

The questionnaire is divided into 3, namely A, B and C. Part A demographic segment of respondents, based on respondent's gender, age, race, marital status and prefer the state to travel (Cheng, Teh, Ong, & Wong, 2018). Then, part B focused on

all the independent variables which are experienced, destination image, and Word-of-Mouth (WOM). Finally, in the questionnaire part C considered the dependent variable which is the factors influencing tourist's visitation in selecting sustainable tourism destinations in Kelantan.
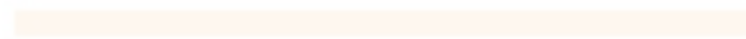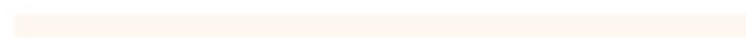
PART	ITEMS	Contents	Questions
A	Demographic Profile	Gender	• Male • Female
		Age	• 18 to 22 years • 23 to 27 years old • 28 to 32 years old • 33 and above years old
		Race	• Malay • Chinese • Indian • Others
		Marital status	• Single • Married

		Prefer district to travel	· **Kota Bharu** · **Bachok**

SECTION B	FACTORS	CONTENTS	QUESTIONS
	Independent Variable	**Experience**	1. I choose the destination as a stress-relieving and physical, mental fatigue relieving goal. 2. I choose that destination because it can help me from spending over a limited budget. 3. I choose the destination as it is influenced by beautiful and cultural values. 4. I travel because the destination has beneficial. effects on tourism destination selection 5. I choose the destination because of the ease of use and the natural beauty that keeps us calm while traveling.

Destination Image	1. Images of interesting destinations will influence me to go there.
	2. By seeing the images, it can ensure that the area is the same as I expected before visiting there.
	3. The activities shown in the picture make me want to experience it in real life.
	4. The cultural differences shown in the pictures made me want to know and visit it.
	5. The uniqueness shown in the pictures made me want to go and explore the place.

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SECTION C	FACTORS	CONTENTS	QUESTIONS
	Dependent Variable	**Tourist's visitation**	1. Culture and food are factors I prefer to travel. 2. Promotions that attract me via social media such as example, Instagram, Tiktok, Twitter and so on. 3. Opportunities given by universities for me to travel around Kelantan. 4. Information from Word-of-Mouth (WOM) influences me to travel. 5. The price of traveling is cheap for me.

The questions are obtained from Cheng Si Yi, 2018 and included with the questionnaire given to the respondents. As stated, the table above is divided into 3 types, which are parts A, B and C. Choices of gender, age, races are all as stated in the table. The researcher is not able to list all races due to limitations. If there is no race specified in the selection, the respondent needs to select 'Others' so that the section can be completed. Follow the results questionnaire based on why tourists choose Kelantan as their travel list.

The independent variables (IV) that are experience, destination image, and Word-of-Mouth (WOM) were included in Section B. Five issues are included in each variable. All of it is related between individual variables (IV) and dependent variables (DV). The questions for the experience, destination image and Word-of-Mouth (WOM) setting are all about how much Kelantan is an attraction to all tourists. Other than that, there is also an issue of things that influences tourists to travel selectively. The first independent variable (IV) is experienced. There are several statements for the respondents to choose regarding the factors that influence them to travel to Kelantan. They must choose the answers for the whole question so that they can help the researcher to get new information to do the research properly.

The second independent variable (IV) is the destination image. This factor is also like the others where five questions are provided about how much the destination image attracts tourists. Other than that, there is also a reason that influences tourists to travel selectively. There is a question in the questionnaire about the destination's specialty to a chosen destination. Word-of-Mouth (WOM) is the last independent variable (IV). The questionnaire on personal factors deals more with their perception. Tourists have a propensity to gain more experience while traveling and to get inspiration themselves, for example. The request

design like traveling is happy and memorable according to this independent variable. The Speciality of the place allows tourists to select the best place for researchers to go, so they know how far tourists are influenced by Word-of-Mouth (WOM). Part C is a link that shows the factors that influence the arrival of tourists to sustainable destinations in Kelantan. All sections have five questions. The researcher also mentioned how to obtain data from tourists who come to their chosen tourist spot in Kelantan.

3.7   DATA ANALYSIS

The researcher determined it was required to examine the data gathered using the Statistical Package for Social Sciences (SPSS), with reference to the study in the final study. To assess study data that has been administered and gathered by researchers, SPSS is a piece of software. Before we begin the study for the SPSS-based data analysis procedure, the researcher must briefly go through how the data will be used. This analysis's data was prepared in advance based on the study that was done. This is because the research design influences the information that we will enter the SPSS programmer. Descriptive statistics, reliability tests, and Pearson's correlation coefficient should all be included in this data analysis. For creating scheduled reports, including charts and distribution plots, it can be sorted into nearly any form of folder. The Pearson correlation coefficient analysis was used to analyze the data. Pearson's correlation coefficient analysis is a crucial tool for assessing the strength of the linear relationship between the independent variables (IV) and the dependent variable (DV). The purpose of the study is to determine whether there is a correlation between the independent variables (IV), such as Experienced, Destination Image, and Word-of-Mouth, and the dependent variables (DV), which affect the elements that influence

visitors' decisions to travel to Kelantan. The researcher should determine the magnitude and direction of the association between the independent (IV) and dependent variables if these issues exist (DV).

3.8   SUMMARY

In summary, this chapter explains about the research method used by the researcher in research methodology. To obtain clear data, the researcher has learned several designs that can be used so that they can be clearly applied in the research conducted.

In addition, the researcher can understand other ways besides applying study design along with the function and segment of sample size, data collection, sampling technique, research tools and data analysis in the study conducted.

The questionnaire's application and use in this study have also been covered in detail in this chapter. The substance of each question that will be asked in the questionnaire as well as the language that will be used in each question will also be explained by the researchers.

The elements in this study are expected to be applied in other studies after this chapter. The research survey was planned by the researcher and carried out as explained by the researcher in this chapter.

CHAPTER 4

RESULT AND DISCUSSION

4.1   INTRODUCTION

In chapter 4, it includes a presentation related to the data that has been obtained and a discussion about data analysis. This chapter also describes the findings from the study of information that has been collected through the distribution of questionnaires to 384 respondents who visited Kelantan. This research was contributed using a questionnaire through an online platform, Google Forms. Furthermore, this chapter will explore the relationship between the variables that influence tourists to visit Kelantan. The table format will also be used to show the entire data analysis findings to facilitate the evaluation process and interpretation. Survey results are also discussed in this chapter, such as the results of frequency analysis, descriptive analysis, reliability test, analysis of Pearson's Correlation Coefficient, and a discussion based on the study's objectives.

4.2   RESULTS OF DESCRIPTIVE ANALYSIS

Table below showed the mean and standard deviation for each variable in research with the number of respondents is 384 visiting Kelantan, Malaysia.

4.2.1 Experience

Table 4.3: Descriptive statistics of Experience

Variables	N	Mean	Standard Deviation
I choose to relax and rest while travelling.	384	3.82	1.055
I choose the destination as a stress-relieving and physical, mental fatigue relieving goal.	384	3.91	**1.062**
I choose that destination because it can help me from spending over a limited budget	384	3.92	.987
I choose the destination as it is influenced by beautiful and cultural values.	384	3.78	1.058
I travel because the destination has beneficial from my mental health.	384	4.01	.927
I travel because want to visit new place.	384	**4.05**	.926

I travel to get new knowledge about history, culture and unique that place	384	4.04	.904
I travel because i want to spend time with my family and my friends to keep in touch with them	384	3.93	1.039
I travel because I want to increase my skill communication and social.	384	3.91	.943
I travel because i want to get new friends and followers.	384	**3.69**	1.016

Table showed the mean and standard deviation statistics of respondents on the experience. 'I travel because want to visit new place' of the place scored the greatest mean value, which was 4.05, where the respondents agreed that experience of 'visit new place' motivated respondents to visit Kelantan, Malaysia. Meanwhile, the lowest mean was the variety of 'I travel because i want to get new friends and followers.' with the mean value of 3.69, where the respondents agreed that experience of 'I travel because i want to get new friends and followers.' motivated respondents to revisit Kelantan, Malaysia. Besides, the higher standard deviation is the 'I choose the destination as a stress-relieving and physical, mental fatigue relieving goal', which was 1.062. The higher standard deviation value indicates the greater spread in the data. So, for experience respondents will revisit Kelantan, Malaysia with visit new place.

4.2.2 Destination Image

Table 4.3: Descriptive statistics of Destination Image

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

The table showed the mean and standard deviation statistics of respondents on the destination image. Tourist enjoyable travel destinations. got the biggest mean value, which is 4.22, where the respondents agreed that place attachment of 'tourist enjoyable travel destination' who like visiting Kelantan to motivate respondents to revisit Kelantan, Malaysia. Meanwhile, the lowest mean was 'The place is a beautiful and natural destination.' with the mean value of 3.84, where the respondents agreed that destination image of 'The place beautiful and natural destination' to motivate respondents to revisit   Kelantan, Malaysia. Besides, the higher standard deviation is 'The place, beautiful and natural destination', which was 1.086. The higher standard deviation value indicates the greater spread in the data. So, for destination image respondents will revisit Kelantan, Malaysia with tourist enjoyable travel destinations.

4.2.3 Word-of-Mouth

Table 4.4: Descriptive statistics of Word-of-Mouth

Variables	N	Mean	Standard Deviation
I often consult other tourists' online travel review to help choose an attractive destination.	384	**4.07**	.941
I frequently gather information from tourists' online travel reviews before I travel to a certain destination	384	3.82	1.065
If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decisions.	384	**3.77**	1.051
When I travel to a destination, tourists' online travel reviews make me confident in traveling to the destination	384	3.93	1.079
I often consult other tourists' online travel reviews to make sure I choose the right destination	384	3.98	.971
When I travel to Kelantan, I would feel secure in following the suggestions made by the travelers or friends.	384	3.81	1.060
When I would travel to Kelantan, I would rely on the recommendations made by the travelers or friends.	384	3.84	1.054

Variables	N	Mean	Standard Deviation
The word of mouth from friends and family influence me to go to Kelantan.	384	3.99	.980
Social media has influenced me to go to Kelantan.	384	3.98	**1.090**

Table showed the mean and standard deviation statistics of respondents on the word-of-mouth. I often consult other tourists' online travel reviews to help choose an attractive destination. and scored the greatest mean value, which was 4.07, where the respondents agreed that word-of-mouth of 'I often consult other tourists' online travel reviews to help choose an attractive destination.' to motivate respondents to revisit Kelantan, Malaysia. Meanwhile, the lowest mean was 'If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decisions' with the mean value of 3.77, where the respondents agreed that word-of-mouth of 'If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decisions' motivated respondents to Kelantan, Malaysia. Besides, the higher standard deviation is 'Social media has influenced me to go to Kelantan' when considering my invested time in Kelantan', which was 1.090. The higher standard deviation value indicates the greater spread in the data. So, for tourist satisfaction respondents will revisit Langkawi Island, Malaysia with 'I often consult other tourists' online travel reviews to help choose an attractive destination'.

4.2.4 Tourist Visitation

Table 4.6: Descriptive statistics of Tourist Visitation

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

Table showed the mean and standard deviation statistics of respondents on the tourist visitation. I know Kelantan has a lot of mosques and scored the greatest mean value, which was 4.18, where the respondents agreed that tourist visitation of 'I know Kelantan have a lot of mosques' motivated respondents to revisit Kelantan, Malaysia. Meanwhile, the lowest mean was 'I will invite others to visit Kelantan' with the mean value of 3.69, where the respondents agreed that tourist visitation of 'I will invite others to visit Kelantan' to motivate respondents to revisit Kelantan, Malaysia. Besides, the higher standard deviation is 'I will invite others to visit Kelantan', which was 1.134. The higher standard deviation value indicates the greater spread in the data. So,

for tourist satisfaction respondents will revisit Kelantan, Malaysia with 'I know Kelantan has a lot of mosques.

4.2.5 Dependent and Independent Descriptive

Table 4.7: Dependent and independent variable

Variables	N	Mean	Standard Deviation
Experience	384	0.54	.737
Destination Image	384	0.55	.631
Word-of-Mouth	384	0.47	.671
Tourist Visitation	384	3.99	.673

The table shows the number of respondents, mean and standard deviation for both independent variables (IV) and dependent variable (DV). For independent variables (IV), word-of-mouth had the highest mean score which is 4.04 and followed by experience (3.91) and lastly is destination image (3.91). The mean score of dependent variables (DV), the tourist visitation, is 3.99.

Meanwhile for the independent variables (IV), the highest standard deviation is the experience, which is .737, followed by word-of-mouth (.671) and lastly is destination image (.631). The standard deviation for dependent variable (DV), the tourist visitation, is .673.

4.3   RESULTS OF RELIABILITY TEST

Reliability analysis is the process of determining whether a measurement is stable or consistent. Additionally, it can provide feedback on how "good" the metric is (Sekaran, 2003). To get the pilot study's findings, a reliability test was run on the acquired data. The more dependable the terms in the survey are to one another, the greater the alpha value is (Tavako & Dennick, 2011) in their study "Making Sense of Cronbach's Alpha. International Journal of Medical Education. 2011; 2:53-55". A reliability test's reliability is gauged by the Cronbach's alpha coefficient. Based on the survey's findings, the researcher can identify and assess whether this is accurate, trustworthy, and understandable by the respondents. The values of Cronbach's alpha coefficient are displayed in the table below as a general guideline.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.8 : Cronbach's Alpha by Mohsen Tavakol and Reg Dennick.

The better the item's internal consistency and the more dependable it is for survey purposes, the higher the Cronbach's alpha rating. The value must be more than 0.5 to be regarded as satisfactory for internal consistency. The ideal number is 0.7.

4.4 RESULTS OF INFERENTIAL ANALYSIS

Pilot Test Result

A pilot test was conducted with 30 respondents to complete the questionnaire prior to the start of the actual data collection with 384 respondents. Before the questionnaire was sent, a pilot test was carried out to find any potential flaws, such as ambiguous questions that would have gone unnoticed. Researchers will then be able to release the real questionnaire after having the chance to identify and address any problems that may have arisen during the questionnaire's development.

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Construct	Cronbach's Alpha	No of Item	N
Experience	0.730	10	30
Destination Image	0.954	10	30
Word-of-Mouth	0.946	9	30
Tourist Attraction	0.592	7	30
All Variable	**0.926**	**36**	**30**

This table shows evidence of the reliability of the four factors. These 36 items were investigated using Cronbach Alpha, which functions as a measure of 4 different constructs. According to statistics, the coefficient for destination image has the highest coefficient with a test result with a reliability result of 0.954 (excellent), while the coefficient for tourist attraction is found to be the lowest which is 0.592 (poor).

Reliability Test

Construct	Cronbach's Alpha	No of Item	N
Experience	0.730	10	384
Destination Image	0.954	10	384
Word-of-Mouth	0.946	9	384
Tourist Attraction	0.592	7	384
All Variable	**0.926**	**36**	**384**

Result Of Pearson's Correlation Coefficient Analysis

Pearson's Correlation Coefficient analysis was used to study the relationship between the independent variables: experience, destination image, and word-of-mouth with the dependent variable: tourist visitation. Pearson's correlation is used to determine the strength of the relationship between the independent variable and the dependent variable based on the size of the correlation. The table below displays the correlation coefficient of the researcher's guidelines and the strength of the relationship.

Correlation Coefficient Value (r)	Direction and Strength of Correlation
-1	**Perfectly negative**
-0.8	**Strongly negative**
-0.5	**Moderately negative**
-0.2	**Weakly negative**
0	**No association**
0.2	**Weakly positive**
0.5	**Moderately positive**
0.8	**Strongly positive**
1	**Perfectly positive**

Table 4.8: Coefficient Correlation and Strength of Relationship

Hypothesis

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

Correlations		Experience	Tourist Visitation
IV1	Pearson Correlation	1	.541**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.541**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

The table above shows a correlation value of 0.541 between experience and tourist visitation among tourists in Kelantan. The relationship between experience and tourist's visitation among Kelantan is moderately positive. The significant value of experience is 0.000, which is less than the highly significant value of 0.01. The result is a relationship between experience and tourist visitation among tourists in Kelantan. Therefore, H1 is supported.

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

Correlations		Destination Image	Tourist Visitation
IV2	Pearson Correlation	1	.551**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.551**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

The table above shows a correlation value of 0.551 between destination image and tourist visitation among tourists in Kelantan. The relationship between destination image and tourist's visitation among Kelantan is moderately positive. The significant value of destination image is 0.000, which is less than the significant value of 0.01. As a result, there is a relationship between destination image and tourist visitation among tourists in Kelantan. Therefore, H2 is supported.

H3: There is a significant relationship between word-of-mouth and tourist visitation among tourists.

Correlations		Word-of-Mouth	Tourists Visitation
IV3	Pearson Correlation	1	.474**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.474**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

The table above shows a correlation value of 0.474 between word-of-mouth and tourist visitation among tourists in Kelantan. The relationship between word-of-mouth and tourist's visitation among Kelantan is weakly positive. The significant value of word-of-mouth is 0.000, which is less than the very significant value of 0.01. The result is a form of relationship between word-of-mouth and tourist visitation among tourists in Kelantan. Therefore, H3 is supported.

4.5   DISCUSSION BASED ON RESEARCH OBJECTIVES

An analysis of the literature on the factors influencing tourism among tourists: a case study in Kelantan, Malaysia. The results of this study demonstrate that a case study in Kelantan, Malaysia, is a good place to investigate the connections between experience, destination image, word-of-mouth, and factors influencing tourist visitation.

Table 4.16: Shows the summary for hypothesis testing in this study.

Hypothesis	Pearson's correlation results
H1: There is a significant relationship between experience and tourist visitation among tourists	0.541% Moderately Positive
H2: There is a significant relationship between destination image and tourist visitation among tourists	0.551% Moderately Positive
H3: There is a significant relationship between word-of-mouth and tourist visitation among tourists.	0.474 % Moderately Positive

Based on table 4.16, it was determined that the hypothesis of the perception of the travel location, word-of-mouth, and tourist visit experience among tourists in a case study in Kelantan, Malaysia, was valid. All the provided hypotheses were accepted at a significance level of 0.01. Additionally, all assumptions are supported since the results demonstrate a very strong and high

positive connection between tourist visits and the independent variables of destination image, word of mouth, and experience.

4.7   SUMMARY

To summarize, Statistical Package for Social Science (SPSS) Software has been used in this study to analyse the data of 384 respondents who have been collected to obtain results from the data. In addition, three factors influence the arrival of tourists to Kelantan based on independent variables, namely Destination Image, Experience, and Word-Of-Mouth. As a result, the relationship between the dependent variable and the independent variable is related and accepted. Furthermore, all hypotheses are supported because the P value is less than 0.05. All three of the previously mentioned hypotheses (H1, H2, and H3) are accepted for this study. For example, the highest relationship between independent variable 2 which is destination image and dependent variable tourist visitation among tourists in Kelantan. The correlation value shows as 0.551 between the destination image and tourist visitation among tourists in Kelantan and it is considered moderately positive.

CHAPTER 5

DISCUSSION AND RECOMMENDATION

5.1 INTRODUCTION

The focus of this chapter is the discussion and resolution. An introduction, a recapitulation of the research findings, a discussion of the chapter's shortcomings, suggestions, and a conclusion will come first. The findings from Chapter 4 are covered in this chapter. This chapter also includes suggestions that could be used for this research in the future. At the end of this chapter, the researchers will present their findings in relation to this investigation.

5.2 RECAPITULATION OF THE FINDINGS

This research will discuss recapitulation of the findings from previous chapter 4 (Result and Discussion) which are based on research objectives, research questions and hypothesis for this study.

5.2.1 The relationship between experience and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.

Research question 1 of this study asked about any relationship between experience with tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To investigate the relationship between experience and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.	Is there any relationship between experience and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.
H1: There is a significant relationship between experience and tourist visitation among tourists.	

Table 5.1: Research Objective 1 & Research Question 1

The result of hypothesis H1 in the previous chapter reviewed to answer research question1. Apart from that, H1 stated that there is a significant relationship between experience and tourist visitation among tourists. From the findings, it shows that experience is moderately positive related to tourists' visitation among tourists with correlation coefficient of .541. The p value of destination attractiveness is .000 which is less than the highly significant level .0001. In addition, there is a significant relationship between experience and tourist visitation among tourists. This finding can be supported by Wirtz.et al. (2003) who said only memorable experiences can influence tourists' future travel decisions. Therefore, H1 accepted.

5.2.2 Relationship between destination image and tourist's visitation that influences tourist

visits among tourists in Kelantan, Malaysia.

Research question 2 of this study asked about any relationship between destination image and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia. This is also to answer the second objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To identify the relationship between destination image and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.	Is there any relationship between destination image and tourist visitation that influences tourist visits among tourists in Kelantan, Malaysia.
H2: There is a significant relationship between destination image and tourist visitation among tourists.	

Table 5.2: Research Objective 2 & Research Question 2

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that, H2 stated that There is a significant relationship between destination image and tourist visitation among tourists. From the findings, it shows that destination image is moderately positive related to tourists' visitation that influences tourist visits among tourists in Kelantan, Malaysia with correlation coefficient of 0.551. The p value of the destination image is .000 which is less than the highly significant level .0001. In addition, there is a significant relationship between destination image and tourist visitation among tourists. This finding can be supported by (Lawson and Baud Bovy,1977) 'the expression of all objective knowledge, impressions, prejudice, ideas, and emotional feelings an individual or group may have about a given place' is how one may define a destination image. Therefore, H2 accepted.

5.2.3 Relationship between word-of-mouth and tourist's visitation that influences tourist visits among tourists in Kelantan, Malaysia.

Research question 3 of this study asked about any relationship between word-of-mouth and tourists' visitation that influences tourist visits among tourists in Kelantan, Malaysia. This is also to answer the third objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To determine the relationship between word-of-mouth and tourist's visitation that influencing tourist visits among tourists in Kelantan, Malaysia	Is there any relationship between word-of-mouth and tourist's visitation that influencing tourist visits among tourists in Kelantan, Malaysia
H3: There is a significant relationship between destination image and tourist visitation among tourists.	

Table 5.3: Research Objective 3 & Research Question 3

The result of hypothesis H3 in the previous chapter reviewed to answer research question 3. Apart from that H3 stated that there is a significant relationship between destination image and tourist visitation among tourists. From the findings, it shows that word-of-mouth is weakly positive related to tourists' visitation that influences tourists visits among tourists in Kelantan, Malaysia with correlation coefficient of .474. The p value of word-of-mouth is .000 which is less than the highly significant level .0001. In addition, there is a significant relationship between destination image and tourist visitation among tourists. This finding can be supported by WOM because this factor has the potential to mediate and moderate and is an essential moderating variable in the tourism industry and a key promotional tool. Therefore, H3 accepted.

5.3   LIMITATIONS

An important and substantial step for finishing the research has been encountered throughout the entire project. However, allowing research to proceed as planned has some inherent constraints. The first limitation is related to sample size. Depending on how well the estimate turns out, the sample size will be assessed. In comparison to experimental studies, descriptive studies have distinct sample size calculations. Choosing a sample size can enhance the reliability of evidence based on the research.

The second is the limitation in terms of time and references about tourist visitation in Kelantan. The time available to find the most suitable respondents, from among foreign tourists for example, could not be continued because we were chasing time to send other works as well with the presentation week that happened at that time. However, this study is still conducted to get enough respondents according to the sample size that has been explained before.

5.4   RECOMMENDATION

5.4.1 Recommendations for Future Study

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

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

The research that we are doing uses quantitative methods, which aim to produce the best research. However, if this study is conducted in the future, the researcher will likely use qualitative methods for the information search process. This is because this qualitative method is quite different from the method used by researchers now, which is quantitative. The purpose of using qualitative methods in future studies is that it is possible to obtain

different information and results. With that, the researchers can also determine and learn the differences likely to be found in the study using the qualitative method. For example, using this quantitative method, the researcher will likely not get data from specific information. However, using qualitative methods makes it more likely to get accurate data because of the research that has been conducted.

5.5   SUMMARY

In conclusion, Kelantan, Malaysia, was chosen as the study location to evaluate the variables that affect the arrival of visitors. An analysis of Kelantan, Malaysia, as a case study reveals the experience, destination image, and word-of-mouth factors that affect tourist visitation among visitors (independent variable). As was described in Chapter 3, the researcher used a Google Form to collect data from 384 participants who had traveled to and visited Kelantan, Malaysia. All data and information are also gathered by the researcher utilizing quantitative techniques. In addition, the researcher reached respondents all around Malaysia by using Google Forms. This is because using this Google form enables respondents to complete all questions more easily while also saving time and money for the researchers.

Several analyses, including descriptive, reliability, and inferential analysis, were used to examine the survey questionnaire's results. The software program Statistical Package for the Social Science (SPSS) has also been used to examine the results that were discovered in the previous chapter and all the data from the questionnaire. The ease with which all the results may be known makes this software program popular among researchers. As a last step, it is more important to summarize and draw conclusions from the data-driven results. All three of the previously mentioned hypotheses (H1, H2, and H3)
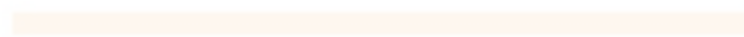
are accepted for this study. The research has also been limited, and recommendations have been made that should be applied in future investigations. As a result, it is anticipated that the knowledge presented during this research will also be helpful to the following researcher.
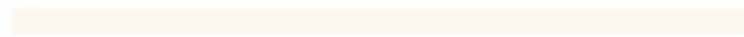
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TAJUK KAJIAN/ RESEARCH TITLE

Dear Participants,

We are a Bachelor of Entrepreneurship (Tourism) students of Universiti Malaysia Kelantan is currently conducting research titled THE FACTORS INFLUENCING TOURIST VISITATION AMONG TOURISTS A CASE STUDY IN KELANTAN, MALAYSIA) for the course requirement.

The aim of the research is to explore on THE FACTORS INFLUENCING TOURIST VISITATION AMONG TOURISTS A CASE STUDY IN KELANTAN, MALAYSIA

The information will be stored in a secure environment and will only be accessible to the research project members. Your responses will be confidential, and any information provided will only be used for the purposes of this research.

Should you have any queries, please do not hesitate to contact, or drop us an email as provided below. Your time and kindness were truly appreciated.

Thank You.

NURUL FAZLINA (H20A1670)
NURUL IZZAH BINTI ZULKEFLI (H20A1677)
NURUL HIDAYAH BINTI OTHMAN (H20A1672)
NURUL FARHANA BINTI ZURAIDI (H20A1669)
Faculty of Hospitality, Tourism & Wellness
Universiti Malaysia Kelantan
Contact Number: 01151220928
Email: h20a1670@siswa.umk.edu.my

This questionnaire divided into three sections. There are Demographic profile, independent variables, and dependent variables.

The following questions related to demographic information. For each question, please choose one answer that is the most appropriate for you except question 6 which you can select more than one answer. Please tick (✓) the answer below.

Soal selidik ini dibahagikan kepada tiga bahagian. Terdapat profil demografi, pembolehubah bebas dan pembolehubah bersandar.

Soalan berikut berkaitan maklumat demografi. Bagi setiap soalan, sila pilih satu jawapan yang paling sesuai untuk anda kecuali soalan 6 yang boleh anda pilih lebih daripada satu jawapan. Sila tandakan (✓) jawapan di bawah.

SECTION A (PART A)

DEMOGRAPHIC PROFILE

1. **GENDER/JENTINA**
   ☐ Male/*Lelaki*

☐ Female/*perempuan*

2. AGE

☐ 18 to 20 years old/*18 hingga 20 tahun*

☐ 21 to 23 years old/*21 hingga 23 tahun*

☐ 24 to 26 years old/*24 hingga 26 tahun*

☐ 27 and above years old/*27 tahun ke atas*

3. RACE

☐ Malay/*melayu*

☐ Chinese/*cina*

☐ Indian/*india*

☐ Others/*lain-lain.*

4. MARITAL STATUS
☐ Single/*bujang*

☐ Married/*berkhawin*

Direction: Please read each question and answer carefully. Given each item ranking by circle the answer that is the most appropriate for you are according to the following scale that describes.

Arahan: Sila baca setiap soalan dan jawab dengan teliti. Memandangkan setiap kedudukan item mengikut bulatan jawapan yang paling sesuai untuk anda adalah mengikut skala berikut yang menerangkan.

Five-point likert scale:

1.Strongly disagree

2.Disagree

3.Neutral

4.Agree

5.Strongly agree

PART B

EXPERIENCE

Difintion/*maksud*

Experience is one of the independent variables that influence the visitation of tourists to Kelantan. There are 10 questions below that are provided to the respondents referring to the visitation of tourists to Kelantan due to the experience factor. /*Pengalaman adalah merupakan salah satu daripada Indipendent variable yang mempengaruhi kedatangan pelancong ke Kelantan. Terdapat 10 soalan di bawah yang disediakan kepada para responden merujuk adalah kepada kedatangan pelancong ke kelantan adalah disebabkan faktor pengalaman*

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I choose to relax and rest while travelling. *Saya memilih untuk berehat semasa melancong*	1	2	3	4	5
2	I choose the destination as a stress-relieving and physical,mental fatigue relieving goal. / *Saya memilih melancong sebagai matlamat menghilangkan tekanan dan fizikal, menghilangkan keletihan mental.*	1	2	3	4	5
3	I choose that destination because it can help me from spending over a limited budget. / *Saya memilih destinasi itu kerana ia boleh membantu saya daripada berbelanja melebihi bajet yang terhad.*	1	2	3	4	5
4	I choose the destination as it is influnced by beautiful and cultural values. / *Saya memilih destinasi kerana ia dipengaruhi oleh nilai-nilai indah dan budaya.*	1	2	3	4	5
5	I travel because the destination has beneficial from my mental health. / *Saya mengembara kerana destinasi tersebut memberi manfaat kepada kesihatan mental saya.*	1	2	3	4	5
6	I travel because want to visit new place. / *Saya melancong kerana ingin melawat tempat baru*	1	2	3	4	5
7	I travel to get new knowledge about history,culture and unique that place. / *Saya mengembara untuk mendapatkan pengetahuan baharu tentang sejarah, budaya dan keunikan tempat itu*	1	2	3	4	5
8	I travel because i want to spend time with my family and my friends to keep in touch with them. / *Saya melancong kerana saya ingin meluangkan masa bersama keluarga dan rakan saya untuk terus berhubung dengan mereka*	1	2	3	4	5
9	I travel because i want to increase my skill communication and social. / *Saya melancong kerana saya ingin meningkatkan kemahiran komunikasi dan sosial saya*	1	2	3	4	5

| 10 | I travel because i want to get new friends and followers. / *Saya melancong kerana ingin mendapatkan rakan dan pengikut baharu.* | 1 | 2 | 3 | 4 | 5 |

PART B
DESTINATION IMAGE
Difinition/*maksud*

Destination image is one of the independent variables that influence the visitation of tourists to Kelantan. There are 10 questions below that are provided to the respondents referring to the visitation of tourists to Kelantan due to the destination image factor. /*Imeg imej destinasi adalah merupakan salah satu daripada Indipendent variable yang mempengaruhi kedatangan pelancong ke Kelantan. Terdapat 10 soalan di bawah yang disediakan kepada para responden merujuk adalah kepada kedatangan pelancong ke kelantan adalah disebabkan imej destinasi*

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The place destinantion have a good quality infrastructure. *Tempat pelancong mempunyai frasarana yang baik*	1	2	3	4	5
2	The place beautiful and natural destination. / *tempat pelacongan cantik .*	1	2	3	4	5
3	Destination is safe. /*tempat pelancongan selamat untuk dikunjungi.*	1	2	3	4	5
4	Destinantion have a good board for a tourist information. / *tempat pelancongan mempunyai maklumat yang jelas*	1	2	3	4	5
5	Tourist enjoyable travel destination. / *pelancong seronok apabila bercuti di tempat tersebut*	1	2	3	4	5
6	I believe kelantan has a strong cultural heritage. / *Saya percaya kelantan mempunyai warisan budaya yang kukuh.*	1	2	3	4	5
7	I believe that kelantan has high-quality accommodations for visitors. / *saya percaya Kelantan mempunyai penginapan berkualiti tinggi untuk pelawat.*	1	2	3	4	5
8	Kelantan is a popular destination for a.dventure tourism / *kelantan ialah destinasi popular untuk pelancongan pengembaraan*	1	2	3	4	5
9	Kelantan is known for its food and drink offerings. / *Kelantan terkenal dengan persembahan makanan dan minumannya.*	1	2	3	4	5

10	Kelantan is a good destination for family-friendly vacations. / *Kelantan ialah destinasi yang bagus untuk percutian mesra keluarga.*	1	2	3	4	5

PART B
(WORD-OF MOUTH)
Difinition/*maksud*

Word of mouth is one of the independent variables that influence the visitation of tourists to Kelantan. There are 10 questions below that are provided to the respondents referring to the visitation of tourists to Kelantan due to the word-of-mouth factor. */Word of mouth adalah merupakan salah satu daripada Indipendent variable yang mempengaruhi kedatangan pelancong ke Kelantan. Terdapat 10 soalan di bawah yang disediakan kepada para responden merujuk adalah kepada kedatangan pelancong ke kelantan adalah disebabkan faktor Word of mouth.*

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I often consult other tourists' online travel review to help choose an attractive destination. / *Saya sering merujuk ulasan perjalanan dalam talian pelancong lain untuk membantu memilih destinasi yang menarik*	1	2	3	4	5
2	I frequently gather information from tourists' online travel reviews before I travel to a certain destination/ *Saya kerap mengumpul maklumat daripada ulasan perjalanan dalam talian pelancong sebelum saya pergi ke destinasi tertentu*	1	2	3	4	5
3	If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decisions/ *Jika saya tidak membaca ulasan perjalanan dalam talian pelancong semasa saya pergi ke destinasi, saya bimbang tentang keputusan saya*	1	2	3	4	5
4	When I travel to a destination, tourists' online travel reviews make me confident in traveling to the destination. / *Apabila saya melancong ke destinasi, ulasan pelancongan dalam talian membuatkan saya yakin untuk mengembara ke destinasi tersebut*	1	2	3	4	5
5	I often consult other tourists' online travel reviews to make sure I choose the right destination/ *Saya sering merujuk ulasan perjalanan dalam talian pelancong lain untuk memastikan saya memilih destinasi yang betul*	1	2	3	4	5
6	When I would travel to Kelantan, I would feel secure in following the suggestions made by the travelers or friends. Apabila saya melancong ke Kelantan, saya akan berasa selamat mengikuti cadangan yang dikemukakan oleh pengembara atau rakan-rakan	1	2	3	4	5
7	When I would travel to Kelantan, I would rely on the recommendations made by the travelers or friends. / *Apabila saya melancong ke Kelantan, saya akan bergantung kepada cadangan yang dibuat oleh pengembara atau rakan-rakan*	1	2	3	4	5
8	The word of mouth from friends and family influence me to go to Kelantan. / *Cakap mulut kawan dan keluarga mempengaruhi saya untuk ke Kelantan*	1	2	3	4	5

9	Social media has influenced me to go to Kelantan. / *Media sosial telah mempengaruhi saya untuk ke Kelantan*	1	2	3	4	5
10	The year of visiting Kelantan in 2020 which has been announced by the government has influenced me to go to Kelantan. / *Tahun melawat Kelantan pada tahun 2020 yang telah diumumkan oleh kerajaan telah mempengaruhi saya untuk ke Kelantan.*	1	2	3	4	5

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(SECTION C) PART C

THE FACTORS INFLUENCING TOURIST VISITATION AMONG TOURISTS A CASE STUDY IN KELANTAN, MALAYSIA.

Difinition/*maksud*

The factors influencing tourist visitation among tourists in Kelantan is the dependent variable. There are 10 questions provided for respondent in section C/ *Faktor-faktor yang mempengaruhi kunjungan pelancong dalam kalangan pelancong di Kelantan ialah pembolehubah bersandar. Terdapat 10 soalan disediakan untuk respondent dalam section C ini.*

Discussion/*perbincangan*

The questionnaire in section C discussed the independent variable which is the factors influencing tourist visitation among tourists in Kelantan. /*Soal selidik di bahagian C membincangkan pembolehubah tidak bersandar iaitu faktor-faktor yang mempengaruhi kunjungan pelancong dalam kalangan pelancong di Kelantan.*

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I will recommend coming to Kelantan. / *Saya akan mengesyorkan untuk datang ke Kelantan*	1	2	3	4	5
2	I will come again to Kelantan. / *Saya akan datang lagi ke Kelantan.*	1	2	3	4	5
3	I am satisfied with the facilities provided in Kelantan. / *Saya berpuas hati dengan kemudahan yang disediakan di Kelantan.*	1	2	3	4	5
4	Kelantan is one of my budget travel list.. / *Kelantan adalah salah satu senarai perjalanan bajet saya.*	1	2	3	4	5
5	Kelantanese people is friendly. / *Orang Kelantan peramah.*	1	2	3	4	5
6	I know more about Kelantan after studying in Kelantan. / *Saya lebih mengenali Kelantan selepas belajar di Kelantan*	1	2	3	4	5
7	Kelantan have different perspective from others country. / *Kelantan mempunyai perspektif yang berbeza dengan negara lain.*	1	2	3	4	5

8	I know Kelantan have a lot of mosques. / *Saya tahu Kelantan mempunyai banyak masjid.*	1	2	3	4	5
9	Strong bonding with friends makes me travel to Kelantan. / *Ikatan yang kuat dengan rakan-rakan membuatkan saya melancong ke Kelantan.*	1	2	3	4	5
10	I will invite others to visit Kelantan. / *Saya akan menjemput orang lain melawat Kelantan.*	1	2	3	4	5

APPENDIX B: DECLARATION

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

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