FACTORS THAT DETERMINE THE INTENTION OF TOURISTS VISIT GASTRONOMY TOURISM IN KELANTAN

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i

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

In recent decades, gastronomy tourism has become a popular area for tourists and host countries, so gastronomy is becoming one of the most critical factors for tourists in travel destinations. Gastronomy tourism has been listed under special-interest tourism at present. This research aims to investigate the factors that determine tourists' intention to visit gastronomy tourism in Kelantan. Specifically, this study will investigate the relationship between the independent variables: food price, food presentation, ambience, and intention to visit, which was the dependent variable. A national survey was carried out through google form, and 302 respondents have been selected by using the convenience sampling selection method to complete questionnaires which consisted of 18 questions. Data were analyzed using SPSS version 26 using descriptive analysis, reliability test, and Pearson's Correlation Coefficient. The researchers can conclude that food price plays an essential role in visiting gastronomy tourism and food presentation. The last is an ambience that influences the intention to visit gastronomy tourism. Several recommendations are mentioned for future researchers. Through this study, the gastronomy tourism sector could expand its market in Malaysia and around the world.

Keywords: gastronomy tourism, food price, food presentation, ambience, intention to visit

ABSTRAK

Dalam beberapa dekad kebelakangan ini, pelancongan gastronomi telah menjadi kawasan popular bagi pelancong dan juga negara tuan rumah, jadi gastronomi menjadi salah satu faktor terpenting bagi pelancong di destinasi pelancongan. Pelancongan gastronomi telah disenaraikan di bawah pelancongan minat khas pada masa ini. Tujuan penyelidikan ini adalah untuk mengkaji faktor-faktor yang menentukan hasrat lawatan gastronomi pelancongan di Kelantan. Secara khusus, kajian ini akan menyelidiki apa hubungan antara pemboleh ubah bebas yang meliputi harga makanan, persembahan makanan, suasana dan berkaitan dengan niat untuk dikunjungi, yang merupakan pemboleh ubah bersandar. Satu tinjauan nasional dilakukan melalui borang google dan 302 responden telah dipilih dengan menggunakan kaedah pemilihan persampelan kemudahan untuk melengkapkan soal selidik yang terdiri daripada 18 soalan. Data dianalisis dengan menggunakan SPSS versi 26 menggunakan analisis deskriptif, ujian kebolehpercayaan dan pekali korelasi Pearson. Dari hasilnya, para penyelidik dapat menyimpulkan bahawa harga makanan adalah peranan penting yang mempengaruhi niat untuk mengunjungi pelancongan gastronomi dan diikuti dengan persembahan makanan dan yang terakhir adalah suasana yang mempengaruhi niat untuk mengunjungi pelancongan gastronomi. Beberapa cadangan disebut untuk penyelidik masa depan. Melalui kajian ini, sektor pelancongan gastronomi dapat mengembangkan pasarannya di Malaysia dan juga di seluruh dunia.

Kata kunci: pelancongan gastronomi, harga makanan, persembahan makanan, suasana, niat untuk dikunjung

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

Chapter 1 would consist of the background of study in gastronomy tourism, problem statement that researchers search the issues, while research objectives that easy to understand the purpose of the research. Then, research questions and significance of the study, Finally, the definition of terms will explain the meaning of food price, food presentation, ambience and close by summarizing this chapter.

1.2   BACKGROUND OF THE STUDY

One of the main contributors to the Malaysian economy is the tourism industry. In 2019, compared with 25.8 million tourists in 2018, Malaysia received 26.1 million tourists (Tourism Malaysia, 2020). In 2019, tourist receipts increased by 2.38 percent, adding RM86.1 billion to the government's revenue, compared to RM84.1 billion in 2018 (Tourism Malaysia, 2020). In 2020, Malaysia received 4.3 million tourists compared with 2019. However, tourists' receipts decreased by 85.25 percent, which is RM12.7 billion to the government's revenue in 2020 compared to 2019 (Tourism Malaysia, 2020). Overall, domestic tourism in Malaysia has resulted in steady growth, with 221.3 million domestic tourists in 2018 and a 7.7 percent growth compared to 2017 (Department of Statistics Malaysia,2019). Meanwhile, domestic tourism's total expenditure was a whopping RM

92.561 million, compared to the previous year, with a growth of 11.4 percent in 2018. Besides, domestic tourists' spending on food and beverages accounted for 13.7 percent of tourism expenditure.

According to Hanif and Zuliah (2017). The Ministry of Tourism and Culture developed the tagline, "Malaysia Truly Asia," to draw more visitors to visit Malaysia, promoting popular tourist sites, food, shopping places, and modern and traditional Malaysian festivals. In addition to providing information on the tourist destinations located in Malaysia's capital city, Tourism Malaysia also provides popular destinations in each state in Malaysia. Kelantan is a Malaysian state on the eastern coast of peninsular Malaysia, renowned for its cultural heritage and natural environment, which has led to the growth of the tourism industry in this state (Hanif Hanan & Zuliah Abd Hamid, 2017). Besides, tourism in Kelantan is the second most important industry, accounting for about 30 percent of the state's gross domestic income. (Soo, Chai & Sulaika, 2020). In Malaysia, local cuisine needs to play a vital role in marketing efforts to promote a tourist destination and be recognized as an essential tourism commodity and experience (Jalis, 2017). Malaysia's tourism industry contributes RM82.2 billion to its income, making it the second most visited South East Asian country after Thailand.

Tourism Malaysia maintains that multiculturalism has made Malaysia a gastronomic paradise and host to hundreds of vibrant festivals (Tourism Malaysia 2019). According to the World Tourism Global Study on Food Tourism Organization, average visitors spend about a third of their holiday budgets on food and drink (Coppola, 2016). It reveals the extent to which this sector participates in the visitor's in-destination experience. The Ontario Culinary Tourism Alliance (OCTA) claims that culinary tourism "includes any tourism experience in

which a person learns about, appreciates, consumes or spoils in food and drink that reflects the local cuisine, heritage, or culture of a place."

Gastronomic tourism can be characterized as archers' tourism, where the prospect of remarkable familiarity with food and drinks contributes significantly to motivation and actions. (Asyraf Bin Mohd Noor, 2018). It may be seen as a critical marketing plan and how traditional or non-traditionally prominent environments for quality food and wine distinguish its significance (Asyraf Bin Mohd Noor, 2018). It also refers to trips to destinations where the critical driving factors for travel are local food and drinks. Customers travel to places to eat and drink unique (usually local) items. (Som et al., 2020). Tourists are eager to know, learn and understand how people of different races can live under one roof and allow their cultures to blend and experience and learn about various cultures through the taste and sharing of local food. This research's critical significance and importance is the connection between the role of national heritage food and the improvement of gastronomy tourism in Malaysia (Som et al.,2020).

Gastronomy is characterized as collecting, preparing, presenting, and tasting quality food and beverages in the simplest terms (Akmese, Kadriye & Ateş, Alper & Sunar, Halil, 2019). In gastronomy tourism, the key motive is to experience a local taste on the spot (Çavuşoğlu and Çavuşoğlu, 2018. 639). Recently, the demand for tourism has changed dramatically. Hence, the reasons should be taken into account as the demand for tourism is a matter of pull and push factors, in which pull factors are used to define the choice of destination and push factors are used to define the urge to travel (Güzel, Berrin, 2016). Today, gastronomy tourism has become an essential feature of tourism, attracting foreign visitors. Many destinations use food as a source of attraction in their tourism marketing to distinguish

themselves and expand their market base (Güzel, Berrin, 2016). Food tourism has become a vital part of the growth of tourist destinations.

The destination's impression comes from the photographs created in the minds of tourists, based on prior visits or third-party recommendations on the quality of food served at the tourist destination (Hanif Hanan & Zuliah Abd Hamid, 2017). Tourists increasingly demand the highest level of services, especially concerning quality food and hospitality (Hanif Hanan & Zuliah Abd Hamid, 2017). However, to entertain their target market, food producers should practice international requirements to sell their food as a whole (Hanif Hanan & Zuliah Abd Hamid, 2017).

Price is another significant factor in generating desirable food expectations and settling on a restaurant (Som et al., 2020). Besides, it has been shown that essential and beneficial associations between price and perception of consumer food have been found (Som et al., 2020). In comparison, if the price of the food eaten is comparatively high, if it is due to satisfactory quality, fresh ingredients, and hygienic reasons, this perception would be negative. The high price of food choices found at a destination can influence its reputation and decrease the level of satisfaction of tourists (Som et al., 2020).

1.3 PROBLEM STATEMENTS

Gastronomy tourism plays a vital role in contributing to national income and country development. The global demand for culinary tourism in 2020 was valued at $1,223.56 billion and is likely to have a $1,796.5 billion market value by 2027, with a CAGR of 16.8 percent from 2020 to 2027. Increases in government activities to help the tourism industry are driving the growth of culinary tourism. Malaysia's traditional food is viewed as a fusion that combines cultural code. Therefore, Chinese, Indian, and Malay ethnic communities greatly influence Malaysia's distinctive details and food types.

Besides, Malaysian Heritage Food's contribution to cultural values is still in its infancy (Omar et al., 2015). The majority of tourists come to Malaysia for the beautiful landscape, beautiful beaches, and picturesque scenery, not for the unique offering of heritage food (Omar et al., 2015). Malaysia is also a well-known food paradise, with a wide range of regional cuisines. Tourists travel to learn about the culture and sample the cuisine of the various countries they visit. Tourists may discover that they cannot learn about different food cultures in their home country (Omar et al., 2015). Many destinations use food as a source of attraction in their tourism marketing to distinguish themselves and expand their market base (Guzel & Berrin, 2016).

However, in a statement today, the agency under the Ministry of Tourism, Arts and Culture said Malaysia received fewer tourists per month between January and March of 2020 compared with the corresponding months of the previous year. Tourist arrivals dropped 36.8 percent to 4.23 million for the first quarter of 2020 (1Q) from the same time in 2019, according to statistics from Tourism Malaysia (Areeshya, 2020). Kota Bharu is the Kelantan state capital in Malaysia that has become the primary administration and business occasion.

The current metro area population of Kota Bharu in 2021 is 352,000, a 1.15% increase from 2020. Kota Bharu shows that the total population in Kelantan in 2020 is 1,459,994 (Department of Statistics Malaysia, 2020). Besides, several studies have been performed to examine a tourist's behavior using essential variables such as happiness, perceived value, and revisit purpose.

The travel industry in Kelantan is converging with a high change in traveller comings (Cheng et al., 2018). The major problem faced by the domestic tour operators is maintaining customer loyalty since there are many choices of foods available in the market. The contribution of Malaysian Heritage Food to cultural values is still under an imperfect condition (Omar, Karim, Bakar & Omar, 2015). Beautiful landscape, beautiful beaches, and picturesque scenery are the views of the majority of tourists toward Malaysia but not for the unique offering of heritage food (Omar et al., 2015). Moreover, Malaysia is a famous food paradise offering various types of local gastronomies. During the travel, tourists experience the culture instead of partaking in local states' lifestyle and experience the food. Tourists may find that they might not acquire different food cultures in their home state (Omar et al., 2015).

Furthermore, customers nowadays are more concerned about the environment when choosing a restaurant to dine in. The two aspects of cleanliness and ambient scent were the focus of this study. The restaurant's dining area's cleanliness is an essential factor influencing customers' decisions (Sienny & Serli, 2010).

1.4   RESEARCH OBJECTIVES

This research is to focus on achieving the following objectives:

1.   To examine the relationship between food price and the intention of tourists visit gastronomy tourism in Kelantan.

2.   To examine the relationship between food presentation and the intention of tourists visits gastronomy tourism in Kelantan.

3.   To examine the relationship between ambience and the intention of tourists visit gastronomy tourism in Kelantan.

1.5   RESEARCH QUESTION

To complete this research project, some critical questions have been posted towards the finding and direction. The research to determine food price, food presentation, and ambience affects tourists visiting gastronomy tourism in Kelantan. The questions asked in this research are as follow:

1.   What is the relationship between the food price and the intention of tourists visit gastronomy tourism in Kelantan?

2.   What is the relationship between the food presentation and the intention of tourists visit gastronomy tourism in Kelantan?

3.   What is the relationship between the ambience and the intention of tourists visit gastronomy tourism in Kelantan?

1.6   SIGNIFICANCE OF STUDY

This research contributes to the improvement of education in gastronomy tourism in Kelantan. Meanwhile, the study of the intention of tourists to visit gastronomy tourism in Kelantan will be beneficial for the following researchers to explore more in the future. Hence, this industry could get benefits to expand the market in Malaysia and around the world.

Moreover, this research will show the relationship between the food price, food presentation, and ambience that influence tourists' intention to visit gastronomy tourism in Kelantan. The gastronomy tourism market can let the travel planners more understand their market. Besides, the information could also assist the government, which can improve the tourism attraction programs in promoting gastronomy tourism to generate more revenues as it plays an essential role in Malaysia's economy. To future tourists may gain benefits from this research provide guidance and helpful information to know the factor of the intention of visit gastronomy tourism in Kelantan.

Lastly, this research could help travel agencies and organizations determine their target market and create a newer and more unique gastronomy tourism concept to start their business. Besides, this study can determine visitors' attractiveness to gastronomy tourism in Kelantan, which can help travel planners develop strategies to attract customers. Due to this fact, it can also provide effective enhancement to the sustainability of gastronomy tourism.

1.7   DEFINITION OF TERMS

1.7.1   FOOD PRICE

Price is the amount of money being charged for purchasing a product or service (Claessens, 2015). Price is the value of the weight, finite quantity, or another measure of the purchased goods or services. The consideration given in the exchange transferring the ownership, price forms the crucial basis of commercial transactions (Dictionary, 2019). The quality of the tourism product is determined by the value of the daily price spent on holiday, including food. With their happiness and behavioural intentions, the relationship between how much tourists have to pay for food was discovered. It illustrates that fairness in pricing critically affects tourists' satisfaction. (Nguten, 2019)

1.7.2   FOOD PRESENTATION

According to Macdoughall in Encyclopedia of Food Science and Nutrition (2013), the most significant characteristic of any food appearance is its colour, particularly when it is frankly related to other food quality attributes. For instance, the change during food spoils or becomes stale such as the ripening of fruit or the loss in colour feature. In explaining tourists' purpose to visit a destination and their satisfaction with their food and travel experiences, the mental food image is a necessary construct. (Lai et al., 2018) Food tourism has recently gained more attention in academia. e.g., (De Jong, 2017) (Tsai, 2016). The definition of food

image has been conceptualized as a multidimensional construct in literature. Scholars have made many attempts to analyze the underlying variables of the picture of the destination food.

1.7.3 AMBIENCE

Ambience covers various food types and items that affect people as they go through their everyday lives (Turner, 2017). The standard of the service refers to the features, attributes, and service conditions that meet the price of the food (Serhan, 2019). The ANH-FEEC describes the food ecosystem as the interface between the procurement and use of food and the broader food system, encompassing supply, accessibility, affordability, desirability, comfort, marketing, and food sources and goods (Turner, 2017). The perceptions of tourists of destinations with proven global culinary heritage (e.g., Italy, France) are affected by their renowned gastronomic offerings, stressing the consistency, sophistication, and competence of actors and experiences (Choe JYJ and Kim SS, 2018).

1.7.4 INTENTION OF TOURISTS TO VISIT GASTRONOMY TOURISM IN KELANTAN

Based on the study conducted by Kim and Kwon (2018), visit intention representing a tourist's plan for future travel behaviour. This intention to visit has been studied in tourism research for its signal of customer loyalty. Kelantan is known as the Cradle of Malaya culture. It is renowned for its distinctive cultural heritage, natural habitats, and unparalleled local hospitality, including fantastic food that

10

influences tourism growth in the province (Hanan, 2017). Food tourism can be a catalyst that encourages a tourist destination and can also create a picture of its destination (Hanan, 2017).

1.8   SUMMARY

Based on this chapter, the researchers explained the reason for the research by presenting the research objective and research questions that answer the finding and discussion. This research aims to determine the relationship factor food price, food presentation, and ambience affect tourists visiting gastronomy tourism in Kelantan.

11

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

This chapter discusses the review of the literature and the definition of variables related to this study. This study consists of two variables which are independent and dependent. Food price, food presentation, and ambience as independent variables, while tourists visit gastronomy tourism in Kelantan as dependent variables. Besides that, this chapter discusses the conceptual framework, hypothesis and is closed by summarising this chapter.

2.2   CONTEXT OF GASTRONOMY SECTOR

2.2.1   GASTRONOMY TOURISM

Gastronomy is etymologically derived from two Greek words: gastro, stomach, nomos, meaning rule or regulation. Therefore, gastronomy applies to eating and drinking laws or guidelines and may be extrapolated to provide advice and instructions on what to eat and drink, how, where, where, in what combinations, and ways. Contemporary gastronomy can be defined as "reflective eating and cooking and preparing, producing and presenting food in general, maintaining the link with excellence." Unlike other travel activities and attractions, gastronomy can be seen as

an art form that satisfies all five human senses: vision, touch, hearing, taste, and smell (Richard C.Y. Chang & Mak, A. H., 2018). At the same time, there has been little research on food tourism, the growth, and the development of gastronomy. However, there are many ways in which a gastro-tourist can participate sustainably. It could be considered that sustainable gastronomy tourism focuses on the use of locally grown products, which is all the better whether the products are organic or otherwise manufactured or caught locally or traditionally.

2.2.2   GASTRONOMY FOOD

In particular, local food is used as customs and iconic items for the particular region (Bessiere, 1998). However, food is a critical weapon for anti-globalization in local environments (Everett & Aitchison, 2018). Many destination marketing organizations (DMOs) and national tourism organizations (NTOs) have tried to build a distinctive and appealing gastronomic picture (from now on abbreviated as GI) to boost the differentiation and attractiveness of their destinations to capitalize on this trend (Richard C.Y. Chang & Athena H.N. Mak, 2018). Gastronomy may also be a significant conduit for tourists to appreciate a destination's local culture. It adds that tourists will encounter five aspects of' Otherness': history, time, ethos/religion, area, and socio-economic class (Richard C.Y. Chang & Athena H.N. Mak, 2018). Food can be considered one of the new tourism forms, no matter how expensive it is (Everett & Aitchison, 2018).

2.2.3 GASTRONOMY CULTURE

Gastronomy is the study of the link between food and culture, the art of preparing and serving rich or delicate and delicious food, the region's style of cooking, and the science of good food. As designated by the UN, Sustainable Gastronomy Day is being celebrated worldwide for the first time. The celebration celebrates gastronomy as a spiritual expression linked to the world's natural and cultural diversity. It also reaffirms that participants and key enablers of sustainable development are both cultures and civilizations. It also stresses the need to concentrate the world's attention on the role that sustainable gastronomy can play in achieving the Sustainable Development Goals by promoting agricultural development, food protection, nutrition, sustainable food production, and biodiversity conservation, owing to its interconnections with the three dimensions of sustainable development. (Abhishek, 2019)

2.3   PHENOMENON OF KELANTAN CULTURE

Kelantan is a state that is rich in natural and human-made attractions which can draw attention from local and foreign tourists. Attractions always become very special, such as *Pasar Siti Khadijah, Pantai Cahaya Bulan, Pantai Irama, Wat Phothivihan,* and many more. Besides that, Kelantan is a state rich in cultural and traditional values that become a point for a slogan called *'Cradle of Malay Culture*. One of the most famous traditions in Kelantan is *Wayang kulit* which contained particular elements that facilitated the well-rounded portrayal of the history, tradition, evolution, and current practice of the art forms. Besides that, a dance-

drama with pre-Islamic roots focused on the specific tradition of *mak yong* is the famous dance that was once banned until it regained its home territory after two decades. *Mak Yong* a healing ritual for those experiencing physical and spiritual suffering dances. For example, such rituals are viewed as fostering a bridge to the spiritual world, leading to contestation in the increasingly conservative and scripture-based Islamic climate today in the state of Kelantan.

However, Kelantan is also rich in local cuisine that becomes a symbol for Kelantan people, such as *budu, nasi kerabu, nasi dagang, kuih akok, ulam-ulaman,* and many more. Nasi kerabu is Kelantan's most outwardly visually and exciting dish. In the late many years, it has gone from basic kampung folk fare along the east coast and northern states to a radiant dish delighted in by urbanites around the nation. The dish is among the Kelantanese Peranakans and Chinese foreigners who showed up in the 15th century who wedded local women and produced an attractive, localised lifestyle and dishes. A total *nasi kerabu* is a dish that includes different segments such as the rice, spice serving herb salad, a coconut and fish relish, a hot sambal sauce or two and different mixture, each an exact formula all alone, somehow managed to make them from scratch. *Nasi kerabu* is also served with salted duck egg, keropok ikan (fish wafer), solok lada (stuffed green chilli), and fried fish or chicken. (The Star, 2016)

Despite the growing number of visitors visiting tourist destinations in Kelantan, there is still minimal research and data on the cultural representation of Kelantan that is inclusive of both destination and food image. The trademark of promoting tourism destinations in Kelantan as the 'cradle of Malay culture' creates it as representing this state.

15

2.4   FACTORS THAT DETERMINE TOURISTS TRAVEL INTENTION FOR GASTRONOMY TOURISM IN KELANTAN

2.4.1   FOOD PRICE

In this study, the researchers discover the factors that influence the intention of tourists to visit gastronomy tourism in Kelantan. Food price is one of the most important elements that tourists remark about the intention of tourists to visit gastronomy tourism in Kelantan. According to Collins English Dictionary (2020), the prices that consumers are charged for food. The urban poor were rioting about food prices.

Next, prices have a positive effect on purchasing decisions made by consumers directly (Firdausy,2017). In purchasing decisions, price directly affects consumers to decide to make purchases—however, brand image mediating price to purchase decisions. Pricing is a primary marketing component. A suitable pricing strategy depends on a business or organisation's short-term and long-term goals, together with the strengths and weaknesses in some markets. Increased food prices have been both favorable and poor for emerging economies. Increased global commodity prices have led to higher trade and current account surpluses. However, food prices have also resulted in a higher food balance of trade deficit for net food importers (Department of Statistic Malaysia, 2021).

Food prices affect everyone, but the degree of hardship for particular populations depends on five factors: the level of income, the goods that make up the population's consumption basket, whether they are net food vendors or consumers,

the share of food in total expenditure, and the degree of price transmission from world markets to local markets. Food price does affect the food choices were based on research by Jamie Ducharme 2017, 30 per cent that relationship between food pricing and purchasing decision of the studies In Marketing Mix (4Ps), which also includes promotion, place, and product, price is one of the factors which the business or organizations will look into.

Besides, prices are an important factor in the choice of food, particularly for low-income consumers. Consumers with low incomes were substantially more aware of value and price than consumers with higher incomes. According to customers, the most appealing tactics were to eliminate healthy food more frequently and to apply a lower VAT rate (Value Added Tax) to healthy food. Low-income consumers differ in their preferences for pricing strategies. All these elements will be discovered in the factors that influence the intention of tourists to visit gastronomy tourism in Kelantan.

2.4.2 FOOD PRESENTATION

The idea of culture, which relates to how food is prepared and consumed, along with traditions, tradition, heritage, religion, race, local culture, and the variety of authentic and trendy culinary experiences, is also expressed in the picture of food and cuisine (Mun et al., 2017). The presentation of food is the art of organising, decorating, refining, changing, or food to maximize its cosmetic beauty.

In various stages of food preparation, chefs typically consider the visual appearance of food, from the way meats, are sewn or bonded to the cutting method

for slicing and chopping vegetables or meats to the cutting method for slicing and chopping vegetables or meats.

Food presentation is the art of arranging, decorating, processing, and modifying food to improve its aesthetic appeal is known as foo appearance. The colour is a synthetic or artificial colour to deliver desirable sensory characteristics. Colour plays a crucial role in food presentation (Hou et al., 2018). Presenting images along with food names on menus is a common practice in the restaurant industry.

However, it is not clear whether adding images to menus always contributes to beneficial results. In addition, as more restaurant practitioners are developing vague names for their dishes, it is helpful to research how photographs of different types of food names affect consumer perceptions and behavioral outcomes.

In the current research, we investigate the common impact of images, food names, and information processing types on customer perceptions, willingness to pay, and purchasing intentions (Hou et al., 2018).

2.4.3   AMBIENCE

The restaurant industry pays close attention to the spatial layout of a restaurant. The restaurant's furniture is designed, and its distance and sizes fall under the spatial layout category. The aim of opening a restaurant is to provide customers with high-quality food and a variety of options. They expect restaurants to provide them with a welcoming, high-quality environment. The personal physical food environment domain contains various endogenous dimensions, including food accessibility, availability, comfort, and desirability (Turner et al., 2017).

The research tested a variety of different factors that are known to affect gastronomic identity. The dominant factors in the environment involve geography and climate, which in turn affect agricultural products that are the availability and adaptability of new products brought on by patterns, fashion, or demand stemming from increased travel. The display of local heritage artifacts in restaurants reflects the culture of the destination and community and encourages guest satisfaction (Hendijani, 2016). Cultural elements include faith, history, degree cultural diversity, inventions, skills, cultures, beliefs, and values. The tourist industry is not just the climate that is also influenced by cultural, culinary heritage.

Tourism is a way to foster values and customs. Gastronomy requires everything from advice to guidance. According to Farias (2014), it is the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability. However, there is a significant climate effect on its own, and historical events can interact with each other with the newly implemented ecosystem to build Indigenous and popular goods adaptation of goods in a particular climate region. According to Demet Tuzunkan and Asli Albayrak. (2015), the ambience conditions in restaurants include the background characteristics of the restaurant environment such as interior decoration, exterior appearance, room temperature, lighting, music, noise, and odour.

The Modern Conceptualization of the globalisation of the food market hides the dynamic and heterogeneous essence of food processing, food production characteristics of allocation, and use of food in the sense of The World Economy (Anna, 2020).

2.5 INTENTION OF TOURISTS VISIT GASTRONOMY TOURISM IN KELANTAN

An intention is a thought or plan of what you will do. It also can be defined what you expect or plan to do; your point. The intention is characterized by how hard people are eager to attempt and how much determination they intend to use to perform an attitude (Oxford Learner's Dictionaries', 2020). As indicated by the Oxford Learner's Dictionaries (2020), gastronomy is characterized as the craftsmanship or study of good eating culinary traditions. It also refers to the style of the art and practice of preparing food and eating great food.

Gastronomy tourism can be characterized as visiting primary and secondary food suppliers, restaurants, food festivals, and specific locations to experience and taste food belonging to specific food processing regions as a primary motivating factor for travel (Hanan, 2017). Gastronomic tourism describes the wider view of food tourism. (Hanan, 2017). Gastronomic tourism can be defined as a type of tourism based on food and beverage, gastronomic specialities consisting of food and drink specializing in a country, an area, a restaurant, or a particular cook also argued that gastronomic tourism, or food and wine tourism, applies to travel and tourism motives, at least in part, due to the particular interest in food and drink, food and drink.

With that statement, it can be described as 'travel in search of, enjoy, prepare food and drinks,' which includes 'all unforgettable and unique gastronomic experiences (Hanan, 2017). Over the last few years, researchers have seen a phenomenon in which expanding interest in food has driven the connection between gastronomy and the travel industry to develop towards new models, offering rise to another travel industry section, that of gastronomy tourism. (UNWTO, 2020).

As indicated by Ismail (2016), the image of Kelantan is still seen as the ecotourism destination even though the advertising about the uniqueness of Kelantan has been done to promote and draw attention among the tourists to visit Kelantan. It has led to the purpose of introducing cultural tourism, including food tourism. However, this does not imply that Kelantan food is not mainstream enough to recommend to the world. Kelantan has been centred less, even though it is still seen as one of the ecotourism destinations rather than gastronomy tourism. However, Kelantan is rich with variations of heritage and traditional food that continue until today. Furthermore, the study on food image and food tourism is overlooked and considered insignificant by the researchers.

In the meantime, local people who are already familiar with Kelantan food will recommend Kelantan cuisine to foreigners. The influences of the factors become a reason why local people are so familiar with Kelantan cuisine. Therefore, this research aims to define the factors that could be a major reason why tourists always visit Kelantan to experience their cuisine.

2.5.1 RELATIONSHIP BETWEEN FOOD PRICE AND THE INTENTION OF TOURISTS VISITING GASTRONOMY TOURISM IN KELANTAN

Price is another critical functional dimension that confirms that they ultimately take price and quality into account when customers purchase goods and services. Value-conscious customers who believe that Hong Kong tea restaurants have good value for money build positive attitudes towards the local food served by such restaurants and happy consumers (A Rousta & D Jamshidi, 2019).

2.5.2 RELATIONSHIP OF FOOD PRESENTATION AND THE INTENTION OF TOURISTS VISITING GASTRONOMY TOURISM IN KELANTAN

Despite the increasing attention of researchers, there is no consensus on the determinants of the food picture. Food image studies take either a host or a visitor perspective and try to understand the dynamic existence of the food image as being socio-cultural and multi-stakeholder, such as host versus guest and various consumer segments. Cognitive food picture is an effective tool to clarify the purpose of tourists to visit a destination (Lai, M. Y., Wang, Y., & Khoo-Lattimore, C., 2020). The Destination Image Literature (DI) emphasises that image research seeks to audit expectations established in tourists' minds and recognise unique image attributes that significantly affect local impressions (Lai, M. Y., Wang, Y., & Khoo-Lattimore, C., 2020). Due to its effect on both the supply and demand aspects of marketing, the DI definition has long been seen as key to the growth of tourism and the success of destination marketing (Lai, M. Y., Wang, Y., & Khoo-Lattimore, C., 2020).

To the tourists, image is a key building block in perceived attractiveness and efficiency, the process of destination selection, and behavioural intention (Lai, M. Y., Wang, Y., & Khoo-Lattimore, C., 2020).

22

2.5.3 RELATIONSHIP OF AMBIENCE AND THE INTENTION OF TOURISTS VISITING GASTRONOMY TOURISM IN KELANTAN

The ambience and behaviour occur within the sense of the sensory dimensions of perceived experiential meaning (Taheri et al., 2019), which include immediate, concrete cues to measure one's experiences. Studies show that the environment is essential in food tourism, creating value when novel, safe, and desirable to all consumers' senses. Yet, while the impact of the environment on food-related experiential value is known, few studies examine how past desires affect visitors' experiences in this context (Taheri et al., 2020).

2.6 CONCEPTUAL FRAMEWORK

Based on the literature review, the conceptual framework had included four independent variables (IV) and one dependent variable (DV). Therefore, independent variables have been determined in this study: food price, food presentation, and ambience; meanwhile, the dependent variable is tourists visiting gastronomy tourism in Kelantan. The conceptual framework shows the relationship between food price, food presentation, ambience, and the intention of tourists visiting gastronomy tourism in Kelantan. Figure 2.1 is shown as below:

Independent Variables

Dependent Variables

Food price

H1

Food presentation

H2

Ambience

H3

Intention of tourists visiting gastronomy tourism in Kelantan
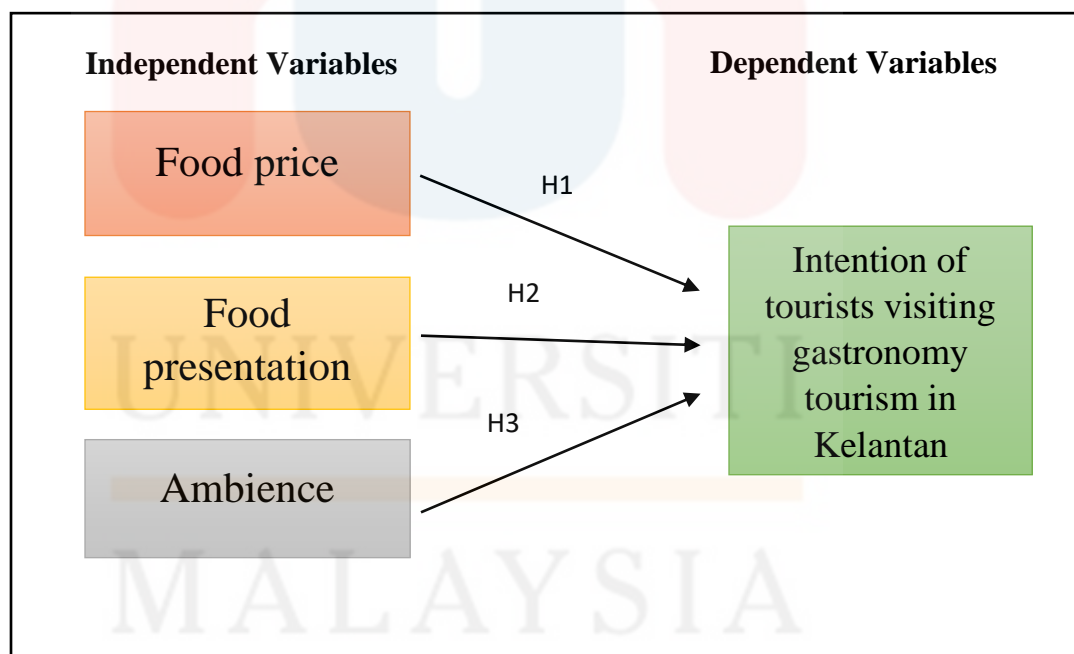
Figure 2.1: Conceptual Framework

(Claessens M. , 2015, Corradini, 2019, Dipesh Karki, 2018)

24

2.7 HYPOTHESIS

The research hypothesis is based on the independent variables like food price, food presentation, and ambience, which affect tourists visiting gastronomy tourism in Kelantan. Based on the literature review discussed and the research question, the hypothesis of this study is summarized in the following manner.

H1

There is a significant relationship between food price and tourists' intention to visit gastronomy tourism in Kelantan.

H2

There is a significant relationship between food presentation and the tourists' intention for visiting gastronomy tourism in Kelantan.

H3

There is a significant relationship between the ambience and tourists' intention to visit gastronomy tourism in Kelantan.

2.8 SUMMARY

To be summarized for this chapter, the literature mainly focuses on the independent variables and dependent variables. Variables are things that can be measured, controlled, or manipulated in an investigation. Literature mainly focuses on the independent variables and dependent variables.

CHAPTER 3

RESEARCH METHODOLOGY

3.1   INTRODUCTION

This chapter is about research methodology. It will elaborate on the research design used to carry out this research, target population, sample size, sampling method, data collection, research instrument, data analysis, and the summary of this chapter. In short, this part clarifies the technique adopted by this research.

3.2   RESEARCH DESIGN

Interdisciplinary research design begins with the conceptual design, which discusses at the conceptual level the 'why' and 'what' of a research project to determine the common objectives that are essential to interdisciplinary collaboration (Tobi, 2018). The conceptual design is referred to as the conceptual framework work, which includes the research objective, including what the research is to accomplish, the theory or theories central to the research project. The research questions include what information is to be generated and the partial operationalization of constructs and concepts measured or documented during execution.

Research design is to ensure the validity, reliability, and accuracy of the research. In other words, it is a framework of research methods that will assist researchers in analysing data in research. This research uses a quantitative research strategy because there will be

numeric data, continuous and distinct. Quantitative data is known as the numerical form. Typically, the following are the general types of quantitative data: sensors, counts, measurements, calculations, quantification, estimates, and prediction.

This research was conducted by using a quantitative descriptive research design. Hence, the researchers want to determine the intention of tourists to visit gastronomy tourism in Kelantan. Therefore, the quantitative description method will be used to gain all the data through a questionnaire.

3.3   TARGET POPULATION

The target population of this research is tourists who had experienced visit gastronomy tourism in Kelantan. Kelantan is known as a state that is rich in various traditional foods and Malay culture. Besides that, traditional food in Kelantan seems more familiar among local people, and Kelantan can be seen as the development of food tourism.

According to the Department of Statistics Malaysia, the total population in Malaysia is estimated at 32.7 million. The total population includes Bumiputera, Chinese, Indian, others, and non-Malaysian. 5.3 million tourists were visiting Kelantan. Hence, this research that targets customer is tourists who had experienced to visit gastronomy tourism in Kelantan.

3.4   SAMPLE SIZE

Sample size can be defined as the interpretation drawn from a population. According to Table 3.1 by Krejcie & Morgan (1970), as the population of tourists visiting Kelantan exceeds 100,000, the researchers will use 384 samples which is the maximum data in the sample size. Besides that, the researcher uses the population of tourists visiting Kelantan because it is convenient for the researcher to gain the data from respondents who had experienced visiting gastronomy tourism in Kelantan and know factors that determine tourists' intention.

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

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.1: Table for Determining Sample Size from A Given Population

Source : (Krejcie & Morgan,1970)

3.5   SAMPLING METHOD

Sampling methods are group into two categories as probability and non-probability (Alvi, 2014). Probability sampling methods include random sampling, systematic sampling, and stratified sampling. In non-probability methods, it includes convenience sampling, judgment sampling, and quota sampling.

In this research, researchers used the non-probability method, which is the convenience sampling method. This method is closet with live persons as respondents. The researcher can choose anyone to be the respondent. With this non-probability sampling method, whoever encounters a researcher is eligible to be a part of the respondents that the researcher can easily use (Showkat & Parveen, 2017).

3.6   DATA COLLECTION PROCEDURE

The data collection procedure is focusing on collecting the relevant data resources. Meanwhile, the collection of data consists of two categories which are primary data and secondary data. According to Staphanie (July 31, 2018), researchers collect primary data from first-hand sources, using methods like surveys, interviews, or experiments. For the secondary data collected from sources that have already been published in any form. Secondary data sources are books, newspapers, internet articles, a research article by other researchers (journals), a database, and recorded data used by the researcher. The researcher is most using journals to find the literature review. For the journal, the researcher uses journals that focus on the factor that led to obesity also other websites using.

In this research, interviews, and survey are not suitable because the large sample size is 384. To determine tourists' intention to visit gastronomy tourism in Kelantan, the researchers will use questionnaires to collect the data. The questionnaire will be separated into sections A, section B, and section C. However, the researchers ensure the respondents' data from respondents who had experienced visiting gastronomy tourism in Kelantan. The questionnaire was designed using Google Form and shared through social media such as WhatsApp, Instagram, and Facebook to the whole of Malaysia. Using Google Form and social media, the researchers could get the respondents from whole Peninsular Malaysia and even East Malaysia.

3.7   RESEARCH INSTRUMENT

Research instruments are assessment tools, such as questionnaires, measures, or scales, designed to help researchers collect data from research subjects on the issue of significance. The research instrument requires details such as the population involved, the objective of the instrument, and the calculated variables. Researchers can use various tests for their studies, such as surveys, case studies, or questionnaires, depending on the research's nature (Umoh, 2019).

For this research, the questionnaire is likely to be answered by different types of respondents. Hence, this questionnaire will be provided with two English and Malay languages to make it simpler to understand for the respondent. The questionnaire is divided into three sections (Section A, Section B, and Section C). Section A addressed the population segmentation. The demographic profile is a consumer segment focused on the respondents' age, gender, religion, race, and education (Gigli, 2018). Section B concentrated on all the

independent variables: food price, food presentation, and ambience supported by the researchers. Section C addressed the dependent variable that is the intention of tourists to visit gastronomy tourism in Kelantan. The questionnaires' structure in section A uses nominal an interval scale while section B and section C use the 5-points Likert scale as a question to the respondent. This instrument can measure the level of agreement for respondents, including strongly agree, agree, neutral, disagree, and strongly disagree.

Table 3.1 Likert scale

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Table 3.2 Research Instruments

Section	Variables	Item
A	Demographic profile	9
B	Independent Variable Food Price Food Presentation Ambience	 5 5 5
C	Dependent Variable Factors that determine the intention of tourists visit the gastronomy tourism in Kelantan	 5

3.8 DATA ANALYSIS

According to LeCompte and Schensul, research data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense. Data analysis can also be defined as an activity undertaken to transform data from research into new information. Besides that, data analysis aims to interpret the data to understand and then come out with conclusions. Data analysis is derived from a sample that is generally based on hypothesis testing or hypothesis.

In this study, the researchers generated the data using Statistical Package for the Social Sciences (SPSS) after collecting the questionnaires from the respondents. According to Jason Thomes (2018), SPSS is revolutionary software that helps process critical data in simple steps. SPSS Statistics is a software package for logical batch and non-batch statistical analysis. This software is one of the most popular statistical software packages to perform highly complex data processing and simple instructions. Meanwhile, this could collect almost any kind of folder to create tabulated reports, including charts and plots of distribution. This research will be done using descriptive statistics, reliability tests, and Pearson's correlation coefficient to analyze the data.

3.8.1 DESCRIPTIVE STATISTIC

Descriptive analysis is defined as putting the information of data in a simpler and convenient method in research. It is also used to present quantitative descriptions in a manageable form. The simple graphical analysis enables the reader to understand

better the data information presented. Therefore, the descriptive analysis will describe the demographic profile such as the percentage, frequency, mean and average mean of the respondents. Several graphs represent the data, which are bar chart, pie chart, and histogram. Consequently, the ranking of the data can be easily differentiated and clearly understood by the nominal scale.

3.8.2   RELIABILITY TEST

The reliability test is used to measure in this research to ensure data consistency and stability. Reliability of measures indicates the stability of the instrument and consistency in concept measurement (Sekaran, 2003). Reliability analysis provides a better view of how well the questionnaire items are positively connected with other variables. The most common measure of internal consistency is Cronbach's alpha. It is most commonly used when having multiple Likert questions in a questionnaire that form a scale and determine if it is reliable.

In addition, the values of the reliability coefficients range are between 0 and 1.0. A coefficient of 0 means no reliability, and a coefficient of 1.0 means perfect reliability. Since all tests have errors, the reliability coefficients will never reach 1.0. According to Nunally and Bernstain (1994), the acceptance range for alpha value estimates from between 0.7 to 0.8. The range of Cronbach's alpha is shown as below:

Table 3.3: Rule 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)

3.8.3 PILOT TEST

The pilot test is a preliminary test distributed into a small-scale trial to test the reliability and effectiveness of the questionnaire. The pilot test also provides an opportunity to correct and reveal the potential problem in survey questionnaires. The questionnaires are distributed to 30 respondents who match the Malaysian traveller criteria for pilot testing.

In this study, all collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). SPSS is software for editing and analyzing all sorts of data. The researcher gets to test the level of understanding of respondents towards the questionnaire before distributing it to the study sample by carrying out a pilot test.

Table 3.4: Reliability Analysis for Variables

Variable	No of Item	Result of Cronbach's Alpha
FOOD PRICE	5	0.801
FOOD PRESENTATION	5	0.777
AMBIENCE	5	0.804
INTETION TO VISIT	3	0.661

The reliability analysis for the variable is shown in Table 3.4. The alpha coefficient of Cronbach shows the value indicated as very good at 0.801. Thus, the food price variable is accurate in the questionnaire and can be used for the research.

Reliability analysis for food presentation is shown the alpha coefficient of Cronbach, a value of 0.777, which is indicated as good. Therefore, the questionnaire is accurate and can be used for the study.

For ambience, the Cronbach's Alpha result was 0.804 for the question of this segment, which resulted as very good. Therefore, the questionnaire is reliable and can be used for the study.

The reliability analysis for intention to visit, the Alpha outcome of the Cronbach for the question in this segment was 0.661, which resulted in moderate results. Therefore, the questionnaire is accurate and can be used for the study.

3.8.4   PEARSON'S CORRELATION COEFFICIENT

Pearson's Correlation Coefficient is one of the critical analyses of collected data that can be used to measure the strength of the relationship between independent variables and dependent variables. Pearson's Correlation Coefficient knew the coefficient of correlation of the moment of the product. It's represented by r in a sample while the sample was taken from and characterized by π in the population. Moreover, the value ranges from -1 to +1. The correlation coefficient is +1 means that between two variables are a positive relationship. On the contrary, when the correlation coefficient is -1, there is a negative relationship between the two variables. There is no correlation between two variables when the correlation coefficient is 0.

Table 3.5: Strength Interval of Correlation Coefficient

Correlation Coefficient (r)	Strength of Relationship
(.90 to 1.0) or (-.90 to 1.0)	Very Strong
(.70 to .90) or (-.70 to -.90)	Strong
(.50 to .70) or (-.50 to -.70)	Medium
(.30 to .50) or (-.30 to -.50)	Weak
(.00 to .30) or (-.00 to -.30)	Very Weak

Source: Abgunbiade and Qgunyika, (2013)

36

3.9   SUMMARY

This chapter discussed the effective techniques to obtain to study the level of the intention of tourists visiting gastronomy tourism in Kelantan. Besides that, the researcher also explained the target population, sample size, sampling method, data collection, research instrument, and data analysis. To complete the study, the data collection results from questionnaires and data analysis will be interpreted in the next chapter. Thus, hopefully, all the information in this research is used in future research and helps related parties, especially the tourism industry, generate income and profit.

CHAPTER 4

DATA ANALYSIS

4.1   INTRODUCTION

This chapter presented data analysis of the factor that determines tourists' intention to visit gastronomy tourism in Kelantan. The data collection was conducted on 24 April 2021, it though online by using platforms such as Facebook and WhatsApp. Therefore, 302 responses for data analysis from the whole amount of 384 targeted respondents. However, after data cleaning 19 respondent has been removed. Three hundred two sets of questionnaires were usable for further analyses. This chapter includes frequency analysis, descriptive analysis, Pearson Correlation Coefficient analysis, and hypothesis testing. In this study, Statistical Package for the Social Sciences (SPSS) version 26 was used to analyse the data after data collection.

4.2   FREQUENCY ANALYSIS

Based on the findings that have been carried out, respondents' characteristics in this section include gender, age, race, marital status, occupation, monthly income, state, and frequency of visiting the gastronomy tourism in Kelantan. This will be shown in the table below.

4.2.1 GENDER

Table 4.1: Number of Respondents by Gender

Gender	Frequency(N)	Percent (%)	Cumulative Percent (%)
Male	161	53.3	53.3
Female	141	46.7	100.0
Total	302	100.0	
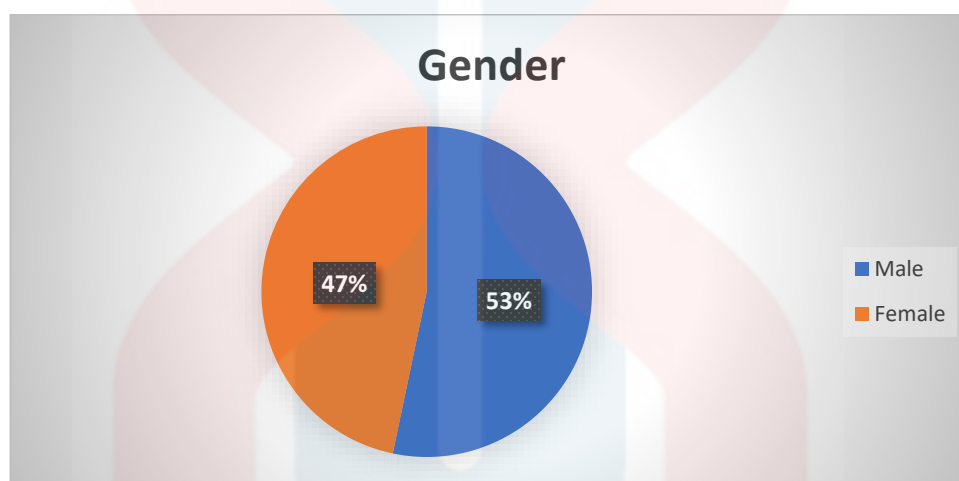
Figure 4.1: Percentage of Respondents by Gender

Table 4.1 and Figure 4.1 showed the respondents by gender. The total number of respondents for males is 161 respondents while the number of females was 141 respondents. Out of 302 respondents, 53 per cent of total respondents were male, and the remaining 47 per cent were female respondents involved in this study.

4.2.2 AGE

Table 4.2: Number of Respondents by Age

Age	Frequency (N)	Percent (%)	Cumulative Percent (%)
18 - 23	108	35.8	35.8
24 - 32	103	34.1	69.9
33 - 45	51	16.9	86.8
46 - 52	23	7.6	94.4
53 and above	17	5.6	100.0
Total	302	100.0	
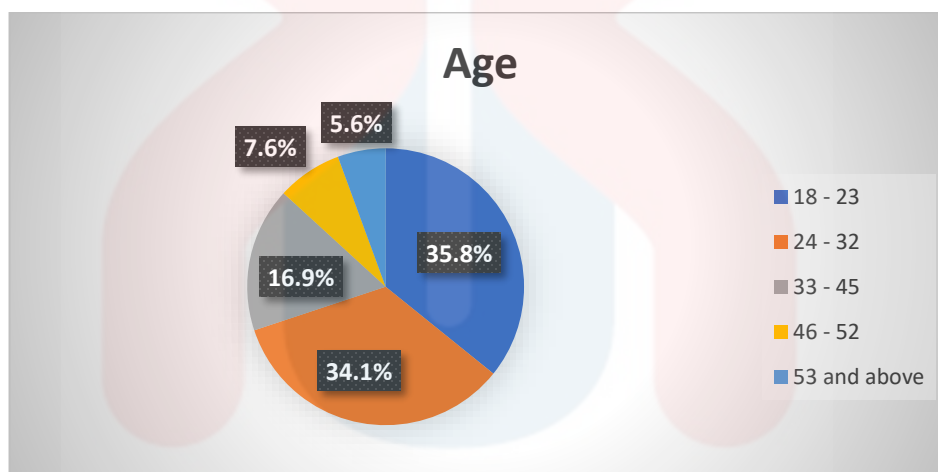
Figure 4.2: Percentage of Respondents by Age

Based on Table 4.2 and Figure 4.2, both of them show the different age ranges of respondents in this survey. Among these 302 respondents, the age group of 18-23 years old consists of 35.8% (108 respondents), followed by the majority of respondents between the ages of 24-32, which consist of 34.1% (103 respondents). Meanwhile, the age group of 33-45 years old and the following age group of 46-52 years old consist of 16.9% (51 respondents) and 7.6% (23 respondents). Lastly, 53 years old and above consist of 5.6% (17 respondents) from the total number of respondents.

40

4.2.3 RACE

Table 4.3: Number of Respondents by Race

Race	Frequency (N)	Percent (%)	Cumulative Percent (%)
Malay	118	39.1	39.1
Chinese	90	29.8	68.9
Indian	78	25.8	94.7
Others	16	5.3	100.0
Total	302	100.0	
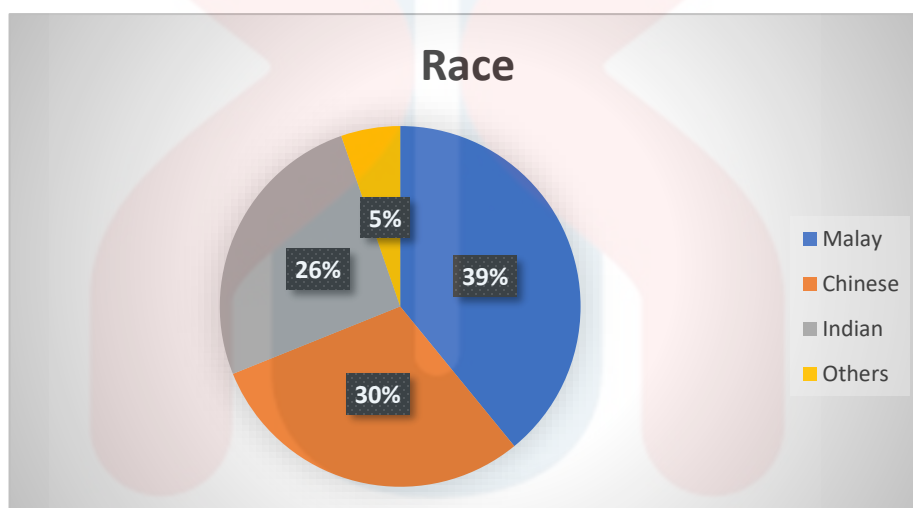
Figure 4.3: Percentage of Respondents by Race

The number and percentage of respondents are shown based on race in Table 4.3 and Figure 4.3. One hundred and eighteen respondents were Malay, 90 respondents were Chinese, 78 respondents were Indian, and 16 respondents were other races. From the figure above, Malay respondents consisted of 39.1%, the highest rate of respondents. For Chinese and Indian respondents were 29.8% and 25.8%. Meanwhile, the lowest percentage of race is others which is 5.3%.

41

4.2.4 MARITAL STATUS

Table 4.4: Number of Respondents by Marital Status

Marital Status	Frequency (N)	Percent (%)	Cumulative Percent (%)
Single	202	66.9	66.9
Married	100	33.1	100.0
Total	302	100.0	
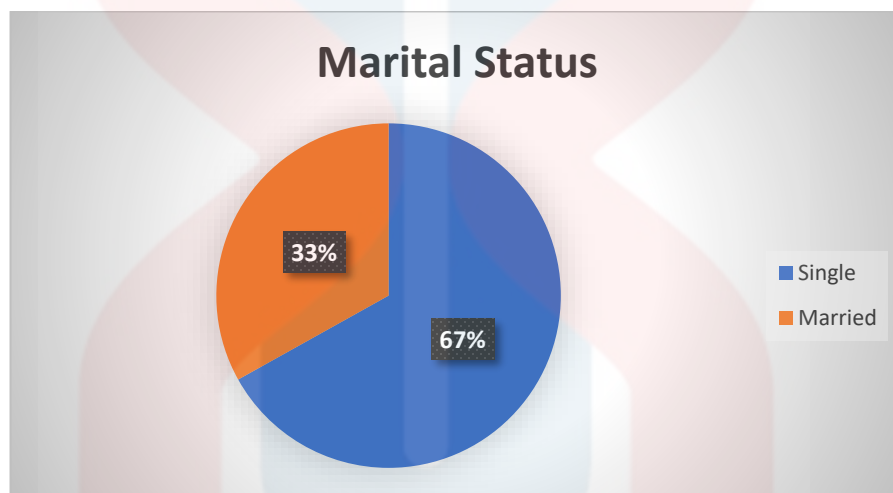
Figure 4.4: Percentage of Respondents by Marital Status

Table 4.4 and Figure 4.4 showed the total of respondents by marital status. 302 respondents consist of a single (202 respondents / 66.9 per cent) and married (100 respondents / 33.1 per cent) had responded to the questionnaire.

4.2.5   OCCUPATION

Table 4.5: Number of Respondents by Occupation

Occupation	Frequency (N)	Percent (%)	Cumulative Percent (%)
Self-employed	35	11.6	11.6
Employed	114	37.7	49.3
Unemployment	6	2.0	51.3
Student	132	43.7	95.0
Retired	15	5.0	100.0
Total	302	100.0	
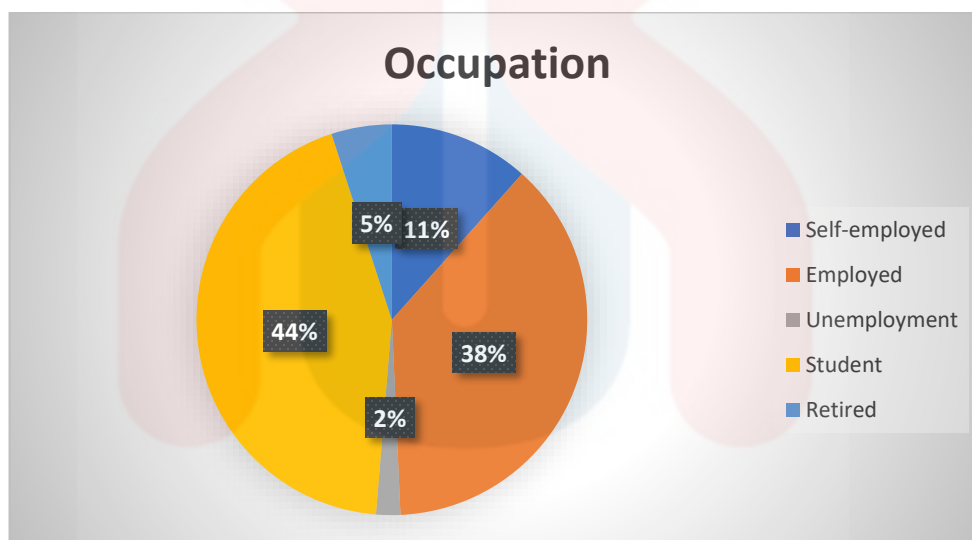
Figure 4.5: Percentage of Respondents by Occupation

Table 4.5 and Figure 4.5 indicate the occupation of respondents in this survey. There are 132 respondents (43.7%) are students while 114 respondents (37.7%) are employed, 35 respondents (11.6%) are self-employed and 15 respondents (5.0%) are retired. The least of the respondents is unemployed, which are only 6 respondents (2.0%).

4.2.6 MONTHLY INCOME

Table 4.6: Number of Respondents by Monthly Income

Monthly Income	Frequency (N)	Percent (%)	Cumulative Percent (%)
Under RM 1000	149	49.3	49.3
RM 1001 – RM 2000	59	19.5	68.9
RM 2001 – RM 3000	65	21.5	90.4
RM 3001 and above	29	9.6	100.0
Total	302	100.0	
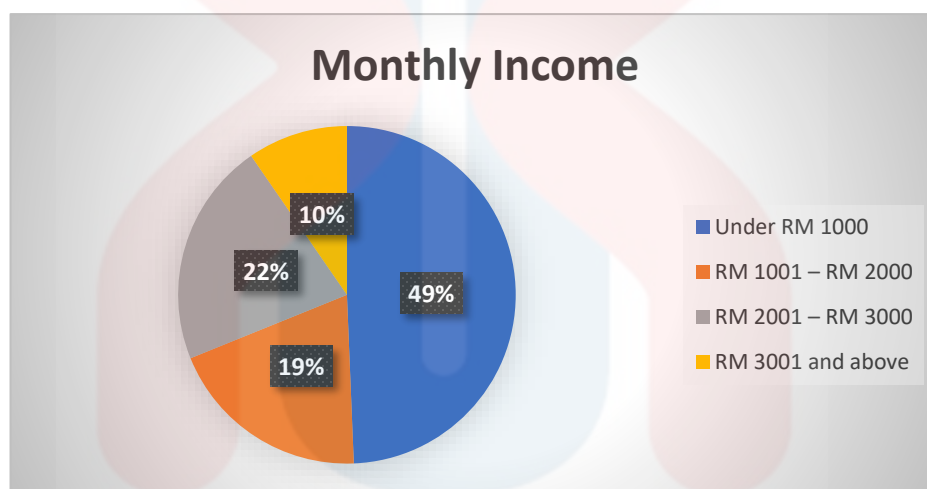
Figure 4.6: Percentage of Respondents by Monthly Income

Table 4.6 and Figure 4.6 shows the number of respondents based on their income level. Out of 302 respondents, 149 respondents (49.3%) gain income below RM 1000, 65 respondents (21.5%) gain RM 2001 to RM 3000 and follow up 59 respondents (19.5%) gain RM 1001 to RM 2000. Lastly, there are only 29 respondents (9.6%) who gain income RM 3000 and above.

4.2.7 STATE

Table 4.7: Number of Respondents by State

State	Frequency (N)	Percent (%)	Cumulative Percent (%)
Perlis	15	5.0	5.0
Pulau Pinang	23	7.6	12.6
Kedah	37	12.3	24.8
Kelantan	14	4.6	29.5
Terengganu	27	8.9	38.4
Johor	22	7.3	45.7
Negeri Sembilan	26	8.6	54.3
Pahang	22	7.3	61.6
Perak	29	9.6	71.2
Selangor	36	11.9	83.1
Wilayah Persekutuan	19	6.3	89.4
Melaka	18	6.0	95.4
Sabah	6	2.0	97.4
Sarawak	8	2.6	100.0
Total	302	100.0	
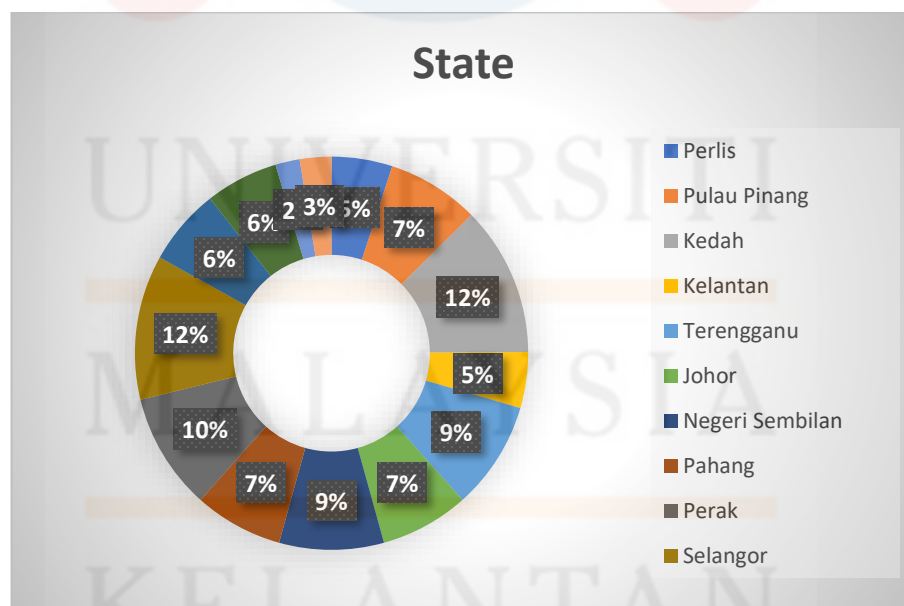
Figure 4.7: Percentage of Respondents by State

Table 4.7 and Figure 4.7 show the respondents' place of origin. The majority of the respondents came from Kedah, which consists of 37 respondents (12.3%) followed by 36 respondents (11.9%) from Selangor, 29 respondents (9.6%) from Perak, 27 respondents (8.9%) from Terengganu, 26 respondents (8.6%) from Negeri Sembilan and respondents from Pulau Pinang are 23 respondents (7.6%). Besides, there is an equal number of respondents from Pahang and Johor, which consists of 22 respondents (7.3%). In addition, there are 19 respondents (6.3%) are from Wilayah Persekutuan, while 18 respondents (6.0%) are from Melaka. Respondents who are from Perlis are 15 respondents (5.0%) and followed by 14 respondents (4.6%) who are from Kelantan. However, the minority of respondents are from Sarawak and Sabah, which are only 8 persons (2.6%) and 6 persons (2.0%).

4.2.8 FREQUENCY OF VISIT

Table 4.8: Number of Respondents by Frequency of Visit

Frequency of Visit	Frequency (N)	Percent (%)	Cumulative Percent (%)
1-2 times	158	52.3	52.3
3-5 times	90	29.8	82.1
More than 10 times	54	17.9	100.0
Total	302	100.0	

Figure 4.8: Percentage of Respondents by Frequency of Visit

Table 4.8 and figure 4.8 showed the number and percentage of respondents by frequency to visit gastronomy tourism in Kelantan. The highest percentages of 1 to 2 times were 52.3% (158 respondents). Next, the percentages of 3 to 5 times frequency of visit are 29.8% (90 respondents). The lowest frequency to visit was more than 10 times, 17.9% (54 respondents).

4.3 DESCRIPTIVE ANALYSIS

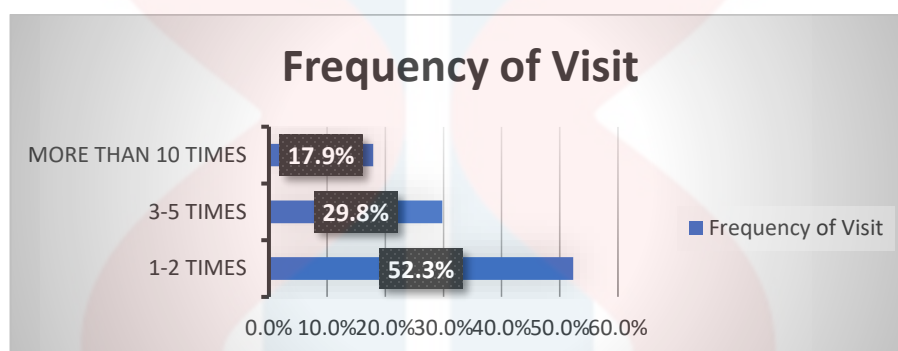The descriptive analysis describes the mean and standard deviation of each statement in independent and dependent variables. All the items were measured using a five Likert scale which values: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA).

4.3.1 FOOD PRICE

Table 4.9: Descriptive Statistic of Food Price

Item Description	N	Mean	Std. Deviation
I think the price of the food in Kelantan is good value for money.	302	4.49	0.592
I think the price of the food in Kelantan is reasonable.	302	4.45	0.607
I think the price of the food in Kelantan is affordable.	302	4.50	0.619
I think the price of the food in Kelantan is competitive.	302	4.47	0.704
I think the food prices are determined by the quality and quantity of food sold in Kelantan.	302	4.55	0.579

From table 4.9, the descriptive statistic of food price showed the element that "I think the food prices are determined by the quality and quantity of food sold in Kelantan" is the highest mean which is 4.55, and the standard deviation is 0.579. The second element is "I think the price of the food in Kelantan is affordable," the mean for this element is 4.50, and the standard deviation is 0.619.

48

Next, "I think the price of the food in Kelantan is good value for money," the mean is 4.49, and the standard deviation is 0.592. The fourth element is "I think the price of the food in Kelantan is competitive," the mean is 4.47, and the standard deviation is 0.704. The last element is "I think the price of the food in Kelantan is reasonable," that is, the lowest mean is 4.45, and the standard deviation is 0.607.

4.3.2   FOOD PRESENTATION

Table 4.10: Descriptive Statistic of Food Presentation

Item Description	N	Mean	Std. Deviation
I think the food presentation was visually attractive.	302	4.44	0.698
I think colour plays an essential role in food presentation.	302	4.53	0.629
I think the presentation of good-looking food improves my culinary experience.	302	4.53	0.629
I evaluate the quality of food by its colour.	302	4.44	0.744
I evaluate the quality of food by its appearance.	302	4.46	0.713

From table 4.10, the descriptive statistic of food presentation influence showed both the element of "I think the presentation of good-looking food improves my culinary experience" and "I think the colour plays an essential role in food presentation" had to share the highest mean, which is 4.53 and the standard

deviation are 0.629. The second element is "I evaluate the quality of food by its appearance," the mean score for this element is 4.46, and the standard deviation is 0.713. Lastly, both elements for "I think the food presentation was visually attractive" and "I evaluate the quality of food by its colour" are the lowest mean of 4.44. Still, the standard deviation is 0.698 and 0.744.

4.3.3 AMBIENCE

Table 4.11: Descriptive Statistic of Ambience

Item Description	N	Mean	Std. Deviation
I think the interior design and the decorations of the restaurant and food stalk in Kelantan are visually appealing.	302	4.46	0.660
I think the furniture of the restaurant in Kelantan is clean.	302	4.25	0.756
I think the seating arrangements in the restaurant are comfortable and give me enough space.	302	4.29	0.698
I think the ambience in the restaurant reflects the Kelantan heritage and culture.	302	4.36	0.696
I think the music and sound in the restaurant give a pleasant feeling.	302	4.39	0.662

From table 4.11, the descriptive statistic of ambience showed the element of I think the interior design and the decorations of restaurant and food stalk in Kelantan are visually appealing is the highest mean which is 4.46 and the standard deviation is 0.660. The second element is I think the music and sound in the restaurant gives a pleasant feeling, the mean for this element is 4.39, and the

standard deviation is 0.662. Next, I think the ambience in the restaurant reflects the Kelantan heritage and culture, the mean is 4.36, and the standard deviation is 0.696. The fourth factor is I think the seating arrangements in the restaurant are comfortable and give me enough space, the mean is 4.29, and the standard deviation is 0.698. The last factor is I think the furniture of the restaurant in Kelantan is clean, with a low mean of 4.25 and a standard deviation of 0.756.

4.3.4 INTENTION OF TOURISTS VISITING GASTRONOMY TOURISM IN KELANTAN

Table 4.12: Descriptive Statistic of Intention to visit

Item Description	N	Mean	Std. Deviation
I would like to revisit Kelantan to explore diverse local foods within the next three years.	302	4.44	0.566
I would like to travel to Kelantan for food tourism within the next three years.	302	4.47	0.619
I would like to come back to Kelantan to enjoy Kelantan food within the next three years.	302	4.44	0.595

Table 4.12 showed the number of respondents, mean and standard deviation of the dependent variable (DV), which is the intention of tourists visiting gastronomy tourism in Kelantan. The highest mean score is 4.47, and the standard deviation is 0.619, which is 'I would like to travel to Kelantan for food tourism within the next three years.' Next, 'I would like to revisit Kelantan to explore diverse local foods within the next three years and 'I would like to come back to

Kelantan to enjoy Kelantan food within the next three years, both the mean score is the same, which is 4.44. Still, the standard deviation is different that is 0.566 and 0.595.

4.4 PEARSON CORRELATION ANALYSIS

The Pearson's Correlation Coefficient analysis is an essential analysis that measured the linear relationship's strength between the independent variables (IV) and dependent variable (DV). The independent variables were the variables that defined food price, food presentation, and ambience, whereas the dependent variable was tourists' intention to visit gastronomy tourism in Kelantan.

Table 4.13: Result of Pearson Correlation Analysis

Item		Food Price	Presentation	Ambience	Visit Intention
Visit Intention	Pearson Correlation	0.554^{**}	0.544^{**}	0.548^{**}	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	302	302	302	302

Table 4.13 shows that food price is favorable and moderately related to tourists' intention to visit gastronomy tourism in Kelantan with a correlation coefficient of 0.554. While food presentation and ambience are also moderately positively relate to tourists' intention to visit gastronomy tourism in Kelantan with a correlation coefficient of 0.544 and 0.548. The p-value of the food price, food presentation, and ambience is less than 0.000, less than the highly significant level of 0.0001. Therefore, there is a significant relationship

between food price, food presentation, ambience (independent variable), and tourist intention to visit gastronomy tourism in Kelantan (dependent variable).

4.5   HYPOTHESIS TESTING

Table 4.14 shows the summary for hypothesis testing in this study.

Table 4.14: Summary for hypothesis testing

	Hypothesis	Pearson's Correlation Result	
H1	There is a significant relationship between food price and the intention of tourists visit gastronomy tourism in Kelantan.	r = 0.554, p < 0.001	Supported
H2	There is a significant relationship between food presentation and tourists' intention to visit gastronomy tourism in Kelantan.	r = 0.544, p < 0.001	Supported
H3	There is a significant relationship between ambience and the intention of tourists visit gastronomy tourism in Kelantan.	r = 0.548, p < 0.001	Supported

Based on table 4.14, Pearson's correlation analysis was used in testing the relationship between hypotheses. The result showed all states were accepted at a 0.01 significant level.

4.6   SUMMARY

As a result, all the study findings were analyzed, and the results have been discussed above. This study showed the positive results between independent variables: food price, food presentation, and ambience with the dependent variable, which is the intention of tourists to visit gastronomy tourism in Kelantan. In addition, all the analysis answers the research question of whether any relationship between an independent variable and a dependent variable.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter discusses the result shown in Chapter 4, recapitulation of the study findings, limitations, and recommendations followed by implications in this research and conclusion.

5.2 RECAPITULATION STUDY FINDINGS

This research examined the relationship between food price, food presentation, ambience, and tourists' intention to visit gastronomy tourism in Kelantan. The primary data was conducted to obtain feedback from respondents with questionnaires. Based on the Krejcie and Morgan (1970) table, the sample of respondents is 384. In this research, there have 302 respondents to answer the questionnaire. Research objectives, questions, and hypotheses for the research will be included in the discussion of recapitulation for this study.

5.2.1 RELATIONSHIP BETWEEN FOOD PRICE AND THE INTENTION OF TOURISTS TO VISIT GASTRONOMY TOURISM IN KELANTAN.

Research question 1 of this research asked the relationship between food price and tourists' intention to visit gastronomy tourism in Kelantan. This part also explains the first objectives and hypothesis.

Table 5.1 shows the research objectives 1, questions 1 and hypothesis 1.

No	Research Objective (RO)	Research Question (RQ)
1	To determine the relationship between food price and the intention of tourists visit gastronomy tourism in Kelantan.	What is the relationship between the food price and the intention of tourists visit gastronomy tourism in Kelantan?
H1	There is a significant relationship between food price and the intention of tourists visit gastronomy tourism in Kelantan.	

The results of hypothesis H1 in Chapter 4 were reviewed to answer RQ1. H1 stated that there is a significant relationship between food price and the intention of tourists visit gastronomy tourism in Kelantan. The findings show a moderate positive correlation with the correlation coefficient of 0.554, which p-value is 0.000, which is less than the highly significant level of 0.001. Therefore, H1 is accepted.

According to Chen and Ma (2004), consumers will find it dynamic to buy items from different shops because the quality of food and services will be different. When food costs are high, people are less satisfied. The price of food affects respondents because the higher the price, the greater the monetary sacrifice in

56

purchasing the food, and it tends to affect their mindset to pay more for certain foods. Aside from that, it shows that respondents are willing to buy ingredients to cook at home rather than eat out because the price is slightly higher. The majority of respondents who work in Kelantan can only earn RM 900 or less per month, which is insufficient to cover their housing rent and utility bills. Respondents appear to agree that Kelantan's prices are competitive, as evidenced by the data's positive standard deviation. It demonstrates that Kelantan is more affordable than some other Malaysian states. According to the information provided, respondents believe that quality and quantity are served because of the cost. It means they'll have to pay more for food of higher quality and quantity.

5.2.2 RELATIONSHIP BETWEEN FOOD PRESENTATION AND THE INTENTION OF TOURISTS TO VISIT GASTRONOMY TOURISM IN KELANTAN.

Research question 2 of this research asked the relationship between food presentation and tourists' intention to visit gastronomy tourism in Kelantan. This part also explains the second objective and hypothesis.

Table 5.2 shows the research objectives 2, questions 2 and hypothesis 2.

No	Research Objective (RO)	Research Question (RQ)
2	To determine the relationship between food presentation and tourists' intention to visit gastronomy tourism in Kelantan.	What is the relationship between the food presentation and the intention of tourists visit gastronomy tourism in Kelantan?
H2	There is a significant relationship between food presentation and tourists' intention to visit gastronomy tourism in Kelantan.	

The results of hypothesis H2 in Chapter 4 were reviewed to answer RQ2. H2 stated that there is a significant relationship between food presentation and the intention of tourists visit gastronomy tourism in Kelantan. The findings show that there is moderate positive with the correlation coefficient of 0.544, which p-value is 0.000, which is less than the highly significant level of 0.001. Therefore, H2 accepted.

Based on Hutchings (1997), humans are willing to accept food based on its appearance. It is believed that the first impression of food which is usually attractive virtually, is very crucial to influence people to try the food. In terms of food plating, this demonstrates how the restaurant and owner interact with the food plating and

58

make it appealing. According to the data, respondents are more likely to be drawn to clean food plating. Furthermore, food colour plays an important role, as respondents are more likely to consume if the food looks good and plentiful. One of the essential factors that respondents consider before purchasing food is its appearance. According to the data, respondents are more willing to buy food that looks good. Before purchasing food, respondents couldn't agree on the eye capture feature. Respondents automatically believe that the food is prepared with high-quality ingredients and tastes good if it looks appealing.

5.2.3 RELATIONSHIP BETWEEN AMBIENCE AND THE INTENTION OF TOURISTS TO VISIT GASTRONOMY TOURISM IN KELANTAN.

Research question 3 of this research asked the relationship between tourists' ambience and the intention of tourists visiting gastronomy tourism in Kelantan. This part also explains the third objective and hypothesis.

Table 5.3 shows the research objectives 3, questions 3 and hypothesis 3.

No	Research Objective (RO)	Research Question (RQ)
3	To determine the relationship between ambience and the intention of tourists visit gastronomy tourism in Kelantan.	What is the relationship between the ambience and the intention of tourists visit gastronomy tourism in Kelantan?
H3	There is a significant relationship between ambience and the intention of tourists visit gastronomy tourism in Kelantan.	

The results of hypothesis H3 in Chapter 4 were reviewed to answer RQ3. H3 stated that there is a significant relationship between ambience and the intention of tourists visit gastronomy tourism in Kelantan. The findings show moderate positive with the correlation coefficient of 0.548, which p-value is 0.000, which is less than the highly significant level of 0.001. Therefore, H3 accepted.

The ambience and behaviour occur within the sensory dimensions of perceived experiential meaning (Taheri et al., 2019). A pleasant ambience can enhance the customer experience. It all starts with design, with respondents desiring a relaxing environment with pleasant temperature and well-decorated surroundings

in which to consume. Respondents desire a neat and clean environment. According to the data, respondents are dissatisfied with the cleanliness of restaurants in Kelantan. Respondents require a pleasant atmosphere with music, and according to the data, music and quiet sound can provide them with a pleasant and comfortable feeling. Restaurants with well-prepared music may attract more visitors. Respondents believe that the spacing in their seating environment is crucial to them. Based on the information provided, they require an exhaustive and systematic seating arrangement to maximize their satisfaction with a restaurant.

5.3   LIMITATIONS

A worthwhile and meaningful process to complete research has been experienced throughout the entire research. Nonetheless, several constraints must be overcome for the research process to proceed smoothly.

The first limitation is the respondents. Not all respondents cooperated in answering the questionnaire through Google Forms. Then, some respondents could not answer questions such as slow Internet connection speed because they were not in the area. In addition, some respondents also asked the researchers to read the questionnaire to them. Finally, some respondents just answered the questionnaire without reading the instructions or information. It will cause the resulting data to be incorrect and may be unusable.

Aside from that, the second limitation is the time limit and data collection method. The research was conducted quickly, which made it difficult for researchers to obtain complete data from respondents. In addition, due to Covid-19, the methods used to share questionnaires are minimal. Therefore, researchers only use online methods to collect data, such as WhatsApp, Facebook, and Telegram. However, this will bring significant challenges to researchers because they are unsure whether the respondents' answers are valid.

Lastly, there are limitations of the sample. The researchers only used samples from tourists who had previously visited Kelantan. As mentioned in the table of Krecjie and Morgan (1970), the number of students in the tourism industry is 384, and the sample size is 302. It is not easy to identify when respondents passed the online shared questionnaire.

5.4   RECOMMENDATIONS

The first recommendations are that the seller should be maintaining their affordable prices according to demand among customers. It is because travellers are so attracted to low and reasonable prices along with delicious taste. However, some customers generally hold positive attitudes toward foodstuffs are somewhat willing to pay high prices (Awuni and Du, 2016). Therefore, travellers perceive value in return for their money; they harbour a positive attitude toward local food, as they find the price more economical (Choe and Kim, 2018). This observation was in line with most other studies reported; in fact, tourists who focused on monetary value were likely to positively affect foods or restaurants (Lai, 2015; Raji and Zainal, 2017).

The researcher also recommends that local food operators should consider their food prices when developing marketing strategies. It is suggested that the local authorities consistently monitor the prices set by food and beverage operators to protect the locals and tourists alike in eating at the stores. Besides that, related governments should design more special marketing programs to promote local foods at a reasonable and affordable price. This way, the tourists will gain a level of confidence regarding the food pricing practices in Kelantan.

The ambience is playing an important for restaurant owners. Thus, food services or restaurant owners in Malaysia should improve their quality and tidiness, apply a sensible norm for the plans, and enhance the panorama to attract international travellers towards consuming Malaysia's heritage food. Researches also recommend to the restaurant of food stall owner to build a relationship between related tourism sectors and agencies in Malaysia to collaborate with the service providers such as restaurant and travel agencies in sustaining

the cleanliness of food area, quality and value of food to entice more tourists to consume Kelantanese food. The clean, friendly and comfortable environment can attract tourists to revisit Kelantan as their main food tourism destination. On the other hand, a restaurant owner should provide a complete and memorable dining experience that helps their restaurant achieve an ambience enjoyed by customers. The locality must raise the importance of food producers and suppliers in creating regional food tourism products and delivering food experiences to customers (Broadway, 2017).

The next researcher recommends that all restaurant or stall owners enhance and be creative to help their brands stand out through the colour of dinnerware, food, and packaging itself. An excellent food presentation shows more to creating satisfaction for customers than just delivering a quality meal. The colour of dinnerware, texture and sensory attributes can help customers set the mood of their tabletop and show guests the cuisine's personality.

Researchers also recommend exposing the uniqueness of food presentation through the social media platform. It can be free marketing for their restaurant alongside attracting tourists to taste their foods. For example, respective bodies should collaborate with low-cost airlines or airlines to promote Kelantanese food and product about their uniqueness and tastiness. Kelantanese food can attract outside investors to invest in Malaysia, especially in the food and beverage (F&B) sector. Therefore, the restaurant operators can provide various types of cuisine to the tourists who visit Kelantan in the future. According to Ismail (2016), the image of Kelantan is still the eco-tourism destination even though the promotion has been done to promote and attract more people to visit Kelantan to promote cultural tourism, including food tourism. Therefore, a tourist from outside and inside Malaysia will recognize Kelantan as a food tourism destination.

5.5   CONCLUSION

In conclusion, this research has been carried out to investigate the factors that caused the intention of revisiting tourist attraction to gastronomy tourism in Kelantan. Besides that, this study can assist other researchers in researching the purpose of revisit among tourists for Kelantan food and can be used as one of their references. The outcomes acquired in chapter 4 through Statistical Package for the Social Sciences (SPSS) were discussed further, and at the same time, conclusions were made based on the results.

As a result, it can be concluded that there is a significant positive relationship between food price, food presentation and ambience towards the intention of tourists to visit gastronomy tourism in Kelantan. Food price is highly correlated with intention tourists visit gastronomy tourism that is about 55.4%. Therefore, all the hypotheses are accepted. Thus, it is hoped that all the information provided throughout this research will assist related parties to enhance their knowledge about Kelantan's culture and food and set Kelantan as their destination for food tourism. Hence, Kelantan can be one of the most crucial states for food tourism in the future.

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APPENDIX A

UNIVERSITI
MALAYSIA
KELANTAN

QUESTIONNAIRE
"A Survey of Factors That Determine the Intention of Tourists Visit Gastronomy Tourism in Kelantan"

Dear respondents,

We are a third-year Bachelor of Entrepreneurship (Tourism) from the University Malaysia Kelantan (UMK). We would appreciate it if you would spend a few minutes of your time completing the questionnaire. This research is conducted to investigate "A Survey of Factors That Determine the Intention of Tourists Visit Gastronomy Tourism in Kelantan." The data collected from this survey will be used for academic and research purposes only. There is no right or wrong answer. We are interested in your opinion to understand the future of travel and tourism better. Please fill in this questionnaire based on your experiences that determine tourists' intention to visit gastronomy tourism in Kelantan. All information provided will be kept SECRET and will only be used for research purposes. Thank you very much for spending your time and completing this survey.

Any further inquiries, please kindly email: wwyee.h18a0671@siswa.umk.edu.my

Responden yang dihormati,

Kami amat menghargai sekiranya anda meluangkan masa untuk melengkapkan soal selidik. Penyelidikan ini dilakukan untuk menyiasat "Tinjauan Faktor-Faktor Yang Mempengaruhi Penggunaan Media Sosial dalam Niat Melawat untuk Mesra Muslim di kalangan Pelancong Malaysia". Data yang dikumpulkan dari tinjauan ini akan digunakan untuk tujuan akademik dan penyelidikan sahaja. Tiada jawapan yang betul atau salah. Kami berminat dengan pendapat anda untuk lebih memahami masa depan perjalanan dan pelancongan. Semua maklumat yang diberikan akan dirahsiakan dan hanya akan digunakan untuk tujuan penyelidikan. Terima kasih banyak kerana meluangkan masa anda dan menyelesaikan tinjauan ini.

RESPONDENT SCREENING

1. Did you answer this survey before? / *Adakah anda menjawab tinjauan ini sebelum ini?*
(　　) Yes
(　　) No

2. Do you have visited Kelantan state? / *Adakah anda pernah mengunjungi negeri Kelantan?*
(　　) Yes
(　　) No

SECTION A: DEMOGRAPHIC

Please specify your answer by placing a tick (√) on the relevant answer to determine the respondent's general information.
Sila nyatakan jawapan anda dengan meletakkan tanda (√) pada jawapan relevan yang ediberikan untuk menentukan maklumat umum responden.

1.　　Gender / *Jantina*
(　　) Male / *Lelaki*
(　　) Female / *Perempuan*

2.　　Age / *Umur*
(　　) 18 - 23
(　　) 24 - 32
(　　) 33 - 45
(　　) 46 - 52
(　　) 53 and above / *53 tahun ke-atas*

3.　　Races / *Kaum*
(　　) Malay / *Melayu*
(　　) Chinese / *Cina*
(　　) Indian / *India*
(　　) Others / *Lain-lain*

4.　　Marital Status / Taraf perkahwinan
(　　) Single / *Bujang*
(　　) Married / *Berkahwin*

5.　　Occupation / Pekerjaan
(　　) Self-employed / *Bekerja sendiri*
(　　) Employed / *Bekerja*
(　　) Unemployment / *Pengangguran*
(　　) Student / *Pelajar*
(　　) Retired / *Bersara*

6. **Income per month /** *Pendapatan bulanan*
( ) Under RM 1000
( ) RM 1001- RM 2000
( ) RM 2001- RM 3000
( ) RM 3001 and above / *RM 3001 dan ke atas*

7. **State /** *Negeri*

( ) Perlis	( ) Pahang
( ) Pulau Pinang	( ) Perak
( ) Kedah	( ) Selangor
( ) Kelantan	( ) Wilayah Persekutuan
( ) Terengganu	( ) Melaka
( ) Johor	( ) Sabah
( ) Negeri Sembilan	( ) Sarawak

8. **How many times have you visit the gastronomy tourism in Kelantan? /** *Berapa kerap melawat gastronomi di Kelantan?*
( ) 1-2 times / *kali*
( ) 3-5 times / *kali*
( ) More than 10 times / *lebih 10 kali*

SECTION B: INDEPENDENT VARIABLES

This section is seeking your opinion regarding the factors that determine the intention of tourists to visit gastronomy tourism in Kelantan. Factors will be rated on a 5-point Likert scale. Please place only ONE tick (√) on the relevant answer provided that best represents your opinion based on each statement below.

Category	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Scale	1	2	3	4	5

Bahagian ini adalah bekaitan dengan pandangan anda terhadap faktor-faktor yang menentukan niat pelancong mengunjungi pelancongan gastronomi di Kelantan. Kajian ini menggunakan Skala Likert 5 point. Sila tandakan 1 (√) sahaja pada jawapan yang berkaitan dengan syarat yang terbaik untuk mewakili pandangan anda pada setiap kenyataan di bawah.

Category	Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat setuju
Scale	1	2	3	4	5

FOOD PRICE						
No	Questions	1	2	3	4	5
1.	I think the price of the food in Kelantan is good value for money. *Saya rasa harga makanan di Kelantan adalah berbaloi.*					
2.	I think the price of the food in Kelantan is reasonable. Saya rasa harga makanan di Kelantan adalah munasabah.					
3.	I think the price of the food in Kelantan is affordable. Saya rasa harga makanan di Kelantan adalah berpatutan.					
4.	I think the price of the food in Kelantan is competitive. Saya rasa harga makanan di Kelantan memang kompetitif.					
5.	I think the food prices are determined by the quality and quantity of food sold in Kelantan. Saya rasa harga makanan ditentukan oleh kualiti dan kuantiti makanan yang dijual di Kelantan.					

FOOD PRESENTATION						
No	Questions	1	2	3	4	5
1.	I think the food presentation was visually attractive. Saya rasa makanan yang disajikan adalah menarik.					
2.	I think colour plays an essential role in food presentation. Saya rasa warna memainkan peranan penting dalam persembahan makanan.					
3.	I think the presentation of good-looking food improves my culinary experience. Saya rasa persembahan makanan yang menarik dapat meningkatkan pengalaman kuliner saya.					
4.	I evaluate the quality of food by its colour. Saya menilai kualiti makanan mengikut warna.					
5.	I evaluate the quality of food by its appearance. Saya menilai kualiti makanan mengikut penampilannya.					

AMBIENCE						
No	Questions	1	2	3	4	5
1.	I think the interior design and the decorations of the restaurant and food stalk in Kelantan are visually appealing. Saya rasa restoran di Kelantan mempunyai reka bentuk dalaman dan hiasan yang menarik.					
2.	I think the furniture of the restaurant in Kelantan is clean. Saya rasa perabot dalam restoran Kelantan adalah sangat bersih.					
3.	I think the seating arrangements in the restaurant are comfortable and give me enough space. Saya rasa susunan tempat duduk dalam restoran Kelantan sangat selesa dan memberi ruang yang cukup.					
4.	I think the ambience in the restaurant reflects the Kelantan heritage and culture. Saya rasa suasana dalam restoran menggambarkan warisan dan budaya Kelantan.					
5.	I think the music and sound in the restaurant give a pleasant feeling. Saya rasa muzik dan suara dalam restoran memberikan perasaan yang menyenangkan.					

SECTION C: DEPENDENT VARIABLE

This section is seeking your opinion regarding the factors that influence the use of social media. Factors will be rated on a 5-point Likert scale. Please place only ONE tick ($\sqrt{}$) on the relevant answer provided that best represents your opinion based on each statement below.

Category	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Scale	1	2	3	4	5

Bahagian ini adalah bekaitan dengan pandangan anda terhadap tujuan lawatan dalam kalangan pelancong Malaysia. Kajian ini menggunakan Skala Likert 5 poin. Sila tandakan 1 ($\sqrt{}$) sahaja pada jawapan yang berkaitan dengan syarat yang terbaik untuk mewakili pandangan anda pada setiap kenyataan di bawah.

Category	Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat setuju
Scale	1	2	3	4	5

	INTENTION OF VISIT GASTRONOMY TOURISM IN KELANTAN					
No	**Questions**	**1**	**2**	**3**	**4**	**5**
1.	I would like to revisit Kelantan to explore diverse local foods within the next three years. Saya ingin melawat Kelantan untuk meneroka pelbagai makanan tempatan dalam tempoh tiga tahun akan datang.					
2.	I would like to travel to Kelantan for food tourism within the next three years. Saya ingin pergi ke Kelantan untuk tujuan pelancongan makanan dalam masa tiga tahun akan datang.					
3.	I would like to come back to Kelantan to enjoy Kelantan food within the next three years. Saya ingin kembali ke Kelantan untuk menikmati makanan Kelantan dalam masa tiga tahun akan datang.					

FACTORS THAT DETERMINE THE INTENTION OF TOURISTS VISIT GASTRONOMY TOURISM IN KELANTAN