



**BRANDING MALAYSIA AS FOOD TOURISM DESTINATION AMONG  
TOURIST**

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# DECLARATION

## APPENDIX B: DECLARATION

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## ABSTRACT

This study is about Branding Malaysian as a food tourism destination among tourists. As a multi-racial country, Malaysia's colorful culture and history is reflected in its food. Historically, Malaysian cuisine and its special tastes and traditions come from global immigrants from various countries, such as Arabia, China, India, Thailand, Indonesia, and Portugal. The various types of food in Malaysia have created a picture of society, which represents the multi-racial society in the region, exchanging cultures and food diversity. Therefore, this study is to identify the factors that make Malaysia as food tourism destination. This study employed quantitative approach by using questionnaire as the research instrument. About 207 Malaysians participated in this study. The results of this study show that there is a significant relationship between authenticity of food, diversity of food, halal food and affordable price of food with branding Malaysia as a food tourism destination among tourists. The highest score of 0.740 is halal food which make Malaysia as a food tourism destination

**Keywords:** Authenticity of food, Diversity of food, Halal food, Affordable price of food

## ABSTRAK

*Kajian ini adalah mengenai jenama Malaysia sebagai destinasi pelancongan makanan antara pelancong. Sebagai sebuah negara berbilang kaum, budaya dan sejarah Malaysia yang berwarna-warni digambarkan oleh makanannya. Dari segi sejarah, masakan Malaysia dan citarasa dan istimewanya khususnya berasal dari pendatang global yang berasal dari pelbagai negara, seperti Arab, Cina, India, Thailand, Indonesia dan Portugis. kepelbagaian jenis makanan di Malaysia telah mencipta gambaran masyarakat, yang mewakili masyarakat berbilang kaum di rantau ini, bertukar budaya dan kepelbagaian makanan. Oleh itu, kajian ini adalah untuk mengenal pasti faktor-faktor yang menjadikan Malaysia sebagai destinasi pelancongan makanan. Kajian ini menggunakan kaedah pendekatan kuantitatif dengan menggunakan soal selidik sebagai instrument kajian. Kira-kira 207 warga Malaysia menyertai kajian ini. Keputusan akhir kajian ini menunjukkan terdapat hubungan yang penting terhadap Keaslian makanan, Kepelbagaian makanan, makanan halal dan harga makanan yang berpatutan dengan menjenamakan Malaysia sebagai destinasi pelancongan makanan di kalangan pelancong. Skor tertinggi iaitu 0.740 adalah makanan halal yang menjadikan Malaysia sebagai destinasi pelancongan makanan.*

**Kata Kunci:** Keaslian makanan, Kepelbagaian makanan, makanan halal, harga makanan yang berpatutan

# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION

This chapter includes the background of the study, problem statement, research objectives, research questions, significance of the study, definition of terms and a summary. The background of the study includes the theories, concepts, terms and ideas of a subject. The problem statement refers to a clear and short statement that describes the symptoms of an accurate problem the researchers want to study (Mukesh, Salim, & Ramayah, 2013). The research objectives refer to the declarations of intentions or actions that could be specified in the form of actions to answer the questions posed. The research questions are the main broad issues and exploratory issues that can be complemented (Abao, 2014). The significance of the study can be further defined as the extent of the researchers' contribution to change an idea, improve understanding or establish a new hypothesis in a particular field (Maillard, 2013). The terminology definition covers the short definition of the independent variables and dependent variable.

### 1.1 BACKGROUND OF THE STUDY

As a multiracial country, Malaysia's colorful cultures and history are demonstrated by its food. Historically, Malaysian cuisine and its distinctive tastes and traditions come from global immigrants of varied origins, such as Arabs, Chinese, Indians, Thais, Indonesians and Portuguese. The colorful assortment of food in Malaysia has created the picture of a community, representing the multi-racial society of the region, exchanging diverse food cultures. The way the cuisine, the recipes, the flavors and the tastes have progressed steadily from the sharing of traditions and the

harmonious cultural assimilation between various ethnic groups. As a result, the varied cuisines of Malaysia are infused with vibrant and symphonic flavors, bringing food rich in aroma and different in taste.

Food has traditionally been considered a key tourist draw, with many attractions aiming to provide tourists with culinary experience (Cohen & Avieli, 2004). Around 40 percent of visitors expend their budgets on food while traveling (Boyne, Williams & Hall, 2002). Food tourism is defined as tourists visiting primary and secondary food vendors, feeding festivals, restaurants and specific locations, according to Hall and Mitchell (2001), for food and sampling or for experiencing the qualities of a specialist food processing environment. With the relevance of food tourism, food is now an important element in marketing strategies for destinations (du Rand & Heath, 2006).

Branding involves drawing and controlling the components of a product to create a positive picture that draws and maintains customers as a marketing tool (Low & Fullerton 1994). Branding applies to tourism competitions for visitors by developing and preserving a clear, distinct and unique characteristic on destination identity (Fox, 2007; Morgan et al., 2002). Destination brand photographs (Ekinci, 2003; Hankinson, 2004; Tasci et al., 2007; Tasci & Kozak, 2006) are among the crucial success drivers for destination branding, which are the understanding of the consistency and organization of a brand, which typically has a meaningful and unforgettable tourist experience (Aaker, 1991; Cai, 2002; Keller, 1993). Brand profile also represents the power of a brand (Getz & Robinson, 2014) explicitly and helps form the brand of the destination (Tasci & Kozak, 2006).

In tourism, food and cuisine are planned to be one of the factors contributing to the brand value of the destination including wildlife, cultural sites, shopping, transportation, lodging & entertainment. Cuisine has been more precisely conceived as an image brand for destinations in food tourism studies. The difference between these two principles is important especially as countries are focused on developing a favorable and distinctive picture of food and cuisine in their branding strategy to draw tourists. The brand name of food and cooking then becomes a point of sale for national boards in the area of tourism (Okumus et al., 2007).

Recent studies have also shown that food can boost the identity of destinations, as it is closely linked to habits, local development, cultures and heritage (Everett & Aitchison, 2008). This research therefore examines in particular how important food tourism is to branding sites. In this context, Boyne, Hall and Williams (2003) suggest that governments should collaborate, as a way to regional growth, with practitioners and developers to facilitate food-related tourism programs, suggesting that food's position in tourism can be transformed from a tourist attraction to a main attraction. There is a study on the brand in culinary tourism in Taiwan, which is conducted by Horng, Liu, Chiu and Tsai (2012), researched the brand loyalty to recognize the important but indirect brand recognition factors and perceived importance in the purpose of travel. Food tourism benefits from a secure photo translation to intention, as seen by Horng, et al., (2012). However, the main value of a food experience when making a picture is explained by an intuition void. Since food experiences clearly invoke the behavioral intentions of people in tourism (Sims, 2009), the lack of awareness about the relative importance of food experiences should be addressed as beneficial outcomes.

Although the Malaysian Government has invested heavily in the sale of local food and cuisines as experiences that are locally defined, problems arise in particular with regard to the contested notions of authenticity and understanding of its own identity. Several studies have found positive overall perceptions of tourists, acceptance and enjoyment of Malaysian food and cuisine (Jalis, Zahari, Zulkifly & Othman, 2009; Karim, Chua & Salleh, 2010; Roozbeh, Ng & Boo, 2013; Chi, Chua, Othman & Karim, 2013).

## **1.2 PROBLEM STATEMENT**

In this era of globalization, Malaysia has been known as a top tourist destination in the world especially in food tourism. Malaysia had a unique nation in its own right which is rich in culture and also nature (Karim, Chua & Salleh, 2009). Therefore, due to its Islamic environment, Malaysia has also become a popular Islamic tourism destination in the world. It has also been established as an Islamic country with a serious effort to create a halal center for financial products as well as services (Shafaei & Mohamed, 2017). First, the question is whether Malaysian food has an effect on food tourism destinations from the expectations of tourists (Rahman, Moghavvemi, Thirumoorthi & Rahman, 2020).

This study aims to ensure that branding Malaysia as a food tourism destination draws others based on the quality of food that is available. As a marketing tactic, branding includes drawing and handling the elements of a product to create a good picture to attract and keep customers (Shafaei & Mohamed, 2015). The Malaysia economy developed due to Hanafiah and Harun (2010) tourism activities, which showed that tourism demand is strongly correlated with gross national income (GNI) from the country which shows an effect on living standards.



Tourism destinations demand is on the other hand negatively linked to the Exchange Rate (ER), because higher buying power tourists tend to visit Malaysia because of Malaysia's food tourism branding. Therefore, the number of visitors visiting the consumer price index (CPI). The growing number of visitor arrivals has been affected by population growth which can reduce the need for tourism. Thus, food image conceptualization explores the role of food and cooking to shape a target brand image (Shafaei & Mohamed, 2015).

### **1.3 RESEARCH OBJECTIVES**

There will be two objectives for this study as stated below:

- 1.3.1 To identify the factors towards branding Malaysia as food tourism destination.
- 1.3.2 To measure the importance of the factors to improve Malaysia as food tourism destination.

### **1.4 RESEARCH QUESTIONS**

There will be important questions that will be posed in carrying out research in order to find out the importance of branding Malaysia as a food tourism destination among tourists. The question that will be asked in this research are as follow:

1. What are the factors towards branding Malaysia as a food tourism destination?
2. What are the importance to improve Malaysia as a food tourism destination?



## 1.5 SIGNIFICANCE OF THE STUDY

In every research that is done by people, the research must be beneficial to certain parties such as to the public, for the student or anyone who needs the information. In this research of Branding Malaysia as Food Tourism Destination Among Tourist also will be beneficial for certain parties, such as:

i. Future references

For the current study, the collected data will add to existing references. Therefore, more reference sources will be available for future reference.

ii. Government

This study can also benefit the government in improving the country's economy. For example, the shortage experienced in the tourism sector can be improved over time for the development of the country's economy in terms of the tourism sector.

iii. Student

This study will help the students to develop their interest further to explore about branding Malaysia as food tourism destination among tourist

iv. Travel agencies

With the availability of data, it will make it easier for the travel agency to create a tourism package or improvement on the travel agency to promote and improve the performance in the tourism sector.

v. Future researchers

The method and conclusion of this analysis would offer much pleasure, ability and professionalism in the field. While the subject of this analysis is Malaysia as a tourist food tourism destination, the goal is to understand the factors and characteristics of food measurement that can make Malaysia a food tourist destination.

## **1.6 DEFINITION OF TERMS**

### **1.6.1 Branding**

Branding endows goods and services with the strength of a brand, according to Kotler & Keller (2015). Branding is the method of developing and forming a brand in the minds of customers to give value to those organizations, corporations, goods or services. It is an organizational approach intended to help customers understand and learn about their company easily and to provide them with a justification to select their brands over the competition, describing what this unique brand is and is not.

### **1.6.2 Food Tourism**

Hall and Sharples (2003) describe food tourism as a tour of food suppliers and secondary food suppliers, food festivals, restaurants and specialty places and/or food-producing specialty regions.

### **1.6.3 Halal Food**

In the at-Ta'rifat book Al-Jurani states that halal is the ability to use something needed to meet physical needs, including food, drinks and medicines. Moreover, Halal is usually the allowance for eat, drink and do something based on Islamic law and principles. Halal also is the universal term for every aspect of life.

### **1.6.4 Pricing**

Pricing is the method that a business decides the price at which the products and services can be sold which can form a part of the company's marketing policy. In price calculation, the company will consider the prices at which the goods are bought, manufacturing rates, business rates, competition, customer trends, brand and commodity performance.

### **1.6.5 Authenticity**

Authenticity is a psychological term, psychiatric existentialism, existentialism and esthetics. The extent to which an individual's acts adhere to his values and desires in existentialism is validity, considering social forces to conformity. The Aware Self is in harmony with the state of Geworfenheit, that it is not its own making without worth or meaning cast into an absurd universe, thereby facing external strengths and forces that are distinct from and different from the Self.

## 1.7 SUMMARY

This chapter has discussed the background of the study, problem statement, research objectives, research questions, significance of the study and definition of terms which are important. Therefore, there is a need to do this study to show that there is a relationship between authenticity of food, diversity of food, halal food and affordable price which are able to attract tourists that can branding Malaysia as a food tourism destination.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

According to Mukesh, Salim, & Ramayah (2013), the term 'literature' refers to stories, novels and poetry in a general sense. Nevertheless, the word 'literature' in a literature review applies in the sense of science to the research papers written or unpublished which should be critically defined in the fields pertaining to the thesis, summarized, explained, assessed and carried out by others. These papers are meant to explain the research issue and to analyze it.

Independent variable (IV) is also known as the explanatory variable or the predictor. It is thought to affect the dependent variable and to influence it positively or negatively. The researchers can thus conclude that with each unit of increase of the independent variable (IV), the dependent variable grows or declines (DV). In other words, the difference in the dependent variable (DV) is the independent variable (IV) (Mukesh, Salim, & Ramayah, 2013).

Dependent variable (DV) may be referred to as the result variable or the criteria. It is an expected and explainable variable. Variation in the dependent variable is the attraction of a researcher and tries to clarify and measure all the techniques. This variable is assumed to be the key topic of the research activity in which the problem is presented (Mukesh, Salim, & Ramayah, 2013).

This chapter will discuss the authenticity of food tourism, Halal food and affordable food price in Malaysia as independent variables while food tourism destination as dependent variable, relationship between every independent variable with dependent variable, study setting, conceptual framework, hypothesis and closed by the summary of this chapter.

## **2.1 BRANDING FOOD TOURISM DESTINATION**

### **2.1.1 BRANDING FOOD TOURISM**

Branding food tourism, including hotels, festivals, cookbooks, specialist food shops, food activities, cookery courses, documentaries, brochures, food and wine tours and other related means of physically enjoying the commodity may be commercial or domestic, festive or regular (Nwokorie & Chigozie, 2015). Growing the development and further creation of a thriving food culture is the significant contribution that food festivals will make. With financial and business support by 'Wales the True Taste' in 2011, more than 30 food festivals were held in Wales. That comprise the 'Abvergavenny Vegan Fair' and Aberaeron's 'Cardigan Bay Seafood Festival.' Food festivals can assist the tourism industry in marketing the brand and destination in Nigeria in line with various cultural events such as the Argongo Fishing Festival as well as the Abuja, Calabar and Lagos carnivals. It is noteworthy that Nigeria has many regional cuisines with valuable nutritional contents

This statement shows the probability by stressing a distinctive picture of branding a destination. The critical functions of community and mega events in establishing a

distinctive picture of a location has been identified in recent studies (De Noni, Orsi & Zanderighi, 2014; Knott, Fyall & Jones, 2015; Larsen, 2014). It is possible to brand food by having the food manufacturers sell their items, partner with local companies to renovate restaurants, hold competitions to pick the top 10 food souvenirs and brand food tourism (Yu & Yang, 2009). The Tainan City Government has organized the Tainan Food Festival aimed at branding food tourism in Taiwan since 2011, to further encourage traditional street food in food tourism. This initiative has raised the tourism industry's income in Tainan City as a whole by 2382% (Yao & Wang, 2016).

### **2.1.2 FOOD TOURISM DESTINATION**

Food-tourism approaches that are perceptive and disciplinary are dominated by 5 themes first inspiration, history, management, promotion and destination. It is important to have an excellent initial understanding of food in tourism as the key explanation for this is to explain food tourism as a visit to primary and secondary food suppliers, a food festival, a restaurant as well as a particular place for food and experience (Ellis, Park, Kim & Yeoman, 2018). Previous analysis reveals that an enjoyable and unforgettable experience influences the destination picture positively (Kim, 2018).

Moreover, food destinations include food quality aspects including safety, labeling, fitness, taste, price and organic properties (Se & Yun, 2015). Current research on the target branding focuses primarily on food image and illustrates a possible strong link between the food image and the overall target image, especially for visitors who actively travel to a particular destination because of their food image and are searching for food experiences during their journey (Hall & Sling, 2016).

Furthermore, the socio-cultural viewpoint discusses from the visitor perspective the reasons important for the production and promotion of food tourism. In Cape Coast, Ghana, 40 foreign tourists were interviewed using the concepts of grounded theory. Sensory qualities and influences such as cultural/worldviews have been shown to affect local dining. The results support the opinion that the socio-cultural context of tourists influences their assessment of food and thus consumption in a destination (Armenumey & Mensah, 2020).

Some research in food destination literature indicated that the relationship between cognitive food destination image and tourism satisfaction was positive and important (Björk & Räisänen 2017). The second order building picture of the food destination was thus linked to four first order buildings: commodity quality, food quality, food value and food variety (Seo & Yun, 2015; Tsai & Wang, 2017). Food in Penang is found to be an excellent tourism product to cater the needs of tourists. The advantage of multi-racial country and the fact that Penang is one of the iconic destinations in Malaysia gives it a leverage to be known as the melting pot of Malaysia. Thus, it is important that favorable images must be created and materialized to capitulate to this demand (Gani, Mazlina, Mohammad, Nurhidayah & Zurena, 2017).





## 2.2 AUTHENTICITY OF FOOD

The authenticity of ethnic food is the area's rich heritage, which varies from each region. Understanding the concept of ethnic food referred to (Kwon, 2015) means ethnic foods derived from local information capability in the production of local resources, such as raw materials, to ethnic foods adopted by individuals outside the ethnic community for essential ingredients of food product sources such as plants and animals. Originality is usually substituted by food culture's authenticity (Meredith, 2014). Authenticity is expected to add attitudes to authentic food, which discourage imagination from making other copies. In the meantime, ethnic food is connected to local awareness, using local services as food commodities. If local information is no longer relevant in the production of ethnic food, the authenticity of this ethnic food is expected to be removed (Meredith, 2014).

The authenticity of food is described in various respects as the originality and special essence of Malaysian cuisine. This is an important factor in defining Malaysia's family name, history and heritage. Food experts including trained chefs and cooks are thought to continue learning and preserving the uniqueness of Malaysian cuisine today. Defining the concept of authenticity, it is believed that authenticity is the conceptualization of the authenticity of other cultures that cannot be understood, cannot be precisely determined (Varga, 2014). For example, as in food regions engaged in providing and communicating the intangible heritage, traditions and authenticity of their products.

Ethnic foods are now debated not only how to prepare, cook, serve and conserve those connected to tradition and history of the period, but also the fact that ethnic foods are inseparable from ancestry, culture, ecology and climate (Kwon & Meredith, 2015). The various local materials are given in each area according to the geographical conditions. Like tribal foods, local tribal food raw material supplies cannot come only from local geographic sources and even from outside the

regional region in general. However, in the course of preparing and presenting ethnic tribal food as a legacy of authentic significance, local information comes from the tradition handed down from generation to generation.

Moreover, ethnic food has a unique identity as tribal food and culture with plenty of attractions from our past experiences. Today, the use of ethnic food is not only to preserve it but to give and strengthen happiness to memories of the past that effectively enhance effective emotions (Ting, Rebecca & Nastassia, 2017). Even today, a number of ethnic foods lead to commodity products that continue to grow the food industry due to diverse ethnicities. According to (Kwon & Meredith, 2015), the growing food industry is gradually believing that ethnic food provides multi-ethnicity as a potential commodity to be developed in the food industry to continue to survive in the global profit market. However, failure in the ongoing competitive advantage emerges as the food industry fails to bring about changes in the pattern of production and consumption of ethnic food that removes the originality of heritage values as cultural identities. So, it proves that authentic food can attract more tourists to Malaysia especially with the variety of ethnic food that is related to branding Malaysia's food as a food tourism attraction.

### **2.3 DIVERSITY OF FOOD**

Food diversity is characterized as a food quantity measurement dependent on the food item that was eaten over a certain time by individuals. Food diversity has been one of the worldwide recommendations of dietary guidelines, like Malaysia. Local cuisine that adds to a destination's culture is an important component of many travel experiences.

According to Bessiere (1998), local produce and cuisine can be regarded as part of a territorial building which provides a distinctive place or attraction that represents local culture and identity. For example, in most Asian countries, rice is a staple food and in particular Japan produces "sushi," and 25% of Japan's agricultural production is estimated to be rice (Takahashi & Honma, 2009). In addition, the unique French, Italian and Spanish cuisines of western European countries are well recognized worldwide and become a draw for tourists. According to Henderson (2009), this popularity led to the incorporation and promotion of the local cuisine as part of their distinctive cultures by other countries like those in Southeast Asia such as Japan, Singapore, Thailand, Vietnam, and Korea.

Historically, Malaysian cuisine and its distinctive tastes and traditions have traditionally developed in foreign immigrants of different origins including the Arabs, the Chinese, the Thais, the Indonesians and the Portuguese (Pearce, 2015; Raghavan, 2010; Hooker, 2003). Early the 5th century, merchants from India, China, Java and Sumatra landed in the Malay Archipelago and extended the influence of Hindu-Buddha (Malaysia Kita, 2007). The Malaysians and Bumiputera (identive subethnic groups), as satisfied by Hoker (2003), came from Indonesia, while the Indians came from India (Sri Lanka and Punjab) and the Chinese majority came from the mainland, Thailand and Hong Kong. Later, during the Melaka Sultanate period in the 14th century Islam was brought by Arab merchants to the settlers of the Malay peninsula (1400- 1511). Following Portuguese subjugation in Melaka in 1511, the Dutch invasion in 1611 and the British settlement in 1785, the migration of Chinese and Indian settlers in the late 19th and early 20th centuries became a dominant community in Malaysia (Hyman & Gwenda, 1993). The colorful food variety in Malaysia has generated the picture of a nation which represents the multi-racial society in the country sharing diverse food cultures. In addition, Suhaimi, Salehuddin and Zahari (2014) describe this as a kind of silent storytelling, told to foreign societies by the locals.

In Malaysia, there are strong relations between local food and tourism since both industries are mutually beneficial. Promoting local cuisine can be the nation and simultaneously enhance the brand and culture of the region (Zainal, Zali & Kassim, 2010). According to Zainal et al. (2010), a food trails project focused on the various specialties of the states, regions and communities will be established by the Malaysian government, in order to attract tourist interest to experience local cuisine. This shows the gravity of the Malaysian government to embrace cuisine in the tourism industry.

As part of its national multicultural identity the Malaysian government incorporates local cuisine by using the term "fusion cuisine" as a theme of food tourism. However, it is more difficult to classify and describe local cuisine in multicultural nations with a diverse variety of ethnic and cultural communities. Malaysia is faced with difficulties in selling its cuisine, primarily focused on migrant practices. According to Yoshino (2010), finds that Malaysian cuisine lacks a distinctive identity and that there are foods of similar cuisine to countries such as China and India.

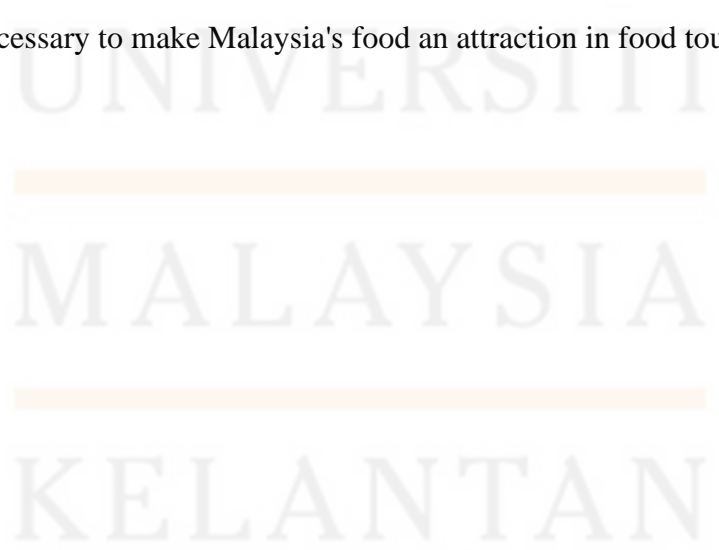
## 2.4 HALAL FOOD

Malaysia is now known as one of the halal food tourist destinations. When applied in reference to the economy, the term Halal refers to industry in a way that is considered acceptable in Islam. It then applies to food, which is in line with the laws of Islam, as used in the reference of food. In this age of globalization, companies are surrounded by rivals regardless of sector. Around 1.8 billion Muslims have worldwide population, generating global interest among food producers worldwide. In Malaysia, there are 172,252 food service companies and 5,565 food producers, with Muslims dominating the region (Majid, Abidin, Majid, & Chik, 2015). The Muslims therefore have tremendous purchasing power which would consequently influence the market for halal food. This shows, thus, that halal food will impact the food tourism branding in Malaysia to draw more tourists.

On the other hand, to be branded as food tourism in Malaysia one of the factors that is related to this is halal food in Malaysia. In Malaysia, halal logos will be used as a certificate to confirm whether the food can be eaten or not according to the standard terms of halal by JAKIM. In fact, Malaysian Prime minister in March 2006, had announced that all state governments in Malaysia must use the standard of Halal logo that had been issued by JAKIM. Besides that, this halal logo has been made as the logo of the national Halal logo in Malaysia (Mohamed, Rezai, Shamsudin, & Chiew, 2008). Globally, the market for certified halal food and products is rising strongly. In this context, halal products receive worldwide recognition as a scale for food safety and quality assurance. Malaysia can be branded as food tourism destinations according to this proof which is by Majid et al. (2015) stated that in Malaysia, halal products are the absolute key for consumption where Muslims are the majority population in Malaysia. It thus shows that Muslim tourists no longer need to fear because food items have successfully approved in Malaysia as halal and are promised to be suitable both by Muslim and non-Muslim customers (Majid et al.,

2015). It added also that the entire definition of Halal, which encompasses the Shariah provision in Islam, and the health, sanitation and protection aspects, is responsible for this approval.

Besides that, halal food also can be able to prove Malaysia's brand in food tourism because based on the halal point of view, halal food does not have harmful ingredients, exploitation of the labour environment and also for unlawful use. Actually, the term itself not subjected to only food and encompasses the whole spectrum of a Muslim's conducting which is highlighting the should and should not do to receive mercy from Allah (Haque, Sarwar, Yasmin, Tarofder & Hossain, 2015). According to Golnaz, Zainalabidin, Nasir and Eddie Chiew (2010), a number of non-Muslim countries have high demand for Halal goods for both user classes. Halal products also gain traction among non-Muslim customers because of humane animal therapy issues and the belief that Halal products are better and safer. The Malaysian Standard on Halal Food also includes non-Muslims who have an interest in halal food conformity with international standards for good manufacturing practice and good hygiene practice and stipulates realistic food industry guidance on the processing and handling of halal foods on consistency, sanitary and safety issues and serves as a basic prerequisite for fo Halalal food will thus draw more tourists to Malaysia, especially with Halal's certificates that it is necessary to make Malaysia's food an attraction in food tourism.





## 2.5 AFFORDABLE PRICE OF FOOD

Price is the amount of money charged for a product or service and price was the main factor influencing the choice of the buyer (Claessens, 2015). Branding food tourism in Malaysia can attract many tourists according to the food which has an affordable price. In trading, price can be defined as the amount of money the seller is willing to accept, the buyer is willing to pay and competition is allowed to be charged. In Marketing Mix (4P), which also includes promotions, place and products, price is one of the factors that a business or organization will consider. In addition, price is a key marketing component where the appropriate pricing strategy depends on the short-term and long-term goals of the business or organization, along with the strengths and weaknesses in some markets (Kokemuller, 2019).

Low prices or reasonable prices are triggers to improve marketing performance. Studies show that price is one of the consumer's considerations in making purchasing decisions and also affect customer satisfaction. The price variables show the positive effects of product variables and promotional variables on purchasing decisions. When customers evaluate the price of a product is greatly influenced by the customer's own behavior (Sonny Indrajaya, 2019).

In addition, the setting of food prices in Malaysia is influenced by economic factors as well as the value of the Malaysian Ringgit currency which will affect the suitability and setting of food prices in Malaysia. Furthermore, Malaysia is also one of the countries that have food price control at a good level to ensure that the food prices charged are not too high and also too low (Dahlan, Norhamizan, Norfezah, Jayaraman & Ainatul, 2018). After that, good food prices will influence one of the factors to bring a country into focus to be branded to be one of the food destinations of a country because the food prices offered are worth it for tourists to enjoy.

## 2.6 STUDY SETTING

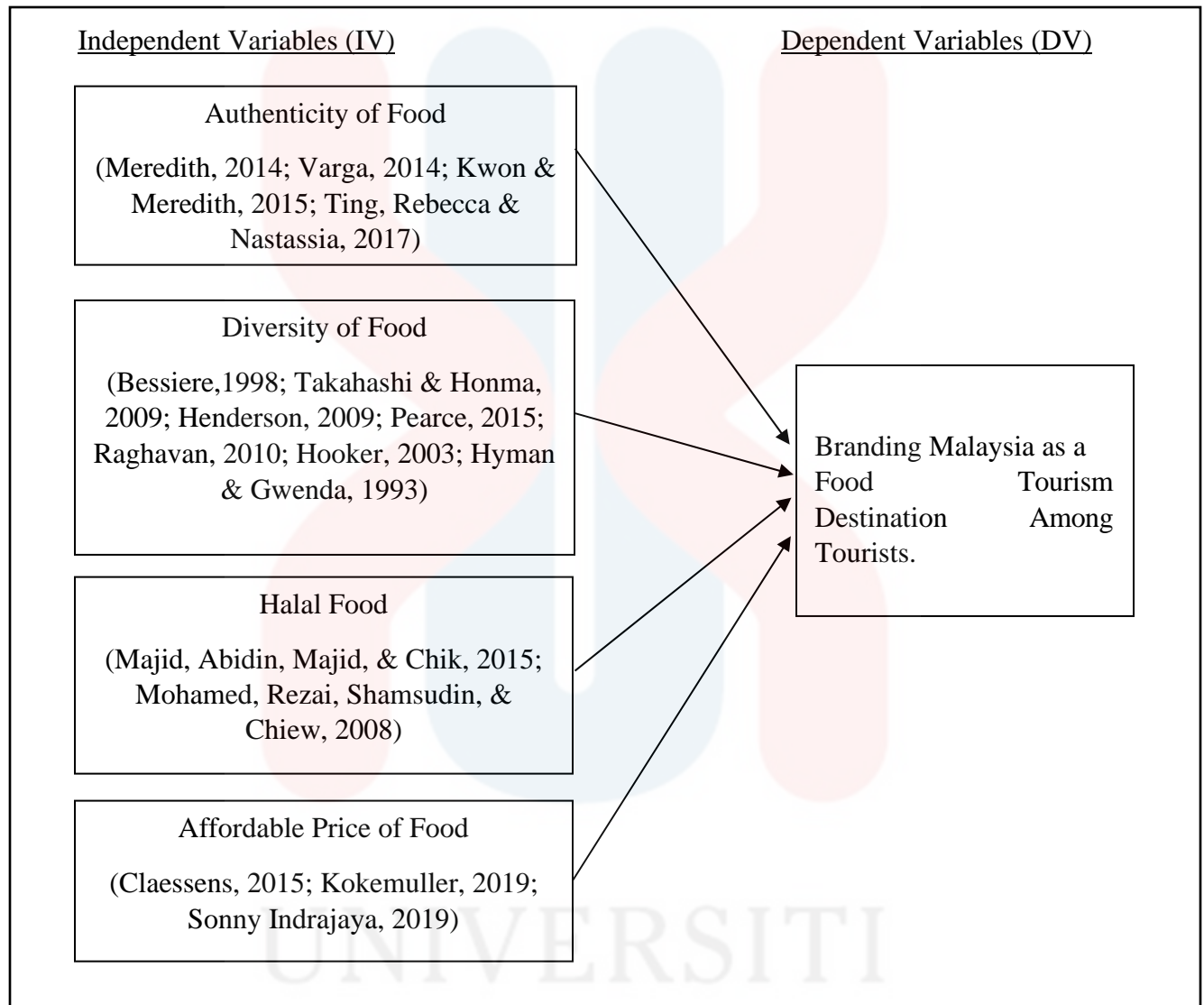
This research took place in Universiti Malaysia Kelantan (UMK) during September semester of 2020/2021. The time for conducting the survey is estimated from October 2020 in Malaysia. Furthermore, this study aims to better understand the relationship between the independent variables (authentic food, diversity food, halal food and affordable food price) and dependent variable (Food destination tourism).

Therefore, the purpose of the study is to determine branding Malaysia as a food tourism destination among tourists. Data was collected through a questionnaire by Google Form which is prepared by the researchers. The questionnaire was given to respondents randomly.





## 2.7 CONCEPTUAL FRAMEWORK



**Figure 2.1: Conceptual Framework**

Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect the food tourism destinations. On the other hand, the dependent variable (DV) is branding Malaysia as a food tourism destination among tourists. There will be four Independent Variables (IV) which are authenticity of food, diversity of food, Halal food and affordable price of food. This figure shows

the relationship between authenticity of food, diversity of food, Halal food and affordable price of food and branding Malaysia as a food tourism destination.

## 2.8 HYPOTHESIS

The hypothesis of the research is made based on authenticity of food, diversity of food Halal food and affordable price of food. Based on the study, the hypotheses had been created and to be tested:

1. H0a – There is no relationship between authenticity of food and branding Malaysia as a food tourism destination among tourists.

H1a – There is a relationship between authenticity of food and branding Malaysia as a food tourism destination among tourists.

2. H0b – There is no relationship between diversity of food and branding Malaysia as a food tourism destination among tourists.

H1b – There is a relationship between diversity of food and branding Malaysia as a food tourism destination among tourists.

3. H0c – There is no relationship between halal food and branding Malaysia as a food tourism destination among tourists.

H1c – There is a relationship between halal food and branding Malaysia as a food tourism destination among tourists.

4. H0c – There is no relationship between the affordable price of food and branding Malaysia as a food tourism destination among tourists.

H1c – There is a relationship between the affordable price of food and branding Malaysia as a food tourism destination among tourists.

## **2.9 SUMMARY**

It is important to have an understanding and identification of why the tourism industry needs to branding Malaysia as a food tourism destination. The food tourism destinations in Malaysia are influenced by certain factors. Those important factors that are identified are authenticity of food, diversity of food, Halal food and affordable of price food. The study assumed that the better the factor that was identified, the better the outcome of branding Malaysia as a food tourism destination. At the end of the research, the goals will be achieved and the factors will help to solve the problems that the tourism industry needs to branding Malaysia as a food tourism destination.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.0 INTRODUCTION

This chapter is about research methodology. This chapter obviously defines the research methods used to complete this study. This chapter will show the entire mechanism involved in conducting this study session. This chapter will discuss the research design that will be used to carry out this study, target population, sample size, sampling technique, data collection, research instrument, data analysis and closed by the summary of this chapter.

#### 3.1 RESEARCH DESIGN

In this study, the researcher will use a quantitative approach. Quantitative research is a form of educational research, where researchers can decide what to study, asking specific questions for unbiased research. Quantitative research is used to measure problems by generating numerical data or convertible data into usable statistics (Defranco, 2011). Quantitative research tends to address issues that require explanation of trends or explanations of the relationships among variables. The researcher chose the quantitative approach research the survey will be conducted to collect the data themselves.

The research also seeks to identify the relationship between the authenticity of food, diversity of food, Halal food in Malaysia and affordable of price food that can evaluate the branding of Malaysia as a food tourism destination.

### **3.2 POPULATION**

According to Reid (2001), described the population in a research as all units possessing certain features, which are of the awareness of the researchers. From the meaning, population can be stated as the targeted society or group of citizens which is implicated or chosen by the researcher for the research. Malaysia has a variety of ethnicities and cultures and can be said to be a multi-ethnic and religious country. This study's main target is all the people that had experiences in Malaysia's food including foreigners. This study aims for domestic tourists to participate in the study. The population for this study will be Malaysian citizens amounting to 32 million.

### **3.3 SAMPLE SIZE**

The sample size is the population sub-set. The sample size was designed to help scientists get more accurate and reliable data. The reliable and valid sample of this research archived using the formula built for the sample size by Krejcie & Morgan (1970). The formula is shown as equation (3.1) below:

$$S = \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)} \quad (3.1)$$

Where:

S = Required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 2.5 million)

P = Population proportion (assumed to be 0.5 or 50%)

d = Degree of accuracy (assumed to be 0.05 or 5%)

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

$$S = \frac{1.96^2 (2,500,000 \times 0.5)(1 - 0.5)}{0.05^2 (2,500,000 - 1) + (1.96^2 \times 0.5) (1 - 0.5)}$$

$$= \frac{2,401,000}{6249.9975 + 0.9604}$$

$$= \frac{2,401,000}{6250.9579}$$

$$= 384.10$$

According to Krejcie & Morgan's table (1970), a maximum sample size of 384 respondents selected randomly. Apart from that, the research that is conducted needs the respondent to answer a set of questionnaires which are given to them.

**Table 3.1: Table of Krejcie & Morgan (1970)**

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*



**Table 3.2: Table of Sample Size**

Required Sample Size <sup>†</sup>								
Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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### 3.4 SAMPLING TECHNIQUE

Sampling is the process of selecting a representative group from the population under study. A study of the sample and understanding of its properties or description is able for the researchers to simplify the properties or features of the population rudiments. In the method of sampling, the researchers will select some rudiments of population as the subjects of the sample (Mcleod, 2019). In this study, the researchers will select non-probability sampling techniques which are convenience sampling.

For this study, the researchers will select convenience sampling in non-probability sampling techniques. The meaning of this convenience sampling is perhaps the easiest method of sampling, because participants are selected based on availability and willingness to take part. Useful results can be obtained, but the results are prone to significant bias, because those who volunteer to take part may be different from those who choose not to (volunteer bias), and the sample may not be representative of other characteristics, such as age or sex. Volunteer bias is a risk of all non-probability sampling methods. This sample is used to collect the data quickly. The sample is drawn from the target population which is the population of Malaysia in a way that every Malaysians has the same opportunity and is known as a subject sample. The questionnaire was created by Google Form and spread it through WhatsApp, Telegram and Instagram. It will speed up the process of getting answers from the respondent and using the Google Form by providing the answer while making it easier for the respondent to respond without stress.

### 3.5 DATA COLLECTION PROCEDURE

Data collection is defined as a tool for precise study observations using traditional proven techniques collection, estimation and analysis. On the basis of the data collected, the researchers would test their hypothesis. In certain cases, data collection, regardless of the field of research, is the first and most important step for analysis. The data collection process is different for various research areas, based on the appropriate data. Based on Kumar (2014), there are a total of two major methods which are quantitative and qualitative to collect the information about a person, situation, phenomenon and problem. During the research study, the information will be collected by the researchers but sometimes the information that is being sought is already available and only needs to be extracted.

The method or techniques that are used for this research is quantitative research methods. The quantitative research method is to survey and collect the data required. This research will use the questionnaire to measure the branding of Malaysia as a food tourism destination. According to Barriera, Viruet, Sobeih, Daraiseh and Salem (2006) suggest that the self-managed questionnaires may have advantages: (1) most people are comfortable with the questionnaires and are usually not apprehensive of them; (2) questions are very economical when researching large samples and large geographical regions; and (3) lack of validity is offset by a loss of validity.

The questionnaire was designed by using Google Form and shared through social media which is WhatsApp, Instagram, Twitter and Facebook to the whole Malaysia. By using Google Form and social media, the researchers could get the respondents from whole Peninsular Malaysia and even East Malaysia which is difficult to meet in person

### 3.6 RESEARCH INSTRUMENT

In this research, the questionnaire will be used to collect the data in order to gather all the required input that needed to complete this research. The questionnaire is an initiative used to collect data from respondents whether in writing or oral. Besides that, this type of research is usually cheaper compared to others method and easy to monitor because it is standardized. In addition, this research involved a large number of respondents, so the researchers will use this method because it is the efficient way of collecting data and information.

The questionnaires are made up of three sections. The first part of section A deals with the demographic details of the respondent, such as gender, age, ethnicity, income class. For Section B there are questions relating to independent variables and for Section C there are questions relating to dependent variables. Using the nominal scale and interval for the questionnaire form in section (A) while Likert Scale is used for section (B) and section (C).

The 5-Likert Scale will be used in this study because the reactions are effectively quantifiable and abstract to calculation of some scientific investigation. In addition, this 5-Likert Scale typically does not have two extreme options which are 'very strongly disagree' and 'very strongly agree' that are usually being used in the 7-Likert Scale (Pearse, 2011). Hence, measurement on the 5-Likert Scale is 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree.

### **3.7 DATA ANALYSIS**

For descriptive statistics, this method will be used to describe the basic characteristics of versatile data forms in research. It presents the data in such a rational way that the data pattern tends to make sense. The descriptive analysis does not, however, go beyond drawing conclusions. The conclusions are again based on the premise that the researchers have formulated thus far. Although inferential statistics are used to formulate theories about a larger community after a population representative survey research and review. Inferential statistics are one of the two main branches of statistics. Inferential statistics use a random array of demographic data to classify and make inferences about the wider population.

At the end of the experiments, the researchers will use the Statistical Packages for Social Sciences (SSPS) to analyze the data obtained. Statistical Package for Social Sciences (SPSS) is a software application for dynamic or batch statistical analysis. This system is one of the most common mathematical constructs that can be very easy to manage and interpret using a single procedure. In the meantime, this is a user-friendly program. Statistical Package for Social Sciences (SPSS) could compile practically any folder to create tabulated files, including maps and distribution plots.

#### **3.7.1 DESCRIPTIVE STATISTIC**

Descriptive analysis is an approach to analyzing data where the data reflects the whole population or a subset that can explain and summarize all the data in a succinct and meaningful way in order to facilitate a better view of the data. Calculation of descriptive statistics is a crucial first step in analysis and should therefore arise before rendering inferential statistical distinctions (Kaur, Stoltzfus & Yellapu, 2018). Descriptive analysis will be employed to analyze the demography of the respondent.

### 3.7.2 RELIABILITY ANALYSIS

Reliability test refers to the degree of which the test is accurate and stable in the estimation of what is to be measured. Most significant, the test is reliable if it is successful on its own and over time. Reliability is a measure of whether or not anything is accurate by making repeats and seeing how identical findings are obtained.

First, an intraclass correlation coefficient was used to assess the reliability of self-reporting using the Likert scale or steps taken to correct identified biases (Bartko, 1966). The researcher would conduct a confirmatory factor analysis to assess if innovation success is related to leadership, ownership qualities, and networking of innovation competencies.

Table 3.3: Rule of Thumb Cronbach's Alpha

<b>Cronbach Alpha</b>	<b>Internal Consistency</b>
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Stephanie Glen (2014)

### 3.7.3 PEARSON CORRELATION

The Spearman correlation coefficient enables one to measure the ranked values for each attribute rather than the raw data (Spearman, 1904). The Pearson coefficient is a type of coefficient of correlation that defines the relationship between the two variables measured at the same range or scale of the ratio. The Pearson coefficient is a measure of the intensity of the interaction of two continuous variables. The research theory would be that by suggesting that one outcome affects the other in the right direction.

The Pearson Correlation Coefficient study is used to describe the association between different and dependent variables in this study. A -1 correlation reveals a perfectly negative correlation, while 1 shows a perfect positive correlation. A correlation of 0 indicates no similarity between the two variables' movements.

Table 3.4: Rule of Thumb of Correlation Coefficient size

Coefficient Range (r)	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low

0.0 to 0.3 / -0.0 to -0.3	Little, if any
---------------------------	----------------

Source: Hinkle, Wiersma and Jurs (2003)

**3.8 PILOT TEST**

The research will describe the questionnaire for 30 respondents for trial to ensure the research instrument is reliable. It will be conducted before the actual data collection process. A total of 30 questionnaires have been circulated to visitors and reviews have been received in order to increase transparency. The reliability test performed using SPSS version 22 is carried out after the questionnaire has been obtained. The most popular methodology in reliability analysis in Cronbach's Alpha to examine the internal accuracy of a scale. The Cronbach Alpha is the average reliability coefficient values collected in particular for analysis from standardized products.

In order to test the reliability, Cronbach's Alpha adopted. Table 3.4 shows the result of the pilot test conducted.

Table 3.5: Reliability Statistics for Pilot Test

No.	Construct	Cronbach's Alpha	No. of Item	N
1.	Authenticity of food	0.816	5	30
2.	Diversity of food	0.866	5	30
3.	Halal food	0.851	5	30
4.	Affordable price	0.925	5	30

---

### 3.9 SUMMARY

Through this chapter, the researchers are obvious on the study as they decided the research design, target population, sample size, sampling technique, data collection procedure, research instrument and data analysis. Besides that, this research also can know how to use the research design in the thesis and the function as well as other components which is the target population, sample size, sampling technique, data collection procedure, research instruments and data analysis. Other than that, this chapter also explained about how the questionnaire is created and distributed to gather the data in this research.



## CHAPTER 4

### RESULT AND ANALYSIS

#### 4.0 INTRODUCTION

In this chapter, the researcher will discuss the findings of the research. This data analysis is analyzing on Branding Malaysia as Food Tourism Destination Among Tourist. A total of 2007 data collection, were distributed to Malaysian citizen. In this chapter will also shows the pilot test, frequency analysis, descriptive analysis and Pearson's correlation.

In details, pilot test was used to obtain the validity of the variables. Next, frequency analysis was used for analyzing demographic of the respondents. On the other hand, descriptive analysis was used to identify on how the factors towards branding Malaysia as food tourism destination. Lastly, Pearson's correlation was used to analyze the importance of the factors to improve Malaysia as food tourism destination which are authenticity of food, food diversity, halal food and affordable price.

#### 4.1 PILOT STUDY

Before conducting the actual questionnaire, the researcher had conducted a pilot test with 30 respondents. The reliability test of this pilot test was used in our research to obtain the validity of the variables.

Table 4.1 Rules of Thumb about Cronbach's Alpha Coefficient by Hair et al., 2015.

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

Table 4.1, which clearly showed the degree of interaction for the Cronbach's alpha coefficient range. The Cronbach's alpha value for the questionnaire's reliability should not be less than 0.6 because this means poor reliability. The closer the matter is to 1, the more accurate the item's inherent accuracy is.

Table 4.1.1: Result of reliability coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Food Tourism Destination	5	.856	Very Good
Authenticity of Food	5	.852	Very Good
Food Diversity	5	.892	Very Good
Halal Food	5	.847	Very Good
Affordable Price	5	.875	Very Good

Table 4.1.1 above shows the reliability of pilot test analysis for the dependent variable and independent variables. The Cronbach's alpha coefficient value for food tourism destination was .856, which indicated very good and reliable.

On the other hand, for the independent variables, the Cronbach alpha coefficient value for the authenticity of food, food diversity, halal food, and affordable price were 0.852, 0.892, 0.847, and 0.875, respectively, which show the reliability is very good and reliable.

## 4.2 FREQUENCY ANALYSIS

### 4.2.1 Gender of Respondents

Table 4.2.1: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	81	39.1	39.1
Female	126	60.9	100.0
Total	207	100.0	

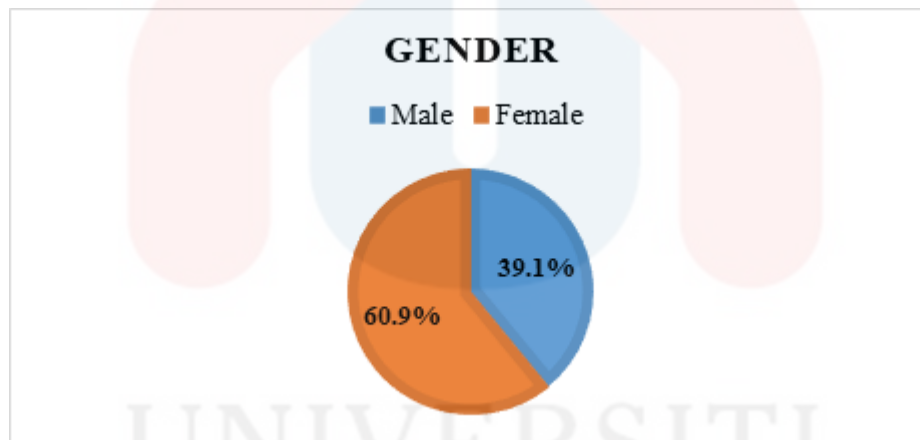


Figure 4.1: Percentage of Respondent by Gender

In this study, a total of 207 respondents was collected. There were 81 respondents (39.1%) who represented as male and 126 respondents (60.9%) who represented as female, according to Table 4.2.1 and Figure 4.1. In this study, the number of female respondents is higher than the number of male respondents.

## 4.2.2 Race of Respondents

Table 4.2.2: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	87	42.0	42.0
Chinese	31	15.0	57.0
Indian	17	8.2	65.2
Others	72	34.8	100.0
Total	207	100.0	

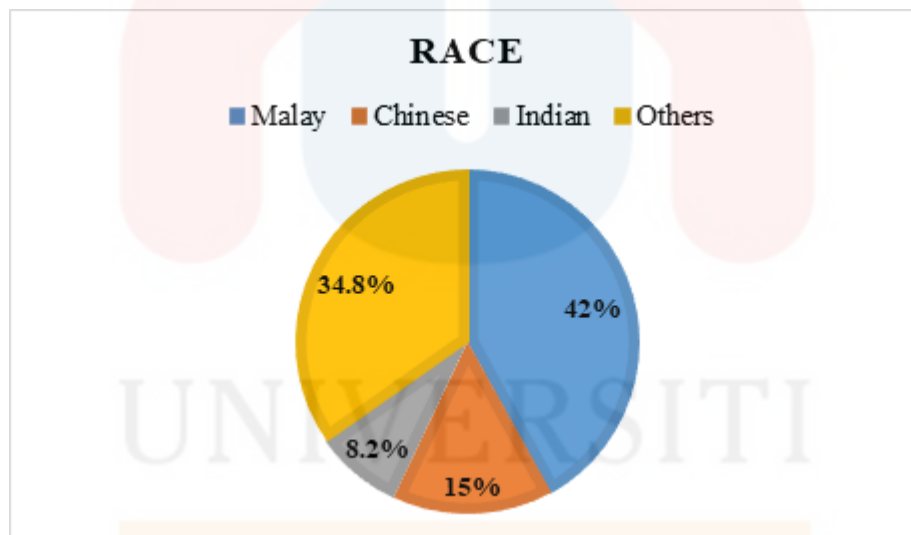


Figure 4.2: Percentage of Respondent by Race

Table 4.2.2 and Figure 4.2 shows the race of 207 respondents. For Chinese and other race, there were 31 respondents (15%) and 72 respondents (34.8%) respectively. While Malay represented the highest number, which was 87 respondents (42%). However, Indian represented the lowest number, which was 17 respondents (8.2%).

### 4.2.3 Age of Respondents

Table 4.2.3: Number of Respondents by Age

Age (years old)	Frequency	Percentage (%)	Cumulative Percentage (%)
13-20	30	14.5	14.5
21-30	138	66.7	81.2
31-40	25	12.1	93.2
41-50	7	3.4	96.6
>50	7	3.4	100.0
Total	207	100.0	

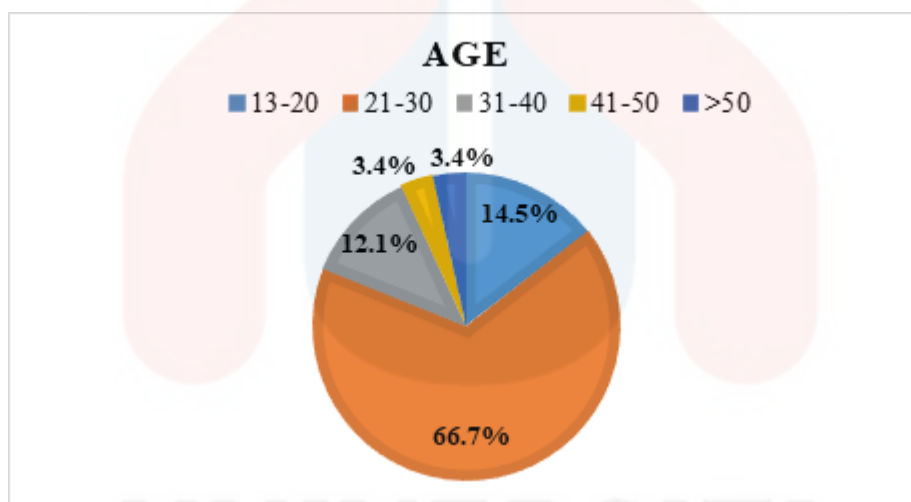


Figure 4.3: Percentage of Respondents by Age

The Table 4.2.3 and Figure 4.3 shows the age of 207 respondents. Age is divided into 5 categories. There were 30 respondents (14.5%) in age range of 13-20 years old. While there were the highest number of respondents on the age range of 21-30 years old, which was 138 respondents (66.7%). There were only 25 respondents (12.0%) in the age range of 31-40 years old. Lastly, number of respondents on the age range of 41-50 years old and those above 50 years old had the same number of respondents which were 7 respondents (3.4%) respectively.

#### 4.2.4 Marital Status of Respondents

Table 4.2.4: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	158	76.3	76.3
Married	36	17.4	93.7
Others	13	6.3	100.0
Total	207	100.0	

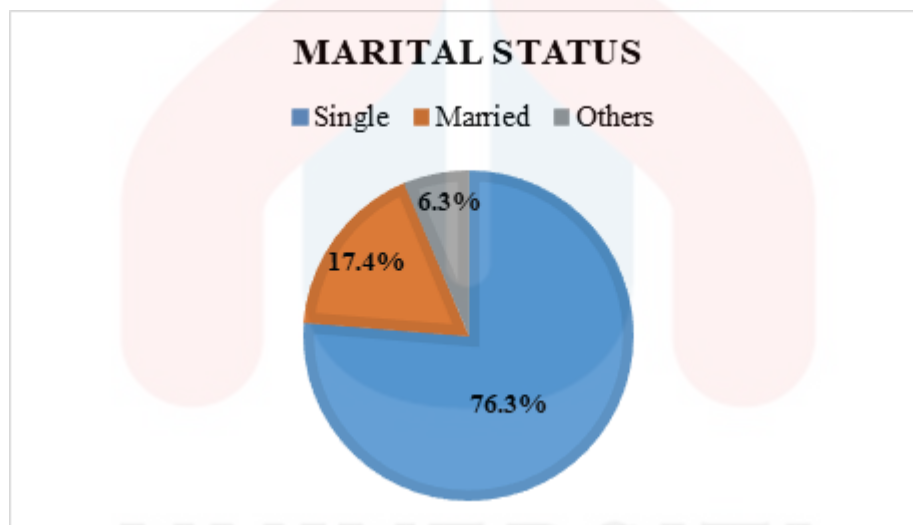


Figure 4.4: Percentage of Respondents by Marital Status

A total of 207 respondents have been collected in this research. From Table 4.2.4 and Figure 4.4, there were 158 respondents (76.3%) who represented as single status and 36 respondents (17.4%) who represented as married status. While the other status shows only 13 respondents (6.3%). It shows the number of single status respondents is higher compared to the married status and other status in this research.

## 4.2.5 Employment Status of Respondents

Table 4.2.5: Number of Respondents by Employment Status

Employment Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Employment	32	15.5	15.5
Self-employment	16	7.7	23.2
Unemployment	15	7.2	30.4
Retired	6	2.9	33.3
Freelancers	12	5.8	39.1
Student	121	58.5	97.6
Others	5	2.4	100.0
Total	207	100.0	

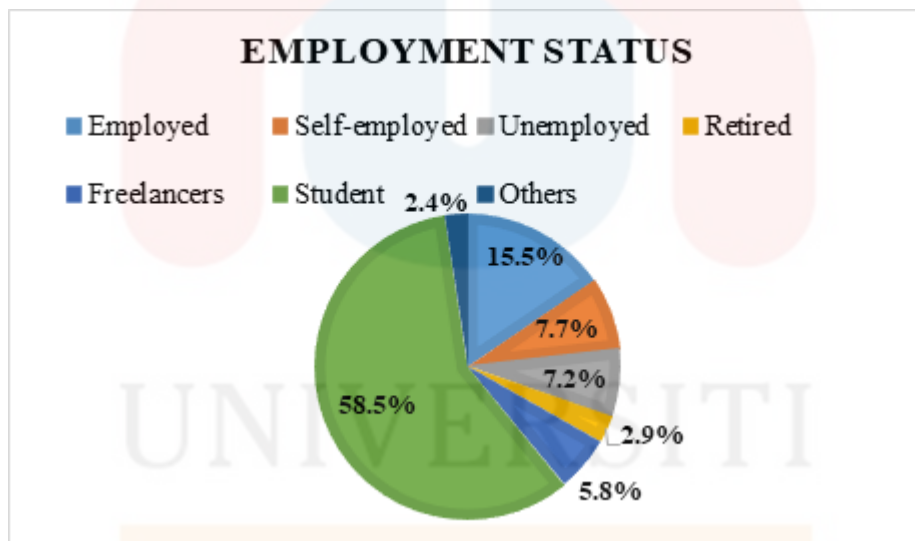


Figure 4.5: Percentage of Respondents by Employment Status

Table 4.2.5 and Figure 4.5 shows that students accounted for the majority of respondents which were 121 (58.5%). There were 32 respondents (15.5%), 16 respondents (7.7%), 15 respondents (7.2%), and 12 respondents (5.8%) for employed, self-employed, unemployed, and freelancers, respectively. While the retired and others have fewer respondents, with 6 (2.9%) and 5 (2.4%) respondents, respectively.

**4.3 DESCRIPTIVE ANALYSIS**

In this research, there were 5 variables which are one dependent variable of food tourism destination and four independent variables which are authenticity of food, food diversity, Halal food and affordable price. The researcher will analyze the mean for each variable.

Table 4.3: Descriptive Statistic of Independent Variables and Dependent Variable

	Item Description	N	Mean Score	Standard Deviation
IV 1:	Authenticity of food.	207	4.12	0.818
IV 2:	Food diversity.	207	4.33	0.723
IV 3:	Halal food.	207	4.24	0.757
IV 4:	Affordable price.	207	4.08	0.787
DV:	Branding Malaysia as food tourism destination.	207	4.33	0.813

Table 4.3 showed the total number, mean and standard deviation of independent variables and dependent variable. The highest mean for independent variable was food diversity which is 4.33 and followed by halal food 4.24, authenticity of food 4.12 and affordable price 4.08. The mean for dependent variable which is branding Malaysia as food tourism destination was 4.33.



### 4.3.1 Authenticity of Food

Table 4.3.1: Descriptive Statistic for Authenticity of Food

AUTHENTICITY OF FOOD				
No.	Item Description	N	Mean	Standard Deviation
1	The food ingredients used are local.	207	3.89	0.820
2	The historical story of local food makes people feel impressed.	207	4.05	0.777
3	The local foods used the authentic cooking methods.	207	4.03	0.788
4	Tourist can feel the eating habits of the local people.	207	4.12	0.818
5	Special kitchen equipment (charcoal stove) makes tourist feel the authenticity of food.	207	4.10	0.859

Table 4.3.1 shows the descriptive statistic for authenticity of food. It shows the mean of respondents' response on the authenticity of food variables according to Five-Likert Scale. To elaborate, the mean for question 1 where the food ingredients used are local was 3.89. The mean for question 2 where the historical story of local food makes people feel impressed was 4.05. Next, the mean for question 3 where the local foods used the authentic cooking methods was 4.03. The mean for question 4 where tourist can feel the eating habits of the local people was 4.12. Lastly, the mean for special kitchen equipment (charcoal stove) makes tourist feel the authenticity of food was 4.10. For the data set from 207 respondents with the standard deviation which lower than 1, it indicated the values where closer to the mean.

### 4.3.2 Food Diversity

Table 4.3.2: Descriptive Statistic for Food Diversity

FOOD DIVERSITY				
No.	Item Description	N	Mean	Standard Deviation
1	Diversity of food is a catalyst for unity in Malaysia.	207	4.09	0.855
2	The diversity of ethnic food in Malaysia makes the community understand other ethnic cultures.	207	4.16	0.824
3	The diversity of food in Malaysia able to attract tourists from other countries.	207	4.27	0.752
4	The variety of food in Malaysia attract my interest to try all the foods from other ethnicities.	207	4.26	0.757
5	All ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods.	207	4.33	0.723

Table 4.3.2 shows the descriptive statistic for food diversity. It shows the mean of respondents' response on the food diversity variable according to Five-Likert Scale. To elaborate the mean for question 1 where diversity of food is a catalyst for unity in Malaysia was 4.09. The mean for question 2 where the diversity of ethnic food in Malaysia makes the community understand other ethnic cultures was 4.16. Next, the mean for question 3 where the diversity of food in Malaysia able to attract tourist from other countries was 4.27. The mean for question 4 where the variety of food in Malaysia attract my interest to try all the foods from other ethnicities was 4.26. Lastly, the mean for question 5 is the highest mean in food diversity where all ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of food was 4.33.

### 4.3.3 Halal Food

Table 4.3.3: Descriptive Statistic for Halal Food

HALAL FOOD				
No.	Item Description	N	Mean	Standard Deviation
1	Malaysia food is very acceptable especially in aspects of taste, cleanliness, halal guarantee and reasonable price.	207	4.13	0.772
2	The environment in Malaysia makes me feel comfortable and relaxed while enjoying the meal and that way I will spend more money for food.	207	4.19	0.843
3	The varieties and uniqueness of halal food in Malaysia attract me to come and taste by myself.	207	4.17	0.906
4	I can enjoy a variety of food even just at the roadside stalls.	207	4.24	0.757
5	Malaysia's food had halal logo and certificate, so it is easier for me to differentiate whether the food halal or not.	207	4.14	0.795

Table 4.3.3 shows the descriptive for halal food. It shows the mean of respondent' response on the halal food variable according to Five-Likert Scale. To elaborate, the mean for question 1 where Malaysia food is very acceptable especially in aspects of taste, cleanliness, halal guarantee and reasonable price was 4.13. The mean for question 2 where the environment in Malaysia makes me feel comfortable and relaxed while enjoying the meal and that way, respondent will spend more money for food was 4.19. Next, the mean for question 3 where the varieties and uniqueness of halal food in Malaysia attract respondent to come and taste by themselves was 4.17. The highest mean in halal food was question 4 where respondent can enjoy a variety of food even just at the roadside stalls was 4.24. Lastly, the mean for question 5 where Malaysia's food had halal logo and certificate, so it is easier for respondent to differentiate whether the food halal or not was 4.14.

#### 4.3.4 Affordable Price

Table 4.3.4: Descriptive Statistic for Affordable Price

HALAL FOOD				
No.	Item Description	N	Mean	Standard Deviation
1	Malaysia food is very acceptable especially in aspects of taste, cleanliness, halal guarantee and reasonable price.	207	4.13	0.772
2	The environment in Malaysia makes me feel comfortable and relaxed while enjoying the meal and that way I will spend more money for food.	207	4.19	0.843
3	The varieties and uniqueness of halal food in Malaysia attract me to come and taste by myself.	207	4.17	0.906
4	I can enjoy a variety of food even just at the roadside stalls.	207	4.24	0.757
5	Malaysia's food had halal logo and certificate, so it is easier for me to differentiate whether the food halal or not.	207	4.14	0.795

Table 4.3.4 shows the descriptive statistic for affordable price. It shows the mean of respondents' response on the affordable price variable according to Five-Likert Scale. To elaborate, the mean for question 1 where the affordable prices influence tourist to buy food was 4.05. The mean for question 2 where the affordable food prices influence Malaysia as a food tourism destination was 4.08. Next, the mean for question 3 where food prices in the food industry in Malaysia are lower compared to the food industry abroad was 3.89. The mean for question 4 here food prices in Malaysia are reasonable and can be owned by customers was 4.05. Lastly, the mean for question 5 where the country's economy affects food price was 4.08.

### 4.3.5 Branding Malaysia as Food Tourism Destination

Table 4.3.5: Descriptive Statistic for Food Tourism Destination

BRANDING MALAYSIA AS FOOD TOURSIM DESTINATION				
No.	Item Description	N	Mean	Standard Deviation
1	The variety of food in Malaysia attracts tourists.	207	4.28	0.835
2	Malaysia is one of the best food tourism destinations in the world.	207	4.02	0.818
3	Ethnic diversity in Malaysia makes Malaysia as a country with food diversity.	207	4.33	0.813
4	Food festival celebration in Malaysia have been organized frequently.	207	3.86	0.847
5	Malaysia is known as the best halal food hub country.	207	4.08	0.891

Table 4.3.1 shows the descriptive statistic for food tourism destination. It shows the mean of respondents' response on the food tourism destination variable according to Five-Likert Scale. To elaborate, the mean for question 1 where the variety of food in Malaysia attracts tourist was 4.28. The mean for question 2 where Malaysia in one of the best food tourism destination in the world was 4.02. Next, the mean for question 3 where ethnic diversity in Malaysia make Malaysia as a country with food diversity was 4.33. The mean for question 4 where food festivals celebration in Malaysia have been organized frequently was 3.86. Lastly, the mean for question 5 where Malaysia is known as the best halal food hub country was 4.08.

**4.4 PEARSON’S CORRELATION COEFFICIENT**

The research objective analyses the relationship between authenticity of food, diversity of food, halal food and affordable price of food with branding Malaysia as a food tourism destination among tourists. Pearson’s correlation coefficient (r) has been used in this research for the aim to measure the strength and significant relationship between independent variable and dependent variable.

Table 4.4: Rule of Thumb for Interpreting the Size of Correlation Coefficient

Size of correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

Table 4.4 shows the rule of thumb of the correlation coefficient and the interpretation of the correlation between variables. The correlation coefficient is referring as r. if the value of r is 0.00 to 0.30, it indicates that there is negligible correlation relationship between variables. If the value r is 0.90 to 1.00, there is a very high positive relationship between variables.

## HYPHOTHESIS 1: AUTHENTICITY OF FOOD

$H_0$  – There is no relationship between authenticity of food and branding Malaysia as a food tourism destination among tourists.

$H_1$  – There is a relationship between authenticity of food and branding Malaysia as a food tourism destination among tourists.

Table 4.5: Correlation Coefficient for authenticity of food and branding Malaysia as a food tourism destination among tourists.

		Authenticity of food	Branding Malaysia as a food tourism destination among tourists
Authenticity of food	Pearson correlation	1	.716**
	Sign (2 tailed)		.000
	N	207	207
Branding Malaysia as a food tourism destination among tourist	Pearson correlation	.716**	1
	Sign (2 tailed)	.000	
	N	207	207

Table 4.5 showed Pearson's Correlation Coefficient, significance value and total number of respondents which was 207. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis ( $H_0$ ) for hypothesis one. The correlation coefficient of 0.716 indicated a high positive correlation between authenticity of food and branding Malaysia as a food tourism destination among tourists.



**HYPHOTHESIS 2: DIVERSITY OF FOOD**

H<sub>0</sub>: There is no relationship between diversity of food and branding Malaysia as a food tourism destination among tourists.

H<sub>2</sub>: There is a relationship between diversity of food and branding Malaysia as a food tourism destination among tourists.

Table 4.6 Correlation Coefficient for diversity of food and branding Malaysia as a food tourism destination among tourists.

		Diversity of food	Branding Malaysia as a food tourism destination among tourists
Diversity of food	Pearson correlation	1	.684**
	Sign (2 Tailed)		.000
	N	207	207
Branding Malaysia as a food tourism destination among tourist	Pearson correlation	.684**	1
	Sign (2 Tailed)	.000	
	N	207	207

Table 4.6 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 207. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H<sub>0</sub>) for hypothesis two. The correlation coefficient of 0.684 indicated a moderate positive correlation between diversity of food and branding Malaysia as a food tourism destination among tourists.



**HYPHOTHESIS 3: HALAL FOOD**

H<sub>0</sub>: There is no relationship between halal food and branding Malaysia as a food tourism destination among tourists.

H<sub>3</sub>: There is a relationship between halal food and branding Malaysia as a food tourism destination among tourists.

Table 4.7: Correlation Coefficient for Halal Food and branding Malaysia as a food tourism destination among tourists.

		Halal Food	Branding Malaysia as food tourism destination among tourists
Halal Food	Pearson correlation	1	.740**
	Sign (2 tailed)		.000
	N	207	207
Branding Malaysia as food tourism destination among tourist	Pearson correlation	.740**	1
	Sign (2 tailed)	.000	
	N	207	207

Table 4.7 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 207. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H<sub>0</sub>) for hypothesis three. The correlation coefficient of 0.740 indicated a high positive correlation between Halal food and branding Malaysia as a food tourism destination among tourists.

**HYPHOTHESIS 4: AFFORDABLE PRICE OF FOOD**

H<sub>0</sub>: There is no relationship between the affordable price of food and branding Malaysia as a food tourism destination among tourists.

H<sub>4</sub>: There is a relationship between the affordable price of food and branding Malaysia as a food tourism destination among tourists.

Table 4.8: Correlation Coefficient for affordable price and branding Malaysia as a food tourism destination among tourists.

		Affordable price of food	Branding Malaysia as a food tourism destination among tourist
Affordable price of food	Pearson correlation	1	.673**
	Sign (2 Tailed)		.000
	N	207	207
Branding Malaysia as a food tourism destination among tourist	Pearson correlation	.673**	1
	Sign (2 Tailed)	.000	
	N	207	207

Table 4.8 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 207. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H<sub>0</sub>) for hypothesis four. The correlation coefficient of 0.673 indicated a moderate positive correlation between affordable price and branding Malaysia as a food tourism destination among tourist.

#### 4.5 SUMMARY

The results of data analysis include a quantitative interpretation of data analysis based on different statistical tests. The demographics of respondents were analyzed using frequency analysis by the researcher. In addition, the researcher used descriptive analysis to analyze the study's first objective, which was to determine the factors contribute to branding Malaysia as a food tourism destination among tourists.

Furthermore, the researcher had also used Pearson's correlation coefficient to analyze the second objective of this study, which is to analyze the importance of the factors to improve Malaysia as food tourism destination which are authenticity of food, food diversity, Halal food and affordable price.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.0 INTRODUCTION

This chapter will be discussing on the previous chapter's findings. All variables have been analyzed and the research findings will be discussed in this chapter.

#### 5.2 RECAPITULATION OF THE FINDINGS

In this section, researchers will highlight and focus more on the major findings that have been analyzed based on chapter 4 results which deal with the research question to validate the research hypothesis.

##### 5.2.1 Discussion on Research Objective 1 and Research Question 1

Research Objective 1: To identify the factors towards branding Malaysia as a food tourism destination.

Research Question 1: What are the factors towards branding Malaysia as a food tourism destination?

Table 5.2.1: Descriptive Statistic of Independent Variables and Dependent Variable

	Item Description	N	Mean Score	Standard Deviation
IV 1:	Tourists can feel the eating habits of the local people.	207	4.12	0.818
1V 2:	All ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods.	207	4.33	0.723
IV 3:	I can enjoy a variety of food even just at the roadside stalls.	207	4.24	0.757

IV 4:	The affordable food prices influence Malaysia as a food tourism destination.	207	4.08	0.787
DV:	Ethnic diversity in Malaysia makes Malaysia as a country with food diversity.	207	4.33	0.813

Based on Table 5.2.1, the highest value of mean for branding Malaysia as a food tourism destination is all ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods which show the mean score (4.33). Most of the respondents agreed that all ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods is a vital influence for branding Malaysia as food tourism destination. The reason behind it is because Malaysian cuisine is a mixture of cooking cultures from India, China, the Middle East, Indonesia, and several European countries. This diverse culinary culture stems from the diverse culture and colonial times of Malaysia. This cuisine is developed as a choice between local and foreign. In the 15th century, the region now known as Malaysia became an important route for maritime trade. Across Malaysia were Arab traders who brought spices from the Middle East, as well as Portuguese, Dutch, and British colonizers and traders who introduced foods such as peanuts, pineapples, avocados, tomatoes, squash and gourds. Later, under British rule, the colonialists brought in many Chinese and Indian laborer who contributed to the diversity of flavors in Malaysian cuisine (Raji, 2017).

Pearson Correlation analysis was conducted to identify whether the factors towards branding Malaysia as a food tourism destination. The findings shown that independent variable 1 (Authenticity of Food) indicated a high positive correlation between authenticity of food and branding Malaysia as a food tourism destination among tourists. According to Table 4.17, Pearson's Correlation value (r2) which is 0.716 shown that there is a positive correlation relationship with dependent variable which is branding Malaysia as food tourism destination among tourist. The highest mean among Authenticity of Food is "tourist can feel the eating habits of the local people" (4.12). According to Meredith (2017), the use of originality is generally replaced by the authenticity of food culture. It is believed in

authenticity to apply attitudes to authentic cuisine that hinders creativity to create other versions. Meanwhile, ethnic food is associated with local knowledge in the process of using local resources as food raw materials. It is believed that when local knowledge is no longer important in the processing of ethnic food, this will take away the authenticity of that ethnic food.

The findings of result also shown that the independent variable 2 (Diversity of Food) has a moderate positive correlation between diversity of food and branding Malaysia as a food tourism destination among tourist. According to Table 4.18, Pearson's Correlation value ( $r^2$ ) which is 0.684 shown that there is positive correlation relationship with dependent variable which is branding Malaysia as food tourism destination among tourist. The highest mean among Diversity of Food is "all ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods" (4.33). The reason behind it because Malaysian cuisine and its distinctive tastes and traditions have traditionally developed in foreign immigrants of different origins including the Arabs, the Chinese, the Thais, the Indonesians and the Portuguese (Pearce, 2015; Raghavan, 2010; Hooker, 2003). Early the 5th century, merchants from India, China, Java and Sumatra landed in the Malay Archipelago and extended the influence of Hindu-Buddha (Malaysia Kita, 2007). The Malaysians and Bumiputera (identive subethnic groups), as satisfied by Hoker (2003), came from Indonesia, while the Indians came from India (Sri Lanka and Punjab) and the Chinese majority came from the mainland, Thailand and Hong Kong. Later, during the Melaka Sultanate period in the 14th century Islam was brought by Arab merchants to the settlers of the Malay peninsula (1400-1511). Following Portuguese subjugation in Melaka in 1511, the Dutch invasion in 1611 and the British settlement in 1785, the migration of Chinese and Indian settlers in the late 19th and early 20th centuries became a dominant community in Malaysia (Hyman & Gwenda, 1993). The colorful food variety in Malaysia has generated the picture of a nation which represents the multi-racial society in the country sharing diverse food cultures. In addition, Suhaimi, Salehuddin and Zahari (2014) describe this as a kind of silent storytelling, told to foreign societies by the locals.

The findings of result also shown that independent variable 3 (Halal Food) has high positive correlation with branding Malaysia as food tourism destination among tourist. According to table 4.19, Pearson's Correlation value ( $r^2$ ) which is 0.740 shown that there is high positive correlation between halal food and branding Malaysia as a food tourism destination among tourists. The highest mean among Halal Food is "I can enjoy a variety of food even just at the roadside stalls" (4.24). According to Golnaz, Zainalabidin, Nasir, and Eddie Chiew (2010), there is a strong demand for Halal products in a number of non-Muslim countries for both groups of consumers. Then, the Halal products are also growing in popularity among non-Muslim consumers due to humane animal treatment concerns and the perception that Halal products are healthier and safer. Non-Muslims tourists also interested into halal food due to the Malaysian Standard on Halal Food incorporates compliance with international standards of Good Manufacturing Practices and Good Hygiene Practices and prescribes practical guidelines for the food industry on the preparation and handling of Halal food on quality, sanitary and safety considerations and serves as a basic requirement for food products and food trade or business in Malaysia.

The findings of result also shown that the independent variable 4 (Affordable Price) has a moderate positive correlation between affordable price and branding Malaysia as a food tourism destination among tourists. According to table 4.20, Pearson's Correlation value ( $r^2$ ) which is 0.673 shown that there is moderate positive correlation between affordable price and branding Malaysia as food tourism destination tourists. The highest mean among Affordable Price is "The affordable food prices influence Malaysia as a food tourism destination" (4.08). According to Dahlan, Norhamizan, Norfezah, Jayaraman and Ainatul (2018), the setting of food prices in Malaysia is influenced by economic factors as well as the value of the Malaysian Ringgit currency which will affect the suitability and setting of food prices in Malaysia.



## 5.2.2 Discussion on Research Objective 2 and Research Question 2

Research Objective 2: To measure the importance of the factors to improve Malaysia as food tourism destination.

Research Question 2: What is the importance to improve Malaysia as a food tourism destination?

**Hypothesis 1: Relationship between authenticity of food and branding Malaysia as a food tourism destination among tourists.**

Hypothesis 1 was analyzed to explain how authenticity of food affect branding Malaysia as food tourism destination among tourist. As refer to the table at chapter 4, authenticity of food has a positive relationship on branding Malaysia as food tourism destination among tourists. The correlation coefficient showed 0.716, more than 0.30, in which indicates a positive relationship between branding Malaysia as food tourism destination among tourist. It is possible due to ethnic food not only discussed how to prepare, cook, serve, and preserve those related to the culture and history of the past even though ethnic food is inseparable from heritage, culture, ecology, and environment because modernization requires other meanings such as politeness in eating (Kwon & Meredith, 2015).

Apart from that, each region provides different local materials according to geographical conditions. Like tribal food, local raw material sources for tribal food cannot only be sourced from local geographical sources and also provided from outside the geographical area in general.

**Hypothesis 2: Relationship between diversity of food and branding Malaysia as a food tourism destination among tourists.**

Hypothesis 2 was analyzed to explain how diversity of food affect branding Malaysia as a food tourism destination among tourists. Based on table shown in chapter 4, diversity of food has a positive relationship on branding Malaysia as food tourism destination among tourists. The correlation coefficient showed at 0.684, more than 0.30, in which indicated a moderate positive correlation between diversity of food and branding Malaysia as food tourism destination among tourists. This is because Malaysia have strong relations between local food and tourism since both industries are mutually beneficial. Promoting local cuisine can be the nation and simultaneously enhance the brand and culture of the region (Zainal, Zali & Kassim, 2010).

Other than that, according to Zainal et al. (2010), a food trails project focused on the various specialties of the states, regions and communities will be established by the Malaysian government, in order to attract tourist interest to experience local cuisine. This shows the gravity of the Malaysian government to embrace cuisine in the tourism industry

**Hypothesis 3: Relationship between halal food and branding Malaysia as a food tourism destination among tourists.**

Hypothesis 3 was analyzed to explain how halal food affect branding Malaysia as food tourism destination among tourists. Based on table shown in chapter 4, halal food has a positive relationship on branding Malaysia as food tourism destination among tourists. The correlation coefficient showed at 0.740, more than 0.30, in which indicates high positive correlation between halal food and branding Malaysia as food tourism destination among tourists. This is

because in Malaysia, food businesses consist of 172,252 food services entities and 5,565 food manufacturers where Muslims dominate the country's population (Majid, Abidin, Majid, & Chik, 2015). Thus, the Muslims will have a significant buying power and subsequently will affect the demand of halal foods. So, this proves that halal food can affect the branding of food tourism in Malaysia to attract more tourists.

On the other hand, to be branded as food tourism in Malaysia one of the factors that is related to this is halal food in Malaysia. In Malaysia, halal logos will be used as a certificate to confirm whether the food can be eaten or not according to the standard terms of halal by JAKIM. In fact, Malaysian Prime minister in March 2006, had announced that all state governments in Malaysia must use the standard of Halal logo that had been issued by JAKIM. Besides that, this halal logo has been made as the logo of the national Halal logo in Malaysia (Mohamed, Rezai, Shamsudin, & Chiew, 2008).

**Hypothesis 4: Relationship between the affordable price of food and branding Malaysia as a food tourism destination among tourists.**

Hypothesis 4 was analyzed to explain how affordable price of food affect branding Malaysia as food tourism destination among tourists. As refer to the table shown in chapter 4, affordable price of food has a positive relationship on branding Malaysia as food tourism destination among tourists. The correlation coefficient showed at 0.673, more than 0.30, in which indicted moderate positive correlation between affordable price of food and branding Malaysia as food tourism destination among tourists. This is because the setting of food prices in Malaysia is influenced by economic factors as well as the value of the Malaysian Ringgit currency which will affect the suitability and setting of food prices in Malaysia. Furthermore, Malaysia is also one of the countries that have food price control at a good level to ensure that

the food prices charged are not too high and also too low (Dahlan, Norhamizan, Norfezah, Jayaraman & Ainatul, 2018).

Based on the descriptive analysis, the average mean for branding Malaysia as food tourism destination among tourists is 4.33. The overall of the lowest mean value is 3.86 with the statement “Food festival celebration in Malaysia have been organized frequently”. On the other hand, the highest mean value is 4.33 with a statement of “Ethnic diversity in Malaysia makes Malaysia as a country with food diversity”.

Based on Pearson’s Correlation Analysis, researcher had found that all the independent variables which authenticity of food and halal food has a high positive relationship meanwhile diversity of food and affordable price has a moderate positive relationship with the dependent variables, branding Malaysia as food tourism destination.

## **5.2 LIMITATION OF STUDY**

This study had been carried out to study the Branding Malaysia as Food Tourism Destination Among Tourist. Throughout this study, the researcher will study the relationship between independent and dependent variables. The researchers will understand how far Branding Malaysia as Food Tourism Destination Among Tourist will successfully get an encouraging response from tourists and be done in Malaysia to be one of Malaysia's tourism attractions.

In this study, few limitations occurred. The first drawback was where the study is hard to cooperate with the respondent to address the Google Form in which only 207 respondents answer out of 300 respondents. Furthermore, this analysis only concentrated on utilizing the Google Form tool of providing the questionnaire rather than using a hard copy questionnaire. Besides that, it took a long time to blast the Google form connection to ensure the respondents were willing to address the queries.

In addition, the problem that the researchers faced is the data collection process. There is a time when the data is problematic, such as cannot be read, error, invalid, and missing. Some questions that respondents didn't read carefully and answer without a proper understanding in the Google Form.

Finally, the researchers can solve the redo crisis and be more cautious to produce a valid result. Last but not least, the major problem for the researcher is the issue or topic itself since there was not much research about Branding Malaysia as Food Tourism Destination Among Tourist. The researchers have to search through various journal topics and create a new issue that needed to be studied in the future.

### **5.3 RECOMMENDATION**

In conducting this study, the researcher found several things that can be improved in recommendation for Authenticity of Food. To ensure the authenticity of the food has always been one of the factors of Malaysian branding. The researcher suggest to food makers is to always use natural ingredients and maintain the authenticity of the existing food without changing the actual ingredients that will make the authenticity of the food change. In this context, modernity brings changes that encourage people to create something new, but if the authenticity of the food whose shoes are a characteristic of a country or nation, it is not the shoes that are changed. This is because it will reduce the special features of the food and lose the satisfaction of tourists because they want the uniqueness and authenticity of the food. Obviously, this shows that authenticity is one of the dominant attributes for food tourism. As for food tourists, much of the appeal of local food lies in the fact that it is special and unique.

Next, for diversity of food, the local community must foster unity through the diversity of food available in Malaysia. This is because Malaysia is a lucky country with many races and ethnicities. This shows the uniqueness and diversity of customs and cultures that exist in each race. In terms of the diversity aspect of this food has largely been a catalyst of unity that reflects the background of life of a multi-ethnic society. Malaysia has the most valuable assets in terms of food diversity which is not only in the process of strengthening the bonds of unity but also attracting attention from various other economic sectors.

Furthermore, for halal food, the Malaysian government should further tighten laws related to halal food products. Especially the issue of the use of halal logos. The halal logo is one of the signs that the food is halal to eat and does not invite harm, especially for Muslims. However, the current issues are that the misuse of the halal logo by some food companies will slightly disturb the confidence of Muslims regarding the halal logo. By tightening this law will give assurance and confidence to Muslim tourists. Apart from that, Malaysia is also known as one of the halal food hub countries and will tarnish the country's name as the halal food hub if there are issues related to halal food in Malaysia.

Lastly in terms of affordable price of food, Malaysia is one of the countries that offers affordable food prices unlike other countries. Society has always supported all government efforts to price goods. This is because food prices in Malaysia are quite different whereby cheap food prices will further attract different interests in the food tourism industry sector.

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## 5.4 SUMMARY

The main purpose of this research is to examine the relationship between authenticity of food, diversity of food, halal food and affordable price of food with branding Malaysia as food tourism destination among tourists. The influential factors (independent variables) which are authenticity of food and diversity of food, halal food, affordable price of food is given the impact to the Branding Malaysia as a Food Tourism Destination Among Tourists (dependent variable).

Besides that, in Chapter 4, findings of result from the questionnaires survey that analyses using descriptive and inferential analysis. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). The finalize result shown there are significant relationship between authenticity of food, diversity of food, halal food and affordable price with Branding Malaysia as a Food Tourism Destination Among Tourists. The most influential factors are from halal food and authenticity of food, the score of halal food get from Pearson correlation value is 0.740, followed by authenticity of food with the score 0.716. This represents a high positive correlation because a safety food comes from cleanliness and hygiene.

Besides that, diversity of food and affordable price of food are same influential factors, get from Pearson correlation value where diversity of food with the score of 0.684, followed by affordable price of food with the score of 0.673. This indicates moderate positive. This is because a contamination food can cause to foodborne illnesses and foodborne pathogens exist. Lastly in Chapter 5, about summarization of results based on data analysis. Thus, all the hypothesis (H1, H2, H3 and H4) stated are accepted. In addition, limitation and recommendation when carried out this research also includes that can be used for further studies.

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## APPENDICES



### **BRANDING MALAYSIA AS FOOD TOURISM DESTINATION AMONG TOURIST** ***PENJENAMAAN MALAYSIA SEBAGAI DESTINASI PELANCONGAN MAKANAN DI KALANGAN PELANCONG***

Dear respondent,

Kepada responden,

We are undergraduate students of Universiti Malaysia Kelantan, in Bachelor of Entrepreneurship (Tourism) with Honors. We are currently doing a research about **“Branding Malaysia As Food Tourism Destination Among Tourist”**.

We would thankful for your commitment for giving response to answer the questionnaire that would take about 10 minutes. Your participation is needed for completing this questionnaire to complete our research. Any further inquiries, please kindly email to [syafie.h18a0223@siswa.umk.edu.my](mailto:syafie.h18a0223@siswa.umk.edu.my).

*Kami adalah pelajar sarjana muda Universiti Malaysia Kelantan, dalam Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian. Kami sedang melakukan penyelidikan tentang **“Penjenamaan Malaysia Sebagai Destinasi Pelancongan Makanan Di Kalangan Pelancong”**.*

Kami berterima kasih atas komitmen anda dalam memberikan maklum balas untuk menjawab soal selidik yang akan mengambil masa kira-kira 10 minit. Penyertaan anda adalah diperlukan untuk melengkapkan soal selidik bagi menyelesaikan penyelidikan kami. Jika ada sebarang pertanyaan, sila e-mel kepada [syafie.h18a0223@siswa.umk.edu.my](mailto:syafie.h18a0223@siswa.umk.edu.my).

Yours sincerely,

**SITI NUR AZEERA BINTI SHA'RI**

**H18A0587 (011-61076423)**

**SITI NUR HALIMAH BINTI MD YUNOS**

**H18A0592 (019-7284089)**

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**H18A0209 (011-31601092)**

**MOHAMAD SYAFIE BIN SUGIANTO**

**H18A0223 (016-8013660)**



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## SECTION A: DEMOGRAPHIC PROFILE

### BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

**Instruction:** Please indicate (✓) if the information below appropriate to yourself. Each question should only have **ONE** answer only. All responses are strictly confidential.

**Arahan:** Sila nyatakan (✓) sekiranya maklumat berikut bertepatan dengan diri anda. Setiap soalan hanya mempunyai **SATU** jawapan sahaja. Semua maklum balas adalah sulit.

1. Gender:

*Jantina:*

Male  
*Lelaki*

Female  
*Perempuan*

2. Race:

*Bangsa:*

Malay  
*Melayu*

Chinese  
*Cina*

Indian  
*India*

Others (Please specify): \_\_\_\_\_  
*Lain-lain (Sila nyatakan):* \_\_\_\_\_

3. Age:

*Umur:*

13-20 years old  
*13-20 tahun*

21-30 years old  
*21-30 tahun*

31-40 years old  
*31-40 tahun*

41-50 years old  
*41-50 tahun*

More than 50 years old  
*Lebih dari 50 tahun*

4. Marital Status:  
*Status Perkahwinan:*

<input type="checkbox"/>	Single <i>Bujang</i>
<input type="checkbox"/>	Married <i>Berkahwin</i>
<input type="checkbox"/>	Others <i>Lain-lain</i>

5. Employment Status:  
*Status Pekerjaan:*

<input type="checkbox"/>	Employed <i>Bekerja</i>
<input type="checkbox"/>	Self-Employed <i>Bekerja Sendiri</i>
<input type="checkbox"/>	Unemployed <i>Tidak Bekerja</i>
<input type="checkbox"/>	Retired <i>Bersara</i>
<input type="checkbox"/>	Freelancers <i>Pekerja Bebas</i>
<input type="checkbox"/>	Student <i>Pelajar</i>
<input type="checkbox"/>	Others: _____ <i>Lain-lain:</i> _____

**SECTION B: MALAYSIA AS FOOD TOURISM DESTINATION**

**BAHAGIAN B: MALAYSIA SEBAGAI DESTINASI PELANCONGAN MAKANAN**

**Instruction:** Please read each item carefully and answer the following question. Kindly tick (√) according to the following scale that describes:

**Arahan:** Sila baca setiap item dengan teliti dan jawab soalan-soalan berikut. Sila tanda (√) mengikut skala berikut yang menerangkan:

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---------------------------------------------------------------	-----------------------------------------------	-----------------------------------------	--------------------------------------	------------------------------------------------------

<b>FOOD TOURISM DESTINATION/ DESTINASI PELANCONGAN MAKANAN</b>						
<b>NO.</b>	<b>STATEMENT/ KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	The variety of food in Malaysia attracts tourists. <i>Kepelbagaian makanan di Malaysia menarik minat pelancong.</i>					
2.	Malaysia is one of the best food tourism destinations in the world <i>Malaysia antara destinasi pelancongan makanan yang terbaik di dunia.</i>					
3.	Ethnic diversity in Malaysia makes Malaysia a country with food diversity <i>Kepelbagaian etnik di Malaysia menjadikan Malaysia sebuah negara yang mempunyai kepelbagaian makanan</i>					
4.	Food festival celebration in Malaysia have been organized frequently. <i>Sambutan festival makanan di Malaysia sentiasa dianjurkan dengan kerap.</i>					
5.	Malaysia is known as the best halal food hub country. <i>Malaysia dikenali sebagai negara hub makanan halal yang terbaik.</i>					

## SECTION C: BRANDING MALAYSIA AS FOOD TOURISM DESTINATION

### BAHAGIAN C: PENJENAMAAN MALAYSIA SEBAGAI DESTINASI PELANCONGAN MAKANAN

**Instruction:** Please read each item carefully and answer the following question. Kindly tick (√) according to the following scale that describes:

**Arahan:** Sila baca setiap item dengan teliti dan jawab soalan- soalan berikut. Sila tanda (√) mengikut skala berikut yang menerangkan

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---------------------------------------------------------------	-----------------------------------------------	-----------------------------------------	--------------------------------------	------------------------------------------------------

<b>AUTHENTICITY OF FOOD/ KEASLIAN MAKANAN</b>						
NO.	STATEMENT/ KENYATAAN	1	2	3	4	5
1.	The food ingredients used are local. <i>Bahan makanan yang digunakan adalah tempatan.</i>					
2.	The historical story of local food makes people feel impressed. <i>Kisah sejarah tentang makanan tempatan membuat orang merasa kagum.</i>					
3.	The local foods used the authentic cooking methods. <i>Makanan tempatan menggunakan kaedah memasak yang asli.</i>					
4.	Tourist can feel the eating habits of the local people. <i>Pelancong dapat merasakan tabiat makan penduduk tempatan.</i>					
5.	Special kitchen equipment (charcoal stove) makes tourist feel the authenticity of food. <i>Peralatan dapur khas (dapur arang) membuat pelancong merasa keaslian sesuatu makanan.</i>					



<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---------------------------------------------------------------	-----------------------------------------------	-----------------------------------------	--------------------------------------	------------------------------------------------------

<b>FOOD DIVERSITY/ KEPELBAGAIAN MAKANAN</b>						
<b>NO.</b>	<b>STATEMENT/ KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	Diversity of food is a catalyst for unity in Malaysia. <i>Kepelbagaian makanan menjadi pemangkin kepada perpaduan di Malaysia.</i>					
2.	The diversity of ethnic food in Malaysia makes the community understand other ethnic cultures. <i>Kepelbagaian makanan etnik di Malaysia menjadikan masyarakat memahami budaya etnik yang lain.</i>					
3.	The diversity of food in Malaysia able to attract tourists from other countries. <i>Kepelbagaian makanan di Malaysia mampu untuk menarik minat pelancong dari negara lain.</i>					
4.	The variety of food in Malaysia attract my interest to try all the foods from other ethnicities. <i>Kepelbagaian makanan di Malaysia menarik minat saya untuk mencuba kesemua makanan daripada etnik lain.</i>					
5.	All ethnic groups in Malaysia have their own recipes and ingredients that make Malaysia have a variety of foods. <i>Kesemua etnik di Malaysia mempunyai resepi dan ramuan tersendiri yang menjadikan Malaysia mempunyai kepelbagaian makanan</i>					

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---------------------------------------------------------------	-----------------------------------------------	-----------------------------------------	--------------------------------------	------------------------------------------------------

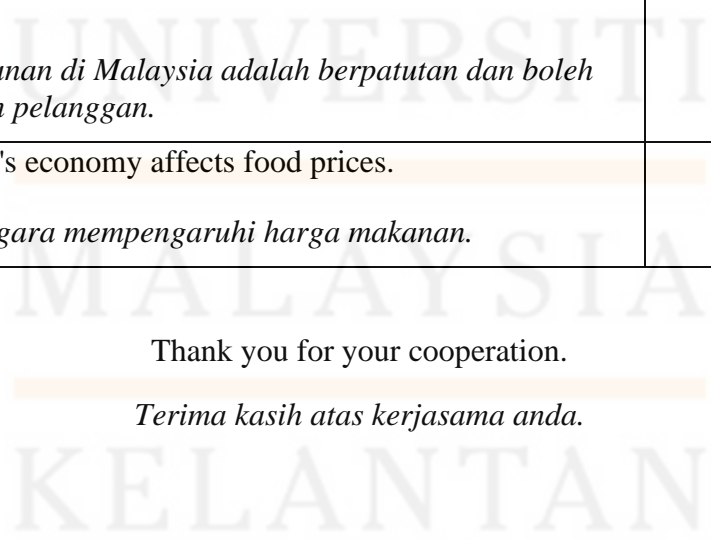
<b>HALAL FOOD/ MAKANAN HALAL</b>						
<b>NO.</b>	<b>STATEMENT/ KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	<p>Malaysia food is very acceptable especially in aspects of taste, cleanliness, halal guarantee and reasonable price.</p> <p><i>Makanan Malaysia sangat diterima baik terutamanya dalam aspek rasa, kebersihan, jaminan halal dan Harga yang berpatutan.</i></p>					
2.	<p>The environment in Malaysia makes me feel comfortable and relaxed while enjoying the meal and that way I will spend more money for food.</p> <p><i>Persekitaran di Malaysia menjadikan saya berasa selesa dan santai ketika menikmati makanan dan dengan cara itu saya akan membelanjakan lebih banyak wang untuk makanan.</i></p>					
3.	<p>The varieties and uniqueness of halal food in Malaysia attract me to come and taste by myself.</p> <p><i>Kepelbagaian dan keunikan makanan halal di Malaysia menarik minat saya untuk datang dan merasa sendiri makanan tersebut.</i></p>					
4.	<p>I can enjoy a variety of food even just at the roadside stalls.</p> <p><i>Saya dapat menikmati pelbagai makanan walaupun hanya di gerai tepi jalan.</i></p>					
5.	<p>Malaysia's food had halal logo and certificate, so it is easier for me to differentiate whether the food is halal or not.</p> <p><i>Makanan Malaysia mempunyai logo dan sijil halal, jadi lebih mudah bagi saya untuk membezakan sama ada makanan itu halal atau tidak.</i></p>					

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---------------------------------------------------------------	-----------------------------------------------	-----------------------------------------	--------------------------------------	------------------------------------------------------

<b>AFFORDABLE PRICE/ HARGA BERPATUTAN</b>						
NO.	STATEMENT/ KENYATAAN	1	2	3	4	5
1.	The affordable prices influence tourists to buy food. <i>Harga berpatutan mempengaruhi pelancong untuk membeli makanan.</i>					
2.	The affordable food prices influence Malaysia as a food tourism destination. <i>Harga makanan yang berpatutan mempengaruhi jenama Malaysia sebagai destinasi pelancongan makanan.</i>					
3.	Food prices in the food industry in Malaysia are lower compared to the food industry abroad <i>Harga makanan dalam industri makanan di Malaysia lebih rendah berbanding dengan industri makanan di luar negara.</i>					
4.	Food prices in Malaysia are reasonable and can be owned by customers. <i>Harga makanan di Malaysia adalah berpatutan dan boleh dimiliki oleh pelanggan.</i>					
5.	The country's economy affects food prices. <i>Ekonomi negara mempengaruhi harga makanan.</i>					

Thank you for your cooperation.

*Terima kasih atas kerjasama anda.*



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