FACTORS DETERMINING INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURISTS IN KELANTAN

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ABSTRACT

The goal of this study is to better understand how smart tourism technology may better serve Kelantan's youthful tourist by emphasizing accessibility, information, and security. In this study, young tourists from Kelantan were recruited to examine how much impact smart tourism technology has on them in their daily lives. In fact, this study also aims to look into how participants use smart tourism technologies when traveling in Kelantan. The backdrop of the study, statement of the problem, objective of the study, research question, importance of the study, scope of the study, importance of the study, and chapter summary follow the chapter introduction in this study. We'll include a cover letter with the collection of questions. On the top page, we will summarize the respondent's stated research objectives. So that the respondent is aware of our investigation's purpose and driving motivation. Respondents must check each of the five boxes in order to offer a response, and the information we acquire for the study is a result of their selections. The survey is given to young tourists in Kelantan. A Likert scale and multiple-choice questions will also be included in the survey for the participant. While it is highly important for the respondent to select an answer from the list of options offered in the question. Likert, which would measure the information as of one to five for strongly agree respectively, is also a very useful tool. There were five section to the questionnaire, each with a Likert scale from 1 to 5.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This study is aimed at the intention of smart tourism technology that is more focused on accessibility, informativeness and security, which is involved by the young tourist in Kelantan. Young tourist Kelantan were chosen in this study to investigate how far Smart Tourism Technology gives an impact to them in their daily life. In fact, this study also wants to investigate how they use and apply smart tourism technology along their journey at Kelantan. This study starts with the chapter introduction, followed by the background of the study, statement of the problem, objective of the study, research question, importance of the study, scope of the study, importance of the study and chapter summary.

1.2 BACKGROUND OF THE STUDY

Since the information and communication technology (ICT) industry has grown so quickly and smart technology is now widely used in the sector, the conventional tourism industry has transitioned into the era of smart tourism. Rapid developments in information technology, particularly the internet and the web, have had a substantial impact on many elements of human existence and communities in industrialized regions of the world. By expanding the destination

co-creation area, smart technologies explore creative methods to provide unforgettable experiences for visitors. Internet and smartphone users have increased significantly over the world (Poushter 2016). With the increasing use of smart technologies across everything from civil infrastructure to education institutions, technology is quickly becoming a necessity and necessity rather than a complementary tool (Hall et al, 2000).

The development of information and communication technology (ICT), including social media, mobile technology, artificial intelligence, and the Internet of Things, has completely changed the tourism sector (Xiang, 2018). There are an increasing number of connected devices. By 2024, about 27 billion linked devices are anticipated to exist, according to Machina research. The increasing uses of technologies help people to gain more information through the search engine that has widely and unlimited sources compared to the old way of finding the information. Nowadays, everyone can access the information through their fingertips, which means that all the information can be accessed via their smartphones, tablet and laptop. They also can access everything they want at any place, location and the most important is to have strong and stable internet access. Information and communication technology (ICT) has rapidly advanced and been incorporated into the travel and tourism sector, which has had a significant effect on tourist attitudes and behavior as well as the process of organizing travel (Ghaderi, Z., P. Hatamifar, and J. C. Henderson. 2018).

Technology and tourism is something that is very related to one another. Technology helps a lot by increasing the development in the tourism sector especially in the local tourism. The function of the technologies has to be used as an important medium as well as it is very

widespread and easy to access and reach to everyone, especially in current situations the social media and other applications is used widely by the time. A new era in tourism research has emerged as a result of the advancement of technology in the travel industry. The terms "smart city," "smart tourism," "smart tourism destination," and "smart hospitality" have recently drawn the attention of tourism researchers, who have offered their own meanings (Gretzel et al, 2015).

Smart technology includes smart social media channels and tools, big data, Wi-Fi connections, smartphones, smartphone devices, integrated e-commerce systems, social networks, virtual reality, card readers, artificial intelligence (AI), faces & voice recognition, Digital ID, service robots, etc (Jiang and Stylos, 2021; Todua and Urotadze, 2021; Pai et al., 2020; Gretzel et al., 2015). Smart technology provides a variety of alternatives for organizing, interpreting, identifying, analyzing, and monitoring traveler behavior. (Pasquinelli and Trunfio, 2020).

Malaysia has been listed on the list of nations with the capacity to develop new technologies independently (Mani, 2000). In Malaysia, the rapid development in technology has led the Malaysians to use more technology in their daily life. This is because, by the time they can accept and adapt the new situation and environment to use the technology. The development of technology also can be seen in many sectors especially in the tourism sector. Travelers can use their smartphones to manage their upcoming travel arrangements and to read reviews and feedback from other travelers about their prior experiences before selecting a destination thanks to the availability of smart travel applications (Lee et al., 2018). For example, the uses of direction apps such as google maps and waze are currently used widely among Malaysian people to access the location to other locations.

1.3 PROBLEM STATEMENT

Focuses on young tourists because they use the Smart Tourism Technology almost in their daily life and become a need for them. For example, when people travel to other places or destinations, the environment will be changed regarding the current destination. They have to adapt with the new environment and also new cultures depending on their location. In addition, Malaysia has a lot of tourist attractions and at the same time, the locations of the tourist attractions are also randomly located based on the population and local area. To adapt with the new environment, they have to use this Smart Tourism Technology. For example, they have to access the google maps and waze or other directions app to go to some location. The accessibility of these apps is easy to reach and friendly to users which means it can be accessed from the smartphone and also the internet connection. Like tourism highly dependent on information technology (e.g., Benckendorff, Sheldon, & Fesenmaier, 2014; Buhalis, 2003)

Other than that, the intention to use Smart Tourism Technology is highly used by the young people because of the lack of information close to the area where they are traveling. As we know, tourists come here from all over the world and Malaysia is also included. People that come from the local area are not a problem to them because they definitely know the ins and outs of the location around their residence and also the tourist area. But the problem that is faced by the other young tourists is they have to use smartphones or smart devices to access the information for something that they seek for. Not all the locations have proper information and clear direction to refer to. In addition, Lee et al. (2018) discusses about evaluating the data

provided by smart travel technologies will enable travelers to make decisions faster and have a better overall travel experience (Tussyadiah et al., 2018)

In recent years, the management of the tourism product and the travel experience have become so connected with these technologies and the intelligent phenomenon has also penetrated within the tourism sector (Xiang, Tussyadiah, & Buhalis, 2015). Tourists will prefer locations with improved information infrastructure, such as those that have quicker internet connections and networks (Ghaderi et al., 2019; Kelly and Lawlor, 2019; Li et al., 2017). Huang et al. (2017) stated that STT should include all varieties of online travel services and information sources, including online travel agencies, personal blogs, open websites, business websites, social media and smartphones.

Security among young tourists is very important. They have to keep themself in good condition and aware of their surroundings. If they don't care about themself, so many undesirable things may happen and it greatly affects them to carry out their daily lives. As we know that, security not only happens through physical situations but also on the internet. Applying the supervision concept of capitalism (Zuboff, 2015), The potential risk of smart tourism is that the experience of the traveler becomes a resource for forecasting, product sales, and data extraction before, during, and after the trip. They have to be aware of things on the internet such as hacking systems, information intrusion and misuse of information technology. This can be the impacts of technology security among young tourists. Somehow they did not notice what was happening.

Empirically a study from Yoo et al. (2017) and Hung et al. (2020) provides evidence that concerns about the privacy and security of tourists' information will have an adverse impact on their decision to utilize smart travel applications. Zuboff (2019) explains that customers do not pay money to get the free Google Search service. Instead, they pay with their privacy and "data exhaust." The widespread use of Google Search suggests a high perception of use, but it does not accurately reflect the official truth of the loss of data surveillance that is kept secret from the public.

Thus, this study will focus on the factor determining the intention to use smart tourism technology that is more focused on accessibility, informativeness and security, which is involved by the young tourists in Kelantan. Young tourists in Kelantan were chosen in this study. This is because the study's objective is to look into how Kelantan's youth use STT and how it can affect their daily lives.

1.4 RESEARCH OBJECTIVE

1. To examine the relationship between smart tourism technologies and accessibility among young tourists in Kelantan.
2. To examine the relationship between informativeness and intention smart tourism technology young tourists in Kelantan.
3. To examine the relationship between security and intention smart tourism technology among young tourists in Kelantan.

1.5 RESEARCH QUESTIONS

1. What is the relationship between accessibility and intention smart tourism technology among young tourists in Kelantan?
2. What is the relationship between informativeness and intention smart tourism technology among young tourists in Kelantan?
3. What is the relationship between security and intention smart tourism technology among young tourists in Kelantan?

1.6 SCOPE OF THE STUDY

This study focuses on young tourists in Kelantan's desire to adopt smart tourism technology. The use of smart travel technologies to ease customer journeys is thought to be the direction of tourism in the future. The respondents for this study were the young tourists in Kelantan. The area surrounding Kelantan is the study's location. This option was picked because factor analysis allows us to determine a person's needs. It is crucial for the tourism sector that youthful visitors to Kelantan intend to employ smart tourism technology. Consumer behavior is an issue that is very important in all marketing activities aimed at promoting and selling tourism products. By investigating the attitudes, behaviors, and choices made by young tourists in Kelantan when choosing, acquiring, and using travel, this study helps us better understand their

desire to adopt smart tourism technology. The aim of this study is to investigate the association between young visitors' intention to use smart tourism technologies in Kelantan.

1.7 SIGNIFICANCE OF THE STUDY

As tourism expands as a topic of study and as the number of higher education institutions devoted to tourism continues to rise internationally, there is a rising interest in the educational aspect of tourism. In keeping with the expansion of research into education-related areas, as the body of knowledge on the subject of tourism is now expanding (D Airey, J Tribe, 2006). Smart tourism is a place where using ICT-based resources, it is simpler for students to access products, services, venues, and experiences related to travel and hospitality (information and communication technology). Urban intelligence is 10 strengthened and student engagement is increased by investing in and expanding these resources. The study's title is Factors that Influence Young Tourists' Intention to Use Smart Tourism Technology in Kelantan. The purpose of this study is to comprehend how students utilize tourism technology as a platform to help them develop ideas and knowledge. This study also understands how students behave while choosing to engage in physical activities and services. This study demonstrates the significance of smart tourism technology among young tourists in Kelantan.

1.8 DEFINITION OF TERMS

1.8.1 Accessibility.

According to Jeong and Shin (2019), accessibility describes how a person may utilize many sorts of SST to access and utilize the information provided at the destination. Travelers and technology must be able to connect with, reach, and be accessed by other entities in order for anything to be accessible or accessible (Kim and Garrison, 2009).

Accessibility measures how easily tourists may utilize various types of STTs to get the information provided at the location. The usability of STTs at the destination is determined by accessibility (Huang, 2017). When STTs are widely available, people tend to discover more information on the place. In other terms, accessibility refers to how easily tourists can access and use internet resources for tourism-related information. Through active communication and real-time feedback, interactivity enables passengers utilizing STT to take rapid action.

1.8.2 Informativeness.

Information is defined as the extent to which a website offers visitors the information they want in order to be seen as knowledgeable and helpful (Pavlou et al. (2007). The perspective of the traveler of the seller's website's informational value will be enhanced if the information is perceived to be accurate, pertinent and dependable (Pavlou et al., 2007). While, Lee et al. (2018) defined informativeness as measured by the amount, regularity, sincerity, and correctness of information received by travelers from advanced ICT systems that are readily available. Tourists will acquire all attractions and different information for their travel needs by using STT like AR or VR (Jeong and Shin, 2019). The traveler's opinion of how informative the seller's website is will be enhanced if the information is perceived to be factual, pertinent, and dependable (Pavlou et al., 2007).

Information from STT at a tourist location is described as informative when it combines quality, credibility, and accuracy. Being knowledgeable is vital to STT and may have a real impact on how travelers see them. Travelers will be delighted with their experience if STT offers pertinent, thorough, and reliable information on attractions, lodging, and transportation. This will also save time and effort. Being informed encourages tourists to make sensible conclusions about the place and aids in their decision-making.

1.8.3 Security

Security is the degree of privacy of personal data when doing various transactions. (Park,Y.A.; Gretzel, U, 2007). Security is defined as the safety of personal information while using various types of STTs. When people feel their personal information is secure, tourists are more likely to use STTs when they are traveling. Travelers will refuse to complete transactions if they believe the protection of their personal information is in danger or at risk due to privacy and security concerns (Jeong, M.; Shin, H.H, 2019). Security is a key component of perceived STTs, according to several earlier studies.

1.8.4 Intention to Use Smart Tourism Technology

The influence of three distinct conceptual determinants attitude toward behavior, subjective norms, and perceived behavioral control which are all presumptively interdependent forms intention. The author proposes a model that depicts the traveler's decision-making process as a destination categorization process from which are generated preference, intention, and final decision based on a thorough review of numerous social science disciplines(Sirakaya & Woodside, 2005). Smart tourism technology (STT) refers to any interactive technology used by various tourists to gather data, carry out transactions, communicate, and create content (Yoo et al., 2017)

The majority of scholars who have characterized smart tourism technology in the literature have agreed that it is a multidimensional construct and have classified it into four categories: accessibility, informativeness, interactivity, and personalisation (Huang et al., 2017; Jeong and Shin, 2019; Lee et al., 2018; No and Kim, 2015). According to Neuhofer et al. (2015), The term "smart tourism" describes a set of applications that enhance the traveler's experience and provide clients with extra value. More specifically, smart travel technologies are certain instruments, items, and services that frequently provide value by promoting improved connectivity, interactivity, personalisation and co-creation (Buonincontri and Micera, 2016; Neuhofer et al., 2015).

1.9 SUMMARY

The study on the variables influencing young visitors' intentions to utilize STT in Kelantan is summarized in this chapter by researchers. Additionally, the researcher provides context for the topic by defining the study problem, the research question, and the research objective. In the end, the study's scope also covers important research and the definition of the word.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

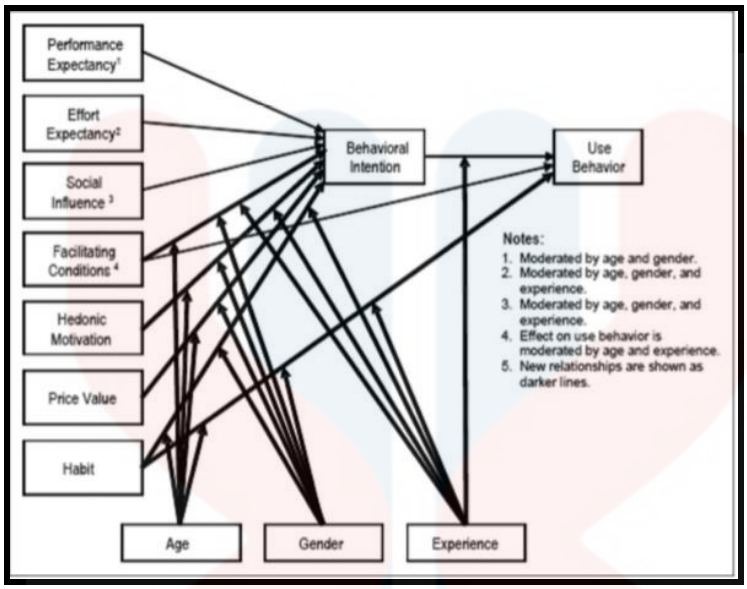
This chapter will discuss the Intention to use Smart Tourism Technology among young tourists in Kelantan. There are three types of Independent Variables (IV) for this case study which are Accessibility, Informativeness and Security. The intention of young tourists in Kelantan to use smart tourism technology is one of the dependent variables that will also be covered in this chapter. The conceptual framework of the study, hypothesis, and summary will be explained at the end of the chapter. This chapter focuses more on the theory, the definition of Dependent Variable (DV), the relationship between Independent Variable, which are Accessibility, Security, and Informativeness, and the Dependent Variable, which is Factors determining intentions to use smart tourism technology among young tourists in Kelantan.

2.2 UNDERLYING THEORY

The term "theory" can be defined in a variety of ways, therefore let's define it first before presenting a theory of tourism consumer behavior. According to Poole and Van de Ven's theory (1989). A good theory is a constrained and correct description, per definition. A good theory explains the connection between variables and specific predictions in a straightforward manner (John, 1998). Various theoretical models have been applied to the study of tourism consumer behavior. The variables in each theoretical model are unique (Emil, Doris & Maja, 2017).

2.2.1 UTAUT2 Model

The foundation of the study of technology acceptance models is the Unified Theory of Acceptance and Use of Technology (UTAUT), developed by (Venkatesh et al., 2003). UTAUT's goal is to make user intentions for utilizing information systems more clear. Numerous research have examined the empirical side of concepts and practices associated with subsequent consumption. Eight prior models and ideas regarding how people accept and use technology are combined in the UTAUT paradigm. IT researchers must pick between many models and must either select a cross-model construct or an ideal model, thereby dismissing contributions from rival models, according to Venkatesh et al. (2003).



2.3 SMART TOURISM TECHNOLOGY

2.3.1 Smart Tourism Technology

Term "smart," which is relatively new, explicitly refers to technology that is useful within the context of social and economic advancement, such as mobile phones, smart televisions, and smart cars. In this context, the word "smart" connotes intelligence, environmental sustainability, comprehensiveness, and accessibility. The word "smart" was used to describe how procedures, real information, and equipment were combined into one complex universe that was beginning to resemble a metropolis, with notable accomplishments. Because smart tourism initiatives begin as government initiatives and marketing campaigns, they spread more quickly than academic research. On how to define smart tourism, however, there is disagreement in the literature; the phrase could relate to an information system, a pattern, or a method of administration.

Smart tourism technology can also assist in determining trip happiness and overall life fulfillment. Furthermore, rather than focusing on the value of the destination itself, most earlier research on travel service satisfaction, according to Prebensen, Woo, Chen, and Uysal (2012), has focused on specific tourist areas, such as hospitality, heritage tourism, ship experiences, sport tourism, food experiences, leisure travel, and adventure (Al-Sabbahy, Ekinci, & Riley, 2004; Chen & Chen, 2010; Duman & Mattila, 2005; Hutchinson, Lai, & Preben. Smart technology is more dependable than conventional, manual security measures. Monitors, security systems, CCTV, smart security equipment such as video doorbells may notify landlords to possible threats to their property.Along with alerting, the owners are also contacted, and safety precautions like blocking off certain hallways or locking rooms are implemented.

Smart tourism technology plays an important role in travel planning and the tourism experience (Gretzel et al., 2015; Koo et al., 2017; Lee et al., 2015). Each line of research investigates the impact of STT, where it involves all forms of internet-based tourism applications, sources of information (e.g., online travel agents, blog sites, general populace websites, job boards, social networks, mobile applications), as well as other smart technologies (e.g., cognitive computing, cloud technology, and the Internet of Things), on different aspects of journeys such as pre-travel planning, decision making, and trip acquisition (Jeong & Shin, 2020; Kim et al.), Lee and colleagues (2021)

Smart tourism technologies, or STT, are defined in this study as any form of technology connected with integration, synchronization, and coordinated use for trips (Gretzel et al., 2015) and may include, for example, mobile applications, internet sites of tour operators, and location smart infrastructure. In this context, a smart system is referred to as one with the "innate capacity to receive information about its operational area or past, analyze that information to make

intelligent judgements from it, and act on those insights by modifying its features in an improved manner." Smart tourism is characterized by an extensive and systematic management overhaul. Smart tourism, they said, will result in resource efficiency and create value for both tourists and suppliers (Zhang, Li, and Liu, 2012).

In the tourism sector, a general assessment of the discrepancies between performance and expectations is known as tourist satisfaction (Oliver, 2014). However, if the service falls short of their expectations, tourism will be disappointed (Amin and Nasharuddin, 2013; Oliver, 1980; Shahijan et al., 2018). According to these conceptualizations, tourist satisfaction is an overall assessment of the perceived mismatch between tourism expectations and actual consumption (Meng and Han, 2019). Because this idea happens at the individual attribute level, concentrating on an attribute-specific measure would provide more information (Ali et al., 2016a, 2016b; Churchill and Surprenant, 1982; Oliver, 1980).

Thus, smart tourism technology(STT) plays an important role to enhance the usage of technology and tourism, this is because they are closely related in developing a good tourism sector as well as providing satisfaction and being able to use the technology as a whole when tourists travel anywhere.

2.4 Determinants Factor of Intention to Use Smart Tourism Technology

2.4.1 Accessibility

Accessibility refers to the ability to provide tourists with access to a tourist location, including the ability to transit inside the destination. However, accessibility does not only apply to transportation; it also encompasses travelers' access to vital information. As a result, accessibility involves both transportation and all of the information that tourists demand. The idea of accessibility is defined as making desired goods, services, activities, and destinations simple to reach by making transportation facilities, information, and activities and destinations geographically accessible, affordable, and convenient. Accessibility assesses how easily tourists can use various types of STTs to obtain the information offered at the venue. The accessibility of STTs at the destination determines their usability (Huang, 2017). People tend to learn more about a location when STTs are readily available (Handayani, 2016). In other words, accessibility relates to how easily travelers may access and use tourism-related internet resources. Interactivity enables passengers using STT to take quick action through active communication and real-time feedback (Rajesh, 2013).

The measure to which travelers can easily access and use the information provided at the destination by using various forms of STTs is referred to as accessibility. The usability of STTs at the destination is determined by accessibility. When STTs are easily accessible, people tend to learn more about the place. When tourists plan their journey, accessibility is the most crucial criterion. Due to the fact that tourists' knowledge of safe activities and locations is necessary (Castro et al., 2017). Additionally, they are better prepared to arrive at their location after

knowing about the entertainment, leisure activities, dining options, and accommodations when they have already planned their vacation using accurate and timely information. As a result, the research (Huang, 2017) revealed that accessibility is a crucial indication recognised as essential for the measuring of visitor satisfaction. In a similar manner, accessibility would influence visitor satisfaction.

2.4.2 Informativeness

The informativeness and popularization of internet access has impacted tourist destination competitiveness, marketing, and performance tracking (Buhalis, 2011), as well as substantial changes in how travelers behave while selecting a location. Tourism is no exception to the fact that, as information technology (IT) has advanced, all industries have inexorably adopted new technologies or reaped their benefits. The usage of smart devices in the tourism sector is growing, which increases the value of the industry's resources while also providing considerable social and economic benefits. Smartphones, smart glasses, and smart watches are examples of wearable and portable smart gadgets. Additionally, the whole tourism sector uses smart gadgets, including self-service kiosks for check-in at hotels, flight check-in kiosks at airports, self-service ticket machines, and tour guide systems at tourist destinations. By utilizing these smart devices, tourists gain access to useful services. The ability to access information remotely and continually has helped to drive new travel demand. Furthermore, informativeness has shown to be a great tool for determining the specific needs and interests of various groups of tourists. A greater understanding of these groups' wants and preferences can aid in destination marketing and customisation of services delivered (Buhalis, 2011).

Informativeness is defined as the combination of informational quality, credibility, and correctness received from STTs at tourist destinations. STTs appreciate being informed since it directly affects how tourists perceive them. Tourists are pleased with their experiences when STTs provide relevant, extensive, and trustworthy information about attractions, housing, and transportation. This cuts down on the time and effort required to find the information. Information stimulates tourists' rational judgment about the destination, which contributes to their decision-making.

2.4.3 Security

Security is the preservation of personal data when utilizing different forms of STTs (Huang, 2017). In locations where they feel their personal information is secure, tourists frequently use STTs. Security is viewed as a key characteristic of perceived STTs in several earlier research. For tourist locations, safety and security are of utmost significance. According to study findings, one requirement for the success of tourism expansion at the destination level is safety and security (Dwyer et al., 2009). These results agree with the body of tourist literature. For instance, (Pizam et al, 1997) asserted that most visitors choose their travel destinations based on personal safety and security more so than on cost and destination image.

Travel experiences can be unsatisfactory for a variety of reasons, but when a visitor feels any kind of bodily suffering, it can create problems for both the unhappy traveler and those who are promoting tourism to that location. The sensitivity of tourists to the effects of political violence and terrorist attacks, as well as their appreciation of calmness and peace for enjoying the activities and pleasures that the destinations have to offer. (Dwyer et al., 2009) indicated that

in the decades to come, tourists' perceptions of the destination's safety and security will continue to represent a significant competitive advantage.

Therefore, security personnel must make every effort to provide visitors with a secure environment. Certain safety and security incidents can be handled and reduced, for example, by fixing infrastructure problems and giving tourists the necessary warnings, or by lowering crime rates with the aid of specialized police units and by using security measures like electronic locks and watched video cameras. Other safety and security concerns, such as being vulnerable to terrorism or natural disasters, are more challenging and challenging to immediately address.

2.5 The Relationship between Accessibility, Informativeness and Security and Intention to Use Smart Tourism Technology among Young Tourists In Kelantan.

The main factors that can encourage young people in Kelantan to utilize smart tourism technology will essentially be the relationship between independent and dependent variables. When it comes to young visitors in Kelantan's ambition to employ smart tourism technology, an independent variable that is a factor directly affects the independent variable. Accessibility, informativeness and security factors will bring a good result about the intention of using smart tourism technology. Hence, there is a strong relationship between them.

The relationship between accessibility and the intention to use smart tourism technology will give a good result among young tourists in Kelantan. Accessibility represents the extent to which travelers can easily access and use the information offered at the destination by using

different types of Smart Tourism Technology (STT). Accessibility determines the usability of STT at the destination. Individuals tend to explore more information about the destination when STT is highly accessible. (Huang, Goo, Nam and Nam, 2017).

Next, the relationship between informativeness and the intention to use Smart Tourism Technology (STT) will affect the decision making of the University Malaysia Kelantan student to use it. Information obtained via STT at tourist places is measured for its quality, reliability and correctness to determine its informativeness. Being knowledgeable is vital to STT and can have a direct impact on how tourists see them. Tourists are delighted with their experiences when STT offers pertinent, ample, and reliable information on activities, lodging, and transportation. This reduces the time and effort required to look for the information. The ability to make reasoned judgments about a location is stimulated and improved by information (Huang, Goo, Nam and Nam, 2017).

Additionally, information on choices, opinions, travel habits, and reasons. Images of destinations, goods, rival offerings, costs, quality, and services, promotional and sales activities, distribution channels, and tour operators' experience are all crucial pieces of information. Information about travel motivation, location, accommodations, modes of transportation, frequency of visits, hotel services, and actual relationships to pricing, destinations, and goods are all relevant to travel behavior and motivation.

Last but not least, Kelantan's young people value Smart Tourism Technology (STT) due to the connection between security and their purpose to use it. When employing different types of STT, security is the protection of private information. When they feel their personal information is secure, the students are more likely to use STT at their destination. Security is a

key component of the intention to use STT, according to several earlier research (Huang, Goo, Nam and Nam, 2017).

2.6 CONCEPTUAL FRAMEWORK

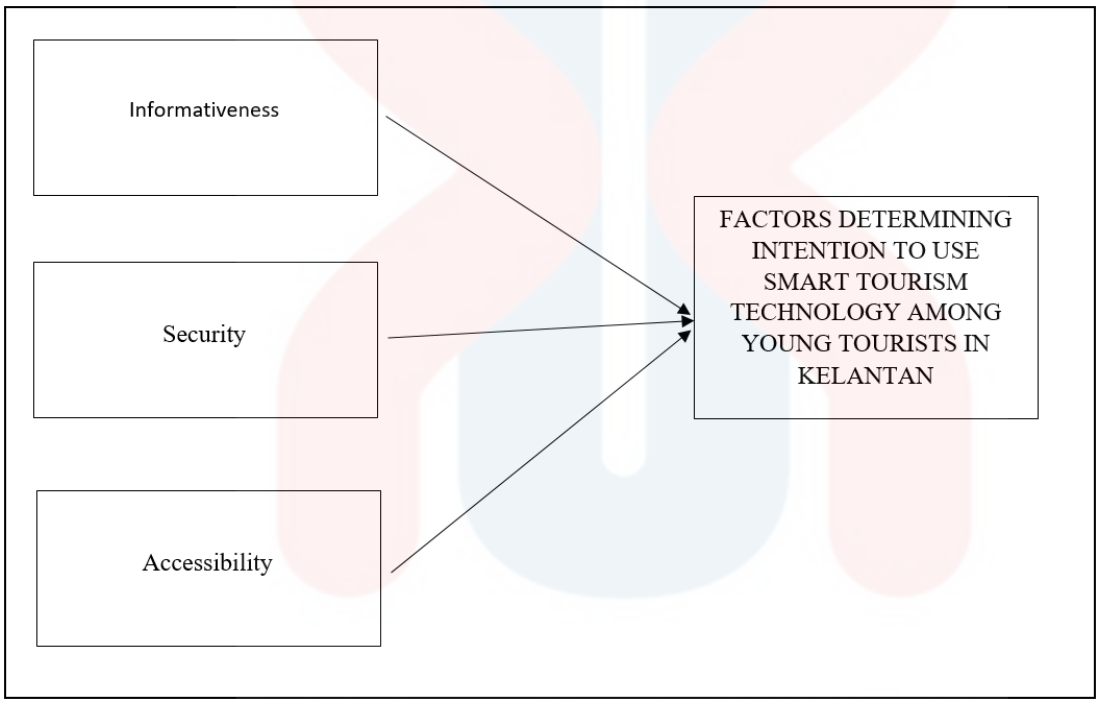


Figure 2.6 Conceptual framework of informativeness, security and accessibility toward intentions to use smart tourism technology among young tourists in Kelantan.

2.7 HYPOTHESIS

A hypothesis should be realistic, testable, and realistically based on available information and methods. A hypothesis is also defined. It suggests that there is a consistent relationship between an independent variable and a dependent variable. The research has therefore suggested:

H1 : There is a relationship between accessibility towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

H2 : There is a relationship between informativeness towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

H3 : There is a relationship between security and the intention to use Smart Tourism Technology among young tourists in Kelantan.

2.7 SUMMARY

The significance of smart tourism has grown as a result of these study's findings. The characteristics of STT put forth by Huang et al. were embraced, and security was added as a new characteristic. To put it another way, this research quantified smart tourism and determined the importance of these five traits (informativeness, accessibility, interactivity, personalization, and security). The results show that accessibility was the major factor in how travelers viewed their STT experience. One of the causes could be that STTs are readily available and travelers can use them whenever they want at their destination. In order to take advantage of technology-based travel experiences, tourists who have ready access to STT invest less time and effort learning how to use these technologies.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION.

This chapter focuses more on the research techniques used for the study, such as the sample size, demographic, and research design. We might also want to talk about the research methods, the data collection strategy, and the data analysis strategy. Methodology is the study of research methodologies, to put it simply. However, the expressions may refer to the procedures themselves or to the philosophical discussion of pertinent underlying presumptions. The word "methodology" is frequently used as a synonym. A method is a plan of action for completing a certain task (Kramer, M 2021).

3.2 RESEARCH DESIGN

The characteristics of research design varied, but they shared some similarities. (Sekaran, 2013) states that it involves a number of deliberate choices. It acts as a guide for acquiring data, selecting the appropriate analysis to conduct, and selecting the appropriate measuring techniques. In addition, research design is a procedure that must be used when conducting a study and that outlines the time range, the data sources, and the circumstances in which the data will be gathered (Cooper & Schindler, 2008). There are many different research procedures, but the four

main kinds are exploratory, causal, descriptive, and correlational (Sekaran, 2013). Making sure that the data-based evidence can effectively and convincingly address the research topic is the goal of study design (Vaus, 2001). Qualitative and quantitative research design are the two basic subcategories.

3.3 TARGET POPULATION

The "population" is the collective group of the individuals, occasions, or intriguing objects that researchers desire to investigate (Kumar, 2013). The term "population" describes the total group of people who exhibit a certain set of features and qualities. The group of people who share the same characteristics might be considered the population or the study's intended audience.

There are around 32,581,400 people residing in Malaysia, according to data from the Department of Statistics of Malaysia (2020). According to Malaysia Area Population (1950-2020), Kota Bharu, Kelantan's metro area will have 348,000 residents in 2020, an increase of 1.46% from 2019.

3.4 SAMPLE SIZE

A sample size of 1.1 million young people in Kelantan, Malaysia, is used by Krejcie & Morgan (1970) to represent the respondent in that country. Consequently, the target population would receive 384 forms in total.

Krejcie & Morgan (1970):

S = sample size

X 2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.5)

$$S = \frac{x^2 NP(1-P)}{d^2(N-1) + (x^2 P(1-P)}$$

$$S = \frac{3.841(1100000)(0.5)(1-0.5)}{(0.05)^2(1100000-1) + 3.841(0.5)\big((1-0.5)\big)}$$

$$S = \frac{1056275}{2750.95775}$$

$$S = 383.966255$$

$$S = 384$$

3.5 SAMPLING METHODS

The act of taking a sample from a population is known as sampling (Alvi, 2016). Sampling can be used to generalize a theory or infer a population (Hamed, 2016). The population members' information that is available to engage in the research project is gathered using this random sampling technique (Sekaran, 2009). Since there are many persons, a random sampling is used, ensuring that every person is taken into account. This study's sample strategy was cluster random sampling.

The two types of sampling procedures are probability and non-probability approaches (Omair, 2014). Random selection is used in probability sampling procedures to ensure that every occurrence in the population has an equal chance of being chosen. (Shorten & Moorley, 2014).Cluster sampling, stratified sampling, random sampling, and systematic sampling are examples of common probability techniques. Non-probability sampling approaches, in contrast to random selection, use a procedure in which the sample is chosen based on the researcher's judgment (Elfil & Negida, 2017). Quota sampling, purposive sampling, self-selection sampling, and snowball sampling are examples of common non-probability sampling procedures.

This study will use convenience sampling techniques. The convenience sampling method can be used in both qualitative and quantitative studies, however quantitative studies tend to use it more frequently than qualitative research do, where purposeful sampling is more common. While qualitative approaches frequently seek depth of understanding, quantitative methods seek breadth of understanding. (Patton, 2002). Observe that validity and effectiveness are crucial

regardless of the approach used, whether it is convenience sampling or purposive sampling. (Morse, J. M., & Niehaus, L., 2009).

3.6 DATA COLLECTION

The gathering of data is crucial to statistical analysis. Giving respondents questionnaires is the primary method of gathering data for this study. Information that is obtained for the first time with the goal of resolving a problem is referred to as primary data. The primary data source is a questionnaire that asks respondents to tick the boxes next to the items they feel are relevant (Ajayi, 2017).

The collection of questionnaires will be accompanied by a cover letter. We shall present the substance of the respondent's research purpose on the front page. The respondent will then be aware of the motivation behind and goal of our investigation. The section has five sections that respondents must check in order to provide an answer, and the information we gather for the study is the result of their responses. In Kelantan, the questionnaire is distributed to young tourists.

3.7 RESEARCH INSTRUMENT

The tools used to collect data from research participants for later analysis by researchers are known as research instruments. for instance, a survey and interviews. Through the use of questionnaires, information and specifics regarding the factors impacting the consumer

behaviour of young travellers to Malaysia were uncovered in this study. The study uses the questionnaires as a technique to get information from the respondents.

A variety of questions about elements influencing tourists on a personal, societal, and situational level were included in the prepared questionnaires that were given to respondents. The demographic question—which was described as age, gender, race, status, and occupation—was first covered in section A. In Section B, questions on the adoption of smart tourism technology were posed to young tourists in Kelantan. The second independent variable in section C is the accessibility towards the goal of utilizing smart tourism technology among young tourists in Kelantan. Section D of the second independent variable gauges young tourists understanding of the intention to employ smart tourism technology in Kelantan. Section E contains both the third independent variable, security, and the intention of youthful visitors to Kelantan to use smart tourism technology.

A likert scale and multiple choice options will also be included in the survey for the respondent. Although it is very important for the respondent to select an answer from the range of options provided in the question, likert, which would measure the information as of one to five for strong disagreement to strongly agree respectively, is used to measure the information. There were five sections to the questionnaire, each with a likert scale from 1 to 5.

Strongly disagree	**Disagree**	**Either agree or disagree**	**Agree**	**Strongly Agree**
1	2	3	4	5

Table 3.7 Measurement of Likert Scale.

3.8 Data Analysis

The process of analyzing data entails meticulously scrutinizing each element of the information provided while applying logic and science to the evaluation. Conducting an exploratory test has a wide range of alternatives, including this form of inspection. Data obtained, reviewed, and then dissected from numerous sources are used to frame a finding or end type. Explicit information research techniques include information mining, content reviews, business insight, and information perceptions. The Statistical Package for the Social Science Version 24 (SPSS) will be used to analyze the data collected for this study.

3.8.1 Descriptive Statistics

In order to describe the relationship between variables in a sample or population, descriptive statistics, which are used to organize summarized data, are utilized. Descriptive statistics should always be computed prior to making inferential statistical comparisons because they serve as an essential initial step in research. Descriptive statistics contain measures of frequency, central tendency, dispersion/variation, and location, as well as other sorts of variables (nominal, ordinal, interval, and ratio). Descriptive statistics assist healthcare decision-makers in evaluating certain groups by simplifying the data into a consumable summary (Kaur P, 2018).

There are two types of statistics which are descriptive statistics and inferential statistics. Descriptive statistics provide a summary of the sample under consideration without relying on probability theory assumptions. Despite the fact that inferential statistics are the primary goal of the study, descriptive statistics are utilized to provide a thorough perspective (Seltman,

2012).When using tools such as frequency distribution tables, percentages, and other measures of central tendency such as the mean to describe the population. Inferential statistics are used when a specific statistical test is run to compare mean scores and the results are given in terms of statistical significance. Descriptive statistics can be used to summarize data in the form of graphic summaries or simple quantitative measures such as percentages or means.

3.8.2 Reliability and Validity Test

Test dependability. The consistency or reliability with which a test analyzes a trait is referred to as its dependability. Will someone retake the test and obtain the same or a considerably different score? A test that provides the same score when repeated is said to measure the attribute reliably. The Cronbach Alpha coefficient of dependability has been demonstrated to acquire and obtain the reliability of the assessment of visitor satisfaction, proving that an instrument is not biased and that it is consistent in measuring various things at various times. The measurement's dependability demonstrates the instrument's stability and consistency in concept measurement (Sekaran, 2003).

3.8.3 Pearson Correlation Coefficient

A sample from the entire population was taken and described by. A non-unit scale with values ranging from 1 to 0 to + 1 is used to calculate the coefficient. Additionally, a positive correlation occurred when the positive correlation coefficient's sign was present. Negative correlation would have occurred if the coefficient of correlation was negative.(Philip,2012)

Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.00 (- 0.90 to -1.00)	Very high positive (negative)
0.70 to 0.90 (- 0.70 to - 0.90)	High positive
0.50 to 0.70 (- 0.50 to - 0.70)	Moderate positive
0.30 to 0.50 (0.30 to - 0.50)	Low positive
0.0 to 0.30 (0.00 to - 0.30)	Little, if any

Table 3.8.3 Source: Hinkle, Wiersma, & Jurs (2003)

3.9 SUMMARY

In chapter 3 this tells about the methods used by researchers to find data through sample size, data collection, research instruments and others. In addition, we will also prepare a survey question for young tourists in Kelantan.The effect of this study we will obtain the data collected and facilitate us to carry out the next study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter covered demographic information about respondents as well as reliability analysis, descriptive analysis, and analysis utilizing Pearson's coefficients. Information from 217 respondents helped the study's findings.

4.2 RELIABILITY ANALYSIS.

Reliability analysis was used to assess the surveys' dependability. Cronbach's Alpha analysis was done to assess the data in order to ensure the reliability and consistency of the information.

Results of the relevant independent and dependent variable reliability coefficients.

Variables	Number of Item	Cronbrach's Alpha Coefficient	Strength of Association.
Accessibility	5	0.644	Moderate

Informativeness	5	0.608	Moderate
Security	5	0.551	Poor

Table 4.1 provided the overall Cronbach's Alpha Coefficient value for the study's independent and dependent variables. First, five questions were used to determine the young travellers' access to and intent to use smart tourism technologies in Kelantan. According to Table 4.1, the section question's Cronbach's Alpha score was 0.644, which is considered moderate. As a result, the accessibility variable's coefficients for the query were accurate.

The informativeness variable, which affected young visitors in Kelantan's intention to adopt smart tourism technology, was measured by five questions after that. The Cronbach's Alpha coefficient for this section is 0.608, which indicates a moderate outcome. As a result, the informativeness variable's coefficients for the query were accurate.

Last but not least, researchers in Kelantan measured the security factor that affected young tourists' intentions to adopt smart tourism technology. The Cronbach's Alpha coefficient for the question in this section was 0.551, which was deemed to be below average. The questionnaire has been approved for use in this study because reliability evidence suggests that the respondent comprehended the question clearly.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The fundamental analysis of this inquiry included a frequency analysis. Information about the respondents' gender, age, race, status, level of education, and occupation is included in the survey's Section A data. Questions on the respondents' race and ethnicity were among other demographic parameters.

4.3.1 GENDER.

Table 4.2 : Number of Respondents by Gender.

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	178	82.0	82.0	82.0
	Male	39	18.0	18.0	100.0
	Total	217	100.0	100.0	

Figure 4.1 : Numbers of Respondents by Gender

Figure 4.1 and Table 4.2 both displayed the respondents' genders. Male respondents made up 39 of the total respondents, while female respondents made up 178. Out of 217 respondents, 18.0% were men overall, and the remaining 82.0% were women who took part in the study.

4.3.2 RACE

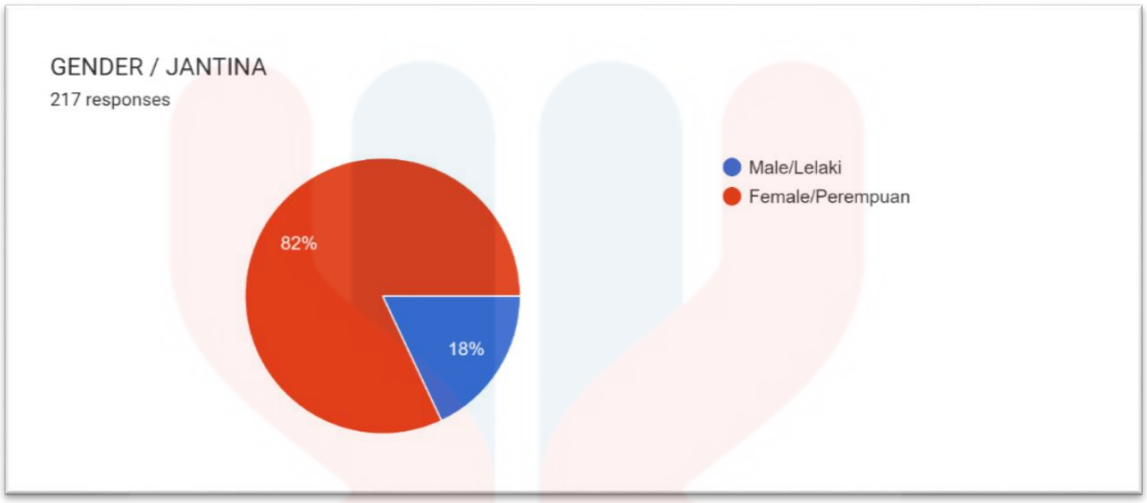


Table 4.3 Total Respondents by Race

RACE

			Percent	Valid Percent	Cumulative Percent
Valid	Chinese	2	.9	.9	.9
	Indian	2	.9	.9	1.8
	Malay	203	93.5	93.5	95.4
	Others	10	4.6	4.6	100.0
	Total	217	100.0	100.0	

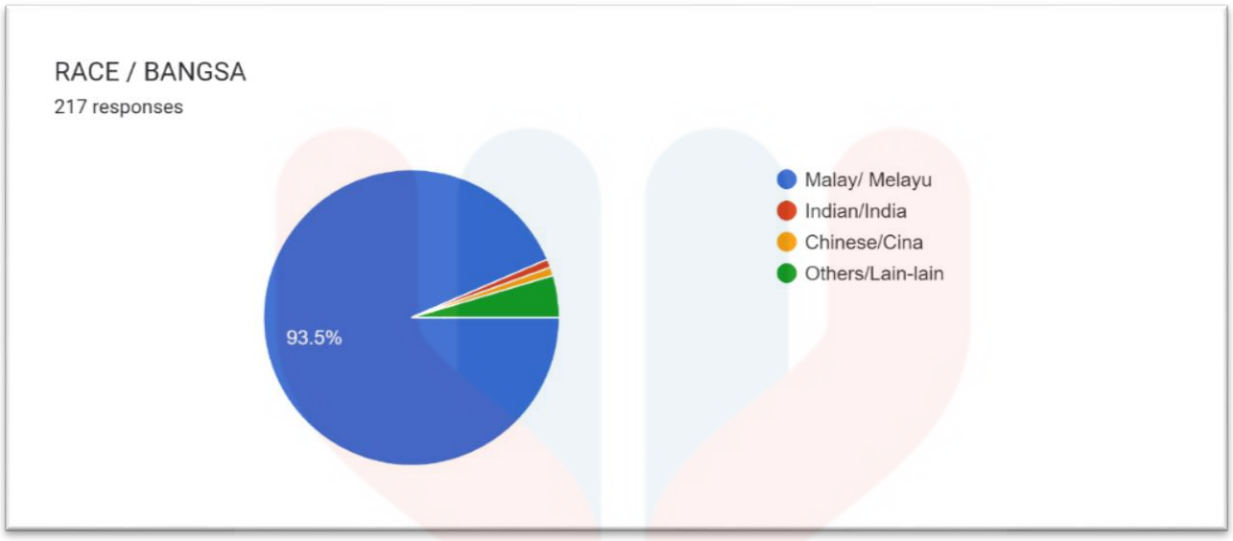


Figure 4.2 : Numbers of Respondents by Race

The total responses were broken down by race in Table 4.3 and Figure 4.2. The questionnaire received responses from 217 people, including 203 Malay respondents, 2 Chinese respondents, 2 Indian respondents, and 10 other respondents. According to Figure 4.2, Malay respondents made up the biggest percentage of respondents (93.5%), followed by Chinese respondents (0.9%), Indian respondents (0.9%), and other respondents (4.6%).

4.3.3 AGE

Table 4.4 : Numbers of Respondents by Age.

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years old	199	91.7	91.7	91.7
	Less than 20 years old	5	2.3	2.3	94.0
	More than 30 Years old	13	6.0	6.0	100.0
	Total	217	100.0	100.0	

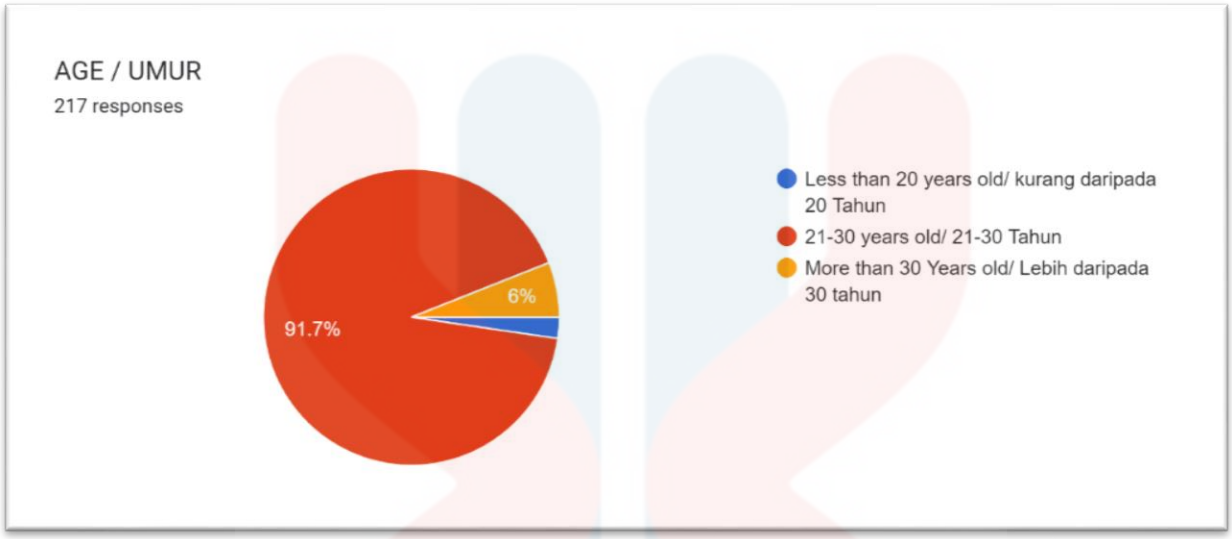


Figure 4.3: Numbers of Respondents by Age

Figure 4.3 and Table 4.4 both displayed the total replies broken down by age. The survey had 217 participants, and 199 of them were between the ages of 21 and 30. 13 responders were over the age of 30, compared to 5 who were under 20. According to Figure 4.3, respondents between the ages of 21 and 30 made up the biggest percentage of respondents (91.7%), followed by respondents under the age of 20 (2.3%), and respondents over the age of 30 (6.0%).

4.3.4 MARITAL STATUS

Table 4.5 : Numbers of respondents by Martial Status

MARTIAL STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	19	8.8	8.8	8.8
	Single	198	91.2	91.2	100.0
	Total	217	100.0	100.0	

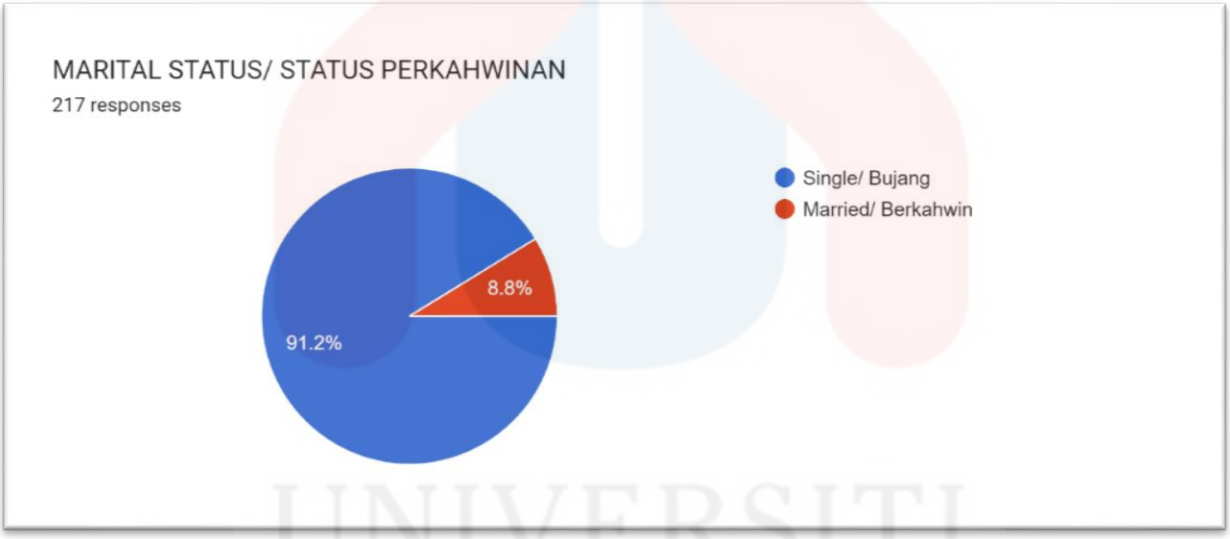


Figure 4.4: Numbers of Respondents by Marital Status

Table 4.5 and Figure 4.4 both showed the overall number of status respondents. The total number of respondents consisted of 19 married respondents and 198 single respondents. 91.2% of the 217 total respondents were single, compared to 8.8% of married people.

4.3.5 EDUCATIONAL LEVEL

Table 4.6 : Numbers of Respondents by Educational Level

EDUCATIONAL LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor of Degree	193	88.9	88.9	88.9
	Diploma	11	5.1	5.1	94.0
	Master Degree	9	4.1	4.1	98.2
	Primary School	1	.5	.5	98.6
	Secondary School	3	1.4	1.4	100.0
	Total	217	100.0	100.0	

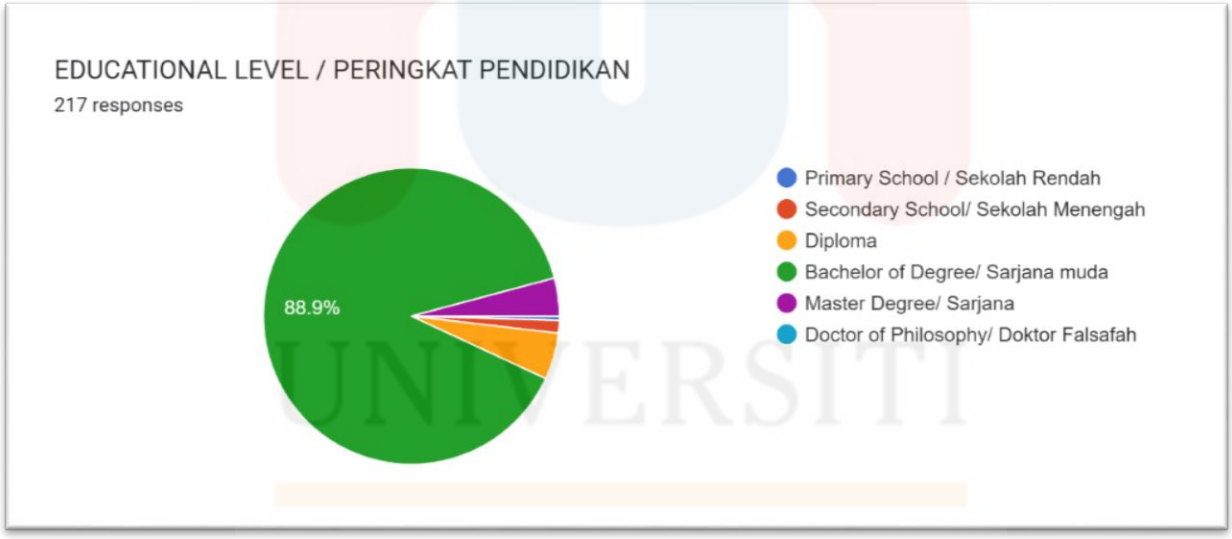


Figure 4.5: Numbers of Respondents by Educational Level

The total responders from various educational levels were displayed in Table 4.6 and Figure 4.5. The majority of respondents 88.9% (193 respondents were bachelor's degree holders, followed by diploma holders 5.1% (11 respondents). There were 4.1% (9

respondents) with a master's degree, 0.5% (1 respondents) with a primary education, and 1.5% (3 respondents) with a secondary education.

4.3.6 OCCUPATION

Table 4.7 : Number of respondents by Occupation.

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	24	11.1	11.1	11.1
	Student	192	88.5	88.5	99.5
	Unemployed	1	.5	.5	100.0
	Total	217	100.0	100.0	

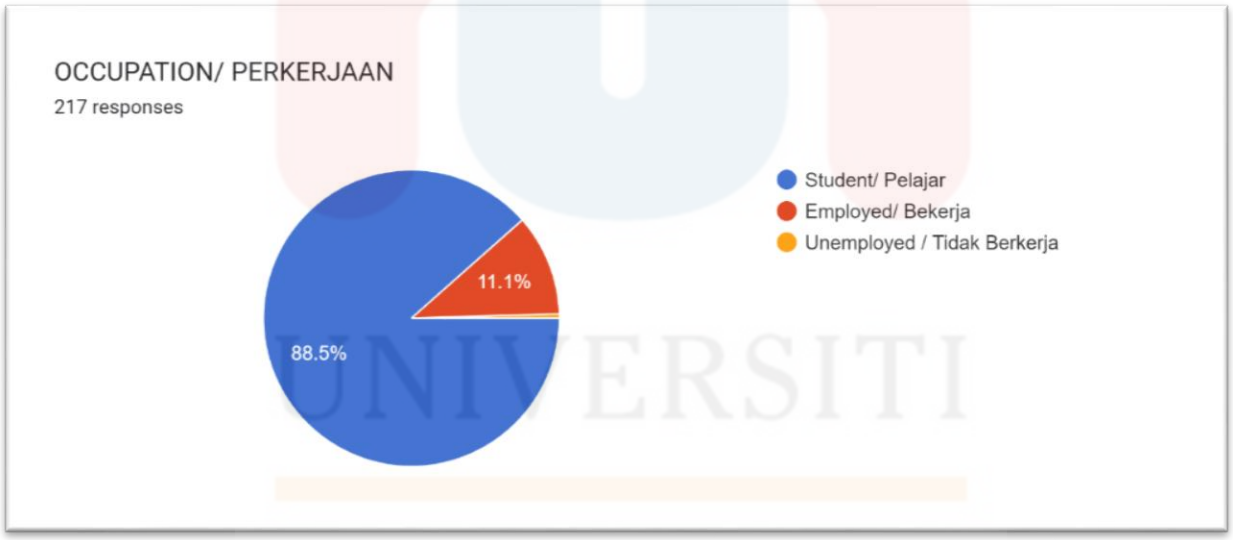


Figure 4.6: Numbers of Respondents by Occupation.

Students made up 88.5% of the respondents (192 respondents), followed by employed respondents (11.1%) (24 respondents), who made up the majority of the respondents. One respondent (0.5%, total: 1) reported being unemployed.

4.4 DESCRIPTIVE ANALYSIS

This research examined the mean and standard deviation for each segment of the questionnaires.

4.4.1 Independent Variable and Dependent variable

Table 4.8: Descriptive Statistic

DESCRIPTIVE ANALYSIS

	N	Minimum	Maximum	Mean	Std. Deviation
Intention To use smart tourism technology	217	2.00	5.00	4.1668	.59505
Accessibility	217	2.00	5.00	4.1963	.56731
Informativeness	217	2.00	5.00	3.8571	.57095
Security	217	1.00	5.00	4.0175	.65621
Valid N (listwise)	217				

The independent variables' accessibility had the highest mean (0.644), informativeness was second (0.608), and security was third (0.551).

4.4.2 Accessibility.

Table 4.9 Descriptive statistic of Accessibility factor

	N	Minimum	Maximum	Mean	Std. Deviation
DO YOU USE SMART TOURISM TECHNOLOGY WHILE TRAVELLING	217	2	5	4.06	.780
DOES SMART TOURISM TECHNOLOGY HELP IN PLANNING TRIP	217	1	5	4.24	.686
USING SMART TOURISM TECHNOLOGY HELP ME REACH MY DESTINATION CONVENIENTLY	217	1	5	4.24	.699
USING SMART TOURISM TECHNOLOGY INCREASE MY INTEREST TO VISIT THE PLACE	217	1	5	4.25	.677
USING SMART TOURISM TECHNOLOGY CAN PREVENT FROM CONGESTION WHILE TRAVELLING	217	1	5	4.05	.832
Valid N (listwise)	217				

The response group that believed that employing smart tourism technology boosted their

interest in visiting the location received the highest mean score on item 4, 4.25. With only a little majority, the respondent believed that employing smart tourist technology might reduce traffic when traveling, which produced the lowest mean value for item 5, which was 4.05. The data set from 217 respondents revealed values that were frequently less than one standard deviation away from the mean.

4.4.3 Informativeness

Table 4.10 : Descriptive statistics of Informativeness factor.

	N	Minimum	Maximum	Mean	Std. Deviation
I CAN FIND RELEVANT INFORMATIONS ABOUT THE TRAVEL DESTINATIONS BY USING SMART TOURISM TECHNOLOGY	217	1	5	4.31	.675
SMART TOURISM AND TECHNOLOGY APPS AND WEBSITE ARE HELPFUL FOR EVALUATING THE DESTINATION AND THE TRIP	217	1	5	4.23	.695

SMART TOURISM TECHNOLOGY ENABLE ME TO COMPLETED MY TRIPS WITH THE FULL INFORMATIONS THAT HAS PROVIDED	217	1	5	4.14	.739
I CAN REDUCE MY CONCERNS ABOUT MY TRIP BY USING SMART TOURISM TECHNOLOGY APPS AND WEBSITE	217	2	5	4.12	.707
IT IS EASY TO SHARE TOURISM INFORMATION CONTENT ON SMART TOURISM APPLICATION AND WEBSITE	217	2	5	4.19	.650
Valid N (listwise)	217				

The meTable 4.10 displays a study of respondents' and standard deviations for the independent variable of social influences. The respondents gave item 1 the highest mean value of 4.31, indicating that they can use smart tourism technology to find relevant information about the vacation spots. With a mean value of 4.12, the responder only slightly agreed with the lowest mean item 4's claim that using websites and applications for smart tourism technology can help them relax before a vacation.

4.4.4 Security.

Table 4.11 : Descriptive statistic of security factor.

	N	Minimum	Maximum	Mean	Std. Deviation
WHEN I USE SMART TOURISM TECHNOLOGY, I BELIEVE MY PRIVACY IS PROTECTED	217	2	5	3.73	.801
SMART TOURISM TECHNOLOGY PROVIDES ADEQUATE SECURITY TO PROTECT MY PERSONAL INFORMATION.	217	2	5	3.77	.759
I HAVE DOUBTS ABOUT HOW WELL MY PRIVACY IS PROTECTED WHEN I USE SMART TOURISM TECHNOLOGY APPLICATIONS AND WEBSITES	217	1	5	3.87	.874

I AM CONCERNED WITH THE SECURITY OF SENSITIVE INFORMATION WHEN I USE TOURISM WEBSITES AND APPLICATIONS	217	1	5	4.18	.711
MY PERSONAL INFORMATION MAY BE MISUSED TO ILLEGAL ACCESS WHEN USING SMART TOURISM TECHNOLOGY	217	1	5	3.74	.947
Valid N (listwise)	217				

The mean and standard deviation of the responses are shown in Table 4.11 for the independent variable of security considerations. When using travel websites and applications, respondents to item 4 expressed concern about the security of sensitive data, and this item obtained the highest mean score, 4.18. With a mean value of 3.73, the respondent barely agreed that privacy can be protected by using smart tourism technology in the lowest mean item 1. The data set from 217 respondents with the majority of the standard deviation values less than 1 revealed the values near to the mean while the standard deviation values less than 1 suggested the values were more spread.

4.4.5 Intention to Use Smart Tourism Technology. (STT)

Table 4.12: Descriptive statistics of Intention to use smart tourism technology

	N	Minimum	Maximum	Mean	Std. Deviation
I CAN EASILY FIND SMART TOURISM TECHNOLOGY	217	1	5	3.94	.803
I CAN EASILY USE SMART TOURISM TECHNOLOGY APPS AND WEBSITES	217	1	5	4.04	.741
I CAN ACCESS SMART TOURISM TECHNOLOGY APPS AND WEBSITES AT EVERYWHERE AND AT ANY TIME	217	1	5	4.13	.711
I HAVE QUICK ACCESS TO SMART TOURISM TECHNOLOGIES FROM A NUMBER OF OTHER SIMILAR APPS AND WEBSITES	217	1	5	4.00	.782
I CAN SEARCH WITHOUT A COMPLICATED SIGN-UP PROCESS WHILE USING SMART TOURISM TECHNOLOGY	217	1	5	3.97	.841
Valid N (listwise)	217				

Respondents who agreed that they could access smart tourism technology apps and websites from any location and at any time gave item 3 a mean score of 4.13, which was the highest of any item. The lowest mean item 1, with a mean score of 3.94, indicated that the respondent was only somewhat in agreement that smart tourism technology is readily available. The data set from 217 respondents with the majority of the standard deviation values less than 1 showed the values were close to the mean, whilst the standard deviation values less than 1 suggested the values were more dispersed.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was a key method for determining the linear relationship between the variables. This study set out to investigate the link between the independent factors of informativeness, security, and accessibility and the dependent variable, Factor determining willingness to utilise Smart Tourism Technology among young tourists in Kelantan. Researchers must decide whether the association's strength is appropriate if the relationship is significant.

Table 4.5 Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.00 (- 0.90 to -1.00)	Very high positive (negative) Correlation
0.70 to 0.90 (- 0.70 to - 0.90)	High positive Correlation
0.50 to 0.70 (- 0.50 to - 0.70)	Moderate positive Correlation
0.30 to 0.50 (0.30 to - 0.50)	Low positive Correlation

Source Hinkle, Wiersma & Jurs (2003)

Hypothesis 1: There is a relationship between accessibility towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

Table 4.5.1: Correlation coefficient for accessibility towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

Correlations

		IV1	DV
IV 1: Accessibility	Pearson Correlation	1	0.644**
	Sig. (2-tailed)		0.000
	N	217	217
DV: Intention to use Smart Tourism Technology among young tourists in Kelantan.	Pearson Correlation	0.644**	1
	Sig. (2-tailed)	0.000	
	N	217	217

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

Table 4.5.1 includes information about the 217 cases, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the significance threshold of 0.01. The accessibility and intention of young tourists in Kelantan to utilize smart tourism technologies were found to be somewhat positively correlated, as indicated by the correlation coefficient of 0.644.

Hypothesis 2: There is a relationship between informativeness towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

Table 4.5.2: Correlation coefficient for informativeness towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

Correlations

		IV2	DV
IV 2: informativeness	Pearson Correlation	1	0.608**
	Sig. (2-tailed)		0.000
	N	217	217
DV: Intention to use Smart Tourism Technology among young tourists in Kelantan.	Pearson Correlation	0.608**	1
	Sig. (2-tailed)	0.000	
	N	217	217

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

Table 4.5.2 displayed the 217 cases, the significant value, and the Pearson correlation coefficient. The p-value of 0.000 exceeded a significant level of 0.01. The 0.608 correlation coefficient showed a strong positive relationship between young tourists' knowledge level and propensity to use smart tourism technologies in Kelantan.

Hypothesis 3: There is a relationship between security and the intention to use Smart Tourism Technology among young tourists in Kelantan.

Table 4.5.3: Correlation coefficient for security towards the intention to use Smart Tourism Technology among young tourists in Kelantan.

Correlations

		IV 3	D V
IV 3: Security	Pearson Correlation	1	0.551**
	Sig. (2-tailed)		0.000
	N	217	217
DV: Intention to use Smart Tourism Technology among young tourists in Kelantan.	Pearson Correlation	0.551**	1
	Sig. (2-tailed)	0.000	
	N	217	217

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

Table 4.5.3 displayed the Pearson correlation coefficient, the significant value, and the 217 cases. The p-value was 0.000, which was below the threshold of significance of 0.01. A moderately positive association between security and the intention of young tourists in Kelantan to employ smart tourism technology was suggested by the correlation coefficient of 0.551.

4.6 FRAMEWORK ANALYSIS.

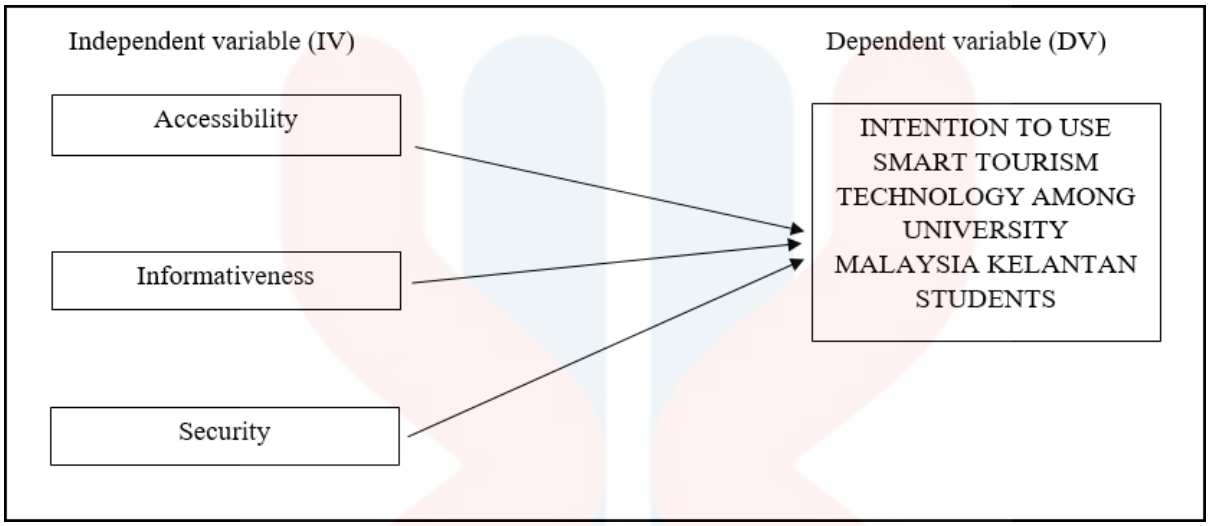


Figure 4.6.1 : Correlation between Informativeness, Security and Accessibility.

The framework was shown in Figure 4.6.1 together with data values for the significant independent variables and their connections to the dependent variables. Three independent variables—informativeness, security, and accessibility—were substantially connected with the dependent variable (intention to use smart tourism technology). The accessibility component and the ambition to use smart tourism technology have a Pearson correlation of 0.644, which is the highest value. The desires to use smart tourist technology and security concerns had the weakest correlation, with a Pearson correlation coefficient of 0.551. The Pearson correlation between the informativeness factor and the intention to use smart tourism technology is 0.608. As a result, there were only three independent variables informativeness, security, and accessibility that were significantly related to young tourists' intentions to use smart tourism technology in Kelantan.

4.7 SUMMARY.

According to the chapter's conclusion, which takes into account all the correlations between the variables. Each independent variable has a different correlation coefficient with the dependent variable, which is 0.644 for informativeness, 0.551 for security, and 0.608 for accessibility. The results showed a relatively positive relationship between all the independent and dependent variables. It also answers the research question of whether informational value, security, accessibility, and intention to use smart tourism technology are related. In conclusion, there is a strong association between informativeness, security, and accessibility when implementing smart tourism technology.

CONCLUSION

5.1 INTRODUCTION

The overview of the study, its conclusions, and a discussion of the relationships between variables influencing the usability, security, and accessibility of smart tourism technology among young tourists in Kelantan were covered in this chapter. This chapter also highlighted the study's limitations and offered many suggestions for future research.

5.2 RECAPITULATION OF STUDY

In this case, respondents were asked to provide answers to a series of questions while also providing main data. In accordance with the table produced by Krejcie and Morgan (1970), 384 respondents were picked from the sample. This study also looked at the relationship between young tourists' intentions to utilise smart tourism technology in Kelantan and accessibility, informativeness, security, and those intentions. The accessibility factors covered a wide range of topics, including how they make use of cutting-edge tourism technologies.

The sample population for this study was made up of young tourists in Kelantan. A Google Form was used to collect the data. There were 384 questionnaires distributed in all, and 217 of the answers could be used and examined. This data study made use of the reliability, descriptive, and Pearson's correlation coefficients. The reliability test was conducted on the independent variables to evaluate the internal consistency of the measuring instrument.

This study used Pearson's correlation to show the strength and direction of the relationship between the two variables. According to this finding, there is a strong, positive correlation between the accessibility factor and the intention to use smart tourism technology among young tourists in Kelantan (r=0.644, n=217, p0.01) and a moderate to good correlation between the security factor and that intention. In addition, it was suggested that there is a fair amount of correlation (r=0.551, n=217, p0.01) between security factors and young tourists' desire to use smart tourism technologies.

5.2.1 Research Question 1: What is the relationship between accessibility factor and Intention to use smart tourism technology among young tourists in Kelantan?

This study identified accessibility as a factor that influences young visitors to Kelantan's inclination to adopt smart tourism technologies. The results showed that among young tourists in Kelantan, there was a favorable and substantial association between the accessibility factor and smart tourism technology. As a result, it is clear that accessibility is a feature that significantly influences the use of smart tourism technology by young tourists in Kelantan.

5.2.2 Research Question 2: What is the relationship between informativeness factor and Intention to use smart tourism technology among young tourists in Kelantan?

The findings of this study suggest that informativeness components and smart tourism technology have a positive and significant association with young tourists in Kelantan. When smart tourism applications have instructive features, young tourists are more inclined to use them. Informativeness is a requirement for having a solution because, in the end, uninformative procedures fail to converge on any theory. Therefore, informational value is essential if you want visitors to learn more about a range of subjects.

5.2.3 Research Question 3: What is the relationship between situational factors and tourism consumer behavior among local tourists in Malaysia?

The results of this study demonstrate a substantial and positive correlation between security characteristics and young tourists intentions to adopt smart tourism technologies in Kelantan. Depending on the situation at hand, security may involve both individuals and groups. A technology that can be used to keep all of a user's identity information and is strictly regulated can be thought of as the basic definition of security.

5.3 FINDING AND DISCUSSION

The accessibility variable's mean value was 4.1963 and the security variable's mean value was 4.2619 in the descriptive analysis of the independent variables. The instructional image's mean value was 3.8571, making it the least significant of the independent components. The dependent variable's mean value was 4.1668. One could assume that the goal was to promote Kelantan's youth-focused smart tourism technologies.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Intention to use smart tourism technology	217	2.00	5.00	4.1668	.59505
Accessibility	217	2.00	5.00	4.1963	.56731
Informativeness	217	2.00	5.00	3.8571	.57095
Security	217	1.00	5.00	4.0175	.65621
Valid N (listwise)	217				

The researchers used the Correlation Analysis to gauge the linear relationship between the two variables designated as the study's goals. According to Table 5.1's summary of the correlation analysis, the association between attractions and facilities was moderately positive. While travelling among UMK students, tourists' satisfaction with the destination was low.

Table 5.1 : Summary of Correlation Analysis.

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
Accessibility	0.000	Accepted	0.644	Moderate Positive Correlation
Informativeness	0.000	Accepted	0.608	Moderate Positive Correlation
Security	0.000	Accepted	0.551	Moderate Positive Correlation

5.4 LIMITATION

The limitations of this study, like all studies, made it challenging for the researchers to complete it. The small sample size of the study was one of its flaws. Not every young person from Kelantan who is qualified to take part in the study will want to provide information or complete a questionnaire. Respondents who felt that answering the researchers' questions would be a waste of their time were also present. Some of the young people might not be keen to participate in the study and might not want the researcher to snoop about their personal lives.

The researchers' desire to finish the study as quickly as feasible will be somewhat hampered by their need to wait longer to collect data from respondents as a result of certain young people's attitude. The questionnaire distribution and data collection process will take the researchers around a month. It is impossible to foresee the intended respondent's behavior or reaction, so researchers need to be very patient and have good communication skills. However, the process of receiving their response proceeds smoothly because so many of the young people very kindly express their commitment.

Variable is the following study restriction. The intention to use smart tourism technology is the sole dependent variable that is taken into account in this study. The three independent factors are accessibility, informativeness, and security. Similar to other industries, Kelantan's tourism consumer behavior is influenced by a variety of elements that interact with young people. In this study, the other variables also have a connection. The inability of researchers to base their research on other independent factors was the reason for the dearth of resources and references.

The method used to get the data is another drawback of this study. Online surveys were the only methods the researchers utilised to collect data for this study. This is because the study's research participants, young people from Kelantan, make it difficult for the researcher to collect enough information through interviews. Researchers cannot independently confirm the accuracy of the data provided by respondents when utilizing online surveys, which presents a challenge. Online surveys will also take up a lot of respondents' time, which will make the data collection process more difficult.

Quantitative research is the final area of this study's limitations. Since this study only focuses on quantitative data, there is no research extension. If there isn't further research on this subject, especially qualitative research, the other researcher won't be able to learn more about young people's intentions to use smart tourism in Kelantan. The other researcher will never be able to understand this research any better..

5.5 RECOMMENDATION

The study only looked at young tourists in Kelantan, thus it suggests that more research be done on foreign tourists to see if the findings are the same. The study's conclusions could change if they are applied to overseas visitors to Kelantan. As a result, other travellers might answer the questions rather of just focusing on local tourists.

Additionally, the current study only focuses on three elements that motivate young travellers to use smart tourism technology in Kelantan. However, it's possible that some key elements that have a substantial impact on the factor among young visitors in Kelantan were overlooked in this study. As a result, researchers can recommend more variables in the future, such as economic variables, to include current knowledge in their research.

Additionally, the study is limited to 384 samples, which are comparable to small markets. If the quantity was sufficient and appropriate, larger sample sizes may be used to organize the millions of young tourists in Kelantan, according to Krejcie & Morgan (1970). Therefore, future researchers should enhance their sample size in order to improve the study's accuracy and reliability.

Finally, design some open-ended questions or conduct interviews with respondents rather than having them complete scaled surveys online. Researchers can achieve a high response rate, clarify ambiguities, and follow up on partial responses by using the interview method. This strategy can improve research outcomes and lessen misunderstandings.

5.6 CONCLUSION

At the end of this chapter, the researcher must explain the study's goals in relation to the problem. This study examines the interaction between accessibility, informational value, and security as it relates to how young tourists in Kelantan use smart tourism technology. A framework for the study is developed based on the literature. The researcher wanted to investigate the relationships between the independent and dependent variables between each of their constituent parts.

Almost 217 people participated in this study via the online survey method. Based on correlation analysis, reliability analysis, and descriptive statistics, the data were gathered and examined using SPSS software version 24. According to the reliability analysis's findings, the respondent found the overall variables to be satisfactory. As a result, the outcome is credible and appropriate for this study.

The goal is to understand how accessibility, informational value, and security relate to the use of smart tourism technology by young tourists in Kelantan. The findings of the study, which examined how security, accessibility, and informativeness relate to the factor influencing the usage of smart tourism technology among young tourists in Kelantan, are acknowledged. While this is happening, it can be predicted that young tourists in Kelantan will adopt smart tourism technology because of its accessibility, informativeness, and security.

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APPENDICES

QUESTIONNAIRE

FACTORS DETERMINING INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURISTS IN KELANTAN

SECTION A: DEMOGRAPHIC INFORMATION

1. GENDER / *JANTINA**

Male/Lelaki

Female/Perempuan

2. RACE / *BANGSA**

- **Malay/ Melayu**
- **Indian/India**
- **Chinese/Cina**
- **Others/Lain-lain**

3. AGE / *UMUR**

- **Less than 20 years old/ kurang daripada 20 Tahun**
- **21-30 years old/ 21-30 Tahun**
- **More than 30 Years old/ Lebih daripada 30 tahun**

4. MARITAL STATUS/ *STATUS PERKAHWINAN**

- **Single/ Bujang**
- **Married/ Berkahwin**

5. EDUCATIONAL LEVEL / *PERINGKAT PENDIDIKAN**

- **Primary School / Sekolah Rendah**
- **Secondary School/ Sekolah Menengah**
- **Diploma**
- **Bachelor of Degree/ Sarjana muda**
- **Master Degree/ Sarjana**
- **Doctor of Philosophy/ Doktor Falsafah**

6. OCCUPATION/ *PEKERJAAN**

- **Student/ Pelajar**
- **Employed/ Bekerja**
- **Unemployed / Tidak Berkerja**

SECTION B: INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURIST IN KELANTAN

1. DO YOU USE SMART TOURISM TECHNOLOGY WHILE TRAVELLING

ADAKAH ANDA MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR SEMASA MELANCONG*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

2. DOES SMART TOURISM TECHNOLOGY HELP IN PLANNING TRIP

ADAKAH TEKNOLOGI PELANCONGAN BESTARI MEMBANTU DALAM MERANCANG PERJALANAN*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

3. USING SMART TOURISM TECHNOLOGY HELP ME REACH MY DESTINATION CONVENIENTLY

MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR MEMBANTU SAYA MENCAPAI DESTINASI SAYA DENGAN SELESA*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

4. USING SMART TOURISM TECHNOLOGY INCREASE MY INTEREST TO VISIT THE PLACE

MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR MENINGKATKAN MINAT SAYA UNTUK MENGUNJUNGI SESUATU TEMPAT PELANCONGAN ITU*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

5. USING SMART TOURISM TECHNOLOGY CAN PREVENT FROM CONGESTION WHILE TRAVELLING

MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR BOLEH MENCEGAH DARI KESESAKAN SEMASA MELANCONG*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

SECTION C: INFORMATIVENESS FACTORS THAT DETERMINING INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURIST IN KELANTAN

1. I CAN FIND RELEVANT INFORMATIONS ABOUT THE TRAVEL DESTINATIONS BY USING SMART TOURISM TECHNOLOGY

SAYA BOLEH MENCARI MAKLUMAT BERKAITAN DESTINASI PERJALANAN DENGAN MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

2. SMART TOURISM AND TECHNOLOGY APPS AND WEBSITE ARE HELPFUL FOR EVALUATING THE DESTINATION AND THE TRIP

APLIKASI PELANCONGAN DAN TEKNOLOGI PINTAR DAN LAMAN WEB MEMBANTU SAYA UNTUK MENILAI DESTINASI DAN PERJALANAN*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

3. SMART TOURISM TECHNOLOGY ENABLE ME TO COMPLETED MY TRIPS WITH THE FULL INFORMATIONS THAT HAS PROVIDED

TEKNOLOGI PELANCONGAN PINTAR MEMBOLEHKAN SAYA MELENGKAPKAN PERJALANAN SAYA DENGAN MAKLUMAT LENGKAP YANG TELAH DIBERIKAN*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

4. I CAN REDUCE MY CONCERNS ABOUT MY TRIP BY USING SMART TOURISM TECHNOLOGY APPS AND WEBSITE

SAYA BOLEH MENGURANGKAN KEBIMBANGAN TENTANG PERJALANAN SAYA DENGAN MENGGUNAKAN APLIKASI DAN LAMAN WEB TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

5. IT IS EASY TO SHARE TOURISM INFORMATION CONTENT ON SMART TOURISM APPLICATION AND WEBSITE

ADALAH MUDAH UNTUK BERKONGSI KANDUNGAN MAKLUMAT PELANCONGAN DI APLIKASI PELANCONGAN SMART DAN LAMAN WEB*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

SECTION D: SECURITY FACTORS THAT DETERMINING INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURIST IN KELANTAN

1. WHEN I USE SMART TOURISM TECHNOLOGY, I BELIEVE MY PRIVACY IS PROTECTED

APABILA SAYA MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR, SAYA PERCAYA PRIVASI SAYA DILINDUNGI*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

2. SMART TOURISM TECHNOLOGY PROVIDES ADEQUATE SECURITY TO PROTECT MY PERSONAL INFORMATION.

TEKNOLOGI PELANCONGAN PINTAR MENYEDIAKAN KESELAMATAN YANG MENCUKUPI UNTUK MELINDUNGI MAKLUMAT PERIBADI SAYA.*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

3. I HAVE DOUBTS ABOUT HOW WELL MY PRIVACY IS PROTECTED WHEN I USE SMART TOURISM TECHNOLOGY APPLICATIONS AND WEBSITES

SAYA MEMPUNYAI KERAGUAN TENTANG SEJAUH MANA PRIVASI SAYA DILINDUNGI APABILA SAYA MENGGUNAKAN APLIKASI TEKNOLOGI PELANCONGAN PINTAR DAN LAMAN WEB*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

4. I AM CONCERNED WITH THE SECURITY OF SENSITIVE INFORMATION WHEN I USE TOURISM WEBSITES AND APPLICATIONS

SAYA AMBIL BERAT AKAN KESELAMATAN MAKLUMAT SENSITIF APABILA MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

5. MY PERSONAL INFORMATION MAY BE MISUSED TO ILLEGAL ACCESS WHEN USING SMART TOURISM TECHNOLOGY

MAKLUMAT PERIBADI SAYA MUNGKIN DISALAHGUNAKAN UNTUK AKSES HARAM KETIKA MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

SECTION E: ACCESSIBILITY FACTORS THAT DETERMINING INTENTION TO USE SMART TOURISM TECHNOLOGY AMONG YOUNG TOURIST IN KELANTAN

1. I CAN EASILY FIND SMART TOURISM TECHNOLOGY

SAYA MUDAH UNTUK MENCARI TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

2. I CAN EASILY USE SMART TOURISM TECHNOLOGY APPS AND WEBSITES

SAYA BOLEH MENGGUNAKAN APLIKASI DAN LAMAN WEB TEKNOLOGI PELANCONGAN PINTAR DENGAN MUDAH*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

3. I CAN ACCESS SMART TOURISM TECHNOLOGY APPS AND WEBSITES AT EVERYWHERE AND AT ANY TIME

SAYA BOLEH MENGAKSES APLIKASI TEKNOLOGI PELANCONGAN PINTAR DAN LAMAN WEB DI MANA-MANA DAN PADA BILA-BILA MASA*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

4. I HAVE QUICK ACCESS TO SMART TOURISM TECHNOLOGIES FROM A NUMBER OF OTHER SIMILAR APPS AND WEBSITES

SAYA MEMPUNYAI AKSES PANTAS TERHADAP TEKNOLOGI PELANCONGAN PINTAR DARIPADA BEBERAPA APLIKASI DAN LAMAN WEB YANG LEBIH KURANG SAMA*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**

5. I CAN SEARCH WITHOUT A COMPLICATED SIGN-UP PROCESS WHILE USING SMART TOURISM TECHNOLOGY

SAYA BOLEH MENCARI MAKLUMAT TANPA PROSES PENDAFTARAN YANG RUMIT SEMASA MENGGUNAKAN TEKNOLOGI PELANCONGAN PINTAR*

- **STRONGLY DISAGREE**
- **DISAGREE**
- **NEUTRAL**
- **AGREE**
- **STRONGLY AGREE**