UNIVERSITI
MALAYSIA
KELANTAN

THE DETERMINE FACTOR ON SATISFACTION AMONG TOURIST VISITING SUSTAINABLE HERITAGE TOURISM DEVELOPMENT IN KELANTAN

By

IZA SHAHFIKA BT IBRAHIM (H20A1170)

KHAIRUL AZMI BIN MURIR (H20A1182)

LEONG HUI THIN (H20A1189)

LIM SHIN YING (H20A1190)

A report was submitted in a partial fulfillment of the requirement for the degree of

Bachelor of Entrepreneurship (Tourism) with Honors

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2023

CANDIDATE DECLARATION

DECLARATION

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

☐ 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 follows.

The report is the property of Universiti Malaysia 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: Name:

Date: Date:

Note: *If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

ACKNOWLEDGMENTS

TABLE OF CONTENT

LIST OF TABLE

LIST OF FIGURES

ABSTRACT

This study is measuring the factors that determine the level of sustainability of environmental, economic, socio-cultural and institutional among tourists visiting sustainable heritage tourism development in Kelantan. The problem is determining the carrying capacity can effectively solve the problem of the decline in the cultural identity of historical relics caused by mass tourism. The objective of this study is to see if there is a link between environmental sustainability, economic sustainability, socio-cultural sustainability, institutional sustainability and tourists visiting sustainable heritage tourism development in Kelantan. This study used a quantitative survey of tourists who visited heritage places in Kelantan and used the Statistical Package for Social Sciences (SPSS) to collect the data of respondents. A total of 207 respondents participated to answer all questions in this survey. Environmental sustainability, economic sustainability, socio-cultural sustainability, and institutional sustainability have significant relationships with tourist satisfaction. So, all the hypotheses are supported. Therefore, this study aims to maintain the sustainability of heritage places in Kelantan and disclose to the public about the advantages of heritage places in Kelantan. Thus, it brings satisfaction to all visitors.

Keywords: Heritage, Environmental sustainability, economic sustainability, socio-cultural sustainability, institutional sustainability, tourist satisfaction.

CHAPTER 1

1.1 INTRODUCTION

This study focuses on the factors that determine the level of tourist satisfaction while visiting sustainable heritage tourism development in Kelantan. The chapter starts with the introduction, followed by the background of the study, statement of the problem, research objectives, research questions, the study's significance, scope of the study, the importance of research, and a chapter summary.

1.2 BACKGROUND OF THE STUDY

Globally, one of the key factors that contributes to a country's development in terms of economy, society, and environment is tourism. There was a long history of travel before the word "tourist" was first used at the end of the 18th century. Ancient Greece and Rome can be found in the Western tradition of organised travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences. They can lay claim to the origins of both "heritage tourism" (meant to celebrate and appreciate historic sites of acknowledged cultural importance) and beach resorts (Walton, 2019). Tourism is defined as an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature (Lickorish et al., 2019).

1

Sustainable tourism has been around for a while, but recent changes in the major source nations' populations, societies, and cultures have given rise to a growing number of new niche markets in destination nations, including trips focused on culture. It helps preserve cultural heritage by using culture as an instrument; it establishes and reinforces identity; it promotes harmony and understanding between people; it supports culture; and it benefits tourism, among other reasons why cultural heritage tourism is important (Ismail, 2014). Cultural heritage is important to people, ethnic groups, countries, and the global community. Cultural heritage has many different symbolic, historical, informational, aesthetic, and economic values. Malaysia has two different types of cultural heritage that are tangible and intangible. Tangible cultural heritage can be found in the form of buildings or artifacts, while intangible cultural heritage is in terms of people's values, attitudes, and ways of life that may have existed or exist in relation to the heritage of Malaysia or any part of Malaysia, or in relation to the heritage of a Malaysian community (E-Travel team.com).

Historical or heritage tourism means travelling with the primary purpose of exploring the history and heritage of a place (E-Travel Team.com). It could be as simple as taking in the sights of renowned historical architecture. The countries with rich culture and physical heritage are focusing on the sense of place on heritage sites to ensure the continuation of heritage tourism. Sense of place plays a major role in ensuring tourists visit the heritage site, thus guaranteeing the continuation of heritage

tourism, in particular visiting local museums that document the past through artifacts, art, and literary remains, or even something as quaint as sampling authentic historical recipes in their place of origin (E-Travel Team.com). For individuals, ethnic groups, nations, and the global community, cultural heritage is important. Cultural heritage has many different values, including symbolic, historical, informational, aesthetic, and economic value. In Malaysia, there are two types of cultural heritage: tangible and intangible. Intangible cultural heritage refers to people's values, attitudes, and ways of life that may have existed or exist in relation to the heritage of Malaysia, any part of Malaysia, or the heritage of a Malaysian community. Tangible cultural heritage can be found in the form of buildings or artefacts (Ismail et al., 2014).

1.3 PROBLEM STATEMENT

As the "Cradle of Malay Culture," Kelantan deserves this reputation. The state is home to a lovely assortment of rural communities, suburban hubs, and riverside cities. The time-honored Malay heritage and culture can be experienced in all its glory among the wooden cottages on stilts and thatched roofs. For decades, the state has gone unnoticed, hiding a rich wealth of cultural jewels beneath its primarily Islamic, rural appearance. Kelantan, unlike most other regions in Malaysia, is a time capsule that retains many types of Malay cultural history.

The decrease of cultural identity in historical sites as a result of mass tourism is a serious issue that influences the level of satisfaction among tourists visiting Kelantan's sustainable heritage tourism development (Aizat, 2021). The current expansion of cultural tourism, which primarily prioritizes huge numbers of tourists, has been viewed as an adaptation of mass cultural tourism, which provides standardized and uniform experiences and goods, disturbs authenticity, and poses a danger to cultural heritage and identity (Domšic, 2013). The advent of mass tourism has a detrimental effect not only on the culture that visitors wish to experience but also on the culture and inhabitants of the area where the tourism occurs. Akis (2011), Csapo (2012) and Richards (2018).

Therefore, determining the carrying capacity threshold can effectively solve the problem of the decline in the cultural identity of historical relics caused by mass tourism (Maysa Shahateet, 2017). Each tourism destination should identify and sustain an acceptable level of visitation as a management tool for tourism planning and development. Identifying a carrying capacity threshold is particularly important to manage tourists' flow and ultimately prevent compromising the environmental and cultural integrity or negatively affecting the visitors' experience. Depending on the nature of the tourism product, whether a heritage or archaeological site, a natural reserve, or a historical neighborhood, town, or city. There are comprehensive methodologies and tools that can be utilized to determine carrying capacity and the

limits of acceptable change. Based on that, management systems, guidelines, and design solutions are introduced in the tourism product development process to mitigate negative impacts on built and natural heritage, intangible heritage, and indigenous local communities.

This study focuses on the elements that affect the development of sustainable heritage tourism and tourist satisfaction in Kelantan, including economic sustainability, environmental sustainability, sociocultural sustainability, institutional sustainability, and tourist satisfaction. As delighted tourists are more likely to return and suggest the location to others, these elements can enhance tourist satisfaction and the sustainable development of heritage tourism.

1.4 RESEARCH OBJECTIVES

To answer the objectives, therefore the specific goals have been developed as follows below:

1. To examine the relationship between environmental dimension and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.

2. To examine the relationship between economic dimension and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.

3. To examine the relationship between socio-cultural dimension and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.

4. To examine the relationship between institutional dimension and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.

1.5 RESEARCH QUESTIONS

There are four research questions that needs to be answered in this study:

1. Is there any relationship between economic sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

2. Is there any relationship between environmental sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

3. Is there any relationship between socio-cultural sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

4. Is there any relationship between institutional sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

1.6 SIGNIFICANCE OF THE STUDY

1. Kelantan Tourism Destination

Tourism provides significance in almost every country. When many tourists visit Kelantan it can increase their income and make Kelantan more advanced. Kelantan can also open many tourist attractions to attract tourists visiting any state of Kelantan and the main advantages of tourism are that it increases national income and gives locals more job opportunities.

2. Sustainable tourism development goals

Sustainable tourism is defined as tourism that has more positive than negative effects, particularly on the environment, the economy, and communities. Sustainable and responsible tourism should improve places for residents as well as tourists to visit. To achieve development goals, we must protect the environment, natural resources and provide socio-economic benefits for communities that live in tourist destinations. Hence, at least several sustainable development goals can be achieved from this study such as goal number (1) no poverty (2) zero hunger and (8) Decent work and economic growth as a result from having a stable job from the tourism sector.

Furthermore, life below water (goal 14) and life on land (goal 15) can be protected as a result from sustainable tourism development in Kelantan.

3. Tourism Policy

Governments often work with private or social actors to implement a variety of tourism-related objectives through the use of discourses, decisions, and practices known as tourism policy. Hence, the result from this study will provide an avenue for policy makers to establish policy suitable with the current needs of tourists visiting Kelantan.

1.7 DEFINITION OF TERMS

1.7.1 TOURIST SATISFACTION

A measure of how well travel products and services provided by travel systems companies meet or exceed tourist expectations (IGI GLOBAL, 2012). Besides, tourism satisfaction also includes the comprehensive rating of tourists on the travel itinerary, scenic spots, accommodation, catering, shopping, time arrangement, tour guide explanation, travel car and other expenses.

1.7.2 HERITAGE TOURISM

Heritage tourism refers to taking heritage resources (currently mainly world-class heritage) as tourism attractions, and visiting the places where the heritage is located (etravel blog 2022). A specific form of tourism that involves viewing heritage landscapes and experiencing the cultural atmosphere of a heritage. This may mean simply touring famous historic buildings, visiting local museums that document the past through artifacts, artistic and literary remains, or even in its place of origin taste such quaint things as authentic historical recipes (Etravel team, 2022) which provide tourists with a cultural experience.

1.7.3 TOURISM DEVELOPMENT

Tourism development means the planning and implementation of strategies, infrastructure or other projects deemed appropriate by the Council, with the aim of developing tourism to increase the attractiveness of a destination (Law Insider 2022). It also can be defined as the process of developing strategies and plans to increase and develop tourism to a particular destination which in turn attracts more tourists (IGI GLOBAL, 2012) .

1.7.4   ENVIRONMENTAL DIMENSION

An element of an organization's activities, products, or services that interacts with its environment. It deals with the vulnerability of ecological and biophysical systems and their different functions to damage and degradation under hazardous conditions (Teodorovic and Janic, 2022).

1.7.5   ECONOMIC DIMENSION

The economic dimension concerns all economic output of event firms and individual events. The values measured range from direct economic effects to more complex indirect effects on the host community and the world, both of which are of great interest to event researchers (Mittuniversitetet, 2022).

1.8 SUMMARY

The present study discusses the factors that determine the level of satisfaction among tourists visiting sustainable heritage tourism development in Kelantan. Afterwards, the chapter discusses the problem that motivated the researchers to carry out this study and the implications of addressing it. Furthermore, the research presents the study's four objectives, three research questions and glossary before closing the chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents the related literature and studies after the thorough and in-depth search executed by the researchers. Chapter 2 also presents and outlines a literature review, hypotheses development and conceptual framework that are related to the relationship between independent variable and dependent variables.

2.2 LITERATURE REVIEW

2.2.1 HERITAGE TOURISM

Garrod and Fyall (2001) define "heritage tourism" as all activities carried out by tourists in areas with historical sites. According to Pedersen (2002), heritage tourism includes cultural tourism and nature tourism, while emphasizing the preservation of cultural heritage. According to the definition in Rishter (1999), heritage tourism includes visits to museums, historical sites, monuments, shrines, and sculptures that all recall historical events. In addition, heritage tourism mainly focuses on the culture and natural and historical value of the destination, covering a wide variety of landmarks. Heritage tourism is the modern use of the past, and there are different

11

incentives for heritage tourists, depending on how passionate they are about the past (Timothy, 2011).

2.2.2 TOURIST SATISFACTION

Servet et al. (2007) defined tourist satisfaction as the degree of satisfaction of tourists occurring in travel experiences related to product or service features that meet the following requirements: Tourists' travel-related wishes, expectations and needs. Satisfaction is given by comparison of customer expectations before and after consumption. Satisfaction is mainly a function of pre-trip expectations and post-trip experience. Visitors are satisfied when the experience exceeds expectations. However, dissatisfaction would be the expected outcome if tourists were unhappy (Chen & Chen, 2010; Reisinger and Turner, 2003). Empirical research on customer satisfaction has a dual managerial role: providing information and communication (Vavra, 1997). Measure and explain the client's main purpose satisfaction is about understanding how suppliers in a particular destination recognize and respond to visitor needs and identify what elements a destination has to offer needs improvement.

2.2.3 ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability is the responsibility to conserve natural resources and preserve global ecosystems to support health and well-being now and in the future (Sphera 2022). When we're stressed, many of us instinctively go for a walk. We seek

out forests, parks, beaches and country roads to feel more peace in our connection to nature. To live a long and healthy life, we need and should breathe unpolluted air, drink clean water, and live in places free from toxic substances. As the global population grows, we begin to see the long-term consequences of excessive energy use and industrial growth, and we must prevent further damage. Environmental sustainability involves making life choices that ensure equal or even better lifestyles for future generations. Environmental sustainability aims to enhance the quality of human life without placing unnecessary pressure on the planet's supporting ecosystems. It's about creating a balance between consumerist human culture and the living world. We can do this in a way that doesn't waste or unnecessarily deplete natural resources. (Inspire 2022).

2.2.4 ECONOMIC SUSTAINABILITY

Economic sustainability refers to practices that support long-term economic growth without negatively impacting the social, environmental and cultural aspects of a community (University of Mary Washington 2015-2022). Economic sustainability also is the practice of protecting natural and financial resources to create long-term financial stability. A sustainable system can last long into the future with minimal negative impacts (2022). In finance, this could mean reducing the global consumption of precious resources to ensure that future generations can use them to create financial

stability and wealth. For example, by reducing fossil fuel use and focusing on alternative fuel sources, companies, governments and consumers can help reduce the global impact of fossil fuel emissions and pollution.

2.2.5   SOCIO-CULTURAL SUSTAINABILITY

Socio-cultural sustainability is how we as a nation ensure the well-being of our communities by recognizing, developing and sustaining basic human needs such as human rights, equality, health, culture and religion now and into the future (National Library of New Zealand, 2020). The sustainable development of society is people-oriented. It recognizes that people and communities have needs, values, shared experiences, etc. that must be addressed when planning for sustainable development. Although humans descend from a common ancestor, there are many differences between individuals or social groups. Humans have been migrating from one place to another since ancient times for various reasons such as avoiding danger, obtaining resources or finding a more suitable climate. Wherever people go, they form communities and develop a shared identity and unique culture.

2.2.6   INSTITUTIONAL SUSTAINABILITY

It is an innovative model for assessing the level of sustainability in the environmental, social and economic spheres. In addition, to support its main activities in order to understand the development stages of sustainable development within the three areas mentioned above, and matters in which leadership can be played in sustainable development by bridging the gaps that hinder the process of achieving sustainable development (GDRFA, 2022). This is achieved when institutions, structures and processes have the capacity to continue to perform their functions over time.

2.3 HYPOTHESES

The four research hypotheses that have been developed are to study the relationship between dependent variables which is tourist satisfaction with four independent variables such as environmental, economic, sosio-cultural and institutional sustainability.

This is a significant hypothesis because the findings of the present study show that environmental sustainability was a significant predictor of tourist satisfaction in the study area (Cottrell et al., 2004; Deng dan Bender, 2007; Fan et al., 2012; Wiwatt anak antanga dan To-ima, 2014). For example, Kelantan is famous for their cultural

arts and natural-based activities that were so interesting and also beautiful. This may

be the reason that satisfies the tourist to visit Kelantan. Therefore, the present study

proposed the first hypothesis for this study:

H1 : There is a significant relationship between environmental sustainability and tourist

satisfaction.

Study shows a positive relationship between economic sustainability and tourist

satisfaction (Hsieh et al., 2016). Several studies state that tourist satisfaction is

increased because of economic sustainability(Deng and Bender, 2007). This is

because Based on the background of the study, the second hypothesis is developed:

H2 : There is a significant relationship between economic sustainability and tourist

satisfaction.

Based on study from Fan et al. (2012), Cottrell et al. (2004), and Deng and Bender

(2007), the current findings indicate that the socio-cultural dimension has a direct and

positive impact on tourist satisfaction. The current research shows, in particular, that

tourists' positive perception of the socio-cultural dimension results in a softer and

favourable evaluation of tourism destinations and would be inevitable for them to be

more satisfied. Hence, the third hypothesis is suggested:

H3 : There is a significant relationship between socio-cultural sustainability and tourist satisfaction.

Previous researchers have examined the direct relationship between institutional sustainability and tourist satisfaction with positive results. However, the researcher concentrated more on two or three dimensions of sustainable tourism development (Aydin and Alvarez, 2016). Fan et al. (2012) examined the relationship between environmental, cultural and social sustainability without the inclusion of institutional and economic sustainability. All hypotheses tested by the research are significant. Therefore, the fourth hypothesis for this study is proposed as below:

H4 : There is a significant relationship between institutional sustainability and tourist satisfaction.

2.4 CONCEPTUAL FRAMEWORK

The relationship between the independent and dependent variables employed in this study is shown by the conceptual framework. This particular research makes use of four independent variables (IV), which are referred to as economic sustainability, environmental sustainability, sociocultural sustainability, and institutional sustainability. The dependent variable (DV) is satisfaction among tourists.

17
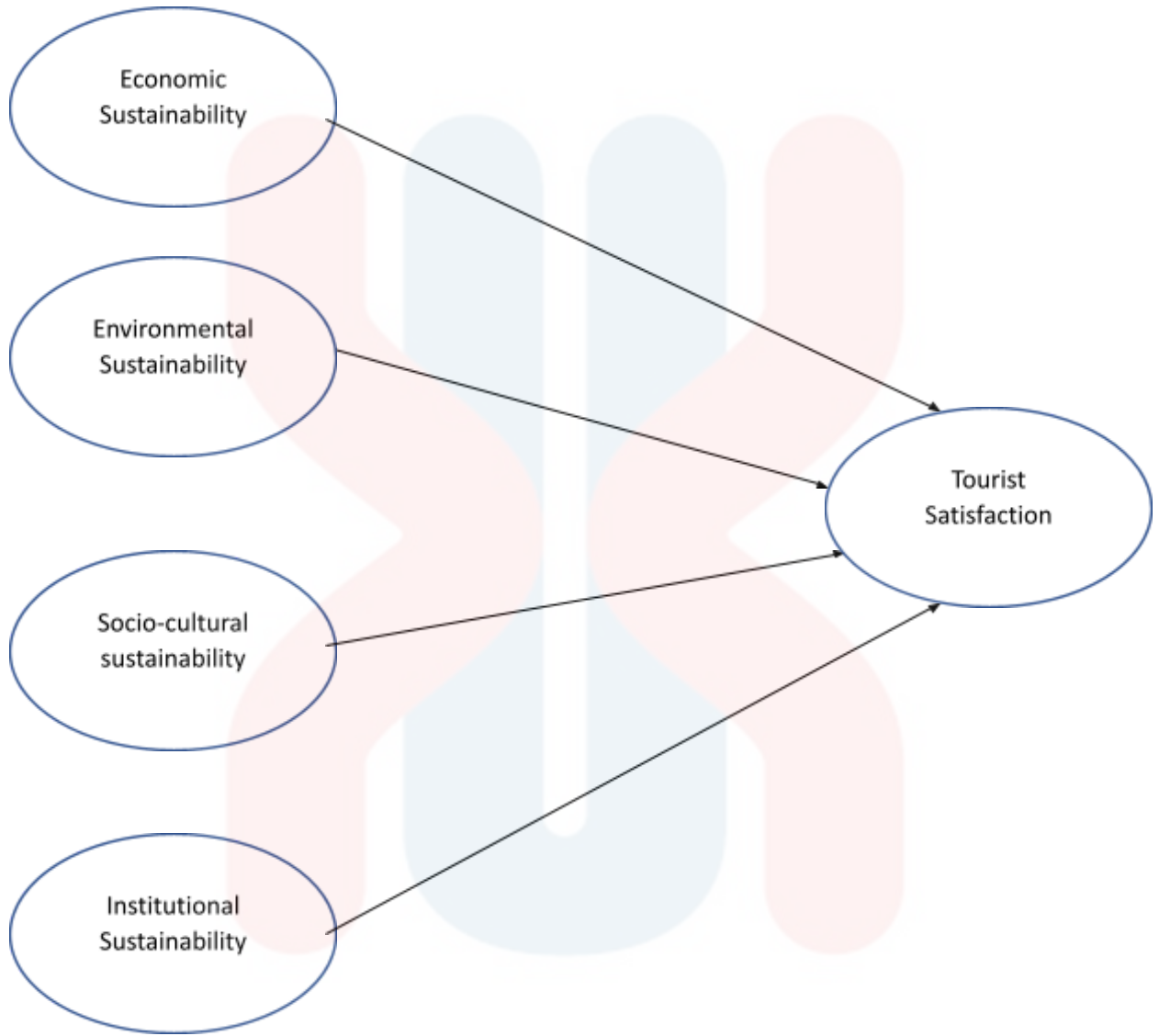
Figure 2.1: Conceptual Framework

2.5 SUMMARY

As a conclusion, this chapter has discussed economic sustainability, environmental sustainability, socio cultural sustainability and institutional sustainability. Chapter two also discussed the hypotheses development and the development of the conceptual framework of the study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discusses the research design used to conduct this study. This chapter also elaborates on the target population, data collection, sampling method, sample size, research instrument, and data analysis, and ends with a chapter summary.

3.2 RESEARCH DESIGN

Research design usually includes how data will be collected, what instruments to use, how equipment will be used, and the intended ways of interpreting the data collected. According to Creswell & Creswell (2017) research design is the plan, structure, and techniques of research designed to obtain answers to research questions while controlling for variation. In this survey, a quantitative method is used. There are three types of research design: descriptive, exploratory, and causal. In this study we will use causal research.

Since this study aimed to determine the causal relationship between variables, a causal research design is used. Then, in this study, a cross-sectional study is

employed. The benefits of a cross-sectional design include collecting data at and relating to a single time point, and focusing detect correlations between variables at a single point in time. Survey methods are often used to collect data in cross-sectional designs; they are affordable and take very little time to complete.

In this study, the unit analysis is the individual. Surveys are arguably the most practical way to collect quantitative data. Self-administered questionnaires, especially those that do not require the hiring of assessors for face-to-face interviews, are a cost-effective method of rapidly obtaining large amounts of data from large populations in a short period of time. Therefore, this study used a self-administered questionnaire to collect data.

3.3 TARGET POPULATION

The term "target population" refers to the entire group of individuals or objects to which researchers are interested in generalizing the findings of their study. The researchers are interested in gathering data from domestic visitors that travel to Kelantan. This means that it includes tourists from within Malaysia. The specific criteria to select the respondents of the study are (1) travellers must visit Kelantan at least in the last five years (2) Travellers must be at the age of 18 years and above to respond to the questionnaire (3) they must be a permanent residence of Malaysia since

this study targeted domestic tourists (4) they must experience any cultural heritage tourism site in Kelantan.

3.4 SAMPLE SIZE

A group of subjects chosen from the general population who are thought to be a representative sample size for that particular study is referred to as the sample. Meanwhile, the sample size in the range of the sample used in the study acts as the representative of the population for the specific research. This study is focused on the factors that determine the level of satisfaction among tourists visiting sustainable heritage tourism development in Kelantan.

.

The sample size is a term used in market research to determine the number of respondents in Kelantan. There were a total of 456,113 domestic tourists that went to Kelantan in 2017 and 399, 316 for the year 2018 is 399,316 individuals (Department of Statistics Malaysia, 2022). Krejcie and Morgan (1970) created a table that could be simply consulted for estimating sample size for a specific population. Hence, the sample size for this research study will be 382 respondents. However, due to limited time, this study is able to collect 207 respondents.

Table 3.1									
Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
Note: N is Population Size; S is Sample Size						Source: Krejcie & Morgan, 1970			

(Table 1: Determining sample size of a known population)

Source: Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

Sampling method is the way to select samples to represent the population. There are two types of sampling namely, probability and non-probability sampling. This study used non probability sampling that is a convenience sampling method to draw samples from tourists because it is inexpensive and can be executed quickly.

3.6 DATA COLLECTION

Data collection is an efficient technique for gathering information from a range of sources in order to obtain complete and trustworthy data. This investigation conducted

23

a survey utilizing questionnaires to collect data. The questionnaire survey is a data gathering instrument that requires respondents to answer a series of questions. In addition, this form of study is typically less expensive than other approaches and simpler to manage due to its standardization. In addition, a significant number of respondents participated in this survey, so researchers employ this approach since it is an efficient means of gathering data and information.

3.6.1 Pilot study

The feasibility of the study is assessed through a pilot study. It will aid researchers in establishing the optimal approaches for conducting real-world surveys. Respondents have been picked for the pilot test, and the survey will solely focus on domestic tourists who come to Kelantan, they must have visited Kelantan at least once in the previous five years, be at least 18 years old, be Malaysian permanent resident, and have experienced visiting any tourism or cultural site in Kelantan.

It has aided researchers in establishing the optimal approaches for conducting real-world surveys. 30 respondents have been chosen to participate in the pilot test, and the poll will be exclusively focused on domestic visitors who have visited Kelantan at least once in the past five years. After the pilot study, the research will go on to the field study, or actual surveys.

3.6.2 Procedure for distributing questionnaire

To examine how tourists reacted to their presence in Kelantan, a questionnaire was distributed to respondents using Google Forms since it is easier to disseminate to respondents across Malaysia. Researchers used Google Forms to collect responses from Malaysians all throughout the country due to the fast spread of social media. Moreover, because researchers needed to reach out to people all around Malaysia in a short period of time, Google Forms was the only option to do so. The researchers used Google Forms to save money on paper.

Due to the quick expansion of social media, the researchers were able to circulate the Google Form and obtain replies from all around Malaysia. The link to the online poll was distributed to respondents via a variety of electronic means, including a WhatsApp group, Facebook pages, and Instagram pages. According to the study, those who have visited, visited, or revisited Kelantan have shown an interest in the WhatsApp group, according to the study. The researchers solicited participants for the study by posting a call for participation and a link to the questionnaire on multiple Facebook and Instagram pages.

3.7 RESEARCH INSTRUMENT

The questionnaire in this study consists of six sections. The questionnaire in this study comprises six sections. At the commencement of the section, we provided screening questions in order to target a detailed audience.

The second section of the questionnaire contains statements about economic sustainability while visiting heritage tourism in Kelantan which consists of traditional food, traditional clothes, heritage places and others. Statements about environmental sustainability, including the attractiveness and cleanliness of the tourist area, are found in the third section of the questionnaire. Statements about customs, holidays, ethnicity, and other socio-cultural aspects can be found in the fourth section of the questionnaire. A statement about institutional sustainability, which includes Islamic financial and educational institutions, is found in the questionnaire's fifth section. Statements about the services received, prices charged, engaging experiences, and top-notch facilities are included in the questionnaire's sixth section. The independent variables, economic sustainability, environmental sustainability, sociocultural sustainability, and institutional sustainability are discussed in the second section through the fifth section of the question. The study's dependent variable, or tourist satisfaction among domestic tourists visiting Kelantan as a heritage tourism destination, is discussed in the sixth section of the questionnaire. All the items used are adapted from the study of Asmelash, and Kumar (2019). The demographic

26

segmentation of respondents is covered in the questionnaire's final section, which aims to learn some fundamental facts about them. The demographic segmentation will discuss gender, age, race, education, occupation, income, and place of origin, which denotes where a Malaysian citizen has their municipal citizenship.

Additionally, all sections will use a 5-point Likert Scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, 5 – strongly agree while for section 4 will use a 5-point Likert scale: 1 - very poor, 2 - poor, 3- acceptable, 4 - good, 5 - very good.

3.8 DATA ANALYSIS

Data analysis in research is an illustrative method of applying the right statistical or logical technique so that the raw research data makes sense.

3.8.1 Statistical Package for the Social Sciences (SPSS)

SPSS is a statistical analysis program that can be used interactively or batch-processed. This is a well-known statistical system that is capable of complex data processing and testing using fundamental approaches. At the same time, the application is simple to use. Any data may be gathered and transformed into tabular reports complete with charts and distribution graphs.

3.8.2 Frequency Analysis

Frequency analysis is a novel approach for analyzing the stability of circles in conservation dynamics. It was initially developed to investigate the solar system's stability (Icarus Laskar,1990).

3.8.3 Descriptive statistics

Descriptive statistics are used to summarize data in an organized manner by describing the relationship between variables in a sample or population. Calculating descriptive statistics represents a vital first step when conducting research and should always occur before making inferential statistical comparisons. Descriptive statistics include types of variables (nominal, ordinal, interval, and ratio) as well as measures of frequency, central tendency, dispersion/variation, and position. Since descriptive statistics condense data into a simpler summary, they enable health-care decision-makers to assess specific populations in a more manageable form.

3.8.4 Reliability Analysis (Cronbach's Alpha)

Reliability analysis now often refers to the measurement' internal consistency. The degree to which any indication of a concept seems to be constant on a few basic levels is known as internal consistency (Zikmund et al., 2013; Creswell & Creswell, 2017)

The reliability assessment analyses when each questionnaire is trustworthy or at least somewhat relevant. The simple statistic of Cronbach's alpha can be used to assess dependability. We take into account the true cronbach alpha value of.70 and higher. It is recommended to have a score of at least 0.8 and it is excellent to have a score of at least 0.9.

3.8.5 Pearson Correlation Coefficient Analysis

The Pearson correlation coefficient analysis is measured on how strongly two variables are correlated linearly. The Pearson Correlation is the most often used correlational statistics metric. The linear link between the two sets of data is demonstrated. One of the important analyses that measure the strength of the linear relationship between the independent variables (IV) and the dependent variable (DV). The researcher must comprehend how strongly the independent variables (IV) and dependent variables related (DV). Its range of values is from -1 to 1, with -1 denoting a completely inverse linear correlation, 0 denoting no correlation and 1 indicating a completely inverse positive correlation (Nettleton,2014). Meanwhile, a correlation coefficient of 0 means there is no connection.

3.9 SUMMARY

This chapter discusses the study design, target population, sample size, sampling method, data collection, research instrument, and data analysis plan used to conduct this study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter elaborates from the analysis of the information gathered through the distribution of a survey questionnaire, the determining factor on satisfaction among tourists visiting sustainable heritage tourism development in Kelantan. This chapter shows the findings from frequency analysis, descriptive analysis, reliability test, Pearson correlation analysis and the discussion based on the research.

4.2 RESULT OF FREQUENCY ANALYSIS

This survey was conducted among 207 respondents with filter questions and the result of demographic profile has been collected. The demographic profile that has been asked in the questionnaire is gender, age, religion, race, marital status, and state of residences. The summary of demographic profile is shown in the table below.

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	74	35.7%
	Female	133	64.3%
Age	18-22 years old	86	41.5%
	23-27 years old	87	42%
	28-32 years old	30	14.5%
	33-37 years old	4	2%

Religion	Buddhist	27	13%
	Muslim	154	74.4%
	Hindi	10	4.8%
	Christian	14	6.8%
	Other	2	1%
Race	Malay	152	73.4%
	Chinese	30	14.5%
	Indian	23	11.1%
	Other	2	1%
Marital Status	Single	185	89.4%
	Married	22	10.6%
State of residences	Johor	27	13%
	Kedah	8	4 %
	Kelantan	26	12.6%
	Melaka	17	8.2%
	Negeri Sembilan	5	2.4%
	Pahang	17	8.2%
	Perak	18	8.7%
	Perlis	4	1.9%
	Pulau Pinang	18	8.7%
	Sabah	3	1.4%
	Sarawak	4	1.9%
	Selangor	26	12.6%
	Terengganu	17	8.2%
	Wilayah Persekutuan Kuala Lumpur	17	8.2%

Table 4.2 Result of frequency analysis

4.2.1 Gender

Based on the result from the table above, the table shows the gender distribution of the respondent. The total respondent is 207 respondents. In this study, the female respondents were higher than male respondents. The female respondents are 64.3% (N=133) respondents compared to 35.7 (N=74) for male respondents.

4.2.2 Age

Table above shows the distribution of age. The respondents were allocated into four age groups. The highest respondents were from the age group 23-27 years old with 42% (N=87) respondents and followed by the group age 18-22 years old with 41.5% (N=86) respondents. The third highest age group is 28-32 years old with 14.5% (N=30) respondents and lastly is 33-37 years old with 2% (N=4).

4.2.3 Religion

The religion distribution among respondents are shown in the table above. The respondents also were allocated into five categories of religion. The highest respondents is Muslim with 74.4% (N=154) and followed by Buddist with 13% (N=27). The third highest in the categories of religion is Christian with 6.8% (N=14) and followed by Hindi with 4.8% (N=10). Lastly, is other categories of religion with 1% (N=2).

4.2.4 Race

The race distribution among the respondents is shown in the table above. There are four categories for respondents to answer. The highest respondents is Malay with 73.4% (N=152) and followed by Chinese with 14.5% (N=30). With 11.1% (N=23) respondents, Indians are the third common group race, followed by the other with 1% (N=2).

4.2.5 Marital Status

Table above illustrates the respondents marital status. 89.4% (N=185) respondents were single and followed by 10.6% (N=22) were married.

4.2.6 State of residences

State of residences are shown in the table above. States are divided into 14 categories that respondents can answer. The highest respondents are from Johor with 13% (N=27) and followed by Kelantan and Selangor with 12.6% (N=26). The next highest respondents are from Perak and Pulau Pinang with 8.7% (N=18) and followed by Melaka, Pahang, Terengganu and Wilayah Persekutuan with 8.2% (N=17). Then, Kedah with 3.9% (N=8) and Negeri Sembilan with 2.4% (N=5) and next followed by Perlis and Sarawak with 1.9% (N=4). Lastly, the lowest respondents is from Sabah with 1.4% (N=3).

4.3 RESULT OF DESCRIPTIVE ANALYSIS

4.3.1 Economic Sustainability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Number of job opportunity for the residents are high / Bilangan peluang pekerjaan untuk penduduk setempat adalah tinggi	207	1	5	3.22	1.023
2. High level of equality among men and women in the tourism job / Tahap keserataan yang tinggi di kalangan lelaki dan wanita dalam pekerjaan sektor pelancongan	207	1	5	3.26	1.041
3.Percentage of quality (stable, high paid, permanent and full-time) tourism jobs / Peratusan pekerjaan pelancongan berkualiti (stabil, bergaji tinggi, tetap dan sepenuh masa).	207	1	5	3.21	1.029
4. Increasing level of local economic diversification due to heritage tourism/ Peningkatan tahap kepelbagaian ekonomi tempatan bergantung kepada pelancongan warisan	207	1	5	3.52	1.018

	207	1	5	3.53	.999
5.Seasonality level of heritage tourism / Tahap pelancongan warisan adalah bermusim	207	1	5	3.53	.999
6. Amount of income to the local communities are appropriate / Jumlah pendapatan kepada masyarakat tempatan adalah berpatutan	207	1	5	3.43	1.007
7. Variety of local products available because of heritage tourism / Kepelbagaian produk tempatan yang ada disebabkan oleh pelancongan warisan	207	1	5	3.53	.994
8.Availability of markets for local products / Ketersediaan pasaran untuk produk tempatan	207	1	5	3.50	.990

Table 4.3.1 Descriptive statistics on economic sustainability

Table 4.3.1 showed the mean and the standard deviation statistics of respondent economic sustainability. The highest value of mean is 3.53 which is the "seasonality level of heritage tourism and the variety of local products available because of heritage tourism". Meanwhile, the lowest mean in economic sustainability is 3.22 according to the "number of job opportunity for the resident are high". So, for economic sustainability, the seasonality level of heritage tourism and the variety of local products available because of heritage tourism is the most important factor for tourists to visit Kelantan.

4.3.2 Environmental Sustainability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Integration of heritage tourism and the environment / Integrasi diantara pelancongan warisan dan alam sekitar	207	1	5	3.47	.880
2.Suitability of facilities to heritage tourism / Kesesuaian kemudahan untuk pelancongan warisan	207	1	5	3.44	.948
3.Pressure of tourist activities on fauna and flora species / Tekanan aktiviti pelancongan terhadap spesies fauna dan flora	207	1	5	3.48	.994
4. Value to and protection of the natural environment / Menghargai usaha untuk perlindungan alam semula jadi	207	1	5	3.66	.982
5. Efforts made to minimize damages on the environment / Usaha untuk meminimumkan kerosakan terhadap alam sekitar	207	1	5	3.62	.957
6.High level of pollution (water, sound, soil, and air) due to heritage tourism / Tahap pencemaran yang tinggi (air, bunyi, tanah, dan udara) akibat pelancongan warisan	207	1	5	3.35	1.012

7. High amount of litter attributed to heritage tourism / Jumlah sampah yang tinggi disebabkan oleh pelancongan warisan	207	1	5	3.34	1.053
8. Actions has been undertaken to reduce the pollution (eg. air, sound, water) / Tindakan telah diambil untuk mengurangkan pencemaran (cth. udara, bunyi, air)	207	1	5	3.55	.998
Valid N (listwise)	207				

Table 4.3.2 Descriptive Statistics of Environmental sustainability

Table 4.3.3 shows the mean and standard deviation statistics of respondents from environmental sustainability. The highest mean on environmetal sustainability is "value and protection of the natural environment" which is 3.66 and their standard deviation is .982. where the respondents agreed that environmental sustainability of "value and protections of the natural environment influence the factors that visit Kelantan". Meanwhile, the lowest mean was the "high amount of litter attributed to heritage tourism" with the mean value is 3.34.

4.3.3 Socio-Cultural Sustainability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Residents and tourists' equal access to similar heritage tourism activities / Kesamarataan yang diberikan kepada penduduk dan pelancong untuk mengakses aktiviti pelancongan warisan yang sama	207	1	5	3.47	.907
2. Number of additional services (eg. water, electricity, health facilities) caused by heritage tourism / Bilangan perkhidmatan tambahan (cth. air, elektrik, kemudahan kesihatan) yang disebabkan oleh pelancongan warisan	207	1	5	3.31	.957
3. Increasing in percentage of tourists want to learn about local cultures / Peningkatan peratusan pelancong yang ingin mempelajari budaya tempatan	207	1	5	3.58	.930
4. Increasing quality of host-guest interaction / Peningkatan kualiti interaksi hos-tetamu	207	1	5	3.57	.905

5. Effectiveness of registering and handling visitors' complaints / Keberkesanan mendaftar dan mengendalikan aduan pelawat	207	1	5	3.51	.965
6. Protection of individual and collective rights of the local people / Perlindungan hak individu dan kolektif penduduk tempatan	207	1	5	3.55	.943
7.Local people's responsibility and control over their lives / Tanggungjawab dan kawalan penduduk tempatan ke atas kehidupan mereka	207	1	5	3.49	.950
8. Increasing residents' knowledge of heritage tourism and its sustainability / Peningkatan pengetahuan penduduk tentang pelancongan warisan dan kelestariannya	207	1	5	3.56	.922
9. Presence of local help for residents on how to portray their culture to tourists / Kehadiran bantuan tempatan untuk penduduk tentang cara menggambarkan budaya mereka kepada pelancong	207	1	5	3.60	.944

	N	Minimum	Maximum	Mean	Std. Deviation
10. Contribution of local cultural values for heritage tourism development / Sumbangan nilai budaya tempatan untuk pembangunan pelancongan warisan	207	1	5	3.70	.903
11. Retention of local lifestyles / Pengekalan gaya hidup tempatan	207	1	5	3.68	.932
12.Increasing in percentage of criminality, alcoholism, vandalism etc caused by heritage tourism /Peningkatan peratusan jenayah, alkoholisme, vandalisme dan lain-lain yang disebabkan oleh pelancongan warisan	207	1	5	3.24	1.038
13. Availability of maintenance and restoration funds / Ketersediaan dana penyelenggaraan dan pemulihan	207	1	5	3.58	.920
14. Availability of guidelines for "what to do" and "not to do" in attraction sites / Ketersediaan garis panduan untuk "apa yang perlu dilakukan" dan "tidak boleh dilakukan" di tapak tarikan	207	1	5	3.59	.935

Table 4.3.4 Descriptive Statistics of socio-culture Sustainability

Table 4.3.4 showed the mean and standard deviation statistics of respondents from socio-cultural sustainability in Kelantan. The highest mean in socio-cultural is 3.70 which is "the contribution of local cultural values for heritage tourism development". The lowest mean in socio-cultural is "increasing the percentage of criminality, alcoholism, vandalism etc caused of heritage tourism" which is 3.24

. **4.3.4 Institutional Sustainability**

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Controlling practices of local tourism development / Mengawal amalan pembangunan pelancongan tempatan	207	1	5	3.54	1.032
2.Presence of tourism planner among the local residents / Kehadiran perancangan pelancongan di kalangan penduduk tempatan	207	1	5	3.51	1.047
3. High level of local residents' participation in tourism decision-making process / Peningkatan tahap penyertaan penduduk tempatan dalam proses membuat keputusan berkenaan pelancongan	207	1	5	3.49	1.047

4. Local residents' participation in benefit sharing from tourism / Penyertaan penduduk tempatan dalam perkongsian faedah daripada pelancongan	207	1	5	3.54	1.027
5. Availability of clear sustainable heritage tourism master plan / Ketersediaan pelan induk pelancongan warisan lestari yang jelas	207	1	5	3.56	1.055
6. Implementation of land zoning practices in the attraction sites / Pelaksanaan amalan pengezonan tanah di tapak tarikan	207	1	5	3.48	1.110
7.Presence of support for development projects at state level / Kehadiran sokongan untuk projek pembangunan di peringkat negeri	207	1	5	3.57	1.040
8. Local leaders' support towards heritage tourism development / Pemimpin tempatan menyokong ke arah pembangunan pelancongan warisan	207	1	5	3.60	1.028
9.High level of support for conservation of heritage sites at the local level / Tahap sokongan yang tinggi untuk pemuliharaan tapak	207	1	5	3.63	1.080

warisan di peringkat tempatan					
Valid N (listwise)	**207**				

Table 4.3.5 Descriptive statistics of Institutional Sustainability

Table 4.3.5 shows the mean and standard deviation of institutional sustainability in Kelantan. The highest mean in institutional sustainability in Kelantan is "high levels of support for conservation of heritage sites at the local levels" which is 3.63. Meanwhile, the lowest mean in institutional sustainability is "implementation of land zoning practices in the attraction sites" which is 3.48.

4.3.5 Tourist Satisfaction

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Number of job opportunity for the residents are high / Bilangan peluang pekerjaan untuk penduduk setempat adalah tinggi	207	1	5	3.22	1.023
1. I feel satisfy with the attractiveness of the destination / Saya berpuas hati dengan daya tarikan destinasi	207	1	5	3.75	1.031
2. I feel satisfy with the hospitability of the local residents / Saya berpuas hati dengan keramahan penduduk setempat	207	1	5	3.70	1.056

3. I feel satisfy with tourism staff treatment of tourists and local residents /Saya berpuas hati dengan layanan kakitangan pelancongan terhadap pelancong dan penduduk tempatan	207	1	5	3.70	1.023
4. I feel satisfy with the reasonability of entrance fee to attraction sites / Saya berpuas hati dengan kewajaran bayaran masuk ke tapak tarikan	207	1	5	3.68	1.018
5. I feel satisfy with the quality of information offered at attraction sites / Saya berpuas hati dengan kualiti maklumat yang ditawarkan di tapak tarikan	207	1	5	3.75	1.012
6.I feel satisfy with the safety and security of the destination / Saya berpuas hati dengan keselamatan dan pengawalan keselamatan destinasi.	207	1	5	3.68	1.046
7.Overall, I feel satisfy with the accommodation (quality of food and drinks, customer handling,price fairness) in service sectors /Secara keseluruhanya, saya berpuas hati dengan penginapan (kualiti makanan dan minuman, pengendalian pelanggan,keadilan harga) dalam sektor perkhidmatan	207	1	5	3.80	1.004

Table 4.3.5 Descriptive Statistics of Tourist Satisfaction.

Table 4.3.5 shows the mean and standard deviation of tourist satisfaction in Kelantan. The highest mean in tourist satisfaction in Kelantan is "overall, I feel satisfied with the accommodation (quality of food and drink, customer handling, price fairness) in service sectors" which is 3.80. Meanwhile, the lowest mean in tourist satisfaction is "the number of opportunities for the residents", which is 3.22.

4.4 RESULT OF RELIABILITY TEST

Reliability analysis determines how "good" a measure is by demonstrating how steady and consistent it is without any bias (Sekaran, 2003). To get the findings of the pilot study, a reliability test was performed on the obtained data. The more reliable the terms in a survey are to one another, the greater the alpha value (Tavakol & Dennick, 2011). A reliability test's reliability is gauged by the Cronbach's alpha coefficient. Based on the survey's results, researchers can determine whether this was accurate, trustworthy, and comprehensible by the respondent. The value of Cronbach's alpha coefficient is displayed in Table 4.8 in accordance with general practice.

Table 4.8: Cronbach's Alpha Coefficient Value

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

0.5 > α	Unacceptable

Table 4.8 demonstrates that the item's internal consistency is larger and more reliable for survey purposes the higher and closer the Cronbach's alpha value is. Cronbach's alpha must be better than 0.5 in order for internal consistency to be deemed good. When it is greater than 0.7, a Cronbach's alpha coefficient is considered reliable.

4.4.1 Pilot Test Result

A pilot test was conducted among 30 respondents to complete the questionnaire prior to the commencement of the actual data collection among 382 respondents. Before the questionnaire was actually sent, a pilot test was carried out to find any potential flaws, such as ambiguous questions that would have gone unnoticed. Researchers will then be able to release the real questionnaire after having the chance to identify and address any problems that may have arisen during the questionnaire's development. The survey's pilot test findings are displayed in Table 4.9.

Table 4.9 Pilot Test Result

Construct	Cronbach's Alpha	No of Item	N
Economic Sustainability	0.910	8	30
Environmental Sustainability	0.924	8	30
Socio-Cultural Sustainability	0.954	14	30
Institutional Sustainability	0.940	9	30
Tourist Satisfaction	0.954	7	30
All Variable	**0.912**	**46**	**30**

The reliability of five criteria is seen in this table. The 46 questions that were used to test the five separate constructs were examined for consistency using Cronbach's Alpha. The results show that all of the construct coefficients are good or exceptional. Additionally, the outcome is greater than 0.7, suggesting that the survey may move on and that this questionnaire can be sent.

Statistics show that the coefficient for socio-cultural sustainability and tourist satisfaction is the greatest, with a reliability test result of 0.954 (excellent), while the coefficient for economic sustainability has been determined to be the lowest, with a reliability test result of 0.910 (excellent).

4.4.2 Reliability Test

Table 4.10: Reliability Analysis Result

Construct	Cronbach's Alpha	No of Item	N
Economic Sustainability	0.910	8	207
Environmental Sustainability	0.924	8	207
Socio-Cultural Sustainability	0.954	14	207
Institutional Sustainability	0.940	9	207
Tourist Satisfaction	0.954	7	207
All Variable	**0.912**	**46**	**207**

The accuracy and repeatability test for dependability has been completed. The survey was completed by 207 randomly selected respondents, who then submitted their answers.

The reliability analysis for the survey is displayed in Table 4.10 and ranges from 0.910 to 0.954 for each construct. Based on the outcomes of all the constructs, the coefficient is excellent. The survey can be conducted using the rule of thumb when the score is more than or equal to 0.7 (Kline, 1999).

According to the findings of this study, the excellent value of the construct is social-cultural sustainability and tourist satisfaction at 0.954, followed by institutional sustainability at 0.940 (excellent), environmental sustainability at 0.924 (excellent), and finally economic sustainability at 0.910 (excellent).

4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

The correlation coefficient between two variables can be either positive or negative (Sekaran and Bougie, 2013). A positive correlation means that an increase in X will affect an increase in Y, as well vice versa. According to Sekaran and Bougie (2013), explained that if the point scatter approaches a straight line, the strength of the relationship between the variables will be higher. coefficient correlation will also affect sample size and effect size (Temizhan et al., 2022). Coefficient Pearson's correlation (r) is a measurement of the strength of association between two variables. Correlation coefficient Pearson (r) for interval level data range from -1 to +1. This means closer distribution points to a straight line, the higher the strength of the association between the two variables.

Table 4.11: Coefficient Correlation and Strength of Relationship

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

Hypothesis 1

H.1 : There is a significant relationship between environmental sustainability and tourist satisfaction.

Table 4.12: Correlation Analysis for Hypothesis 1

Correlations		Economic Sustainability	Tourist Satisfaction
Economic Sustainability	Pearson Correlation	1	.235**

			.001
	Sig. (2-tailed)		.001
	N	207	207
Tourist Satisfaction	Pearson Correlation	.235**	1
	Sig. (2-tailed)	.001	
	N	207	207
**. Correlation is significant at the 0.01 level (2-tailed).			

Sources: SPSS

Table 4.12 the correlation value of 0.235 reveals a weak relationship between environmental sustainability and tourist satisfaction among domestic tourists visiting Kelantan, Malaysia. This shows that the relationship between environmental sustainability and tourist satisfaction among tourists visiting Kelantan, Malaysia, is positive. The environmental sustainability significant value is 0.001, which is less than the extremely significant value 0.001. As a result, there is a relationship between environmental sustainability and tourist satisfaction among domestic tourists to Kelantan, Malaysia. Hence, H1 is supported.

Hypothesis 2

H2: There is a significant relationship between economic sustainability and tourist satisfaction.

Table 4.13: Correlation Analysis for Hypothesis 2

Correlations			Environmental Sustainability	Tourist Satisfaction
Environmental Sustainability		Pearson Correlation	1	.301**
		Sig. (2-tailed)		.000
		N	207	207
Tourist Satisfaction		Pearson Correlation	.301**	1
		Sig. (2-tailed)	.000	
		N	207	207
**. Correlation is significant at the 0.01 level (2-tailed).				

Sources: SPSS

Table 4.13 shows that there is a correlation between economic sustainability and tourist satisfaction among domestic tourists visiting Kelantan in Malaysia, with a correlation value of 1. This suggests that the relationship between economic sustainability and tourist

52

satisfaction is strong and significantly connected among domestic tourists visiting Kelantan, Malaysia. Place attachment has a significant value of 0.000, which is less than a significant level of 0.01. Hence, there is a significant relationship between economic sustainability and tourist satisfaction for domestic tourists visiting Kelantan in Malaysia. Hence, H2 is supported.

Hypothesis 3

H3 : There is a significant relationship between socio-cultural sustainability and tourist satisfaction.

Table 4.14: Correlation Analysis for Hypothesis 3

Correlations		Socio-Cultural Sustainability	Tourist Satisfaction
Socio-Cultural Sustainability	Pearson Correlation	1	.222**
	Sig. (2-tailed)		.001
	N	207	207
Tourist Satisfaction	Pearson Correlation	.222**	1
	Sig. (2-tailed)	.001	
	N	207	207

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

Table 4.14 shows a correlation value of 1, which indicates there is a positive correlation between socio-cultural sustainability and tourist satisfaction among domestic tourists visiting Malaysia's Langkawi island. This implies that among domestic tourists visiting Kelantan, Malaysia, the relationship between socio-cultural sustainability and tourist satisfaction is very strong and significantly connected. Tourist satisfaction has a 0.001 significant value, which is less than the 0.01 moderately significant level. Therefore, there is a significant relationship between tourist satisfaction of socio-cultural sustainability and tourist satisfaction of domestic tourists visiting Malaysia's Langkawi Island. Hence, H3 is supported.

Hypothesis 4

H4 : There is a significant relationship between institutional sustainability and tourist satisfaction.

Table 4.15: Correlation Analysis for Hypothesis 4

Correlations		
	Institutional Sustainability	Tourist Satisfaction

54

Institutional Sustainability	Pearson Correlation	1	.388**
	Sig. (2-tailed)		.000
	N	207	207
Tourist Satisfaction	Pearson Correlation	.388**	1
	Sig. (2-tailed)	.000	
	N	207	207
**. Correlation is significant at the 0.01 level (2-tailed).			

Sources: SPSS

Table 4.15 there is a correlation between institutional sustainability and tourist satisfaction among domestic visitors visiting Kelantan, as evidenced by a correlation value of only .388. This shows that the relationship between institutional sustainability and tourist satisfaction is very strong and strongly connected among domestic visitors visiting Kelantan, Malaysia. Tourist satisfaction has a significant value of 0.000, which is less than the highly significant value of 0.01. There is a significant relationship between institutional sustainability and tourist satisfaction among domestic visitors visiting Kelantan. Hence, H4 is supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the determining factor on satisfaction among tourists visiting sustainable heritage tourism development in Kelantan. The findings of this study examined

the relationship between economic sustainability, environmental sustainability, socio-cultural sustainability, institutional sustainability and tourist satisfaction among tourists visiting sustainable heritage tourism development in Kelantan.

Table: Shows the summary for hypothesis testing in this study

Hypothesis	Pearson's correlation results
H1:There is a significant relationship between environmental sustainability and tourist satisfaction.	r = 0.235, p < 0.01 Strong
H2: There is a significant relationship between economic sustainability and tourist.	r = 0.301, p < 0.01 Strong
H3 : There is a significant relationship between socio-cultural sustainability and tourist satisfaction.	r = 0.222, p < 0.01Strong
H4 : There is a significant relationship between institutional sustainability and tourist satisfaction.	r = 0.388, p < 0.01 Strong

Based on the table 4.16 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on economic sustainability, environmental sustainability, socio-cultural sustainability, institutional sustainability and tourist satisfaction among tourist visiting sustainable heritage tourism development in Kelantan. At the 0.01 significance level,

all hypotheses provided were supported. Moreover, all of the hypothesis is supported as the end result showed that independent variables which are economic sustainability, environmental sustainability, socio-cultural sustainability, institutional sustainability have a very strong and high positive correlation with the tourist satisfaction.

4.6 SUMMARY

Chapter 4 defines the result of frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with satisfaction among tourists visiting sustainable heritage tourism development in Kelantan. Moreover, all hypotheses are supported because p-value is less than 0.05.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

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

5.2 RECAPITULATION OF THE FINDINGS

In this study, the findings from the preceding chapter 4 (Result and Discussion), which are based on the study's objectives, questions, and hypothesis, will be summarised.

5.2.1 Relationship between environmental sustainability and tourist satisfaction after visiting Kelantan, Malaysia.

This study's first research question examines whether there is a connection between environmental sustainability and tourist satisfaction in Malaysia's Kelantan. This also addresses the initial goals and hypotheses.

58

Table 5.1: Research Objective 1 & Research Question 1

Research Objectives (RO)	Research Question (RQ)
To investigate the relationship between environmental sustainability and tourist satisfaction who visit sustainable heritage tourism developments in Kelantan.	Is there any relationship between environmental sustainability and tourist satisfaction when visiting heritage tourism in Kelantan?

H1: There is a relationship between environmental sustainability and tourist satisfaction after visiting Kelantan, Malaysia.

The outcome of hypothesis H1 in the previous chapter is reviewed to address question 1 of the investigation. In addition, according to Hypothesis 1, there is a correlation between environmental sustainability and tourist satisfaction in Kelantan, Malaysia. The correlation coefficient between environmental sustainability and tourist satisfaction in Kelantan, Malaysia is 0.235, indicating a moderate relationship. Environmental sustainability has a p-value of 0.001, which is less than the highly significant level of 0.0001. Furthermore, there is a correlation between environmental sustainability and the satisfaction of tourists after visiting Kelantan, Malaysia. Thus, H1 is accepted..

5.2.2 Relationship between economic sustainability and tourist satisfaction visiting Kelantan, Malaysia.

The second research question of this study investigated if there was a link between economic sustainability and tourist satisfaction while visiting sustainable heritage tourism developments in Kelantan. This also serves to address the second goal and hypothesis.

Table 5.2: Research Objective 2 & Research Question 2

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between economic sustainability and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.	Is there any relationship between economic sustainability and tourist satisfaction when visiting heritage tourism in Kelantan?

H2: There is a relationship between economic sustainability and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.

The preceding chapter's hypothesis H2 was evaluated in order to address research question 2. Aside from that, H2 mentioned that there is a link between economic sustainability and tourist satisfaction while visiting Kelantan's sustainable heritage tourism development. According to the results, there is a moderately positive association with a value of 0.001. 0.235 is the correlation coefficient. As a result, H2 is accepted.

5.2.3 Relationship between socio-cultural sustainability and tourist satisfaction visiting Kelantan, Malaysia.

The third research question in this study questioned whether there was a link between socio-cultural sustainability and tourist satisfaction when visiting Kelantan's sustainable heritage tourism development. This also serves to address the third aim and hypothesis.

Table 5.3: Research Objective 3 & Research Question 3

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between socio-cultural sustainability and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.	Is there any relationship between socio-cultural sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

H3: There is a relationship between socio-cultural sustainability and tourist satisfaction visiting sustainable heritage tourism development in Kelantan., Malaysia.

In order to respond to research question 3, hypothesis H3's findings from the previous chapter were examined. Aside from that, H3 mentioned that there is a link between socio-cultural sustainability and visitor satisfaction while visiting Kelantan's sustainable heritage tourism development. With a correlation value of 0.222, the data reveal that socio-cultural sustainability is positively and modestly associated with visitor satisfaction when visiting sustainable heritage tourism developments in Kelantan, Malaysia. In terms of socio-cultural sustainability, the Pearson correlation is 0.001. Thus, H3 is accpeted.

5.2.4 Relationship between institutional sustainability and tourist satisfaction visiting Kelantan, Malaysia.

The fourth research question in this study investigated if there was a link between institutional sustainability and visitor satisfaction when visiting heritage tourism development in Kelantan, Malaysia. This also serves to address the second aim and hypothesis.

Table 5.4: Research Objective 4 & Research Question 4

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between institutional sustainability and tourist satisfaction visiting sustainable heritage tourism development in Kelantan.	Is there any relationship between institutional sustainability and tourist satisfaction visiting heritage tourism in Kelantan?

H4: There are relationship between institutional sustainability and tourist satisfaction visiting heritage tourism development in Kelantan, Malaysia.

The outcome of hypothesis H4 in the previous chapter was evaluated in order to answer research question 4. Aside from that, H4 mentioned that there is a link between institutional sustainability and visitor satisfaction when visiting Kelantan's heritage tourism development. According to the data, institutional sustainability is positively and modestly connected to tourist satisfaction in Kelantan, Malaysia, with a correlation value of 0.388. institutional sustainability has a p value of 0.000, which is less than the highly significant level of 0.0001. Furthermore, there is a link between institutional sustainability and visitor

satisfaction when it comes to heritage tourism growth in Kelantan, Malaysia. As a result, H4 is accepted.

5.3 LIMITATIONS

Through the entire research process, a helpful and substantial method for finishing the research has been encountered throughout the complete investigation. Even yet, there are certain inevitable constraints to allowing research to proceed as planned. The current study has some limitations that must be noted. The primary drawback of this study was the time constraint spanning several months to collect all of the data. The researchers attempted to obtain the respondent as soon as possible. But unfortunately, the researcher can achieve their respondents' targets.

In addition, respondents also do not cooperate to answer the questionnaire that was provided by the researcher. Online questionnaires that have been distributed through Whatapps groups, Telegram and Facebook to receive little feedback. Researchers must forward many times to the platform to make sure the respondents answer the questionnaires.

5.4 RECOMMENDATION

5.4.1 Recommendation for Tourism Stakeholders

However, Kelantan is a popular tourist destination with a higher proportion of tourists from other states. Domestic people make up the majority of the crowd. In order to maintain

Kelantan's status as a Malaysian tourist, the management of the Malaysian tourism industry must understand these characteristics and behaviors.

They should consider the preferences of domestic tourists to get their attention. If tourism managers and operators limit their attention to overseas tourists, they risk misinterpreting market changes and allocating resources inefficiently. By treating first-time visitors well and giving them a favourable impression of Kelantan, you may reward them for sticking with you by giving them a discount. Discounts should be given to group guests, whether they are first time or otherwise.

If it's a satisfactory trip, tourists can continue on to their final destination. The travel experience of tourists is very important, if tourists have a very good experience, they will come to visit again. Moreover, Kelantan can become a more attractive tourist destination by influencing satisfaction and willingness to return due to attractive location and affordable budget. Stakeholders must continue to work hard to improve the heritage attractions in tourist destinations in Kelantan to enhance aesthetics and appearance so that more tourists will come.

If there are more attractive sights, tourists will be attracted by the beautiful sights and stay longer and spend more money in Kelantan.. So this will help domestic travel agencies and small businesses will benefit from higher sales and profits, they will drive higher revenues. There is no doubt that this will have a long-term impact on the travel and tourism industry. The state also benefits economically from profitable increases in income. So the role of tourists is very important, because they can impress in many areas.

Heritage places in Kelantan can improve economic sustainability in Kelantan. Therefore, we need to improve the facilities and cleanliness of the surrounding area. We also

need to beautify the heritage places in Kelantan so that they always attract domestic visitors. In that way, it will contribute a little to the economy of the state of Kelantan and be able to improve the economy of local entrepreneurs who live around heritage places in Kelantan.

5.4.2 Future Study

For better research purposes, this study did use quantitative methods. Still, for future studies, researchers may use qualitative methods to find information because it uses different methods and may obtain different information from using quantitative methods. The purpose of using a different method was to determine if there were any different results from previous studies. For example, a researcher may not receive specific data when using quantitative methods, but is more likely to receive accurate data when using qualitative methods.

5.5 CONCLUSION

In conclusion, this study was conducted to investigate variables impacting satisfaction among visitors visiting sustainable heritage tourism development in Kelantan, Malaysia. The influential factors (independent variables), which are economic sustainability, environmental sustainability, sociocultural sustainability, and institutional sustainability are giving impact to the satisfaction among tourists (dependent variable) among tourists visiting sustainable heritage tourism development in Kelantan, Malaysia. As described in Chapter 3, researchers used Google Forms with 382 respondents to conduct these questions with respondents who travel to and visit Kelantan. The quantitative approach is also used by the researcher to gather all the data and information. Additionally, to contact respondents across Malaysia, the researcher also employs Google Forms as a platform. This is due to the fact that using this

Google Form makes it simpler for respondents to complete all questionnaires, which also helps the researcher save both time and funds.

The results of the questionnaire survey are analyzed using a variety of methods, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The Statistical Package for the Social Sciences (SPSS) software program was then used to examine the results from the previous chapter as well as all of the data from the questionnaire. This software was chosen by the researchers because it makes it simple to access all the findings. Last but not least, a final summary and conclusion based on the data analysis. All of the given hypotheses (H1, H2, H3, and H4) are accepted for this study. Furthermore, this study has limitations and recommendations that, perhaps, may be used in future research. As a result, it is also intended that the following researcher will benefit from all the material presented during this study.

REFERENCES

Adib, N. M. A. N. M. (2021). An Assessment of the sense of place in Kota Bharu cultural

heritage zone among tourists (Master's thesis, Kuala Lumpur: Kulliyyah of Architecture and

Asmelash, A. G., & Kumar, S. (2019).

The structural relationship between tourist satisfaction and sustainable heritage tourism

development in Tigrai, Ethiopia. Heliyon, 5(3), e01335. Retrieved from

https://www.sciencedirect.com/science/article/pii/S2405844018368336

Chemonics International. Retrieved from

https://chemonics.com/blog/finding-balance-cultural-preservation-tourism/

Etravel team (2022). What is Heritage (Historical) Tourism? Retrieved from

https://www.etravel.com/explore/travel-industry/what-is-heritage-tourism/

Explorable.com (Nov 15, 2009). Research Population. Retrieved Dec 13, 2022 from

Explorable.com: https://explorable.com/research-population

Environmental Design, International Islamic University Malaysia, 2021). Retrieved from

http://studentrepo.iium.edu.my/handle/123456789/11004

Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural heritage tourism in Malaysia: Issues

and challenges. SHS Web of Conferences, Retrieved from

https://www.researchgate.net/publication/307656952_Cultural_Heritage_Tourism_in_Malays

ia_Issues_and_Challenges

IGI GLOBAL (1988-2012). What is Tourist Satisfaction? Retrieved from https://www.igi-global.com/dictionary/a-new-frontier-in-the-satisfaction-of-the-cultural-tourist/39285

IGI GLOBAL (1988-2012). What is Tourism Development? Retrieved from https://www.igi-global.com/dictionary/the-engineering-of-territorial-tourism-study-case-of-algeria/49800

Kenpro. (2016, February 22). Sample size determination using Krejcie and Morgan Table. KENPRO. Retrieved January 9, 2023, from http://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/

Kelantan. ECERDC. (2020, October 20). Retrieved January 9, 2023, from https://www.ecerdc.com.my/key-economic-clusters/tourism/creating-destinations/kelantan/

Mittuniversitetet (2022). Economic Dimension. Retrieved from https://www.miun.se/en/Research/research-centers/etour/evenemangskompassen/Getting-Started/The-Dimensions/Economic-Dimension/

Malaysia Truly Asia. 146–Malaysia travel guide–Kelantan. Tourism Malaysia. Retrieved from: https://ebrochures.malaysia.travel/malaysia-travel-guide/146-malaysia-travel-guide-kelantan/

Malaysia domestic tourism: Number of visitors. CEIC. (n.d.). Retrieved January 9, 2023, from

https://www.ceicdata.com/en/malaysia/domestic-tourism/domestic-tourism-number-of-visitors

(PDF) tourism policy - researchgate. (n.d.). Retrieved January 9, 2023, from https://www.researchgate.net/publication/314089854_Tourism_Policy

qhaireenizzati.wordpress.com (Dec 17, 2017) Master in Education Management and Leadership.

qhaireenizzati.wordpress.com:https://qhaireenizzati.wordpress.com/2017/10/05/sample-size-determination-using-krejcie-and-morgan-table/

Richards, G. (2021). Emerging cultural tourism practices: New opportunities for small cities?. *Turisztikai és Vidékfejlesztési Tanulmányok*, *6*(4). Retrieved from https://journals.lib.pte.hu/index.php/tvt/article/view/5144/4970

Shahateet, M. (2017, November 28). *Finding balance: Cultural preservation and tourism*.

Transportation Engineering (Second Edition), (2022). Environmental Dimension. Retrieved from https://www.sciencedirect.com/topics/engineering/environmental-dimension

Valčič, M., & Domšić, L. (2012). Information technology for management and promotion of sustainable cultural tourism. *Informatica*, *36*(2). Retrieved from https://informatica.si/index.php/informatica/issue/viewFile/143/130