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**EXPLORING THE POTENTIAL DEVELOPMENT OF TOURISM PRODUCTS:  
A CASE STUDY AT TUMPAT DISTRICT**

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A report submitted in partial fulfilment of the requirements for the Degree of Bachelor of  
Entrepreneurship (Tourism) With Honours

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**Faculty of Hospitality, Tourism and Wellness**

UNIVERSITI MALAYSIA KELANTAN

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2022

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## ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis. First of all, we would like to thank everyone who has shown their contributions and efforts in helping us complete this research study . Their participation has given us a lot of help and support so that we can do it efficiently in this research study. We would like to thank and appreciate our supervisor, Dr Roslizawati binti Che Aziz for supervising us to complete this project. Without her help and the knowledge, she has imparted to us, we could not have completed this project on time and efficiently. Moreover, we would like to thank our team members who gave their full commitment and enthusiasm while conducting this research study. Without cooperation , understanding and tolerance for each other, this project could not be completed with our studies at University Malaysia Kelantan (UMK ) for giving us the opportunity to carry out this research project.

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## ABSTRACT

The aim of this study is to investigate the potential development of tourism products in Tumpat District, a region with rich cultural heritage and natural resources. Tumpat District, located in the state of Kelantan, Malaysia, offers a diverse range of attractions including historical sites, traditional crafts, scenic landscapes, and religious landmarks. However, the district's tourism industry has yet to fully capitalize on these resources. This research approach to gather qualitative data. Interviews and focus group discussions are conducted with local stakeholders, including tourism authorities, community representatives, and industry professionals, to gain insights into their perspectives on potential tourism product development. Preliminary findings reveal that Tumpat District has untapped potential for tourism product diversification and enhancement. The existing attractions, such as Wat Photivihan Temple, Pantai Sri Tujuh, and the cultural village of Kampung Laut, are highly regarded by tourists. However, there is a need for infrastructure development, marketing strategies, and community involvement to fully harness the district's tourism potential. This study contributes to the existing literature on tourism product development by providing empirical evidence from a specific case study. The findings can guide policymakers, tourism authorities, and local communities in formulating effective strategies for product diversification, infrastructure improvement, and destination marketing. By developing new tourism products and improving existing ones, Tumpat District can attract a wider range of tourists, extend their length of stay, and boost the local economy.

Keywords: tourism product development, Tumpat District, tourist preferences, stakeholder perspectives, destination marketing

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## ABSTRAK

Matlamat kajian ini adalah untuk menyiasat potensi pembangunan produk pelancongan di Daerah Tumpat, sebuah wilayah yang kaya dengan warisan budaya dan sumber semula jadi. Daerah Tumpat, yang terletak di negeri Kelantan, Malaysia, menawarkan pelbagai tarikan termasuk tapak bersejarah, kraf tradisional, landskap yang indah dan mercu tanda keagamaan. Bagaimanapun, industri pelancongan daerah masih belum memanfaatkan sepenuhnya sumber-sumber ini. Pendekatan kajian ini untuk mengumpul data kualitatif. Temu bual dan perbincangan kumpulan fokus dijalankan dengan pihak berkepentingan tempatan, termasuk pihak berkuasa pelancongan, wakil komuniti dan profesional industri, untuk mendapatkan pandangan tentang perspektif mereka tentang potensi pembangunan produk pelancongan. Penemuan awal mendedahkan bahawa Daerah Tumpat mempunyai potensi yang belum diterokai untuk kepelbagaian dan peningkatan produk pelancongan. Tarikan sedia ada, seperti Kuil Wat Photivihan, Pantai Sri Tujuh, dan perkampungan budaya Kampung Laut, dipandang tinggi oleh pelancong. Walau bagaimanapun, terdapat keperluan untuk pembangunan infrastruktur, strategi pemasaran, dan penglibatan komuniti untuk memanfaatkan sepenuhnya potensi pelancongan daerah. Kajian ini menyumbang kepada literatur sedia ada mengenai pembangunan produk pelancongan dengan menyediakan bukti empirikal daripada kajian kes tertentu. Penemuan ini boleh membimbing penggubal dasar, pihak berkuasa pelancongan dan komuniti tempatan dalam merangka strategi berkesan untuk kepelbagaian produk, penambahbaikan infrastruktur dan pemasaran destinasi. Dengan membangunkan produk pelancongan baharu dan menambah baik produk sedia ada, Daerah Tumpat boleh menarik lebih ramai pelancong, melanjutkan tempoh tinggal mereka, dan meningkatkan ekonomi tempatan.

Kata kunci: pembangunan produk pelancongan, Daerah Tumpat, pilihan pelancong, perspektif pihak berkepentingan, pemasaran destinasi

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

Investigation on the tourism products and services development and government in developing the tourism sector in Tumpat, Kelantan.

In this chapter, the researcher will explain the main background of the study, which includes the history of tourism development in Malaysia, the development of tourism products in Kelantan, and the Tumpat district. The researcher will also discuss the definition of study, research problems, research questions, research objectives, scope and the importance of the research to the community, tourist, and the country in this chapter.

The research topic has been selected as the development of tourism products in Tumpat, Kelantan. The researcher will investigate the government's strategy and community involvement in the Tumpat district, as well as the uniqueness of the tourism products and services available in Tumpat. The purpose of this research was to determine the community's involvement in the Tumpat area's tourism development.

## 1.2 BACKGROUND OF THE STUDY

According to the 4th edition of the board dictionary, tourism comes from the word travel, which means visiting while looking around and having fun (Anon, 2019). Tourism is also defined as a multifaceted and diverse activity that touches on various aspects of life as well as economic activity (Anon, 2016). Tourism is an economic activity that can generate income and benefits for the community (Nuratihrah, 2021). Tourism is an investment sector that contributes to national development (Anon, 2019). The development policy was designed to make tourism one of the sectors capable and contributing to the country's socio economics. An increase in national income if the tourism industry can improve the local community's standard of living (Anon,2022). Malaysia is a tourist destination with significant potential on the Asian, international, and local levels. Malaysia received 6.48 million tourists in the first quarter of 2016, with 3.24 million coming from Singapore, 0.67 million from Indonesia, and 0.38 million from China, with the remainder coming from other countries (Malaysiakini news, 2015).

The tourism industry is now regarded as one of the most important engines of Malaysian economic development, and it has become an important focus of the government's industrial strategy (Mohammad, 2009).Several issues must be considered in order to make this tourism sector an important sector in leading the national economy, including the need to develop tourism products that attract the interest of local travellers or foreign tourists, as well as improving the maintenance of existing tourism areas, and building infrastructure and facilities for the comfort of tourists (Anon,2022). Finally, by establish the Department of Tourism in 1959, the tourism sector emphasised the importance of the tourism industry's role in improving the national economy (Anon, 2021).

### **1.2.1 TOURISM DEVELOPMENT IN KELANTAN**

The state of Kelantan borders Thailand and is located in the northeast corner of Peninsular Malaysia. In 2010, the state had a total population of 1.37 million people and an area of 14,922 square kilometres. The majority of the population consists of Malays (95%), Chinese (1.5%), Indians (1%), other bumiputra (1.5%), and other races (0.5%) (Rosilawati, 2021). Kelantan Darul Naim is a Malaysian state rich in natural summer from 13 states (Anon, 2019). Apart from agriculture, tourism is the second most important source of revenue in Kelantan (Anon, 2019). In line with national policy, tourism development in Kelantan is accelerating, with an increase in both domestic and international visitors (Anon, 2019). Assimilation of Malay, Siamese, and Islamic cultures have resulted in folk games such as dikir barat, main puteri, and makyong. This state is also rich in traditional food that is different from other states, such as budu, kerabu rice, ulam rice, and so on. Siti Khadijah Market, National Park, Wat Machimmaram, and Irama Bachok Beach are among the most popular ecotourism destinations in Kelantan. According to Nik Abdul Aziz the Year of Visiting Kelantan 2008 is a programme that can develop the national economy related to the culture, society, and food (Anon, 2021).

The Malaysian Ministry of Tourism, Arts, and Culture (MOTAC) Kelantan is aiming for the national economy, which includes tourism, to return to normalcy (Anon, 2021). In connection with this, Kelantan targets a million tourists from Malaysia and abroad to visit the state (Hazelen, 2022). In pursuit the meaning of development the Kelantan government does not ignore the state of Kelantan's arts and culture heritage, as evidenced by the presence of buildings such as art galleries (Anon, 2008). On 16 July 2021, the Ministry of Tourism, Arts and Culture (MOTAC) organized the Kelantan Folks Art Festival (FKRK) @ Online 2021 to enliven the local art and culture industry with the wealth and uniqueness of Kelantan 8 society's art and culture. As a result, this is the government's effort to provide more opportunities for

industry players to promote art and culture on a global scale. Following that, the Kelantan State Tourism Information Center (TIC) is a government agency that promotes culture and arts to local and foreign tourists. TIC has also organised various activities related to the state of Kelantan's cultural games as a means of attracting both local and international tourists. Immediately, today's technology applications are capable of assisting in the promotion of art and culture products in the state of Kelantan, by believing in the quality of products and digital promotion methods can assist the country in contributing towards the attraction of tourist presence.



### 1.2.2 TOURISM DEVELOPMENT IN TUMPAT

Tumpat is a colony in the state of Kelantan that was established on January 1, 1949, about 15 kilometres from the state capital of Kota Bharu. The rapid growth of the Tumpat colony coincided with the development of ports and railway stations, which became the epicentre of communication and transportation on the East Coast (Anon, 2022). Tumpat is the most unique colony because it has plains and hundreds of non-hilly river islands, and it has the potential to become an international tourist destination (Anon, 2022). According to legend, Tumpat has been around for more than 190 years. During British rule, the port city attracted more activities (Azam, 2013). Tumpat district is a heritage city that has the potential to grow the country's tourism industry. Where they have the advantage of being located in the north of the state of Kelantan, bordering the south of Thailand through the Golok River, and having a clear geographic position that guarantees progress in the tourism sector, particularly in heritage development. Tumpat district is another colony that has the potential to become a tourist destination with a variety of interesting places to visit.



Figure 1: Kampung Laut Mosque

Furthermore, Tumpat district has heritage buildings that are still unknown to tourists, both domestic and foreign. Many buildings in Tumpat have heritage status, including Rumah Dato Kaya Budi, the railway station building, the Tumpat Port Site, the lighthouse, and the Japanese ore landing base (Nik Azman,2022). Efforts to preserve the historical, cultural and architectural value of the 300-year-old Kampung Laut Mosque (the oldest mosque in Malaysia) are to make it a heritage landmark in Kelantan. The Ministry of Tourism, Arts and Culture (MOTAC) is a government initiative to develop Kelantan's tourism sector and create employment and entrepreneurship opportunities for local people. In addition, by relocating the Kampung Laut Mosque to its original location, the historical, cultural, and architectural values inherited as a new tourist destination landmark in Tumpat, Kelantan can be preserved. When the Kampung Laut Mosque is designated as a World Heritage Site by the United Nations Educational, Scientific, and Cultural Organization (UNESCO), the entire world will pay attention. The government's initiative to develop Kelantan's tourism sector and provide employment and entrepreneurship opportunities for local residents includes the redevelopment of Kampung Laut as a Heritage Tourism Village (Nik Azman, 2022).



Figure 2: Traditional products in Tumpat districts

Tumpat, which is famous to produce arts and crafts, also provides business spaces such as art heritage sites for local entrepreneurs to exhibit and sell their art and handicraft products

in order to promote and raise the name of local products. Tumpat is the district that produces the most figures, artists, and cultural activists from homeland in various fields (Siti Rohani Idris,2022). MOTAC actively promotes tourism, architecture, and cultural activities that are affected by ensuring that existing traditions can be promoted and popularised abroad through various mediums in accordance with current technological developments (Norazman Othman, 2019). As a result, he urged all parties including art activists and the local community, to help MOTAC conserve and develop art and cultural heritage.





### 1.3 PROBLEM STATEMENT

All experiences or services that are provided primarily to tourists in the location they are visiting are tourism products, including sightseeing, museums, cultural centres, shops selling handicrafts, and Indigenous cultural experiences. There are more unique tourism products and services that are available at Tumpat, Kelantan. Most of the iconic tourism products in Tumpat, Kelantan are based on their local culture and tradition. According to the East Coast Economic Region Development Council (ECERDC), Tumpat district offers a lot of cross-border tourism, ecotourism, and arts, culture, and historical tourism.

The research problem is to identify how the existing tourism products and services have potential to develop the tourism industry in Tumpat, Kelantan. A tourism product contributes to the overall development of a destination. If a destination possesses enough tourism-related goods, it can effectively promote itself to potential travellers as a worthwhile destination. This is the reason why the effort to raise their tourism products must come from the local people as the person who lives near to the product and the authorities who have the right to give order and make decisions.

The uniqueness and the opportunities of tourism products and services in Tumpat is also one of the focuses of the research. The decreased number of tourists to the Tumpat district is one of the factors that affects the tourism development in Tumpat (Nik Azman, 2022). The purpose of this research objective is to find out the ability and potential that the existing tourism products and services in Tumpat district will bring attraction and convenience to the visitors.

The other goal of this research is to examine the government's initiative and strategies to enhance the tourism development in Tumpat district. The role of the government to encourage tourism is one of the important aspects to develop tourism in a destination. According to Carl Milos R. Bulilan in research, "*From Governing to Selling Tourism*" mentioned that governments in developing nations

must promote tourism as a means of advancing their economies. Making tourism profitable for the local population is a large responsibility of the government. Understanding the political and moral economy of local tourist development would also provide light on its dynamics.

The last aim of this research is to determine the local community involvement in tourism activities and services at Tumpat district. Without resident support, tourism development may face problems in the development process (Homsud and Promsaard, 2015). To increase the local people's trust and confidence in the development of tourism, the local community must be involved in decision-making and policy-making processes. Multiple factors can impact how the local community lives as a result of tourism,,

#### **1.4 RESEARCH OBJECTIVES**

The main purpose of this research is to examine the development and tourism products in Tumpat, Kelantan. The specific objectives of this research are as follows:

1. To examine the existing of tourism development products available at Tumpat district.
2. To examine the uniqueness or opportunities of tourism products that are available at Tumpat district.
3. To examine the government initiatives and strategies to enhance the tourism development at Tumpat district.

#### **1.5 RESEARCH QUESTIONS**

There have been several critical questions highlighted with terms to the discovery and purpose of the study:

1. What types of the existing tourism products that have the potential for tourism development in Tumpat district, Kelantan?
2. What is the uniqueness of tourism products that available at Tumpat district?
3. What is the government's initiative and strategies to enhance the tourism development in Tumpat district?

## **1.6 SCOPE OF STUDY**

The scope of this study will focus on the investigation of the development in tourism products and services, as well as the role of the government on this topic. According to UNWTO, a tourism product is a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services, and activities around a specific centre of interest that represents the core of the destination marketing mix and creates an overall visitor experience, including emotional aspects for the potential customers. The government plays an important role in developing and generating income for local communities through the existence of tourism products. The scope of focused location is limited to one location, there is Tumpat, Kelantan Darul Naim.

## 1.7 SIGNIFICANT OF STUDY

This research believes that this has resulted in numerous benefits for all parties involved in this research, whether directly or indirectly. The following parties benefited and were positive from this research:

From the practical perspective, this study helps the public (general) in understanding various challenges related to the tourism sector. The Kelantan State Culture, Tourism, and Heritage Committee, will carry out the responsibility of improving the uniqueness and service of tourism products by raising the name of local products that can provide employment opportunities to the community in the Tumpat area, as well as preserving history, culture, and architecture with heritage status to ensure progression the tourism sector, particularly in the Tumpat area. The art heritage site provides business space for residents to promote the production of arts and crafts, allowing local entrepreneurs to exhibit and sell products that generate income for the Tumpat community (Siti Rohani Idris,2022). This research was completed in order to maintain and preserve this historical heritage resource so that can be used as a tourist attraction product in the Tumpat district of Kelantan.

Cultural tourism is one of the main attractions in the development of tourism products. The main body of cultural tourism activities in the world can be summarised as follows: cultural tourism is a sub-sector of tourism that focuses on “Made in Malaysia “either as a product or a direct attraction or as a factor that is considered to visit a destination. Culture tourism can be defined as the movement of a person to place of cultural interest in order to gain knowledge, experience, and strengthen one’s appreciation power. In addition, activities related to attracting visitors, such as the production of local products, can be used as an alternative scale to increase visitor satisfaction when visiting a destination.

This research is important to informing the entire country that the Tumpat district has a variety of unique tourism products that need to be preserved and improved. From academic

perspective, the research conducted benefits the university and its students. A collection's new context is a property that changes over time. Increasing tourism products currently very profitable for the economy and benefits everyone. Furthermore, this research will serve as a guide for future research, particularly on topics related to developing the uniqueness of local products. In additions, the findings of this study will assist researchers make good conclusions about the results of theories, hypotheses, and research questions.



## **1.8 STRUCTURE OF THE REPORT**

The purpose of Chapter 1 is to provide information on the development of distinctive tourism products and services as recognized by MOTAC. This research will also highlight issues related to the upcoming case study. This topic will be covered in considerable detail in the background of the study, followed by the problem statement, research objectives, and research questions. The final section on this chapter will emphasise the significance of the research as well as its scope. Hopefully, researchers will be able to use this information in the future.

Chapter 2, will discuss the literature review, which will discuss the potential uniqueness of tourism products as well as the government's strategies for highlighting tourism product. It will concentrate on the government's efforts to develop products that are appealing to both domestic and international tourists. In addition, we will compare the uniqueness of Tumpat tourism products to the uniqueness of Malaysian products.

The methodology will be discussed in detail in Chapter 3. This chapter focuses on research design and strategy. The sampling strategy, data collection methods, and process analysis are then presented. It will go over the methods used by the researcher to collect data on this topic. Overall, the structure of this study will centre on the potential of tourism products for economic development from standpoint of tourism.

## 1.9 SUMMARY

This chapter summarises a general study on the uniqueness of Kelantan's local products as an attraction for new tourists. In chapter one explanation of the background of study, followed by a statement outlining the development potential of tourism products, then research questions and objective studies, and finally the scope. Research has also revealed the definition of the study that we use.





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

The last chapter discussed Investigation on the tourism products and services development and government's efforts in developing the tourism sector in Tumpat district, Kelantan with some important keys with background of study and overview based on tourism products at Tumpat, Kelantan. Then also has a state about problem statement, along with research objectives and research questions. Moreover, had mentioned a few significant of study and definitions of terms as well.

In this chapter will discuss the research objective that has been stated before in chapter 1 with more detail regarding the tourism products and services development and government's efforts in developing the tourism sector in Tumpat district, Kelantan. This issue is discussing to find out the objective of this project based on the tourism product and services development Tumpat, Kelantan. Some objective will follow with some importance of development of tourism products towards the locals. The main draws that bring travellers to certain locations are the primary tourism offerings. For a destination to remain competitive and to develop sustainably, the diversification, intensity, and linking of various products may be essential. But current research ignores these varied characteristics and connections of primary tourism items in destinations. In order to analyse and comprehend the characteristics, connections, and tactical choices related to the growth of tourism product, concentration, diversity, and intensification in destinations, this study offers two conceptual frameworks. The development of niche and mass tourism goods, parallel and integrative diversification, and thematic and geographical product synergies are among the features and choices for tourism products taken into consideration here.

## **2.2 THE POTENTIAL DEVELOPMENT OF TOURISM PRODUCTS**

### **2.2.1 The existing of tourism products for tourism attraction**

According to Kotler, a product is an item as it is "anything that can be put on the market for consideration, purchase, use, or consumption and can satisfy a demand. It consists of material things, services, individuals, places, businesses, and ideas. According to Medlik and Middleton, the word "tourist product" refers to the combination of destination amenities, accessibility, imagery, and pricing. Cambridge dictionary (2022) defines development as the process by which something or someone develops, transforms, or progresses.

An item, a service, or a combination of items and services that travellers can buy when travelling to a new location is referred to as a tourist product. Tourism-related goods and services give travellers the opportunity to observe attractions, shop for souvenirs, take excursions, or purchase experiences, which aids in their exploration of the place they are visiting. The existence of tourism products is the most valuable item to develop and generate the local life standard in the destination. The uniqueness of local existence tourism products in some places is the story. The meaning of the story will make the tourism products become the pulling aspects for tourists to visit and learn.

There are previous studies that look at the various types of handicrafts that exist in Tumpat. The production of handicraft products has its own story. The main definition of handicraft is "Goods manufactured by hand, frequently with simple instruments, and in traditional or general arts and/or (Yojana and Sansad,2006). The formal efforts to advance the handicraft industry started with the establishment of Rural and Industrial Development Authorities in 1951, an institute that supports large-scale and small-scale rural development areas. There are now some organizations that support industry development and promotion. Meanwhile, exports of handicrafts are bringing in more money.

Between 1980 and 1983, when batik textile sales experienced one significant surge, was the key boom era (Pye, 1988). Germany and the Netherlands are the two largest international markets. However, as was already noted, we must keep in mind that government initiatives are responsible for the handicraft industry's debt. Numerous agencies and ministries are involved in the effort to boost the handicraft industry. Technology, credit, marketing, quality, and talent development have received most of the attention in industrial development.

### **2.2.2 The uniqueness of tourism products that available at Tumpat district**

One notable framework related to the theory of uniqueness is the concept of "destination authenticity" proposed by Wang and Pizam (2011). They argue that tourists are seeking authentic and genuine experiences that reflect the local culture, traditions, and way of life. Uniqueness plays a significant role in delivering these authentic experiences, as it provides travellers with opportunities to engage with local customs, interact with the local community, and participate in unique activities that are not easily replicated elsewhere.

There isn't many research in the literature on tourism that looked empirically at tourists' quest for distinctiveness as a personality feature (Chan, To, and Chu 2016; Hyu and Park 2016). However, it is possible to trace the concept of "tourists' need for uniqueness" in various studies. The concept of authenticity is relevant to the uniqueness in tourism. Authenticity theory suggests that tourists seek genuine, authentic experiences that reflect the true essence of a destination's culture, heritage, and local way of life. Similar to this, Zeng, Go, and de Vries (2012) claimed that, depending on the special and distinguishing qualities of the location, tourists' identification with a product or experience particular to that location increases the authenticity of the setting.

Uniqueness is closely tied to authenticity as tourists are drawn to destinations that offer distinctive and non-commercialized experiences, providing them with a sense of immersion and cultural enrichment. Authenticity theory emphasizes the preservation of unique cultural practices, traditions, and customs to meet the demands of tourists seeking authentic experiences.

### **2.2.3 Government's initiative and strategies to enhance the tourism development**

Scholars in China have noted, to varied degrees, that the national government's emphasis on prioritising rural tourism development to support rural regeneration is beneficial to the prosperity of rural tourism (Liu et al., 2017; Su, 2011; Xue et al., 2017). Governments set up laws, rules, and other frameworks to make sure the tourism sector runs well. This covers things like facilitating visas, safety and security precautions, environmental laws, taxation laws, and licencing and certification standards for tourism-related firms.

According to Cao (2011), the county government is the most significant formal institution for local-level administrative governance. Governments focus on sustainable tourism development by implementing policies and initiatives that minimize negative environmental impacts, preserve cultural heritage, and promote community engagement. This includes the development of eco-tourism initiatives, the establishment of protected areas, and the enforcement of responsible tourism practices.

Previous works have emphasised the advantages of rural tourism as a driver of economic growth and a contributor to the quality of life (QOL) of rural residents (e.g., Andereck and Nyaupane, 2011; Sharpley and Vass, 2006; Su et al., 2018). Governments offer financial incentives, tax breaks, grants, and subsidies to attract private sector investment in tourism infrastructure and services. They also provide support for small and medium-sized enterprises (SMEs) in the tourism sector through funding programs, training initiatives, and business development assistance. It's important to note that specific initiatives and strategies may vary depending on the country, its tourism resources, and its development priorities.

### **2.3 THE RELATIONSHIP BETWEEN THE TOURISM PRODUCT AND POTENTIAL DEVELOPMENT**

Over the past 40 years, tourism has had a profoundly positive impact on economic growth all over the world. As a result, both developed and developing nations now rely heavily on this industry as a major driver of economic development (Li and Lin, 2015; Cetin et al., 2018; Park et al., 2018; Cannonier and Burke, 2019; Chai et al., 2019; Kirikkaleli et al., 2021). Blake et al. (2006). Comparing the productivity impacts of various tourism sectors on economic development, it was discovered that the tourism sector has a very favourable impact on it.

The relationship between the tourism product and potential development is crucial for the growth and success of the tourism industry. The tourism product refers to the combination of elements and experiences that attract tourists to a particular destination. It encompasses attractions, accommodations, transportation, activities, services, and the overall destination image. The connections between tourism and the sustainable development of tourist sites have also discussed. (Egresi & Kara, 2018; Jeon et al., 2016; Madhavan & Rastogi, 2013; Nunkoo & So, 2016; Pesonen & Komppula, 2010; Woo, Kim, & Uysal, 2015)

In a number of significant studies, including those by Crouch and Ritchie (1999), Hassan (2000), Mihali (2000), and Croes and Kubickova (2013), the competitiveness difficulties in tourism development were emphasised. A well-developed tourism product enhances the competitiveness of a destination. It helps differentiate the destination from competitors, attracting a larger market share of tourists. Unique and appealing tourism products can position a destination as a must-visit location, increasing its visibility and competitiveness in the global tourism market.

The growth of underdeveloped economies has been significantly positively impacted by global tourism. Due to the tourism demand's exponential expansion over the past few decades, the worldwide tourism industry has undergone significant transformation (Ullah, I., Rehman, A., Svobodova, L., Akbar, A., Shah, M. H., Zeeshan, M., & Rehman, M. A., 2022).

In summary, the tourism product and potential development are interrelated and mutually reinforcing. Developing a unique, diverse, and high-quality tourism product is vital for maximizing the potential of a destination and achieving sustainable tourism development, economic growth, and positive socio-cultural impacts.

## 2.4 RESEARCH FRAMEWORK

The conceptual framework for this research is seen in Figure 2.1. The two factors that make up the independent variable that will be proposed are existing tourism product and government's initiative and strategies. The potential development is the dependent variable.

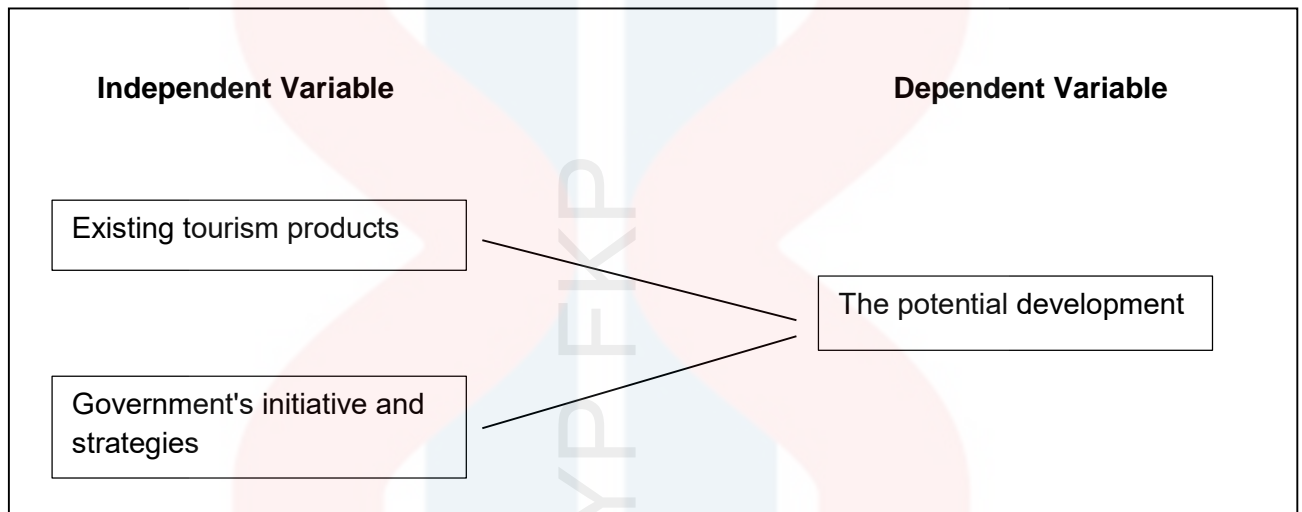


Figure 3: Conceptual Framework of existing tourism product and government's initiative and strategies toward the potential development

## 2.5 CHAPTER SUMMARY

In conclusion, this chapter 2 discusses about government's plans to make Tumpat a heritage tourism destination, and how the local people can improve their standard of living through the unique culture and local heritage in Tumpat. In the next chapter will discuss the methodology of the research and the method will be used as Qualitative.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

This chapter is divided into ten sections, the second of which is devoted to the research design. The third section, which describes the study population, follows the discussion of the data collection process in the second section. The first topic in the fourth section is sample size. The sampling methods and tools are covered in the fifth and sixth sections, respectively. Section seven discusses the measurement of the variables. Sections eight and nine are as follows, followed by the data analysis process and the chapter's conclusion.

The purpose of this chapter is to critically analyse the information and offer solutions to the existing tourism product problem in Tumpat, Kelantan. As a result, this chapter includes research design and strategy, which is a strategy for answering our research question. A research methodology is a method for carrying out that approach.

The objective of the research is to determine the potential of tourism development and to examine the uniqueness of tourism products and services that are available at Tumpat district. On the other hand, to examine the government initiative and strategies to enhance the tourism development at Tumpat district. The appropriate methodology to be used in this study to determine the local community engagement in tourism activities and services at Tumpat district.



### 3.2 RESEARCH DESIGN AND STRATEGY

A qualitative research design was chosen for this study. Consider phenomenology, case studies, grounded theory, and some critical studies that focus on individual life experiences, as well as ethnography and a few critical studies that look at society and culture, higher priority. (2011) Schumacher & McMillan. Methods that give the subject's perspective top priority distinguish qualitative research from other types. This approach likewise pays close attention to the details in order to create a "rich" and "depth" explanation. Morton (2002). In qualitative research, the greater context in which the study problem is positioned is given careful consideration. The fundamental concept is that researchers can only interpret data if they understand it in a wider educational, social, and historical context.

According to Creswell, the research issues at hand are the meanings that individuals or groups ascribe to social or human situations (2007). Beginning with a premise, a worldview, the potential use of theoretical lenses, and an analysis of the research challenges at hand, qualitative research begins. This word demonstrates the significance of the assumptions and worldviews upon which shape is built.

In order to comprehend the perspectives and perceptions of the participants better, this study adopted a qualitative methodology. This approach aids in the creation of concepts or theories for possible quantitative study while offering insight into a variety of issues. The qualitative technique assists in the discovery of fresh concepts and unique viewpoints when combined with analysis to go further into the issue. This method makes use of several unstructured or semi-structured techniques for data collecting, including group discussions, individual interviews, diary and journal exercises, and participation from others. It involves paying attention to and analysing body language, posture, and gestures in order to spot issues and offer fixes.

### 3.3 SAMPLING STRATEGY

The sampling techniques used in qualitative research can change. The four types of sampling are convenience sampling, quota sampling, snowball sampling, and deliberate sampling. Since it is a non-probability sampling strategy and occurs when "things picked for the sample are chosen by the researcher's judgment," deliberate sampling was used for this study. Many times, researchers think they can get a representative sample and an accurate evaluation by saving time and money. (Black, 2010). The most common sampling method is "purposive sampling," which involves dividing people into groups based on predetermined criteria relevant to a specific research issue.

The sample size is determined by the study's objectives, time, and resource constraints, and may or may not be increased before data collection. Theoretical saturation, or the point in the data collection process when both new and old data begin to shed light on the study issue, is frequently used to determine the intended sample size. Purposive sampling and data analysis are thus most effective when carried out in tandem with data collection. This method is ideal for the current investigation.

It is not possible to study the entire population of Tumpat district using this case study approach. A population is defined as a group of people who share at least one feature that sets them apart from other people (Best & Kahn, 2006) The population is too large for this narrowly focused study, and it is also too diverse to generalise the results. That is why a target audience is required. The target population is a specific group of people to whom the findings may apply. Tumpat residents who work in the tourism industry are the study's target population. A sample of 29 the intended audience must be selected to act as the study's starting point in order to handle the size issue. Best & Kahn, et al. define the sample as a portion of the population that has been picked for examination and observation (2006).

The sample's characteristics can be used to draw conclusions about the characteristics of the population from which it was drawn. In order to accomplish our study's goals, we first identify the viewpoints we wish to investigate before identifying study participants who can address these viewpoints from a variety of angles. For example, we look at the locals who work in the Tumpat tourism industry and the district council's contribution to the growth of this industry.

There is an old saying in study that "the more data displays, the better." Less than 20 participants in qualitative investigations, however, support researchers in developing and maintaining a personal relationship, hence boosting the sharing of "open" and "honest" information (Crouch & McKenzie, 2006). Some of the biases and dangers present in qualitative research may be lessened as a result.

### 3.4 DATA COLLECTION METHOD

A data collection strategy is the process by which researchers collect information from participants about applicable subjects in order to address research questions, test hypotheses, and evaluate results. (Adrian Saunders, Thornhill, 2019) The researcher in this study used both primary and secondary data to determine if the research objectives and research question outlined in Chapter 1 were satisfied.

Primary data come from unpublished sources, which are more trustworthy, genuine, and impartial. By using interviewing techniques, new information can be collected. 2019 (Saunders et al.). The researcher will speak with officials of the Tumpat district and regional tourist industry personnel.

Secondary data is information that has already been obtained from other sources. It is usually historical and has been researched by another researcher. (Saunders et al., 2019). MOTAC websites, books, internet articles, newspapers, journals, and other publicly available sources have been used to collect secondary data. The researcher prefers to use secondary data because it is readily available and simple to obtain. As a result, it saves time and money for researchers to collect data. The researcher taped the interview and took field notes. It is beneficial to record the data and keep a backup for the researcher to write down the information. (Tessier, 2012). The researcher used portable devices to record and a pen and paper to take notes. The best part is that the researcher listened to the interview session on repeat.

### **3.4.1 Procedure for data collection**

The data collecting procedure will determine how to set up a data collection that will access information from the participants. To finish the research project, the researcher gathered data in the second quarter, which is December, and information in the early years. Face-to-face interviews are possible, and we record interviews using contemporary technology like laptops and smartphones.

A gatekeeper is a third party who stands between the participant and the researcher. (Lavrakas, 2008). Locals working in the tourism sector in each case study served as gatekeepers, and the researcher contacted them by phone to obtain brief information. The data collecting procedure will determine how to set up a data collection that will access information from the participants. Then, schedule a meeting with residents who work in the tourism industry and Tumpat district representatives.

The researcher will schedule a meeting with the respondent. Following that, send operator invitations for each case study in advance via email, WhatsApp chat, and formal letter. It serves as an invitation and reminds the recipient that the researcher has chosen them to participate in the interview. The researcher then scheduled a meeting with residents and Tumpat district representatives. The interview will last between 30 and 60 minutes.

### 3.4.2 Pilot study

A pilot test must be finished before participant statistics are collected, much like an exercise. (2015) (Test Pilot: Making Money). A meeting with the responder will be scheduled by the researcher. Then, send formal letters, WhatsApp chats, and email invites to the operators for each case study in advance. It acts as an invitation and serves to remind the receiver that the researcher has chosen them to take part in the interview. The researcher then planned a meeting with leaders from the Tumpat district and neighbourhood residents. 30 to 60 minutes will pass during the interview.

### **3.4.3 The Development of the Instrument**

The instrument will be discussed in this section. In order to perform case studies, researchers employ instruments as research tools for gathering, analysing, and deriving conclusions from data. There will be a variety of instrumentation techniques utilised for different sorts of study. Mixed approaches, qualitative research, and quantitative research are all types of research methodologies.

Qualitative research focuses on exploring and understanding human experiences, interactions, attitudes or behaviours and others (Saunders et al., 2019). Unstructured interviews or focus group discussions should be used in the study to collect the necessary data. In contrast to numerical data, qualitative research collects information in the form of words or images. In-depth opinion will be used to collect information from participants in qualitative research. As a result, the researcher will obtain additional information or details to continue the study. As a result, the number of participants in qualitative research will be lower when compared to quantitative research.

### 3.5 DATA ANALYSIS PROCESS

According to Cohen (2007), qualitative data analysis comprises organising, accounting for, and analysing the data in terms of participants' descriptions of the situation through the observation of patterns, themes, categories, and regularity. They further explain that there is no one technique assessing and presenting the data, but it must be 'in keeping with the aim'. The interview method was used in this investigation. Interviews are a means of acquiring information from persons in order to gain knowledge. Silverman, 2005. According to Cohen et al. (2000), interviews have been viewed as "Exchange of perspectives between two or more persons on themes of mutual interest, looking at the central human interaction for knowledge generation, and highlighting the social context of research data".

For several reasons, interviews are used to acquire data. Conducting interviews is an appropriate strategy for acquiring highly personalised data, and research opportunities are constantly accessible. (Gray, 2004). There are several kinds of interviews. Structured, semi-structured, unstructured, and uninvited interviews are the four categories of interviews. (Mason, 2002). Semi-structured interviews are done in an open manner, allowing for focused two-way dialogue. It can both give and receive. Semi-structured interviews typically begin with a question or subject. (Veal, 2006). Nonetheless, key concerns were recognised first, and the possible effect of these questions served as the foundation for future research, which did not need to be finished in advance. Not all queries must be answered in advance. 2005 (Maxwell).

To achieve the study's objectives, a semi-structured interview method will be used in this study. The goal of this research is to conduct interviews with every local resident who works in the tourism sector in Tumpat, as well as Tumpat district representatives, to learn about the approaches and strategies used by Tumpat to promote their products and services to tourists.



### **3.5.1 Interview Implementation**

According to Berg (2007), the interviewer may ask additional questions, some of which may come as a surprise at first. In virtually all cases, taking notes or capturing documents on tape involves interviewing someone. 2002 (Patton). Researchers can physically examine both the interviewer and the interviewee when conducting this kind of study. This is an effective strategy to test out novel ideas that are not necessarily innovative. 2010 Silverman.

In order to fulfil the purpose of this study, at the beginning of the appointment with the interviewees, six interviewees will be involved. residents and Tumpat district representatives. The interview format chosen is a semi-structured format. Semi-structured interviews will be conducted face-to-face. As Berg (2007) previously stated, the writer asked some questions before the interview, such as talking about the weather, or the work situation. The author believes that ice-breaking techniques like this help the interviewer to be more relaxed during the interview process. In addition, it is also useful for the writer to get more useful information.

Coding, also known as "qualitative" or "interview," is one of the stages. A qualitative evaluation is a research study in which the researcher relies on the perspectives of the participants, asks broad and general questions, collects data from participants in the form of words or texts, explains and analyses the words in the form of themes, and conducts inquiries in a subjective and biased manner. Because qualitative research is a natural study that does not adhere to statistical guidelines, the research findings obtained cannot be generalised. The coded data is still statistically processed after the data analysis. Hennink (2011).

### 3.6 CHAPTER SUMMARY

The chapter ended by discussing the quantitative analytical strategy that will be utilized in this study. Before addressing the research methods used to perform this study, the population and sample study are also mentioned. Each respondent in the study's sample of 100 respondents resided in the Tumpat, Kelantan area where the study's study setting and sample size were both located. In-depth discussion will be given on the quantitative approach to data collecting, which uses questionnaires

## CHAPTER 4

### FINDINGS AND DISCUSSIONS

#### 4.1 INTRODUCTION

The population and sample study are also discussed prior to discussing the research methodologies employed to carry out this investigation. The qualitative approach to face-to-face interview data collection will be thoroughly discussed. Therefore, In-depth discussion of research questions such as observations of existing products and the uniqueness of tourism products that have the potential to increase tourism development in Tumpat district. In addition, discuss research questions about government strategies and initiatives in the development of tourism products as well as determining the involvement of local communities in tourism activities in Tumpat district. This chapter presents the result of data analysis and first displaying information on the profile of respondents and general knowledge of tourism products in Tumpat before answering the research objectives and questions in the findings of the study.

## 4.2 RESEARCH FINDING

### 4.2.1 Participant Demographic

The researcher interviewed a total of 6 respondents for this study, among them 4 local communities in the Tumpat district, and an officer in 1 Tumpat District Council (MDT) and a Kampung Laut imam who represents his father, the Kampung Laut chief. Demographic information of the participants is shown in Table 1 and Table 2. This study focuses on the opinions about the potential of existing products in Tumpat which is a factor towards the development of tourism from residents and local authorities in Tumpat district, Kelantan. The demographic information requested by the researcher is age, race, marital status, education level and occupation. Residents were interviewed to answer ten to fifteen questions regarding the potential of existing tourism products to become an attraction factor for tourism development in Tumpat. While the authorities were interviewed to answer five questions like the residents and added to six questions regarding the government's initiative and strategic NGO to boost the tourism sector in Tumpat district. The interview takes about 10 to 25 minutes for each participant, based on the time they took to answer and the length of their answers. The interview session was very helpful in analysing the data for this research.

Participant	Age	Gender	Race	Marital status	Educational level	Employment
Respondent 3	70	Male	Siamese	Married	Sarjana Science	Former USM lecturer
Respondent 4	22	Female	Islam	Single	Degree	Student
Respondent 5	27	Female	Chinese	Married	Master in Thai	Language teacher at University Malaysia Kelantan
Respondent 6	47	Male	Islam	Married	Diploma	School Teacher

Table 1: Local communities Demography

Development and generation are interconnected. The respondents in the term of local communities were chosen by the purposive sampling. The age stage is the characteristic that will answer the research questions because Different generations may perceive development in their place differently based on their unique experiences, values, and expectations.

Respondent 3 is the seventy-year-old married man that represents the baby boomer who lives his whole life at Tumpat, Kelantan. According to the U.S. Census, a person who was born between 1946 and 1964 is referred to as a "baby boomer" in the section titled "National Population by Characteristics: 2010-2019, Baby Boomer." Particularly in industrialized countries, the baby boomer generatio makes up a sizable share of the global population. Respondent 3 taking part in giving a look at the baby boomer side about the potential development in tourism products in Tumpat, Kelantan. Respondent 3 have lived through profound cultural change and have probably seen both good and bad sides of progress. However, respondent 3 also worried about how development will affect environmental sustainability, social values, and the speed of change.

Respondent 4, the twenty-two-year-old university student who stayed two decades at Tumpat, Kelantan represents the generation Z. Individuals that belong to the "Generation Z" were born between 1996 and 2012 also known as Gen Z, zoomers, generation, centennials, post-millennials, or Homelanders (Schwieger, D., Ladwig, C. 2018). Respondent 4 grew up exclusively in the digital era. Gen Z frequently described as tech smart, diverse, and socially conscious. As a generation that values diversity, sustainability, and technical advancement, Generation Z might have high expectations for development. They will probably examine development in terms of how it affects social justice, the environment, and moral issues.

Respondent 5 is an early adulthood, twenty-seven-year-old lecturer from University Malaysia Kelantan who was born and lives at Tumpat, Kelantan representing the Millennials. According to McGlone et al. (2011) and DeVaney (2015), millennials are described as civic-minded and socially concerned

customers who are drawn to products that are less detrimental to the environment. In a world that is connected and changing quickly, millennials have reached adulthood. They frequently place a high priority on themes like social justice, sustainability, and work-life balance. The advantages of technology advancement, such as better connection and flexible work schedules, can appeal to millennials. However, they might also voice worries about housing affordability, economic injustice, and the damaging consequences of development on the environment.

It is important to recognise that these are generalizations and that people within each generation can view progress from a variety of angles depending on their unique circumstances and experiences. Different generations' perspectives on progress in their locale can also be influenced by socioeconomic conditions, cultural contexts, and geographic places.

	Age	Gender	Race	Marital status	Educational level	Employment
Respondent 1	32	Male	Islam	Married	Degree in Urban and Regional Planning	Tumpat District Council (Majlis Daerah Tumpat)
Respondent 2	33	Male	Islam	Married	Diploma	Working with an NGO / as an old mosque imam.

Table 2: Local Authorities Demography

Several local authorities participate in promoting and enabling tourism-related activities in Tumpat, Kelantan. These organizations collaborate to develop the tourism sector, protect regional heritage, and offer tourists the infrastructure and services they require. The local government units collaborate to produce a setting that is favourable for Tumpat's tourism industry. Their coordination and cooperation are essential for guaranteeing ethical tourism practices, safeguarding regional history, and delivering satisfying visitor experiences.

Respondent 1 is an officer of The Tumpat District Council who plays a crucial role in overseeing the overall development and management of the district, including tourism-related initiatives. They collaborate with other stakeholders to identify and develop tourism potential, implement tourism-related projects, and ensure the availability of necessary infrastructure such as roads, signage, and public facilities. By actively participating in tourism planning, infrastructure development, promotion, and regulation, the Tumpat District Council plays a crucial role in fostering tourism growth and sustainable development within the Tumpat district. Their efforts contribute to the enhancement of tourism experiences, preservation of cultural heritage, and economic benefits for the local community.

Respondent 2 is the imam in Tumpat, as religious leaders within the local Muslim community, may indirectly contribute to tourism in the area through their role in preserving and promoting religious and cultural heritage. While his primary responsibility is religious and spiritual guidance, he also plays a role in promoting the understanding and appreciation of Islamic traditions to visitors who are interested in learning about the local culture and religion. Respondent 2 primarily focuses on his religious duties, his involvement in tourism-related activities can help showcase the cultural and religious heritage of Tumpat, promote interfaith understanding, and provide visitors with a deeper appreciation of the local community.

### 4.3 OBJECTIVE 1: EXISTING AND POTENTIAL TOURISM PRODUCTS FOR THE DEVELOPMENT OF TOURISM IN THE DISTRICT

Tumpat, Kelantan, is a district in Malaysia known for its cultural heritage, scenic beauty, and unique attractions. When considering the potential development of tourism products in Tumpat.

Category	Explanation
Cultural and Heritage Tourism	<ul style="list-style-type: none"> <li>• The district is home to various historical sites and traditional customs that could be showcased to attract tourists.</li> <li>• The famous Wat Machimmaran, a Buddhist temple with intricate Thai architecture, and traditional Malay villages known for their traditional handicrafts, such as songket weaving and silverware production.</li> </ul>
Gastronomy Tourism	<ul style="list-style-type: none"> <li>• Tumpat has a diverse culinary scene, with traditional Malay cuisine being a highlight.</li> <li>• Promoting local food tours, cooking classes, and showcasing traditional food markets could attract food enthusiasts and allow them to explore the flavours of the region.</li> </ul>
Architecture Tourism	<ul style="list-style-type: none"> <li>• The goal of architecture tourism, also referred to as architectural tourism, is to discover and appreciate a destination's distinctive architectural elements, styles, and landmarks.</li> <li>• There are a few architectural landmarks in Tumpat, Kelantan, that could be turned into tourist attractions.</li> </ul>
Ecotourism	<ul style="list-style-type: none"> <li>• Tumpat is situated along the Kelantan River, which provides opportunities for river-based tourism activities.</li> <li>• Boat rides, river cruises, and fishing expeditions could be developed to allow visitors to explore the scenic beauty of the river and its surrounding areas.</li> </ul>

Table 3 shows the tourism products for the development of tourism in Tumpat district

It is important to conduct further research and feasibility studies to assess the demand, market potential, infrastructure requirements, and community involvement for the development of these tourism products in Tumpat, Kelantan. Additionally, engaging with local stakeholders, such as government authorities, tourism boards, and community members, will be crucial for successful implementation.



### 4.3.1 Culture Heritage

The legacy we inherit from the past, live out in the present and pass to the next generation is known as cultural heritage (Sandra P., 2008). Cultural and heritage tourism in Tumpat, Kelantan, offers visitors a unique opportunity to explore the rich traditions, customs, and historical sites of the region. Here are some key aspects of cultural and heritage tourism in Tumpat:

One of the prominent cultural attractions in Tumpat is Wat Machimmaran, a Buddhist temple known for its exquisite Thai architecture. Visitors can marvel at the ornate designs, intricate woodwork, and vibrant colours of the temple, as well as experience the peaceful atmosphere within.

Tumpat is home to several traditional Malay villages that offer insights into the local way of life and traditional practices. Visitors can immerse themselves in the customs, arts, and crafts of the villagers, including traditional songket weaving, batik making, and silverware production. Engaging with the locals, observing their daily routines, and participating in traditional activities can provide a firsthand experience of the region's cultural heritage.

Tumpat showcases traditional Malay arts and cultural performances that are deeply rooted in the region's heritage. Visitors can witness captivating cultural shows featuring traditional music, dance forms like the Mak Yong and Wayang Kulit (shadow puppetry), and other performing arts. These performances provide a glimpse into the local storytelling traditions and historical narratives.

Tumpat boasts historical sites that hold significance for the region. One such example is the Kota Bharu Old Royal Palace, Istana Balai Besar, which served as the official residence of the Kelantanese royal family. Exploring the palace and its grounds can offer insights into the region's royal history and architectural heritage.

To promote cultural and heritage tourism effectively, it is important to develop informative guided tours, create interpretive signage, and establish visitor centres that provide educational materials and

cultural resources. Collaboration with local communities, tour operators, and government bodies can help preserve and promote the cultural heritage of Tumpat while ensuring sustainable tourism practices.

**Keyword:** cultural and heritage, cultural attractions, arts and cultural performances, history, and architectural heritage



### 4.3.2 Gastronomy Tourism

Gastronomy is becoming one of the top attractions for tourism as well as an essential kind of intangible heritage that supports tourism (Richards, G. 2017). In Tumpat, Kelantan, gastronomy tourism offers visitors an opportunity to indulge in the unique flavours and culinary heritage of the region. Here are some highlights of gastronomy tourism in Tumpat:

Tumpat is renowned for its traditional Malay cuisine, which is characterized by rich flavours, aromatic spices, and a diverse range of dishes. Visitors can explore local restaurants, food stalls, and eateries to sample authentic Malay dishes such as nasi kerabu (herb-infused rice dish), nasi dagang (glutinous rice with fish curry), ikan bakar (grilled fish), and various renditions of curries and sambal (spicy condiment).

Then, from the first objective question to the respondents, they have said that existing tourism products such as traditional food have been made into local products such as serunding, dodol, *crocodile bubbles*, dry gelatin, crackers, and chips (R2). This has caused many tourists from outside to come to Tumpat to buy local food products. For example, tourists often come to Laman Warisan, Kampung Laut to buy the meat skewers sold there.

Pasar Besar Tumpat (Tumpat Central Market), this bustling market is a hub for fresh produce, local ingredients, and traditional snacks. Visitors can explore the market to discover a variety of fruits, vegetables, spices, and herbs used in Malay cooking. It is also an excellent place to taste and purchase traditional snacks like kuih (bite-sized desserts) and local delicacies.

Tumpat hosts various food festivals and events throughout the year, where visitors can celebrate and savor the region's gastronomic delights. These festivals often feature cooking demonstrations, food competitions, cultural performances, and opportunities to taste a wide range of traditional dishes.

In order to effectively promote gastronomy tourism, it is crucial to work with neighbourhood eateries, tour companies, and culinary experts to design curated food tours, plan food-related events, and provide platforms for presenting the area's culinary legacy. Emphasizing the use of sustainable and local ingredients can also help to protect and sustain Tumpat's regional food ecology.

**Keyword:** gastronomy tourism, culinary heritage, traditional food, culinary legacy



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### 4.3.3 Architecture

As opposed to the construction-related skills, architecture is the art and technique of designing and building (Peter C., 2023). In Tumpat, Kelantan, there are several architectural attractions that can be developed as tourism products. From the first objective question to the respondents, the existing tourism products in terms of architecture stated by the respondents is that among the three respondents who were asked, two of them gave the same answer that there are various types of Buddhist wat, mosques, and Hindu temples. Respondents also stated that the Buddhist wat found in Tumpat are among the largest because they consist of standing, sitting, and reclining. Wat Machimmaran is a Buddhist temple in Tumpat that stands out for its exquisite Thai architecture. The temple's intricate designs, ornate decorations, and vibrant colours make it a visually stunning attraction for architecture enthusiasts and tourists. Guided tours and informative signage can provide visitors with insights into the temple's architectural significance and cultural context.

Tumpat is home to traditional Malay houses that showcase distinctive architectural elements and local craftsmanship. These houses often feature raised stilts, intricately carved wooden panels, and traditional roof designs. Visitors can experience the charm of these traditional dwellings by exploring preserved heritage houses or engaging in homestay programs that allow them to stay in an authentic Malay house.

Kelantan is known for its beautiful traditional mosques, and Tumpat is no exception. Visitors can explore mosques such as Masjid Kampung Laut, which features intricate wood carvings and traditional architectural elements. These mosques provide opportunities to appreciate the unique blend of Islamic and Malay architectural styles.

Tumpat has historical buildings that reflect its rich past. The Kota Bharu Old Royal Palace (Istana Balai Besar) is a significant architectural landmark that showcases traditional Malay palace architecture. Exploring the palace grounds and its architecture can provide insights into the region's royal heritage.

Creating educational guided tours, creating architectural trails or maps, and giving visitors chances to interact with the locals and architects are all crucial for the growth of architecture tourism in Tumpat. Working together with regional tourism organizations, architectural specialists, and heritage conservation groups can aid in maintaining and promoting Tumpat's architectural legacy.

**Keyword:** architectural attraction, local craftsmanship, architectural trails, or maps



#### 4.3.4 Ecotourism

According to The International Ecotourism Society (TIES), responsible travel to natural regions that preserves the environment, supports the well-being of the local population, and includes interpretation and education is referred to as ecotourism. From the first objective question to the respondent, the existing tourism product in terms of ecotourism stated by the respondent is Pantai Sri Tujuh, Geting. Pantai Sri Tujuh has always become an attraction for visitors in Tumpat because of the uniqueness of the beach facing the South China Sea and having 7 bays that have added to the beauty of the beach landscape (R1).

Tumpat is located along the Kelantan River, which provides opportunities for eco-tourism activities such as river cruises, kayaking, and boating. Visitors can explore the river's scenic beauty, observe the local flora and fauna, and learn about the importance of river ecosystems. Engaging with local guides who have knowledge of the area's ecology can enhance the experience and provide insights into the river's environmental significance.

Tumpat's agricultural landscape presents opportunities for eco-tourism experiences on sustainable farms. Visitors can engage in educational farm tours, learn about organic farming practices, and participate in activities such as harvesting fruits or vegetables, planting trees, or understanding traditional agricultural methods. This allows visitors to connect with nature, learn about sustainable food production, and support local farmers.

Tumpat offers natural trails and hiking opportunities for eco-tourists to immerse themselves in the region's natural beauty. Trails like the Jeram Pasu Jungle Trail or the Pantai Sri Tujuh Nature Walk provide opportunities for nature enthusiasts to explore the lush forests, observe wildlife, and appreciate the biodiversity of the area.

Effective eco-tourism promotion requires working with regional conservation groups, involving residents, and putting sustainable tourism practices into action. This entails reducing the environmental impact, promoting neighbourhood eco-friendly lodging and companies, and instructing tourists about responsible tourism and environmental preservation in Tumpat, Kelantan.

**Keyword:** natural regions, ecotourism, nature enthusiasts, eco-friendly





#### **4.4 OBJECTIVE 2: THE UNIQUENESS OF TOURISM PRODUCTS AVAILABLE IN TUMPAT.**

Few questions were asked to local communities and local authorities at Tumpat, Kelantan in section C about research question number 2, which is “What is the uniqueness of the tourism product in Tumpat compared to other places?”. The result was convincing and supports the objective of the research.

##### **4.4.1 Internal Globalization**

According to R1, the uniqueness found in Tumpat compared to other places is local products such as meat strips which are often marketed abroad. Among them Selangor, Johor, and other states. In fact, there are also serunding products marketed abroad such as in Singapore. At Tumpat is the centre for making serunding in Kampung Laut, it is also the largest processing place for serunding in Kelantan (R3). Tumpat, like other districts in Malaysia, is connected to the national economy through trade and investment. Internal globalization facilitates the movement of goods, services, and capital between different regions within Malaysia, contributing to economic development and integration.

In addition, instant crackers have also been exported abroad, among them to Thailand and Singapore, and not to forget that dodol has also been exported to the country Brunei (R5). The process of making instant crackers using the newest ingredients such as fresh fish from the sea to maintain the quality of the product. Therefore, it becomes an attraction for foreign tourists to enjoy products that are difficult to find in their area. Then there is a method of marketing local products to foreign countries. With this, it has become an encouraging activity for tourism development and has become one of the uniqueness found in Tumpat district. Kelantanese food products, such as various types of keropok (crackers), dodol (a sweet sticky rice cake), and local snacks like kuih cincin (a deep-fried sweet treat), may have the potential to be exported as unique Malaysian delicacies. While not exclusively produced in Tumpat, these traditional food products are representative of Kelantan's culinary heritage and may have limited international availability.

#### 4.4.2 Strategic area

As of my knowledge cutoff in September 2021, there is no specific duty-free zone in Tumpat, Kelantan. Duty-free zones are designated areas where goods can be imported, stored, and sold without the imposition of certain taxes and customs duties. These zones are typically established near international airports, seaports, or border areas to facilitate international trade and tourism.

While Tumpat itself may not have a duty-free zone, neighbouring areas, or regions in Kelantan, such as Kota Bharu, may have duty-free shops or zones where travellers can purchase goods without certain taxes or duties. It is advisable to check the latest information and regulations regarding duty-free shopping in Kelantan or consult with local authorities or tourism offices for accurate and up-to-date information on duty-free opportunities in the region.

In other places there is no privilege like this which has diverse ethnicities. Tumpat is a district bordering Thailand which makes Tumpat an attraction, including goods from Thailand entering Kelantan, many options such as rice, vegetables and fruits that are cheap compared to other places. Fresher quality and many options. In addition, according to R4, there is also a duty-free area where goods are sold at a low price. The price is cheaper than the city and the quality is very good, even the taste of traditional food in Tumpat is not the same as in other places. The Buddhist temple and the river that is the border between Malaysia and Thailand (Tak Bai), on the border of Pengkalan Kubu there is a duty-free area (R3).

#### **4.5 GOVERNMENT INITIATIVES AND STRATEGIES TOWARDS THE DEVELOPMENT OF THE TOURISM INDUSTRY**

The government's support or strategies in Tumpat to encourage the tourism development in Tumpat is that the state government and the federal government have provided various provisions for physical development (R1). For example, providing infrastructure, public facilities and they also participate in helping the community improve cooperation with existing tourism operators. According to R1, the Tumpat District Council's (MDT) vision is to make Congested as a township based on heritage tourism. In 2017, a project was developed by the government to create a heritage village project in Kampung Laut (R1). With this, it has shown that a lot of changes have taken place. In addition, the government, NGOs, and private bodies from residents have become involved in the tourism sector.

According to R1, in terms of education, the superiors have given templates to schools by listing the products available in Tumpat. With this, when the school holiday season arrives, they can explore the uniqueness found in Tumpat district. Then, through the planning plan, the superiors will set a strategic location to maintain the existing products found in Tumpat. With that, the government helps in taking care of local products by providing food stalls for rent. This will make it easier for them as residents to sell and produce products and develop the tourism economy in Tumpat district.

Finally, the Kampung Laut area is improved again in terms of facilities such as tracks for sports activities, boats as transport facilities through the Kelantan River (R2). Cleanliness activities as well as facility equipment such as parking space vehicles is also one of the elements in the plan to develop the standard of living of the community through the tourism sector.

#### **4.6 CURRENT SITUATION (The development between before and now)**

The changes in the research location are symbolic of natural adaptation with the current situation in terms of development. From several aspects in the densely populated area, it can be identified that there is a change for the better and adapting the local situation to the current development at the national level and globalization compared to other areas in Kelantan. The change can bring good to the local population. Based on R3, the factor that has a big impact on developing tourism products in Tumpat is transportation. Nowadays, transportation facilities around the Tumpat district have become easier because they have been equipped with tourism facilities such as vehicle service facilities such as Grab and Taxi that make it easier for tourists to travel to Tumpat and even around.

R4 has explained that changes in terms of community activities in Tumpat have been improved, the activity of purchasing daily necessities has been simplified with the renewal of the construction of a large supermarket in Tumpat. This reform can facilitate daily shopping activities for the residents of Tumpat district compared to the past when shopping activities could only be done at the daily market or the night market. R4 also added that the sports facilities have been taken seriously by holding jogging track renewal activities for pedestrians and the community to carry out sports activities. In order to further press the development of health support among the community in Tumpat, R5 has explained that the health component in the Tumpat district has been completed with the development of a larger clinic. In terms of sales activities, it has been changed according to the more effective form of buying and selling activities according to current developments. R2 has given an example that product sales activities in Tumpat and even traditional products have been made online. This can open more opportunities because the transition can offer their sales products to more people as if they were selling in a borderless world.

## 1.7 CHAPTER SUMMARY

This chapter shows the results of the interviews made by the discussion of three objective questions. The results were helpful to support the research and examine the potential daerah Tumpat as area tourism development in Kelantan. Two groups of people were asked valid questions to prove Tumpat district has the high potential to develop the tourism products, which are local communities and local authorities. The researchers get to know different aspects of opinions that support the purpose of the research, which is the potential of Tumpat district as one of the area tourism developments in Kelantan.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

This chapter will draw attention to the relationship between past studies and the potential of Tumpat District for tourism development. This chapter discusses the limitations of the study and suggests some suggestions for future studies. At the end of this chapter, the researcher will make a summary of this study chapter.

#### **5.2 SUMMARY RESEARCH FINDING**

This study was conducted to determine the relationship between existing Tourism Products available in Tumpat District and tourism development that has the potential to increase the income of residents in Tumpat District. In this case, primary data was conducted in which face-to-face interviews were conducted to obtain feedback from respondents. The respondent sample was 6 people who were selected using the purposive sampling method which is a technique widely used in qualitative research to identify the selection of cases rich in information for the most effective use of limited resources (Patton, 2002). This study also analyses the relationship between government initiatives in improving the standard of living of the community and the development of tourism in Tumpat.

The independent variable is the cause of something, while the dependent variable will be the effect (Susana Godoy, 2018). The dependent variable in this study is important to study potential tourism development in Tumpat. While a set of independent variables consisting of existing products, the uniqueness of tourism products and government initiatives will affect the development of tourism in Tumpat district. The sampling frame of this study is among the residents in Tumpat and the superiors who

are responsible for the development of tourism in this district. A total of 6 people were interviewed and all the responses can be used and can be analysed. After the interview survey was conducted, the researcher found that the residents living in Tumpat received various positive aspects from the tourism development carried out in Tumpat.

Through purposive sampling, among the existing products in Tumpat that can attract tourism in the Tumpat district are the Kampung Laut Mosque, dodol, wat, serunding, Wau bulan and handicrafts. With the presence of heritage architecture such as the Kampung Laut Mosque, it can attract both foreign and domestic tourists to delve into the historical story about the uniqueness of the Mosque. In addition, with the existing products such as serunding, dodol and handicrafts found in the Tumpat area, it can increase the income for the residents in this area. Then, with the help of the government in making the development area in Tumpat a success, it can benefit the residents and generate economic income from the tourism sector.

In addition, renovations and improvements carried out in the Tumpat district such as by the beach, there are renewals in terms of tracks for pedestrians and jogging areas for recreation and playgrounds (R4). In addition, in terms of promotion, the Ministry of Tourism (MOTAC) has promoted the Wat in Tumpat district as a tourist attraction. With the close cooperation of the government on the tourism development work done can attract more foreign tourists to know the unique features of the Tumpat District.

Overall, residents found Tumpat District capable of becoming a tourism development centre. This is because the existing tourism products in Tumpat can attract all visitors who come to visit the place. Tourists are most satisfied with the quality of marketed products, the culture of Tumpat's diverse community in one area and the sight of interesting heritage architectural structures during their visit to Tumpat District. It also has the potential to increase tourism development in Tumpat and can make the area to continue to develop on par with other tourism areas

### 5.3 LIMITATION

Through the entire research, a valuable and significant process to complete the research was experienced. However, there are some limitations that cannot prevent the research from going as expected. There are several limitations of the current study that need to be acknowledged. The first limitation of this study is that it is difficult for the researcher to obtain information about the Tumpat District study. This is because there are not many specific studies on the characteristics that can be classified as tourism products that develop tourism development in Tumpat and the uniqueness of tourism attractions in the area and studies on the government's efforts in developing the Tumpat area.

In addition, this research study also has limitations that cover the respondents. In this study not all residents in Tumpat can be respondents who want to answer questions or receive interview questions from the researcher. In addition, there are also respondents who think that answering questions from the researcher will waste their time. Some of the residents may also not want the researcher to disturb their privacy and are also not interested in being interviewed.

The next limitation in this study is the variables. This study only focused on three independent variables which are existing products, the uniqueness of tourism products and the government's efforts in developing tourism in Tumpat and one dependent variable which is the development of tourism which has the potential to increase the income of residents and the national economy. As in the tourism sector, there are many factors that influence or interact with the local population in the development of tourism in Tumpat. Other factors also have a relationship in this study as well. This is because of limited resources and references for researchers to base their studies on other independent variables.

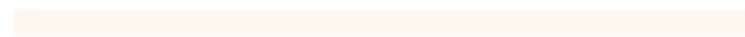
The last limitation of this study is that this research is qualitative research. This study is only focused on qualitative research so that there is no expansion of the research. In fact, it also depends on the skills of the



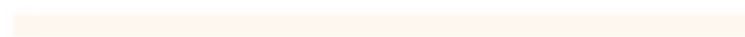
researcher, this type of data is collected through observation interviews, focus groups and each other and depends on the skills and experience of the researcher to gather information from the sample. As such, it is more time-consuming than quantitative data collection.



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## **5.4 RECOMMENDATION**

Malaysia is a country that has various tourist attractions that can have an impact on the national economy. The architecture, culture and heritage of the local people are also tourism products that contribute to the country's tourism sector in terms of tourism. However, the identity of the privileged is still hidden and not known by the public in the country or abroad. Therefore, there are some recommendations for local communities, governments, and future researchers.

### **1. Local Community**

Suggestion to the local community to hold various interesting activities so that the Tumpat area does not feel empty. This is because, throughout the survey activities, no interesting activities were carried out by the local community. The local community can do activities such as cultural activities and beach activities in this area so that it can become an attraction for tourists and families. In addition to attracting tourists, the local community can also generate income such as charging a reasonable fee to tourists to see cultural activities. In addition, it can help traders who do business in the area when there are many tourists. Therefore, cultural activities are also one of the tourist attractions that can boost the economy of the local community.

### **2. Government**

The recommendation to the government in Tumpat District through this study is to improve the quality of life of the local community in the area. Provide certain courses such as English language courses to make it easier for residents to communicate with foreign tourists. This is because such an approach can increase the income of the local population and can attract more tourists to come because of the friendly population. Therefore, authorities such as Tumpat District Council need to produce creative and innovative ideas to create a more beautiful environment and friendly residents to attract foreign tourists to travel in Tumpat district.

### **3. Stakeholder**

Recommendations to stakeholders are to improve the promotion and marketing of Tumpat district. For example, stakeholders can do promotion and marketing by making a video about the uniqueness of existing products in Tumpat. Next, the video can be broadcast through applications such as Facebook, TikTok, Instagram and others. Indirectly, tourists can find out the existence of existing products in Tumpat. This will also give an advantage to residents who do business in the Tumpat area due to the presence of many tourists from all over the state. Therefore, promotion and marketing play an important role in trying to increase the number of tourists arriving in the district.

### **4. Future researchers**

Future researchers can change existing data collection methods to use quantitative methods. Future researchers also can use questionnaires to collect data besides face-to-face interviews. Specifically, questionnaires are very easy to use in addition to saving time, money, and energy for researchers. Although the number of respondents is relatively high, the response to this method is very effective. Therefore, it can provide accuracy to the study conducted by the researcher.

## 5.5 Chapter Summary

The purpose of this research is to study the unique potential of existing products in Tumpat District for tourism development. Factors that affect (independent variable) there are products and services, impact and government support or strategy for (dependent variable) tourism development in Tumpat. Interviews were conducted with 6 respondents among residents and local authorities in Tumpat district, Kelantan. In addition, Chapter 4, finds the results of the interviews that are analysed in a discussion based on the research questions. The data obtained from the interviews were evaluated with the transcripts and listened to the recordings before transcribing the interviews to get more accurate. Finally, in Chapter 5, the limitations show that the researcher experiences that cannot be prevented from letting the research go as expected. Some limitations and recommendations during the conduct of this research are also included that can be used for further studies.

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## APPENDICES



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Faculty of Hospitality, Tourism and Wellness

Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK)

**EXPLORING THE POTENTIAL DEVELOPMENT OF TOURISM PRODUCTS AND  
SERVICES: A CASE STUDY AT TUMPAT DISTRICT**

**MENEROKA POTENSI PEMBANGUNAN PRODUK DAN PERKHIDMATAN  
PELANCONGAN: KAJIAN KES DI DAERAH TUMPAT**

Dear respondent,

*Responden yang dihormati,*

We are students of Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan (UMK). As part of our Final Year Project (FYP), we are currently conducting a survey on Exploring The Potential Development of Tourism Product and Services: A Case Study at Tumpat District.

*Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian di Universiti Malaysia Kelantan (UMK). Sebagai sebahagian daripada Projek Tahun Akhir (FYP), kami sedang menjalankan tinjauan mengenai Potensi Pembangunan Produk dan Perkhidmatan Pelancongan: Kajian Kes Di Daerah Tumpat.*

It only takes 15-20 minutes for you to answer it. All of the following information is personal and confidential. This survey has two sections. Please answer all questions in section A and section B. Hence, thank you for your help and willingness in completing this questionnaire. If there are any questions, you can contact us.

*Temubual hanya mengambil masa 15-20 menit untuk anda menjawabnya. Semua maklumat berikut adalah pribadi dan sulit. Tinjauan ini mempunyai dua bagian. Sila jawab semua soalan dalam bahagian A dan bahagian B. Sehubungan itu, terima kasih atas bantuan dan kesudianandamengisisoalselidikini. Jika ada sebarang pertanyaan, boleh hubungi kami.*

Yours sincerely,

*Yang ikhlas,*

**ADISAK A/L A RAN (016-4171375)**

**AFIKAH AMIRA BINTI AHMAD (016-8548270)**

**AGALYA A/P RAVIMARAN (011-10781906)**

**AHMAD AIMAN AQIL BIN JAMIDIN (012-2146779)**

## **SECTION A: DEMOGRAPHIC INFORMATION**

### **BAHAGIAN A: MAKLUMAT DEMOGRAFI**

**1. AGE/ UMUR:**

**2. RACE/BANGSA:**

**3. MARITAL STATUS STATUS PERKAHWINAN:**

**4. EDUCATION LEVEL/ PERINGKAT PENDIDIKAN:**

**5. EMPLOYMENT STATUS/ PEKERJAAN:**

**SECTION B: TO EXAMINE THE EXISTING OF TOURISM DEVELOPMENT OF TOURISM DEVELOPMENT PRODUCTS AND SERVICES AVAILABLE AT TUMPAT DISTRICT.**

**BAHAGIAN B: MENGETAHUI SEDIA ADA PEMBANGUNAN PELANCONGAN PRODUK DAN PERKHIDMATAN PEMBANGUNAN PELANCONGAN YANG TERSEDIA DI DAERAH TUMPAT.**

**Questions for local communities**

- a) How long have you lived in Tumpat? / Sudah berapa lama puan/tuan menetap di Tumpat?
- b) Changes in the Tumpat district over time throughout your settlement in Tumpat? / Perubahan keadaan daerah Tumpat dari masa ke masa sepanjang penempatan tuan/puan di Tumpat?
- c) Factors that cause you to still reside in Tumpat ? (attractions available) / Faktor yang menyebabkan tuan/puan masih menetap di Tumpat ? (tarikan yang ada)
- d) Respondents' views/opinions about tourism attractions between Tumpat district and other districts / Pandangan/ pendapat responden tentang tarikan pelancongan antara daerah Tumpat dengan daerah lain

**Questions for village heads and district council representatives**

- a) How long have you lived in Tumpat? / Sudah berapa lama puan/tuan menetap di Tumpat?
- b) How long have you held the position of .....? (Village head / district representative) / Berapa lama memegang jawatan Sebagai .....?(Ketua kampung \wakil daerah)
- c) Changes in the Tumpat district over time throughout your settlement in Tumpat? / Perubahan keadaan daerah Tumpat dari masa ke masa sepanjang penempatan tuan/puan di Tumpat?
- d) Changes in the standard of living of the local community in Tumpat during the respondent's tenure. / Perubahan taraf hidup masyarakat tempatan di Tumpat sepanjang respondent memegang jawatan.
- e) Respondents' views/opinions about tourism attractions between Tumpat district and other districts. / Pandangan/ pendapat responden tentang tarikan pelancongan antara daerah Tumpat dengan daerah lain.

**2. TO EXAMINE THE UNIQUENESS OR OPPORTUNITIES OF TOURISM PRODUCT AND SERVICES THAT ARE AVAILABLE AT TUMPAT DISTRICT. / UNTUK MENGETAHUI KEUNIKAN ATAU PELUANG PRODUK DAN PERKHIDMATAN PELANCONGAN YANG TERDAPAT DI DAERAH TUMPAT**

**Questions for local communities**

- a) What is the uniqueness of tourism products in Tumpat compared to other places? / Apakah keunikan keunikan produk pelancongan di Tumpat berbanding tempat lain?
- b) What are the advantages and disadvantages of the product for the local population? (effect) / Apakah kelebihan dan keburukan produk tersebut terhadap penduduk tempatan? (kesan)

**Questions for village heads and district council representatives**

- a) What is the uniqueness of tourism products in Tumpat compared to other places? / Apakah keunikan keunikan produk pelancongan di Tumpat berbanding tempat lain?
- b) What are the advantages and disadvantages of the product for the local population? (effect) / Apakah kelebihan dan keburukan produk tersebut terhadap penduduk tempatan? (kesan)

**3. TO EXAMINE THE GOVERNMENT INITIATIVES AND STRATEGIES TO ENHANCE THE TOURISM DEVELOPMENT AT TUMPAT DISTRICT.**

- a) What is the main development initiative to develop the tourism sector in Tumpat? Apakah initiative pembangunan utama untuk membangunkan sector pelancongan di tumpat?
- b) Does the initiative have an impact on the economy of the local community? / adakah initiative tersebut memberi kesan terhadap ekonomi masyarakat tempat?
- c) What is the initiative to restore the tourism sector after being disrupted for so long due to the covid 19 epidemic? / apakah inisiatif untuk memulihkan sektor pelancongan selepas sekian lama terganggu akibat penularan pendemik covid 19?
- d) What is the strategic plan to boost the tourism sector in Tumpat district. ? / Apakah pelan strategik untuk melonjakkan sector pelancongan di daerah Tumpat. ?

- e) What will be the impact on the local community of the strategy plan? / Apakah kesan yg akan berlaku kepada masyarakat tempatan terhadap pelan strategies tersebut.?

Kampung Laut Mosque



Handcraft from Tumpat Villagers



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