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KELANTAN

FACTORS IN SELECTING TOURIST DESTINATION IN KELANTAN

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Bachelor of Entrepreneurship (Tourism) With Honours

A report submitted in partial fulfilment of the
requirement for the degree of
Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism and Wellness
UNIVERSITY MALAYSIA KELANTAN

2020

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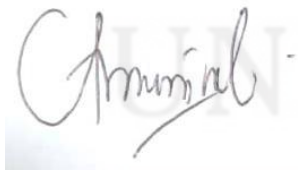
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ACKNOWLEDGEMENT

We are grateful because we have complete PPTA within the time. Special thanks to our Lecturer, Dr Suchi Binti Hassan for the patient guidance and always willing to respond to our question. We would like to show our gratitude to Dr. Suchi for providing us with a useful guideline of assignment which helps us easily to carry on our assignment. We offer our sincere appreciation for the online meeting prepared by Dr. Suchi during this unfortunate pandemic period. Online meeting provides opportunities for us to learn more. On the other hand, we would like to express our gratitude to every group member, Siti Munirah binti A.Kadir, Wen Xin, Jia Ming and Mon Thip. We always support and help each other when doing the assignment. Every group member has given their responsibility to finish their task. This assignment cannot complete without the dedication and cooperation of us.

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ABSTRACT

Tourist destination is about a place of interest where tourist visit, typically for its inherent or an exhibited natural or cultural value and historical significance. However, this situation focuses on the state of Kelantan since Kelantan is familiar with their culture and the traditional food. Therefore, this research keen to achieve four research objectives. First, to identify the relationship between visiting friends or relatives and selecting tourist destination in Kelantan. Second, to identify the relationship between rest and relaxation and selecting tourist destination in Kelantan. Third, to identify the relationship between cultural exploration and selecting tourist destination in Kelantan. Lastly, to identify the best factor in selecting tourist destination in Kelantan. This research the quantitative approach and involved the distribution of 400 respondents through online survey which is questionnaire. Data from the questionnaire were analysed using Statistical Package for Social Science (SPSS) to generate the quantitative result. Overall, the finding showed that all the independent variables significantly have relationship on selecting tourist destination and cultural exploration is the best factor in selecting tourist destination in Kelantan. The results from this research provided significant contribution in term of theoretical and practical perspectives. This research help other practitioner such as scholars, other researchers, even other tourist to explore and keeping the culture and Kelantan heritage for the next generation in the future and from the theoretical perspective, this research extent the knowledge regarding selecting tourist destination especially for the Kelantan state.

Keyword: Tourist destination, culture exploration, visiting friend or relatives, rest and relaxation, Kelantan.

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	II
ABSTRACT	III
TABLE OF CONTENTS	IV-VI
LIST OF TABLE	VII
LIST OF FIGURE	VIII
 CHAPTER 1: INTRODUCTION	
1.1 Introduction	1-3
1.2 Problem Statement	4-7
1.3 Research Question	7-8
1.4 Research Objective	8
1.5 Significant Of Study	8-9
1.6 Limitations Of Study	9
1.7 Definition Of Terms	
1.7.1 Tourist	10
1.7.2 Destination Choice	10-11
1.7.3 Tourist destination	12
1.7.4 Rest and Relaxation	12-13
1.7.5 Culture exploration	13-14
1.8 Summary	14
 CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	15
2.2 Dependent Variable	
2.2.1 Definition of destination choice	
Independent Variable	15-17

2.3	Visiting friends or relatives.	17-20
2.4	Rest and relaxation	20-22
2.5	Cultural exploration	22-24
2.6	The Hypothesis of The Study	24
2.7	Research Framework	24-25
2.8	Underpinning Theory	
	2.8.1 Push and Pull factor	25-26
	2.8.2 Maslow's theory	26-27
2.9	Summary	27

CHAPTER 3: METHODOLOGY

3.1	Introduction	28
3.2	Research Design	28-29
3.3	Target Population And Sample Size	
	3.3.1 Target Population	29
	3.3.2 Sample Size	30
3.4	Sampling Method	30-31
3.5	Data Collection Procedure	32
3.6	Research Instrument	32-34
3.7	Data Analysis	
	3.7.1 Reliability	34
	3.7.2 Correlation Coefficient	34-35
	3.7.3 Multiple Linear Regression	35
3.8	Summary	35

CHAPTER 4: RESULT AND DISCUSSION

4.1	Introduction	36
4.2	Result of Reliability Test	36-38
	4.2.1 Pilot Test	38-40
4.3	Result of Frequency Analysis	40-42
4.4	Result of Descriptive Analysis	
	4.4.1 Independent Variable and Dependent Variables	43
	4.4.2 Destination Choice	44

4.4.3	Visiting Friends or Relatives	45
4.4.4	Rest and Relaxation	46
4.4.5	Culture Exploration	47
4.5	Result of Pearson Correlation	48-51
4.6	Summary	51
 CHAPTER 5: CONCLUSION		
5.1	Introduction	52
5.2	Research Finding	52
	5.2.1 Relationship between visiting friends or relatives and selecting tourist destination in Kelantan	53
	5.2.2 Relationship between rest and relaxation and selecting tourist destination in Kelantan	53-54
	5.2.3 Relationship between culture exploration and selecting tourist destination in Kelantan	54-55
5.3	Limitations	
	5.3.1 Limitation in Due to Movement Control Order	55-56
	5.3.2 Limitation of Data Collection	56
	5.3.3 Limitation of Sample of Respondents	56-57
	5.3.4 Limitation of the source in the field of study	57
5.4	Recommendations	57
	5.4.1 Large Sample Size	58
	5.4.2 Respondent's Interview Session	58
5.5	Conclusion	59
REFERENCES		60-63
APPENDICES		64

LIST OF TABLE

Table	Title	Page
Table 3.1	Determination of the Sample Size	30
Table 3.2	Relationship between Likert Scale and Level of Agree	34
Table 3.3	Correlation Coefficient	35
Table 4.1	Cronbach's Alpha Coefficient Values	37
Table 4.2	Result of Cronbach's Alpha Coefficient for the Independent Variables (IV) And Dependent Variable (DV)	37
Table 4.3	Reliability Statistic for Pilot Test	39
Table 4.4	Number of Demographic characteristic respondent	40-41
Table 4.5	Descriptive Analysis	43
Table 4.6	Descriptive statistic of destination choice factor	44
Table 4.7	Descriptive statistic of Visiting Friends or Relatives factor	45
Table 4.8	Descriptive statistic of Rest and Relaxation factor	46
Table 4.9	Descriptive statistic of Culture Exploration factor	47
Table 4.10	Correlation Coefficient and Strength of Relationship	48
Table 4.11	Relationship between Visiting Friends or Relatives and Destination choice	48-49
Table 4.12	Relationship between Rest and Relaxation and Destination choice	49-50
Table 4.13	Relationship between Culture Exploration and Destination choice	50
Table 5.1	Research Objectives 1 & Research Objective 1	53
Table 5.2	Research Objectives 2 & Research Objective 2	54
Table 5.3	Research Objective 3 & Research Objective 3	55

LIST OF FIGURE

Figure	Title	Page
Figure 2.1	Research framework	24

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The practice of tourism is to traveling for joy, education or business. It is always connected with human beings and human nature. From this, it is essential to study the factor of why people go for a travel. Tourism motivation can represent the traveling action as tourist thinking can be a positive intention on traveller's future travel decisions (Jang and Namkung, 2009). Tourism motivation is related to traveller personality or attitude and lifestyle. It consists of meeting with friend, travel experience, destination, traditional and so on. This is closely concerning psychology, which in turn discussed the motivation of traveling, person need and contentment. Motivation has been examining as linked to the needs that tendency to some tourist activities (Pizam, Neumann & Reichel, 1979). The study of motivation is the main reason for travellers initiate traveller action and it will illustrate the traveller's behaviour is the hidden force for all action (Crompton, 1979, Iso-Ahola, 1982).

Kelantan is a state located in the Northeast of Malaysia. As a border state of Thailand, culture Kelantan has influenced by Thailand. It has a rich cultural heritage known as the 'cradle of Malay culture' for having almost 93% of Malays and the rest include Chinese, Indian and Thai. There is having several of attraction full with distinguishing traditional. For example, *Pengkalan Datu* allows tourist to experience Kolae Boat which is a traditional *Malay Kelantanese* fishing boat. *Ayang Café* provides

local cuisine of *Kelantanese* such like *nasi tumpang*, *roti titab* and so on. Furthermore, the riverside capital of Kelantan is called *Kota Bharu*, there are having plenty of tourist attraction for traveler to enjoy for a few day. For instance, tourist can relax on moonlight beach, melody beach in order to release stress. Attraction tourists of *Kota Bharu* contain much pretty Islamic architecture such like *Istana Jahar*, central market and so on. Kelantan is the state of famous in domestic country because people from Kelantan is very kind and also Kelantan is the best place to get something new and learn about the culture. Then, in Kelantan the environment and social is a good in local community. Kelantan has good environments which are many places to release the tension from work. And also the social culture in Kelantan is a good attitude and behavior because in Kelantan people more to involve in business so that tourist very suitable to communicate with people or tourist. In Kelantan every people can do a business because *Kelantanese* people is very supportive if do a business.

According to the New Straits Times (2019), the Kelantan state recorded 3.14 million locals and 305,048 tourists from overseas. Almost 3.4 million tourists had visit Kelantan between January to October 2019. There are many purposes of traveller visit Kelantan. First and foremost, factor that tourists choose for a travel destination is the purpose social interaction. Tourists travel in Kelantan for the aim of visiting friends or relatives. The travel intention is family-related and strong friend relation. According to Boyne and Hall (2002), visiting friends or relatives as a tourism itinerary to stay with relatives or friends away from the visitor's normal place residence. In addition to this another factor is rest and relaxation. The pace of life in Kelantan is slow compared to other states. Kelantan have many interesting place to attract tourist come to Kelantan based on the factors. Besides, there are plenty of beach in Kelantan where tourist can enjoy such as *Sri Tujuh* beach, and *Tok Bali* beach. It is suitable for tourist to relax as well as release

daily stress. Furthermore, the preferences influencing traveller visit Kelantan is because of the cultural exploration. Cultural tourism is traveller involving the appreciating and enjoying the culture race (Ibrahim & Ahmad 2009). Kelantan is a state in Malaysia that has many traditional arts. Besides, Kelantan also offers much cultural attraction that attracts culture exploration tourists.

Lastly, Coronavirus disease 2019 (COVID-19) is described as a disease caused by a new coronavirus now called severe coronavirus acute respiratory syndrome and also during the covid-19 is also affect tourist come to Kelantan. More than 1,000 individuals received Covid-19 screening at various health clinics and hospitals state-wide, according to state Health Department statistics (2020). Since March this year, the total number of those checked in Kelantan has reached more than 93,000. So far, Covid-19 in Kelantan has claimed six lives with *Kota Bharu* district remaining a red zone and covid-19 also affecting not only Kelantan but a globe. If tourists want to travel to Kelantan, tourist should follow S.O.P, but during a lock down government not allowed tourist to come to Kelantan. Pandemic covid-19 is very bad in Malaysia and especially in Kelantan. Until today June 2021 Kelantan have many cases. The cases are increase because people or tourist comes to Kelantan with three factors which are visiting friend or relatives, rest and relaxation and cultural exploration. Tourism sector will involve in external and internal with pandemic covid-19 and also tourism sector is badly affected and all sector tourism should be close during M.C.O. Pandemic covid-19 is also affected by tourism sector, economy and other. Then every tourist if come to Kelantan should have follow the S.O.P and self-protection like mask, hand sanitizer and other. Pandemic Covid-19 is very hard to everyone because it involve in economy Malaysia and also the world. The economy is decrease because every business can be run and also tourist cannot come to Kelantan.

1.2 PROBLEM STATEMENT

Generally, every tourist have the own perception about factors in selecting tourist destinations in Kelantan. Therefore, this research is fruitful to identify factors in selecting tourist destination in Kelantan using the predicting antecedents namely visiting friend or relatives, rest and relaxation and culture exploration. The established cultural tourism is the journey of individuals to specific destinations that offer cultural attractions, including historical sites, artistic, cultural events and shows, in order to acquire new knowledge and experiences that meet the intellectual needs of the traveller and individual development.

According to statistical travel, tourism and hospitality (2019), there were approximately 26.1 million tourist arrivals in Malaysia. With its Visit Malaysia 2020 initiative and the COVID-19 outbreak, which resulted in travel restrictions worldwide, Malaysia had hoped to increase tourist arrivals. According to Tourism Malaysia (2018), the number of domestic hotel guests from 2017 until 2018 is 1,143,783 and 1,169,007. Next, 57,337 and 54,074 for international in 2017 to 2018 and the total from 2017 to 2018 is 1,201,120 and 1,223,081 so that from the figures there are improvements with the percentages that are in 2017 until 2018 1.83 change.

Factors in selecting tourist destination in Kelantan about is visiting friend or relatives. Some family have family outsides in the country or the friend or relatives mix marriage so that this is factor. Based on the domestic tourism survey Malaysia (2019), the purpose of domestic tourist goes for travel in order for visiting friends or relatives continues to be the most famous travel motivation rather than another travel purpose which is 42.3 %, a slight increase compared to the year 2018 which is 40.6 %. Based on Prideaux, Payer, & Thompson, (2016), the terms of visiting friends or relatives describe as people from a specific visitor segment who visiting a destination for the purpose of

seeing or stay with friends and relatives. Based on a survey on Domestic travel in Malaysia, the data from respondent intend to travel with family or relatives is 63.9%, the data of respondent intend to travel with friends is 31.4%. It was clear that the combination of push and pull factors that affect option the choice of visiting friends or relatives in a destination was inspired by the need for social interaction and kinship

Every tourist wants to rest and relaxation from work so that tourist wants to travel at country to help tourist to reduce the stress from work. In life every people and also every researcher have own problem and need to rest and relaxation like tourist can go travel to another place to release the tension from the work and also from the human. Some problem is not just sharing with other only but should have a private place to peace a mind and time to move a negative thing. Some people it not tired about physical but tired about the mental. If have some problem with mental the work cannot be do then tourist should have a place to rest and relaxation from other and tourist can uplifting to improve the work after the holiday.

According to Crompton (cited in Van Harssel, 1994) it was noticed that most respondents also felt that travel was like routine rest and relaxation. Tourists hope and assume that going on a holiday will have various needs and wants in part or completely (Mill and Morrison, 2002).

Based on domestic tourism survey in Malaysia, the result shows that the percentage of tourist travel because of rest and relaxation is 20.4% in the year 2018 and decrease to the 9% in year 2019. According to the survey on Domestic Travel in Malaysia after movement control order 7th to 13th April 2020, it show that 84.2% respondent strongly agree Covid-19 has greatly affected tourist attitude towards leisure travelling.

Next a tourist travels to Kelantan because about the respondent wants to know culture exploration. Community, comprising language, faith, cuisine, social practises,

music and art is the characteristics and awareness of specific group of people. Culture exploration is importance thing to have if want to come at some place. Some tourist come at place which is Kelantan to know about the culture exploration and learn how the culture is build and can used the culture at the own place. The people like to do a culture exploration is teenagers and senior citizen. If tourist come to at some place and learn about the culture exploration the tourist cannot to story badly about the place. This is because culture exploration is the image to tourist like if tourist story about badly in Kelantan, tourist can cancel to come in Kelantan. Kelantan have a unique language to learn and pronouns. Tourist can get benefit and new knowledge about the language because every state has a different language. So that if can learn smoothly language Kelantan, it can give advantage to tourist to shopping at Kelantan because in Kelantan if fluent or can speak like Kelantan people it will get discount for shopping.

According to Malinowski (1931) formulation theses dimensions are combined is culture is a well- organized unity divided into two fundamental aspects, body of objects and a customs structure. According to the official statistics of Malaysia, the number of domestic tourists in Kelantan was 9,624 in 2017, 9,846 in 2018 and 10,986 in 2019. Tourists visit Kelantan because there are having a rich cultural heritage as well as having many attraction that full with distinguishing traditional.

Malaysia reported 4,252,997 visitor arrivals in the first half of 2020, showing a decline of 68.2% relative to the same period in 2019. Malaysia registered over 13.3 million visitor arrivals from January until June in the year 2019. Due to the coronavirus pandemic raging, there will be differences in the year 2020. If people travel across the nation or a destination with higher covid-19 rates, many health experts expect a dramatic rise in coronavirus infections over the holidays. This pandemic leads to an unprecedented circumstance that rendered a standstill for the whole world. The effects

of the Covid-19 crisis on the tourism industry can be observed beyond the borders of Malaysia. Several arguments predict a completely new world after COVID-19, naming it “New normal or the “Post-Covis-19 Era”. Such changes will result in different tourist perceptions and travel behavioural with regards to tourist travel decision.

This research chooses tourist come to Kelantan as a respondent because understanding tourist behavioural will explain that travel motivation is the factor behind all action. For this research, researcher using any platform which is WhatsApp, email or so on to share the questionnaire because it can make easy to share questionnaire via social media and the data will be safety if using Google form because only who created just only can view and download everything.

In conclusion, there are several factors that cause tourists to come in Kelantan. Therefore the researcher made a research related to whether tourists come to Kelantan due to these factors or not. Is the pandemic Covid-19 impacted on tourist’s travel behaviour. The researchers know about the factor because the researchers get from the previous study so that the researcher can know about the data and so on. These factors are such as visiting friends or relatives, rest and relaxation and cultural exploration. Next, the researchers make a questionnaire to get a view of respondents in relation to the factors. Lastly, this research will choose tourists as the respondent.

1.3 RESEARCH QUESTION (RQ)

The purpose of this study is to evaluate that factors in selecting tourist destination in Kelantan. Therefore four research questions have been developed to answer this study.

1. What is the relationship between visiting friends or relatives and selecting tourist destination in Kelantan?

2. What is the relationship between rest and relaxation and selecting tourist destination in Kelantan?
3. What is the relationship between cultural exploration and selecting tourist destination in Kelantan?
4. What is the best factor in selecting tourist destination in Kelantan?

1.4 RESEARCH OBJECTIVES (RO)

Therefore, this study aims to achieve two research objectives. The specific objectives of research can be summary as the following:

1. To investigate the relationship between visiting friends or relatives and selecting tourist destination in Kelantan.
2. To investigate the relationship between rest and relaxation and selecting tourist destination in Kelantan.
3. To investigate the relationship between cultural exploration and selecting tourist destination in Kelantan.
4. To determine propose the best factor in selecting tourist destination in Kelantan.

1.5 SIGNIFICANT OF THE STUDY

This paper is conducted to evaluate factors in selecting tourist destination in Kelantan. This study will help other practitioner such as scholars, other researchers, even other tourist the wonderful scenery of new destination. The attractions of multicultural encounters for tourists to nature-based destinations will be learnt by tourist while tourists were travelling. The need to manage the negative impact of tourists on culture is also important because it is a safety for the tourist. In cultural tourism, there are the journeys of individuals to specific destinations. In this journey, it offers many

amazing things such as cultural attractions that include historical sites, artistic, cultural events and other.

Besides that, these studies also can extent the knowledge regarding culture and society. This is because culture seems to be the mainstay in the *Kota Bharu* area. Culture has its own traditional values and strong work ethics become a cohesive bond an important part of the attractiveness of society. Moreover, there is a way on how to manage the negative impacts of the cultural tourism on the tourist destination that has been published in the academic literature. The activities of cultural in Kelantan continue to use the dedication and creativity of local traders and craftsmen who make the state of Kelantan rich and alive.

1.6 LIMITATION STUDY

This aims of this study is to evaluate factors in selecting tourist destination in Kelantan. The target area of the survey will be conducted among the tourist come to Kelantan. One of the limitations that will happen during the process of completing this study is limitation in term of sample population. A sample is defined as a group of people interest in making an observation. The sample size is the number of respondent which should be contained in a study. For this research, the target population will emphasize the following group of respondents which are tourist come to Kelantan. Therefore, the sample size of this study will be restricted only for tourist come to Kelantan.

Second is the limited in term of time frame for collecting the data. The data will be collected from respondents at a single point in time during pandemic COVID-19 through survey questionnaire. Therefore, the time will be limited only two months to distribute the questionnaire and evaluate the result from the respondent.

1.7 DEFINITION OF TERMS

1.7.1 Tourist

Tourist includes the movement of people to countries or areas outside tourist normal environment for personal, business or professional purposes (United Nations World Tourism Organisation (UNWTO)). Tourist is the most importance people in the world. This is because without tourist the economy in tourist sector will be decrease. Tourist is can help the tourism sector will be increase like give a good review to social media. If have a good review other tourist can plan to go the place like this. As people know tourist is the best guideline information because tourist can give a really experience at the place and can teach about the new knowledge.

Visitors are called these persons. Generally speaking, if tourist journey does not include an overnight stay, a traveller is graded as a (same-) day visitor and a tourist if it requires an overnight stay. For business, leisure or personal purposes, the object of tourist trip may be other than to be employed by a resident entity in a country or place visited. Next, tourists are also searching for new experiences, such as destination authenticity, learning about various cultures, learning about the destination's past and understanding the host community's lifestyle. According to Middleton & Clarke (2001) have pointed out that the tourism industry is currently facing new and rising challenges arising from changes in environmental conditions and changes in tourist conduct.

1.7.2 Destination Choice

Destination it means understood and geographically. According to World Tourism Organization (WTO) a destination is a special location where a tourist spends at least one night featuring tourism items, such as attractions, support facilities.

Destination choice is the most importance because if tourist wants to travel the tourist should think the destination choice with the demographic at the place. Destination is also involve is about time at one place to one place, the budget and the risk. If have a plan and have a good destination the holiday will be fun and can go away from work. This is because if the places have a higher risk is not the good destination choice. To choose the destination should think clearly and should do some research to get the best result.

According to (Zygmunt, (2013), tourism services complete with established management, physical and administrative boundaries, and a well-known picture, by tourists as distinctive entities and exhibit several main provisions. According to (Murphy et al (2000) described destination as a combination of individual products and opportunities for experience that combine to form a whole visited area experience. Destination choice is built on a negotiation process between the wants of visitors and the facilities that destinations have to provide (Ankomah Crompton, and Baker 1996). This notion is developed into a theoretical model for studying tourist behaviour that identifies the interaction between location and visitor characteristics as a determining element in tourist behaviour (Bekk, Sporrle, and Kruse, 2015). However, other research have focused more on the constructive character of decision-making (Kwshavarzian & Wu, (2017), McCabe, Li, & Chen; Qiu, Masiero, & Li, (2018). This shift in viewpoint emphasises the importance of circumstances in determining destination choice outcome. Contexts are the situations that necessitate special consideration such as destination features, visitor characteristic, and travel purpose (Lamsfus et al., 2015). It is because decision-making about where to go is influence by a variety of factors that change each tie a decision is made, context is critical in understanding what factors impact decision-making.

1.7.3 Tourist Destination

A tourist destination is a geographical location that has the components required to draw visitors and meet visitors needs (M. Djurica & N. Djurica 2010, Pearce 1992). According to (Cooper et al. 2000) 4A the characterized based on tourist destination. Tourist destinations have four elements to get the best destination and can easy why how to know the someplace like attraction, amenities, access in term and ancillary services. If the tourist follows the elements it will get the best destination and can more confidents to go travel.

The first one is attraction. Attractions it mean tourist visit the destination of the artificial as well as natural features or event in place. Seconds is about amenities. Amenities visitors need at the destination, such as lodging, food, entertainment and leisure. Third, access in terms of transport construction and maintenance, providing a link to the tourist destination and to the tourist attractions at the destination. Lastly, ancillary services which are offered by the destination via a local tourist board to tourists and industry. According to M. Djurica & N. Djurica (2010) in order to generate the greatest value and therefore be efficient, the destination must make use of its skills, resources and opportunities from the environment. Through evaluating the marketing climate, the tourist destination will better satisfy the requirements of its customers than its rivals.

1.7.4 Rest and Relaxation

In the origin place a tourist cannot rest because tourist always think about the work so that if tourist travels at some country they can rest and relaxation from the new environment. Every tourist have an own problem and how tourist can solve the problem

like go travel or do some activities. As people know do an activities or travel is not same thing but from two ways it will help to reduce the stress from work or human. If have a problem with human should go away to release the stress. If have a good way to release the stress it will help to improving to do daily routine.

In Kelantan are having the own environment like the art and heritage, so that tourist can rest from the stress. According to (Benson, 1975, 1983) argued that all the relaxation techniques produce a single “relaxation response,” characterized by diminished sympathetic arousal.

1.7.5 Cultural Exploration

Cultural exploration is defined to tourist exploration at the place about the cultural which is heritages and also the food. This is about experience people explore the country. Every people know about the culture exploration which is from the food or heritage but tourist like to come because wants to try many of food in Kelantan. Kelantan have much food. The food can eat with the morning which is morning tourist eat “Akok, kerabu rice and other”. But if the tourist does not like the food the tourist come to Kelantan or other place with heritage. Heritages is the interesting part in travel because some tourist like and more want to know about the history at the someplace so that if go travel tourist can gain some now knowledge to share with other which is using media social like Instagram, Facebook and other.

According to (Levo-Henriksson (1994), the community is covers the daily way of life as well as society's myths and value systems. According to Roos (1986) culture is seen as a lifestyle mechanism and as a common dominator of lifestyles. Lifestyle shows society that in lives is broad and stiff wholeness, uniform, routine and like-minded. Tourist has already become one of the cross-cultural transmission channels, thanks to

the fast expansion of the contemporary tourism sector. Many tourists plan the trips solely for the purpose of gaining a cultural experience. The cultural tourist with a purpose like cognitive challenging learning experiences and visiting lesser-known history museums, art galleries, temples, and historical places. Visitors choose to travel for both internal and exterior reasons (Correia et al., 2013) and culture become s one of the primary attractions in some forms of tourism. Culture has become one of the most important factors in tourists' decision to visit a particular location (Correia, Kozak, & Ferradeira, 2013).

1.8 SUMMARY

This chapter has been discussed about problem statement, research question it mean what the relationship independent variable toward in dependent variables. And also for the research objectives is aim to identify the relationship between independent variable and dependent variable and to determine propose the best factor in selecting tourist destination in Kelantan and then about the significant and limitation for this research. Lastly, definition of term is about tourist, destination choice, tourist destinations, rest and relaxation and cultural exploration

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, researcher will discuss about the destination choice in Kelantan as the dependent variable (DV), while for visiting friend or relatives, rest and relaxation and culture exploration are the independent variables (IV). This chapter also will discuss the relationship between dependent variables with independent variable (IV-1, IV-2, IV-3). Lastly, this chapter also will explain the conceptual framework of the study and the summary at the end of the chapter.

2.2 DESTINATION CHOICE (DV)

2.2.1 Definition Of Destination Choice

Destination choice defines as the traveler's decision on which destination to travel from many kind of options. The tourist always should do a decision making in the life which is where tourist want to travel and where the best destination to go. Tourist should do a decision making with the element which is the budget. This is because if have budget the plan and also the decision making will be smoothly.

Destination choices form a concept of vacationer's selection of a destination from variety of alternatives (Hsu, Tsai & Wu, 2009). It is determined as a decision-

making process from demand verify to an ultimate decision which is affected by multiple factors (Woodside & Lyonski, (1989) Um & Crompton, (1990) Crompton & Ankomah, 1993). The destination choice is a familiar topic subject in studies on tourist behavior because it is regarding creating and keeping demand associated with the destinations and traveler services offer. A fundamental context on factors affecting travel behaviors as well as destination choice has long been talking over in connection with motivations that are created by the needs of tourist.

According to Robbins and Coulter, (2013), the decision-making process can be defined as developing, analyzing, and selecting an alternative that can resolve the problem. The strong relation between travel motivation and destination choices have been well establishing in tourism literature (Colman, 1989; Mnasfeld, (1992) Turnbull & Uysal, 1995). Tourist motivation consists of rest and relaxation, reinforce family togetherness, social intercourse, visiting friends or relatives and several types of travel purposes. Motivation emerges when visitors want to meet a need and relax in the trip, this is a significant variable satisfaction decision (Chang, 2007; Correia, Oom do Valle & Moco, 2006). It is important to comprehend and have sufficient knowledge of the motives that influence the tourist's action, since that have a direct effect on tourist's decision (George, 2004).

Early researchers recommended rational destination decision-making techniques and a better knowledge of the numerous factors that impact destination selection (Crompton, 1992: Woodside & Lyonski, 1989). The concept of choice sets has been central to many logical procedures (Decrop, 2010: Sirakaya & Woodside, 2005). Destination decision-makers experience a cognitive and emotional assessment of locations in line with the reason or motivation for travel, according to scholars focused on choice sets (Wood-side & Lyonski, 1989). Context is critical in understanding what

factors impact decision-making, because of decision-making about where to go is influenced by a variety of factors that alter each time a decision is made (McCabe et al., 2016). Many variables influence tourism, including economic, social-cultural, and demographic considerations. Tourists' location selection and purchase decisions are influenced by tourists' features.

On the other hand, some specific pull factors have a considerable influence on destination selection. A destination is a collection of components that are linked to one another at various levels of relationship and must coexist in order to provide a pleasant vacation experience. As a result, a destination's pull factors are critical in terms of attracting visitors and establishing a competing location because the attractions of a location are most essential sources of motivation for tourists to come there. Moreover, push factor also reflects in tourists' destination choice. The push factor is including human needs such as leisure, visiting friends or relatives as the motivation for travel.

2.3 VISITING FRIENDS OR RELATIVES (IV-1)

One of the most popular forms of tourism is visiting friends or relatives that also known as VFR. It is essential that people grasp this critical field of tourism industry, whether people are a tourism management student or a tourism industry entrepreneur. Actually, visiting friends or relatives is a concept people hear often tossed around within the tourism industry. And to be honest, it's not impossible to comprehend, really. During pandemic tourist still want to Kelantan because want to visiting friend or relatives. Visiting friend or relatives is the main issues. As people know much people go to outside to find a some work and the tourist come to Kelantan based on visiting friend or relatives but during a covid-19 is very dangerous and badly if have tourist to come Kelantan because it will involve the health. The factor to visiting friend or relatives is a

good but from the pandemic Covid-19 tourism industry should responsibility about the financial. If the issues about the pandemic Covid-19 can be reduce tourist can come to Kelantan.

In essence, VFR is a person's movement away from the house tourist actually live in to a place where a family member or friend lives. In the tourism sense, it is a prerequisite that the stay is far enough away from the home of the individual and lasts long enough to be categorized as 'tourism'.

Mates and families visiting in calculating tourism, the term visiting friends or relatives (VFR) is primarily used as one of four key categories of encouragement along with 'pleasure', 'organization' and others a framework that is 'enshrined in the rubric of countless international, state, and regional visitor studies and normative for the study (Seaton, 1994, p.316). However, it is argued that this form of segmentation underestimates VFR, as tourists who stay with friends or relatives but state 'pleasure' as tourist main reason of the trip are also committed from the group (Jackson, 1990) with the effect of personal relationships on a significant number of tourism trips (Lee et al., 2005; Moscardo, Pearce, Morrison, Green & O'Leary, 2000). Therefore, the inclusion of accommodation use was urged in the identification of VFR (Backer, 2010; Boyne, Carswell & Hall, 2002; Moscardo et al., 2000).

According (Backer, 2010; Boyne, Carswell & Hall, 2002; Moscardo et al., 2000), the inclusion of accommodation use was urged in the identification of visiting friends or relatives. This research is constrained by the fact that it was only analysed by VFR travellers who claim that people are visiting friends or relatives as people trip objective. Instead of commercial lodging, there are more travellers staying with friends or family, but people do not suggest that visiting with hosts is the primary purpose of tourist journey. As a result, the market shares recorded in this paper underestimate the

position of both domestic and foreign travellers in the VFR segment. If data collection were to make a clear distinction between sub-segments of VFR travellers in the future, it would be of great benefit.

The above limitation of the present research, which is the same as that experienced in previous studies, is a consequence of the manner in which national guest surveys assess VFR travel. This routine procedure needs to be updated to learn more about this chapter. That way, it would be possible for future studies to gain even more comprehensive insight into the VFR travel sub-segments. Other aspects of heterogeneity, including variations in psychograph, such as travel motives, benefits sought, travel preferences, impressions of destinations in Australia and Australia as a whole, and travel characteristics, will also be of particular interest.

Friends or relatives impact behaviour throughout the recreation experience in his studies on pleasure travel (Crompton, 1981). The influences of friends or relatives on decision-makers have been thoroughly established from the standpoint of supplying information to decision-makers (Bulte-na & Field, 1980; Jenkins, 1978; van Raaij & Francken, 1984; West, 1982). Actually one of the sources give trip-related information, friends or family is frequently cited as the most reliable (Capella & Greco, 1987) Gitelson & Crompton, 1983). The account of all inbounds travels classified as VFR by “the primary purpose of travel” is 28% in Canada (CTC, 2013). Similarly, the overall number of foreign VFR arrivals in the United Kingdom by “the primary purpose of travel” is 28%. The major reason for a traveller’s trip may be to attend a conference, but the incentive might be to see a close friend or relative who lives in or near the destination. A significant nuance that affects a large number of travel decisions. Besides that, a tourist also will visits an area where ties to family and friends are longer present, yet the area is nevertheless familiar and a part of the tourist’s life history due to

childhood memories and connections. Returning to a city where one's family has moved away or died.

H1: There is a relationship between visiting friends or relatives toward selecting tourist destination in Kelantan.

2.4 REST AND RELAXATION (IV-2)

According to Hofstede (2001) and Kaplanidou (2009), the definition of tourism experience can mean that the aspirations, satisfaction levels and intentional behaviours of different destinations are held by individuals from different countries. Each tourist needs to rest from the job and relax so that tourists want to come to the country to help tourist relieve work stress. Rest and relaxation, every tourist should get enough rest and relaxation in the body because if the brain is unhealthy it will not help the work. Some company should give some destination to employees go to release a tension. This is because in the organization if employees achieve a good performance or achieve the target in the organization can give employees a reward like travel packages for single or double packages. If the organizations do like this every employee will be improve the performance in organization.

It was observed that most respondents still thought that travel was like daily rest and relaxation, according to Crompton (cited in Van Harssel, 1994). According to Hofstede (2001) and Kaplanidou (2009), the definition of tourism experience can mean that the aspirations, satisfaction levels and intentional behaviours of different destinations are held by individuals from different countries.

Each tourist needs to rest from the job and relax so that tourists want to come to the country to help tourist relieve work stress. It was observed that most respondents

still thought that travel was like daily rest and relaxation, according to Crompton (cited in Van Harssel, 1994). Tourists predict and agree that going on a holiday would have different needs and wishes, in part of entirely (Mill and Morrison, 2002). For all age, relaxation is a big aspect of balanced lifestyle. It rejuvenates the body and mind, controls the mood and is relevant to the role of learning and memory. Not having enough rest, on the other hand, will adversely affect tourist mood, immune system, memory, and level of stress.

According to the Chang (2007), indicated that the motivation of travellers choose package tours are relaxation and pleasure, social relationships and social-psychological need. Besides, based on the Correia et al, the motive of traveller to exotic foreign destination consists of leisure, knowledge, core attractions and so on. According to (C Van Vuuren, 2011), motivations are rest and relaxation, enriching and learning experiences. It was stated that destination choice has always been an important aspect in tourism. The tourist's travel motivation is to seeking relaxation. Tourists need to get rid of tension in everyday routine by the way to visit an exotic destination that has not visited before.

Relaxation can be defined as a way to spending time in a place in order to rest and feel comfortable. According to McGaghie et al. (2001), a conceptual framework can define as "sets the stage". It is to present the particular research question that drives the investigation being reported based on the problem statement. The study of travel motivation had deeply related to the literature on tourist behaviour. It also defines as the driving force behind tourist behaviour. Among the factors that affect tourist behaviour consists of visit sightseeing and shopping for the purpose of relaxation.

Furthermore, rest and relaxation also defines as a tourist want to get away from the monotony of life as well as a stressful environment, have a significant influence in

motivation. Pushing and pulling influences impact one's desire to travel for pleasure. One of the pushing factors in travelling is including rest and relaxation. Besides that, Crompton's early research aimed to define a conceptual framework of push and pull elements to determine the motive of leisure travel that influences destination choice. Escape, relaxation were all defined as socio-psychological objectives or push reasons. Crompton came to the conclusion that the destination had a big influence on travel behaviour. Thus, the desire to rest and relax is the most compelling reason for travellers to travel.

H2: There is a relationship between rest and relaxation toward selecting tourist destination in Kelantan.

2.5 CULTURE EXPLORATION (IV-3)

Culture exploration also is the independent variable that influencing traveller visit to a place. Cultural tourism is traveller involving the appreciating and enjoying the culture race (Ibrahim & Ahmad 2009). Tourists are the adventurers who were born. Tourist use any way to discover tourist world can be sought by a land-locked man. First at all, by learning how to climb trees, descend into caves, scale hills. People build warships to navigate the rivers and seas, helicopters to fly into atmosphere, submarines to explore the depths of the oceans, and drills to dig deep into the ground, if that's not enough. When it was not enough, people kept searching for the stars. It means humans will always searching and discover to the knowledge, culture and the beauty of a things. Not only the things, the place and the looks tourist want to know more. So, the culture exploration also the factors that make the tourist make the destination choice. In addition, the interests shaping the visit of travellers to Kelantan are attributed to cultural

exploration. Cultural tourism also includes the love and enjoyment of the cultural race (Ibrahim & Ahmad 2009).

Kelantan is a part from Malaysia that has many traditional arts and culture. Besides, Kelantan also offer much cultural attraction that attracts culture exploration tourists. Tourist always search for fresh experiences, such as destination authenticity, learning about foreign traditions, learning about the history of the destination, and experiencing the lifestyle of the host community. However, Kelantan also have a nice person and every tourist always repeat to come to Kelantan because the cultural is good for everyone. Now, the tourist industry is currently facing new and rising challenges arising from changes in environmental conditions and changes in tourist conduct.

People are returning to people origins in pursuit of discovery of tremendous historical values through heritage tourism, which is one of the fastest growing tourist industries in the world. Poria et al. (2004) listed many tourist motivations for visiting heritage tourism places. Cultural motivation is described as a broad interest in learning about culture, history, and legacy (Kolar & Zabkar, 2010). Tourists' interest in culture is characterised as destination choice, culture motive and researching various civilizations. (Nicolau and Mas, 2006). For leisure travelers, an experience new culture is a major motivator (Crompton, 1979; Fodness, 1994) and this has a direct impact on tourist preferences and destination selection (Kozak, 2002). Tourists can be characterized along a continuum ranging from "psychocentric" which is cautious and choose a familiar destination to "allocentric" which is daring and prefer unfamiliar destination. (Plog, 1974). The desire to learn about diverse cultures also reflects a need for novelty (Jang & Feng 2007).

H3: There is a relationship between cultural explorations toward selecting tourist destination in Kelantan

2.6 THE HYPOTHESES OF THE STUDY

From the review of the literatures, there are three hypotheses that have been develop to be testing throughout the study. The hypotheses are:

- i. There is a relationship between visiting friends or relatives toward selecting tourist destination in Kelantan.
- ii. There is a relationship between rest and relaxation toward selecting tourist destination in Kelantan.
- iii. There is a relationship between cultural explorations toward selecting tourist destination in Kelantan.

2.7 RESEARCH FRAMEWORK

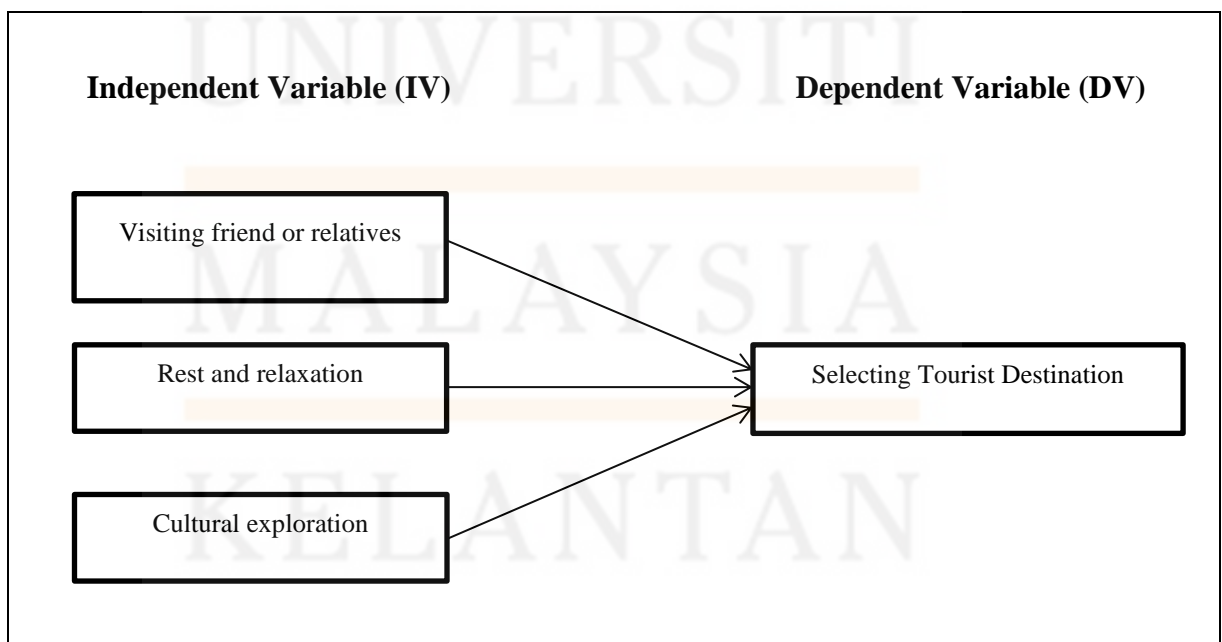


Figure 2.1: Research Framework

Based on figure 2.1 the independent variable affecting by dependent variable which is visiting friend or relatives affecting by selecting tourist destination, rest and relaxation affecting by selecting tourist destination and cultural exploration affecting by selecting tourist destination.

2.8 UNDERPINNING THEORY

2.8.1 Push and Pull Model

According to (Fodness, 1994), while the conceptualized of the tourist motivation construct is still lacking but the push and pull model is agrees upon by many researchers. According to (Expert commentator (2013), push and pull model are promotional routes to market. Push factors refer to internal motives that positively impact visitor's decision to take a vacation. These are linked to desires for leisure, recreation, adventure, and escape, as well as a desire to 'get away from it all' and overcome the sense of isolation that comes with modern living. As a result, push factors might be defined as those that encourage people to travel, represent, or volunteer. Pull factors are defined as the factor causing the tourists to choose one destination over more than one decision to travel. The majority of pull forces are linked to the amenities of a destination, such as service quality, costs, and facilities. Push and pull theoretical framework is a common theory to understand the travel motivation of visitors which make a decision to visit a destination or other location, the type of activity that tourists want to experience. Based on T.H. Lee & Crompton, 1992; Plog, (1974), various types of people prefer to select different for the journeys.

The visitors prefer to select the destination based on several factors such as the perception of superiority of tourists from one destination (pull factor), self-motivation (push factor). The push factor consists of the gain of knowledge, escape from reality and enhance the relationship as well as prestige. The previous research indicated that

the state of being cultural express the motivation of the tourists visit a destination. The theory of push-pull factors has been recognized as a useful tool to analyze the various forces that affect a tourist to consider traveling or the factors pull the visitors to select a desire destination.

2.8.2 Maslow's Theory

In addition to this, the travel decision making for a destination is related to the visitor's travel motivations. Maslow's Theory tries to explain the travel motivation of tourists. The visitor's travel patterns are associated with psychological patterns and can be used to analyze the factors that motivate individuals to travel. Maslow's Hierarchy, Pearce's (2005), the trend for travel careers scheme proposes that motivational requirements for tourism are with several factors such as to relax, self-developing and so on. Maslow includes five stage theories on travel motivation.

The first stage is the physiological needs, tourists will select a desire destination based on tourists basic need. These needs include a variety of amenities supplied to visitors during tourists stay at a site, such as acceptable lodging, drinkable water, and restaurant serving decent food or cuisine. These requirements are so essential that the might be considered essential motivators for all travelers. Second stage is safety needs. This is the representation of the character of the safety-related issues in a destination. Only by providing a safe, secure atmosphere in which visitors feel protected from any hazards throughout a tourist's stay can attract a rising number of tourists. When a tourist is confident about the accommodation at a place will keep stable and look after tourist while tourist are here, the likelihood of tourists choosing that place increases. The third stage is a social need, these are the stage that people ties with individuals to generate a sense of social belonging and validate the potential to generate healthy relationships.

Tourist is clearly motivated to visit destinations by a sense of social belonging. People frequently visit certain locations in order to strengthen relations with family or friends to become acquainted with the local communities of tourist destinations. The fourth stage is self-esteem needs. In this level, tourists go for a travel to impress tourist friend, families, social groups, and other acquaintances, as well as to elevate tourist social rank. The final need in the hierarchy is personal needs such as self-fulfillment to seeking more experiences. Tourism is viewed by tourist as an activity allows tourists to see the world. Tourist can hone tourist special abilities by undertaking something that is extremely difficult for tourist. In the travel industry, self-actualization can also refer to actions in which individuals participate in activities that give advantages to society.

Maslow's (1943) five-level hierarchy of requirements is still one of the most widely used ideas by researchers attempting to understand human behavior. This theory has been widely applied in the industry of tourism since the hierarchy of requirements helps to define travelers' various motivations.

2.9 SUMMARY

This chapter has been discussed about two variables which are dependent variable (DV) and independent variable (IV). The researchers state that selection of destination choice in Kelantan is the dependent variable while for the independent variables are visiting friends or relatives, rest and relaxation and culture exploration. Moreover, it also stated the relationship between dependent variables and independents variables. It can be concluded that there is relationship between visiting friend or relatives, rest and relaxation and culture exploration with destination choice in Kelantan.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will be discussing about research design, population and determinant of sample size for the study. Next, the discussions on sampling technique, data collection procedure, and research instrument that will be used in the study will be explained. Lastly, the data analysis to generate the finding will be analysed at the end of the chapter.

3.2 RESEARCH DESIGN

Research design is the project of study followed in order to go through the research objective. It refers to the general research strategy that defines a concise and logical plan for addressing set up research question by way of data collection, interpretation, analysis and discussion. According to the Durrheim (2004), research design is a strategic approach for an operation that functions as a bridge between the questions of study and its implementation. Based on Kirshenblatt-Gimblett (2008) without the presence of these design problems, the completion drawn at risk is weak and uncertain and fails to overcome the entire research issue.

There are two kind of study which is qualitative and quantitative. Qualitative research searches out attitudes, behavior and experiences through methods such as first-

hand observation, interviews, and focus groups. It can be used to collect in-depth insight from respondents. Quantitative research emerges statistic by making use of large-scale survey research that adopts ways such as structured interviews or questionnaires. According to (Hammersley 2018; Fine and Hancock 2017), people have also identified the treat to qualitative study that comes from external forces, seen from the point of view of “qualitative research.” There are various types of quantitative research. For example, it can be categorized as causal- comparative research, correlational research, survey research and experimental research.

The research design use for this study is the quantitative research strategy with the combination of descriptive research design, exploratory and explanatory. It illustrates something that may be a phenomenon, a present situation or characteristic of an organizational group, individuals, and others. Thus, the study will investigate more in factors in selecting tourist destinations in Kelantan among tourist come to Kelantan and to explain the contributions of variables that have been selected for the study.

3.3 TARGET POPULATION AND SAMPLE SIZE

3.3.1 Target Population

Population it refers to entire group of people, events or things of interest that researchers wishes to investigate (Kumar 2013). Population is the entire collection of entities one seeks to understand or, more formally, about which one seeks to draw an inference (Salkind, 2010). The population for this study is the tourist come to Kelantan. Hence, the numbers of tourist come to Kelantan was approximately 5,321,957 tourists and therefore the appropriate samples for this study are 400.

3.3.2 Sample Size

Sample size is the population subset (Kumar,2013). For this study, the respondent is tourists come to Kelantan are samples of this research. Referring to the Krejcie & Morgan (1970) sample size table, 400 respondents will be draw from the tourists come to Kelantan to provide this analysis with a sufficient level to this study.

Table 3.1: Determination of the Sample Size

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

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

Source: Krejcie & Morgan, 1970

Source: Krejcie and Morgan (1970)

3.4 SAMPLING METHOD

The sampling method is the procedure of collecting an adequate number of elements from the population (Kumar, 2013). In the sampling process, certain aspects of the

population are chosen by the researchers as the subjects of the survey. It is possible to categorize the sampling process into two types which are probability sampling and non-probability sampling.

The sampling techniques are probability sampling where the samples are obtained in a process in such a way that each element of the population has no known probability of being chosen. In other words, the level of tendency in the sample collection is not known. The samples are chosen and are open to the researchers, meaning that it requires gathering every available collection of respondents that the researcher may use conveniently. Simple random sampling is as the name suggests, is an entirely random method of selecting the sample. This sampling method is as easy as assigning numbers to the individuals (sample) and then randomly choosing from those numbers through an automated process. Then, the numbers that are chosen are the members that are included in the sample.

Next, simple random sampling is a simple sampling method that can be easily included into a more complex scheme. The important aspect of this sampling approach is that every sample has the same chance of being chosen. To allow for proper usage of simple random sampling, the sample size for this sampling approach should ideally be greater than a few hundred. Researchers claim that while this approach is conceptually simple to grasp, it is challenging to put into practice. Working with big sample sizes is difficult, and establishing a reasonable sampling frame can be difficult at times. In other words, the test findings obtained from a random sample, a nearby sample, a cooperative sample, or a sample collected in some inaccessible part of the population will not differ. In this study, researchers choose tourists who come to Kelantan as the respondents for this research because tourists can answer the questionnaire based on their opinion and also experience.

3.5 DATA COLLECTION PROCEDURE

Data collection defined as the process of gathering, measuring and analyzing information from a variety of sources so as to obtain the overall and accurate insight. Data collection helps a person or an organization to address the related questions, evaluating outcomes and the development of conjectures about possible probabilities. A researcher enables to evaluate the hypothesis regarding the topic based on the method of collecting data. Data collection is the most essential part of the research.

The data collected is primary and secondary data. Primary data is the basic data collected through a quantitative approach using online survey methods through questionnaires. Secondary sources defined as data gathered by someone else earlier. It means that the data are primarily collected by a researcher for another purpose in the past. If these data are used by the researcher, the data become secondary data for the current users. The secondary data can save the researcher's time and resources which will have to spend on primary data collection. The secondary data is the data collected through journals and articles. The journals and articles adopted by the researcher as a secondary data collection are easily accessible and inexpensive. Most of these sources can be accessed and downloaded through the internet via a smartphone device or laptop.

3.6 RESEARCH INSTRUMENT

For the research instruments that have been chosen for this study is Questionnaire. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondent (Saul McLeod, 2018). The researchers using this method because are relatively cheap, quick and efficient way of obtaining large amount of information from a large sample of people. According to Saul

McLeod questionnaire can be an effective means of measuring the behaviour, attitudes, preferences, opinions and intentions of relatively large numbers of subjects more cheaply and quickly than other methods. For this study, Google Form is the platform in collecting information through via online.

The composition of Google Form will be design in five parts. The questions will be divided in five parts which is part A for demographic, part B until D for independent variables and part E for dependent variables question. The demographic in part A contain the question about gender, age, ethnicity, occupation and marital status. The independent variables in part B is the question about visiting friend or relative, part C is the questions regarding rest and relaxation and part D is the questions regarding cultural exploration. The dependent variable in part E is question about selecting tourist destination.

These question will be measure using 5 point Likert scale which is from strongly agree until strongly disagree. The Likert scale was used in the questionnaire to measure respondents' level of agreement on whether or not they would agree with the statement. Table 3.2 shows the relationship between Likert scale and level of agreement. When the scale is 5, the level of agreement is strongly agreed. While scale 4 indicates the agree level is agreeable, and scale 3 indicates the agree level is neutral. For scale 2, the agreed level is disagreed and scale 1 is strongly disagree. The respondents only can choose that answers only because the researchers decide to ask the close-ended question.

Table 3.2: Relationship between Likert Scale and Level of Agree

Likert Scale	Level of Agree
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

3.7 DATA ANALYSIS

3.7.1 Reliability

Reliability is known as the probability. It is a system that produces correct outputs up to some given time. The features of reliability are repair hardware faults, detect and help to avoid. A reliable system does not silently continue and deliver results that include uncorrected corrupted data. It also detects and if possible, it will correct the corruption. For example, by retrying an operation for transient or for untreatable errors and reporting it to higher level recovery mechanisms.

3.7.2 Correlation coefficient

Correlation coefficient can be defined as a numerical measure of some type of correlation. It is a statistical relationship between two variables. It may be two components of a multivariate random variable with a known distribution or be the two columns of a given data set of observations that called as a sample. Correlation coefficient exist with own range of usability and characteristics. It also exists own definition. They all assume values in the range from -1 to $+1$, where ± 1 indicates the strongest possible agreement and 0 the strongest possible disagreement.

Table 3.3: Correlation coefficient

CORRELATION COEFFICIENT	INTERPRETATION
0.9 to 1	Very strong
0.7 to 0.89	Strong
0.5 to 0.69	Moderate
0.3 and 0.49	Modest
0.16 and 0.29	Weak
Below 0.16	Too low to be meaningful

3.7.3 Multiple linear regression.

Linear regression can be defined as a linear approach to modelling the relationship in statistic. The relationship is between a scalar response and one or more explanatory variable. It also known as dependant variables and independent variables. The case of one explanatory variable is known as a simple linear regression. If more than one, the process will be called as multiple linear regression. The term is distinct from multivariate linear regression, where multiple correlated dependent variables are predicted, rather than a single scalar variable.

3.8 SUMMARY

In conclusion, results of the analysis in this study are meant to answer the research questions and meet the objectives of the study. Furthermore, it is vital to synthesize the results of the quantitative method. In detail, discussion topics include study design, population and sample, research instruments, data analysis methods, to the model of data analysis. The reporting data will be discussed in the next chapter.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter will discuss about the results and findings from the analysis which conducted on the data collected from the questionnaires. Total numbers of 400 questionnaires were distributed to 400 respondents among tourist come to *Kota Bharu*, Kelantan area and all of them were valid. The data collected from the questionnaires analyze using descriptive and inferential analysis. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). Before conduct the actual questionnaire, pilot test was done on total number of 30 respondents and reliability test used to obtain the validity of the variables.

4.2 RESULT OF RELIABILITY TEST

Reliability test was used to study the characteristic of measurement scales and the elements that make up the scales. Cronbach's alpha coefficient value was used to test the reliability analysis. It is a metric for a study's internal accuracy that is expressed as a number between 0 and 1. Therefore, as the importance of alpha rises, the words in a sample become more reliable to one another. Researchers will identify and decide if

questionnaire was accurate, efficient, and understandable by respondents based on the value response.

Table 4.1: Cronbach's Alpha Coefficient Values

Cronbach's Alpha	Internal Consistency
0.9 to 1	Very strong
0.7 to 0.89	Strong
0.5 to 0.69	Moderate
0.3 and 0.49	Modest
0.16 and 0.29	Weak
Below 0.16	Too low to be meaningful

Table 4.1 reveals that when the Cronbach's alpha is closer to 1, internal accuracy is considered very strong, implying that the objects in a sample are more accurate. Internal accuracy is considered insufficient if the Cronbach's alpha is less than 0.5. When the Cronbach's alpha is 0.7 or higher, the reliability coefficient is reasonable and fine.

Table 4.2: Result of Cronbach's Alpha Coefficient for the Independent Variable (IV) and Dependent Variable (DV)

Variables	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Destination Choice	6	0.722	Strong
Visiting friends or relatives	3	0.617	Moderate
Rest and relaxation	6	0.772	Strong
Culture exploration	7	0.878	Strong

Table 4.2 appears the value of Cronbach's Alpha Coefficient for Independent variables and dependent variables in this analysis. Based on table 4.2, the value of all variables are including 0.6 and above. As a result, the questionnaire was accepted.

Next, for the dependent variables are destination choice which are using 6 questions to measure it. Cronbach's Alpha for this section was 0.722, which is considered strong. Thus, the coefficient acquire for the destination choice question was reliable.

There is having 3 questions used to measure the visiting friends or relative variable that influence factors in selecting tourist destination in Kelantan. Cronbach's Alpha for this section's issue was 0.617, which is considered moderate. Therefore, the coefficient obtained for the visiting friends and relatives question was reliable.

Furthermore, to determine the rest and relaxation variable that affects factors in selecting tourist destination in Kelantan. Cronbach's Alpha for this section's issue was 0.772, which is considered strong. Thus, coefficient obtained for the rest and relaxation questions was reliable.

Besides, the measurement is regarding to the culture environment variable that influence factors in selecting tourist destination in Kelantan. There are having 7 question was used in this section. The Cronbach's Alpha result for this section's issues was 0.878. Thus, coefficient obtained for the culture exploration question was also reliable.

4.2.1 Pilot Test

Before conducting the real questionnaire, a pilot test was conducted to identify any potential questionnaire problems, such as unclear questions. The phrase "pilot test"

refers to a scaled-down version of a larger study. It also called “feasibility” studies. It is the process of pre-testing a certain research instrument, such as a questionnaire or interview schedule. It allows researchers to identify and correct a wide range of possible problems that may arise during the preparation of the questionnaire before the real questionnaire is implemented. The input obtained was utilized to enhance the clarity of the questions, which were distributed among tourists that travel in Kelantan.

Following the collection of the questionnaire, a reliability test was undertaken by utilizing the SPSS software. Cronbach’s Alpha is the most used methodology in reliability analysis for investigating a scale’s internal consistency. Cronbach’s Alpha is the average reliability coefficient values collected from standardized items in a certain study.

Table 4.3: Reliability Statistic for Pilot Test

Variables	Number of Item	Cronbach’s Alpha Coefficient	Strength of Association
Destination Choice	6	0.824	Strong
Visiting friends or relatives	3	0.684	Moderate
Rest and relaxation	6	0.936	Very Strong
Culture exploration	7	0.985	Very Strong

The above table shows the reliability of four variables. Cronbach’s Alpha was used to assess the reliability of these four constructs.

According to the table 4.3, the reliability of each variables build varied from 0.684 to 0.985. The minimum criterion was set at 0.6 Alpha Coefficient. With an alpha

coefficient of 0.684, the build of tangible features met the minimum criterion. The highest coefficient 0.985 was found in culture exploration, while the lowest coefficient was found in visiting friends or relatives which is 0.684.

4.3 RESULTS OF FREQUENCY ANALYSIS

Frequency analysis was used in the basic observation of the researcher. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, marital status, education, occupation and income. The demographic profiles of the respondents were presented in a table.

Table 4.4: Number of Demographic characteristic respondent.

Demographic	Frequency	Percentage (%)	Cumulative percentage (%)
Gender			
Male	181	45.3	45.3
Female	219	54.8	100.0
Age			
Below 21	45	11.3	11.3
21-30	177	44.3	55.5
31-40	108	27.0	82.5
41-50	59	14.8	97.3
51 and above	11	2.8	100.0
Education			
No Formal Educational	15	3.8	3.8
High School	128	32.1	35.8
Diploma	95	23.8	59.6
Degree	151	37.8	97.5
Other	10	2.5	100.0
999	1	0.3	
Total	400	100.0	

Marital status			
Single	197	49.3	49.3
Married	203	50.7	100.0
Total	400	100.0	
Occupation			
Students	120	30.0	30.0
Self-employed	115	28.7	58.8
Government Sector	84	21.0	79.8
Private Sector	79	19.8	99.5
Other	2	0.5	100.0
Total	400	100.0	
Income			
Below RM 1200	128	32.0	32.3
RM1200-RM2500	74	18.5	51.0
RM2500-RM5000	116	29.0	80.3
Above RM5000	78	19.5	100.0
999	4	1.0	
Total	400	100.0	

Table 4.4 showed the number of respondents by frequency analysis. The total number of respondents for male was 181 respondents while the number of female was 219 respondents. Out of 400 respondents, 45.3% of total respondents were male and the remaining of 54.8% were female respondents who involved in this study.

For the respondent by age, there were 400 respondents who consist age from below 21 (45 respondents), 21-30 (177 respondents), 31-40 (108 respondents), 41-50 (59 respondents) and 51 and above (11 respondents) had responded to the questionnaire. Table 4.5 showed the highest percentage of respondents was respondents who have range of age from 21-30 (44.3 %) and followed by 31-40 which was (27.0%), 41-50 (14.8%), below 21 (11.3%) and the lowest percentage respondents was 51 and above (2.8%).

Table 4.4 showed the total respondents by education level. There were 400 respondents who consist education level from no formal education (15 respondents), high school (128 respondents), Diploma (95 respondents), Degree (151 respondents), other (10 respondents) and missing (1 respondents) had responded to the questionnaire. Table 4.5 showed the highest percentage of respondents was respondents who have range of education level from Bachelor Degree (37.8%) and followed by high school which was 32.0%, Diploma (23.8%), no formal education (3.8%), other (2.5%) and the lowest percentage respondents was 999 (0.3%).

Table 4.4 showed the total respondents for marital status. The total number of respondents for single was 197 respondents while the number of married was 203 respondents and the total number of respondents 400. Out of 400 respondents, 49.3 % of total respondents were single, 50.7 % were married respondents who involved in this study.

Table 4.4 showed the total respondents from different occupation. Majority of the respondents were from student with the percentage of 30.0% (120 respondents) and followed by self-employed 28.7% (115 respondents). There were 21.0 % (84 respondents) from government sector, 19.8% (79 respondents) from respondents who working at private sector and the least were 0.5 % (2 respondents) who from others.

Table 4.4 showed the total respondents for income. The highest were 32.0% (128 respondents) who had monthly income from below RM1200 and followed with 29.0% (116 respondents) who had monthly income from RM2500-RM5000, 19.5% (78 respondents) who had monthly income from above RM5000, 18.5% (74 respondents) who had monthly income from RM1200-RM2500, and the least of respondents were both had monthly income from 999 and above which accounted 1.0% (4 respondents).

4.4 RESULTS OF DESCRIPTIVE ANALYSIS

This research has analyses the mean and standard deviation for section B and C of the questionnaires to find out factors in selecting tourist destination in Kelantan. Based on the analysis result, the researcher compared the mean between independent variable and dependent variable for every item in questionnaire. The responses by respondent are scaled by using the 5-Likert Scale which is 1 represent to “Strongly Disagree “, 2 as “Disagree”, 3 as “Neutral “, 4 as “Agree” and 5 as “Strongly Agree”. The results of the analysis are shown in following table.

4.4.1 Independent Variable and Dependent Variable

Table 4.5: Descriptive Analysis

Variables	N	Mean	Standard Deviation	Level
Destination Choice	400	3.7435	0.54399	High
Visiting friends or relatives	400	3.5997	0.65050	High
Rest and relaxation	400	3.9336	0.54397	High
Culture exploration	400	3.9147	0.58425	High

Table 4.5 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was rest and relatives which is 3.9336 and followed by culture exploration which was 3.9147 and visiting friends or relatives was 3.5997. The mean for dependent variable was 3.7435.

4.4.2 Destination Choice

Table 4.6: Descriptive statistic of destination choice factor

No	Item Description	N	Mean	Standard Deviation
1	I think environmental condition in Kelantan influence choice of travel destination.	399	3.65	0.781
2	Does travel cost and accommodation prices affect in your choice Kelantan of travel destination?	399	3.84	0.889
3	Does information on accommodation and other important things influence the choice of your travel destination?	400	3.88	0.858
4	I think tourist come to Kelantan based on other experience?	400	3.76	0.872
5	During a Covid-19 pandemic do you think Kelantan still destination choice for tourist?	399	3.67	0.822
6	Do you agree tourist come to Kelantan based on motivation?	400	3.71	0.836

Table 4.6 showed the mean and standard deviation analysis on the independent variable which was destination choice. The highest mean value was item 3 which was 3.88, where respondents agreed that an information on accommodation and other important things influence the choice of tourist travel destination. The lowest mean value was item 1 which were 3.65, where the respondent slightly agrees that an environmental condition in Kelantan influence choice of travel destination. For the data set from 400 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

4.4.3 Visiting friends or relatives

Table 4.7: Descriptive statistic of visiting friends or relatives factor

No	Item Description	N	Mean	Standard Deviation
1	Do you think there many tourists who stay with friends or relatives instead of commercial accommodation but the main purpose of the trip is not visiting friends or relatives.	400	3.53	0.920
2	Do you think that the friends or relatives will influence the decision-making process before or after the trip has begun?	400	3.70	0.841
3	If you have friends or relatives in the destination outside of your home, will you changing your travel behaviour?	398	3.56	0.834

Table 4.7 showed the mean and standard deviation analysis of respondents on the independent variable which was visiting friends or relatives. Item 2 score the highest mean value which was 3.70, where the respondents agreed that the friends or relatives will influence the decision-making process before or after the trip has begun. The lowest mean item 1, with the mean value of 3.53, where the respondents think that there are many tourists who stay with friends or relatives instead of commercial accommodation but the main purpose of the trip is not visiting friends or relatives. From the data set from 400 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean.

4.4.4 Rest and relaxation

Table 4.8: Descriptive statistic of rest and relaxation factor

No	Item Description	N	Mean	Standard Deviation
1	I think Kelantan is the best place to rest and relaxation.	399	3.96	0.785
2	Do you think travel can help tourist to rest and relaxation?	400	3.87	0.783
3	I feel rest and relaxation can decrease a stress from work.	400	4.01	0.779
4	I think from rest and relaxation can help to increase the healthy balance.	400	4.00	0.803
5	I want to save and also comfortable if go to travel.	400	3.92	0.809
6	I feel go to travel can help the immune system in their body.	400	3.85	0.811

Table 4.8 showed the mean and standard deviation analysis of respondents on the independent variable which was rest and relaxation. Item 3 score the highest mean value which was 4.01, where the respondents agreed that the rest and relaxation can decrease a stress from work toward the tourist when tourists go travel. The lowest mean item 6, with the mean value of 3.85, where the respondent slightly agreed that respondent feel go to travel can help the immune system in respondent body. From the data set from 400 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean.

4.4.5 Culture exploration

Table 4.9: Descriptive statistic of culture exploration factor

No	Item Description	N	Mean	Standard Deviation
1	I like to get more experience in this culture exploration?	400	4.05	0.777
2	I would like to study more in this culture exploration?	400	3.89	0.783
3	I believe that I can have many opportunities in culture exploration?	399	3.97	0.758
4	Culture exploration can bring a lot of advantages to other people?	400	3.93	0.809
5	I have more interest in this culture exploration?	400	3.87	0.745
6	This culture exploration suits my aptitude?	398	3.82	0.774
7	Culture exploration can show a growing potential?	400	3.91	0.755

Table 4.9 showed the mean and standard deviation analysis of respondents on the dependent variable which was culture exploration. Item 1 scores the highest mean value which was 4.05, where the respondents agreed that they like to get more experience in this culture exploration. The lowest mean was item 6, with the mean value 3.82, where the respondent slightly agreed that this culture exploration suits the aptitude. From the data set from 400 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean.

4.5 RESULT OF PEARSON CORRELATION

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between two variables which is independent variables and dependent variable. The objective of Pearson correlation analysis was to determine whether there are correlations between independent variables (visiting friends or relatives, rest and relaxation and the culture exploration) and the dependent variable (destination choice). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.10: Correlation Coefficient and Strength of Relationship

Strength Interval of Correlation Coefficient	Interpretation
Size of Correlation	
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Hypothesis 1: Visiting friends or relatives

H0a- There is no relationship between visiting friends or relatives and destination choice in Kelantan.

H1a- There is a relationship between visiting friends or relatives and destination choice in Kelantan.

Table 4.11: Relationship between Visiting Friends or Relatives and Destination Choice

Correlations	Visiting friends or relatives	Destination choice
---------------------	--------------------------------------	---------------------------

Visiting friends or relatives	Pearson Correlation	1	.345**
	Sig. (2-tailed)		.000
	N	400	400
Destination choice	Pearson Correlation	.345**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Table displayed Pearson Correlation coefficient, the significant value and the number of cases which is 400. The p-value is 0.000, which is less than significant level of 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 3. The correlation coefficient of 0.345 suggested a small but define relationship between visiting friends or relatives and the destination choice in Kelantan.

Hypothesis 2: Rest and Relaxation

H0b- There is no relationship between rest and relaxation and the destination choice in Kelantan.

H1b- There is a relationship between rest and relaxation and the destination choice in Kelantan.

Table 4.12: Relationship between Rest and Relaxation and Destination Choice

		Correlations	
		Rest and relaxation	Destination choice
Rest and relaxation	Pearson Correlation	1	.463**
	Sig. (2-tailed)		.000
	N	400	400
Destination choice	Pearson Correlation	.463**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Table illustrated Pearson Correlation Coefficient, significant value and the number of cases which is 400. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0b for Hypothesis 2. The correlation coefficient of 0.463 suggested a small but definite relationship between rest and relaxation and the destination choice in Kelantan.

Hypothesis 3: Culture Exploration

Hoc – There is no relationship between culture exploration and the destination choice in Kelantan.

H1c – There is a relationship between culture exploration and the destination choice in Kelantan.

Table 4.13: Relationship between Cultural Exploration and Destination choice

Correlations		Cultural Exploration	Destination choice
Cultural Exploration	Pearson Correlation	1	.531**
	Sig. (2-tailed)		.000
	N	400	400
Destination choice	Pearson Correlation	.531**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Table showed Pearson Correlation coefficient, significant value and the number of cases which is 400. The p-value is 0.000, which is less than significant level of 0.01. Therefore, this study rejects the null hypothesis H_0 for Hypothesis 1. The correlation coefficient of 0.531 suggested a moderate positive correlation between Cultural exploration and the destination choice in Kelantan.

4.6 SUMMARY

In this chapter, there are total 400 sets of data results were collected and optimized by using the IBM SPSS statistics computer software. Based on the results that calculated from IBM SPSS statistics software, all the independent variables which is visiting friends or relatives, rest and relaxation and the culture exploration with dependent variable which is destination choice. Researchers already provide some discussions and calculations in the next following chapter to have better understanding about the final results of this study.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter elaborates on the result presented in Chapter 4. Aside from that, this chapter also explains the recommendations that can be used in the future in relation to this report, and at the end of this chapter, the researchers will present the findings to the public.

5.2 RESEARCH FINDING

The aim of this study was to look into the relationship between visiting friends or relatives, rest and relaxation, culture exploration that influence the factor in selecting tourist destination in Kelantan. This research focuses on how the visiting friends or relatives, rest and relaxation and culture exploration toward factors in selecting tourist destination in Kelantan among tourist come to Kelantan.

5.2.1 Relationship between visiting friends or relatives and selecting tourist destination in Kelantan

Research question 1 of this study asked the relationship between visiting friends or relatives and destination choice. This is also to respond to the objective and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.1.

Table 5.1: Research Objective 1 & Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To investigate the relationship between visiting friends or relatives and selecting tourist destination in Kelantan.	What is the relationship between visiting friends or relatives and selecting tourist destination in Kelantan?

H1: There is a relationship between visiting friends or relatives and selecting tourist destination in Kelantan.

The result of hypothesis H1 in Chapter 4 review to answer Q1. According to H1, there is a link between visiting friends or relatives and selecting tourist destination in Kelantan. According to the data, there is a small but define correlation coefficient of 0.345 and a p value of .000, which is less than the highly significant threshold of .001.

5.2.2 Relationship between rest and relaxation and selecting tourist destination in Kelantan

The second research question in this study looked into the relationship between rest and relaxation and selecting tourist destination in Kelantan. This is also in order to

respond to the second aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.2.

Table 5.2: Research Objective 2 & Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To investigate the relationship between rest and relaxation and selecting tourist destination in Kelantan.	What is the relationship between rest and relaxation and selecting tourist destination in Kelantan?
H2: There is a relationship between rest and relaxation and selecting tourist destination in Kelantan.		

The data of hypothesis H2 were evaluated to answer research question 2. According to the hypothesis 2, there is a link between rest and relaxation and selecting tourist destination in Kelantan. The result suggests a small but define with a correlation coefficient of 0.463 and a p value of .000 which is less than the highly significant threshold of .001. Therefore, hypothesis accepted.

5.2.3 Relationship between culture exploration and selecting tourist destination in Kelantan.

The third research question in this study looked into the relationship between culture exploration and selecting tourist destination in Kelantan. This is also in order to respond to the third aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.3.

Table 5.3: Research Objective 3 & Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To investigate the relationship between cultural exploration and selecting tourist destination in Kelantan.	What is the relationship between cultural exploration and selecting tourist destination in Kelantan?
H3: There is a relationship between culture exploration and selecting tourist destination in Kelantan.		

To answer research questions 3, the outcomes of hypothesis H3, there is a strong link between culture exploration and selecting tourist destination in Kelantan. According to the data, there is a moderate positive correlation coefficient of 0.531 and a p value of .000 which is less than the highly significant threshold of .001. As a result, hypothesis accepted.

5.3 LIMITATIONS

In every research, this research has its own limitations that posed the researchers challenges to complete the research. This research had some limitations such as:

5.3.1 Limitation in Due to Movement Control Order (MCO):

First and foremost, the constraint in this research is due to a Movement Control Order (MCO) issued by the Malaysian government in response to pandemic instances. MCO restricts the movement of researchers from one location to another, slowing down

the research process. Consequently, fellow researchers are also having difficulty keeping in touch with one another as a result of MCO, as well as getting each section that researcher have completed checked by the supervisor before moving on to the next phase. Because this study is focused on *Kota Bharu*, Kelantan, researchers are unable to conduct site visits owing to MCO. This will have an indirect impact on some of the findings in this study.

5.3.2 Limitation of Data Collection:

Next, there is a limitation in terms of data collection method. There is a limitation of medium in gathering data for this study, as it is only possible to distribute surveys online through a Google Form link. The reason is that, as previously stated, MCO restricts researchers' travel. During MCO, people are not permitted to leave the homes unless people have a compelling cause to do so. As a result, it is difficult for researchers to collect data because few people are interested in filling out surveys. The majority of respondents will just disregard and have no interest in the Google form link, and researchers will also use social media platforms such as Facebook, Instagram, and WhatApps to entice respondents to complete the questionnaire. This is one of the steps that take a lot of time for the researcher in order to obtain enough respondents for a trustworthy result.

5.3.3 Limitation of Sample of Respondents:

One of the most significant problems for this research is that respondents' interpretation of the questionnaire is limited, as the data collection method is limited to online questionnaires. Not every reply is aware of and knowledgeable about tourism and

Kelantan. Some of the questions may be difficult for respondents to answer due to ambiguity in the questions and a lack of knowledge about tourism. Furthermore, because the form is online, it hard to respondent ask the question.

5.3.4 Limitation of the source in the field of study:

Every research project should include a prior researcher's study, paper, or writings that current researchers can utilize to learn more about the issue for which conducting research. The researchers discovered that there are few articles or earlier studies that may be used as references for this investigation. Only a few papers and studies about the elements that impact tourist visits to *Kota Bharu*, Kelantan, could be located on the internet, and the majority of respondent were conducted about 20 to 30 years ago. As a result, the researchers had to spend more time gathering material that was relevant to this study.

5.4 RECOMMENDATIONS

Upon conclusion of the paper, the selection of proposals to make more additional research was proposed by the researchers. All of these suggestions are for this research. The research partner should consider some of the ideas and suggestions in this research. In addition, research partners are strongly advised to make a few changes so that while creating a research paper, it will get very reliable and great results.

5.4.1 Large Sample Size

Sample size is an important consideration for quality research in a scientific study. The sample size or better known as N, is the number of individual pieces of data used to compute a set of statistics. According to (Costello, 2005), to reduce errors and produce better results is to use larger sample sizes. This is because, this sample size can help. The larger the sample size of respondents used the more accurate and reliable the results will be, Nuijten (2015). Therefore, future researchers who wish to conduct research on tourism in Malaysia should expand the geographical territory to expand the research representation throughout Malaysian tourism.

5.4.2 Respondent's Interview Session

In the interview session, the respondent should be interviewed by the researcher. This is so that the respondent can answer all the questions directly instead of asking the respondent to interpret the question itself. This is to prevent poor performance of the respondents. In addition, any ambiguity possessed by the respondents can also be easily explained through this method. It also helps the researcher to get more answers through the researcher's observation of the respondents. The problem of misunderstanding can also be reduced and produce better results for research by using this method.

5.5 CONCLUSION

As an Islamic based tourism destination, Kelantan is known which the natural view and full with culture attraction destination. Kelantan compare with others district or cities it brings the different experience and feeling to tourists.

Researcher can see peoples from urban cities still believe in Kelantan there is not many entertainments and feeling boring. In the research, the targeted population that researcher choose are the visit Kelantan. The respondents have been asked about the age, educational, marital, occupation and monthly income before we started handing out our questionnaire. It applied in the probability and sample random sampling method for data analysis. There are total 400 sets of questionnaires were record and used in this research.

In addition, Pearson Correlation Coefficient Analysis and Multiple Linear Regression Analysis were used in testing the relationship between independent and dependent variables. Therefore, there was only three independent variables included visiting friends or relatives, rest and relaxation and the culture exploration factor that had significant relationship toward selecting tourist destination in Kelantan.

At the last, this research provided some recommendations for future researchers such as widen the geographical areas, employ quota sampling in distributing questionnaire to respondents, use electronic word-of-mouth as additional variables and target international or both international and domestic tourists.

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APPENDICES

T25.

ORIGINALITY REPORT			
20%	12%	6%	15%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to Universiti Malaysia Kelantan Student Paper		4%
2	eprints.utar.edu.my Internet Source		1%
3	en.wikipedia.org Internet Source		1%
4	Elisa Backer, Friedrich Leisch, Sara Dolnicar. "Visiting friends or relatives?", Tourism Management, 2017 Publication		1%
5	Submitted to British University of Vietnam Student Paper		1%
6	www.tandfonline.com Internet Source		1%
7	buyessayclub.org Internet Source		<1%
8	Submitted to Kaplan International Colleges Student Paper		<1%

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