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**TOPIC :**

**FACTOR AFFECTING TOURIST DEVELOPMENT IN  
KELANTAN BEFORE AND AFTER COVID-19**

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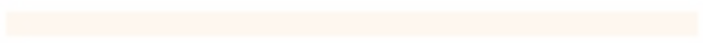
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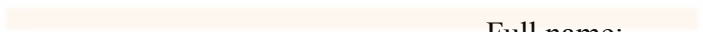
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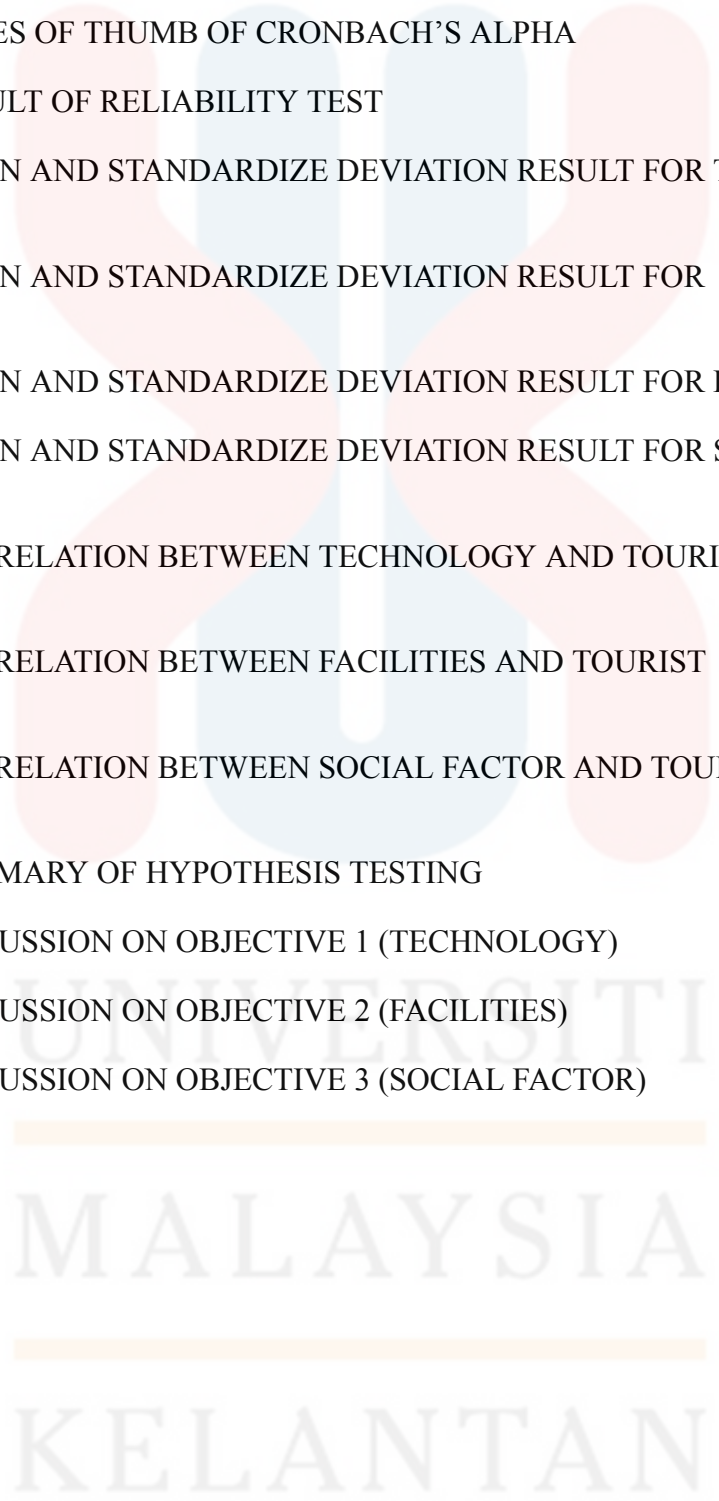
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## ABSTRACT

The tourism sector in Malaysia faced a serious threat from the covid-19 outbreak in the early months of 2020. The covid-19 epidemic has had an impact on millions of people's lives worldwide. The entire nation is impacted by the nation's economic progress. One of the states in Malaysia that recorded the highest number of covid-19 cases is the state of Kelantan. We chose the state of Kelantan to conduct our research this time. This is about the tourism development in Kelantan.





# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The tourism sector, which is vital to the socioeconomic development of the region and the country, is heavily dependent on energy use. To keep up with the change caused by an increase in visitors, energy demand must also rise (Iorember et al., 2020). Additionally, it has some implications on the sustainability of the environment together with the increase in travel caused by more tourists (Usman et al., 2019; Iorember et al., 2019). Tourism growth both globally and in the subregion has been significantly hampered by the current COVID-19 pandemic epidemic, which has disrupted economic activity around the globe (Jelilov et al., 2020). In the face of multiple crises and outbreaks, the Covid-19 has shown to be incredibly durable.. 100 percent of locations in Asia have adopted COVID19 restrictions have been in place since January 2020 (Buckley, 2020)

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

The effects of the Covid-19 outbreak have been felt most strongly in the tourism sector. Due to the explanation that resorts cannot thrive during or after these pandemics, this outbreak has also caused individuals to postpone travel and resort reservations (Baker and Judge, 2020).

This is due to the fact that, when there are no guests at all, their former profit could not cover the daily expenses. After the Movement Control Order (MCO) was withdrawn, several resort enterprises that were unfortunate and struggling to exist will have to close. Resort services were suspended during the first Covid-19 wave in Malaysia for several months.

## **1.2 BACKGROUND OF THE STUDY**

This study of tourist development is concerned primarily with supply, resorts and the impact of tourism. The first chapter uses the Miossec model (1976; 1977) determining the structural evolution of tourist regions through time and space, as a starting point for systematic analysis of tourist development.

Despite the fact that opinions and attitudes of locals toward tourism have been extensively examined in academic literature, in recent years the emphasis has been on the effects of tourism on host-communities, with references to numerous case studies in various worldwide locations. More specifically, scholarly research on this subject has long focused on how tourism affects various societal, cultural, economic, and/or environmental facets. Due to differences in conditions or resources, not all consequences are applicable to every town, but tourism research has discovered a significant number of both positive and negative effects within each category.

## **1.3 PROBLEM STATEMENT**

The tourist sector is a broad economic sector interconnected with a variety of other economic sectors, such as community-based businesses, finance, agriculture, travel and transportation, and construction. Due to the significant economic impact that tourism has on the nation. Reviewing how the industry's dependency may affect the recovery of its key sub sectors once the pandemic has passed is crucial (Anderson et al., 2020). Tourism generates significant quantities of revenue

that are used to pay for the goods and services offered, making up a sizable portion of services. Additionally, it generates a lot of job possibilities in the tourism-related services sector of the economy (Bohdanowicz, 2005; Kirk, 1998).

In order to enable wider dissemination of available tourist options tailored to special and individual needs, it is necessary to intensify communicative marketing efforts in the field of tourism for travellers with disabilities (Wilken, 1997:121)..

The development of tourism will be most impacted by the onset and spread of COVID-19. As nations throughout the world continue to impose travel restrictions and close their borders, the market for tourism services like resorts is dropping (The Star 2020). For instance, it can be argued that practically all resort reservations have been canceled in Kelantan. Additionally, the pandemic threatens many jobs in the tourism industry as more travel accidents and cancellations are anticipated. Over 50 million jobs worldwide are thought to be at risk in the travel and tourism industry, according to the World Travel and Tourism Council (WTTC) 2020. In Kelantan, Covid-19 is having an unheard-of influence on the tourism sector. The complete impact is unknown because the outbreak's final scope has not yet been established (Kallbekken and Sælen, 2021; Ioannides and Gyimóthy, 2020; Gössling et al., 2020; Lei et al., 2021).

However, there has been a significant impact on the industry from travel restrictions. Aside from that, the covid-19 impact on Kelantan's tourism industry aims to point out areas that will need urgent intervention as the nation tries to implement measures to revivify the economy and lessen the impact of covid-19 on the Kelantan economy. After pandemic conditions, it is necessary to increase the usability of transportation, lodging, tourism sites and services, and tour programmes in order to produce tourism that meets the complete spectrum of consumer needs (Anon, 2000b).

#### **1.4 RESEARCH QUESTIONS**

This paper examines the technology, facilities and social factors of tourism development in tourist arrival. Framing the study are three key questions:

1. What is the relationship between technology and the tourism development in tourist arrival?
2. What is the relationship between facilities and the tourism development in tourist arrival?
3. What is the role relationship between social factors and the tourism development in tourist arrival?

#### **1.5 RESEARCH OBJECTIVES**

This paper examines the technology, facilities and social factors of tourism development in tourist arrival. Framing the study are three key objectives:

1. To investigate the relationship between technology and the tourism development in tourist arrival.
2. To identify the relationship between facilities and the tourism development in tourist arrival.
3. To determine the relationship between social factors and the tourism development in tourist arrival.

#### **1.6 SCOPE OF THE STUDY**

The scope of this study is to determine tourists' development perspectives in community-based tourism. This study assessed the level of tourists' satisfaction with their accommodation when they visited. Their experiences were recorded with regard to factors such as accommodation and

attraction. It includes visitors of all ages, genders, countries, vocations, and educational backgrounds.

The goal of the research study is about tourism development in tourist arrival in Kelantan. Tourism development is considered an important economy for their resources and helping the government in realizing its economic benefit would ultimately lead to the country's growth. It is because covid-19 has hit countries and has had a bad impact on their respective tourism economies. Therefore, tourism development is also the ability to raise again to jump back.

Throughout this time period, will be in modern society because, perspective to the tourist arrival available to comment on the tourism development given. Through this study, the relevant data about this tourism development in tourist arrival are able to collect data and complete this research.

### **1.7 SIGNIFICANCE OF THE STUDY**

This study looked into changes in tourism development in Kelantan before and after the conflict. The report can serve as a resource for other studies looking to examine the growth of local tourism in Kelantan. For Kelantan's tourism industry to advance in terms of technology, amenities, and social interaction, it is critical to understand the factors that influence development. This report aids in understanding the minor factors influencing Kelantan's tourist development. The outcomes of this study can also be used as a guide or as feedback for the Kelantan tourism sector as it develops new tactics to draw in more domestic and international visitors.

## **1.8 DEFINITION OF TERMS**

The terms included in this study are technology, facilities, social factors and tourist arrival. Below are the definitions for each of these terms.

### **1.8.1 TOURIST ARRIVAL**

Tourist arrivals at the border refer to the number of international visitors who arrive in a specific country during a given year and spend at least one night. Non-resident nationals of this destination country are included in the indication, while foreign residents in the given country are not.

### **1.8.2 TECHNOLOGY**

Technology is not only for tourism promotion. It discovered a variety of applications, altering global tourism as we know it and even introducing new opportunities such as sustainable tourism. Aside from marketing, let's briefly go over the most typical technological use cases in tourism.

### **1.8.3 FACILITIES**

Tourist amenities do not include bed and breakfast establishments, but they do include boat storage facilities, boat landing facilities, camping grounds, caravan parks, vacation cabins, hotels, houseboats, marinas, motels, playgrounds, refreshment rooms, and water sport facilities.

### **1.8.4 SOCIAL FACTOR**

Tourism's social and cultural consequences are the manner in which it affects value systems, individual behavior, family connections, collective life styles, moral conduct, artistic expression, traditional rites, and community organization. In other words, they are the consequences of direct and indirect visitor interactions on the inhabitants of host communities.

## 1.9 SUMMARY

In this chapter, the researcher provides an overview of the study about the factor affecting tourist development in Kelantan before and after covid-19. There are many factors affecting tourist development obtained from this study. Tourist development can have a positive effect because it increases income, helps to spread culture and also can create employment opportunities and they also give the negative impact such as environmental damage due to overpopulation, increased crime rates and loss of resources. Besides that, the researcher also discussed the introduction, the background of the study, problem statement, research questions and research objectives. Lastly, the scopes of study, significant of the study, structure of the report and summary.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter provides an overview of previous research on tourist arrival generally and its impacts of technology, facilities and social factors on tourist development. On the basis of the literature study, a conceptual research framework will then be created to depict the relationship between before and after covid-19 effects and tourist arrival.

#### 2.2 LITERATURE REVIEW

##### 2.2.1. Tourist Arrival

The numerous visitors and attractions attracted the attention of officials, who decided to maintain and expand the tourism infrastructure for broad-based development in the industry. These data demonstrate the value of tourism and travel in boosting the economy. Stynes (1998) proposed that the financial benefits that enterprises that are actively engaged in the tourism industry receive from the industry as a whole.

Individual views of an attraction's capacity to satisfy visitor needs and travel incentives influence attraction choice since tourist attractions have the potential to draw arbitrary tourists to a location (McKercher, 2017). Travellers typically lack the expertise necessary to make the necessary arrangements, though. To assist in decision-making and set expectations for future experiences, extensive knowledge of tourist sites, including their attributes, alternative possibilities, and other contextual elements, is necessary.



With the exception of overnight stays, foreign guests travel in lodging and eventually increase hotel revenues and profits, which reduces the hotel's overall tax burden and advances the development of the nation. Another effect of tourism is that it raises employment opportunities at tourist destinations, raising the standard of living of the local populace through means of economic exchange.

According Lim, C., & McAleer, M. (2001) If the mean and variance of a series of tourist arrivals remain constant throughout time, the series is considered to be stationary. Governments and commercial businesses all over the world are eager to increase tourism as the number of visitors rises. Varied tourism destinations may see different tourist behavior, and certain effects may alter over time. In terms of tourist arrivals, North America and South America are combined with the Asia Pacific and the Middle East to form the "Asia" group, and vice versa. (Su, Y.-W., & Lin, H.-L. (2014).

Tourist arrival to local culture is that the tourism industry can help in fostering understanding between the global community. Through tourism, local communities have the opportunity to interact and communicate with tourists.

### **2.2.2 Technology**

Self-service technologies (SSTs) emerge as an alternative to or as a replacement for human-based service transactions as technological advancements have a significant impact on company and marketing strategy (Rust & Espinoza, 2006). Benefits of SST adoption include long-term labor cost reduction (Chang and Yang, 2008; Erdly and Chatterjee, 2003; Walker et al., 2002); niche and difference creation in the marketplace (Meuter and Bitner, 1998; Slifka, 2010); and improvements in customer service and operational efficiency (Carline, 2007, Curran et al., 2003,

Dabholkar, 1996, Meuter et al., 2003). Due to the considerable resource drain that SSTs would cause if customers did not adopt them, operators and managers are still unwilling to adopt SSTs (Curran and Meuter, 2005, Meuter et al., 2003). Service providers worry that missing employee-customer connections could hinder service recovery attempts, sever social relationships between customers and the business, limit opportunities for upselling, and incite hostility among service workers toward the technology (Beatson et al., 2006, Bitner, 2001, Curran et al., 2003, Meuter and Bitner, 1998).

According to the definition of technology provided by the Random House Dictionary, which is cited by Naisbitt, Naisbitt, and Philips (2002), technology is both an object and an object, as well as one that is material and takes on a different shape from that of regular people.

While the product generated by the procedure is not distinct from other items already on the market, it may use or produce specific products. Additionally, it is claimed that technology is an intrinsic component of a specific system. Technology is basically anything that enables us as humans to make all of those things, including all tools, machinery, tools, apparatus, weaponry, shelter, clothes, transport, and communication gadgets.

The Internet and its general relevance were the subjects of the majority of technological references. There were more allusions than merely through email and websites. The Internet, which was nonexistent ten years ago, is now the main focus for marketing. The "phenomenal amount of people that are on the Internet" has been attracted by giving local resorts a platform to sell their services.

"The Internet just gives us the opportunity to compete on an equal footing with some of the big chains, and we can have a Website that is out there that is as good as anyone's," a DOSM stated.

In a larger sense, technology has enhanced the marketing function in general. Business has moved more quickly as a result, enabling resorts to create and disseminate all kinds of marketing with simplicity. Programs that are technologically driven also offer more information and offer effective marketing plans and campaigns.

The future of modern society and the national economy are both at risk due to the globalization of climate change (Urry 2015). Therefore, it is not surprising that studies have linked people to the direct drivers of this extraordinary transformation as a result of our activities (Cloern et al. 2016, 513-29; Cavicchioli et al. 2019, 569-586). As a result, this phenomenon had led to changes in biodiversity, changes in climate policies across various industries, and even economic losses in industries like agriculture and tourism, particularly the hotel/lodging industry (Zhang and Chen 2017, 81-94; Krause and Farina 2016, 24-254; Ahman, Nilsson, and Johansson 2017, 634-649).

Since the early 1990s, the hotel industry has been pursuing green practises in response to the rising number of international studies revealing the industry's impact and significant contribution to environmental pollution, degradation, climate changes, and resource crisis (Claver-Cortes et al. 2007, 663-679; Azam, Alam, and Hafeez 2018, 330-338; Bojanic and Lo 2016, 207-214; Peng and Chen 2019, 1374-1392).

Further suggestions for maximizing the preservation, conservation, and sustainable growth of the tourism sector were made by Ramdhani et al. (2017). This is why several nations have started working on a complicated idea of technological innovation, like green technology innovation, to achieve sustainable development (Ehigiamusoe 2020, 1174-1192).

Around the world, numerous academics have produced noteworthy findings regarding the benefits and efficiency of green technology innovation and application in accomplishing their respective national sustainable development goal (Luo et al. 2019, 1177-82; Guo, Xia, Zhang and Zhang 2018, 1-21; Ramdhani et al. 2017). Management, recycling and reusing, and energy efficiency are a few examples of the environmentally friendly activities that were explored (Hotelogix 2014).

The use of green technology at any beach hotel or resort must therefore be monitored by the local tourism bureau. The act ensures to slow the environmental problem occurrence so as not to harm the expanding tourism business of Sipalay City. According to Garcia (2018), Region 6 had the greatest percentage of international tourist arrivals (22%), second only to Boracay, in 2017. The tourism agency may have also been able to track each beach resort's environmental compliance in order to preserve the city's charms thanks to this attempt. Additionally, it can give resort owners a chance to evaluate how they are currently promoting sustainable ecotourism in the area.

While a few resorts are aiming to switch to renewable energy and other environmentally friendly products like solar panels, LED bulbs, etc., others are currently using these resources. Because they believe they will benefit their regular resort operations, the environment, the decrease of trash generated, and even their ability to dispose of garbage more cheaply, they may even lower their costs for electricity. Resorts are starting to take accountability for their present methods. Based on the group comments and the researchers' observations, they are already becoming more mindful of becoming green in their operations. Some survey participants stated that they had already put up solar panels. Some people already have systems in place for conserving water and electricity. But there are just a few of these, and they are generally found at resorts that have

received DOT accreditation. But accreditation is not a guarantee that the practices they observe all adhere to green technology, nor does it imply it.

The remaining bits of evidence demonstrated that others do not advocate for good conservation and management, which causes environmental deterioration, pollution, and resource scarcity. While doing their best to blend in and keep track of those DOT approved resorts, unaccredited resorts are already making an effort. These resorts have progressively realized the value and allure of investing in renewable energy and have already started engaging in creative initiatives to regulate their usage and save natural resources.

Some resorts continue to serve their guests' orders using throwaway plastic items including cups, plates, spoons, and forks. According to one resort owner, in order to educate and raise awareness of this issue, they send their staff to seminars on solid waste management. Attending seminars can provide employees energy and a fresh sense of direction (Busselmaier 2017). Some resorts were already putting the 3Rs' fundamentals into practise to some extent (ex. waste segregation and management).

Utilizing the 3 R's reduces trash generation, conserves energy and resources, and lessens air, water, and soil pollution, including the production of greenhouse gasses (Green Coast 2018; Samiha 2013, 129). These challenges are therefore regarded as global problems, like Sipalay. Numerous resorts throughout the globe still deal with poor waste management disposals. Due to inadequate facilities, underestimated waste generation rates, poor route design, inadequate administration, lack of technical expertise, and inappropriate collection of municipal solid wastes during collection and transportation (Pham Phu Hoang, and Fujiwara 2018, 19-30; Omidiani and Hashemi Hezaveh 2016).

The technology that we will adapt to this study is green technology. Sustainability is crucial since it may cut down on environmental degradation, wasteful outputs, and unneeded losses (Horng 2017). In terms of the scenario that should prevail across all domains, sustainable development is even more crucial for nations with relatively limited resources. In the hospitality and tourism sectors, green technology innovation has made a significant contribution to lowering resource consumption and environmental pollution during industry development (Yousaf 2021). This aids in realizing the sustainable development of hospitality and tourism resources and serves as a potent force for changing the sector's development model to achieve high-quality development (Liu, J.; Song, Q.-Y 2018).

Last but not least, they include clean production technologies in the hospitality and tourism processes, hospitality and tourism resource protection technologies, and hospitality and tourism environmental pollution control technologies, all in accordance with the nature and characteristics of green technology. Among these, clean production technologies for the hospitality and tourism sectors are mainly found in methods for simultaneously producing heat and electricity, solar water heating systems, photovoltaic systems, wind power generation systems, biofuel systems, and small hydropower systems (Liu, J.; Song, Q.-Y 2018).

### **2.2.3 Facilities**

Over the years, the facility management (FM) business has emerged as one of the fastest expanding industries. However, the definitions and concerns that seek to explain FM's breadth demonstrate that its scope and identity remain ambiguous. (Bernard, 2007). Defines facilities as "the buildings and services necessary to accommodate and facilitate economic activities". Keeping this in mind, facility management must immediately embrace the three fundamental

cost centers of premises, support services, and information technology in order to be totally cost efficient. If the building is stated to be one of the most essential aspects of real estate, facilities

According to Lai and Yik (2011), facilities management is a concept that affects both businesses and their potential clients. As a result, client dissatisfaction, which is frequently caused by delays and the use of substandard facilities, is reduced. According to Tar, Claver-Cortés, Pereira-Moliner, and Molina-Azorn (2010), by involving customers in the application of facilities management, they feel valued and appreciated by the organization. As a result, customers own the organization and identify with its brand and products. Tourist facilities include WINE BOUTIQUES, classrooms, restaurants, gift shops, restrooms, and recreational facilities, but do not include a liquor store, hotel, or overnight accommodation. [section 1 of the 2019 Amendment By-law added a definition of "tourist facilities"] "trading days" refers to the days when liquor may be sold during trading hours; "trading hours" refers to the hours when liquor may be sold on trading days.

A resort is a full-service accommodation property that gives access to or provides a variety of amenities and recreational facilities in order to highlight a leisure experience (Bray, 2011). Resorts are the principal supplier of the visitor experience, frequently provide business or conference services, and are typically located in vacation-oriented surroundings. (Eric, 2009). Despite the country's natural characteristics and land formations, historic significance, diversified geography, magnificent scenery, man-made creativity and artifacts, and various multicultural culture, the tourist sector has not expanded and flourished ( Ndanusa, Mohammed, Yoshifumi & Aminu, 2014 and Nwamanah ,2018). The majority of tourism locations are badly handled. Beaches are congested, while other places lack fundamental amenities to assure visitors' comfort and happiness (Stephanie,2017) Furthermore, a lack of understanding and respect for

landscaping in particular, and the environment in general, has exacerbated Nigeria's tourist development challenges (Ayeni,2012).

According to Atkins and Brooks, (2004) facilities are an integrated strategy to manage, maintain, enhance, and change an organization's buildings and infrastructures in order to produce an environment that strongly supports the organization's key objectives. (The International Facility Management Association ( IFMA), 2013 ) Facilities must be handled as a unified whole. The International Facility Management Association defines facility management as the techniques of aligning the physical workplace with the organization's people and work.

According to Rumekso (2002:2), a resort is a structure that rents out rooms and provides amenities such as food and beverages. According to Sulastiyono (2007:3), a resort is an accommodation that provides services such as rooms, food and beverage, and other supporting facilities such as a sports area and laundry. Steadmon (2003:8) in Fadmawati also states that a resort may be defined as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services.

According to Yoeti (1995:111), a resort must have four elements or key criteria. They are physical infrastructure and facilities, product and service quality, staff attitude, and competitive pricing. According to Abd Rahman (2002), facilities management is divided into three major components: property, equipment, and services, all of which are managed and provided to users by the respective management. He went on to say that the scope of facility management includes a variety of areas such as: building management and maintenance, engineering of maintenance and service construction guests. When organizations invest in facilities and ensure that they are in the proper conditions, states, and designs, the quality of services delivered improves, and



consumers benefit (Mutalib, Sapri, Mohammad, & Lavy, 2015; Ren, Chrysostomou, & Price, 2012). Customers increase their consumption frequencies and thus sales and revenues by enjoying the services and associated experiences. Finally, a competitive price based on management's judgment and a value that is not necessarily inexpensive. According to Manullang (1999:69), management is the control of an organization to achieve a certain goal that has been predetermined using broad rules. Management is a culture and planning science that organizes, arranges, coordinates, and controls human resources to achieve a predetermined goal.

According to Chen (2008), facilities management helps organizations to provide their consumers with the finest and highest quality services possible. The capacity to provide fine and superior quality services stems from strong productivity and the use of fine and up to standard facilities. Aside from increased productivity brought about by current and exquisite facilities, the business may also save time and costs connected with frequent delays and losses caused by breakdowns or malfunctioning facilities.

Facilities management entails making the best use of and employing its assets in order to maximize their utility. Hotel rooms, restaurant furnishings, and other physical components of the institution are examples of amenities in the hospitality sector. Notably, a well-designed method that guarantees these facilities satisfy consumer expectations produces appealing benefits for the firm. Facilities management, according to Barret and Baldry (2003), is a concept that deals with aspects of infrastructure and physical components of the hotel business that are critical in enhancing the entire client experience. Facilities management is the use of an organization's infrastructure, furnishings, and other significant assets in a way that leads to customer satisfaction. Managers and stakeholders in the hotel industry must appreciate the significance of investing in improvements, alterations, and other measures aimed at enhancing the outlook and

sustainability of their infrastructure and amenities (Jones, Hillier, & Comfort, 2014; Ransley, & Ingram, 2004).

#### **2.2.4 Social Factor**

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

Social factors have pull factors like motivation, novelty, relaxation, food safety and accessibility. Motivation is described as a need that drives someone to act in a certain way in order to fulfill their desired fulfillment (Maslow, 2013). A person's demands that steer them toward a specific tourism activity are referred to as their travel motive (Zhang & Peng, 2014). Instead, the effectiveness of the visuals, or the emotion evoked by a place or a person, is affected by motivation. People may appraise a tourist destination based on their flexible travel motivations (Vinh, 2013).

Next is novelty. In the posts made by tourists, novelty was identified as an experiential requirement (Ismail, Melewar, & Lim, 2009). Change from routine, adventure, boredom-alleviation, and surprise are the four novelty model dimensions that motivate people to

move from a familiar location to an unfamiliar one in order to experience new things (Ariffin, 2007). There are some client reflections on how they felt about how new and different the experience was (Ismail et al., 2009). The novelty model's final dimension is surprise or unexpectedness. Due to a discrepancy between what they anticipate and what they actually experience, customers often express surprise in their posts (Ismail et al., 2009).

Enjoying yourself or having a romantic encounter can be used to define relaxation. According to Willson (2010), people experience excessive consumerism, secularism, anxiety, loneliness, depression, tension, etc. every day. Meanwhile, they are growing weary of leading a materialistic lifestyle and desire a vacation as a way to escape the noise and bustle.

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

### **2.3 HYPOTHESES**

The hypothesis of the research is made based on the factors of the study such as technology, facilities and social factors that affect the tourist development in tourist arrival. Based on the study, the hypothesis had been created and to be tested:

**H1**

There is a relationship between technology with tourist development in tourist arrival.

**H2**

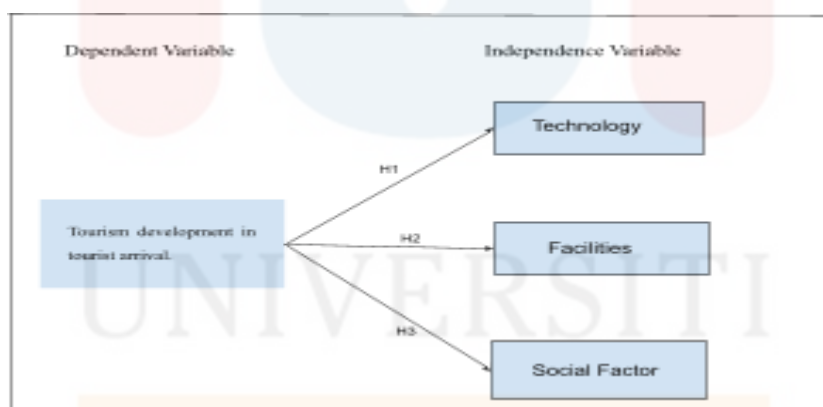
There is a relationship between facilities with tourist development in tourist arrival.

**H3**

There is a relationship between social factors with tourist development in tourist arrival.

**2.4 CONCEPTUAL FRAMEWORK**

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



**Figure 2.4.1: Conceptual Framework**

## 2.5 SUMMARY

To sum up, this Chapter 2 looked at the variables that consequence the components in this research study. In this Chapter 2, the purpose of including the conceptual framework is that the researcher wants to sync the independent variables with a significant relationship to the dependent variable, and all those independent variables interact with the dependent variable. According to this study, there are various factors that affect tourism development in tourist arrival.



## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

Chapter 3 discusses research methodologies. This chapter provides a description of the research methodology used to complete the case study. This study is being conducted utilizing a research methodology. The target population, sample size, sampling technique, data collection, research instrument, data analysis, and summary are covered to wrap up this chapter. Many similar and related information-gathering tasks are referred to collectively as "research" in this context. It is "something that humans undertake in order to find out things in a methodical manner and thereby expand their knowledge" (Saunders et al. 2009). Every study seeks to elucidate a hidden truth that hasn't yet been found, according to Kothari (2004). On the other hand, systematic strategies for resolving organizational difficulties are commonly developed through study (Ojo, 2008). A legitimate study will always employ a good research methodology because that is where the foundations of research are built and carried out (Remenyi et al. 1998). (Buckley et al.1975). Because of this, it is imperative to execute crucial methodology with great care and understanding of the difficulties involved (Amaratunga et al. 2002).

#### 3.2 RESEARCH DESIGN

"A study approach that provides an overarching structure for data collecting" is the definition of research design. According to MacMillan and Schumacher(2001:166), it is a method for choosing participants, study sites, and data collection strategies to meet research objectives . They also imply that accuracy is the main concern in good research. According to Durrheim (2004:29), research design is a general framework for action that connects the formulation of

research questions with the execution of the research plan. Research design essentially deals with both qualitative and quantitative difficulties.

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

### **3.3 POPULATION**

A target population is the intended audience for a product, advertisement, or research. It can be a subset of the final population that has similar qualities. It's a portion of the entire universe of people picked for the target audience. Some of the academics that have criticized the predominance of problems connected with population definition in the literature are Banerjee and Chaudhury (2010) and Pernecky (2016). We concur with Banerjee, Chaudhury, Singh, Banerjee, Mahato, and Haldar (2007), Bakarada (2014), and Denzin and Lincoln (2011) that the distinction between target and accessible populations confounds many researchers and explains problems like poor population specification and sampling bias. Our analysis of numerous peer-reviewed journal articles and unofficial studies supports this assertion. The differences could be far more subtle and challenging to spot if the "general population" is included in the loop.

So that the researcher can operationalize the participation boundaries explicitly, the target population is further shrunk (Kalleberg et al., 1990). The target population serves as the source of the sample frame. By clearly specifying the boundaries of subpopulations, such as the target population, sampling frame, and sample, the researcher can ensure alignment between these groups within the context of the research (Salkind, 2010)..

Kelantan, famed for its rural villages, customs, and beaches, continues to attract both local and foreign tourists, according to Sharifah Mahsinah Abdullah (2019). Between January and October 2019, the state had 3.4 million tourists, including 3.14 million locals and 305,048 international visitors. Major (Rtd) Datuk Md Anizam Abdul Rahman, head of the State Unity, Culture, Heritage, and Tourism Committee, stated that Kelantan expects 5.5 million tourists during Visit Kelantan Year 2020.

Domestic tourists in Kelantan make up the study's population. In the third quarter of 2022, Kelantan's total population is anticipated to be 1.72 million (Statistic Malaysia, 2022). In a study, the target population is crucial in determining the direction of the research objective. It is important to present the full population within one scope in order to determine the sample size. Consequently, there are two main categories of criteria for the study's target audience. First, respondents must live in Malaysia, and second, respondents must be visitors who are at least 20 years old until 44 years old.

### **3.4 SAMPLE SIZE**

Sample size determination is the process of choosing the number of observations or repetitions contained within the applied mathematical sample. In general, every empirical study that seeks to make conclusions about the sample population must take the sample size into consideration. In



terms of linear costs in terms of the number of persons, determining the sample size is crucial. (Cohen, 1988)

Davis (2000) contends that a range of sample groups, statistical power, cost, consistency, analytical techniques, and human resources all influence sample size. As a result, there has been considerable disagreement regarding what constitutes a valid sample size, and there are no definitive standards for choosing an appropriate sample size (Flynn & Percy, 2001). For this investigation, the sample size will be decided using the guidelines provided by Krejcie and Morgan (1980). 384 respondents per million people make up the population. Target for our population is 750 population size equals 254 respondents.

Table 3.1  
*Table for Determining Sample Size of a Known Population*

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

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

Table 3.4.1 Krejcie and Morgan's (1970) Table for Determining Sample Size

Source: Krejcie and Morgan's (1970)

### **3.5 SAMPLING METHOD**

In statistical analysis, sampling is a technique that is used to select a suitable number of data points from the population, as in the case of multiple observations that have been determined to be selected from a larger population. Researchers will examine evidence samples in order to facilitate basic traits or attributes in the population. The researchers will choose a few population bases to serve as the sample subjects in this sampling technique.

In this analysis, convenience sampling is also a type of non-probability sampling in which subjects are more readily given due to "convenient" data sources. By using a random selection strategy in non-probability sampling, the variable in the population has a known non-zero chance of being chosen. The sample was drawn from Kelantan's native and tourist populations, which make up the target demographic. The same opportunity will be provided. This questionnaire will be provided in google form. Then we will change to qr code for easy provided to tourist scan and answer question for easy they understanding what we want to know and ask. Other than that, we will go to another resort attraction at Kelantan because only approaching tourists will not be enough to collect full data.

### **3.6 DATA COLLECTION PROCEDURE**

To conduct this study, the primary data is used for collection data. One form of data gathering approach is primary data, which is gathered expressly for the project at hand. It is the raw data gathered during the study procedure. It is also a trustworthy method of data collection because the researcher knows where the information came from and that it was gathered by the researcher. To collect data for this study, the researcher employed the questionnaire approach. Questionnaires are chosen because, compared to other methods, they can generate a quick

response from a large number of respondents and provide more accurate and dependable results for the entire research project.

This study will be done by physically selecting tourists who come to Kelantan, especially in tourist attraction areas. Data will be collected based on questions related to tourism development, attraction and accommodation that will be selected. If within 3 days we collect the data physically we will not achieve the target. We will do the data online, we will provide a Google Form and blast to tourists who visit Kelantan using online platforms such as group communities in Facebook and Telegram.

The questionnaire will be administered by physical and online platform, allowing respondents to respond at their leisure. It will provide convenience to the respondents and cause them to answer the questionnaire without any pressure and then be able to provide honest and accurate information.

### **3.7 RESEARCH INSTRUMENT**

In this study, we used a questionnaire to collect data so that we could complete this research. A questionnaire is a data collection method that requires respondents to answer a series of questions in writing or orally. Furthermore, because of its normalization, this type of research is usually less expensive and easier to track than other methods. The fact that so many people participated in this study allowed researchers to apply this approach of data and information collection.

The questionnaires must include three sections. The A section consists of questions regarding the respondent's demographic information, including gender, age, ethnicity, marital status, level of education, and preferred accommodation. Section B is composed of questions concerning the

independent variable, whereas Section C is composed of questions concerning the dependent variable. Section A of the questionnaires employs a nominal and interval scale, whereas Sections B and C use the Likert Scale.

Rating scales are one of the most frequently employed tools for consumer analysis and commercial market research. They are used to collect data on a variety of phenomena. In market analysis, respondents may be asked, among other things, about their opinions, expectations, or evaluations of products, brands, or messages. Typically, rating scales require respondents to select a response from a list of verbal statements or numbers. Semantic differential scales and Likert scales are examples of utilizing verbal statements.

### **3.8 DATA ANALYSIS**

This study employs four types of data analysis: frequency analysis, descriptive analysis, reliability analysis, and Spearman correlation coefficient analysis. The collected data is then analyzed using the Statistical Package for the Social Sciences (SPSS) version 25.

This section goes over the statistical procedures that were used to analyze the data collected from respondents in order to achieve the research objectives and answer the research questions. To begin, the current study examined the response rate, the respondents' demographics and other information, non-response bias, and the data's validity and reliability. Descriptive analysis is the process of transforming raw data into clean data that is easier to interpret and understand (Zikmund, 2003). This includes statistical calculations such as the average and distribution of frequency and percentage of information provided by questionnaire respondents.

### 3.9 SUMMARY

This chapter is about the methodology of the study proposal such as the research design, population, sample size, sampling method, data collection procedure, research instrument and the data analysis technique used to test the hypothesis proposed in this study. Other than that, research design is the strategy that already chooses to integrate the different components of the study in a logical way. To get the data the researcher should be honest in analyzing the relevance of the data. Everything required in this chapter is critical for identifying the data acquired as well as the analysis of the tourism development resort in Kelantan. So, chapter 3 which is methodology is the final chapter at the end of this study proposal.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

The study's findings are provided in this chapter and examined in relation to the study's objectives. Which was to investigate the relationship between technology and the tourism development in tourist arrival, to identify the relationship between facilities and the tourism development in tourist arrival and to determine the relationship between social factors and the tourism development in tourist arrival. These elements were discussed in the chapter before that explained the research approach.

#### 4.2 RESULTS OF DESCRIPTIVE ANALYSIS

The survey has been conducted with 210 respondents with filter questions and the result of demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is gender, age, education, race and status. The summary of respondents is shown in table 4.2.1 below.

---

<b>Number of questionnaires distributed</b>	<b>210</b>
<b>Questionnaires returned and useable to be analysis</b>	210
<b>Response rate</b>	100%
<b>Questionnaire used for analysis</b>	210

Table 4.2.1: Total Number of Questionnaire

1. Gender / Jantina					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female / Perempuan	112	53.3	53.3	53.3
	Male / Lelaki	98	46.7	46.7	100.0
Total		210	100.0	100.0	

Table 4.2.2: Respondent Demographic - Gender

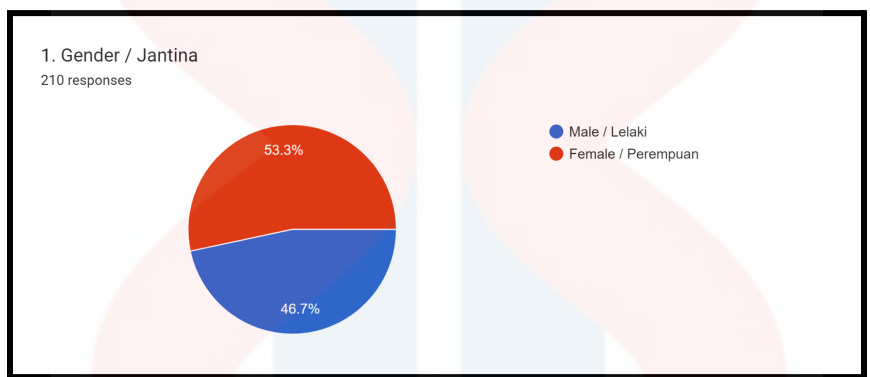


Figure 4.2.1: Percentage of respondent's Gender

Table 4.2.2 shows that the respondents are male with 46.7% with 98 respondents and for female 53.3% which is 112 respondents.



2. Age / umur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 Years old / Tahun	144	68.6	68.6	68.6
	26-30 Years old / Tahun	43	20.5	20.5	89.0
	31-35 Years old / Tahun	14	6.7	6.7	95.7
	36-40 Years old / Tahun	3	1.4	1.4	97.1
	41 Years old and above / ke atas	6	2.9	2.9	100.0
	Total	210	100.0	100.0	

Table 4.2.3: Respondents Demographic Profile - Age

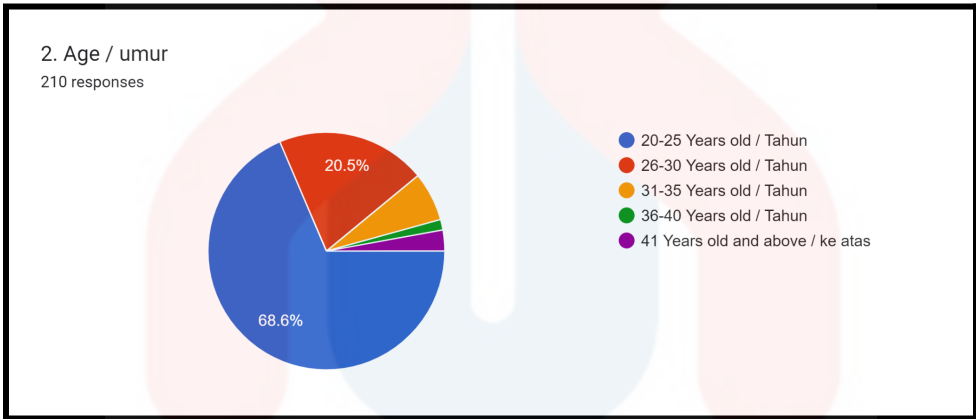


Figure 4.2.2: Percentage of Respondents Age

In table 4.2.3, there are five categories in age. The most highest is 20-25 years old and 144 respondents who responded to this survey are speciously which percentage (68.6%). The higher percentage is 20.5%. Which is 43 respondents for 26-30 years old and followed by aged 31-35 years old with 14 respondents (6.7%). The lower >41 years old has 6 respondents (2.9%) and the lowest 36-40 years old (1.4%) have 3 respondents.



3. Race / Bangsa					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese / Cina	9	4.3	4.3	4.3
	Indian / India	35	16.7	16.7	21.0
	Malay / Melayu	166	79.0	79.0	100.0
	Total	210	100.0	100.0	

Table 4.2.4: Respondents Demographic Profile - Race

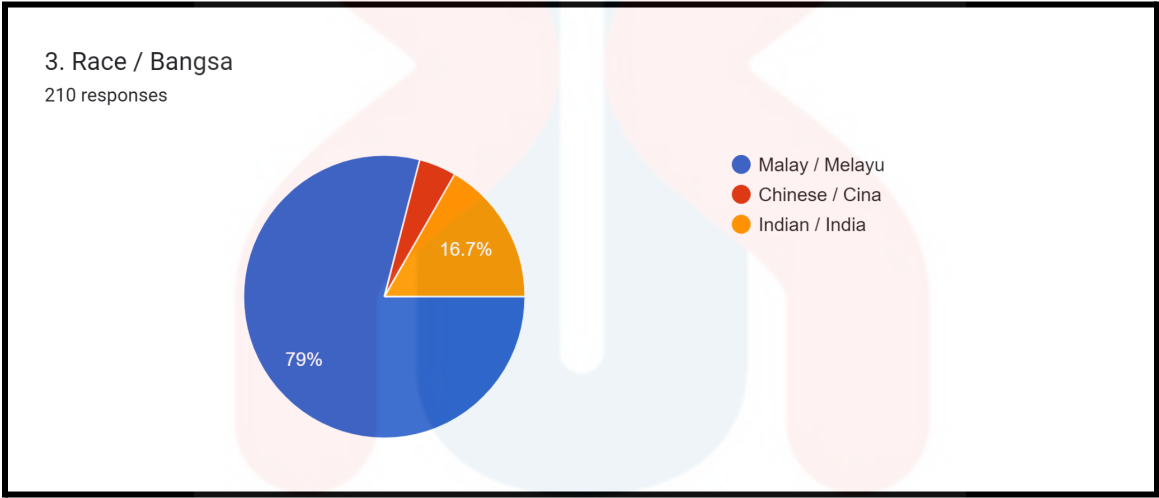
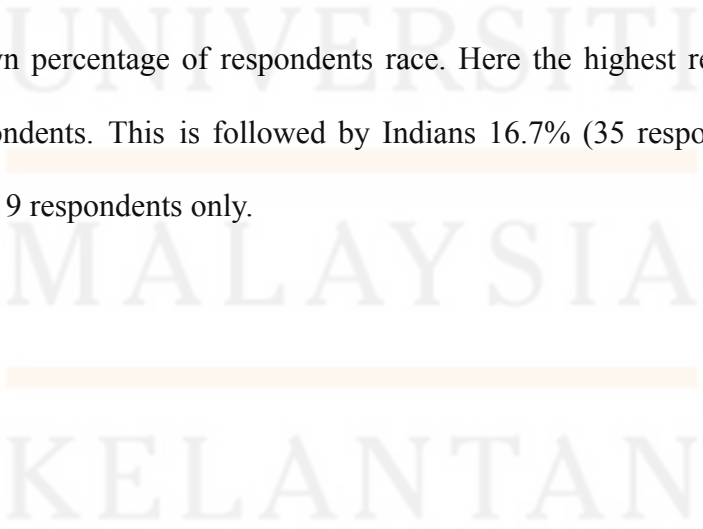


Figure 4.2.3: Percentage of respondent's race

In table 4.2.4, Shown percentage of respondents race. Here the highest respondents is Malay, 79% with 166 respondents. This is followed by Indians 16.7% (35 respondents) and Chinese 4.3% the lowest with 9 respondents only.



4. Education / Taraf Pendidikan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate / Diploma	31	14.8	14.8	14.8
	Degree / Ijazah Sarjana Muda	132	62.9	62.9	77.6
	Ijazah Sarjana / Master	1	.5	.5	78.1
	Master / Ijazah Sarjana	10	4.8	4.8	82.9
	Primary/Secondary School / Sekolah Rendah/Menengah	36	17.1	17.1	100.0
	Total	210	100.0	100.0	

Table 4.2.5: Respondent's Demographic - Education

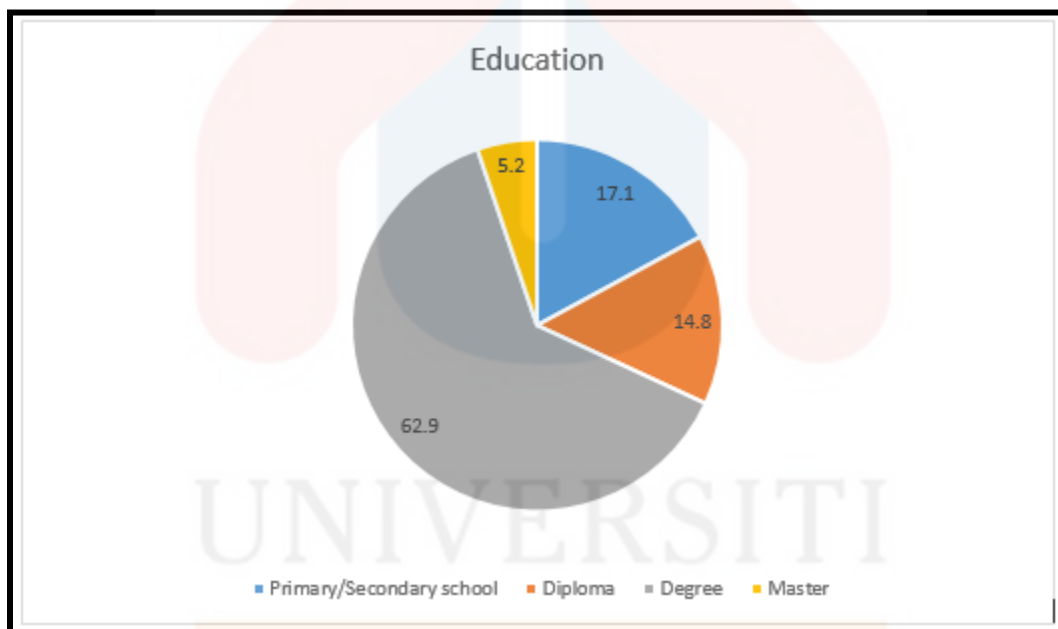


Figure 4.2.4: Percentage of Respondent's Education

In table 4.2.5, according to the chart the highest percentage 62.9% for degree which is 132 respondents. Also followed by Primary/Secondary School 17.1% with 36 respondents and Certificate get 14.8% (31 respondents). Lastly, level education for Master with 5.2% (11 respondents)

		5. Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dah Berpunya	1	.5	.5	.5
	engaged	7	3.3	3.3	3.8
	Married	34	16.2	16.2	20.0
	Single	168	80.0	80.0	100.0
	Total	210	100.0	100.0	

Table 4.2.6: Respondent’s Demographic - Status

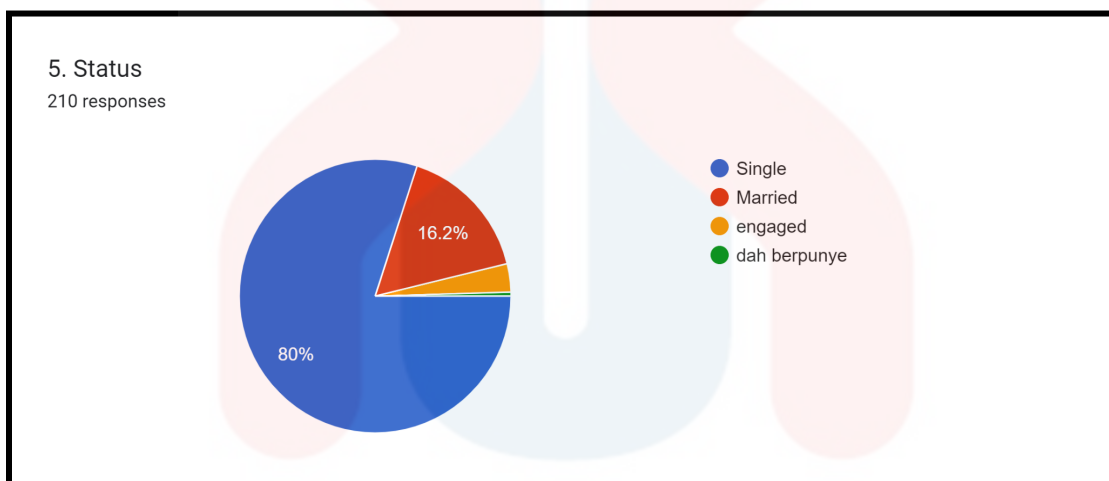


Figure 4.2.5: Percentage of Respondent’s Status

The number and percentage of respondents is shown based on status in Table 4.2.6. It can be noticed that the highest percentage of the status is Single, which accounted for 80% with 168 respondents. This is followed by the Married 34 respondents (16.2%) and engaged 7 respondents (3.3%). A minority percentage of our respondents is coming from couples, which is 0.5% with 1 respondent.

### 4.3 RESULT OF RELIABILITY TEST

The test's reliability denotes how non-biassed (error-free) it is and thus guarantees accuracy in calculation over time and across different sections of the instrument (Kumar, 2013). The measurements are accurate to the extent that they produce predictable results. Although reliability is an important component of validity, it is not an adequate requirement. A simple example of a weighing instrument can be used to demonstrate the relationship between reliability and validity. If the weighting system determines the weight accurately, it is both accurate and valid. If the apparatus occasionally calculates incorrectly, it is not correct and cannot be accurate. The reliability of the calculation is an indicator of the stability and precision of which the instrument calculates the definition and thereby helps achieve the measure's goodness. The sum of these values is close to the value of the value.

Cronbach Alpha (Cronbach, 1951).

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

Table 4.3.1 : Rules of Thumb of Cronbach's Alpha coefficient size

Sekaran & Bougie (2017)

<b>Variable</b>	<b>Number of items</b>	<b>Comment</b>
<b>Tourist Arrival</b>	7	Excellent
<b>Technology</b>	7	Excellent
<b>Facilities</b>	7	Excellent
<b>Social</b>	7	Excellent

Table 4.3.2: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

Table 4.3.2 of the SPSS findings revealed the importance of both independent and dependent variables in this analysis. According to Table 4.3.2, all variables were over 0.900. The questionnaire was approved. The seven questions were used to assess the tourist arrival factor affecting tourist development in Kelantan before and after covid-19. The Cronbach Alpha result is 0.929 and has been proven to be excellent.

The coefficient obtained for technology questions was also accurate. Then, in measuring the aesthetic for technology in tourism development in Kelantan, seven questions were used, and Cronbach's Alpha result is 0.940 which indicated as excellent. Hence, the coefficients obtained for these questions in the aesthetic variable were reliable.

Then, seven questions were used to calculate the variable for facilities in tourist development and the Cronbach Alpha outcome is also 0.946, which was also indicated as excellent.. The coefficient obtained in the entertainment variable for this variable was accurate.

Finally, seven questions were used to calculate the social in tourist development and the Cronbach Alpha outcome was 0.926, which was indicated as excellent. The coefficient obtained for these questions in the tourist development variable was thus accurate.

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

Table 4.3.3: Mean and Standardized Deviation result for Tourist Arrival

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

Table 4.3.4: Mean and Standardized Deviation result for Technology

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

Table 4.3.5: Mean and Standardized Deviation result for Facilities

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

Table 4.3.6: Mean and Standardized Deviation result for Social Factor

#### 4.4 RESULT OF INFERENTIAL ANALYSIS

Inferential statistics helps to suggest explanations for a situation or phenomenon. It allows you to draw conclusions based on extrapolations, and is in that way fundamentally different from descriptive statistics that merely summarize the data that has actually been measured.

Correlations			
		DV	IV1
DV	Pearson Correlation	1	.780**
	Sig. (2-tailed)		.000
	N	210	210
IV1	Pearson Correlation	.780**	1
	Sig. (2-tailed)	.000	
	N	210	210

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

Table 4.4.1: Correlation between technology and tourist development in tourist arrival

Based on the finding, Table 4.4.1 shows moderate positive of correlation coefficient at 0.780\*\* which indicates the relationship between technology with tourist development in tourist arrival. Therefore, technology has an opportunity in tourist arrival. Meanwhile, the significant level .000 which is less than the standard criterion .05 indicated a significant relationship. Hence, the hypothesis (H1) which stated there is a significant relationship between tourist arrival and technology is accepted. There is a relationship between technology with tourist development in tourist arrival.



Correlations			
		DV	IV2
DV	Pearson Correlation	1	.788**
	Sig. (2-tailed)		.000
	N	210	210
IV2	Pearson Correlation	.788**	1
	Sig. (2-tailed)	.000	
	N	210	210

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

Table 4.4.2: Correlation between facilities with tourist development in tourist arrival

Based on the finding, Table 4.4.2 shows moderate positive of correlation coefficient at 0.788\*\* which indicates that the relationship between facilities with tourist development in tourist arrival is neutral. Therefore, facilities have an opportunity in determining tourist development in tourist arrival. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H2) which stated there is a significant relationship between facilities with tourist development in tourist arrival is accepted.

Correlations			
		DV	IV3
DV	Pearson Correlation	1	.835**
	Sig. (2-tailed)		.000
	N	210	210
IV3	Pearson Correlation	.835**	1
	Sig. (2-tailed)	.000	
	N	210	210

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

Table 4.4.3: Correlation between social factors with tourist development in tourist arrival.

Based on the finding, Table 4.4.3 shows a moderate positive of correlation coefficient at 0.835\*\* which indicates that the relationship between social factors with tourist development in tourist arrival. Therefore, social factor has a moderate relationship with tourist development in tourist arrival. Meanwhile, the significant level is .000 which is less than the standard criterion .05

indicates a significant relationship. Hence, the hypothesis (H3) which stated there is significant relationship between social factors with tourist development in tourist arrival.

#### 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVE

This analysis of the literature on factors affecting tourist development in Kelantan before and after covid-19. The findings of this study examined the relationship between technology, facilities and social factors of tourism development in tourist arrival.

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

Table 4.5.1 : Shows the summary for hypothesis testing in this study

Based on the table 4.5.1 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on technology, facilities, social factors of tourism development in tourist arrival. At the 0.05 significance level, all hypotheses provided were accepted. Moreover , all of the hypothesis is supported as the end result showed that independent variables which are

technology, facilities and social factors have a very strong and high positive correlation with tourism development.

#### **4.6 SUMMARY**

This chapter presented the results and findings of the study with the relationship between independent variable and dependent variable. The reliability of the data and participant perceptions were considered. The research design that we use is a quantitative method and a questionnaire to collect data. The result analysis pearson correlation for hypothesis 1, 2, and 3 is positive. According to this study, there are various factors that affect tourism development in tourist arrival.



## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

The Pearson Correlation Analysis' outcomes, which were covered in Chapter 4's description, will have been discussed and explained by the researchers. The limitations of the study and suggestions for further research are also covered in this chapter. The researchers will share their conclusions concerning this study to the general public at the conclusion of this chapter.

#### 5.2 RECAPITULATION OF THE FINDINGS

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

##### 5.2.1 DISCUSSION ON OBJECTIVE 1

Research objective 1	To investigate the relationship between technology and the tourism development in tourist arrival.
Research question 1	What is the relationship between technology and the tourism development in tourist arrival?
Hypothesis 1	There is a relationship between technology with tourist development in tourist arrival.

Table 5.2.1: Discussion on objective 1 (Technology)

It is stated in Chapter 1 that the first objective of this study is to investigate the relationship between technology and the tourism development in tourist arrival. Based on the data collected and output in Chapter 4, it shows that there is a relationship between technology and the tourist development in tourist arrival. It shows that H1 reflects the relationship between the independent variable and the dependent variable. Researches that found a positive effect. Respondent perceptions regarding the potential entertainment of internet shopping and the reliability, currency, relevancy, completeness and accuracy of information on a website facilitating customers' decision making. This finding can be supported by Ukbapi, Dandison and Heikki (2016). Most respondents agreed with this H1 and H1 support.

### 5.2.2 DISCUSSION ON OBJECTIVE

Research objective 2	To identify the relationship between facilities and the tourism development in tourist arrival.
Research question 2	What is the relationship between facilities and the tourism development in tourist arrival?
Hypothesis 2	There is a relationship between facilities with tourist development in tourist arrival.

Table 5.2.2: Discussion on objective 2 (Facilities)

The second research objective focuses on examining the relationship between facilities with tourist development in tourist arrival. From the data collected and the outcomes in Chapter 4, it is

clear that facilities with tourist development in tourist arrival before and after covid. H2 reflects the result of the relationship between the independent variable and the dependent variable. The facilities and activities on offer are all top quality because the seniors are experienced and critical consumers. There is an increased emphasis in many resorts on learning new skills and more about the resort area's heritage and culture. To help the setting and facilities function to their full potential there needs to be a trained and motivated support staff, who will help the seniors derive the most from their experience by Peter e. Murphy (2008). Researchers that found a significant positive that H2 are supported.

### 5.2.3 DISCUSSION ON OBJECTIVE 3

Research objective 3	To determine the relationship between social factors and the tourism development in tourist arrival.
Research question 3	What is the role relationship between social factors and the tourism development in tourist arrival?
Hypothesis 3	There is a relationship between social factors with tourist development in tourist arrival.

Table 5.2.3: Discussion on objective 3 (Social Factor)

The study's third objective is to determine the relationship between social factors with tourist development in tourist arrival. Based on the data analysis outcomes in Chapter 4, there is a positive relation social factors with tourist arrival. It shows that H3 reflects the relationship

between the independent variable and the dependent variable. The social factor by, McCabe, Scoot and Sarah (2013) By the attainment is likely to induce high positive affect in various life domains. Tourism experiences may produce positive effects directly in relation to the leisure domain and indirectly in other life domains, such as love life, social life, family-life, spiritual and work life. Therefore, H3 is supported.

### **5.3 LIMITATION**

Through the entire research, a valuable and significant process for completing the research has been experienced. Even so, there are some unavoidable limitations from letting research run as expected. There are some limitations of the current study that need to be acknowledged. The first limitation of this study was the time constraint over a period of several months to complete the entire data collection. The researchers have tried to get the respondent quickly in a short time.

In addition, respondents are reluctant to cooperate in answering the online questionnaire. Due to the covid-19 virus that hit our country and other countries in the world, the tourism industry has been severely affected as a result of this pandemic. It is difficult for researchers to find tourists to make face -to -face surveys and all data has to go through online because of Malaysia's movement control order. Online questionnaires that have been distributed through WhatsApp groups, Facebook pages and Instagram only received little feedback. Researchers had to submit repeatedly and appealed to them to fill out this survey in order to get participation from the respondents.

## 5.4 RECOMMENDATIONS

The following aspects could be explored in future studies:

### 5.4.1 Choose a specific topic of research.

Select a topic that you are passionate about! If we are interested in the topic, the research process will be more useful. Specify a manageable range for our topic. Too much information will be available if our topic is too wide, making it difficult to concentrate.

### 5.4.2 Establish a strategy.

It is helpful to conduct research to develop a plan and finish a comprehensive cost-benefit analysis of including the public in research. To help with the research questions, it would be very beneficial to do some long-term studies that attempt to quantify the impact of public participation on crucial issues.

### 5.4.3 Building the same research in a different setting, locale, or culture

Most likely, the study issue was handled by the student within the confines of a particular context, place, and/or culture. In light of this, students may suggest future research projects that could tackle the same research question in several contexts, locations, settings, and/or cultural situations.

## 5.5 SUMMARY

This study has to inspect the relationship between the three independent variables technology, facilities, and social factors with the dependent variable which determines tourist development in tourist arrival. The outcome gives an outline of the influence level of independent variables on the dependent variable. According to the study's findings, results show that three independent



variables affect participants' intention to re-participate in the resort by their technology, facilities and social factors.

The overall goal of this research, responsible knowledge summarization, has been answered. Almost all respondents agreed with the questionnaire. We believe that our study will serve as a guide for upcoming scholars and that the information gathered will make it easier for them to understand the affecting tourist development in Kelantan before and after Covid-19.



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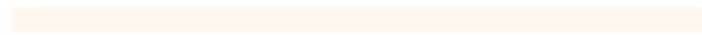
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