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FACTOR THAT BUILD YOUTH'S INTENTION TO DO ADVENTURE TOURISM IN KELANTAN

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ABSTRACT

The migration of individuals from one place to another outside their comfort zone for exploration or travel to remote, exotic, and sometimes violent regions is characterized as adventure tourism. Young travelers enjoy adventure tourism the most and much of the thrill in adventure tourism stems from allowing travelers to move outside of their comfort zone. The aim of the research is to determine the factors that build youth/s intention to do an adventure tourism in Kelantan. Therefore, it's crucial to comprehend the factors build youth's intention to do adventure tourism include place attraction, facilities and environmental education. In addition, to ensure the intention is guaranteed the person must carry out a research method which is the factors that build youth's intention to do adventure tourism in Kelantan. Several qualities must be investigated, including purpose, precision, objectivity, and others. All of these aspects contribute to thorough research. This study is also conducted quantitatively. This method is crucial in determining what kind of observation should be used to obtain information on factors that build youth/s intention to do an adventure tourism in Kelantan. The goal of research methodology is to gather, process, and analyse data in a systematic and efficient manner in order to finish a study. Each research must have a purpose, objectivity, and a technique to ensure that the investigation yields the desired results or answers.

ABSTRAK

Penghijrahan individu dari satu tempat ke tempat lain di luar zon selesa mereka untuk penerokaan atau perjalanan ke kawasan terpencil, eksotik dan kadangkala ganas dicirikan sebagai pelancongan pengembaraan. Pengembara muda menikmati pelancongan pengembaraan paling banyak dan kebanyakan keseronokan dalam pelancongan pengembaraan berpunca daripada membenarkan pengembara bergerak di luar zon selesa mereka. Kajian ini bertujuan untuk mengenal pasti faktor-faktor yang membina niat belia untuk melakukan pelancongan pengembaraan di Kelantan. Oleh itu, adalah penting untuk memahami faktor membina niat belia untuk melakukan pelancongan pengembaraan termasuk tarikan tempat, kemudahan dan pendidikan alam sekitar. Di samping itu, untuk memastikan niatnya terjamin seseorang itu mesti menjalankan kaedah penyelidikan yang merupakan faktor yang membina niat belia untuk melakukan pelancongan pengembaraan di Kelantan. Beberapa kualiti mesti disiasat, termasuk tujuan, ketepatan, objektiviti dan lain-lain. Kesemua aspek ini menyumbang kepada penyelidikan yang menyeluruh. Kajian ini juga dijalankan secara kuantitatif. Kaedah ini amat penting dalam menentukan jenis pemerhatian yang perlu digunakan untuk mendapatkan maklumat tentang faktor-faktor yang membina niat belia untuk melakukan pelancongan pengembaraan di Kelantan. Matlamat metodologi penyelidikan adalah untuk mengumpul, memproses, dan menganalisis data secara sistematik dan cekap untuk menyelesaikan sesuatu kajian. Setiap penyelidikan mesti mempunyai tujuan, objektiviti, dan teknik untuk memastikan penyiasatan itu membuahkan hasil atau jawapan yang diinginkan.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This research focused on the factors that build youth's attention to do adventure tourism activities in Kelantan. The first chapter comprises the research's context, background of the study, problem statement, research objective and research questions, scope of investigation, significance of study (including practical and theoretical contribution), definition of words, and a summary of the entire chapter one.

1.2 BACKGROUND OF THE STUDY

According to the Adventure Travel Trade Association (ATTA), adventure tourism is described as a type of vacation or travel experience that incorporates a minimum of two out of the following three elements: physical activity, interaction with the natural environment, and cultural immersion. This definition emphasizes the active involvement of travellers in physical pursuits, their connection with the natural surroundings, and the opportunity to engage with local cultures. Earlier definitions and definition debates, in contrast to Buckley's and ATTA's, had dealt with the idea of risk. Although playing a significant part in many of the previous literature reviews, the argument on the importance of risk has been characterised as fruitless (Kane & Tucker 2004). Yet, the argument over the role of risk in adventure

tourism experiences rages on. (Buckley, 2012) has proposed conceptualising 'rush' as a technique to demonstrate analytically that danger is significant but not key to adventure tourism experiences.

Adventure tourism is particularly favored among young travelers, as it provides them with the opportunity to venture beyond their comfort zones. This aspect greatly enhances the enjoyment of adventure tourism. It could be attributed to experiences such as culture shock or engaging in activities that entail a certain degree of risk and physical danger. Adventure travel is a form of leisure activity that occurs in distinctive, exotic, remote, or wilderness settings. It allows individuals to explore and immerse themselves in unconventional environments, which adds to the allure and excitement of the experience. It is frequently associated with a high level of activity on the part of the individual, with the majority of it taking place outside. Adventure travellers expect varied degrees of danger, thrill, and peacefulness, as well as being personally tested. They are world adventurers that seek personal challenges as well as unexplored, exotic parts of the globe. The amount of planning and preparation necessary sets adventure tourism apart from all other forms of travel.

Since prehistoric times, humans have been travelling in search of food and other survival necessities. For hundreds of years, humans have engaged in adventurous travel through exploration. People used to travel to investigate sea routes, new sites, or even a new country in ancient times.

On the contrary, commercial adventure travel is a relatively recent development where travelers enlist the services of professional guides. These guides offer not only technical assistance and equipment but also provide insights into the cultural and environmental aspects of the destination. Commercial adventure travel has emerged as a thriving and

constantly evolving sector. It continues to introduce new and diverse forms of adventure tourism on a regular basis. This dynamic nature of the industry ensures that there is always something fresh and exciting for travelers to explore and experience.

Previous literature reviews have indicated that adventure tourism has not received sufficient examination from a commercial product perspective. Instead, it has predominantly been viewed as a philosophical and people-centered experience within the realm of tourism. However, both perspectives ultimately arrive at the same conclusion. The "main mass of the adventure market" (Buckley, 2007) or the easily accessible, post-adventure offerings for inexperienced tourists represent high-volume, low-difficulty products where experts guide the activities at one end of the spectrum. On the other end of the spectrum, there are the expert adventurers and "deep-end, creative adventures" (Varley, 2006). Recent research by Varley and Semple (2015) emphasizes the need to move beyond these dichotomies and presents a more gradual approach that allows for the integration of low-difficulty experiences with more profound and challenging adventures.

1.3 PROBLEM STATEMENT

Technology, as we all know, has become an essential part of our everyday life. Without technology, the world would be a terrifying place. As a result of new technology and smart gadgets, the world is changing (Stansberry et al., 2019). It diminishes the Earth more than we anticipated. Youths benefit from gadgets in a variety of ways, including enhanced learning opportunities, self-motivation, and communication. Devices are used by teenagers for a number of purposes, including gaming, watching movies, listening to music,

connecting with friends, and exploring other websites. They devote the majority of their time to these hobbies and ignore indoor and even outdoor activities, affecting their vision and health. It not only has positive impacts on youth, but it also has negative consequences on students (Miracle, 2019).

Next, when it comes to youth travel, some elements have stayed constant over time. When it comes to funding those vacations, the help of mum and dad is still essential (Doward, 2016). Regardless of the poor economic circumstances that may be leading more young people to abandon adventure tourism. Since most of them are studying including some of it still new in work so they didn't have any plan to spend their money on adventure tourism because there are more focusing on saving money for their future like buy house, car, married and many more. They are kept busy on trying to work for the money until they forgot to do an activity that healthier for them. They think that spend money on adventure tourism is wasted because they can spend that money to do other things.

The solution from this problem is that everyone needs to play their role especially mass media. More importantly, it is noticed that the various media platforms play a vital role not only in promoting such events to lure visitors, but also in educating tourists about the safety or security considerations that they must take when participating in such activities (Tas, 2021). However, it has been observed that the bulk of marketing strategies or commercials used by various businesses to promote such activities just emphasise the excitement or advantages that visitors are likely to gain rather than addressing the dangers or health problems that are involved in the process. Thus, it can be stated that enterprises must employ the notion of social and ethical marketing, as well as the usage of media, to not only

highlight the dangers involved in the process, but also educate people so that they may reduce the related risks (Barrett-Maitland & Lynch, 2020).

Even though there are risks, but we are here to tell you otherwise. Youngsters should get into adventure tourism. There a lot of benefits that youths will gain by participate in adventure tourism. Fitness is one of the most evident advantages of adventure tourism for youth. Adventure sports are not like your typical workout. Furthermore, they are pleasant and help you burn more calories. An hour of river rafting is said to burn 900 calories. While skating for an hour might help you burn 500 calories. "With extreme sports, you tend to activate your muscle in the most unexpected way and train your muscle differently than you would daily, or in any gentle workouts," according to Coast Water Sports. Next, boost confidence because adventure tourism for youth test their physical strength in ways that no other sport can. Climbing a mountain is obviously not easy. It is a natural human propensity to feel confident after completing a physically demanding job. "Adventure sport is a form of empowering individuals in and of itself, and when we decided to start a community initiative, we chose to reach out to those who feel most disempowered, either because they believe they have limits or because society imposes constraints on them." "We thought this could be a good method to help them overcome their fear and raise their self-esteem," says Mahalakshmi, a participant in Landmark Education's Self Expression and Leadership programme. This boost in self-esteem may have a significant influence on many elements of your life. Research from Queensland University of Technology in Australia discovered a correlation between extreme sports and self-confidence. "Participants' experiences of extreme sports were disclosed in terms of tremendous anxiety, but this fear was absorbed and seen as a potentially significant and constructive event in their life," the study found.

1.4 RESEARCH OBJECTIVE

The study was conducted with the following objectives:

- i. To examine the relationship between place attraction and youth's intention to do adventure tourism activities in Kelantan.
- ii. To examine the relationship between facilities and youth's intention to do adventure tourism activities in Kelantan.
- iii. To examine the relationship between environmental education and youth intention to do adventure tourism activities in Kelantan.

1.5 RESEARCH QUESTION

The research question are:

- i. What is the relationship between place attraction and youth's intention to do adventure activities in Kelantan?
- ii. What is the relationship between facilities and youth's intention to do adventure tourism activities in Kelantan?
- iii. What is the relationship between environmental education and youth's intention to do adventure tourism activities in Kelantan?

1.6 SCOPE OF THE STUDY

This research is centered around the factors that contribute to the interest of young individuals in engaging in adventure tourism activities. Various factors influence the attention of different youths towards participating in such activities. The focus of this study is specifically on the youth population in Malaysia, who will be the respondents. The research

locations chosen for this study are within Malaysia, and the respondents can come from any state in the country. This decision was made to enable the identification of an individual's attention by considering various influencing factors. The study aims to gain an understanding of youth attention by examining their attitudes, actions, and decisions regarding the destinations they desire to visit. Consequently, the objective of this research is to investigate the connection between youth attention and their engagement in adventure tourism activities in Malaysia.

1.7 SIGNIFICANCE OF THE STUDY

Youth participation in adventure tourism activities is crucial to motivating more youth to engage in these activities while visiting Malaysia. There are still a lot of young people involved, many of whom are unaware that Malaysia is already well-known for its adventure tourism. The problem statement has formulated the push and pull causes. According to the principles of adventure tourism, emphasis was placed on having a significant impact on the social, physical, mental, and spiritual context where all of these will benefit from the youth. (Natalie & Jennifer, 2009)

This study will provide an understanding of the interest that the youth have in engaging in adventure tourism activities. In essence, this demonstrates the potential of adventure tourism. By assisting people in viewing adventure tourism from a positive angle, this study will, in terms of the industry, aid adventure tourism in becoming well-known among the community. The results of this study will help adventure tourism service providers better understand the industry and identify the areas where they need to make improvements

to meet consumer demand. Regarding adventure tourism researchers, this study will focus on the variables that influence young people's participation in adventurous activities; consequently, the study's findings may be used as a reference, as well as for comparison and improvement, by future researchers.

1.8 DEFINITION OF TERMS

1.8.1 Youth's Intention to do adventure tourism

According to Bently & Page (2008), Adventure tourism refers to the act of visiting a destination specifically to engage in thrilling and daring activities. These activities are typically characterized by high levels of physical exertion and are predominantly conducted in outdoor settings. Adventure tourism is known as an expedition that is associated with several physical activities, and it is related to a continuous seeking of risk and uncertainty of results.

Youth traveller interest in adventure tourism is on the rise, but this trend is not new. According to UNWTO (2016), adventure tourism increased by up to 65 percent between 2005 and 2012, and there were 4.4 percent more visitors in 2015. Based on the latest data from the World Tourism Organization (UNWTO), the year 2020 witnessed the most significant decline in global tourism, recording its worst performance in history. International visitor arrivals experienced a staggering decrease of 74% compared to previous years. This decline can be attributed to the impact of various factors, including the COVID-19 pandemic, travel restrictions,

lockdown measures, and widespread disruptions to the tourism industry worldwide (UNWTO, 2020).

1.8.2 Place Attractions

According to Ngwira & Kankhuni (2018), In the definition of place attractions, it is a physical or cultural component of a specific location with the capacity to meet visitors' particular leisure-related needs.

1.8.3 Facilities

Facilities are goods and services that help people carry out tasks more easily. In addition to energy and water, the destinations provide sanitary amenities, safe drinking water, roads, police and emergency services, postal and communication facilities, and media. (Camilleri, 2018). To feel secure and at ease while participating in activities, tourists need access to basic amenities. For visitors to be satisfied and return home with memorable experiences, the destination must have the necessary infrastructure or facilities to meet their needs.

1.8.4 Environmental Education

According to Arslan & Albay (2019) environmental education must be viewed as the ideal foundation for a new way of living and educational process that can emerge in harmony with the environment, claim. An individual's transformation toward positive environmental ethics, knowledge, awareness, attitudes, and

behaviours can be described as the aim of environmental education. Environmental education is a systematic and ongoing process that seeks to cultivate a global population with a comprehensive understanding of the environment. Its goal is to foster awareness and concern about environmental issues, equipping individuals with the necessary knowledge, attitudes, motivations, and skills to address present challenges and prevent the emergence of future ones. The aim is to empower individuals to take action both individually and collectively towards solving environmental problems (Zheng, Xu, Kong, 2017).

1.9 SUMMARY

In a nutshell, this study is to observe involvement of youths to do adventure activities in Malaysia. There are many factors that can build the youths' attention to do these activities. They also have freedom to go anywhere and try the new experience before they get old. Nowadays there are many activities they can do while they are traveling to the place they planning to go and do. Adventure tourism also is a thriving, dynamic and ever-changing industry with new variations being added on a regular basis. Adventure travel is a leisure activity that involves visiting an unusual, foreign, far-off, or wild location. It is frequently associated with a person engaging in a lot of activity, most of which takes place outside.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter explains about the relationship between independent variable and dependent variable, which the dependent variable is youth's intention while the independent variables are place attractions, facilities and environment education.

2.2 INTENTION TO DO ADVENTURE TOURISM

A good substitute for motivation-related factors is intention. It is argued that because of the complex relationship between intention and action, some causal factors may have been left out. According to Tapar, Dhaigude, & Jawed, (2017) The likelihood of improved performance is determined by the degree of intent for a specific behaviour. In the area of tours and travel services literature, the subject's intention to behave is shown to be a good predictor of his actual behaviour. The "degree to which a person has formulated conscious plans to perform or not some specified future behaviours" is another definition of intentions.

Intention is a plan or motivation to act. A person is in a mental state where they have chosen a course of action when they have an intention. Intentions that are successful carry through the planned course of action, while those that are failed do not. According to Sherran

& Webb (2016) Intentions are what people tell themselves to do in order to get the results they want. The concept of intention has proven to be highly valuable for researchers focusing on behavior change. Various interventions aimed at promoting public health, energy conservation, educational objectives, and organizational outcomes often rely on frameworks that consider intentions as a crucial factor in driving behavioral changes. Understanding and influencing individuals' intentions have been recognized as instrumental in bringing about desired changes in their actions and behaviors. Therefore, researchers and practitioners in these fields commonly rely on models and frameworks that emphasize the role of intentions as a primary driver of behavior change.

2.3 FACTORS DETERMINING YOUTH INTENTION TO DO ADVENTURE TOURISM

Youth adventure tourism has been identified as a major category of global tourism, with great future development potential as the number of young people grows and the luxuries in contemporary technology desired by the youth grows. This market development is especially obvious in the long-distance market, where adolescent backpackers and other travellers commonly congregated in pertinent "ghettoes" that acted as emotional and behavioral recharging sites for the changing capitalist wanderer (Richards and Wilson 2004).

According to our research, long-distance adolescent backpackers are mostly looking for experiences, gathering sweet or 'special' memories that will help them mature while experiencing this lovely world. According to Elsrud (2001), adventure activities and some dangers have a specific role in the conduct and attitudes of young adventurers. The growth

of the adventurous tourism industry in popular young people's locations underscores this relationship.

The lack of a commonly acknowledged definition of "youth" tourism is causing a shift in societal view of the concept of youth. According to Moaz (2004), young people nowadays are increasingly taking moratoriums since maturity, leaving the main decision of living free from the worries of the world to perform some youth tourism activities that will extend the 'youth's' freedom. According to our poll, many young people, particularly those from Kelantan, prefer adventure tourism activities because they want to relax their minds, be healthier, learn more about the world, or explore more deeply. As a result, persons in their 30s or 40s may be considered 'precocious' in mentality as well as in their actions. This is not represented in just about all adolescent tourism research, which in Malaysia frequently defines youth as those aged 19 to 29.

A growing number of people who may be considered members of one reason why youth tourism is becoming more relevant is because of the borders of the 'young' market. A variety of factors contribute to increased youth participation, including increased participation in higher education, whether at public or private universities, a decrease in youth unemployment, and an increase in trip expenditures through family efforts, government financial assistance, investments, and integrating work with traveling (ATI 1995; Richards and Wilson 2003). Furthermore, supply-related issues have boosted adolescence tourist experience, such as the increase of budget or low-cost airlines; the rise of long-haul coach travel specifically geared toward young tourists; narrower employment contracts for those working, resulting in major gaps in employment; the rise of committed

youth and impartial tour operators; and the worldwide increase of Internet and digital technology, which has opened up new vacation spots through this new platform.

The demand for more fascinating and distinctive experiences, paired with cheaper long-haul travel, has also pushed youth travel further to the tourist industry's geographic edges. This trend has increased as pioneers in particular destinations seek to avoid the entrance of less experienced colleagues (or 'tourists,' discovering additional 'undiscovered' or unvisited destinations (Westerhausen 2001). The sense of adventure associated with long-distance travel has perhaps been diminished by increased accessibility. Previously, the process of journeying was thought to be sufficient. There is a growing need to build 'adventures' or particular adventure experience activities to augment what was previously a less demanding travel procedure.

2.3.1 Place Attraction

Place attractions play a crucial role in tourism as they serve as key pull factors for attracting tourists. They are often referred to as "tourist attractions" due to their ability to draw in travelers. Place attractions encompass a wide range of elements, including locations, people, events, and objects that capture the attention of tourists and entice them to visit specific destinations. Examples of place attractions include natural and cultural sites, historical landmarks, monuments, zoos and game reserves, aquariums, museums and art galleries, gardens, architectural marvels, theme parks, sports facilities, festivals and events, wildlife, and encounters with local people. The development of the tourism industry is closely intertwined with the history of

attractions. When a tourism system designates and elevates something to the status of an attraction, it becomes recognized as such (Lew, 2000). This system includes various sectors such as transportation, lodging, and travel retail, as they support the desires of tourists to explore and experience these attractions.

There are three main types of place attractions: natural attractions, man-made attractions, and special events. Natural attractions refer to naturally occurring features that were not created by humans (Boniface et al., 2020). These attractions can be found worldwide and often serve as the basis for various tourist destinations. One example of a natural attraction is mountains. Mountains are elevated formations on the Earth's surface that typically have a peak. They are larger than hills and have summits that are usually 2000 meters or higher above sea level. Mountains can be found in ranges or as standalone formations. Visitors are drawn to mountains for various reasons. Some may simply want to admire the scenic views, while others seek respite from hot climates. Many tourists also engage in activities such as hiking or skiing in mountainous regions. It is important to preserve and protect mountain ranges as natural treasures. Issues such as erosion caused by skiing and hiking debris have been raised, highlighting the need for sustainable practices in these areas.

Many place attractions are purposefully constructed, indicating that they are man-made rather than natural. There are two types of man-made tourist attractions: attractions specifically designed for tourism and attractions originally created for other purposes but now utilized for tourism (Camilleri, 2018). Purpose-built place attractions refer to those that have been intentionally designed and developed for tourism. This category includes various types of attractions such as theme parks,

zoos, and art museums. Additionally, sporting activities are a prominent form of tourism attraction. Sports attractions play a significant role in the sports tourism sector. While sporting attractions may not always involve permanent infrastructure, sporting events themselves are considered attractions. There are three types of sport-related attractions: spectating, participation, and stadium tours. Participation-based attractions allow individuals to engage in sports activities, such as attending sports camps, which are particularly popular among children and young people. Others may opt for a yoga retreat or a golfing vacation. Some individuals may travel to a specific destination to participate in a sporting event, such as a swimming competition or a running race.

Special events encompass a wide range of formats and possibilities, with virtually unlimited options for their creation. Among the most prevalent types of special events are markets, festivals, parades, exhibits, and entertainment venues. An example of a special event in the context of tourism is an entertainment establishment that attracts tourists (Pearce & Wu, 2018). Entertainment venues come in various forms, sizes, and characteristics. They can be large or small, permanent or temporary, and may involve built or non-built structures. In some cases, entertainment venues may serve dual purposes or have been repurposed from their original intended use to cater to tourism. The diversity and adaptability of special events contribute to their appeal and the myriad experiences they offer to visitors.

2.3.2 Facilities

Tourism is created when the element of service is combined with one of the other three factors, such as attraction, housing, or transportation (Provotorina et al., 2020). As a result, one of the fundamental components of tourism is facilities which also include pull factors. In other terms, it is the spirit or core of tourism. Traveling by bus or train, for example, is not tourism. Tourism includes the services of reservation, booking, ticketing, and information provision. In the lack of facilities, an accommodation will be a simple hotel, and an attraction will be a simple site of attraction. Tourism is defined as the combination of facilities and a hotel or attraction. Another fundamental component of tourism is facilities. It is vital for the growth of every tourist destination to have transportation facilities to get there, as well as diverse facilities such as hotels for food and relaxation at such locations. Amenities are all of the services and facilities that are required to make guests feel at ease when travelling. Facilities are tourist industry aspects that are essential for the tourist centre. The facilities enhance the attractions. Tourism amenities encompass a wide range of offerings that aim to enhance the enjoyment and satisfaction of visitors during their trips. These amenities include lodging options, diverse forms of entertainment, picnic spots, recreational facilities, information and communication services, as well as sightseeing opportunities, among others. Each visitor anticipates and desires to derive the utmost pleasure and satisfaction from their travel experiences. The specific means of satisfaction and enjoyment may vary depending on individual preferences and interests. Generally, amenities refer to the elements that facilitate tourists in deriving enjoyment and satisfaction from their journeys to

different destinations. These amenities are typically provided at a cost. Along with a variety of entertainment programs, amenities encompass a wide range of facilities, such as arts, music, dance, restaurants and bars, shopping areas, accommodation options, sports and recreation activities, swimming facilities, relaxation services, food outlets, healthcare facilities, and communication services. All of these amenities contribute to the overall travel experience and aim to cater to the diverse needs and desires of tourists.

2.3.3 Environmental Education

According to Hadjichambis & Paraskeva (2020), Environmental Education (EE) is a process that aims to foster awareness, knowledge, skills, values, experiences, and a sense of responsibility among individuals to address present and future environmental challenges. It is a comprehensive process that goes beyond specific events and encompasses a broader societal perspective. Through EE, people are encouraged to form coalitions, understand the operations of non-governmental organizations (NGOs), engage in participatory urban planning, and contribute to the development of eco-business markets. Environmental education is a learning process that aims to enhance people's awareness and understanding of the environment and its challenges. It equips individuals with the necessary skills and knowledge to address these challenges and promotes attitudes, motivations, and commitments to take responsible actions. This aligns with the principles outlined in the UNESCO Tbilisi Declaration of (1978), which emphasizes the role of environmental education

in empowering individuals to make informed decisions and take responsible actions. It is important to note that environmental education does not advocate for specific viewpoints or predetermined courses of action. Instead, it encourages individuals to explore various aspects of environmental issues and make informed and responsible decisions based on their own understanding and perspectives.

The components of environmental education are environmental awareness and sensitivity, as well as environmental issues, environmental knowledge and awareness, as well as environmental issues, environmental concern and drive to enhance or preserve environmental quality, abilities to detect and assist in the resolution of environmental issues participation in actions that contribute to the solving of environmental issues (Mohiuddin et al., 2018).. Environmental education aims to produce citizens who are informed about the biophysical environment and its related challenges, aware of how to assist in the resolution of these problems, and motivated to work toward their resolution. When correctly understood, environmental education should form a complete lifetime education that is sensitive to changes in a quickly changing world. It should prepare the individual for life by providing a grasp of the key challenges of the modern world, as well as the skills and traits required to play a positive role in improving life and safeguarding the environment while keeping ethical ideals in mind.

2.4 THE RELATIONSHIP BETWEEN PLACE ATTRACTION, FACILITIES, ENVIRONMENTAL EDUCATION AND YOUTH'S INTENTION TO DO ADVENTURE TOURISM ACTIVITIES IN KELANTAN

A dependent variable is one that is altered as a result of the modification of an independent variable. The changes in the independent variable also have an impact on the value. The outcome is what makes measuring the dependent variable interesting. The dependent is what makes the independent variable's appear in the study.

The independent variable is the attraction show the relationship of the antecedents of intention youth to do adventure tourism that causes the youth to have desire to go for traveling. Because of the impact in the tourism, the attraction have seen the changes. For example, Kelantan get the youth attraction to be visited because Kelantan have many interesting place to be visited. Attractions are an important part of tourism which determine in pull factors. They are sometimes referred to as tourist attractions since they attract tourist. Attractions are object of the tourist gaze and draw travelers to destinations Common examples include natural and cultural location. Next, the second independent variable show facilities where is show the relationship between antecedents of intention youth to do adventure tourism in Kelantan. For example, tourism industry using lates and high technology facilities in tourism attraction to attract tourist to come visit in the tourism places. The tourism industry on Kelantan is driven by the sophistication of existing technology. Tourism is created when the element of service is combined with one of the other three factors such as fundamental components of tourism is facility which also include in pull factors. In other terms, it is the spirit or core of tourism. The last independent variable shows environment education relationship dependent variable of antecedents of intention youth to

do adventure tourism in Kelantan. Environmental education is a process that enables individuals to develop an understanding of their environment, acquire knowledge, skills, values, experiences, and the motivation to take both personal and collective action in order to tackle present and future environmental issues.

2.5 RESEARCH FRAMEWORK

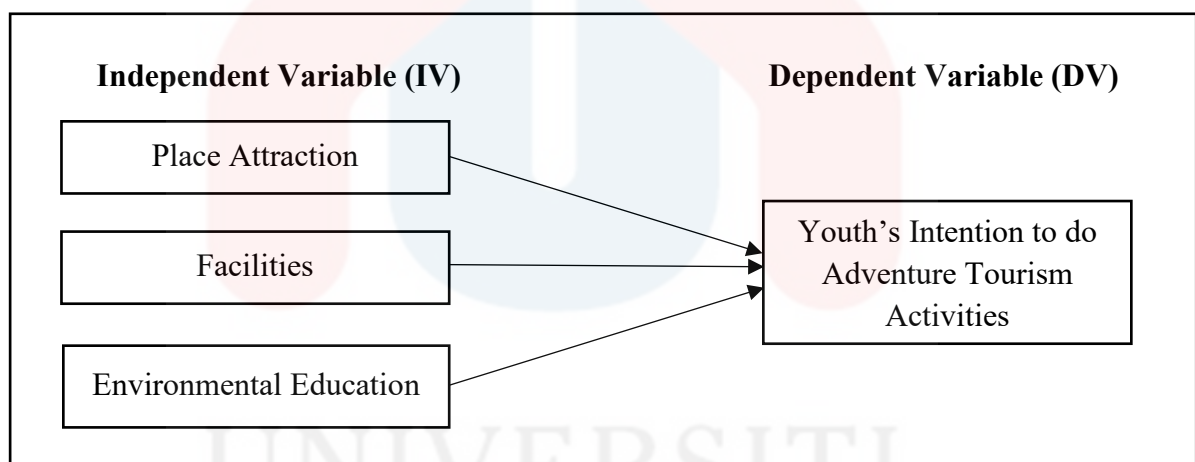


Figure 2.1: The Research Framework of the study

2.6 HYPOTHESIS

A hypothesis should be both testable and realistic, considering the tools and knowledge currently available. It serves as a prediction or explanation of the relationship between two variables, typically an independent variable and a dependent variable. Based on this understanding, the study proposes the following hypothesis:

H1: There is a relationship between place attraction and youth's intention to do adventure tourism activities in Kelantan.

H2: There is a relationship between facilities and youth's intention to do adventure tourism activities in Kelantan.

H3: There is a relationship between environmental education and youth's intention to do adventure tourism activities in Kelantan.

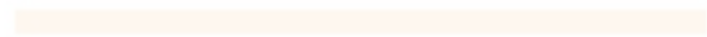
2.7 SUMMARY

This study measures the relationships of attraction and youth's intention to do adventure tourism activities in Kelantan that include the natural and cultural locations, historical places, architectural buildings, theme parks, sports facilities, festivals and events. Besides, this study also investigates the relationship between facilities and youth's intention to do adventure tourism activities in Kelantan that include amenities, information and communication. This study also measures the relationship between environmental education and youth's intention to do adventure tourism activities in Kelantan that include lifetime education, biophysical environment, environmental knowledge and awareness. Overall the

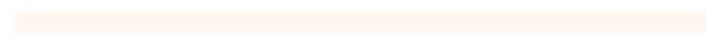
other factor that influence youth's intention to do adventure tourism are including environment, novelty and enjoying nature.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will provide a comprehensive overview of the research procedures employed in the study. It will cover the research design, target population, sample size, sampling method, data collection process, research instrument and its design, and data analysis techniques. Each step will be summarized, including the statistical methods employed to test the hypotheses. The study will utilize a survey as the primary data collection method and employ analytical techniques to identify patterns and examine the research hypotheses. This chapter will also determine the most suitable data gathering method for the study.

3.2 RESEARCH DESIGN

The development of the research design refers to the general strategy that the researcher selected to combine the various and aspects of the study in a logical and reasonable point, thereby enabling researcher to approach the research problem effectively; it represents the design for the acquisition, measurement and evaluation of datum (Akhtar 2016).

Descriptive study has been chosen to determine the components that contributed to the factors that build the youth's intention to do adventure tourism activities in Kelantan. Despite the fact that it is "far from being a straight forward unit of analysis" (Loizos, 1992). It is also referred to as quantitative analysis, which describes phenomena as they occur. It is used to discover and achieve information about the specifics of a detailed question such as society, cluster or individuals. In a nutshell, it can be held that this form of research describes social circumstances, social arrangement, social environment, etc. The observer follows and identifies what he/she discovered? Researcher stated a descriptive search response issue such as what, who, where, how and when. (Khanzode, 1995). The descriptive research intent on rendering closely the characteristics of a specific group or scenario, one may carry out a narrative review about the works in a company, their age circulation, their society – wise, allocation, their educative status, and so on also one may consider the situation of assurance and public assistance.

3.3 TARGET POPULATION

A population may be defined as a complete group of humans, content, items and so on. Each with distinct features that pique that researcher's interest. The population of interest is the population that will be investigated or treated in the study. Instead, researchers will collect samples of the population types of interest to include in the survey. The complete set of people things or events that a researcher intends to study is referred to as the population (Kumar, 2013). This study is based on all youth in Kelantan that have intention to do adventure tourism.

3.4 SAMPLE SIZE

In our study, a sample will be selected to represent a subset of the population under investigation. The target population for our research is young people in Kelantan, Malaysia, with a total estimated population of 597,800 individuals (Malaysia Youth Data Bank System, 2022). To determine an appropriate sample size, we refer to Roscoe's (1975) guidelines, which have been widely used in previous research. According to Roscoe (1975), a sample size larger than 30 but less than 500 is suitable for most behavioral studies. However, using a sample size greater than 500 may increase the risk of a Type II error (Sekaran & Bougie, 2016). Additionally, Roscoe suggested that if the data set needs to be divided into multiple subgroups for comparative analysis, a minimum of 30 respondents should be considered for each category.

3.5 SAMPLING METHOD

Probability sampling and non-probability sampling are the two different categories of sampling techniques. (McCombes, 2019). It can be very challenging to collect data from every participant in a group study, so sampling techniques are needed to meet all the needs of the study. Non-probability convenience sampling was used to complete this study. Non-probability sampling is useful although it has some disadvantages, especially when the population size is large (Etikan et al., 2016). Convenience sampling is simple, inexpensive, and the survey's respondents are readily available. Because they act as the main source of data, questionnaire results can be used in research (Dudovskiy, 2018). As a result, this

approach can aid researchers in gathering more data from participants who are receptive to taking part. Because of this, only young people will respond to the questionnaire, which will be distributed throughout the state of Kelantan.

3.6 DATA COLLECTION

The collecting of data is critical in statistical analysis. Data collection is the process of systematically gathering and analysing information on relevant variables so that individuals or groups can respond to research questions, test hypotheses, and evaluate findings (Syed Muhammad Sajjad Kabir, 2016). Data for this investigation were gathered through a survey that used questionnaires. A questionnaire is a tool for gathering data that involves asking respondents a number of questions. This type of study is also typically less expensive and simpler to manage than alternative methods due to its standardisation. Additionally, because there were many participants in this study, researchers used this approach because it is a productive way to gather data and information.

Each set of surveys will be accompanied with a cover letter. The substance of the research purpose for the respondents will be included in the cover letter. As a result, respondents will understand the study's motivation and aim. The section has four components that responders must tick for their answer, and the answer is the data that we gather for the research. The questionnaire is being distributed to Kelantan's youths.

3.7 RESEARCH INSTRUMENT

To accomplish the research objectives, studies often rely on research instruments, which are designed to collect information from participants for the purpose of conducting research. These instruments encompass various methods, as outlined by Edekin (2012), including questionnaires, interviews, and achievement assessments. In this particular study, questionnaires have been selected as the chosen approach to gather information from respondents. Questionnaires serve as a measurement technique, enabling the researchers to collect data and gain insights from the participants. Respondents' responses were gathered via questionnaires in this study. Researchers employed questionnaires in this research study to collect all of the data and information needed to complete the investigation. Questionnaires are a type of data gathering that is basic and straightforward to complete. It is also a simple data gathering approach while doing a research project. Questionnaires can be completed through an online survey, which makes it easier for respondents to reply. Researchers utilise questionnaires to collect data and feedback because it is the most effective method for a big number of respondents.

The questionnaire used in the study is structured into four sections: Section A, Section B, Section C, and Section D. Section A focuses on gathering demographic information from the respondents. It includes questions related to the participants' gender, age, reasons for engaging in adventure tourism, and the frequency of their previous participation in adventurous tourism activities. The purpose of this section is to capture general information about the youth's demographic profile and their previous experiences in adventure tourism. Section B posed a query on the first independent variable which is attraction build youth intention to adventure tourism activities. Next, Section C is the second

independent variable, facilities build youth intention to adventure tourism activities. Last section is section D which contains third independent variable, environment education build youth intention to adventure tourism activities. Furthermore, the questionnaire will be multiple choice, and it is critical for the respondent to select an answer from the list of alternatives offered in the question.

Strongly Disagree					Strongly Agree
1	2	3	4	5	

Figure 3.1: Measurement of Likert Scale

Table 3.1: Source of Measurement

Variable	Source of Measurement
Youth's Intention	Franco et al., (2022)
Place Attraction	Lou, (2014).
Facilities	Mahazir et al., (2021)
Environmental Education	Mason et al., (2016)

3.7.1 Youth's Intention

Youth's intention to do Adventure Tourism. Items to measure the youth's intention to do adventure tourism are shown in table 3.3.

Table 3.2: Items to measure of youth’s intention to do Adventure Tourism.

ITEM NO.	STATEMENT
1	I think adventure tourism can relieve stress and tension.
2	I think to develop physical fitness.
3	I think to discover new things.
4	I intend to improve skill and ability in doing them.
5	I want to satisfy my curiosity.

3.7.2 Place Attraction

Place attraction identified as an important element in adventure tourism. Items to measurement place attraction will be shown in the table below.

Table 3.3: Items to measure of youth’s intention in place attraction.

ITEM NO.	STATEMENT
1	Place attraction gained my attention to involved in adventure tourism
2	I tend to participate in adventure tourism because of man-made attraction
3	I tend to participate in adventure tourism because of neutral attraction
4	I will consider place attraction more than other aspect to join adventure tourism.
5	Beautiful scenery can release my stress.

3.7.3 Facilities

Facilities is the thing that is emphasized as the intention of the youth to do adventure tourism for their safety Items to measurement Facilities will be shown in the table below.

Table 3.4: Items to measure facilities in adventure tourism.

ITEM NO.	STATEMENT
1	The facilities provided at the location attract me to join adventure tourism.
2	Secure facilities that guarantee safety encourage me to join adventure tourism.
3	Accommodation at the place motivate me to join adventure tourism.
4	Secure equipment that provided attract me to join adventure tourism.
5	Safety and emergency provided motivate me to join adventure tourism.

3.7.4 Environmental Education

Environmental education for adventure tourism is described as nature-based learning while doing adventure tourism. Items to measure adventure tourism in environmental education will be shown in the table below.

Table 3.5: Items to measure environmental education towards adventure tourism.

ITEM NO.	STATEMENT
1	The desire to experience the landscape and moods of nature motivate me to join adventure tourism.
2	Desire to appreciate beautiful natural resources encourages me to join adventure tourism.
3	The need to have a time for natural study motivates me to participate in adventure tourism.
4	Desire to enjoy fauna and flora attract me to join adventure tourism.
5	The need to find peace and quiet motivate me to join adventure tourism.

3.8 DATA ANALYSIS

Data analysis involves organizing and interpreting data to draw meaningful insights, reach conclusions, and address research objectives. It encompasses various steps such as data checking, clarification, reconstruction, and shaping. Researchers should have a clear

understanding of the purpose and objectives of their study before initiating the data analysis process. In this study, a quantitative method is employed to collect and analyze data. The data analysis approach includes descriptive analysis, reliability analysis, and Pearson correlation. To carry out these analyses, the researchers utilize the Social Science Statistical Package Version 24 (SPSS) by IBM. SPSS is a comprehensive software package designed for statistical data processing, enabling researchers to generate various outputs and address the study's objectives.

3.8.1 Descriptive Analysis

Descriptive analysis, conducted using the Statistical Package for the Social Sciences (SPSS), involves examining and summarizing data before performing calculations. It enables the calculation of statistics for large datasets and provides a means to summarize data with various characteristics. When utilizing SPSS, it becomes easier to generate reports and proposals in different formats. The purpose is to present the collected statistics in a meaningful way. Descriptive analysis is commonly used in management, presentation, and classification of data. It facilitates understanding and comprehension of the accumulated data, making it more accessible to readers. Incorporating graphs and tables to organize the data enhances the readability of the text. The choice of data elements significantly impacts the entire data analysis process in the research. Researchers opt for SPSS due to its user-friendly interface, availability of comprehensive numerical statistics, and extensive functionality. The Social Science Statistical Package enables researchers to perform the

necessary analysis and quantify measures of central tendency such as mean, median, and mode.

3.8.2 Reliability Analysis

The magnitude to which the research approach delivers dependable and reliable outcomes is referred to as reliability analysis. The usual result of reliability is consistent results of similar value. The attraction, amenities, and environmental education are the three key elements in youth involvement in adventure tourism. The reliability test in this study examines the factors that construct the youth's intention to do adventure tourism in Kelantan. To evaluate the consistency of measurement results, a reliability test is used (questionnaire). For instance, the reliability test calculates the chances that a test-taker would achieve a similar result on a different occasion. The more likely two people will receive identical scores, the more accurate the assessment. Reliability testing employs various approaches, including test-retest reliability, internal consistency, split-half reliability, and inter-rater reliability. Among these, split-half reliability is a well-known technique. Internal consistency and dependability in research are often evaluated using Cronbach's Alpha, particularly when assessing the reliability of scales, such as Likert scale questionnaires. The coefficient range of Cronbach's Alpha is used to determine the acceptability of reliability: 0.7 to 0.8 is considered acceptable, 0.8 to 0.9 is good, and above 0.9 is exceptional (according to Table 3.6). Reliability testing aims to assess the stability and consistency of an instrument in measuring a concept (Sekaran, 2003).

Table 3.6: Cronbach's Alpha Rule of Thumb

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

Source: Habidin et.al, (2015)

3.8.3 Pearson Correlation Analysis

In this study, a quantitative approach is being used to gather data. The Social Science Statistical Package is utilized to calculate the Pearson Correlation, which provides specific information about the data. According to DeCoster & Claypool (2004), the Pearson Correlation examines the linear relationship between two continuous variables. The correlation coefficient, represented by a straight line in the statistical graph, indicates the strength and direction of the relationship. The correlation coefficient ranges from -1.0 to 1.0. A positive value indicates a positive relationship where both variables increase or decrease together. A negative value indicates an inverse relationship where one variable increases

while the other decreases. A correlation of zero suggests no relationship between the variables.

Table 3.7: Rule of Thumb of Correlation Coefficient Size

Range of Correlation (r)	Strength of Correlation
0.90 to 1.00 (-0.90 to -1.00)	Very high (\pm) correlation
0.70 to 0.90 (-0.70 to -0.90)	High (\pm) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate (\pm) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low (\pm) correlation
0.00 to 0.30 (-0.00 to -0.30)	Little if any correlation

Source: Hinkle, Wiersma, & Jurs (2003).

3.9 SUMMARY

In conclusion, this study has outlined the methodology used, including the research design, target population, sample size, sampling procedure, data collection strategy, research instruments, and data analysis techniques. These methodological details provide a framework for conducting the research and gathering relevant data to address the research objectives. By following this methodology, the study aims to obtain reliable and meaningful findings to contribute to the existing knowledge in the field. To investigate the study's objectives, the researcher employed a quantitative research design. The approach used to use

statistical methods to investigate the relationship between the variables is known as quantitative research design. The results of this study were obtained using statistical methods such as reliability and Pearson correlation tests, as well as descriptive and inferential analyses. The sample size and population probability for this study are calculated using descriptive analysis. The youth in Kelantan, Malaysia, make up the study's sample size while Malaysian citizens as a whole are its target population. The total sample size reference table is used to determine the number. To finish this study, the researchers are using probability sampling techniques like convenience sampling. This is because questionnaires were sent via social media channels to the study's target audience in order to collect data. The information is simpler to obtain, and the target respondents find it convenient to respond. The questionnaire used in this study is the research tool, and it is divided into four sections: demographic, dependent variable, independent variable, and variable.

CHAPTER 4

RESULT AND DISSCUSION

4.1 INTRODUCTION

This chapter includes Pearson's coefficient analysis, respondent demographics, descriptive analysis, and reliability analysis. This chapter presents the study's findings, which were obtained from 161 respondents. Following the collection of data for this study, the latest version of IBM SPSS Statistics was used to analyse it.

4.2 RELIABILITY ANALYSIS

Reliability analysis was conducted to assess the reliability of the questionnaires. Specifically, Cronbach's Alpha analysis was utilized to determine the internal consistency and reliability of the collected information. The following table, based on Hair et al. (2007), presents the Rules of Thumb for interpreting the Cronbach's Alpha coefficient size.

Table 4.1: Rules of Thumb of Cronbach’s Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.1 demonstrates the overall consistency of the dependent and independent variables based on the pilot test. Prior to distributing the questionnaire to 161 respondents through an online survey method, a pilot test was conducted with a sample of 30 participants.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Item	Cronbach’s Alpha coefficient	Strength of Association
Youth’s Intention	5	0.863	Very Good
Place Attraction	5	0.811	Very Good
Facilities	5	0.877	Very Good
Environmental	5	0.897	Very Good
Education			
Overall Variables	20	0.943	Excellent

Table 4.2 presents the Cronbach's Alpha coefficients for the independent and dependent variables in this study. The values for all variables exceeded 0.8, with an aggregate coefficient of 0.943, indicating high reliability and supporting the acceptance of the results. The measurement of youth's intention to do adventure tourism in Kelantan utilized five questions, and the Cronbach's Alpha coefficient for this section was 0.863, indicating very good. Similarly, the place attraction variable, assessed with five questions, yielded a Cronbach's Alpha coefficient of 0.811, also indicating very good reliability. The facilities variable, consisting of five questions, achieved a Cronbach's Alpha coefficient of 0.877, signifying very good reliability. Lastly, the environmental education variable, measured with five questions, obtained a Cronbach's Alpha coefficient of 0.897, also indicating very good reliability.

The Cronbach's Alpha coefficients exceeding 0.9 for all variables demonstrate that the questionnaires used in this study are excellent reliable. This suggests that the respondents understood the questions well, further supporting the suitability of the questionnaires for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The main analysis conducted in this study involved a frequency analysis. Section A of the questionnaire gathered data on respondents' gender, age, race, marital status, and occupation. To present the demographic characteristics of the respondents, both a table and a pie chart were utilized.

4.3.1 Gender

Table 4.3: Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	54	33.5	100.0
Female	107	66.5	66.5
Total	161	100.0	

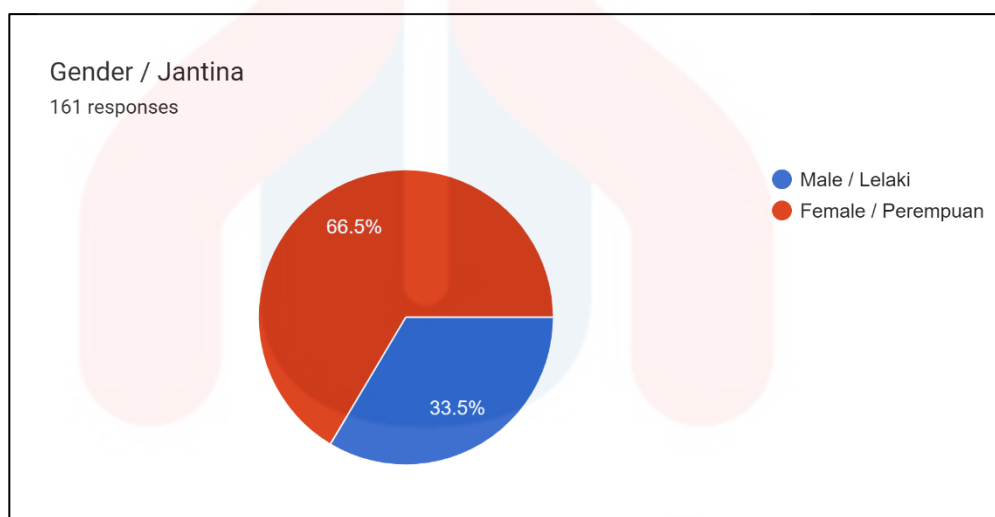


Figure 4.1: Gender percentage of respondents

Table 4.3 and the accompanying pie chart present the distribution of respondents by gender. The table indicates that there were 54 male respondents and 107 female respondents, making a total of 161 participants. This means that 33.5% of the respondents were male, while the remaining 66.5% were female.

4.3.2 Age

Table 4.4: Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
15-20	5	3.1	3.1
21-25	143	88.8	91.9
26-30	5	3.1	95.0
31-35	7	4.3	99.4
36-40	1	0.6	100.0
Total	161	100.0	

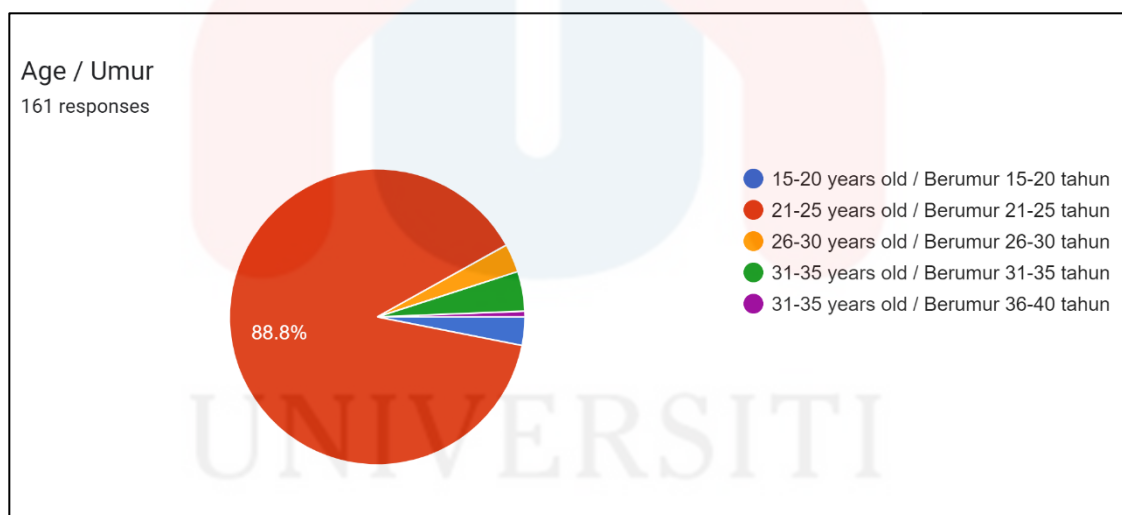


Figure 4.2: Age percentage of respondents

Table 4.4 and the corresponding pie chart provide information about the age distribution of the respondents. The table shows that out of the 161 participants, there were 5 respondents in the age range of 15-20, 143 respondents in the age range of 21-25, 5 respondents in the age range of 26-30, 7 respondents in the age range of 31-35, and 1

respondent in the age range of 36-40. Figure 4.2 illustrates the proportions of respondents in each age category, with the largest percentage (88.8%) belonging to the 21-25 age group. The age groups of 31-35, 15-20, and 26-30 each accounted for 4.3%, 3.1%, and 3.1% of the respondents, respectively. The age group of 36-40 had the smallest representation, with only 0.6% of the respondents falling into this category.

4.3.3 Race

Table 4.5: Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	150	93.2	99.4
Chinese	4	2.5	3.1
Indian	4	2.5	6.2
Others	3	1.8	100.0
Total	161	100.0	

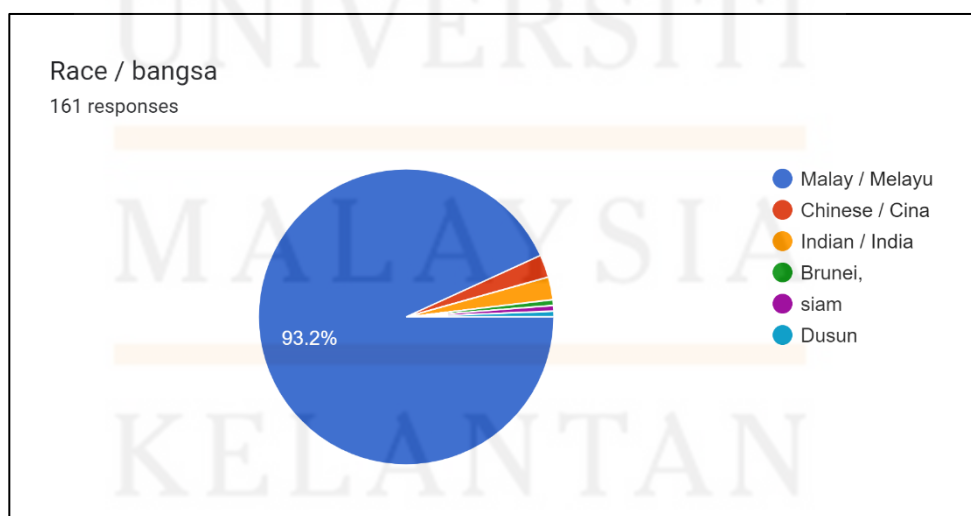


Figure 4.3: Race Percentage of Respondents

Table 4.5 and Figure 4.3 provide an overview of the respondents' racial distribution. Out of the 161 participants, the majority (150 respondents) identified themselves as Malay, followed by 4 respondents who identified as Chinese, 61 respondents who identified as Indian, and 3 respondents who identified with other racial backgrounds. Figure 4.3 visually represents the distribution, showing that the Malay respondents accounted for the largest percentage (93.2%) of the total. The Chinese and Indian respondents each constituted 2.5% of the total, while respondents from other racial backgrounds represented 1.8% of the sample.

4.3.4 Status

Table 4.6: Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Married	13	8.1	8.1
Single	148	91.9	100
Total	161	100.0	

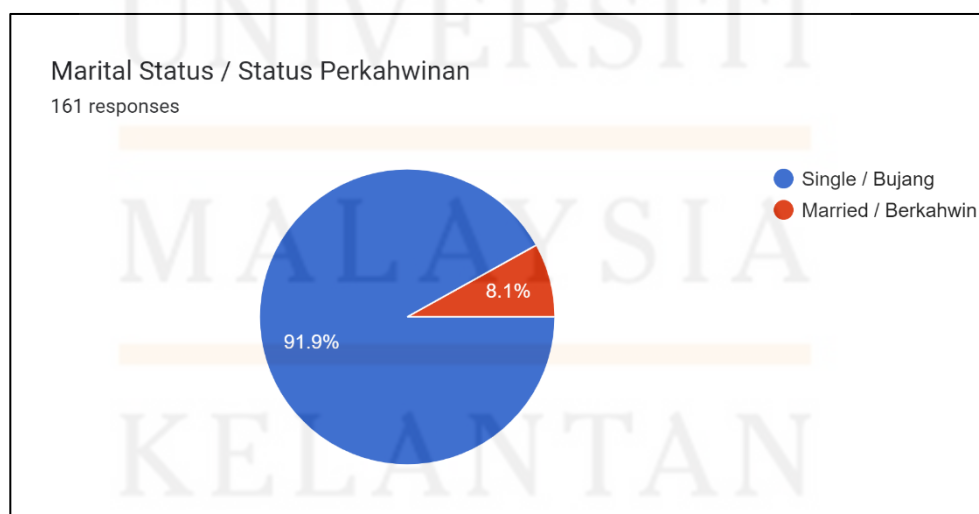


Figure 4.4: Status Percentage of Respondents

Table 4.6 and Figure 4.4 present the distribution of respondents based on their marital status. Among the 161 participants, the majority (148 respondents) were single, while 13 respondents were married. This translates to a percentage of 91.9% for single respondents and 8.1% for married respondents in the survey sample.

4.3.5 Occupation

Table 4.7: Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Governments staff	4	2.5	2.5
Private sector	6	3.7	6.2
Self- employed	4	2.5	8.7
Student	142	88.2	96.9
Unemployed	5	3.1	100.0
Total	161	100.0	

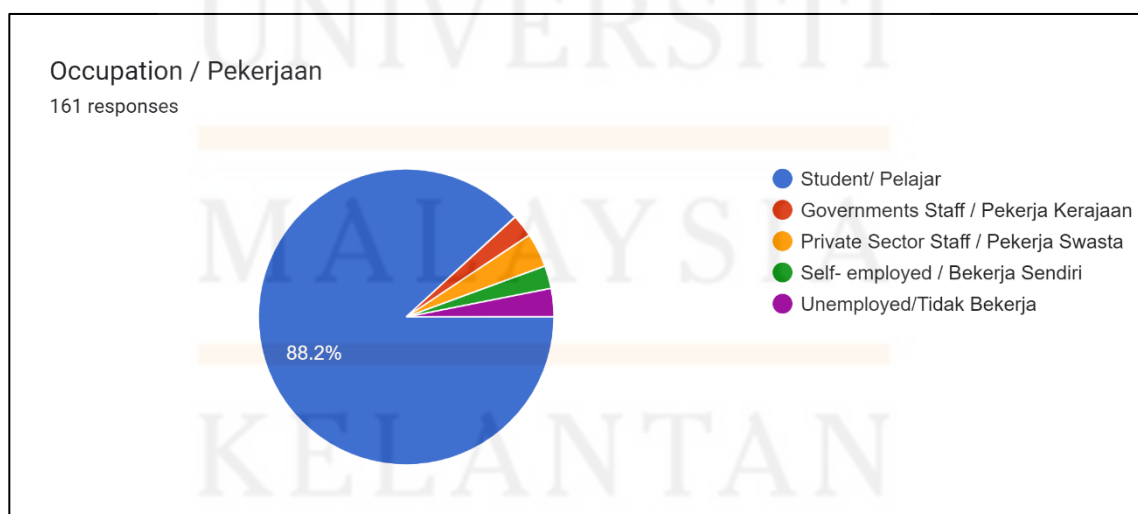


Figure 4.5: Occupation Percentage of Respondents

Table 4.7 and Figure 4.5 present the distribution of respondents based on their occupation. The majority of respondents, comprising 88.2% (142 respondents), were students. Private sector employees accounted for 3.7% (6 respondents), while unemployed individuals represented 3.1% (5 respondents). Government employees and self-employed individuals each accounted for 2.5% (4 respondents).

4.4 DESCRIPTIVE ANALYSIS

The mean and standard deviation for sections B, C, D, and E of the questionnaires were calculated in this study.

4.4.1 Independent Variable and Dependent Variable

Table 4.8: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Youth's Intention DV	161	4.398	0.863
Place Attraction IV 1	161	4.335	0.811
Facilities IV 2	161	4.410	0.877
Environmental Education IV 3	161	4.371	0.897

Table 4.8 provided information on the number of respondents, as well as the mean and standard deviation of the independent and dependent variables. Among the independent variables, the highest mean value was observed for facilities (4.410), followed by

environmental education (4.371) and place attraction (4.335). The dependent variable had a mean value of 4.398. The standard deviation for the dataset, based on the responses from 161 participants, was less than 1, indicating that the values were closely clustered around the mean. Conversely, a standard deviation greater than 1 would suggest a wider spread of values.

4.4.2 Youth's Intention

Table 4.9 Descriptive statistic of youth's intention

No	Item Description	N	Mean	Standard Deviation
1	I think adventure tourism can relieve stress and tension.	161	4.57	0.677
2	I think to develop physical fitness.	161	4.32	0.762
3	I think to discover new things.	161	4.40	0.674
4	I intend to improve skill and ability in doing them.	161	4.30	0.749
5	I want to satisfy my curiosity.	161	4.40	0.683

Table 4.9 displayed the analysis of mean and standard deviation for the dependent variable, which is the youth's intention to do adventure tourism in Kelantan. Item 1 had the highest mean value of 4.57, suggesting that respondents strongly believed adventure tourism activities could help reduce stress and tension. On the other hand, item 4 had the lowest mean

value of 4.30, indicating that respondents somewhat agreed that they participate in adventure tourism to enhance their skills and abilities. The standard deviation for the dataset, based on responses from 161 participants, was less than 1, indicating that the values were closely clustered around the mean. Conversely, a standard deviation greater than 1 would indicate a wider spread of values.

4.4.3 Place Attraction

Table 4.10: Descriptive statistics of place attraction

No	Item Description	N	Mean	Standard Deviation
1	Place attraction gained my attention to involved in adventure tourism	161	4.40	0.753
2	I tend to participate in adventure tourism because of man-made attraction	161	4.07	0.877
3	I tend to participate in adventure tourism because of neutral attraction	161	4.43	0.748
4	I will consider place attraction more than other aspect to join adventure tourism	161	4.17	0.760
5	Beautiful scenery can release my stress	161	4.60	0.635

Table 4.10 displayed the mean and standard deviation analysis for the independent variable, which is place attraction. Item 5 obtained the highest mean score of 4.60, suggesting

that respondents strongly believed that beautiful landscapes could contribute to their relaxation during adventure tourism. On the other hand, item 2 had the lowest mean score of 4.07, indicating that respondents somewhat agreed that man-made attractions played a role in their participation in adventure tourism. The standard deviation for the dataset of 161 respondents was less than 1, indicating that the values were closely clustered around the mean. A standard deviation greater than 1 would suggest a wider spread of values.

4.4.4 Facilities

Table 4.11: Descriptive statistics of facilities

No	Item Description	N	Mean	Standard Deviation
1	The facilities provided at the location attract me to join adventure tourism.	161	4.40	0.636
2	Secure facilities that guarantee safety encourage me to join adventure tourism.	161	4.50	0.643
3	Accommodation at the place motivate me to join adventure tourism.	161	4.35	0.702
4	Secure equipment that provided attract me to join adventure tourism.	161	4.40	0.693
5	Safety and emergency measures provided motivate me to join adventure tourism.	161	4.39	0.760

Table 4.11 presented the mean and standard deviation analysis for the independent variable, which focused on facilities. Item 2 obtained the highest mean score of 4.50, indicating that respondents strongly believed that secure facilities ensuring safety were a motivating factor for their participation in adventure tourism. On the other hand, respondents somewhat agreed that accommodation lodging played a role in motivating them to engage in adventure tourism, with a mean score of 4.35. The standard deviation for the dataset of 161 respondents was less than 1, indicating that the values were closely clustered around the mean. A standard deviation greater than 1 would suggest a wider spread of values.

4.4.5 Environmental Education

Table 4.12: Descriptive statistics of environmental education

No	Item Description	N	Mean	Standard Deviation
1	The desire to experience the landscape and moods of nature motivate me to join adventure tourism.	161	4.35	0.692
2	Desire to appreciate beautiful natural resources encourages me to join adventure tourism.	161	4.37	0.641
3	The need to have a time for natural study motivates me to participate in adventure tourism.	161	4.27	0.740
4	Desire to enjoy flora and fauna attract me to join adventure tourism.	161	4.40	0.693
5	The need to find peace and quiet motivate me to join adventure tourism.	161	4.47	0.759

Based on the table 4.12 presented the mean and standard deviation analysis for the independent variable, which focused on environmental education. Item 5 received the highest mean score of 4.47, indicating that respondents strongly agreed that finding peace and quiet in nature would inspire them to participate in adventure tourism. On the other hand, respondents somewhat agreed that having time for nature study stimulated their interest in adventure tourism, as indicated by the mean score of 4.27 for Item 3. The dataset of 161 respondents had a standard deviation of less than 1, suggesting that the values were relatively less dispersed around the mean.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was employed as a key technique to investigate the linear relationship between the independent variables (place attraction, facilities, and environmental education) and the dependent variable (youth intention). The objective of this study was to determine whether any relationships existed among these factors. In addition to identifying the presence of a relationship, it is important for researchers to assess the strength of the association and determine if it is statistically significant.

Table 4.13: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation

0.50 to 0.70 (-0.50 to -0.70)

Moderate positive (negative) correlation

-0.30 to 0.50 (-0.30 to -0.50)

Low positive (negative) correlation

0.00 to 0.30 (-0.00 to -0.30)

Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Place Attraction

H1: There is a relationship between place attraction and youth intention to do adventure tourism activities in Kelantan.

Table 4.14: Correlation coefficient for place attraction and youth’s intention to do adventure tourism activities in Kelantan.

		Youth’s Intention	Place Attraction
Youth’s Intention	Pearson correlation	1	0.548**
	Sig. (2-tailed)		0.000
	N	161	161
Place Attraction	Pearson correlation	0.548**	1
	Sig. (2-tailed)	0.000	
	N	161	161

Table 4.14 presented the Pearson correlation coefficient, significance value, and sample size (n=161). The obtained p-value was 0.000, which is lower than the predetermined significance level of 0.01. The correlation coefficient of 0.548 indicated a moderate positive correlation between place attraction and youth intention.

Hypothesis 2: Facilities

H2: There is a relationship between facilities and youth intention to do adventure tourism activities in Kelantan.

Table 4.15: Correlation coefficient for facilities and youth’s intention to do adventure tourism activities in Kelantan.

		Youth’s Intention	Facilities
Youth’s Intention	Pearson correlation	1	0.513**
	Sig. (2-tailed)		0.000
	N	161	161
Facilities	Pearson correlation	0.513**	1
	Sig. (2-tailed)	0.000	
	N	161	161

Table 4.15 displayed the Pearson correlation coefficient, significance value, and case count (n=161). The obtained p-value was 0.000, which is lower than the predetermined significance level of 0.01. The correlation coefficient of 0.513 indicated a moderate positive correlation between facilities and youth intention.

Hypothesis 3: Environmental Education

H3: There is a relationship between environmental education and youth intention to do adventure tourism activities in Kelantan.

Table 4.16: Correlation coefficient for environmental education and youth’s intention to do adventure tourism activities in Kelantan.

		Youth’s Intention	Environmental Education
Youth’s Intention	Pearson correlation	1	0.555**
	Sig. (2-tailed)		0.000
	N	161	161
Environmental Education	Pearson correlation	0.555**	1
	Sig. (2-tailed)	0.000	
	N	161	161

Table 4.16 displayed the Pearson correlation coefficient, significance value, and case count (n=161). The obtained p-value was 0.000, which is lower than the predetermined significance level of 0.01. The correlation coefficient of 0.555 indicated a moderate positive correlation between environmental education and youth intention.

4.6 FRAMEWORK ANALYSIS

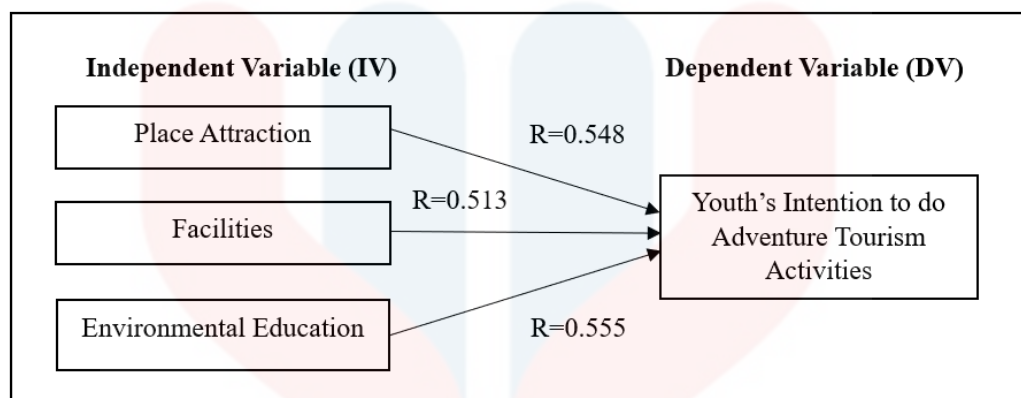


Figure 4.6: Correlation between place attraction, facilities, environmental education.

Figure 4.6 depicted the framework with data values for the significant independent factors in relation to the dependent variables. The dependent variable (youth's intention to participate in adventure tourism activities) was significantly related to three independent factors (place attraction, amenities, and environmental education). The greatest Pearson correlation value is 0.555 between environmental education element and youth's intention to participate in adventure tourism activities. Meanwhile, the lowest Pearson correlation value is 0.513 between the facilities and youth intention to do adventure tourism activities. The Pearson correlation between the place attraction factor and the intention of youth to participate in adventure tourism activities is 0.548. As a result, there were only three independent variables which was place attraction, facilities and environmental education that had a significant association to the youth's intention to participate in adventure tourism activities in Kelantan.

4.7 SUMMARY

In conclusion, the findings of this study support the acceptance of all three hypotheses, indicating a significant relationship between the independent variables (place attraction, facilities, and environmental education) and the dependent variable (youth intention). The correlation coefficients of 0.548 for place attraction, 0.513 for facilities, and 0.555 for environmental education suggest a moderately positive correlation with youth intention. These results provide evidence for the existence of a strong relationship between place attraction, facilities, environmental education, and the youth's intention to do adventure tourism activities in Kelantan.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter examined the study's recapitulation, findings, and discussion of the relationship between place attraction factors, facilities factors, environmental education, and youth's intention to do adventure tourism activities in Kelantan. Furthermore, this chapter discussed the study's weaknesses and made many recommendations for further research.

5.2 RECAPITULATION OF STUDY

The purpose of this research is to determine the link between the place attraction, facilities, environmental education, and the youth's intention to do adventure tourism activities in Kelantan. In this example, primary data was collected via a series of questionnaires to get comments from respondents. According to Roscoe's (1975) recommendations, the sample of respondents is larger than 30 but fewer than 500. This study also looked at the link between site attraction, amenities, environmental education, and youth intentions to do adventure tourism activities in Kelantan.

The dependent variable in this study were critical in determining the youth's intention to do adventure tourism activities in Kelantan. In contrast, a set of independent variables

consisting of place attraction, facilities, environmental education, and youth's intention to do adventure tourism activities in Kelantan.

The sample of this study consisted of young individuals from Kelantan. A total of 161 responses were considered valid and included in the analysis. The data analysis involved assessing the reliability, conducting descriptive analysis, and calculating Pearson's correlation coefficient. To ensure the internal consistency of the measurement instrument, reliability tests were conducted on the independent variables. The Cronbach's Alpha values for all variable scales ranged from 0.877 to 0.943, surpassing the minimum acceptable reliability threshold of 0.6 suggested by Sekaran (2006). Specifically, the environmental education factor exhibited a very high level of reliability with a Cronbach's Alpha of 0.897. It was found that environmental education had the strongest impact on the youth's intention to do adventure tourism activities. Similarly, the facilities and place attraction variables demonstrated good reliability with Cronbach's Alpha coefficients of 0.877 and 0.811, respectively. Consequently, all variables were deemed reliable and were retained for further analysis in the study.

In this study, Pearson's correlation coefficient was employed to examine the relationship between two variables in terms of both direction and strength. This statistical analysis allowed for the assessment of the linear association between the variables, indicating whether they were positively, negatively, or not significantly related. This result showed a strong, positive correlation between environmental education factor and youth's intention to do adventure tourism activities ($r=0.555$, $n=161$, $p<0.01$) and a moderate to good correlation between place attraction factor and youth's intention to do adventure tourism activities in Kelantan ($r=0.548$, $n=161$, $p<0.01$). Furthermore, facilities factor ($r=0.513$, $n=161$, $p<0.01$)

revealed a moderate positive relationship between the facilities factor and youth intention to do adventure tourism activities in Kelantan.

5.2.1 Research Question 1: What is the relationship between place attraction factor and youth's intention to do adventure tourism activities in Kelantan?

The study emphasized the significance of place attraction as a crucial factor influencing the youth's intention to do adventure tourism activities in Kelantan. Place attractions encompass various elements that captivate tourists and entice them to visit a destination. These attractions can include natural and cultural sites, historical landmarks, monuments, zoos, game reserves, museums, gardens, architectural structures, theme parks, sports facilities, festivals, and the local community. The development of the tourism industry is closely intertwined with the presence of appealing attractions. Based on the analysis results, there was a moderate positive correlation ($r=0.548$, $n=161$, $p<0.01$) between the place attraction factor and the youth's intention to do adventure tourism activities. This indicates a substantial and positive relationship between place attraction and the youth's intention.. Therefore, it is evident that place attraction plays a pivotal role in attracting the youth and influencing their intention to engage in adventure tourism experiences.

5.2.2 Research Question 2: What is the relationship between facilities factor and youth's intention to do adventure tourism activities in Kelantan?

Based on the study's findings, the association between the facilities component and the youth's intention to participate in adventure tourism activities was found to be relatively weaker ($r=0.513$, $n=161$, $p<0.01$). However, the data revealed a positive and substantial relationship between the facilities factor and the youth's intention to do adventure tourism. The availability and quality of facilities play a significant role in shaping people's intentions. Facilities are essential components of the tourism sector that contribute to the overall tourist experience. These facilities complement the attractions and encompass various aspects such as hotels, entertainment options, picnic areas, recreational activities, information and communication services, and sightseeing opportunities. Every visitor aspires to have a fulfilling and satisfying vacation experience, and the quality of facilities plays a crucial role in meeting their expectations and enhancing their enjoyment.

5.2.3 Research Question 3: What is the relationship between environmental education factor and youth's intention to do adventure tourism activities in Kelantan?

The findings of this study indicate that the environmental education variables have the strongest influence on youth intentions to do adventure tourism activities in Kelantan ($r=0.555$, $n=161$, $p<0.01$). The results reveal a positive and significant relationship between the environmental education factors and the youth's intentions to do adventure tourism activities in Kelantan. Environmental education is a learning process that aims to increase individuals' knowledge and awareness of the environment and its challenges. It equips

individuals with the skills and expertise necessary to address these challenges and fosters attitudes, motivations, and commitments to make informed and responsible decisions. By exploring various aspects of environmental issues, environmental education empowers individuals to make informed choices and take responsible actions. The strong association between environmental education and youth intentions highlights the importance of education in shaping their attitudes and motivations towards engaging in sustainable adventure tourism practices.

5.3 FINDING AND DISCUSSION

The reliability of the study's measurement instrument was assessed using the Cronbach's Alpha coefficient, and the results were deemed good to very good. The Cronbach's Alpha values ranged from 0.811 to 0.897, with the environmental education factor obtaining the highest value (0.897), followed by the facilities factor (0.877), and the place attraction factor (0.658). All variables exceeded the minimum threshold for reliability, as their Cronbach's Alpha values were above 0.8.

In the descriptive analysis, the highest mean value among the independent variables was observed for facilities (4.410), followed by environmental education (4.371), and the lowest mean value was for place attraction (4.335). The mean value for the dependent variable was 4.398. The standard deviation of the data set from the 161 respondents was less than one, indicating that the values were closely clustered around the mean. A standard deviation greater than one would suggest a wider dispersion of values. Based on this, it can

be assumed that the facilities factor had the greatest impact on the youth's intention to engage in adventure tourism in Kelantan.

The correlation analysis was conducted to examine the relationships between the independent variables (place attraction, facilities, environmental education) and the youth's intention to participate in adventure tourism activities. According to Table 5.1, there was a moderate positive correlation between place attraction, facilities, environmental education, and the youth's intention to do adventure tourism activities in Kelantan.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.548	Moderate Positive Correlation
2	0.000	Accepted	0.513	Moderate Positive Correlation
3	0.000	Accepted	0.555	Moderate Positive Correlation

5.4 LIMITATION

A number of challenges were encountered by the researcher while doing this research study. For instance, scheduling meetings with other researchers might be difficult

at times due to time constraints, a lack of knowledge, poor performance, an excessive amount of homework and assignments, communication issues while speaking with others, and other factors. Therefore, such difficulties are restricting how quickly we can do our investigation. Despite these obstacles, researchers still need to figure out how to get around them, adapt their schedules, and alter their attitudes. Those problems can be wisely solved. The largest issue, however, that has limited the study's ability to fully analyze the data from 161 respondents who provided a variety of answers to the questionnaire.

Numerous university students struggle with homework and tasks from various courses. Most subjects will include individual and group homework, as well as tutorials that may last a week or more. They might not have the time to view surveys that have been received by email, WhatsApp, Telegram, Instagram, and other social media. Therefore, they could disregard the questionnaire. When they have spare time, they'll probably respond to the questionnaire. To get 161 responses from various respondents, we must manually distribute them to our friends via messaging apps like WhatsApp and Telegram, as well as posting a survey link to ask a friend to fill out a Google Form. On their Instagram stories and WhatsApp statuses, several reviewers also provided links to their questionnaires. To make data collection simpler for us. From the middle of March 2023 until the end of March 2023, we start developing Google Forms. For each research variable, researchers have prepared a questionnaire with five questions or statements for the respondents to answer. We have a limited amount of time to complete the research report because we began working on the next chapter of the report in April 2023. In addition, we already have other work and assignments that need to be completed before we can send them to others.

Additionally, researchers must gather and organize the data in accordance with the researchers who decide on their own portion of the task. It is difficult for the individual who organizes the data and sends it in the WhatsApp chat group to make it simple for researchers to carry out their task during this research. For researchers to complete all of the work, time must be required.

5.5 RECOMMENDATION

More research should be done to make the results more believable by balancing travel partners can be relatives and friends, friends and acquaintances, or even organisational packages. This is due to the fact that various people who participate in adventure activities may have opposing perspectives.

Furthermore, the current study primarily focuses on three characteristic that build youth's intentions to do adventure tourism activities in Kelantan. However, this study may overlook other critical elements that build youth's intentions to do adventure tourism activities in Kelantan. As a result, future researchers might suggest additional variables, such as economic factors, to carry out new results in their study.

This research uses qualitative approaches for this goal. Nonetheless, we all agree that future researchers should send out the Google form link as soon as possible. So that future researchers can collect a large number of responders in a short period of time. Furthermore, a future researcher can repeatedly click on the link. Researchers, for example, can distribute links using social media platforms such as WhatsApp and Telegram.

Finally, rather of having respondents complete a scale questionnaire online, conduct an interview with them or ask them open-ended questions. Using the interview strategy, researchers may receive a great deal of response, and ambiguities and partial replies may be followed up on immediately away. This means that this strategy has the potential to eliminate misunderstanding and deliver more accurate study findings.

5.6 CONCLUSION

In conclusion, this study aimed to investigate the factors influencing the youth's intentions to do adventure tourism activities in Kelantan. The study focused on the variables of place attraction, facilities, and environmental education and their impact on the youth's intentions. A Google Form questionnaire was utilized to collect data from 161 respondents, and quantitative analysis techniques were employed to analyze the data.

The findings of the study were obtained through various analytical approaches, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The Statistical Package for the Social Sciences (SPSS) software was utilized for data analysis due to its effectiveness and ease of use.

Based on the data analysis, all of the research hypotheses (H1, H2, and H3) were accepted, indicating significant relationships between the independent variables (place attraction, facilities, and environmental education) and the youth's intentions to do adventure tourism activities.

The study acknowledges its limitations and provides recommendations for future research. The limitations include the sample size and the focus on Kelantan youth, which

may limit the generalizability of the findings. Future researchers are encouraged to expand the sample size and include participants from different regions to enhance the study's external validity. This study contributes to the understanding of the factors influencing the youth's intentions to do adventure tourism activities in Kelantan. It is hoped that the findings and recommendations presented in this research will be valuable to future researchers in this field.



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