

UNIVERSITI
MALAYSIA
KELANTAN

THE IMPACT OF MEMORABLE ECO-TOURISM EXPERIENCE ON BEHAVIORAL INTENTION AMONG TOURISTS WHO TOOK TRAIN TRIPS TO DABONG, KELANTAN

By

NAME OF STUDENTS	MATRIC NUMBER
NUR AFIQAH BINTI AZMAN	H20A1436
NUR AFIQAH BINTI MOHD SALLEH	H20A1437
NUR AFNI FITRIANI BINTI SUFIAN	H20A1438
NUR AIMAN HAINA BINTI HAMIDON	H20A1439

A report in partial fulfilment of requirements for degree of
Bachelor of Entrepreneurship (Tourism) with Honour

Faculty of Hospitality, Tourism and Wellness
UNIVERSITI MALAYSIA KELANTAN

2022

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

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972) *

RESTRICTED

(Contains restricted information as specified by the organization where research was done) *

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysian Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by

Signature

Signature of Supervisor

Group Representative:

Date:

Name:

Date:

ACKNOWLEDGEMENTS

We from group PPTA T32 would like to acknowledge and appreciate to our supervisor Madam Nurzehan binti Abu Bakar for making this effort possible. Despite her busy schedule, Madam Nurzehan will took time out to meet with our group and correct the mistakes in the report. Her help and advice was invaluable throughout the entire process of preparing our report. We deeply appreciate everything the help Madam Nurzehan did to assist us. Moreover, we would also like to thank you to the group members who contributed to the production of this report. All our group members are diligent and responsible to carry out their assigned tasks. It is a good advantage to have group members that like to help each other.

Furthermore, I would like to thank I would also like to thank our family who always supported us behind the scenes. When we feel tired or stressed doing the report they always give us words of encouragement. Without their encouragement, we would not be motivated to complete the tasks given by lectures. Their prayers are the greatest support for us, especially those of us who are separated from our families. Last but not least, we thank God (Allah S.W.T) from all of our heart for always being by our side in difficult times and happy times. Give us strength and perseverance to overcome all obstacles. You are the one that allowed us to finish our assignment. We will continue to put our faith in you for our future.

TABLE OF CONTENTS

CANDIDATE’S DECLARATION	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii-iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF SYMBOLS & ABBREVIATIONS	vii
ABSTRACT	viii
ABSTRAK	ix
1.0 CHAPTER 1 : INTRODUCTION	1
1.1 Introduction	1
1.2 Background Of Study.....	1-3
1.3 Problem Statement	3-5
1.4 Research Objective	6
1.5 Research Question	6
1.6 Significant Of Study.....	6-7
1.7 Framework.....	8-9
1.8 Definition Of Terms.....	9
1.8.1 Hedonism	9
1.8.2 Novelty.....	10
1.8.3 Meaningfulness	10
1.8.4 Knowledge	11
1.9 Summary	11
2.0 CHAPTER 2 : LITERATURE REVIEW	12
2.1 Introduction	12
2.2 Dabong	12-14
2.3 Eco-Tourism Experience	14-15

2.4 Memorable Tourism Experience	15-16
2.5 Behavioral Intention.....	17
2.6 Hedonism on Behavioral Intention	18-19
2.7 Novelty on Behavioral Intention.....	19-21
2.8 Meaningfulness on Behavioral Intention	21-22
2.9 Knowledge on Behavioral Intention	22-24
2.10 Hypothesis	25
2.11 Conceptual Framework	25-26
2.12 Summary.....	26-27
3.0 CHAPTER 3 : METHODOLOGY	28
3.1 Introduction	28
3.2 Research Design	28-29
3.3 Population.....	30
3.4 Sample Size	30-31
3.5 Sampling Method.....	31-32
3.6 Data Collection Method	32-33
3.7 Research Instruments	33-38
3.8 Data Analysis.....	38
3.8.1 Descriptive Statistics	39-40
3.8.2 Correlation Analysis	40-42
3.8.3 Reliability Analysis	43-44
3.9 Summary	44-46
4.0 CHAPTER 4 : RESULT AND DISCUSSION	47
4.1 Introduction	47
4.2 Respon Rate.....	47-48
4.3 Respondent's Demographic.....	48-56
4.4 Realibility Test.....	56-58
4.5 Descriptive Analysis	58
4.5.1 Overall Mean Score for Variables.....	58-59
4.5.2 Descriptive Analysis for Independent Variable (IV) for Behavioral Intention Among Tourist Who Train Trips to Dabong, Kelantan	59-62

4.6 Spearman's Correlation.....	62-66
4.7 Summary	67-68
5.0 CHAPTER 5 : CONCLUSION AND RECOMMENDATION	69
5.1 Introduction	69
5.2 Recaptulation of Findings.....	70-71
5.2.1 Discussion on Objective 1	71-72
5.2.2 Discussion on Objective 2	72-73
5.2.3 Discussion on Objective 3	73-74
5.2.4 Discussion on Objective 4	74-75
5.3 Limitation	75-76
5.4 Recommendation	76-77
5.5 Summary.....	77-78
6.0 REREFENCES	79-80
7.0 APPENDICES	81

LIST OF TABLES

- Table 1.1: Number of tourist arrivals at Malaysia's ecotourism destinations (2021)
- Table 2.1 Summary of research questions and literature
- Table 3.1: Reference for Educational and Psychological Measurements in Choosing Sample Size from a Specific Population
- Table 3.2 Breakdown of Measure
- Table 3.3: Items Representing Respondent's Demographic Information
- Table 3.4 Items Hedonism, Novelty, Meaningfulness and Knowledge.
- Table 3.5: Item Representing the Behavioral Intention
- Table 3.6: The relationship between Scale and Level of Agree
- Table 3.7: Rules of Thumb about Correlation Coefficient Size
- Table 3.8: Rules of Thumb about Cronbach's Alpha
- Table 3.9: Data Analysis Summary

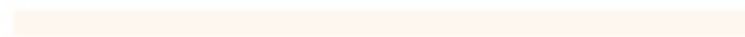
LIST OF FIGURES

Figure 1: Conceptual Framework Adapted from Kim and Ritchie (2013)

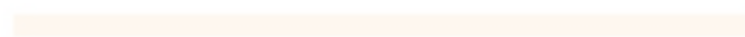
Figure 2.1: Conceptual Framework Adapted from Kim and Ritchie (2013)



UNIVERSITI



MALAYSIA



KELANTAN

LIST OF SYMBOLS & ABBREVIATIONS

TIES	International Ecotourism Society
UNWTO	United Nation World Tourism Organization
DMOs	Destination Management Organization
MTEs	Memorable Tourism Experiences
MDD	Dabong District Council
KTMB	Keretapi Tanah Melayu Berhad
MTEs	Memorable Tourism Experience Scale
SPSS	Statistical Packages for the Social Sciences
IV	Independent Variable
DV	Dependent Variable

UNIVERSITI
MALAYSIA
KELANTAN

ABSTRACT

Ecotourism has seen as sustainable tourism since it is thought to conserve the ecology of a tourist location while also meeting the diverse demands of tourist. However, the most of recently develop ecotourism destinations have suffered from environment damage, restricted experiences, and decreased tourist arrivals. Therefore, the current study focuses on the connection between memorable tourism experiences and tourist satisfaction. A quantitative research study will be conducted online with 384 respondents who had visited Dabong, Kelantan, Malaysia. This paper intended to provide tour operators and tourism marketers with valuable insight into how to create and market a memorable tourism experience to tourists.

Keywords:

Ecotourism, memorable tourism experiences, behavioural intention, tourist satisfaction



ABSTRAK

Ekopelancongan dilihat sebagai pelancongan lestari kerana ia dianggap memulihara ekologi lokasi pelancongan di samping memenuhi pelbagai permintaan pelancong. Walau bagaimanapun, destinasi ekopelancongan yang paling baru dibangunkan telah mengalami kerosakan alam sekitar, pengalaman terhad, dan penurunan ketibaan pelancong. Oleh itu, kajian semasa memberi tumpuan kepada hubungan antara pengalaman pelancongan yang tidak dapat dilupakan dan kepuasan pelancong. Satu kajian penyelidikan kuantitatif akan dijalankan secara dalam talian dengan 384 responden yang telah melawat Dabong, Kelantan, Malaysia. Kertas kerja ini bertujuan untuk menyediakan pengusaha pelancongan dan pemasar pelancongan dengan wawasan berharga tentang bagaimana untuk mewujudkan dan memasarkan pengalaman pelancongan yang tidak dapat dilupakan kepada pelancong.

Kata kunci:

Ekopelancongan, pengalaman pelancongan yang tidak dapat dilupakan, niat tingkah laku, kepuasan pelancong

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The backdrop of the investigation is presented in the first chapter of this research. Followed by a problem statement pertaining to Dabong, Kelantan's unforgettable ecotourism experience and behavioural purpose. Then, the purpose of the study, its significance, and a glossary of terms are presented.

1.2 BACKGROUND OF STUDY

According to the International Ecotourism Society (TIES) ecotourism is "responsible travel to natural areas that maintain the environment, sustain the well-being of the local people, and involve interpretation and education" such as travel is made possible by a global network of people, organisations, and the tourism industry that informs tourists and employees about environmental challenges. The Quebec proclamation for the International Year of Ecotourism (2002) proposed five criteria for defining ecotourism: nature-based products, low-impact management, environmental education, conservation contribution, and community participation "(United Nations Environment Programme and World Trade Organization" UNEP/WTO, 2002).

Ecotourism promotes tourist experiences in natural areas, which helps to conserve the environment, includes learning, raises awareness, and ensures the prosperity of

indigenous communities International Ecotourism Society (TIES, 2015). The International Ecotourism Society projects that ecotourism will soon represent 25% of the global tourism sector and generate \$470 billion in tourism-related revenue. The departing visitor survey in Malaysia provides details on the necessary actions carried out by visitors to Malaysia. In this regard, the survey findings showed that 30.4% of visitors engaged in activities like walking, hiking, and trekking, which might be seen as a stand-in for ecotourism. This indicates that among visitors to Malaysia, ecotourism is pretty standard (Gaitonde, 2019). Malaysia has become one of the popular ecotourism destinations due to government support from the National Tourism Policy 2020-2030, which Malaysia's government developed to make Malaysia the top-of-mind ecotourism destination of the world. Furthermore, the development of ecotourism in Malaysia is also by the National Ecotourism Plan (2016-2025), which aims to maximise the potential of ecotourism and ensure sustainability, particularly in recovering the tourism sector from the fallout brought by the COVID-19 Pandemic (Business today, 2021). Malaysia was given the "Best Eco-Vacation" title at the 5th National Geographic Traveller Awards - Top Travel Destinations of 2015 by National Geographic Traveller Magazine in appreciation of its eco-tourism endeavours. The Malaysian Homestay Experience Program, which earned the UNWTO's 2012 Ulysses Award for Innovation in Public Policy and Governance, was recognised by the UNWTO for promoting community-based tourism (Business today, 2021).

Malaysia has many ecotourism locations, including its historic rainforests, gorgeous beaches and reefs, unique natural formations, and unparalleled wildlife. The Lower Kinabatangan River, Danum Valley, Tabin Wildlife Reserve, Taman Negara, Endau Rompin, Sarawak and Sabah on the island of Borneo, Sabah Kinabalu Park, Turtle Islands Park, Gunung Mulu, Bako, Batang Ai, and Gunung Gading are a few of the well-

known ecotourism locations (Business Today, 2021). Similar experiences can be had in Kelantan. Among the famous ecotourism activities is taking a train trip to Dabong. Dabong is a district and small town in the Kuala Krai of Kelantan. This town is located approximately 155 kilometres from Kota Bharu, the state capital of Kelantan. There are many places tourists can visit while in Dabong, Kelantan. For instance, tourists can visit The Jelawang Pipe Resort & Extreme to start the adventure. Tourists can also participate in extreme sports such as zip lining, water tubing via Ferrata, waterfall hiking, and caving. Hiking enthusiasts can enjoy hiking on Stong Mountain and visiting Ikan Cave, one of Dabong's most famous caves such unique experiences offered in Dabong have pleased many tourists with their visit to Dabong. As a result, it is critical for all marketing managers and service providers to generate excellent and memorable experiences at tourist destinations. This is because today's tourists seek experience as a vital part of their travel life (Buzova et al., 2020). As travellers look for genuine, rewarding, meaningful, multimodal, and transformative experiences, these tourism experiences have been categorised as excellent, memorable, and engaging interactions and fleeting occurrences (Buzova et al., 2020; Chirakranont & Sakdiyakorn, 2022; Kirillova et al., 2017; Spielmann et al., 2018). This study aimed to ascertain how memorable ecotourism experiences affected the intentions of tourists who travelled by rail to Dabong, Kelantan.

1.3 PROBLEM STATEMENT

After the pandemic, the 'Train to Dabong' trip has become a national phenomenon as people take advantage of the opportunity to travel to Malaysia's lesser-known treasures (Berita Harian, 2022). Dabong, a small village in Kelantan, is today famed for its natural beauty, which includes waterfalls and caverns. However, there is a significant problem concealed beneath the beautiful Dabong. Dabong is lacking in terms

of marketing their service and product compared to other ecotourism destinations. It is tough for tourists to find travel packages related to Dabong online. This is corroborated by information from expedia.com website (2022), which only offers 6 packages from local tour operator. Moreover, Dabong has few activities, experience and accommodation offered which limit tourist activities in Dabong.

The limitation mentioned above reflects the number of tourists who visit Dabong (table 1.1). When compared to Cameron Highland and Kinabalu Park (other famous ecotourism destination in Malaysia), the number of visitor arrivals in Dabong is lower.

Table 1.1: Number of tourist arrivals at Malaysia's ecotourism destinations (2021)

Number of tourist arrivals at Malaysia's ecotourism destinations (2021)			
Dabong (Kelantan)	Cameron Highland (Pahang)	Hulu Langat (Selangor)	Kinabalu Park (Sabah)
50 000	790 024	344 027	269 819

Source: Statistic Tourist Arrival in Malaysia (2021)

In response to this scenario, urgent effort should be made, Destination Management Organization (DMOs) or authorities of Dabong have to put extra effort in promoting and increasing the variety of engaging activities available to tourists in Dabong to enhance visitor experience. This enhancement has the potential to boost the number of tourist arrivals as well as repeat visitors to Dabong. This simply proves that an increase in the number of visitor arrivals in Dabong can enhance the amount of profit available and provide tough competition to other ecotourism destinations. Ecotourism can stimulate

economic development and social welfare of the citizens and also protect the natural environment and cultural heritage by awareness creation (Manu et. Al, 2012).

Destination managers must successfully translate the destination qualities of MTEs into efficient marketing and promotion strategies in addition to offering MTEs in destination locations. Different local tourist programmes, a range of activities, any noteworthy tourism infrastructure, and the hospitality of local people are example should be effectively projected in commercials. In support of this perception, researchers studying MTEs found that novel experiences are likely to be remembered more accurately (e.g., Kim, Hallab, et al., 2012; Kim, Ritchie, et al., 2012). The authors further suggests that experiencing something new, unique, or different leads to a strong memory of the travel experience (Kim, 2010; Kim, Hallab, et al., 2012; Kim, Ritchie, et al., 2012). In addition, Tung and Ritchie (2011) noted that the critical role of a destination manager is to “facilitate the development of an environment (i.e., destination) that enhances the likelihood that tourists can create their own MTE.

Despite the importance of MTEs in positioning destinations, study on MTEs in ecotourism destinations is still limited. So far, memorable tourism experience are only been study in few areas such as cultural tourism (Siamak, Michael & S. Mostafa, 2019), urban tourism (Chao et al, 2019), museum (Islam et al, 2020), and heritage destination (Mostafa et al, 2021). Hence, this study is designed to investigate the impact of MTE on behaviour intentions through ecotourism destinations in Dabong, Kelantan.

1.4 RESEARCH OBJECTIVES

1. To examine the relationship between hedonism on behavioral intention.
2. To examine the relationship between novelty seeking on behavioral intention.
3. To examine the relationship between tourist meaningfulness experience on behavioral intention.
4. To examine the relationship between tourist knowledge on behavioral intention.

1.5 RESEARCH QUESTIONS

1. What is the relationship between hedonism on behavioural intention?
2. What is the relationship between novelty seeking on behavioural intention?
3. What is the relationship between tourist meaningfulness experience on behavioural intention?
4. What is the relationship between tourist knowledge on behavioural intention?

1.6 SIGNIFICANT OF THE STUDY

This study will make numerous significant theoretical and managerial contributions to academics and event users in general. This study will add to a growing body of knowledge in academics about memorable ecotourism experiences. The body of research in eco-tourism study could also be expanded by future researchers. The results

may help practitioners in the event sector to gain a new insight into how to grow their companies in the highly complex and cutthroat business environment of today.

From a practical perspective, this study will help the (general) public to comprehend the different ecotourism-related challenges. Additionally, the eco-tourism establishment can utilise this scale as a replacement for assessing visitor satisfaction in terms of their overall eco-tourism experience. It also aids in understanding the requirements and preferences of visitors to Dabong, Kelantan. This research will assist the eco-tourism industry in developing a variety of activities and packages that are suitable and capable of entertaining visitors in addition to allowing them to take in the mood of the waterfall and the surrounding natural environment. Several applications for governments and non-profit groups attempting to promote ecotourism, as well as for ecotourism destination operators creating tourist experiences (Ting, Fang, Geoffrey, 2021).

From an academic perspective, this study makes a significant addition by expanding the literature review on memorable experiences and eco-tourism. This study will also serve as a guideline for future research advancement, especially in fields relating to eco-tourism. Additionally, this will support researchers in coming to a strong conclusion regarding the findings of theories, hypothesis, and research enquiries.

1.7 FRAMEWORK

According to Ritchie and Crouch (2003) is that “destination competitiveness is derived from the delivery of such memorable experiences”. As a result, successfully identifying the conceptual dimensions or components that underpin the formation of MTEs is critical to assisting destination managers in their attempts to increase the likelihood of their tourists experiencing an MTE while travelling within a destination. Several academics have identified a range of tourism experiential components in the existing tourist literature, including hedonism, happiness, pleasure, stimulation, and relaxation. All of these efforts have undoubtedly increased our understanding of travel experiences. Kim et al. (2012) indicates the memorable tourism experience, which relates to individual recall from their experience, contains seven dimensions: Hedonism, Novelty, Local Culture, Refreshment, Meaningfulness, Involvement, and Knowledge. However only four variables out of seven MTE will be used in the current study such as Novelty, Hedonism, Meaningfulness, and Knowledge. The conceptual framework is show in Figure 1.

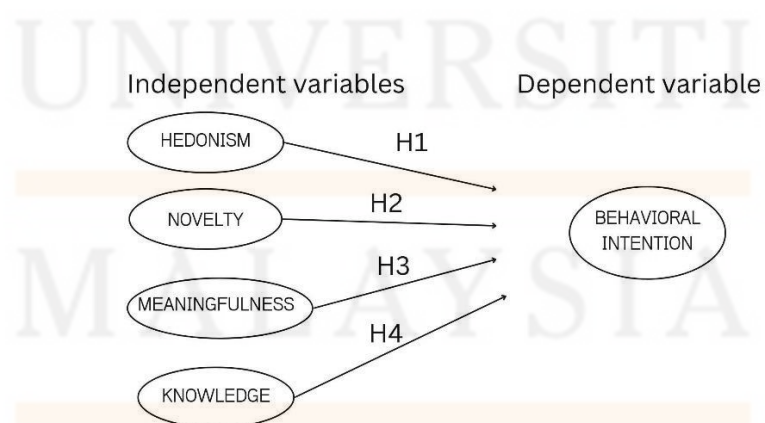


Figure 1: Conceptual Framework Adapted from Kim and Ritchie (2013)

These four dimensions include:

1. Hedonism: Fun and emotional elements of tourism products and services.
2. Novelty: Experience something new and different from your daily life with a sightseeing experience.
3. Meaningfulness: Physical fulfilment and emotional/spiritual meaning arising from the tourism experience.
4. Knowledge: Intellectual development and gain of knowledge.

1.8 DEFINITION OF TERM

1.8.1 HEDONISM

According to Trauer and Ryan (2007) and Woodside et al. (2007), hedonism is described as the desire for sensual pleasures in tourist locations, such as fun, enjoyment, pleasure, and fantasy (2008). According to studies by Tung & Richie (2011), Dubman & Mattila (2005), hedonism is a crucial factor in visitors' experiences, and it has a big impact on their satisfaction and likelihood to return. Kim (2014) went on to say that when people "consume" tourism products (experiences), as opposed to using other things, they are primarily aiming for pleasure or enjoyment (hedonism).

1.8.2 NOVELTY

Generally speaking, novelty is defined as the outcome of a comparison between current perception and prior experience. This definition is predicated on the idea that travellers desire to try something new or different while they are travelling (Albaity & Melhem, 2017). Therefore, it is anticipated that novelty seeking will have a decreasing impact on visitor behaviour regarding intent to return. Additionally, Assaker (2011) found that tourists that are highly novelty-seeking rarely go back to their original destinations. In their 2014 study, Wong and Zhao found that novelty had a moderating effect on the relationship between geographic convenience and visit frequency, with the association only being significant for individuals who seek novelty infrequently.

1.8.3 MEANINGFULNESS

An individual who derives significance from their travel experiences is said to possess meaningfulness Kang M, Gretzel U and Jamal T (2008). After travelling and returning to their customary location, a tourist who had a meaningful experience may advance because they are implementing a new habit they learned while away. Thus, the two factors that will be assessed are the visitors' desire to engage in meaningful activity while visiting the place and their ability to discover more about themselves when visiting the destination, Kim J H, Ritchie J R B and McCormick B (2012).

1.8.4 KNOWLEDGE

A cognitive component of the tourist experience that incorporates holiday guidance is knowledge, Sthapit E and Coudounaris D N (2018). Travel experiences open up new options for the tourist, including the development of new practical skills and real-world experience. As a result, travellers can learn more about the destination through exploration, and other things in this variable include any knowledge they acquire while travelling there and any new information they learn about the local way of life, Kim J H, Ritchie J R B and McCormick B (2012).

1.9 SUMMARY

Ecotourism includes any outdoor pursuits that broaden tourists' awareness of and respect for cultural and ecological values. Tourism aimed at visiting unusual, frequently endangered, natural settings with the goal of observing wildlife and supporting conservation efforts. Dabong's ecotourism is still in its infancy, and there aren't many ecotourism experiences available in Kelantan. Therefore, the goal of this study is to determine whether factors like hedonism, novelty seeking, meaningfulness, and knowledge of memorable ecotourism experiences, with a view toward tourist behavioural intention. This study is thought to offer a noteworthy perspective on ecotourism and experience. In addition, to make ecotourism in Dabong equivalent to other ecotourism in Malaysia and to advertise ecotourism in Dabong to both local and foreign tourists.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will cover the study's independent and dependent variables. Introductions on the experience of ecotourism and behavioural intentions will be followed by a discussion on hedonism, novelty, meaningfulness, and knowledge. The relationship between the independent and dependent variables will then be further explained using a conceptual framework and hypothesis. The complete body of literature will be summarized.

2.2 DABONG

In Kelantan's Kuala Krai District, there is a little town called Dabong. The largest district is Dabong, which covers an area of 84,007.06 hectares. Despite being the least developed area in Kuala Krai Colony, Dabong serves as the second administrative hub. The administrative center of the Majlis Daerah Dabong (MDD) is located in Dabong Town, which is approximately 87 km from Kuala Krai and 155 km from the state capital of Kelantan (Kota Bharu). The total area covered by Dabong District Council is 145,173.254 hectares. Hills can be found to the north, south, west, and east of this location. The Gunung Stong Waterfall, the highest waterfall in Southeast Asia at 1422 metres, and other forested and hilly regions make up the majority of the Dabong District

Council. Sungai Galas is the river that runs through Dabong. The "natural entryway" for nature-based tourism is the Dabong district. Gua Ikan, Lata Rek Waterfall, and Lata Kertas Waterfall are a few other notable locations that attract tourists. Additionally, a railroad runs through the Dabong region and terminates at the Dabong Railway Station.

Rail transport has grown in popularity as a way to get to Dabong. Keretapi Tanah Melayu Berhad (KTMB), which operates from Tumpat railway station to Dabong railway station, has become an attraction for local tourist. Apart from Tumpat, Pasir Mas, Tanah Merah, and Kuala Krai are train stations that will lead to Dabong. After the government announced that Malaysia was free from the first phase of the PKPB, The Keretapi Tanah Melayu Berhad (KTMB) service that operates from Tumpat to Dabong received a very lively response. It received such a warm response that it became known as "Train to Dabong," and this has successfully raised eco-tourism products in Dabong.

Next, with a height of 303 metres, the Jelawang waterfall on Gunung Strong is the tallest waterfall in southern Asia. Through granite rocks, this waterfall descends. In addition, there are a variety of activities available here, including camping, rock climbing, river swimming, and many more. The Jelawang waterfall is the main attraction of Gunung Stong State Forest Park. There are lodging options near the waterfall's foot, but most hikers head up to the Baha campsite, which is perched 450 metres above the waterfall's base. But in order to get there, you must go for more than an hour up the edge of the waterfall, which is obviously steep and exhausting. Most hikers will rest and spend the remainder of the day at the campsite after arriving in order to prepare for longer hikes the following day. The Baha campground is nicely located close to a river so you can prepare meals and drink water there. There aren't many amenities at the campsite, and the toilets are really just a hole in the ground. The famous cave in Dabong is called Gua Ikan.

Limestone from this cave is more than 150 million years old. Gua Ikan is the name for a cave that looks like a fish when you are approaching it and a shallow river is flowing down it. Other caves exist as well, including Gua Pagar, Gua Keris, and Gua Gelap.

2.3 ECO-TOURISM EXPERIENCE

According to Ceballos- Lascurain (1993), eco-tourism refers to responsible travel that encourages the preservation, lessens environmental damage, and raises the socioeconomic standing of nearby communities through participation. Ecotourism is defined by the International Ecotourism Society (2013) as a responsible excursion or visit to a natural region that benefits the local community through education and interpretation while preserving the ecosystem. Wood (2002) defined ecotourism as nature travel that is planned, carried out, and managed sustainably. Therefore, ecotourism is defined as tourism activities involving nature, learning processes, engaged participation of local populations, and the sustainability of ecological settings through conservation, empowerment, a partnership between the public and private sectors, and scientific and educational research (Jaini et al., 2012; Ballantyne & Packer, 2013; Parks & Allen, 2009; Honey, 1999).

The term "tourist experience" refers to everything a visitor encounters or feels when visiting a particular tourist location, including actions and attitudes as well as thoughts and feelings (Oh et al.2007). Tourist experiences include interactions between travellers (the experience's actors) and destinations (the experience's site), as well as previous travel experiences that are maintained or remembered in the long term Stamboulis & Skayannis (2003) and Larsen (2007). When tourists or visitors reflect on

the experiences following a visit, these encounters become unforgettable. Several researchers, including Larsen and Jenssen (2004), Ballantyne et al. (2011), and Wirtz et al. (2003), discovered that memorable experiences for tourists or visitors are created when a product or service is linked to their emotions or sentiments, such as enjoyment, pleasantness, sadness, annoyance, guilt, sociability, or worry. These emotional states significantly impact how visitors choose their locations, how much they spend, what they do there, and how satisfied they are (Tung & Ritchie, 2011; Hochleitner & Makowski, 2011; Servidio & Ruffolo, 2016). When a visit to a former location positively impacts the travellers, they are more likely to recall and remember such experiences (Pizam, 2010; Wirtz et al., 2003).

2.4. MEMORABLE TOURISM EXPERIENCE

A memorable tourist experience (MTE) is described as "a tourism experience remembered and recalled after the event has occurred" (Kim, Ritchie, & Tung, 2010, p. 638). MTEs can be unpleasant even though they are typically thought of as good (Kim, Ritchie, & McCormick, 2012). Individuals' emotional assessments of actual events they encounter while travelling shape what they remember. MTEs that are strong enough to stick in long-term memory have lately been positively assessed due to their significant role in tourism marketing and management (Oh et al., 2007) (Sthapit et al., 2019). These persistent impressions affect visitors' intentions and subsequent behaviour (Kim et al., 2012).

According to Pine and Gilmore's (1999) book *The Experience Economy*, the world economy is changing from a service economy to an experience economy. This

statement unavoidably focused emphasis on customer experience and launched the growth of visitor experience research. Researchers examine the definition and categorization of the tourist experience from the viewpoints of several academic disciplines, including psychology, anthropology, consumer behaviour, phenomenology, and sociology. Research on the visitor experience is increasingly being conducted across disciplines. The notion of a "tourist experience" is a marketing idea that is continually changing, from early satisfied experiences and experience quality to more recent remarkable experiences and unforgettable travel experiences. Memorable travel experiences and regular travel experiences are two notions that are connected yet have various meanings and applications. The subjective mental state people face while receiving services is referred to as their "tourist experience" (Otto & Ritchie, 1996).

It is well known that travellers' interpretations of the significance of goods, activities, and tourist locations are arbitrary (Knobloch, Robertson, & Aitken, 2017; Ryan, 2002; Uriely, 2005). To better comprehend travel experiences, Kim et al. (2012) compiled a list of 19 experiential components from diverse research studies. These include intellectual stimulation, social contact, spontaneity, meaningfulness, knowledge, challenge, a sense of separation, timelessness, adventure, personal significance, novelty, escaping pressure, and hedonism. Not all travel-related experiences are inevitably convertible into MTEs. MTEs, on the other hand, are those encounters that may be retained and recalled after a trip and are formed selectively from tourist experiences. MTEs are more significant since only recollected encounters will affect tourists' decision-making in the future (Kerstetter & Cho, 2004; Kim, Ritchie, & Tung, 2010). Tourists base decisions about future travel on past experiences and recollections (Lehto, O'Leary, & Morrison, 2004; Wirtz, Kruger, Scollon, & Diener, 2003).

2.5 BEHAVIORAL INTENTION

Swan (1981) defines behavioural intention as an individual's anticipated future behaviour. According to (Baloglu, 2000), it has been linked to observed behaviour. Ajzen (1988, 1991) then introduced the Theory of Planned Behavior to predict behaviours that are not completely under volitional control. According to the Theory of Planned Behavior (Ajzen, 1991), factors such as attitudes toward a location, subjective norms, and perceived behavioural control may impact tourist destination choice as well as future behavioural intentions. The Theory of Planned Behavior's basic propositions are that people are more likely to engage in a specific type of behaviour if they believe it will result in a specific and valuable outcome, that their important referents will value and approve the behaviour, and that they have the necessary abilities, resources, and opportunities to engage in such behaviour (Ajzen, 1985; Conner, Warren, & Close, 1999).

According to Lam and Hsu (2005), understanding future visitor behaviour appears to be crucial for destination managers and destination marketing organisations. Some behavioural theories investigated how motivators influence traveller attitudes and how these attitudes influence behavioural intentions while choosing a destination. According to Fishbein and Ajzen (1975), behavioural intention is the most direct determinant and best predictor of behaviour among all antecedents of behaviour. Ajzen (1991), claimed that behavioural intention is the proclivity to repeat a specific behaviour in the future. Furthermore, for tourism researchers and managers, the most favourable indicators of pre-visit and post-visit behavioural intentions include intention to revisit (Loi et al., 2017), intention to recommend (Prayag & Ryan, 2012), and intention to visit (Fu et al., 2016).

2.6 HEDONISM ON BEHAVIORAL INTENTION

Hedonism was described by Kim et al. (2010) as "pleasurable sentiments that stimulate oneself" in terms of travel experiences. According to Mannell and Kleiber (1997) hedonism is defined as the pursuit of pleasure. It is an essential component of recreational activities. Hedonism can also be enjoyable while travelling (Xie, 2005). The level of hedonism consumers experience is likely to have an impact on how valuable they believe a product or service to be (Coudounaris & Sthapit, 2017).

According to Tung and Ritchie (2011), positive emotions and sensations connected with travel experiences, such as pleasure and enjoyment, were essential components of MTE. Kim (2014) also investigated how essential hedonism is to the characteristics of MTE destinations. People seek enjoyment (i.e. pleasure/hedonism) when "consuming" tourist things or experiences, in contrast to other products and activities (Holbrook and Hirschman, 1982). Consistent with the notion that the fundamental purpose of consuming tourism products is to seek pleasurable or hedonic experiences; an emotional dimension and a key component of tourist experiences (Coudounaris and Sthapit, 2017; Kim, 2014; Kim et al., 2012). According to the authors of empirically based tourism publications, hedonism experiences help travellers generate lasting memories. For example, hedonism is an important component in deciding how valuable travellers regard their experiences. (Dunman and Mattila, 2005).

In addition, travelers seek pleasure much like modern shoppers do (Hirschman & Holbrook, 1982). Hedonism is another component of the consumption experience that pertains to the multisensory, imaginative, and emotional components that customers perceive (Holbrook, & Hirschman, 1982). It is a crucial factor in determining how well

someone evaluates their consumption experience. In actuality, a sizable portion of the perceived value of a good or service by customers depends on the degree of hedonism they feel, and within the consumption experiences characterized as entertaining and delightful, hedonic worth is the most significant advantage consumer experience.

The need for hedonic experiences, such as thrill and enjoyment, appears to be a fundamental aspect in tourism experiences (Otto & Ritchie, 1996), as well as a critical role in shaping visitors' future behaviour (Dunman & Mattila, 2005). Otto and Ritchie (1996) confirm hedonic factors as a construct in the tourism experience. Hoch and Deighton (1989) discovered that 1) information drawn from an individual's past experiences increases motivation to purchase a product and involvement with a product, 2) the recalled past experiences are perceived as highly credible, and 3) the remembered experiences greatly influence future behaviour. Hence, this study to test the hedonism on behavioural intentions, by proposing:

H1: There is significant relationship between hedonism and behavioral intention.

2.7 NOVELTY SEEKING ON BEHAVIORAL INTENTION

Novelty signifies the property of being new and uncommon, something that has not been experienced before. Novelty seeking is a key driving force behind travel and has been linked to the likelihood that satisfied tourists will not return to the same location. (Kim & Kim, 2015). Since people wish to have an experience that contrasts with their previous experiences, tourists are more likely to choose novel and unusual activities than they would otherwise (Bigné et al, 2009).

Numerous research have shown that there is a correlation between the appeal of travel places and travellers' desire for novelty. (Kassean and Gassita, 2013). Additionally, researchers have noted that novelty-seeking has a favourable effect on visitor pleasure (Assaker et al, 2011,). When an encounter deviates from a visitor's expectations, novel tourism experiences are characterised (Ma et al, 2013). Recent research demonstrates that unique encounters can elicit powerful emotions and improve attention, which in turn increases the experience's capacity for memory (Skavronskaya et al, 2020).

According to the World Tourism Organization (WTO, 2002), ecotourism is a type of tourism that is entirely based in nature and where visitors come primarily for the enjoyment of the wild places and the indigenous cultures that live there. Bui Van Trinh (2020) stated that several policy recommendations were made to increase tourists' motivation for eco-tourism through novelty seeking. Start by emphasising the promotion of ecotourism, in particular the distinctive and local characteristics of the area. Second, create eco-tours that include fun activities so that tourists can learn about the river's culture. Thirdly, use contemporary communication techniques to make tourism destinations more accessible and to raise the standard of the information provided.).

According to earlier research, both short-term and long-term behavioural changes are influenced by novelty. (Mitas & Bastiaansen, 2018) and has a positive link with behavioural intentions in experiences (Dedeoglu et al, 2018). Additionally, the author asserts that novelty seeking and behavioural purpose are unrelated. (Sthapit, Coudounaris, & Bjork, 2019). Furthermore, Jang and Feng (2007) argue that whether they intend to return soon or later, tourists want novelty. In order to examine the effects of novelty seeking on behavioural intentions, the following is suggested: for instance, Assaker (2011) found that travellers who are very novelty-seeking rarely go back to their original

destinations. Hence, this study to test the novelty seeking on behavioural intentions, by proposing:

H2: *There is significant relationship between novelty seeking and behavioral intention.*

2.8 MEANINGFULNESS ON BEHAVIORAL INTENTION

A sense of high value, significance, or an expansion of one's perspective on life and society are all examples of what is meant by meaning (Uriley, 2005). According to earlier studies, the meaningfulness dimension includes thinking about one's significance when travelling or learning about oneself. This dimension is linked to travellers' propensity to look for enriching encounters that contribute to their personal development. Travel is a common experience that many people perceive to be beneficial for self-discovery, according to Tung and Ritchie (2011). Tourists who participate in tourism-related events and buy local goods may discover a chance to gain insight into various viewpoints on relevant issues. These pursuits may enhance one's psychological health and well-being, enabling vacationers to express their individuality and discover new locations and cultures (Kim et al., 2012).

Meaningfulness can encourage the personal development and transformation of the traveller; when returning home, daily life may be viewed from a new perspective, and the lessons learned may be applied to everyday life (Tarssanen, 2007). If the atmosphere for tourism improves, it will make the experience more meaningful for the customers (tourists) (Tsiotsou & Goldsmith, 2012).

Due to their increased sophistication, modern travellers seek more unique and noteworthy travel experiences that suit their needs and interests (Hall & Weiler, 1992; Robinson & Novelli, 2005). Some individuals see travel as a chance for personal development and growth instead of merely enjoying vistas, people, and locations. According to research on the substance of MTEs (Tung & Ritchie, 2011), memorable travel experiences last longer in people's memory. The same study found that eye-opening travel experiences can extend people's perspectives and help them learn more about the world, making them some of life's most memorable events.

Travellers' personal growth and changes can result from meaningful encounters because they may perceive ordinary life differently once they get home and integrate what they learned and experienced into their daily lives (Tarssanen, 2007). According to Tsiotsou and Goldsmith's (2012) study, enhancing meaningfulness will make the customer (tourist) experience more memorable. Meaningfulness has been noted as an antecedent of MTEs in a few research (Chandralal & Valenzuela, 2013). Hence, this study tests the meaningfulness of behavioural intentions by proposing the following:

H3: There is significant relationship between tourist meaningfulness experience and behavioral intention.

2.9 TOURIST KNOWLEDGE ON BEHAVIORAL INTENTION

Knowledge (the educational component of the travel experience) is connected to gaining new knowledge and abilities (Kim 2016; Kim and Ritchie 2014). This causes travel to important historical and cultural locations is significantly motivated by self-education, which enhances knowledge and abilities. Research has shown that visitor

happiness has a beneficial impact on plans and return (Yoon and Uysal 2005; da Costa Mendes, Oom do Valle, Guerreiro and Silva 2010; Kim, Woo and Uysal 2015; Tapar, Dhaigude and Jawed 2017). Kim, Woo, and Uysal's (2015) research also demonstrated that a high degree of leisure experience satisfaction enhances the chance of a repeat trip.

According to studies on tourism motivation, one of the push factors that motivates individuals to travel is the desire to learn. For instance, a lot of individuals travel to learn more about the places they go (especially in terms of geography, history, language, and culture). Discovered that intellectual growth was one of the most important elements of MTEs in a study that tried to understand the “essence” of MTEs Tung and Ritchie (2011). And one of the most enduring experience, according to many respondents, was learning something new about the places they visited while on vacation. In addition, Tung and Ritchie (2011) also discovered that travel experiences that include learning new information or skills are more remembered than those that do not.

Meanwhile, knowledge also contends that learning can come through the stream of connections and that consuming experience may result in fun, enjoyment, and emotions of pleasure Hirschman and Holbrook (1982). Travel experiences provide a range of unusual learning opportunities for tourists (McKercher & Cros, 2002), where consumer learning takes the form of recently gained practical competence, knowledge, practical wisdom, and self-consciousness (Ballantyne et al., 2011; Chen, Bao, & Huang, 2014). We state:

Subjective well-being is defined as the cognitive evaluation of one's own life as positive, which may include enjoyment, the absence of negative emotions, and a high level of life satisfaction (Diener, Lucas, & Oishi, 2009). According to Nawijn, Marchand, Veehoven, and Vingerhoets (2010), subjective well-being focuses on what makes people

feel good and can be conceptualized based on experience in a particular domain (such as job, consumption, family, tourism, or health) or on general life satisfaction as a result of a person's current life situation (Dagger & Sweeney, 2006). The two expressions of subjective well-being that are most often employed are happiness and life satisfaction (McCabe & Johnson, 2013). Martin (2008) defines happiness as subjective well-being because it has been shown that changes in objective conditions only little boost happiness (Layard, 2006). Happiness is about having a subjective overall sense of well-being and enjoying one's life (Tsaour, Yen, & Hsiao, 2013). Another way to think about happiness is as the accumulation of several tiny joys or special experiences (Gilbert & Abdullah, 2004). The "degree to which an individual views the overall quality of his life-as-a-whole positively" is the definition of life satisfaction (Veenhoven, 1991, p. 7). Satisfaction in life is affected by contentment with several aspects of life (e.g. satisfaction with the community, family, work, social life and health). Lower levels of life worries within a given life domain (like social life) in turn have an impact on satisfaction with that domain (e.g. satisfaction with social events related to a tourist trip). Thus, assessments of personal life problems have an impact on life satisfaction. The more content one is with tourist-related experiences, the more beneficially such experiences are for the areas of life where they occur (Sirgy, Phillips, & Rahtz, 2011). Hence, this study to test the tourist knowledge on behavioural intentions, by proposing:

H4: *There is a significant relationship between tourist knowledge and behavioral intention.*

2.10 HYPOTHESIS

The study's hypothesis aim to identify any relationships or correlations between the dependent variable and independent variable:

H1: There is significant relationship between hedonism and behavioral intention.

H2: There is significant relationship between novelty seeking and behavioral intention.

H3: There is significant relationship between tourist meaningfulness experience and behavioral intention.

H4: There is significant relationship between tourist knowledge and behavioral intention.

2.11 CONCEPTUAL FRAMEWORK

A study framework was established based on the literature evaluation in order to explore the link between behavioral intention and the impact of memorable eco-tourism. Figure 2.1 depicts the suggested conceptual framework, which includes the independent variables of hedonism, novelty, meaningfulness, and knowledge. The dependent variable is behavioral intention.

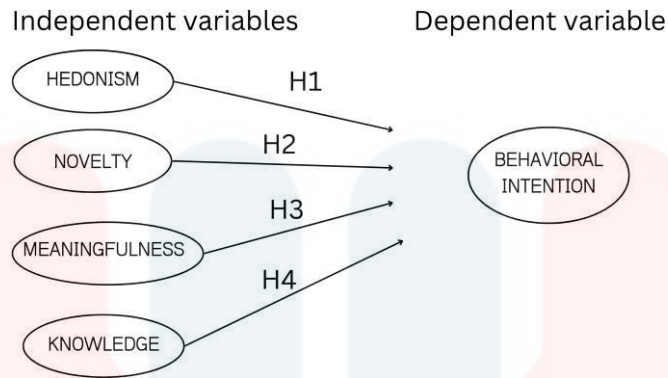


Figure 2.1: Proposed Conceptual Framework Adapted from Kim and Ritchie (2013)

2.12 SUMMARY

Overall, this chapter has thoroughly reviewed prior literature and discussed the MTEs model adopted in the current study. This model by Kim and Ritchie (2013) serves as a foundation for this study because it supports the favourable links between MTEs and other outcome which is behavioral intention. This chapter has also detailed the hypotheses development based on the research question, previous studies, and the proposed conceptual model, which comprises four main constructs of MTEs and behavioral intention. Briefly, four research questions and four main hypotheses have been established in this study as summarised in Table 2.1.

Table 2.1 Summary of research questions and literature

Research Question	Description	Hypothesis
RQ1	What is the relationship between hedonism and behaviour intention?	H1a: Hedonism and behavioural intention are significantly correlated.
RQ2	What is the relationship between novelty seeking on behavioural intention?	H2a: There is significant relationship between novelty seeking and behavioural intention.
RQ3	What is the link between the behavioural intentions of tourists and their meaningful experiences?	H3a: Tourism meaningfulness experiences are significantly related to behaviour intentions
RQ4	What is the relationship between tourist information and behaviour intention?	H4a: Tourist knowledge and behaviour intention are strongly linked.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter, researchers will go into great detail about data collection, analysis, and interpretation processes. Research methodology refers to the specific stages or methods used to identify, select, process, and analyse data on a topic. A research paper's methodology section allows the reader to evaluate the general validity and dependability of a study. Furthermore, a research methodology is a way for a researcher to clarify how they intend to perform their research. It is a systematic, logical approach to a study problem. This chapter so includes the steps for research design, sample, data collection method, data analysis, and interpretation. The researcher will explain the procedure for gathering data and the method for analysing the data that the researcher uses at the conclusion of this chapter.

3.2 RESEARCH DESIGN

A research design, also called a research strategy, is a plan to answer a set of questions (McCombes, 2019). It is a set of methods and processes for obtaining, analysing, and interpreting data. In other words, the research design, which is a component of the research proposal, outlines how the researcher would approach the research. A well-thought-out research design helps to ensure that your techniques are in

line with your research objectives, that you obtain high-quality data, and that you use the appropriate type of analysis to answer your questions using reliable sources. This allows you to draw significant and trustworthy conclusions about the main study problem. The design of this research influences the type of data to be gathered and, consequently, its results. According to (Creswell et al, 2018), research design defines the other constituent parts of a study, such as variables, hypotheses, experiments, technique, and statistical analysis, depending on the kind, which we should describe below.

There are two approaches for gathering data such as qualitative and quantitative. Qualitative research approaches enable the theoretical development or study of a new phenomena. Any numerical data that can be employed in statistical analysis or experimental research is referred to as quantitative data. In quantitative research, three methodologies can be used: descriptive, correlational, or experimental research. For example, website interceptors, Google Form surveys, handwritten paper surveys, in-person interviews, phone interviews, or internet polls. In comparison to quantitative research, qualitative research focuses on the specifics of a phenomenon rather than its numerical value. Allows researchers to code data, summarising large amounts of information more clearly and making it easier to extract insights.

To obtain the data required to conduct this research, the researchers used a quantitative research design. The researcher employs quantitative research methods, such as giving questionnaires to respondents that they can answer through the provided Google Form. The questionnaire method is quick and simple to complete. Lastly, the researcher can assess how the Memorable Tourism Experience Scale (MTES) affects behaviour intention among tourist who took train trips to Dabong, Kelantan.

3.3 POPULATION

A population is the entire collection of humans, whether that group is a nation or a group of people who share a feature. According to Sugiyono (2011), the population is a generalisation region made up of quantifiable things or individuals with specific characteristics that the researchers set out to discover before drawing conclusions. The study's participants (population) are **tourists who have visited Dabong, Kelantan**. Based on Harakah Daily reports (2021) the number of tourists who have visited Dabong, Kelantan, visited by about **2,6000,000 visitors in yearly**.

3.4 SAMPLE SIZE

A sample is a section of the population selected specifically for this study. The desired group's characteristics should be accurately reflected in the model. The researcher chooses and gets in touch with a representative group of persons or elements from the target demography to learn more about the group. The researcher divides the population's traits into approximate representations of the typical features based on the findings. The term "sample survey" refers to the method of surveying to collect data from a sample. A statistic is a figure computed or assessed using information from a model.

Based on the table shown in Table 1, 50,000 monthly estimated persons are the total number of visitors who visited the eco-tourism place we selected, Dabong, Kelantan, as references (Harakah Daily). Therefore, this study applies the largest sample size, 384 respondents, which is 2,6000,000 visitors yearly. The study will distribute 384

questionnaires to respondents who have been to the place selected and their memorable tourism experience at that ecotourism destination.

Table 3.1: Reference for Educational and Psychological Measurements in Choosing Sample Size from a Specific Population

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN 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	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size.]

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970,

3.5 SAMPLING METHOD

Sampling is a statistical analysis technique in which researchers choose a specific number of observations from a larger population. The sample method employed may be simple random sampling or systematic sampling, depending on the sort of analysis being done.

In this study, we will choose to do purposive sampling is also known as judgement, selective or subjective sampling. According to Saunders, Lewis, and Thornhill (2012), this form of purposive sampling strategy involves selecting to look at the complete population (i.e., the total population) that has a certain set of characteristics. Purposive sampling is "used to pick respondents that are most likely to give suitable and meaningful information" (Kelly, 2010: 317) and is a means to recognise and choose situations that will make good use of the limited research resources (Palinkas et al, 2015). Purposive sampling strategies move away from any random form of sampling and are strategies to make sure that specific kinds of cases of those that could possibly be included are part of the final sample in the research study.

The primary goal of the data collecting phase is to distribute the questionnaire generated during the pilot phase to a representative sample of tourists at the ecotourism location we have chosen Dabong, Kelantan. The sections that follow describe the sampling technique, data collecting tools, predictor and predictor variables, and data collection procedures.

3.6 DATA COLLECTION METHOD

A self-administered and google form questionnaire was utilised as the method for gathering data. When the researcher is aware of exactly what is needed and how to measure the variables of interest, a self-administered questionnaire can be an effective way for gathering data, according to Sekaran (2003). This study included Malaysians who

have visited Dabong, Kelantan, our designated eco-tourism destination. Targeted respondents who had visited Dabong, Kelantan, were given a series of questionnaires.

The data collection period for this project will be around three months, beginning in April 2023 and concluding in June 2023. The researchers selected this time range because they thought it would help them get a good response. The time range includes various public holidays, such as Labor Day, Gawai Day, weekends, and others, as well as a mid-year break from school. During these busiest times, many tourist attractions visit Dabong and welcome thousands of visitors. At KTM train Dabong, the researchers started handing out the questionnaire to visitors. When the researchers approach the visitor, they will hand them a questionnaire. Additionally, the responders will be informed of the researchers' goals. Further, a group of researchers and helpers will be present when data collection.

3.7 RESEARCH INSTRUMENTS

Research instruments are measurement devices, such as questionnaires, examinations, or scales that assist researchers in gathering information from study participants on a significant issue (Yin, 2011). The researcher will use the questionnaire as a research tool to collect all necessary data. Ary (2010) defines a questionnaire as a form in which respondents either write their responses to the questions or check the boxes next to the items that best describe them.

The questionnaire is made up of three parts. The survey's demographic questions are found in Section A and cover the respondent's gender, age, status, frequency of visits to Dabong, and length of stay. The independent variable is related to section B's question.

The questions in section C include the dependent variable. The questionnaire for Section A uses nominal and interval scales, whereas Sections B and C use the Likert Scale. Since it is expected that the respondents will respond, the questionnaire was made available in both Malay and English. The five Likert scales will be used in this inquiry. The 7- likert scale's measurement is as follows: 1- strongly disagree, 2- disagree, 3- somewhat disagree, 4- neutral, 5- somewhat agree, 6- agree, 7- strongly agree.

Table 3.2 Breakdown of Measure

Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
-------------------	---	---	---	---	---	---	---	----------------

Section	Variables	No. of Items	Scale	Resources
A	Demographic Profile	8 Items	Nominal and Interval scale	Researcher
B	Hedonism	4 Items	Likert Scale 1-7	Kim, Jong-Hyeong; Ritchie, J. R. Brent; Tung, Vincent Wing Sun (2010)
	Novelty	4 Items		
	Meaningfulness	3 Items		
	Knowledge	3 Items		
C	Behaviour Intention	4 Items	Likert Scale 1-7	(Zeithaml et al., 1996)
	Total Items	26 Items		

In Section A, the respondents' demographic data is compiled. The questions will cover gender, age, status, race, religion, educational background,

frequency of visits to Dabong, and length of stay in Dabong. The peculiarity of section Ais revealed in Table 3.3 in the section that follows.

Table 3.3: Items Representing Respondent’s Demographic Information

Items	Measures	Resources
Gender	Male/Female	Researcher
Age	Less than 20/ (21-30)/ (31-40)/ (41 and above)	
Status	Single/Married	
Race	Malay/Chinese/Indian/Other	
Religion	Islam/Christian/Hindu/Buddha/other	
Education Background	Diploma/Degree/Master/PhD	
Frequently visit Dabong	First time/second time/ more than third time/other	
Length of stay in Dabong	>3 days/3-5 days/5-7 days/more than a week/other	

In the second section, five constructs are evaluated: contentment, the seven MTE features suggested by Kim et al. (2012), co-creative tourism experience, memorability, and behavioural intention. The happiness scale, which was created using information from research by Quadri-Felitti and Fiore and Oh et al., consists of three items (2013). MTEs are measured using the 14-item scale and four dimensions created by Kim et al. (2012). The research measures co-creative tourism using five questions that were developed by Cova et al. (2011), Lee (2012), Mathis et al. (2016), and Vargo et al (2009). The survey questionnaire includes multi-item scales to explore each research construct. We discovered validated measures from past studies and made adjustments for the circumstances of the investigation. First, MTEs were measured using five items from

J.-H. Kim, Ritchie, and McCormick (2012). I had the opportunity to closely experience the local culture of the destination area, I learned something about myself from this tourism experience, I was revitalised through this tourism experience, and I was able to learn something new (like food and activity) during this tourism experience, and these were the five items.

Table 3.4 Items Hedonism, Novelty, Meaningfulness and Knowledge.

No	Items	Resources
Hedonism Q1	I was thrilled about having a new experience in Dabong	Kim, Jong-Hyeong; Ritchie, J. R. Brent; Tung, Vincent Wing Sun (2010)
Q2	I indulged in activities during the trip in Dabong	
Q3	I really enjoyed this tourism experience in Dabong	
Q4	I had an exciting experience in Dabong	
Novelty Q5	I had a once-in-a-lifetime experience in Dabong	
Q6	I had a unique experience in Dabong	
Q7	My trip in Sardinia was different from previous trips	

Q8	I experienced something new in Dabong.	
Meaningfulness Q9	I did something meaningful during my trip in Dabong	
Q10	I did something important in Dabong	
Q11	I learned about myself during the trip in Dabong	
Knowledge Q12	I gained a lot of information during my trip in Dabong	
Q13	I gained new skill (s) from the trip	
Q14	I experiences new culture during my trip in	

The respondent's behavioural intention is the only dependent variable discussed in section C. The expectations of consumers for desirable future behaviours are referred to as behavioural intentions (Chen & Chen, 2010). The motivations behind behaviour might be positive or harmful. Positive behavioural preferences include recommending tourism goods to others, spreading the news about a place despite increased costs, and returning again (Kim & Lee, 2011). Hung et al. (2014) found that respondents who took part in a memorable activity were more likely to visit an area again. Their findings suggest that memorability may be a more accurate predictor of future behavioural goals like revisiting or asking for advice. The five items in this section were adapted from a four-item scale used in Zeithaml et al. research to assess behavioural intention (1996).

Table 3.5: Item Representing the Behavioral Intention

No	Items	Resources
Q1	I will recommend Dabong to other people	Kim, Jong-Hyeong; Ritchie, J. R. Brent; Tung, Vincent Wing Sun (2010)
Q2	I will say positive things about Dabong to other people	
Q3	I will encourage friends and relatives to visit Dabong	
Q4	I will revisit Dabong in the next three years	

3.8 DATA ANALYSIS

Data analysis is the methodical process of using logical and statistical methods to describe, illustrate, summarise, and assess data. Different analytical procedures "allow inductive conclusions to be derived from data while differentiating the signal from the noise" as long as the signal (the event of interest) is distinguished from the noise (statistical fluctuations) in the data. (Shamoo & Resnik, 2003). SPSS is a popular tool for statistical analysis in social research (Statistical Package for the Social Sciences). Computer technology has invaded all phases of study and experimentation in the social sciences. The computer has also developed into a necessary tool in closely linked sectors, such as business and education, for anything from trend analysis and forecasting to marketing research and consumer behaviour. (Bala, & Jyoti, 2016). Descriptive statistics, reliability statistics, Pearson's correlation, and regression are used by the researcher to assess quantitative data.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics are used to properly summarise the information when discussing the connection between variables in a sample or population. Inferential statistical comparisons should never be done before generating descriptive statistics, which is an essential initial step in doing research. (P. Kaur, J. Stoltzfus, & V. Yellapu, 2018). According to Murray and Andrea (2006). The organisation, presentation, and analysis of data using numerical and graphical methods is known as descriptive statistics. Depending on the degree of measurement utilised, a variable in a sample can be characterised using a number of descriptive statistics.

Table 3.6: The relationship between Scale and Level of Agree

Range of scales	Level of categories
1	Strongly Disagree
2	Disagree
3	Somewhat Disagree
4	Neutral
5	Somewhat Agree
6	Agree
7	Strongly Agree

Table 3.6 shows a scale score of 1, which indicates a strong level of disagreement. When the scale range is set to 2, the results show disagreement while scale 3 is shown as neutral. When the values on the scale are 4, it indicates that the scale level has been agreed upon. Finally, when the range is 5, it shows strong agreement.

3.8.2 CORRELATION ANALYSIS

Creswell (2012) states that “a correlation is a statistical test to determine the tendency or pattern for two (or more) variables or two sets of data to vary consistently.” Correlation analysis is a statistical method used in research to determine the association between two variables and measure the strength of their linear relationship. The amount of change in one variable as a result of the change in the other is determined using correlation analysis, to put it simply. In market research, correlation analysis is used to analyze quantitative data gathered through live polls and survey research methodologies. They look for trends, patterns, important linkages, and relationships between two variables or datasets.

One of the most well-known advantages of correlation analysis is the ability to determine if a relationship between two variables exists or not by observing how two variables respond in relationship to one another. Secondly, an excellent place to researcher begins looking at relationships for the first time, it works out to be an excellent place to start. Researchers can identify the direction and strength of the association between two variables and then narrow the findings

down in future research. Last but not least, classification of research findings is made simple by basic metrics. The results can be between -1.00 and 1.00.

The purpose of this study is to see if there are any relationships between Involvement, Novelty, Meaningfulness, and Refreshment and Behaviour Intention. Because it is based on covariance, it is the best method for quantifying the relationship between variables of interest. It describes the amount of the connection, or correlation, as well as the direction of the relationship. If a correlation exists, the researchers must determine the strength of the link between the independent (IV) and dependent variable (DV). Pearson correlation analysis is the test statistics that measures the statistical relationship, or association, between two continuous variables, independent variables (IV) and dependent variable (DV) (Bettany-Saltikov et al, 2015).

Table 3.7: Rules of Thumb about Correlation Coefficient Size

Correlation Coefficient Size	The Strength of the Relationship
1.00	Perfect Positive Correlation
0.50 to 1.00	Strong Positive Correlation
0.50	Moderate Positive Correlation
0 to 0.50	Weak Positive Correlation
0	No Correlation

0 to -0.50	Weak Negative Correlation
-0.50	Moderate Negative Correlation
-0.50 to -1.00	Strong Negative Correlation
-1.00	Perfect Negative Correlation

The positive correlation coefficient has a value between 0 and 1.00. Table 3.7 shows that the strength of the relationship between the variables is wholly positive if the coefficient of correlation size is 1.00. When the coefficient value is between 0.50 and 1.00, there is a strong connection. A relatively unfavourable consequence is indicated by a scale reading of 1, while a reading of 0.50 suggests a moderately positive outcome. The value 0 denotes the absence of any correlation. There is a weakly indirect connection when the dimensions, measured in terms of the strength of the link, are between 0 and -0.50.

3.8.3 RELIABILITY ANALYSIS

Reliability analysis is the correlation between the scores received from various administrations of the scale, which may be done to assess the degree of systematic variance in a scale. As a consequence, the scale produces reliable findings and is dependable if the reliability analysis' association is high. In this study, internal consistency and reliability scale readings were tested using Cronbach's Alpha to assess the dependability of the instrument. Based on the table, (a) the number of sensitive elements in this test: Mohsen Tavakol and Reg Dennick (2011).

This reliability test's main objective is to verify the accuracy of the data and the research since they have an impact on the analysis's objectives (Chok, N. S, 2010). Testing for dependability now uses Cronbach's alpha, a common measurement. Three stages comprise the dependability test. First, do a pilot test, then assess the outcomes (alpha value), and last, examine the connected items so that all things may be taken into account. In the end, consistent.

Table 3.8: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The 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

By using Cronbach's alpha, a good measurement may be obtained since a strong link and positive correlation are required (Bohlmeijer et al., 2016). The strong internal consistency reliability of the concluding research study applies, and the outstanding reliability of Cronbach's alpha must be closely associated to the number 1. Cronbach's alpha must be 0.60 or above to be considered adequate. When reliability is measured, a value of 0.60 is considered to be bad or not well, while a value of 0.70 is excellent and considered to be satisfactory. It is generally accepted that dependability is good when Cronbach's alpha is greater than or equal to 0.80. Not only that, but another reliability test also presumes that anything over or superior to 0.80 is regarded as great.

3.9 SUMMARY

The research methodology that was employed in the study was covered in this chapter. The research design, demographic, sample size, sampling technique, data gathering technique, research tools, and data analysis have all been highlighted by putting the research tools and statistical analyses put to use to test the hypotheses to the test. Multiple surveys that have been produced by the researchers will be disseminated via the online survey Google Form. Statistical Package for the Social Sciences (SPSS) will be used to analyse the information gleaned from the questionnaires that were given to the respondents. The data analysis summary is presented in Table 3.9 below.

Table 3.9: Data Analysis Summary

RESEARCH QUESTION	ANALYSIS
RQ1: What is the relationship between hedonism on behavioural intention?	Spearman correlation: <ul style="list-style-type: none"> - Descriptive statistic - Independent Sample T-test - Multiple linear regression analysis
RQ2: What is the relationship between novelty seeking on behavioural intention?	Spearman correlation: <ul style="list-style-type: none"> - Descriptive statistic - Independent Sample T-test - Multiple linear regression analysis
RQ3: What is the relationship between tourist meaningfulness experience on behavioural intention?	Spearman correlation: <ul style="list-style-type: none"> - Descriptive statistic - Independent Sample T-test - Multiple linear regression analysis

RQ4: What is the relationship between tourist knowledge on behavioural intention?

Spearman correlation:

- Descriptive statistic
- Independent Sample T-test
- Multiple linear regression analysis

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter focuses on the data analysis, including descriptive analysis, Cronbach's alpha reliability analysis, and Spearman's correlation tests. Every inquiry will clarify and decode the research questions, and the descriptive analysis will provide the demographics of the responders. To determine if the samples collected are trustworthy and predictable, validity and reliability are critical. The reliability test will thus be conducted using the Cronbach's alpha approach. Additional studies will be performed to examine the link between the variables using Spearman's correlation test.

4.2 RESPON RATE

A total of 384 surveys were made available online. There were only 203 reimbursed surveys that could be used out of the 384 questionnaires that were gathered from the targeted respondents. There are a total of 203 useful surveys that have been gathered online.

The study survey was established on a sample; comparatively, a survey can produce good response rates, and greater accuracy is less evident. The percentage of survey responders to the quality assessed, or response rate, is frequently used as a measure of how widely the survey's results may be disseminated.

Table 4.1: Total number of Questionnaire

Number of questionnaires distributed	384
Questionnaires returned and useable to be analysis	203
Response rate	52.86%
Questionnaire used for analysis	203

Source: Fieldwork Study (2023)

4.3 RESPONDENT'S DEMOGRAPHIC

There were a total of 203 sets of questionnaires assigned through the online platform. The respondents' contextual profiles were present in this part. This section discusses the history and demographics of the respondents, including their gender, age, status, race, religion, education background, frequency of visit, and average length of stay in Dabong.

Table 4.2: Respondent Demographic Profile- Gender

Respondent's Profile	Frequency	Percentage (100%)
N = 203		
Male	102	50.2%
Female	101	49.8%
Total	203	100.0%

Source: Fieldwork Study (2023)

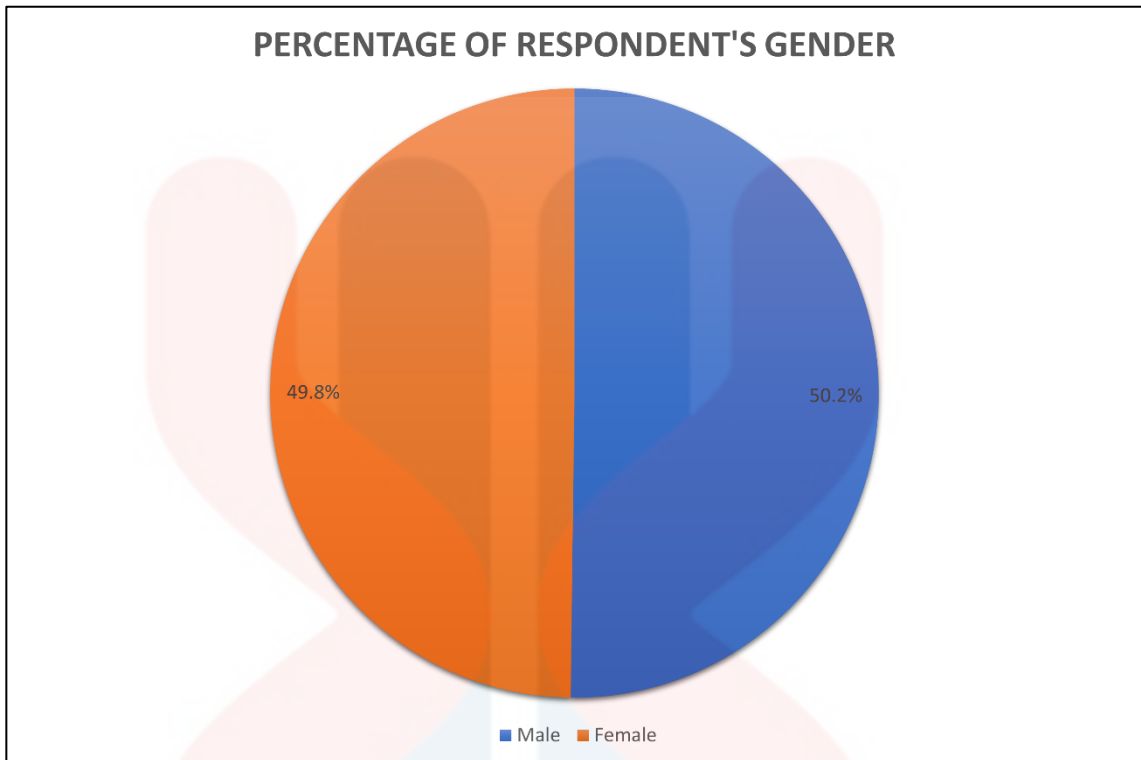


Figure 2: Percentage of Respondent’s Gender

Table 4.2 displays common of the respondents are male with 50.2% (n=102) related to 49.8% (n=101) are female.

Table 4.3: Respondent Demographic- Age

Respondent’s Age	Frequency	Percentage (%)
N = 203		
< 20	18	8.9%
21 – 30	136	67.0%
31 – 40	42	20.7%
41 and above	7	3.4%
Total	203	100.0%

Source: Fieldwork Study (2023)

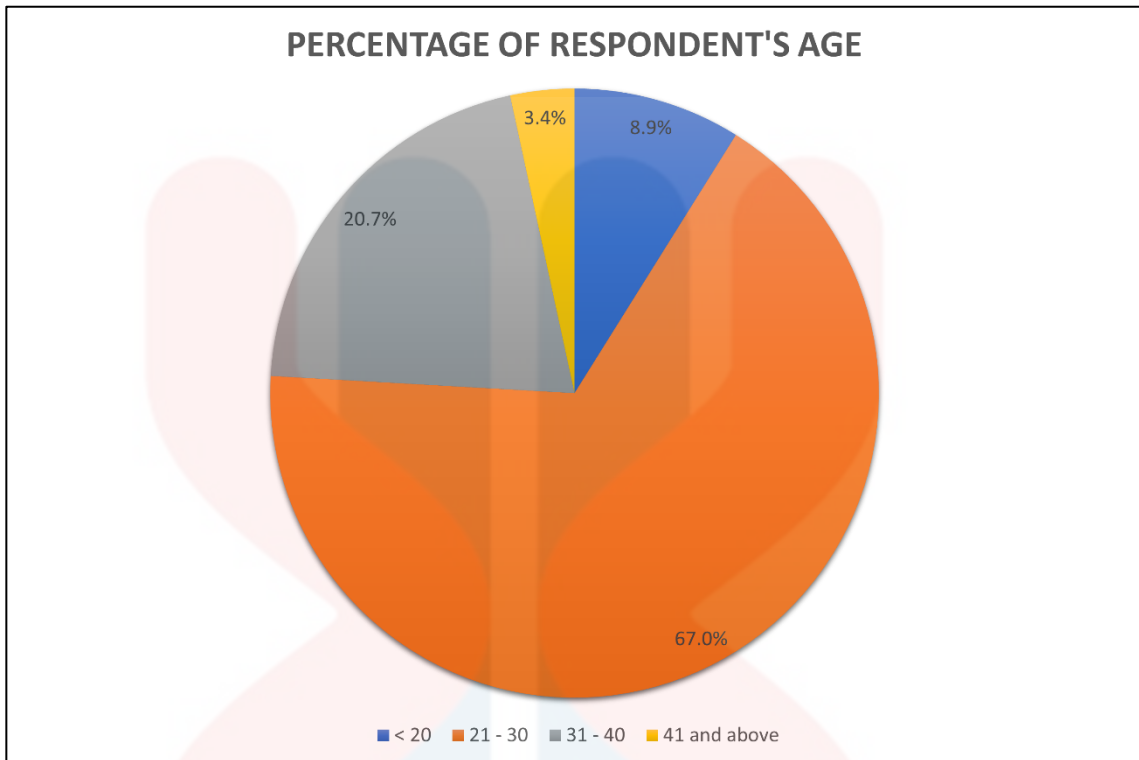


Figure 3: Percentage of Respondent’s Age

In table 4.3, respondents who responded to this survey are speciously age between 21 – 30 years old with the frequency of 136 respondents (67.0%). This is tracked by 31 – 40 years old with 42 respondents (20.7%). And followed by age < 20 years old with 18 respondents (8.9%) and age 41 and above with 7 respondents (3.4%).

Table 4.4 Respondent Demographic- Status

Respondent’s Age	Frequency	Percentage (%)
N = 203		
Single	127	62.6%
Married	76	37.4%
Total	203	100.0%

Source: Fieldwork Study (2023)

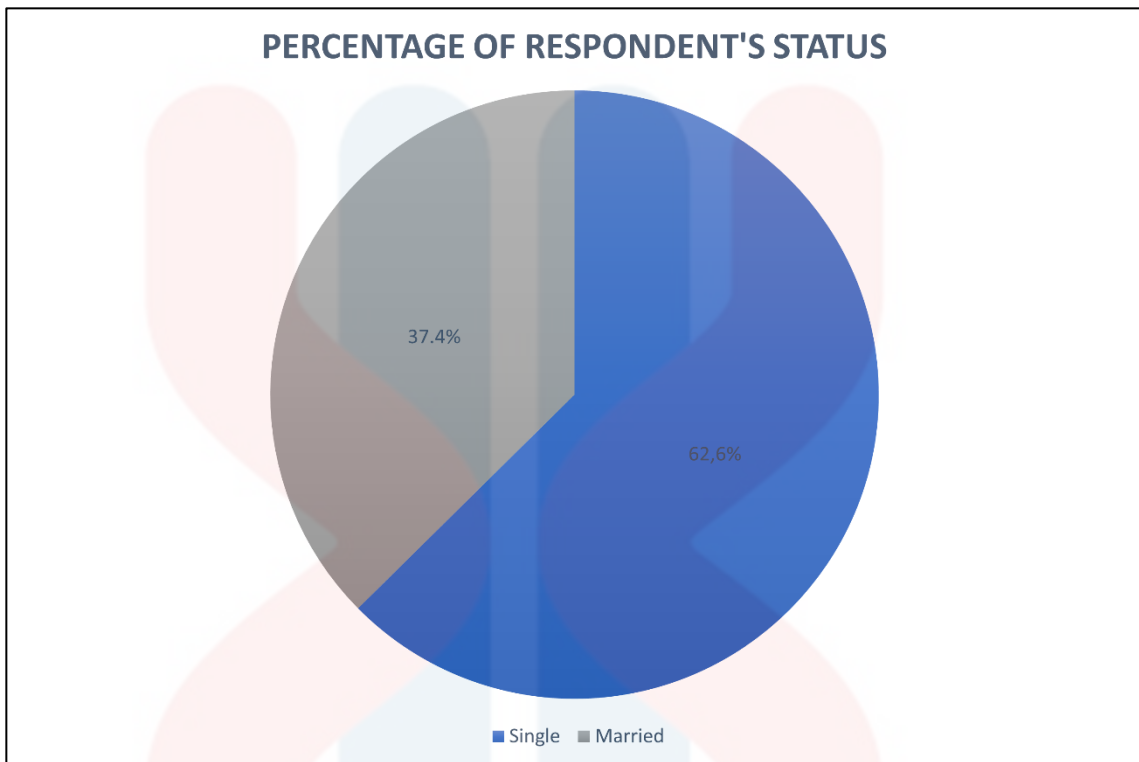


Figure 4: Percentage of Respondent’s Status

Based on table 4.4, most of the respondents who answered this survey were single, with 127 respondent (62.6%) while the married 76 respondents (37.4%) who answered this survey.

Table 4.5 Respondent Demographic- Race

Respondent Race	Frequency N= 203	Percentage (%)
Malay	140	69.0%
Chinese	36	17.7%
Indian	23	11.3%
Other	4	2.0%
Total	203	100.0%

Source: Fieldwork Study (2023)

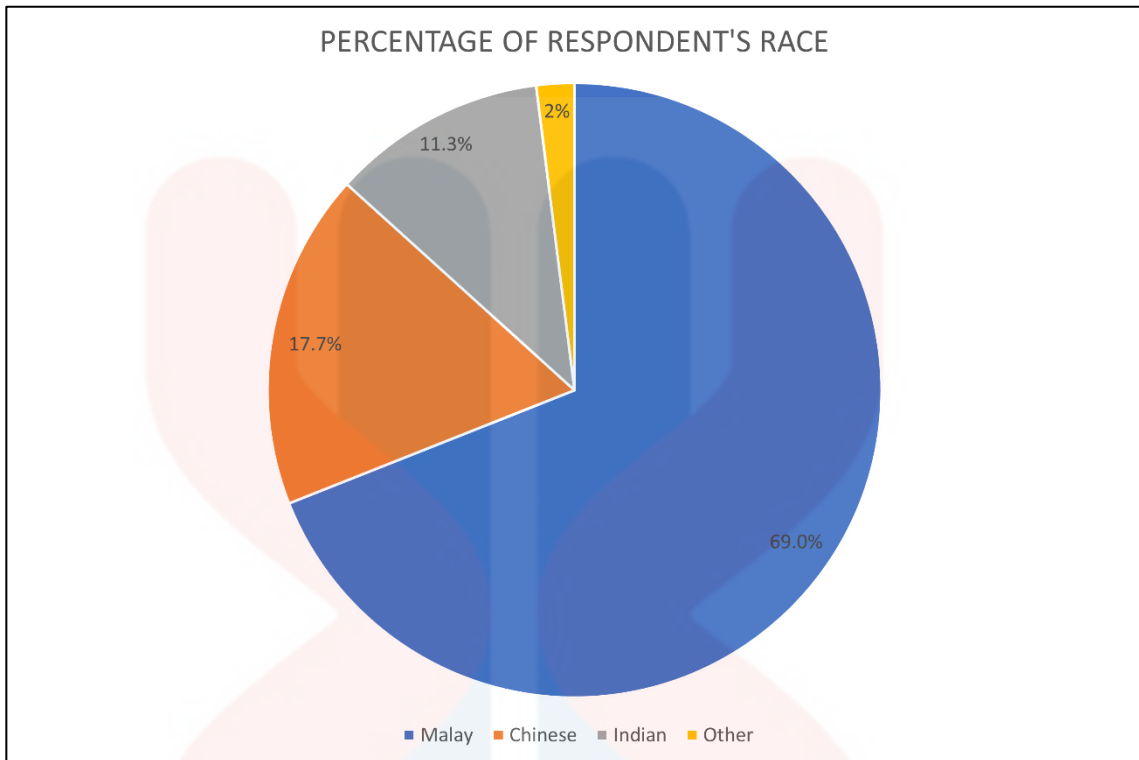


Figure 5: Percentage of Respondent’s Race

The table showed most of the respondents in the race are Malay, with 140 respondents (69.0%). Followed by Chinese with 36 respondents (17.7%), race from Indian has 23 respondents (11.3%). And race from other has 4 respondents (2.0%).

Table 4.6: Respondent Demographic- Religion

Respondent’s Religion	Frequency N= 203	Percentage (%)
Islam	149	73.4%
Christian	26	12.8%
Hindu	15	7.4%
Buddha	13	6.4%
Total	203	100.0%

Source: Fieldwork Study (2023)

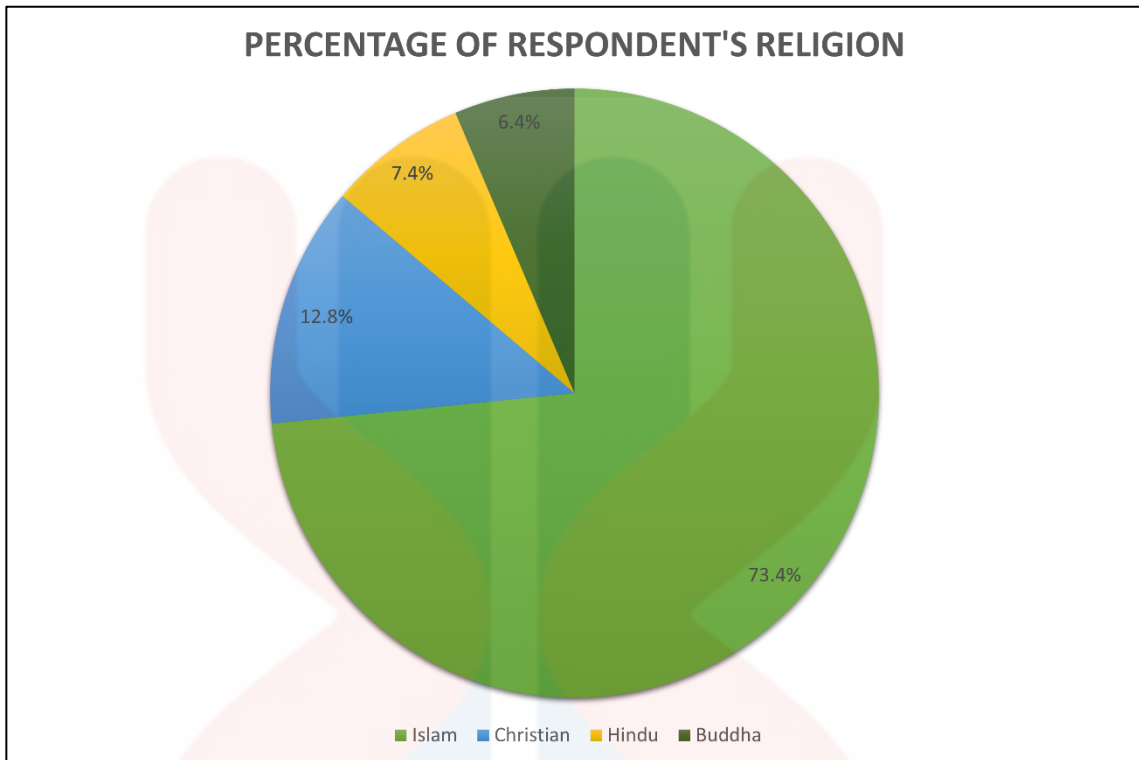


Figure 6: Percentage of Respondent’s Religion

Table 4.6 showed most of the respondents in the religion are Islam with 149 respondents (73.4%). Followed by Christian with 26 respondents (12.8%), respondents from the Hindu religion who answered this survey are 15 respondents (7.4%) and religion from Buddha with 13 respondents (6.4%).

Table 4.7: Respondent Demographic- Education Background

Respondent’s Education Background	Frequency	Percentage (%)
N= 203		
Diploma	33	16.3%
Degree	112	55.2%
Master	17	8.4%
PhD	3	1.5%
Other	38	18.7%
Total	203	100.0%

Source: Fieldwork Study (2023)

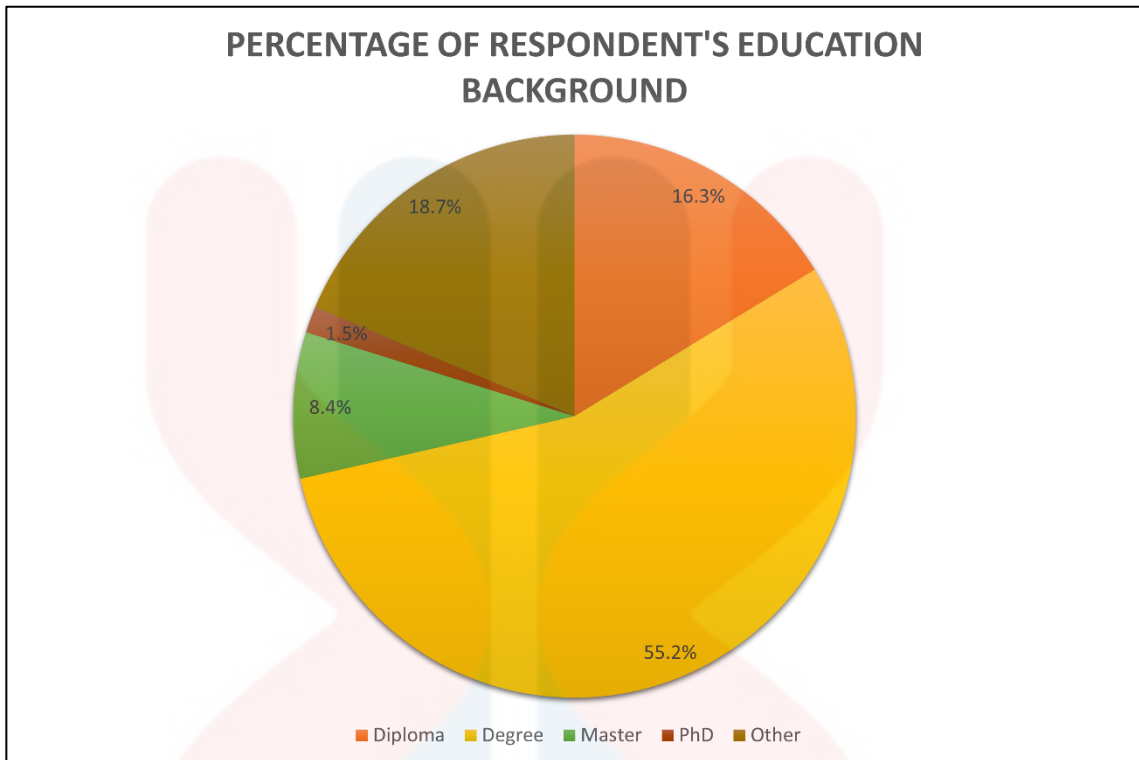


Figure 7: Percentage of Respondent’s Education Background

Additionally, table 4.7 show that most respondents have a degree with 112 respondents (55.2%). This followed by other education background with 38 respondents (18.7%), 33 of respondents (16.3%) has diploma, 17 of respondents (8.4%) has Master, and the balance of 3 respondents (1.5%) has PhD.

Table 4.8: Respondent Demographic- Frequency of Visit

Respondent’s Frequency of Visit	Frequency	Percentage (%)
N= 203		
1st time	121	59.6%
2nd time	72	35.5%
More than 3 times	8	3.9%
Other	2	1.0%
Total	203	100.0%

Source: Fieldwork Study (2023)

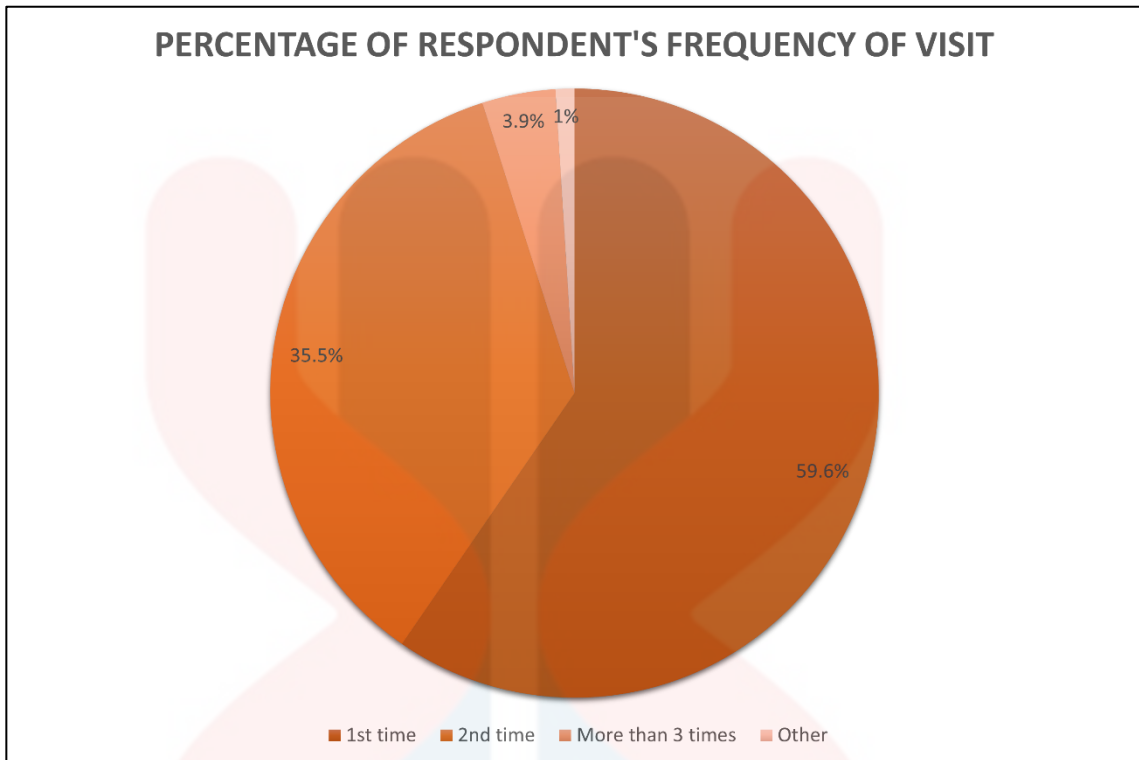


Figure 8: Percentage of Respondent’s Frequency of Visit

Table 4.8 shows that the majority of respondents who went to Dabong was 1st time which is 121 respondents (59.6%). And followed by 2nd time with 72 respondents (35.5%), frequency of respondent’s visit Dabong more than 3 times which is 8 respondents (3.9%), and frequency from other respectively has 2 respondents (1.0%).

Table 4.9: Respondent Demographic- Average Length of Stay in Dabong

Respondent’s Average Length of Stay in Dabong	Frequency	Percentage (%)
N= 203		
Less than 3 days	163	80.3%
3 -5 days	37	18.2%
5 – 7 days	3	1.5%
Total	203	100.0%

Source: Fieldwork Study (2023)

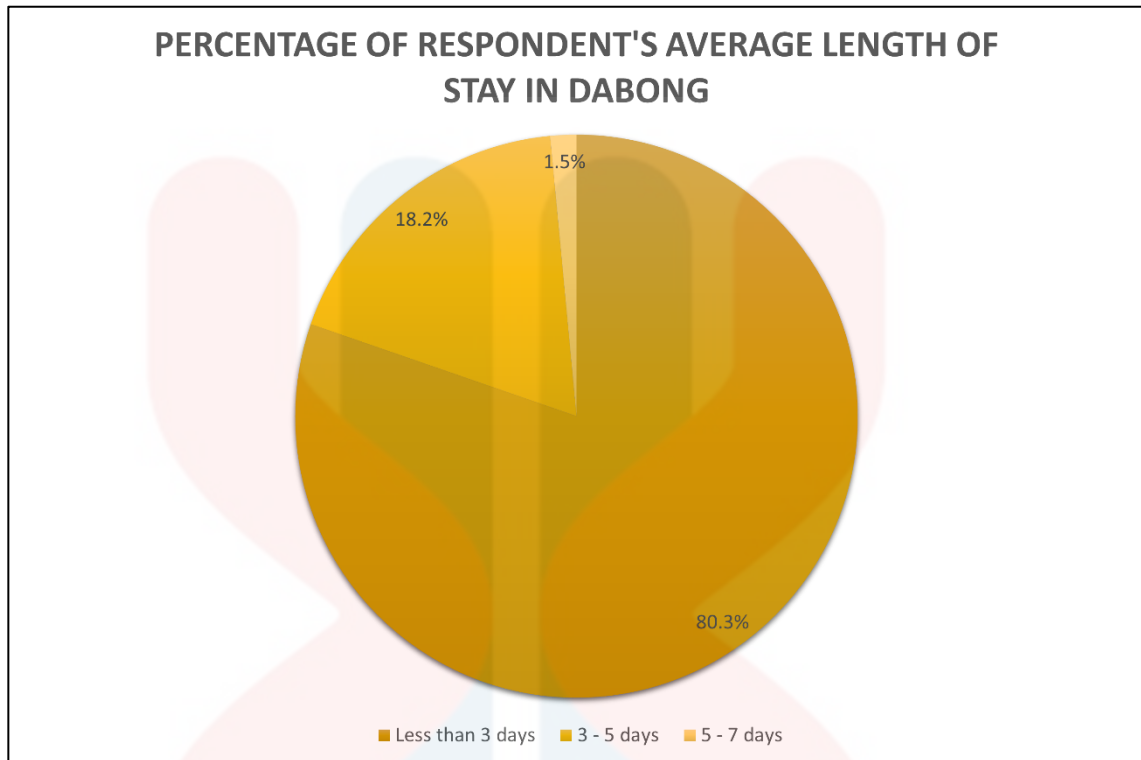


Figure 9: Percentage of Respondent's Average Length of Stay in Dabong

Based on table 4.9 shows the average length of stay in Dabong. The highest average length of stay in Dabong is less than 3 days with 163 respondents (80.3%), followed by 3 – 5 days with 37 respondents (18.2%). And the balance of 3 respondents (1.5%) is 5 – 7 days.

4.4 RELIABILITY TEST

The degree to which the test is error-free (unbiased), which ensures precision calculation throughout time and across the various portions of the instrument, is indicated by its reliability; (Kumar, 2013). When measurements provide direct results, they are considered accurate. Although reliability is essential to validity, it is not a sufficient validity condition. A simple example of weighing equipment can be used to illustrate the relationship between reliability and validity. The weight is legitimate and accurate if the weighting mechanism correctly determines it. If the device

occasionally performs erroneous calculations, it is not valid and cannot be correct. The stability and accuracy with which the instrument calculates the definition and, as a result, contributes to achieving the measure's goodness are indicators of the calculation's reliability. The total of these values is relatively close to the value itself. Cronbach Alpha (Cronbach, 1951).

Table 4.9 Rules of Thumb Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.10 Result of Reliability Coefficient Alpha for the Independent Variable and Dependant Variable

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Hedonism	3	0.877	Excellent
Novelty	5	0.906	Excellent
Meaningfulness	3	0.893	Excellent
Knowledge	3	0.894	Excellent
Behavioural Intention	4	0.887	Excellent

The significance of both independent and dependent variables in this analysis is shown in Table 4.10 of the SPSS results. Table 4.10 shows that all variables were more than 0.800. After the questionnaire was accepted, three questions were used to evaluate the hedonism for the

Unforgettable Tourism Experience in Dabong, Kelantan. The Cronbach Alpha score of 0.877 has been demonstrated to be very high. Additionally accurate was the coefficient found for the hedonism question. Next, five questions were utilised to measure novelty towards behavioural intention in Dabong, Kelantan, and Cronbach's Alpha result was 0.906, which is outstanding. As a result, the coefficient found in the novelty variable for this question was accurate.

The meaningfulness variable for the behavioural intention in a Dabong, Kelantan, was then calculated using three questions. Moreover, the Cronbach Alpha result of 0.893 was considered excellent. The meaningfulness variable's coefficient was correctly calculated.

The knowledge of the Memorable Tourist Experience in Dabong, Kelantan, was assessed using three questions, and the Cronbach Alpha result was an exceptional 0.894. Hence, the coefficient found for this knowledge variable was precise.

The Behavioural Intention Variable towards the Memorable Tourism Experience was calculated using four questions, and the Cronbach Alpha result was 0.887, considered excellent. So, the coefficient found in the Behavioural Intention for these questions was correct.

4.5 DESCRIPTIVE ANALYSIS

According to Murray and Andrea (2006). The organisation, presentation, and analysis of data using numerical and graphical methods is known as descriptive statistics. Depending on the degree of measurement utilised, a variable in a sample can be characterised using a number of descriptive statistics.

4.5.1 Overall Mean Score for Variables

This segment information showed the mean score attained as descriptive analysis. Overall mean score and standard deviation of variables and sub-variables were designed based on 5 points

Likert scale (1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neutral, 5= somewhat agree, 6= agree, and 7= strongly agree). The overall mean (M) and standard deviation (SD) for each variable and measurement are exposed.

Table 4.9 showed that independent variables verified moderate mean score (M= 6.31978, SD= 0.79550). Altogether the dimension variables also scored a moderate mean score where hedonism 6.3645(SD= 0.81758), novelty 6.3202 (SD= 0.83164), meaningfulness 6.2693 (SD= 0.91903) and knowledge 6.3251(SD= 0.86710). Besides, the dependent variable verified middle mean score (M=6.5406, SD=0.72347) where the sub variable named aesthetic gained 6.5406 (SD=0.72347).

Table 4.11: The Overall Mean Score on Each Variable and Dimension

SECTION	DIMENSION	N	M	SD
PART 1	Hedonism	203	6.3645	0.81758
PART 2	Novelty	203	6.3202	0.83164
PART 3	Meaningfulness	203	6.2693	0.91903
PART4	Knowledge	203	6.3251	0.86710

Source: Fieldwork study (2023)

4.5.2 Descriptive Analysis for Independent Variable (IV) for Behavioral Intention Among Tourists Who Took Train Trips to Dabong, Kelantan

Table 4.12: Descriptive Analysis for Independent Variables - Hedonism

Hedonism	N	Mean	SD
I was thrilled about having a new experience in Dabong (e.g., the thrill of climbing Gunung Stong for the first time etc)	203	6.3793	0.99452

I indulged in activities during the trip in Dabong	203	6.3498	0.85065
I really enjoyed this tourism experience in Dabong	203	6.3645	0.88727

Source: Fieldwork study (2023)

Based on Table 4.12, hedonism makes up of three (3) questions. The mean score of the three (3) questions in hedonism ranges from 6.3498 to 6.3793. The query with the highest ‘I was thrilled about having a new experience in Dabong (e.g., the thrill of climbing Gunung Stong for the first time etc)’ (M=6.3793, SD=0.99452) followed by ‘I really enjoyed this tourism experience in Dabong’ (M=6.3645, SD=0.88727). and ‘I indulged in activities during the trip in Dabong’ (M=6.3498, SD=0.85065).

Table 4.13: Descriptive Analysis for Independent Variables - Novelty

Novelty	N	Mean	SD
I had an exciting experience in Dabong	203	6.3251	0.85753
I had a once-in-a-lifetime experience in Dabong	203	6.2414	1.18399
I had a unique experience in Dabong	203	6.3498	0.88488
My trip in Dabong was different from previous trips	203	6.2857	1.01822
I experienced something new in Dabong	203	6.3990	0.89741

Source: Fieldwork study (2023)

According to Table 4.13, Novelty has five (5) questions. The mean score of the five (5) questions in Novelty range from 6.2414 to 6.3990. The highest to lowest score was reported as ‘I

experienced something new in Dabong’ (M= 6.3990, SD=0.89741), ‘I had a unique experience in Dabong’ (M=6.3498, SD=0.88488), ‘I had an exciting experience in Dabong’ (M=6.3251, SD=0.85753), both ‘My trip in Dabong was different from previous trips’ and ‘I had a once-in-a-lifetime experience in Dabong’ respectively (M=6.2857, SD=1.01822), and (M=6.2414, SD=1.18399).

Table 4.14: Descriptive Analysis for Independent Variables - Meaningfulness

Meaningfulness	N	Mean	SD
I did something meaningful during my trip in Dabong	203	6.2709	1.00024
I did something important in Dabong	203	6.2562	0.99673
I learned about myself during the trip in Dabong	203	6.2808	1.04122

Source: Fieldwork study (2023)

There are three (3) items for meaningfulness, located in part 3 in the questionnaire section B. The mean score of the three (3) question in meaningfulness ranges from 6.2562 to 6.2808. The highest to lowest score was stated as ‘I learned about myself during the trip in Dabong’ (M=6.2808, SD=1.04122). ‘I did something meaningful during my trip in Dabong’ (M=6.2709, SD=0.99673), and ‘I did something important in Dabong’ (M=6.2562, SD=0.99673).

Table 4.15: Descriptive Analysis for Independent Variables - Knowledge

Knowledge	N	Mean	SD
I gained a lot of information during my trip in Dabong	203	6.2512	0.96006
I gained new skill (s) from the trip	203	6.3596	0.96664
I experiences new culture during my trip in Dabong	203	6.3645	0.93614

Source: Fieldwork study (2023)

Referring to Table 4.15, there are three (3) items under knowledge. The mean score of the three (3) question in knowledge ranges from 6.2512 to 6.3645. The most highly rated outcome was 'I experiences new culture during my trip in Dabong' scored (M=6.3645, SD=0.93614) followed by 'I gained new skill (s) from the trip' (M=6.3596, SD=0.96664). and 'I gained a lot of information during my trip in Dabong' (M=6.2512, SD=0.96006).

4.6 SPEARMAN'S CORRELATION

Spearman's correlation coefficient was used to assess the link between the independent and dependent variables. The correlation coefficient could require a numerical examination of the heading as well as the strength of the direct relationship between IV and DV. Spearman examined the title and quality of the direct link between IV and DV digitally. Spearman's correlation coefficient (r) ranges from -1 to +1 to show if there is a positive or negative link. According to Pallant (2007), the size of the absolute value summarises information about the quality of the link. The following are the correlation results between the variables.

H1: There is positive relationship between hedonism and behavioral intention

Hedonism and behavioral intention are the independent and dependent variables in this hypothesis, respectively. Table 4.16 shows the results of the association between these two factors.

Table 4.16: Correlation between hedonism and behavioural intention.

		HEDONISM	BEHAVIOUR
HEDONISM	Pearson	1	.713**
	Correlation		
	Sig. (2-tailed)		<.001
	N	203	203
BEHAVIOUR	Pearson	.713**	1
	Correlation		
	Sig. (2-tailed)	<.001	
	N	203	203

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

According to Table 4.16, the connection between hedonism and behavioral intention is 0.713. The existence of the relationship between the variables is revealed by this result. The correlation coefficient of 0.713 showed that the relationship was strongly positive. As a result, H1, which was created to evaluate the relationship between hedonism and behavioral intention, is accepted.

H2: There is positive relationship between novelty seeking and behavioral intention

Novelty seeking and behavioral intention are the independent and dependent variables in this hypothesis, respectively. Table 4.17 shows the results of the association between these two factors.

Table 4.17: Correlation between novelty and behavioural intention.

Correlations

		NOVELTY	BEHAVIOUR
NOVELTY	Pearson Correlation	1	.598**
	Sig. (2-tailed)		<.001
	N	203	203
BEHAVIOUR	Pearson Correlation	.598**	1
	Sig. (2-tailed)	<.001	
	N	203	203

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

According to Table 4.17, the connection between perceived novelty and behavioral intention is 0.598. The existence of the relationship between the variables is revealed by this result. The correlation coefficient of 0.598 showed that the relationship was strongly positive. As a result, H2, which was created to evaluate the relationship between novelty and behavioral intention, is accepted.

H3: There is positive relationship between meaningfulness and behavioral intention

Meaningfulness and behavioral intention are the independent and dependent variables in this hypothesis, respectively. Table 4.18 shows the results of the association between these two factors.

Table 4.18: Correlation between meaningfulness and behavioural intention.

Correlations

		MEANINGFULNESS	BEHAVIOUR
MEANINGFULNESS	Pearson Correlation	1	.711**
	Sig. (2-tailed)		<.001
	N	203	203
BEHAVIOUR	Pearson Correlation	.711**	1
	Sig. (2-tailed)	<.001	
	N	203	203

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

According to Table 4.18, the connection between meaningfulness and behavioral intention is 0.711. The existence of the relationship between the variables is revealed by this result. The correlation coefficient of 0.711 showed that the relationship was strongly positive. As a result, H3, which was created to evaluate the relationship between meaningfulness and behavioral intention, is accepted.

H4: There is positive relationship between tourist knowledge and behavioral intention

Tourist knowledge and behavioral intention are the independent and dependent variables in this hypothesis, respectively. Table 4.19 shows the results of the association between these two factors.

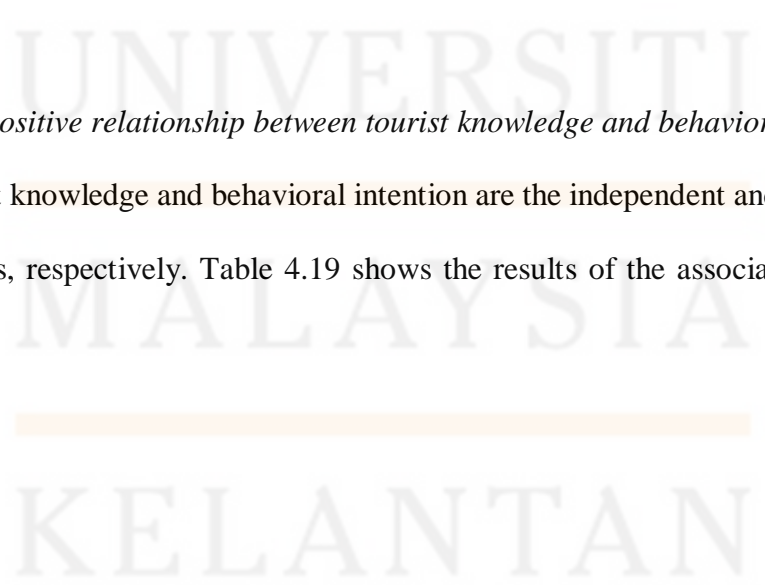


Table 4.19: Correlation between tourist knowledge and behavioural intention.

Correlations

		KNOWLEDGE	BEHAVIOUR
KNOWLEDGE	Pearson	1	.670**
	Correlation		
	Sig. (2-tailed)		<.001
	N	203	203
BEHAVIOUR	Pearson	.670**	1
	Correlation		
	Sig. (2-tailed)	<.001	
	N	203	203

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

Table 4.19, the connection between perceived tourist and behavioural intention is 0.670. The existence of the relationship between the variables is revealed by this result. The correlation coefficient of 0.670 showed that the relationship was strongly positive. As a result, H4, which was created to evaluate the relationship between tourist knowledge and behavioural intention, is accepted.

This section included four (4) hypotheses. The first hypothesis reveals a positive correlation between hedonism and behavioural intention. The second hypothesis examines the positive correlation between novelty and behavioural intention. The third hypothesis examines the positive correlation between meaningfulness and behavioural intention. Finally, the fourth hypothesis reveals a positive correlation between tourist knowledge and behavioural intention.

4.7 SUMMARY

Among the four independent variables in this analysis, novelty has the highest reliability test with SPSS results (0.906). The demographics of the respondents show that males are more likely than females to complete the Google Forms questionnaire. Following that, the majority of respondents (67.0%) are between the ages of 21 until 30, and the majority of respondents (62.6%) are single. The majority of respondents (69.0%) are Malay, with Islam being the most common religion (73.4%). With (55.2%), the majority of respondents had a bachelor's degree. Finally, (59.6%) of respondents said they visit Dabong for the first time.

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between hedonism and behavioural intention.	r = 0. 713, p = 0.000 Strongly positive	H1: Accepted
H2: There is a positive relationship novelty and behavioural intention.	r = 0. 598, p = 0.000 Strongly positive	H2: Accepted
H3: There is a positive relationship between meaningfulness and behavioural intention.	r = 0. 711, p = 0.000 Strongly positive	H3: Accepted
H4: There is a positive relationship between tourist knowledge and behavioural intention.	r = 0. 670, p = 0.000 Strongly positive	H4: Accepted

Table 4.20 summarises the study's findings. Hypothesis 1 (H1) proposed that hedonism has a very strong positive link with behavioural intention. The education recorded value of Spearman Correlation Coefficient, which is $r = 0.713$, $p = 0.000$, according to the findings provided in Table 4.16. As a result, the finding supports hypothesis 1 (H1), which states hedonism is positively associated with behavioural intention.

Hypothesis 2 (H2) proposed that novelty has a very strong positive link with behavioural intention. The education recorded value of Spearman Correlation Coefficient, which is $r = 0.598$, $p = 0.000$, according to the findings provided in Table 4.17. As a result, the finding supports hypothesis 2 (H2), which states novelty is positively associated with behavioural intention.

Hypothesis 3 (H3) proposed that meaningfulness has a very strong positive link with behavioural intention. The education recorded value of Spearman Correlation Coefficient, which is $r = 0.711$, $p = 0.000$, according to the findings provided in Table 4.18. As a result, the finding supports hypothesis 3 (H3), which states meaningfulness is positively associated with behavioural intention.

Hypothesis 4 (H4) proposed that tourist knowledge has a very strong positive link with behavioural intention. The education recorded value of Spearman Correlation Coefficient, which is $r = 0.670$, $p = 0.000$, according to the findings provided in Table 4.19. As a result, the finding supports hypothesis 4 (H4), which states tourist knowledge is positively associated with behavioural intention.

The study concluded that the study's hypotheses are all valid. The correlation coefficient for each independent variable varies, with values of 0.877 for hedonism, 0.906 for novelty, 0.893 for meaningfulness, 0.894 for knowledge, and 0.887 for behavioural intention. If there is a relationship between the independent and dependent variables was a research topic that was addressed by the correlations' findings. In conclusion, hedonism, novelty, meaningfulness, and knowledge are closely linked.

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The three components of the quantitative study of the findings in chapter four are covered in this chapter. The first part explores and highlights the results that support the analysis's principal goal.

The research objective is as follows:

1. To examine the relationship between hedonism on behavioural intention.
2. To examine the relationship between novelty seeking on behavioural intention.
3. To examine the relationship between tourist meaningfulness experience on behavioural intention.
4. To examine the relationship between tourist knowledge on behavioural intention.

To meet the research objectives, the following questions will be formulated:

1. What is the relationship between hedonism on behavioural intention?
2. What is the relationship between novelty seeking on behavioural intention?
3. What is the relationship between tourist meaningfulness experience on behavioural intention?
4. What is the relationship between tourist knowledge on behavioural intention?

The second section contains suggestions for improvement in the Eco-tourism memorable experience tourism towards behavioural intention. The last part of this chapter summarises the study.

5.2 RECAPITULATION OF FINDINGS

Novelty had the best reliability test score in this analysis (0.906) out of the four independent variables. According to the respondents' demographics, men are more likely than women to complete the Google Forms survey. The majority of respondents (62.6%) are single, and the majority of respondents (67.0%) are between the ages of 21 until 30. Islam is the most popular religion (73.4%), with Malay respondents making up the majority (69.0%). The majority of responders (55.2%) held a bachelor's degree. The final majority of respondents (59.6%) stated that they were first-time visitors to Dabong.

In hypothesis, Hedonism has been shown to have a very strong positive relationship with behavioural intention, according to hypothesis 1 (H1). According to the results shown in Table 4.16, the Spearman Correlation Coefficient for education has a recorded value of $r = 0.713$, $p = 0.000$. The outcome confirms hypothesis 1 (H1), according to which hedonism is positively correlated with behavioural intention.

According to Hypothesis 2 (H2), novelty and behavioural intention are strongly positively correlated. According to the results shown in Table 4.17, the Spearman Correlation Coefficient for education is $r = 0.598$, $p = 0.000$. The result confirms hypothesis 2 (H2), according to which novelty is positively related to behavioural intention.

According to hypothesis 3 (H3), conduct intention and meaningfulness are strongly positively correlated. According to the results shown in Table 4.18, the Spearman Correlation Coefficient for education has a recorded value of $r = 0.711$, $p = 0.000$. The result confirms hypothesis 3 (H3), according to which behavioural purpose and meaningfulness are positively correlated.

The hypothesis 4 (H4) proposed that there is a very high positive correlation between tourist awareness and behavioural intention. According to the results shown in Table 4.19, the Spearman

Correlation Coefficient for education was measured as $r = 0.670$, $p = 0.000$. The result confirms hypothesis 4 (H4), according to which tourist knowledge is positively correlated with behavioural intention.

The study came to the conclusion that all of its hypotheses are accepted. The correlation coefficient changes for each independent variable, with values for hedonism being 0.877, novelty being 0.906, meaningfulness being 0.893, knowledge being 0.894, and behavioural intention being 0.887. The results of the correlations addressed the study question of whether there is a relationship between the independent and dependent variables. In summary, hedonism, novelty, meaningfulness, and knowledge are related.

5.2.1 DISCUSSION ON OBJECTIVE 1

Table 5.1: Discussion on objective 1 (Hedonism)

Research objective 1	To examine the relationship between hedonism on behavioural intention.
Research question 1	What is the relationship between hedonism on behavioural intention?
Hypothesis 1	There is a significant relationship between hedonism and behavioural intention.

The initial goal of this study, as indicated in Chapter 1, is to investigate how hedonism affects behavioural intention. The data gathered, and the results based on Chapter 4 demonstrate a considerable link between hedonism and behavioural intention. The result of the relationship between the independent variable and dependent variable indicates by H1. Hence, the hypothesis is supported. Most respondents agree that the hedonism experience influences their behavioural intention as they share their enjoyment, happiness and excitement with their friends and family. Respondents also agree that hedonism gives

them memorable experiences while visiting Dabong. It can provide the tourist revisiting Dabong in many times. The result is consistent previous study. According to Lim (2014) and Scarpi (2012), hedonism substantially influences consumer behaviour and choices. The desire to patronise was positively impacted by hedonism (Scarpi, 2012). Grappi and Montanari (2011) and Lim (2014) closely related research to the present study in tourism. Hedonism has favourable effects on satisfaction and perceived value, thus, customer behavioural intentions, as Lim (2014) demonstrated. Contrarily, imaginative hedonistic travellers are likelier to engage in novel experiences based on their fantasies and news reports (Campbell, 2005; Tussyadiah & Fesenmaier, 2009). Previous studies (Huang & Hsu, 2009; Mazursky, 1989; Sonmez & Graefe, 1998) found that the tourist experience had a favourable impact on visitors' willingness to return.

5.2.2 DISCUSSION ON OBJECTIVE 2

Table5.2: Discussion on objective 2 (Novelty)

Research objective 2	To examine the relationship between novelty seeking on behavioural intention.
Research question 2	What is the relationship between novelty seeking on behavioural intention?
Hypothesis 2	There is a significant relationship between novelty seeking and behavioural intention.

The second study goal looks at the impact of novelty seeking on behavioural intent. It has a favourable relationship with behavioural intention, according to the data analysis in Chapter 4. The outcome of the relationship between the independent and dependent variables indicates the reflection of the H2. Hence, the hypothesis is supported. Most respondents agree that novelty seeking in Dabong can help tourists find new experiences

and activities during the vacation. On the other hand, they want to experience something that contrasts with their prior experiences. According to earlier research, novelty influences behaviour both in the short and long term (Bigné et al., 2005; Bigné et al., 2009; Mitas & Bastiaansen, 2018) and has a positive relationship with behavioural intentions in experiences (Chang et al., 2014; Dedeoglu et al., 2018; Jang & Feng, 2007). According to Chang et al. (2014), theme park environments with higher novelty levels have a favourable impact on behaviour. Later research found the same examine differences in the link to behavioural intentions that vary on the level of novelty and experiences with low and high levels of novelty (Kim & Moon, 2009; Roy, 2018; Vitters et al., 2017). The experiences reflect various emotions and varying degrees of novelty, resulting in various behaviour intents. In addition, different amounts of physical staging and interpersonal engagement may be necessary for experiences with various levels of novelty.

5.2.3 DISCUSSION ON OBJECTIVE 3

Table 5.3: Discussion on objective 3 (Meaningfulness)

Research objective 3	To examine the relationship between tourist meaningfulness experience on behavioral intention.
Research question 3	What is the relationship between tourist meaningfulness experience on behavioural intention?
Hypothesis 3	There is significant relationship between tourist meaningfulness experience and behavioural intention.

The study's third objective is to examine the relationship between tourist meaningfulness experience on behavioral intention. Based on the data analysis outcomes in Chapter 4, show that there is significant relationship between meaningfulness and behavioral intention. The connection between meaningfulness and behavioral intention is 0.711, showed that the relationship was strongly positive. Hence H3 hypothesis is supported. According to respondents there are many interesting places in Dabong and this causes them to learn about themselves such as knowing their abilities in terms of hiking, swimming, cooking and more. Tung and Ritchie (2011) assert that thinking about one's importance when travelling or discovering oneself is a part of the meaningfulness component. People frequently have the experience of travelling, which they believe to be good for self-discovery. Some visitors travel to Dabong to have a meaningful experience about the area, the environment, those who live there, and many other things. According to Robinson & Novelli (2005), as modern travellers become more sophisticated, they are seeking for travel experiences that are more distinctive and noteworthy and will satisfy their needs and tastes. Travel adventures that are eye-opening can help individuals learn more about the world and widen their perspectives, making them some of the most memorable experiences of a lifetime (Tung & Ritchie, 2011).

5.2.4 DISCUSSION ON OBJECTIVE 4

Table 5.4: Discussion on objective 4 (Tourist Knowledge)

Research objective 4	To examine the relationship between tourist knowledge on behavioral intention.
Research question 4	What is the relationship between tourist knowledge on behavioural intention?

Hypothesis 4	There is significant relationship between tourist knowledge and behavioral intention.
--------------	---

The study's fourth objective is to examine the relationship between tourist knowledge on behavioral intention. Based on finding in Chapter 4, show that there is significant relationship between tourist knowledge and behavioral intention. The connection between perceived tourist and behavioural intention is 0.670, showed that the relationship was strongly positive. Hence H4 hypothesis is supported. Respondents can learn new abilities in Dabong, such as understanding the prerequisites or required gear for climbing Mount Stong. Tung and Ritchie (2011) found that learning something new about the locations people travelled to while on vacation was one of the most memorable experiences. They also found that acquiring new knowledge or abilities while travelling enhances memory compared to other travel-related activities. where consumer learning manifests as recently gained knowledge, wisdom, and self-consciousness (Ballantyne et al., 2011; Chen, Bao, & Huang 2014).

5.3 LIMITATION

The researcher recognize that their study has significant limitations. The first limitation is related to Memorable Tourism Experience (MTE). In this research, we used four of the seven MTEs found in our major journals that we selected to be used as major studies.

Second limitation is tested MTEs, the study was only conducted in Dabong. Although other states offer ecotourism destinations that are comparable to Dabong, such as National Park in Kuala Lumpur, Cameron Highland in Pahang, Hulu Langat in Selangor, and Kinabalu Park in Sabah, it is

indisputable that these ecotourism destinations have different landscapes. Therefore, before suggesting approval as a global scale to quantify MTEs, validation in other nations is necessary.

The third limitation is the author's use MTEs variables to measure tourist memorable experience by Kim et al (2013) as the sole method of experience measurement. Future research may employ other experience characteristics to assess experience, such as Kim's (2017) Memorable Tourism Experience or other researchers' work.

In order to get over this restriction, future interactions of the associated study will need to increase the sample size, test the ecotourism research more thoroughly, and provides a more accurate study outcome.

5.4 RECOMMENDATION

Several empirical elements that are based on the preceding chapter determine the goal of the tourist experience and the return visit to the eco-tourism location by engaging in the listed activities. As a consequence, a few recommendations will improve research for future investigations.

Researchers can use the seven MTEs found in journals. This is because the MTEs contained in this journal can be used by researchers to make a study of the intentions of tourists' behaviour towards ecotourism. And it also reinforces the response to answers to questions related to the Memorable Tourism Experience (MTE).

In order to obtain a larger sample of respondents depending on their intended destinations, researchers might broaden the study region from one state to another (for example, Sabah) that offers a lot of ecotourism destinations frequented by visitors. More responses will be available as a consequence, which will help the outcomes. Comparing locations examined elsewhere by demographics can also increase the number of questions in each part.

The third recommendation is Reference researchers and organisers need to undertake more

methodological research. To record the experiences and viewpoints of visitors who had conflicting or unfavourable travel experiences, qualitative research methods might be used. They consent voluntarily to taking part in this kind of research.

5.5 SUMMARY

This study has used a framework from Kim et al. (2012) Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES), indicates the memorable tourism experience, which relates to individual recall from their experience, contains seven dimensions: Hedonism, Novelty, Local Culture, Refreshment, Meaningfulness, Involvement, and Knowledge. However only four variables out of seven MTE will be used in the current study such as Hedonism, Novelty, Meaningfulness, and Knowledge. This study used this framework to inspect the relationship between the four independent variables: hedonism, novelty, meaningfulness, and knowledge with the dependent variable which is behavioral intention. The result provides a summary of the degree to which independent variables have an impact on the dependent variable. The results indicate that four independent variables were impacting the behavioral intention among tourists who took train trips to Dabong, Kelantan.

Summary of the liable knowledge, the whole objective of this research has been answered. Almost all of the respondents responded that they were intended to visit Dabong, Kelantan in the future following the experience they gained mainly from hedonism, novelty, meaningfulness and knowledge. They feel fun and happy because they can enjoy the beautiful scenery and have a great experience in Dabong. In addition, they agreed that by visiting Dabong, they feel more peaceful and calm that Dabong can calm the mind from the hustle and bustle of the city.

The researcher recognises that their study has significant limitations. The first limitation is related to Memorable Tourism Experience (MTE). In this research, we used four of the seven MTEs found in our major journals that were selected to be used as major studies in research. Second

limitation is tested MTEs, the study was only conducted in Dabong. The third limitation is the author's use MTEs variables to measure tourist memorable experience by Kim et al (2013) as the sole method of experience measurement. In order to get over this restriction, future iterations of the associated study will need to increase the sample size, test ecotourism research more thoroughly, and provides a more accurate study outcome.

In light of the previous chapter's recommendations, Researchers can use the seven MTEs found in journals. This is because the MTEs contained in this journal can be used by researchers to make a study of the intentions of tourists' behaviour towards ecotourism. In order to obtain a larger sample of respondents depending on their intended destinations, researchers might broaden the study region from one state to another (for example, Sabah) that offers a lot of ecotourism destinations frequented by visitors. Reference researchers and organisers need to undertake more methodological research.

REFERENCES

1. A D Khairudin and N H A Rahman (2020). *IOP Conf. Ser.: Earth Environ. Sci.* 447 012014 retrieved from <https://iopscience.iop.org/article/10.1088/1755-1315/447/1/012014/pdf>
2. Arash Akhshika, Hamed Rezapouraghdamc, Ali Ozturenc and Haywantee Ramkissoon. (2022). *Memorable tourism experiences and critical outcomes among nature-based visitors: a fuzzy-set qualitative comparative analysis approach.* *Current Issues in Tourism*, 2. retrieved from <https://doi.org/10.1080/13683500.2022.2106196>
3. Blomstervik, I. H., Prebensen, N. K., Campos, A. C., & Pinto, P. (2020). *Novelty in tourism experiences: the influence of physical staging and human interaction on behavioural intentions.* *Current Issues in Tourism*, 24(20), 2921–2938. retrieved from <https://doi.org/10.1080/13683500.2020.1854197>
4. Erore Sthapit, Peter Björk, Dafnis N. Coudounaris & Jano Jiménez-Barreto (2022). *Memorable Halal Tourism Experience and Its Effects on Place Attachment, International Journal of Hospitality & Tourism Administration* retrieved from <https://www.tandfonline.com/action/showCitFormats?doi=10.1080%2F1525648.0.2022.2135666&area=0000000000000001>
5. Ferretti, M., Elgammal, I., Sorrentino, A., & Risitano, M. (2020). *Does digital technology improve the visitor experience A comparative study in the museum context.* *International Journal of Tourism Policy*, 10(1), 47. retrieved from <https://doi.org/10.1504/ijtp.2020.10029192>
6. Fisher, M. J., & Marshall, A. P. (2009). *Understanding descriptive statistics.* *Australian Critical Care*, 22(2), 93–97. retrieved from <https://doi.org/10.1016/j.aucc.2008.11.003>
7. Hongmei Zhanga, Yan Wub, Dimitrios Buhalisc. (2018). *A model of perceived image, memorable tourism experiences and revisit intention.* *Journal of Destination Marketing & Management*, Volume 8, 2. <https://doi.org/10.1016/j.jdmm.2017.06.004>
8. Husian, S. M. (8 October, 2021). *Harakah Daily.* *Penumpang KTMB Tumpat-Dabong meningkat 300 peratus.* retrieved from <https://harakahdaily.net/index.php/2021/10/08/penumpang-ktmb-tumpat-dabong-meningkat-300-peratus/>
9. Ismail, M.R. (2021). *Jelajah Air Terjun Jelawang.* retrieved from <https://www.hmetro.com.my/santai/2021/06/713267/jelajah-air-terjun-jelawan>
10. Kim, S., & Kim, H. (2015). *Moderating Effects of Tourists' Novelty-Seeking Tendencies on the Relationship between Satisfaction and Behavioral Intention.* *Tourism Analysis*, 20(5), 511–522. retrieved from <https://doi.org/10.3727/108354215x14411980111415>

11. Kim, J.-H., Ritchie, J. R. B., & Tung, V. W. S. (2010). *The Effect of Memorable Experience on Behavioral Intentions in Tourism: A Structural Equation Modeling Approach*. *Tourism Analysis*, 15(6), 637–648. retrieved from <https://doi.org/10.3727/108354210X12904412049776>
12. Singapore Adventure Record. (2021). *Jelawang Waterfall, Gunung Stong, Gunung Baha, Gunung Ayam*. retrieved from http://timeoff2outdoors.com/jelawang_waterfall.html
13. Statistics Solutions. (2021, July 13). *Reability Analysis*. retrieved from <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/reliability-analysis/>
14. Sthapit, E., Del Chiappa, G., Coudounaris, D. N., & Björk, P. (2019). *Tourism experiences, memorability and behavioural intentions: a study of tourists in Sardinia, Italy*. *Tourism Review*, 75(3), 533–558. retrieved from <https://doi.org/10.1108/tr-03-2019-0102>
15. Thanam Subramaniam, Zaiton Samdin, Sridar Ramachandran, Puvaneswaran Kunasekaran. (2019) *Memorable Ecotourism Experiences in Taman Negara, Pahang, International Journal of Recent Technology and Engineering (IJRTE)*. retrieved from https://www.researchgate.net/profile/Zaiton-Samdin/publication/333386650_Memorable_ecotourism_experiences_in_Taman_Negara_Pahang/links/5fb6103b458515b79750e3db/Memorable-ecotourism-experiences-in-Taman-Negara-Pahang.pdf
16. User, S. (2023). *INFO DABONG. Portal Rasmi Majlis Daerah Dabong (MDD)*. retrieved from <https://mddabong.kelantan.gov.my/index.php/pelawat/info-dabong>
17. Yunus, P. B. M. (2021). *Pengalaman Menarik “Train To Dabong” Selepas PKP*. retrieved from <https://www.mawardiyunus.com/2021/10/afiyaa-hayyiba.html>



APENDICES

TURNITIN FULL REPORT (T32)

ORIGINALITY REPORT

23%	22%	10%	10%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

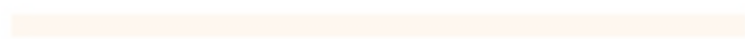
1	discol.umk.edu.my Internet Source	10%
2	umkeprints.umk.edu.my Internet Source	1%
3	www.theseus.fi Internet Source	1%
4	core.ac.uk Internet Source	1%
5	myscholar.umk.edu.my Internet Source	1%
6	moam.info Internet Source	1%
7	Jong-Hyeong Kim, J. R. Brent Ritchie. "Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES)", Journal of Travel Research, 2013 Publication	1%
8	www.ijrte.org Internet Source	1%



UNIVERSITI



MALAYSIA



KELANTAN