



**TOURIST BEHAVIOUR FOR FOOD TOURISM IN
KELANTAN**

By

TAN HONG LIN H18A0632

NURUL NAJIHAH BINTI ABU BAKAR H18A0495

NURUL 'AFIFAH BINTI ROSLI H18A0461

**SITI NUR AQILAH BINTI MOHAMMAD SAIFUL
H18A0586**

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Signature of Supervisor

Group Representative: TAN HONG LIN

Name: Bintang Handayani, Ph.D

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ABSTRACT

Nowadays, food tourism is slowly becoming an attraction to many people around the world. In Malaysia, food tourism has become more popular because most of the tourists are visiting Malaysia to experience our food tourism. Food is very important where people will travel but at the same time still searching for food. This shows how food tourism is slowly gaining its popularity in Malaysia. In this study content about the tourist behaviour of food tourism in Kelantan among all the tourists that are interested to visit Kelantan. Kelantan is known as the Islamic city in Malaysia and there are many various foods here. The goal of this study is to have further information about the various food tourism in Kelantan according to acceptance food for tourist. The purpose of this research paper is to study the connection between the relationship of acceptance food that influences tourist attraction for food tourism in Kelantan. The researcher is also looking forward to the factors of tourist intentions to visit this place. A few factors that have been highlighted in this study include the specialties food, halal and non-halal food, food hygiene and variety of food that become an attraction among the tourists. In this study, the questionnaire research instrument has been chosen to conduct the research paper. In general, the questionnaire has been divided into three sections which contain 6 questions in section A, 18 questions in section B and section C contain 3 questions only. This study had collected 384 respondents. The analyses done which are frequency analysis, descriptive analysis, and Pearson's Correlation Coefficient. In conclusion, all variables demonstrated a positive relationship with highly significant outcomes.

Key words: food tourism, specialties, halal and non-halal, hygiene, variety of food.

ABSTRAK

Pada hari ini, pelancongan dalam bidang makanan secara perlahan menjadi tarikan kepada pelancong di serata dunia. Di Malaysia, pelancongan dalam bidang makanan menjadi semakin popular kerana kebanyakan pelancong mengunjungi Malaysia untuk menikmati makanan di negara ini. Makanan sangat penting di mana setiap orang yang melakukan aktiviti pelancongan secara tidak langsung akan mencari makanan di tempat yang mereka lawati. Ini menunjukkan bagaimana pelancongan makanan di Malaysia menjadi semakin popular. Kajian ini mengandungi tentang sikap pelancong berkaitan dengan pelancongan makanan dalam kalangan pelancong di Kelantan. Kelantan dikenali sebagai bandar Islam di Malaysia dan terdapat kepelbagaian makanan. Tujuan kajian ini dijalankan adalah untuk mengetahui dengan lebih lanjut tentang kepelbagaian pelancongan makanan di Kelantan berdasarkan penerimaan makanan kepada pelancong itu sendiri. Kajian ini dijalankan untuk menghubungkan hubungan di antara sikap pelancong yang mempengaruhi minat pelancong itu sendiri berkaitan dengan pelancongan makanan di Kelantan. Pengkaji juga mengkaji tentang beberapa faktor yang menjadi tarikan kepada pelancong untuk melancong ke tempat ini. Beberapa faktor telah diberi perhatian sepanjang kajian ini dilakukan termasuklah keistimewaan makanan, makanan halal dan tidak halal, kebersihan makanan dan juga kepelbagaian makanan yang menjadi tarikan kepada pelancong. Di dalam kajian ini, kaedah soal selidik telahpun dipilih untuk kajian ini. Secara umumnya, kaedah soal selidik ini dibagikan kepada tiga bahagian di mana terdapat 6 soalan pada bahagian A, 18 soalan pada bahagian B dan 3 soalan pada bahagian C. Kajian ini telah mengumpul sebanyak 384 responden. Analisis tentang kajian ini telahpun selesai dibuat merangkumi analisis frekuensi, analisis deskriptif, dan juga Person's Correlation Coefficient. Kesimpulannya, semua pemboleh ubah yang dikaji menunjukkan hubungan yang positif dan hasil kajian adalah sangat baik.

Kata kunci: *pelancongan makanan, keistimewaan, halal dan tidak halal, kebersihan, kepelbagaian.*

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

| | |
|--------|--|
| CPI | Consumer Price Index |
| GNI | Gross Net Income |
| JHEAIK | Jabatan Hal Ehwal Agama Islam Kelantan |
| JAIN | State Islamic Religious Department |
| SPSS | Statistical Programmers for Social Science |

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The purpose of this research was to investigate the tourist for food tourism in Kelantan. Chapter 1 stimulates an introduction of this study and comprises the main sections that introduce the background, problem statement, research questions, research objectives, the significance of the study, the definition of terms and summary. The background of the study includes the theories, concept, terms, and ideas of a topic or an issue. The problem statement refers to a clear and brief statement which describes the symptoms of an exact issue that the researchers want to study. Furthermore, the research objectives refer to the statement of intention or actions intended which could be specified in the form of actions to answer the posed questions. The research objectives were clarified and a brief description was given of the methodology used. This was followed by a detailed description of the significance of the study. Definition of terms used that are made upon the conceptual model. The definition of terms includes the brief definition of the independent variables and the dependent variables. In this study, there were some of the aspects that were explored through the research. The component in this chapter will be discussed based on the topic of food tourism in Kelantan according to consumer behaviour.

1.2 BACKGROUND OF THE STUDY

Food is an important factor in determining the identity and image of a destination (Pavlidis & Markantonatou, 2020; Xia, 2017). Pavlidis and Markantonatou (2020) assert that food is a factor that gives a difference to a person travelling to gain a new experience. Xia (2017) argues that food tourism is a fun activity and encourages a tourist to interact with the locals which in turn plays an important role in attracting tourists to visit and produce cross-cultural relations between different communities. According to Xia (2017), food tourism is a journey made by a person to experience for themselves while learning, appreciating and enjoying a variety of local food products in a destination. The concept of food tourism covers both one's travel motives, whether primary or secondary. In general, food can enhance the tourism sector through the introduction of various food products and be the focus for special events such as food festivals. Besides, food is used as a special attraction that can stand on its own. Food tourism can be looked in many categories for example halal food tourism, culinary tourism, culture and heritage tourism etc. In Malaysia, they are popular with various ethnic and races such as Malay, Chinese, and Indian this is can be categories Malaysia have a unique environment. Other countries also know that Malaysia mostly provides halal food for outside tourists.

Malaysia's diverse cultures and history are demonstrated as a multiracial nation by its cuisine. Malaysian food and its unique flavours and customs have traditionally originated from refugees from all over the world with various backgrounds such as the Arabs, Chinese, Indians, Thais, Indonesians and Portuguese. The colourful food variety in Malaysia has generated the impression of a culture that shares different cultivations and reflects the multiracial society in the country. How the cuisine, the raclettes, the aromas and the flavours have gradually developed

from conventional sharing and cultural unity between different ethnic groups. As a consequence, Malaysia's diverse cuisines are packed with lively and symphonic aromas that carry aromatic food and a different taste.

The socio-cultural perspective, examines the factors necessary for food tourism development and promotion from tourists' perspectives. Using the tenets of grounded theory, 40 international tourists were interviewed at Cape Coast, Ghana. It was found that sensory characteristics and mediated by factors such as cultural/worldviews influence local food consumption. The findings support the position that the socio-cultural background of tourists affects their evaluation of a destination's food, hence consumption. Implications of the study are also drawn (E.hiarmey, Armenumey & Mensah, 2020).

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). The 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 favourable 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.

This research, therefore, examines in particular how important food tourism is to branding sites. The 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 tourist attraction into the main attraction. The main value of a food experience when making a picture is explained by an

intuition void. Since food experiences invoke the behavioural intentions of people in tourism ((E.hiarmey, Armenumey & Mensah, 2020), the lack of awareness about the relative importance of food experiences should be addressed as beneficial outcomes. Some studies in food destination literature have corroborated the existence of a positive and significant relationship between cognitive destination food image and satisfaction (Björk & Räisänen, 2017). In this way, the second order construct destination food image was related to four first order constructs: product quality, food quality, food value, and food diversity; dimensions that were not addressed jointly in another research.

1.3 PROBLEM STATEMENT

Nowadays in Malaysia, food tourism has become more popular and rather people make it a journey and create the experience of this tourism. Islamic tourism has limited travel inspiration to be devout in nature and visitors to a great extent fascinated by the Islamic culture of the have goal. In the interim, Halal tourism envelops a more extensive run of tourism exercises of Muslim visitors, as the voyaging inspiration may not be completely devout and the goal seem too be a non-Muslim nation (Yousaf & Xiucheng, 2018). In Kelantan as people know there is the place that provides halal food and this halal food many people in Malaysia who love to try it even though they are different races and religions. In this place also they are popular with various foods and kueh with unique names since Kelantan is near with neighbouring countries which is Thailand.

This study struggles with the right decision that the various foods in Kelantan can be a food tourism destination that people out there are looking for and the food in Kelantan is good enough to be accepted by various races in Malaysia which is Malay, Chinese, Indian and also

other ethnic from Sabah and Sarawak. The various foods in Kelantan also can be attractive enough for tourists that travel there and the food can change the behaviour of tourists.

The ethnics and races in Malaysia have a difference in taste and interest in food. Even though Kelantan provides halal food which all people can eat and have safe ingredients, the taste of food also gives an impact for a person to accept the food. The peoples also have a different culture and religion which is they cannot simply eat the food without knowing the ingredients for making food. The questions are, the various foods in Kelantan are acceptable in various ethnic and races in Malaysia and also if Kelantan can be a food tourism destination in future and attract tourists from other countries.

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. The adequacy of destinations' brands can be inspected from a tourist's viewpoint through their five measurements of mindfulness, picture, quality, esteem and dependability and that's why branding Malaysia nourishment tourism will influence the attractions for visitors to come particularly Muslim's traveller (Omar, Shahrim, Isa & Nazirah, 2019). Tourism request contrarily correlates in Exchange Rate (ER) as tourists from higher obtaining control prefer to visit Malaysia because of Malaysia's branding food tourism. Thus, the number of tourists to travel can be recognized by the Consumer Price Index (CPI). The expanding number of visitor entries was affected by populace development and separate may diminish tourism requests. Thus, the conceptualization of nourishment picture and looks at the part of nourishment and food play within the arrangement of the goal brand picture. As a promoting methodology, branding includes a preparation of drawing on and overseeing a product's components to create a positive picture to draw in and hold customers (Shafaei &

Mohamed, 2017). On the other hand, food tourism has been an important sector in increasing Malaysia's economy. Malaysia's economy had been increasing because of tourism activities that can be proven that stated a log-linear condition shows that the tourism request is profoundly connected with Gross Net Income (GNI) of the nations which appears the effect on the standard of living.

1.4 RESEARCH OBJECTIVE

The goal of this study is to further understand the various and halal foods in Kelantan according to acceptable food for tourists with various ethnic and races in Malaysia. This study also aims to elaborate more about acceptance of tourist behaviour for food tourism in Kelantan.

1. To study about specialties food that related acceptance of tourist behaviour food tourism in Kelantan.
2. To investigate about halal and non-food in Kelantan through various ethnic and races in Malaysia related to acceptance of tourist behaviour food tourism in Kelantan.
3. To ensure food hygiene related to acceptance of tourist behaviour for food tourism in Kelantan.
4. To study about variety of food that have in Kelantan.

1.5 RESEARCH QUESTIONS

There is an important question that has been posed toward the finding and direction in researching to find out the acceptance of tourist behaviour for food tourism in Kelantan. The question asked in this research are as follow:

1. What are the specialties food that related acceptance of tourist behaviour food tourism in Kelantan?
2. It is Kelantan who provides halal and non-food in Kelantan through various ethnic and races in Malaysia related to acceptance of tourist behaviour food tourism in Kelantan?
3. Is food hygiene related to acceptance of tourist behaviour for food tourism in Kelantan?
4. What is the variety of food that have in Kelantan?

1.6 SIGNIFICANCE OF THE STUDY

This study is vital to provide a better understanding of food tourism in Kelantan with tourist behaviour. The perspective in this research is not only beneficial for various ethnic and races in Malaysia but tourists, government, agency travel, food operators, other researchers and other industries as well.

This is especially for food operators at Kelantan to know about factors that can attract people from various ethnic and races in Malaysia to come and have a visit to Kelantan to try the quality of food that they provide. Food tourism has grown rapidly and become more popular in this industry. Food tourism is based on the inner wants of visitors, as restricted to the physical movement they lock in. This point of view suggests that encounters of food that tourists may have as a backup on a trip persuaded by other variables, cannot be classed as food tourism, notwithstanding of the engagement with food (Ellisa, Eerang, Sangkyun & Ian, 2018).

Kelantan also is one of the cities where people can get halal food easily. Halal could be a term assigned by Islam that envelops all those items that are allowable, legal and unexceptionable for Muslims to consume (Yousaf & Xiucheng, 2018). Then, the people who want to visit Kelantan and want to try various foods over there don't need to be scared to try that

food. The food operators at Kelantan must improve the food quality and services provided to people who travel at Kelantan. These are the terms to promote various food and uniqueness food that have in Kelantan to other people from various ethnic and races in Malaysia also to attract tourists from other countries to visit Kelantan and try the various food there.

The research also can be used for travel agencies for them to recognize the places that provide unique food with good quality and services to promote that food for other people. The travel agency can see if Kelantan can be the food tourism destination for other people and if Kelantan provides the quality of food and that food can be acceptable for people. This is the opportunity for them if Kelantan has fulfilled the needs of various ethnic and races in Malaysia and the food is acceptable then Kelantan city can be a food tourism destination in future and promote that city to let people know about the various food there.

This study can assist in providing valuable information for the government to recognize the areas that could help those related industries at Kelantan. The government also can promote in other countries to attract tourists to come and visit Kelantan. Besides, the government also can improve the facilities in Kelantan that are still lacking and need to improve such as hotel and tourism operators in developing their businesses.

Although this study only focuses on food tourism, it also can be a guiding principle and beneficial for future researchers to study in the tourism industry. This study also gives beneficial information for other people that are related in this industry to improve their services and product.

1.7 DEFINITION OF TERMS

1.7.1 Acceptance of Tourist Behaviour for Food Tourism in Kelantan

Food tourism perceptive and disciplinary approaches using a process is dominated by five theme first motivation, culture, management and marketing and destination. Provides an excellent preliminary understanding of food in tourism which is the major motivation, describing food tourism as visitation to primary and secondary food producers, food festival, restaurant and specific location for food tasting and experience (Ellis, Park, Kim & yeoman, 2018). Previous research indicates that pleasant and memorable travel experiences have a positive influence on the destination image (Kim 2018).

Food tourism as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel”. Food Tourism is not a recent concept or development that promotes Malaysian tourism products. The unique combination of various ethnic and cultural practices determines the quality of the food served. Any of the foods were inspired by the other cultures cantered on the specifically chosen of other strong cultural regions in the world. Kelantan food, for example, has been inspired by Thai food, as both destinations are near together. However, the slogan of the Kelantan tourist promotion is the ‘birthplace of Malay community,’ in which Kelantan is seen as a powerful symbol of Malaysia that includes food.

1.7.2 Specialties Food

The image of local food can become their attraction toward tourists. Food has been the main attraction in any destination for tourists to visit the curtain place. Therefore, some travellers who are interested in food tourism are focusing on food as their main tourism product (Sitiradhiah Omar, Siti Isa et al, 2020). A portion of specialty food is a food that is typically considered as a “unique and high-value food item made in small quantities from high-quality ingredients”. Consumers typically pay higher prices for specialty foods and may perceive them as having various benefits compared to non-specialty foods. Specialty foods are made from high- quality ingredients and offer distinct features to targeted customers who pay a premium price for their perceived benefits. The rise in production and sale of these foods has increased concerns over product quality and safety.

1.7.3 Halal and Non-Halal Food

Malaysia is also known as a place that can be one of the halal destinations for food tourism. Halal concept when used in relation to the economy, it refers to business conducted in a manner deemed permissible in Islam. Then, when used in the relation of food, it refers to food which is in compliance with the laws of Islam. In this era of globalization, regardless of industry, organizations are surrounded by competitors.

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 medicine. Halal is usually the allowance for eating, drinking and doing something based on Islamic law and principles. Halal is the universal

term for every aspect of life. Halal food consumption is widely accepted throughout the country regardless of religious background. Non-Muslims, although not obliged to consume halal, are well aware of and understand halal matters. Halal becomes a norm in a Muslim-majority country. This increasing trend of halal consumption and attention towards halal-certified foods and products.

1.7.4 Food Hygiene

Food hygiene, which relates to the multiple procedures required from development to consumption to guarantee the quality of food. It's also named "from the farm to the fork" or from the farm to the table," since it encompasses every step of the method, from planting to storing and delivery to eventually consuming food. It also involves food waste, storage and recycling. Throughout this sequence of events, there are several places where undesirable chemical compounds and microorganisms may, intentionally or unknowingly, contaminate the food, explicitly or indirectly. The word 'food hygiene' especially refers to activities that avoid microbial contamination of food from farm to table at any stage of the chain. Food hygiene is important for the hygienic and safe processing and use of the food we consume.

1.7.5 Variety of Food

Malaysia is a gastronomic delight with a wide variety of foods and dishes. With citizens from three large ethnic groups namely Malay, Chinese and Indian, each with their cuisine. One of the reasons why food diversity is included in the recommendation is that different foods have different nutrients. But what's defined as "variety" by dietary guidelines can often be confusing and too simplistic and vastly different from what the general public may define as a variety (Shamsul Azahari Zainal Badari et al., 2019).

The availability and mix of flavours and recipes are astounding. Malay Food, Chinese Food, Indian Food and Thai food are all common in Malaysia. Each ethnic group tends to eat foods associated with their group. Malays tend to favour things like spicy rice and curry, the Chinese like noodle and rice dishes and the Indians eat their curries as well as things like mutton stew. Food is more than a form of substance (Norwani Mohd Nazari & Sharina Osman, 2020).

1.8 SUMMARY

This chapter has discussed the background of the study, problem statement, research objectives, research questions, the significance of study and definition of important terms. Therefore, there is a need to do this study to show that there is a relationship between specialities food, halal and non-halal food, food hygiene, and variety of food which can attract the acceptance of tourist behaviour for food tourism in Kelantan.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter contains a literature review of this study. The literature review can be define as an explanation of the complete and current factors of tourist behaviour for food tourism in Kelantan on a limited topic as found in academic books and journal articles. First of all, this section was discussing and focuses on the factor of food contributing to tourist behaviour for food tourism in Kelantan. The scope of this literature review is required to support the underlying theory, discussion on a variable, hypothesis, conceptual framework and summary. All the variables will be measured using quantitative research by using a questionnaire paper to get the result at the end of this research. This study seeks to investigate how tourist behaviour can be the main factor to attract and encourage other people to come and visit Kelantan.

2.2 ACCEPTANCE OF TOURIST BEHAVIOUR FOR FOOD TOURISM IN KELANTAN

Food itself has been the main reason why people are travelling and there are already many places that have become attractive because of their food culinary and offer it as special experiences to tourists (Tsai and Wang, 2017). Some of the places still maintain their local food that can be the image of the curtain destination chosen by the tourist base on their national, regional, and personal identities (Alireza Roustafard and Dariyoush Jamshidi, 2019). For the time being, food by itself has become the main element in tourist destinations by planning the

marketing policies and strategies as the food industry slowly becomes a prominent issue (Tsai and Wang, 2017).

The definition of food tourism can be defined as travelling out of similar place to where the first and secondary food producers, food festivals, restaurants and specific locations either for trying food by itself or in the same place as experiencing the attributes of the most attraction food production regions as the main motivation for travellers (Norwani Mohd Nazari & Sharina Osman, 2020). This is clearly shown that people will travel for food due to the food itself or travel for another reason but at the same time still searching for food as a daily routine to fill up the stomach. As one of the scholars had mentioned that food tourism has become the main effect in influencing tourists to a certain destination (Norwani Mohd Nazari & Sharina Osman, 2020) is true as the research has been conducted.

Hanif Harun & Zuliah Abd Hamid (2017) mentioned that food slowly becomes the main benefaction that creates demand among local and worldwide tourists to visit those specific places. The great achievement of the food tourism initiative is going to be measured and influenced by the total population of push and pull factors, which can be poles apart over the time (Hanif Harun & Zuliah Abd Hamid, 2017). Therefore, the measurement of tourists visiting the place for food as the major attraction is influenced by encouragement factors.

Kelantan is famous for its distinctive cultural heritage and natural environment including the uniqueness of food that become the main attractions of the tourism growth in the state (Hanif Harun & Zuliah Abd Hamid, 2017). Even though Kelantan is not on the list of tourist destinations for best places, in Kelantan it still sustains its variety of local heritage food that still exists until now. Based on Hanif Harun & Zuliah Abd Hamid (2017), the main attraction of

Kelantan is the eco-tourism destination even though the promotion has been done to promote and attract more people to visit Kelantan to promote cultural tourism only.

2.2.1 Specialties food

Several factors affect most of the tourists who travel overseas just to experience and try other countries' food (Sitiradhiah Omar, Siti Isa et al, 2020). It shows that there is a symbiotic relationship between the food and tourism industry. More significantly, food has been the main attraction in any destination for tourists to visit the curtain place. Therefore, some travellers who are interested in food tourism are focusing on food as their main tourism product.

In the context of the physical behaviour, the image of local food can become their attraction toward tourists. This is because the food itself automatically can be the reflection of the specialties and the uniqueness of a curtain destination in order to motivate the tourist behaviour while visiting the place. Additionally, the most important factor of creating the most favourable knowledge and attraction of food is all about the price of the food (Soo-Cheng Chuah, Chai Li Cheam and Sulaika Binti Abd. Kadir, 2020).

Food in Kelantan comes from heavy meals. Some people are interrupted by the preparation of heavy food when in Kelantan, obviously travellers from other countries. Based on Pornpisanu and Prathana (2019) five categories that have been chosen by the tourist which are restaurant service image, food taste, hygiene food, consumer behaviour, and lastly is the uniqueness of the food cultural experience. This is because Kelantan has been a destination that has become one of the unique concepts in branding destinations with food being seen as part of the culture and people in the destinations themselves.

2.2.2 Halal and non-halal food

Halal term can be including as an object or an action which is permissible to use or engage in Muslim life. Halal comes from an Arabic word that can be defined as lawful or permitted. Islamic dietary laws define halal foods are lawful and permitted to be eaten by those observing Islamic teaching. Halal products can be indicating that it is save for Muslim consumer worldwide (Pew Research Forum, 2018). Food that shows a halal symbol on their packaging means that their product has been approved by the JAKIM' Halal Certification and it is officially free from any forbidden components or ingredients.

In Malaysia, there are only two certifications that have been given full authority to certify the halal certification which is JAKIM and JAIS (Mariam Setapa, Liziana Kamarul Zaman et al, 2020). Except in Kelantan, they have one certification body that is responsible to any issue of halal certification but only in Kelantan known as Jabatan Hal Ehwal Agama Islam Kelantan (JHEAIK) which is one of the State Islamic Religious Department (JAIN) in Malaysia (Mariam Setapa, Liziana Kamarul Zaman et al, 2020). While non-halal food is not allowed for Muslims to consume foods or beverages that are called Haram or forbidden that contain pork, reptiles, amphibians insect or animal products that are produced from non-certified animals.

Kelantan has been officially known as an Islamic city in Malaysia. There are many halal foods in Kelantan and most of the restaurants and food in Kelantan have halal symbols shown in front of the restaurant. For non-halal food are only given permission to sell the product to the non-Muslim people only. Every Muslim that wants to sell their product based on food, they were required to do halal test and get halal logo recognized by JAKIM. Same goes to non-Muslim people who want to sell halal food, they need to follow all the instruction and cannot mixed all

the ingredients and cooking utensils with non-halal food. They have to separate all the ingredients and utensils for sure to produce a halal food. Most of non-Muslim seller has to get their halal verification before starting their business to avoid the scepticism among Muslim customers.

This is because Kelantan states have a strong religious belief, and commitment to the preservation of their customs, traditions and craft skills over time. Majority of sellers in Kelantan are exposed to learn and gain knowledge and experiences on halal foods including the ways the food is processed and how the food was served. This is because of the encircling setting in Kelantan states that still maintain the traditional culture and religious values, in addition to the government effort to ensure that food sold and consumed by the Muslims are strictly refers to religious regulations.

2.2.3 Food hygiene

Food hygiene can be defined as the conditions to measure the necessary food safety from a production to the consumption. It is really important to measure the food hygiene in any food product processes to make sure that the food is safe for consumption. Food hygiene becomes the main issue of serious illness resulting in giving the negative impacts to individuals, food industry itself and also the economy (Sahil Kamboj, Neeraj Gupta et al, 2020). There are more than 200 diseases that come from food poisoning. This is because many producers are not prioritizing food hygiene in producing the food product and being a major cause of food poisoning among the consumer.

According to the Ministry of Health in Malaysia, they already have been introduced and established a training programme called Food handlers since 1996 to gain and increase the

knowledge among the food producers about how important is food hygiene. This lack of training for food may restrict their ability to assess risks in their business and to assign appropriate hygiene training for their staff. This is really important to avoid food from becoming contaminated and causing food poisoning to the consumers. This training is very important and useful in handling food that will be served to other people (Wahida Salleh, Mohd Nizam Lani et al, 2017).

Generally, to maintain and increase the number of visitors in Kelantan, food hygiene is very important to have a positive feedback among the customers. This is because 40% of the tourist budget was spent on their food while traveling to other places. Most street food stalls as well as small stalls do not practice proper food hygiene due to poor facilities such as lack of adequate water supply, poor storage of raw materials as well as poor quality of materials. All the food business supposedly need to practise basic food hygiene where all the raw and high risk foods are kept in separate space. Make sure to use utensils to make sure that food is handled in a good manner.

2.2.4 Variety of food

Food has a different perspective from different people. People may see food as a physiological need, valuable heritage, culture of society or as a religious symbol (Norwani Mohd Nazari & Sharina Osman, 2020). Nowadays, people are willing to travel out of their comfort zone because of food tourism. People go and search for authentic food to experience and are prone to experiment with new tastes that they are introduced during travel trips. According to researcher, Norwani Mohd Nazari & Sharina Osman, (2020) the consumption of food allows people to achieve most of their travel desires in relation to enjoyment, relaxation, status,

education, and lifestyle. For examples, food is better compared to a form of substance (Norwani Mohd Nazari & Sharina Osman, 2020). Overall, this is clearly shown that people travel over their zone for food due to the food itself or travel for another reason but at the same still need food to fulfil their life cycle.

In Kelantan there have variety of food that are really rare and unique from other states. Most of the food in Kelantan is cheap rather than the price offered in other states make Kelantan look so good in promoting their heritage food or local food. As local food contributes to a destination's identity and integral part of the travel experience for many travellers, it is a good sign that food has a great potential to be a tourism product in Kelantan. Kelantan has many types of food; 1. Rice dish (Nasi dagang, Nasi kerabu, Nasi umpeng, Nasi Kak Wok), 2. Chicken dish (Ayam percik), 3. Traditional dishes (Laksam, beko pandan, nekbat sira, tahi itik, pulut panggang, pulut bakar, lompat tikam, lempok).

2.3 HYPOTHESES

The hypotheses of the research are made based on the independent variable such as specialties food, halal and non-halal food, food hygiene and variety of food which affect the food tourism in Kelantan. Based on the literature review that had been discussed and the research question, the hypothesis of this study summarized in the following manner.

2.3.1 The relationship between specialties food and acceptance of tourist behaviour for food tourism in Kelantan.

The importance of specialty food is its ability to satisfy the needs of tourists. Tourists feel that buying these foods is essential as it is part of their experience and can also serve as souvenirs

(Suhartanto, Chen et al. 2018). More specifically, local food can serve to build identity in the place, increase local pride and contribute to the development of tourism (Mnguni 2019). This relationship emphasizes the specialties from local food can develop food tourism in Kelantan.

H1

There is a relationship between specialties food and acceptance of tourist behaviour for food tourism in Kelantan.

2.3.2 The relationship between halal and non-halal food and acceptance of tourist behaviour for food tourism in Kelantan

This hypothesis emphasizes that halal and non-halal food can have an impact on the development of food tourism in Kelantan. The demand for halal food and services is driven by the worldwide Muslim population, equal to 1.8 billion or 23% of the global population. More than 60% of the Muslim population is in Asia and 20% in the Middle East and North Africa (Vanany, Soon et al. 2019). It is possible to serve Muslim tourists and non-Muslim tourists at the same time if Kelantan provides halal and non-halal food.

H2

There is a relationship between halal and non-halal food and acceptance of tourist behaviour for food tourism in Kelantan.

2.3.3 The relationship between food hygiene and acceptance of tourist behaviour for food tourism in Kelantan

Food hygiene in this research emphasizes that reducing the risk of food poisoning by tourists depends not only on the maintenance of adequate food hygiene practices by food professionals, but also on the behaviour of tourists when buying food and their attitude to food safety and hygiene during food preparation (Tomaszewska, Trafialek et al. 2018). Food hygiene can improve the acceptance of tourist behaviour for food tourism in Kelantan.

H3

There is a relationship between food hygiene and acceptance of tourist behaviour for food tourism in Kelantan.

2.3.4 The relationship between variety of food and acceptance of tourist behaviour for food tourism in Kelantan

Variety of food are a mixture of diverse ethnic groups and races. It is interesting to market the unique and distinctive food of each ethnic group to tourists. This gives Kelantan an advantage in food sectors that directly contribute to the economy of the country and promote food tourism (WEI 2018). The difference in the variety of food can satisfy the difference in the taste of the tourists and the development of food tourism.

H4

There is a relationship between variety of food and acceptance of tourist behaviour for food tourism in Kelantan

2.4 RESEARCH FRAMEWORK

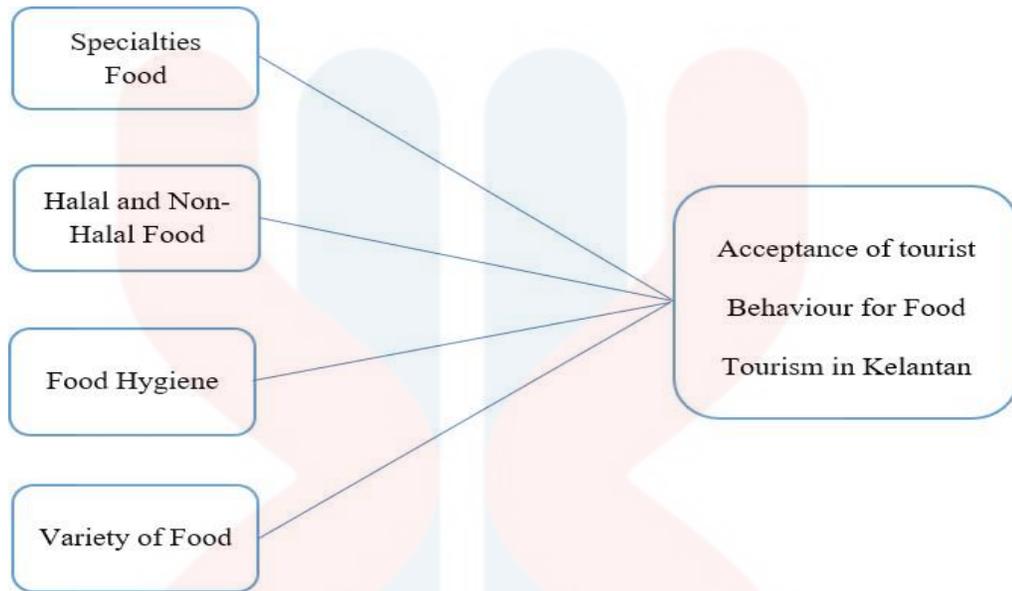


FIGURE 2.1: Research Framework

Based on the literature review, the conceptual framework had included four independent variables and one independent variable. Therefore, independent variables have been determined in this study which are specialties food, halal and non-halal food, food hygiene and variety of food meanwhile the dependent variable is the acceptance of tourist behaviour for food tourism in Kelantan.

2.5 SUMMARY

To be summarized for this chapter, literature review focuses on the independent variables and dependent variables. These may have a relationship between specialties food, halal and non-halal food, food hygiene and variety of food with acceptance of tourist behaviour for food tourism in Kelantan. Thus, the article is related to the research topic.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will elaborate more detail about the methodology that had been chosen along the process in the research. This study assists the path through which these researchers are going to use to formulate the problems and objectives and show off their result from the data obtained at the end of the study period. It has mainly relied on the research methodology problem to guide on the methodology choice. At the beginning of this chapter, an introductory section was presented which is the second section research design. After that, all the methods will be discussed followed by the population, sample size, sampling method, data collection procedure, research instrument, data analysis and summary of the chapter were explained in more detail. The component in this chapter will be discussed based on the topic of food tourism in Kelantan according to consumer behaviour. In this chapter, all the used strategies will be mixed during the research time. Therefore, the purpose of this chapter is to satisfy the research plan and target devised according to the factors that influence acceptance of tourist behaviour for food tourism in Kelantan.

3.2 RESEARCH DESIGN

Research design is related to discovering all the processes including an appropriate framework for this study. A very significant decision in the research design process has been analysed based on the choice that has been made regarding the research approach. However, the research design is to ensure all the evidence is enabled and effectively addressed towards the overall research problem.

In this methodology session, the researchers have focused on the curtain population type which is epidemiological. The target population is to provide the overall population among the tourist behaviour for food tourism in Kelantan while doing the research. Meanwhile, the sample size will be automatically referred to the population and questionnaire methods that are chosen as the main method to conduct the research paper.

This study is based on the quantitative research study and analytical cross sectional study design have been chosen and used in this study. The data is collected from a self-administration questionnaire from the target population. The result came out from among the tourists who had intention to visit Kelantan and also from the Malaysian citizens itself. The data collection procedure will be conducted in two types, primary and secondary data. All the data will be measured using the questionnaire that has been answered by the chosen respondents in the populations.

3.3 POPULATION

The target population is an informal term often used in epidemiology. It's usually defined as a category or collection of entities that you want to know more about. Almost all of the time, "targeted population" and "population" are synonymous. The target population is relevant for three primary reasons: to set a specific course on the purpose and goal of the study and data types. Defines the signature variables of the persons qualifying for the analysis. Provides the size of the overall population or world for the calculation of the sample size. Often, the available anthropometric data are drawn from populations that are markedly different from the target populations (Rahi, 2017).

A population can be defined as including all people or items with the characteristic one wishes to understand. The population of this study is closely related to the tourist behaviour for food tourism in Kelantan. For this study, the population will be familiar tourists who have the intention to visit Kelantan. That population is targeted as the population would be the right respondent to answer this research questionnaire. The population was targeted as the study respondents as the authors believe that these tourists may know more about the food tourism in Kelantan.

PELANCONGAN



INDIKATOR SOSIAL

| Bilangan | 2017 | 2018 | 2019 |
|----------------------------------|----------------|----------------|----------------|
| Bilangan Pelawat Domestik ('000) | 9,624 | 9,846 | 10,986 |
| Bilangan Penginap Hotel* | | | |
| Domestik ('000) | 1,143.8 | 1,169.0 | 1,050.6 |
| Antarabangsa ('000) | 57.3 | 54.1 | 49.2 |
| Jumlah ('000) | 1,201.1 | 1,223.1 | 1,099.6 |
| Perubahan (%) | 0.37 | 1.83 | -10.1 |

*Sumber: Lembaga Penggalakan Pelancongan Malaysia

Figure 3.1 : Population of tourist in Kelantan

Source: Lembaga Penggalakan Pelancongan Malaysia

3.4 SAMPLE SIZE

Sample size is the number of observations chosen from the population for research purposes. This study is conducted by taking information from respondents using a questionnaire. Sample can be defined as the interpretation drawn from a population. The sample size can be used in market research and defining the number of subjects which should be included within a sample. Having the correct sample size is vital in studying a significant result statistically (Qualtrics, 2019).

Based on the study, some of the samples from the population will be selected by the researcher to get more information or feedback from them. The researcher uses questionnaires as the main method to answer the research question that is specific to subgroups of the population.

The table shown the sample size based on the given total population (Figure 3.1)

TABLE 1
Table for Determining Sample Size from a Given Population

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

Note.—*N* is population size.
S is sample size.

Source: Kerjcie and Morgan (1970)

Figure 3.2: Determining sample size of a known population.

3.5 SAMPLING METHOD

Sampling includes the determination of a number of ponders from a characterized ponder populace. In this consider the probability sampling being utilized. Probability inspecting implies that each part of the populace incorporates a chance of being chosen. One way to embrace random sampling would be on the off chance that analysts were to develop a sampling frame to begin with and after that utilized a random number era computer program to choose a test from the sampling frame (Etikan & Bala, 2017). This sampling method is mainly used in quantitative research.

For the probability sampling there are four types which are simple random, cluster sampling, multi stage sampling, systematic sampling and stratified random. For this study simple random sampling will be used. The simple random sampling may be a subset of a factual populace in which each part of the subset has a rise to probability of being chosen. A simple random sampling implies that each case of the population has a break even with probability of incorporation within the sample (Rahi, 2017).

Based on the population that already explains, this simple random sampling is really suitable for this study. The tourists who want to travel in Kelantan can participate in this research whether they are local tourists or international. The people in Malaysia also can take part in this sampling because people in Malaysia have different races, ethnic and religion so they already know about the quality of food that can be their reason to travel in Kelantan. The target respondents were required to participate in this survey is people who love food tourism and want to travel in Kelantan. At the same time all Malaysian citizens and tourists are allowed to do this survey and more importantly all races and regions take part in this survey.

3.6 DATA COLLECTION PROCEDURE

Data collection is a precise preparation of gathering perceptions or estimations. There are two types of information collection which are primary data and secondary data. Primary data gives the first information that has been collected for specific inquiry about purposes for the first time whereas secondary data alludes to the information that was collected by another party other than the client (Rahi, 2017).

3.6.1 Primary data

The primary data source is an original information source that's one in which the information is collected to begin with hands by the analyst for a particular inquiry about reason or venture (Polanin & Terzian, 2019). Primary data can be collected in a number of ways. The most common techniques are interviews, surveys, controlled observations and experiments. This study used the questionnaire survey as primary data to collect the data from people who take participation in this survey.

The advantage of utilizing primary data is that analysts are collecting data for the particular purposes of the consideration. Questionnaires help us to collect data quickly as we need to obtain large quantities of data from a large population of people. While the questionnaire that was used in this study gives an advantage in saving cost. The questionnaire is really cheap rather than other methods because only used in google form which can create free.

3.6.2 Secondary data

Secondary data is information assembled from studies, experiments or surveys that have been run by other individuals or for another research. Nevertheless, the information gained from

sources like the internet, textbooks, professional journals and publications were used (Martins, Cunha & Serra, 2018). Secondary data can be a preparation of analysing information collected from another analyst who primarily collected the information for another reason. The advantage of secondary data is ease of access and time saving. The researchers have used the internet to find the relevant articles, theses, journals and reports which related to this research and this helped us to save a lot of time and cost of getting information.

3.7 RESEARCH INSTRUMENT

3.7.1 Questionnaire

According to Najib (1999), the research instrument determined the type of data collected and this influenced the type of analysis the researcher did. The researcher chooses the questionnaire as a research instrument to produce and distribute to the respondents. The purpose was to obtain information directly for this research. In general, use questionnaires that contain three sections as follows: Background Information Sample section, Factor of Food Tourism and Acceptance of Food Tourism.

The questionnaire consists of 3 parts, part A, B and C. There are six questions in the section A, gender, race, age, place of staying, the reason visited in Kelantan and the interesting thing in Kelantan. It is used to understand demographics of the respondent and gave a brief introduction. Part B has 20 questions and is divided into 3 sections. The section consists of 4 independent variables which are specialties food, halal and non-halal, food hygiene and variety of food. The part C is dependent variable which is tourist behaviour for food tourism.

| Section | Variables | No of Items | Total of Items |
|--------------------|---|-------------|----------------|
| A | Demographic | 6 | 1-6 |
| B | Factor of Food Tourism | | |
| | 1) Speciality food | 5 | 1-5 |
| | 2) Halal and non- halal | 5 | 6-10 |
| | 3) Food hygiene | 5 | 11-15 |
| | 4) Variety of food | 3 | 16-18 |
| C | Acceptance tourist behaviour for food tourism in Kelantan | 3 | 1-3 |
| Total of Questions | | 27 | |

Table 3.1 Questionnaire

3.8 DATA ANALYSIS

In interpreting the primary data, research was used on the computer software, Statistical Programmers for Social Science (SPSS). The use of computers was helping the researchers in reducing time taken to calculate data and facilitate quantitative analysis faster and easier. In data analysis, the researcher analyses the data using the descriptive statistics, reliability statistics, Pearson's correlation and regression. The detail methods of data interpretation are as follow:

3.8.1 Descriptive Analysis

Descriptive analysis was used in this study to summarize the data collected with the questionnaire. Descriptive analysis is a method to organize, display, describe and explain a set of data with a table, graph, chart and summary measure (Johnson and Christensen, 2000). This statistic helps research to analyse the overall view of the data more effective.

3.8.2 Reliability Analysis

Reliability test was used to access the internal consistency and content validity instrument. Reliability test uses Cronbach's alpha coefficient, which is the most frequently used estimation method of internal consistency and helped in identifying the consistency of items in independent variables and dependent variables of this study. The reliability test procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationship between research and the individual items in the scale. The table shows the rule of thumb:

| Cronbach's alpha | Strength of Association |
|-------------------------|-------------------------|
| $\alpha < 0.5$ | Unacceptable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.9 > \alpha \geq 0.8$ | Good |
| $\alpha \geq 0.9$ | Excellent |

Table 3.2 The rules of thumb

Source: Stephanie (2014)

3.8.3 Pearson's Correlation

Correlation research variables are a measurement of how researchers the variables are related. Pearson Correlation Coefficient was used to shows the relationship researcher two variables whether it is research are weak or strong / negative or positive association as table below:

| Correlation Range (<i>r</i>) | Association's strength |
|--------------------------------|---|
| 0.91 to 1.0 (-0.91 to -1.0) | Very strong positive (negative) correlation |
| 0.71 to 0.90 (-0.70 to -0.90) | High positive (negative) correlation |
| 0.41 to 0.70 (-0.41 to -0.70) | Moderate positive (negative) correlation |
| 0.21 to 0.40 (-0.21 to -0.41) | Low positive (negative) correlation but definite relationship |
| 0.01 to 0.20 (-0.01 to -0.20) | Little, almost negligible |

Table 3.3 Rules of thumb (Correlation Coefficient range)

Source: Hinkle, Wiersma, & Jurs (2003) Applied Statistics for the Behavioural Sciences (5th)

3.9 SUMMARY

This chapter has outlined and justified the research methodology that was implemented in this study. Because of the nature based on the research that has been conducted, the research is using the quantitative method, bound by the questionnaire of approach. The key research tools were by doing the questionnaires including all the visitors that are interested based on acceptance of tourist behaviour for food tourism in Kelantan. The participants were carefully targeted and recruited through stratified sampling methods. The results were analysed manually, due to the small sample size. The major results and findings of this methodology discussion in the following chapter.



CHAPTER 4

RESULT AND DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, the researchers have conducted a few analyses for the study. The analyses conducted are frequency analysis, descriptive analysis and Pearson's Correlation Coefficient. This data analysis is analysing on the acceptance of tourist behaviour for food tourism in Kelantan. The study has employed Statistical Package for the Social Science (SPSS) to generate data and the results generated will be further interpreted and analysed.

4.2 PILOT TEST

Before conducting the actual questionnaire, the researcher had conduct the pilot test with 384 respondents, whereby the reliability test of this pilot test is used to obtain the validity of the variables.

Table 4.2 Rules of Thumb about Cronbach's Alpha Coefficient by Stephanie (2014)

| Cronbach's alpha | Strength of Association |
|-------------------------|-------------------------|
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.7 > \alpha \geq 0.6$ | Moderate |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.9 > \alpha \geq 0.8$ | Good |
| $\alpha \geq 0.9$ | Excellent |

Table 4.2 had clearly stated the strength of association regarding the Cronbach's alpha coefficient range. The Cronbach's alpha value of the reliability of the questionnaire should not less than 0.5 as it considered as poor reliability. The closer the value to 1, the higher the internal consistency reliability of the item.

Table 4.2.1: Result of reliability coefficient Alpha for the Independent Variable and Dependent Variable.

| Variable | Number of Item | Cronbach's Alpha Coefficient | Strength of Association |
|--------------------------|----------------|------------------------------|-------------------------|
| Specialty Food | 5 | 0.898 | Good |
| Halal and Non-Halal Food | 5 | 0.839 | Good |
| Food Hygiene | 5 | 0.787 | Acceptable |
| Variety of Food | 5 | 0.793 | Acceptable |

Table 4.2.1 show about the reliability of pilot test analysis for dependent variable and independent variables. The Cronbach's alpha coefficient value for food diversity was 0.793 which indicated acceptable and reliable.

On the other hand, for the independent variables, the Cronbach's alpha coefficient value for specialty food and halal and non-halal food were 0.898 and 0.839 respectively, which show the reliability are good and reliable. Whereby, for food hygiene were 0.787 respectively show the reliability are acceptable and reliable.

4.3 FREQUENCY ANALYSIS

4.3.1 Gender of Respondents

Table 4.3.1: The Gender of Respondents

| Gender | Frequency (n) | Percent (%) |
|--------|---------------|-------------|
| Male | 145 | 37.8 |
| Female | 239 | 62.2 |
| Total | 384 | 100.0 |

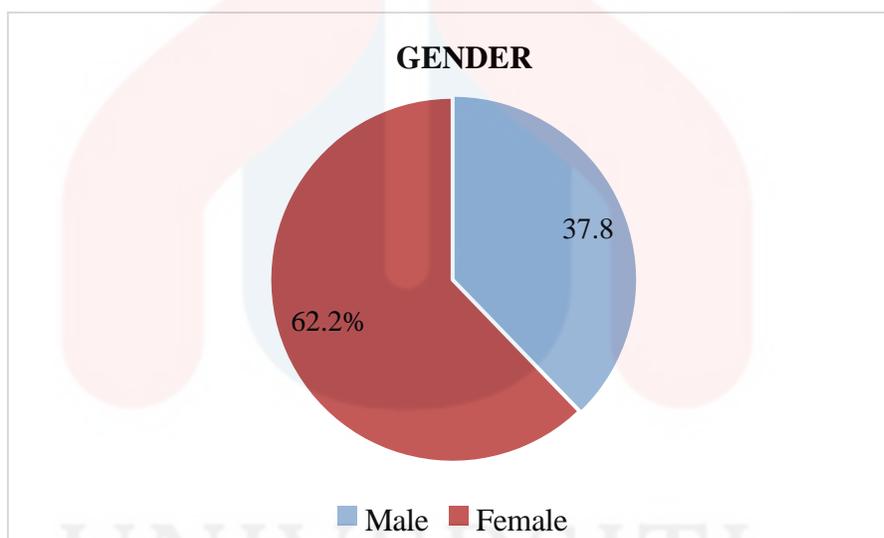


Figure 4.1: The Percentage of Gender

Based on the result from above, the pie chart shows the gender distributions of the respondents. A total of 384 respondents has been collected in this research. From the Table 4.3.1 and Figure 4.1, there were 145 respondents (37.8%) who represented male and 239 respondents (62.2%) who represented female. It shows the number of female respondents is higher compared with male respondents in this research.

4.3.2 Age group

Table 4.3.2: The Age of Respondents

| Age | Frequency (n) | Percent (%) |
|-------|---------------|-------------|
| 13-20 | 7 | 1.82 |
| 21-30 | 313 | 81.51 |
| 31-40 | 19 | 4.95 |
| 41-50 | 16 | 4.17 |
| >50 | 29 | 7.55 |
| Total | 384 | 100.0 |

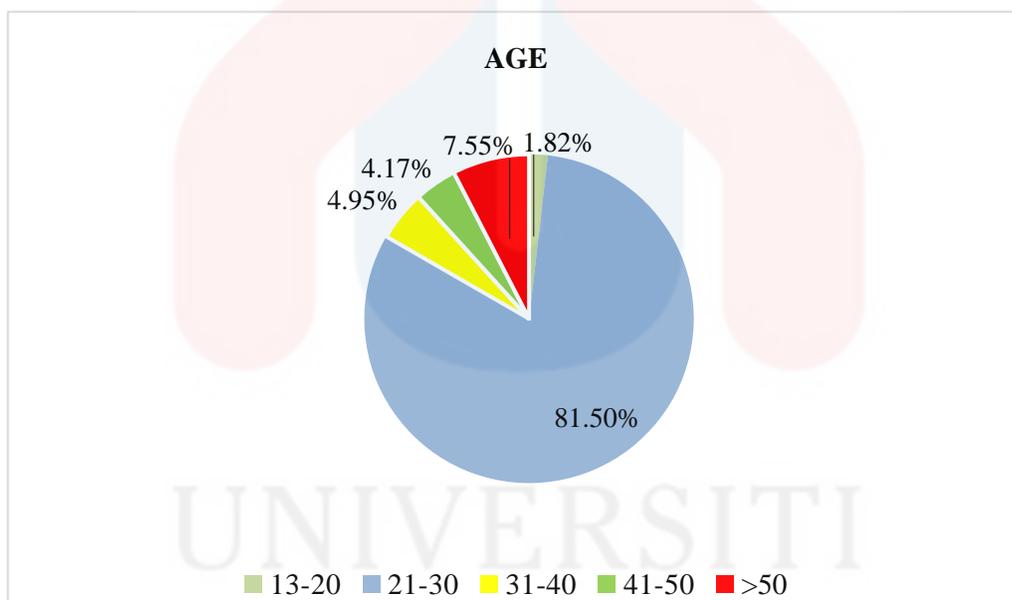


Figure 4.2: The Percentage of Age

The Table 4.3.2 and Figure 4.2 shows the age of 384 respondents. Age is divided into 5 categories. There were 7 respondents (1.82%) 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 313 respondents (81.5%). There were 19 respondents (4.95%) in the age range of 31-40 years old.

Next, number of respondents on the age range of 41-50 years old was 16 respondents (4.17%).

Lastly, those above 50 years old had 29 respondents (7.55%).

4.3.3 State

Table 4.3.3: The State of Respondents

| State | Frequency (n) | Percent (%) |
|-----------------|---------------|-------------|
| Perlis | 13 | 3.4 |
| Kedah | 33 | 8.6 |
| Pulau Pinang | 22 | 5.7 |
| Perak | 57 | 14.8 |
| Terengganu | 27 | 7.0 |
| Pahang | 32 | 8.3 |
| Selangor | 69 | 18.0 |
| Putrajaya | 2 | 0.5 |
| Kuala Lumpur | 14 | 3.6 |
| Negeri Sembilan | 12 | 3.1 |
| Melaka | 23 | 6.0 |
| Johor | 51 | 13.3 |
| Sabah | 15 | 3.9 |
| Sarawak | 14 | 3.6 |
| Total | 384 | 100.0 |

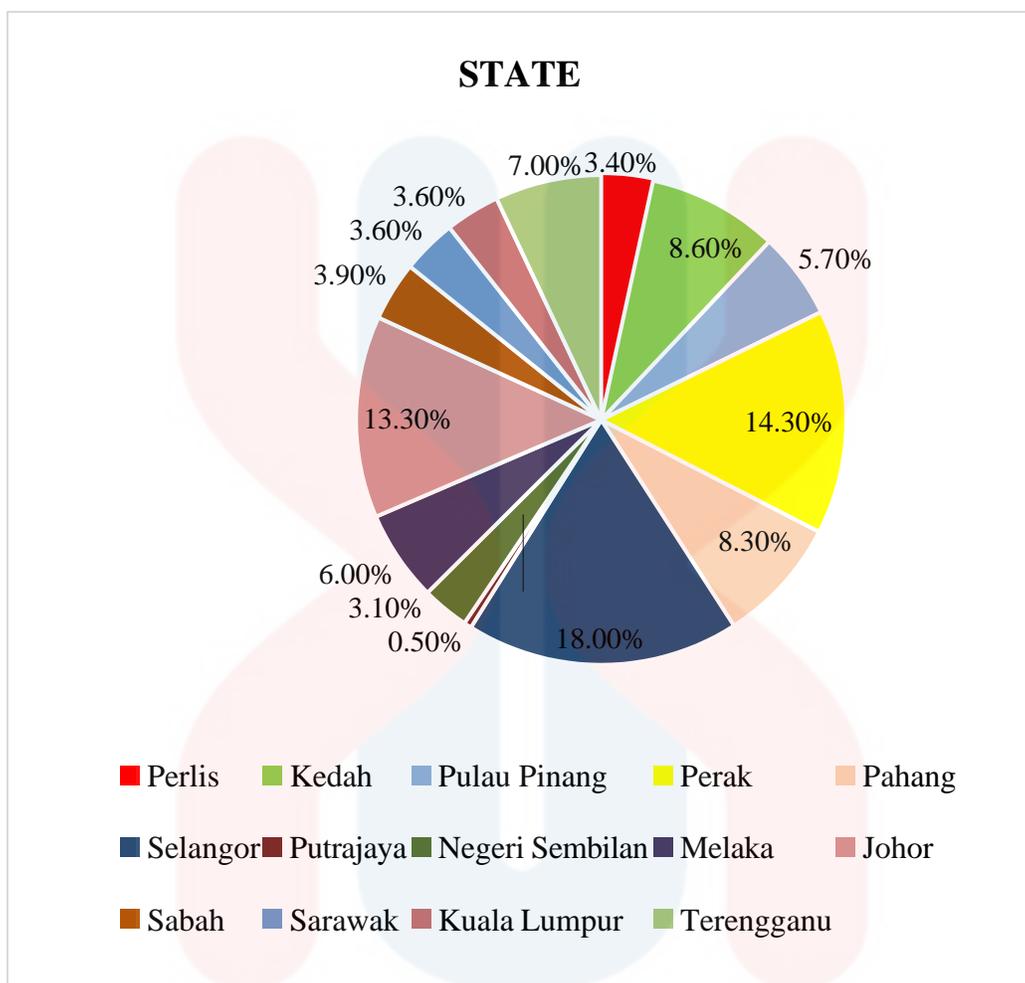


Figure 4.3: The Percentage of State

Table 4.3.3 and Figure 4.3 shows the state of 384 respondents. The highest number of state who were involved in this study were Selangor which is get 69 respondents (18.00%). The second higher were Perak which is 57 respondents (14.80%) and followed by Johor which is 51 respondents (13.30%). For state Kuala Lumpur and Sarawak get the same number of respondents which is 14 respondents (3.60%). For Terengganu get 27 respondents (7.00%).

Next, for the state of Pulau Pinang and Melaka almost have a similar number of respondents, where each get 22 respondents (5.70%) and 23 respondents (6.00%). For state of Perlis and Sabah, each get 13 respondents (3.40%) and 15 respondents (3.90%). For state Kedah, Pahang and Negeri Sembilan, each of this state get 33 respondents (8.60%), 32 respondents

(8.30%) and 12 respondents (3.10%). Lastly, the lowest number of respondents is at state Putrajaya which is only have 2 respondent (0.50%).

4.3.4 Ethnicity

Table 4.3.4: The Race of Respondents

| Race | Frequency (n) | Percent (%) |
|---------|---------------|-------------|
| Chinese | 105 | 27.3 |
| Indian | 41 | 10.7 |
| Malay | 229 | 59.6 |
| Others | 9 | 2.4 |
| Total | 384 | 100.0 |

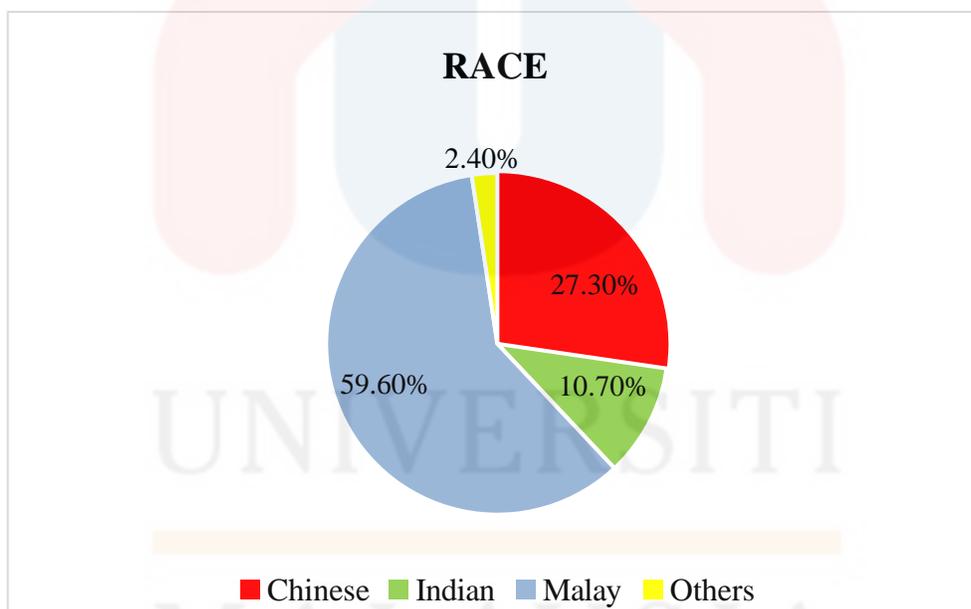


Figure 4.4: The Percentage of Race

Table 4.3.4 and Figure 4.4 shows the race of 384 respondents. The highest number of race group who were involved in this study were Malay which get 229 respondents (59.6%). For Chinese and Indian, there were 105 respondents (27.3%) and 41 respondents (10.7%)

respectively. While the other race represented the lowest number, which was 9 respondents (2.4%).

4.3.5 Employment Status

Table 4.3.5: The Employment Status of Respondents

| Employment Status | Frequency (n) | Percent (%) |
|-------------------|---------------|-------------|
| Employment | 84 | 21.9 |
| Freelancers | 8 | 2.1 |
| Internship | 2 | 0.5 |
| Retired | 10 | 2.6 |
| Self-Employed | 64 | 16.7 |
| Student | 201 | 52.3 |
| Unemployed | 15 | 3.9 |
| Total | 384 | 100.0 |

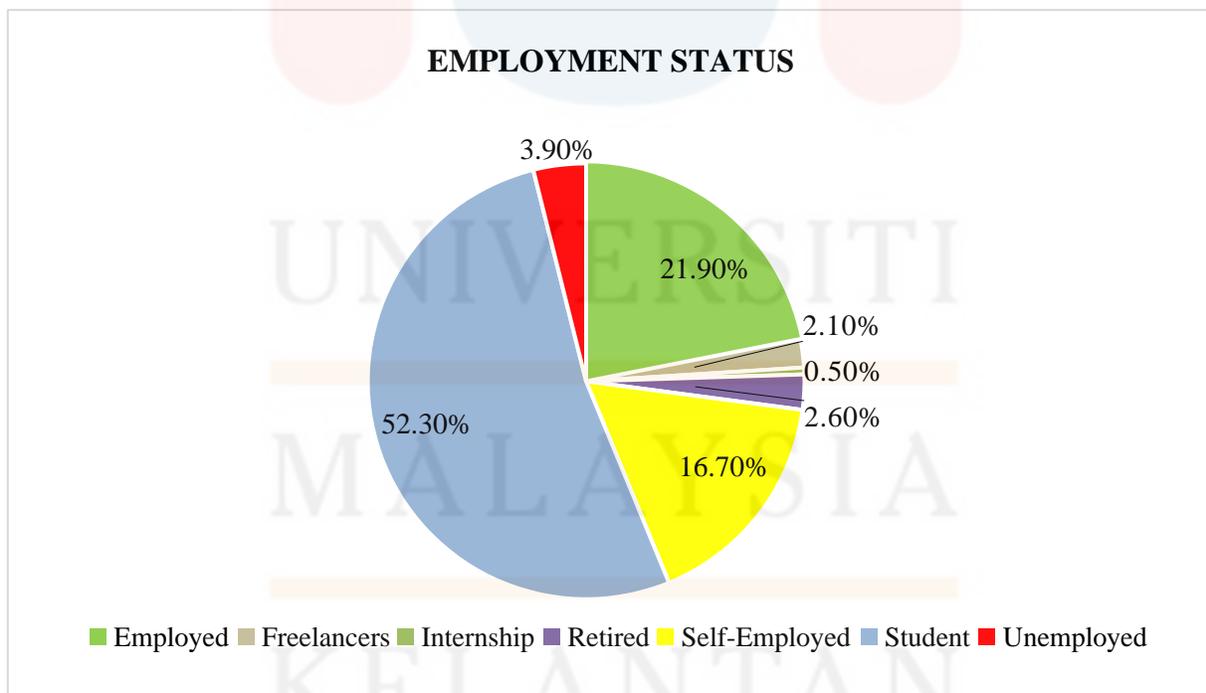


Figure 4.5: The Percentage of Employment Status

Table 4.3.5 and Figure 4.5 shows that the employment status of 384 respondents. The student accounted is the majority of respondents which were 201 (52.3%). There were 84 respondents (21.9%), 64 respondents (16.7%), 15 respondents (3.9%) and 10 respondents (2.6%) for employment, self-employment, unemployed and retired, respectively. While the freelancers and internship have fewer respondents with 8 respondents (2.1%) and 2 respondents (0.5%) respectively.

4.3.6 Reason for revisit

Table 4.3.6: The Reason for Revisit of Respondents

| Reason for Revisit | Frequency (n) | Percent (%) |
|---|---------------|-------------|
| Attending conference seminar other form of education | 44 | 11.5 |
| Business | 29 | 7.6 |
| Food | 170 | 44.3 |
| Rest and Relaxation | 79 | 20.6 |
| Visiting relatives and friends | 62 | 16.1 |
| Total | 384 | 100.0 |

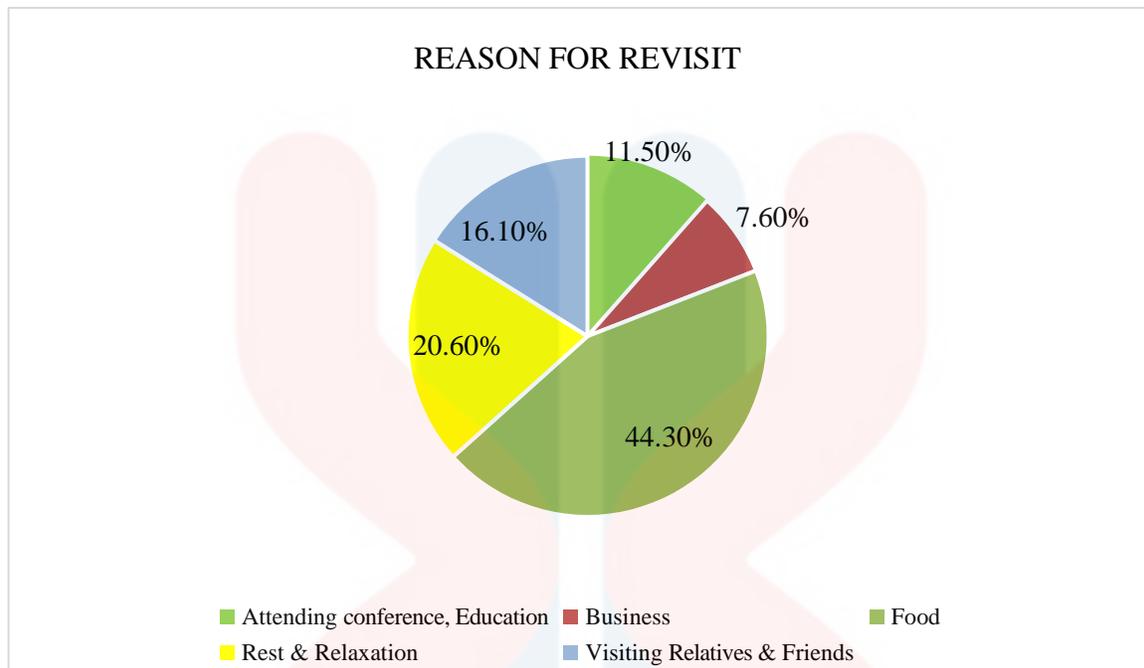


Figure 4.6: The Percentage of Reason for Revisit

Table 4.3.6 and Figure 4.6 shows that the reason for revisit of 384 respondents. The reason revisit for food is the majority of respondents which were 170 respondents (44.3%). There were 79 respondents (20.6%), 62 respondents (16.1%) and 44 respondents (11.5%) for rest and relaxation, visiting relatives and friend and attending conference, seminar, other form for education. While the reason revisit for business is the lowest respondents with 29 respondents (7.6%).

4.4 DESCRIPTIVE ANALYSIS

Descriptive analyses consist of means and standard deviations based on a Five Likert scale were calculated for all measured items of perceived usefulness and behavioural intention to use SST. The research on analyses the relationship between the specialties food, halal and non- halal food, food hygiene and variety of food towards the tourist behaviour for food tourism in Kelantan.

4.4.1 Specialties Food

Table 4.4.1: Descriptive Statistic for Specialties Food

| SPECIALTIES FOOD | | | | |
|------------------|--|-----|------|--------------------|
| No. | Item Description | N | Mean | Standard Deviation |
| 1 | Special food can be categorized under the culture as a food that can be a symbol of the economy and destination. | 384 | 4.60 | 0.556 |
| 2 | Special food is the main contribution that creates the demand among the tourist to visit Kelantan | 384 | 4.33 | 0.594 |
| 3 | Tourist satisfaction can be gain by the type of specialties food that carefully selected to market to the consumers. | 384 | 4.51 | 0.578 |
| 4 | The current trend of tourist to experience the local food during their vacation is to find the special food authenticity to get a taste of the host culture. | 384 | 4.48 | 0.630 |
| 5 | Special food can be one of the destination images in Kelantan to attract or offer for its visitors. | 384 | 4.54 | 0.581 |

Table 4.4.1 shows the descriptive statistic for speciality food. It shows the mean of respondent response on the specialties food variables according to Five-Likert Scale. To elaborate, the mean for question 1 where the special food can be categorized under the culture as a food that can be a symbol of the economy and destination was 4.60. The mean for question 2 was 4.33 and the mean for question 3 where tourist satisfaction can be gain by the type of specialties food that carefully selected to market to the consumers was 4.51. Next, the mean for question 4 was 4.48 and lastly, the mean for special food can be one of the destination images in Kelantan to attract or offer for its visitors was 4.54. For the data set from 384 respondents with the standard deviation which lower than 1, it indicated the values where closer to the mean.

4.4.2 Halal and Non-Halal Food

Table 4.4.2: Descriptive Statistic for Halal and Non-Halal Food

| HALAL AND NON-HALAL FOOD | | | | |
|--------------------------|--|-----|------|--------------------|
| No. | Item Description | N | Mean | Standard Deviation |
| 1 | Tourists non-Muslim from other country will purchase halal food in Kelantan because of clean, safe, natural, fresh and hygiene. | 384 | 4.45 | 0.739 |
| 2 | Halal food is a healthy product and can bring a healthy benefit for people either Muslim or non-Muslim. | 384 | 4.45 | 0.684 |
| 3 | Halal food in Kelantan has higher satisfaction from tourists. | 384 | 4.50 | 0.674 |
| 4 | Kelantan can be food destination for tourists from other country either Muslim or non-Muslim because there provides halal food everywhere. | 384 | 4.51 | 0.634 |

| | | | | |
|---|--|-----|------|-------|
| 5 | Some halal food cannot be accepted with some religions because of concerned and don't think that halal food is right for them. | 384 | 3.99 | 1.005 |
|---|--|-----|------|-------|

Table 4.4.2 shows the descriptive statistic for halal and non-halal food. It shows the mean of respondent response on the halal and non-halal food variables according to Five-Likert Scale. To elaborate, the mean for question 1 where tourists non-Muslim from other country will purchase halal food in Kelantan because of clean, safe, natural, fresh and hygiene was 4.45. The mean for question 2 where halal food is a healthy product and can bring a healthy benefit for people either Muslim or non-Muslim was 4.45. Next, the mean for question 3 where halal food in Kelantan has higher satisfaction from tourists was 4.50. The highest mean in halal and non- halal food was question 4 where Kelantan can be food destination for tourists from other country either Muslim or non-Muslim because there provides halal food everywhere was 4.51. Lastly, the mean for question 5 is the lowest which is 3.99.

4.4.3 Food Hygiene

Table 4.4.3: Descriptive Statistic for Food Hygiene

| FOOD HYGIENE | | | | |
|--------------|---|-----|------|--------------------|
| No. | Item Description | N | Mean | Standard Deviation |
| 1 | Food hygiene mandatorily have to attend food safety training, its practicing good hygienic behavior. | 384 | 4.54 | 0.612 |
| 2 | Food hygiene is as the degree of confidence that food will not cause sickness or harm to the consumer when it is prepared and served among the tourist. | 384 | 4.43 | 0.610 |

| | | | | |
|---|--|-----|------|-------|
| 3 | Food hygiene knowledge and practices have shown that consumers are aware of and are thinking about food safety in Kelantan to attract for visitors. | 384 | 4.51 | 0.596 |
| 4 | The food handlers need to practice good hygiene at all times to ensure the safety of food from production to consumption. | 384 | 4.49 | 0.596 |
| 5 | Basic training in food hygiene is recommended in order to ensure that food vendors follow the essential rules for proper food hygiene and sanitary practice. | 384 | 4.53 | 0.600 |

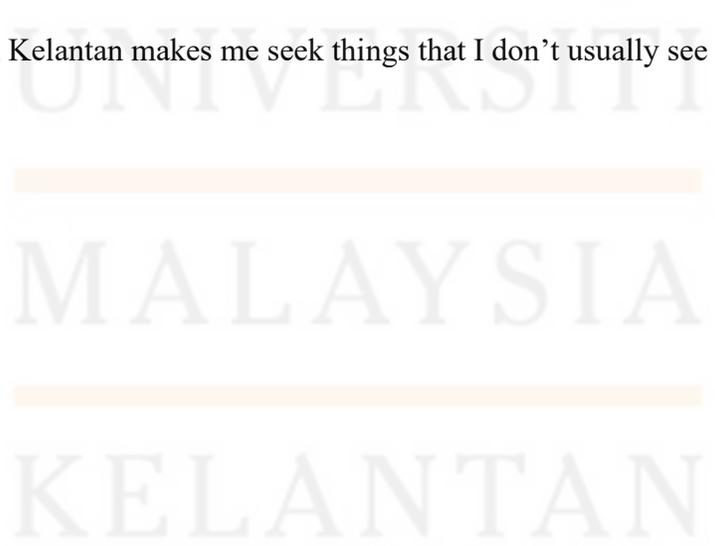
Table 4.4.3 shows the descriptive statistic for food hygiene. It shows the mean of respondent response on the food hygiene variables according to Five-Likert Scale. To elaborate, the mean for question 1 where food hygiene mandatorily has to attend food safety training, its practicing good hygienic behaviour was 4.54. The mean for question 2 is the lowest which was 4.43. Next, the mean for question 3 where food hygiene knowledge and practices have shown that consumers are aware of and are thinking about food safety in Kelantan to attract for visitors was 4.51. Besides, the mean for question 4 where the food handlers need to practice good hygiene at all times to ensure the safety of food from production to consumption was 4.49. Lastly, the mean for question 5 where basic training in food hygiene is recommended in order to ensure that food vendors follow the essential rules for proper food hygiene was 4.53.

4.4.4 Variety of Food

Table 4.4.4: Descriptive Statistic for Variety of Food

| VARIETY OF FOOD | | | | |
|-----------------|---|-----|------|--------------------|
| No. | Item Description | N | Mean | Standard Deviation |
| 1 | Kelantan provide diverse food as a tourism destination. | 384 | 4.48 | 0.613 |
| 2 | Tasting diverse food is one way to embrace and experience different cultures. | 384 | 4.47 | 0.599 |
| 3 | Experiencing food in Kelantan makes me seek things that I don't usually see. | 384 | 4.47 | 0.629 |

Table 4.4.3 shows the descriptive statistic for variety of food. It shows the mean of respondent response on the variety of food variables according to Five-Likert Scale. To elaborate, the mean for question 1 is the highest mean in variety of food where Kelantan provide diverse food as a tourism destination was 4.48. Next, the mean for question 2 where tasting diverse food is one way to embrace and experience different cultures was 4.47. Lastly, the mean for question 3 where experiencing food in Kelantan makes me seek things that I don't usually see was 4.47.



4.4.5 Acceptance of Tourist Behaviour for Food Tourism in Kelantan

Table 4.4.5: Descriptive Statistic for Acceptance of Tourist Behaviour for Food Tourism in Kelantan

| ACCEPTANCE OF TOURIST BEHAVIOUR FOR FOOD TOURISM IN KELANTAN | | | | |
|--|--|-----|------|--------------------|
| No. | Item Description | N | Mean | Standard Deviation |
| 1 | To explore diverse local food, I would like to revisit Kelantan within the next 4 years. | 384 | 4.49 | 0.658 |
| 2 | I will encourage friends or families to eat Kelantan local food. | 384 | 4.47 | 0.568 |
| 3 | I would recommend others to visit Kelantan for its local food. | 384 | 4.55 | 0.580 |

Table 4.4.5 shows the descriptive statistic for acceptance of tourist behaviour for food tourism in Kelantan. It shows the mean of respondent response on the acceptance of food tourism in Kelantan variables according to Five-Likert Scale. To elaborate, the mean for question 1 where to explore diverse local food, the tourist would like to revisit Kelantan within the next 4 years was 4.49. Next, the mean for question 2 which is the tourist will encourage friends or families to eat Kelantan local food was 4.47. Lastly, the mean for question 3 is the highest mean in brand image of food tourism in Kelantan which is the tourist would recommend others to visit Kelantan for its local food was 4.55.

4.5 PEARSON'S CORRELATION COEFFICIENT

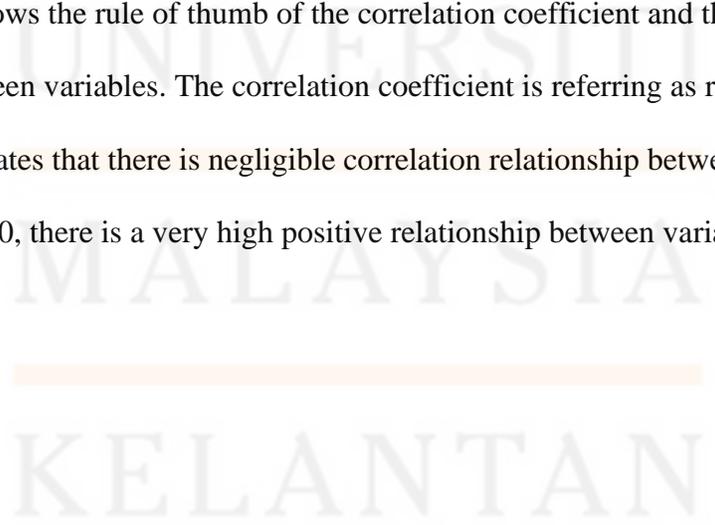
Pearson correlation coefficient is the statistic test that calculates the strength of connection between two metric variables. The coefficient (r) ranges from -1.0 to +1.0 which

signifies the strength of relationship between two variables (Chong, Lim, Ng & Wong, 2016). The trend of the relationship depends on the positive and negative sign of the result. This means if the result shows +1.0, it is a perfect positive relationship meanwhile if the result is -1.0, it is a perfect negative relationship (Chong, et al., 2016).

Table 4.5: 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 4.5 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: SPECIALTIES FOOD

H₀ – There is no relationship between specialties food and the acceptance of tourist behavior for food tourism in Kelantan.

H₁ – There is a relationship between specialties food and the acceptance of tourist behavior for food tourism in Kelantan.

Table 4.5.1: Correlation Coefficient for specialties food and the acceptance of tourist behaviour for food tourism in Kelantan.

| | | Specialties food | Acceptance of tourist behaviour for food tourism in Kelantan |
|--|---------------------|------------------|--|
| Specialties Food | Pearson correlation | 1 | .654** |
| | Sign (2 tailed) | | .000 |
| | N | 384 | 384 |
| Acceptance of tourist behaviour for food tourism in Kelantan | Pearson correlation | .654** | 1 |
| | Sign (2 tailed) | .000 | |
| | N | 384 | 384 |

Table 4.5.1 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H₀) for hypothesis one. The correlation coefficient of 0.654 indicated a high positive correlation between specialties food and acceptance of tourist behaviour for food tourism in Kelantan.

HYPHOTHESIS 2: HALAL AND NON-HALAL FOOD

H₀ – There is no relationship between halal and non-halal food and the acceptance of tourist behavior for food tourism in Kelantan.

H₂ – There is a relationship between halal and non-halal food and the acceptance of tourist behavior for food tourism in Kelantan.

| | | Halal and Non-Halal Food | Acceptance of tourist behaviour for food tourism in Kelantan |
|--|---------------------|--------------------------|--|
| Halal and Non-Halal Food | Pearson correlation | 1 | .634** |
| | Sign (2 tailed) | | .000 |
| | N | 384 | 384 |
| Acceptance of tourist behaviour for food tourism in Kelantan | Pearson correlation | .634** | 1 |
| | Sign (2 tailed) | .000 | |
| | N | 384 | 384 |

Table 4.5.2: Correlation Coefficient for halal and non-halal food and the acceptance of tourist behaviour for food tourism in Kelantan.

Table 4.5.2 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H₀) for hypothesis one. The correlation coefficient of 0.634 indicated a high positive correlation between halal and non-halal food and acceptance of tourist behavior for food tourism in Kelantan.

HYPHOTHESIS 3: FOOD HYGIENE

H₀ – There is no relationship between food hygiene and the acceptance of tourist behavior for food tourism in Kelantan.

H₃ – There is a relationship between food hygiene and the acceptance of tourist behavior for food tourism in Kelantan.

| | | Food Hygiene | Acceptance of tourist behaviour for food tourism in Kelantan |
|--|---------------------|--------------|--|
| Food Hygiene | Pearson correlation | 1 | .688** |
| | Sign (2 tailed) | | .000 |
| | N | 384 | 384 |
| Acceptance of tourist behaviour for food tourism in Kelantan | Pearson correlation | .688** | 1 |
| | Sign (2 tailed) | .000 | |
| | N | 384 | 384 |

Table 4.5.3: Correlation Coefficient for food hygiene and the tourist behaviour for food tourism in Kelantan

Table 4.5.3 showed Pearson’s Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.00 which less than significant level of 0.01. This study rejected the null hypothesis (H₀) for hypothesis one. The correlation coefficient of 0.688 indicated a high positive correlation between food hygiene and acceptance of tourist behaviour for food tourism in Kelantan.

HYPHOTHESIS 4: VARIETY OF FOOD

H_0 – There is no relationship between variety of food and the acceptance of tourist behavior for food tourism in Kelantan.

H_4 – There is a relationship between variety of food and the acceptance of tourist behavior for food tourism in Kelantan.

Table 4.5.4: Correlation Coefficient for variety of food and the acceptance of tourist behavior for food tourism in Kelantan

| | | Variety of Food | Acceptance of tourist behaviour for food tourism in Kelantan |
|--|---------------------|-----------------|--|
| Variety of Food | Pearson correlation | 1 | .645** |
| | Sign (2 tailed) | | .000 |
| | N | 384 | 384 |
| Acceptance of tourist behaviour for food tourism in Kelantan | Pearson correlation | .645** | 1 |
| | Sign (2 tailed) | .000 | |
| | N | 384 | 384 |

Table 4.5.3 showed Pearson's Correlation Coefficient, significance value and total number of respondents which was 384. 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 0.645 indicated a high positive correlation between variety of food and acceptance of tourist behaviour for food tourism in Kelantan.

4.6 SUMMARY

As a conclusion, this chapter has focused on the data analysis used in this research. It displayed the results of the relationship between the specialties food, halal food, food hygiene and variety of food towards the tourist behaviour for food tourism in Kelantan. The finding of analysis of data provides a detailed interpretation of data analysis from various statistical tests. The analyses done which are frequency analysis, descriptive analysis and Pearson's Correlation Coefficient.



CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter will elaborate about the findings of the study based on the analysis of the study conducted in Chapter 4. The discussion presented is based on the findings and analysis found in the previous chapter. In this following chapter, the report concludes about the final year project that has been run. The scope of the following conclusion is very limited to the context. The main purpose of this study was to investigate the relationship about the acceptance of tourist behaviour for food tourism in Kelantan. Furthermore, this study seeks to discover a few factors of tourist behavior that become an attraction for food tourism in Kelantan. This section also ends with the overall conclusions of the study.

5.2 RECAPITULATION AND THE FINDINGS

The study was to discover the relationship between the factors of acceptance of tourist behaviour for food tourism in Kelantan. The aim of the study is to find out the relationship between specialties food, halal and non halal food, food hygiene and variety of food regarding acceptance of tourist behaviour for food tourism in Kelantan. The studies are limited by running a set of questionnaires used to get the data from the respondents. The sample of respondents is 384 was selected based on the majority respondent that has answered the questionnaire. The data has been calculated in the previous chapter through Statistical Package of the Social science (SPSS).

The dependent variable in this study relates to analyzing acceptance of tourist behaviour for food tourism in Kelantan. On the other hand, independent variables are focusing on the four types of factors, specialties food, halal and non-halal food, food hygiene and variety of food has been used in running the study paper. Based on the result of the questionnaire, many respondents chose food as their reason to revisit Kelantan in the future.

Therefore, specialties food can be the main reason to attract tourists. Some travellers who are interested in food tourism are focusing on food as their main tourism product (Sitiradhiah Omar, Siti Isa et al, 2020). Several factors affect most of the tourists who travel overseas just to experience and try other countries' food (Sitiradhiah Omar, Siti Isa et al, 2020). It shows that there is a symbiotic relationship between the food and tourism industry.

Halal term can be including as an object or an action which is permissible to use or engage in Muslim life. Halal concept when used in relation to the economy, it refers to business conducted in a manner deemed permissible in Islam. Then, when used in the relation of food, it refers to food which is in 10 compliances with the laws of Islam. In this era of globalization, regardless of industry, organizations are surrounded by competitors. Halal products can be indicating that it is safe for Muslim consumer worldwide (Pew Research Forum, 2018).

Food hygiene can be defined as the conditions to measure the necessary food safety from a production to the consumption. Food hygiene becomes the main issue of serious illness resulting in negative impacts to individuals, food industry itself and also the economy (Sahil Kamboj, Neeraj Gupta et al, 2020). There are more than 200 diseases that come from food poisoning. This is because many producers are not prioritizing food hygiene in producing the food product and being a major cause of food poisoning among the consumer.

Food has a different perspective from different people. People may see food as a physiological need, valuable heritage, culture of society or as a religious symbol (Norwani Mohd Nazari & Sharina Osman, 2020). As eloquently stated by Norwani Mohd Nazari & Sharina Osman, (2020) the consumption of food allows people to achieve most of their travel desires in relation to enjoyment, relaxation, status, education, and lifestyle. Overall, this is clearly shown that people travel over their zone for food due to the food itself or travel for another reason but at the same still need food to fulfill their life cycle.

The sampling frame in this study seeks to analyses among the tourists in Kelantan and tourists who have ever come to Kelantan. The data was collected from any respondent who would like to visit and revisit Kelantan again. The questionnaire was spread through online media that could reach the respondents in Malaysia until the response reached 384 respondents. The data collected was calculated and analysed in various types including pilot test, frequency analysis, descriptive statistics and Pearson's correlation coefficient. All the data are being calculated to describe the relationship between the two variables that are related to each other.

5.2.1 Research Question 1: What are the factors of food tourism that can be related to the tourists in Kelantan?

Based on this studys' discovery, there are four factors that contribute to the acceptance of tourist behaviour for food tourism in Kelantan. In the past chapter had mentioned that specialty food, halal and non halal food, food hygiene and variety of food are the main factors that have been chosen as the reason people visit and revisit Kelantan. All these have been calculated according to the Five-Likert Scale.

H1 There is a relationship between specialties food and the acceptance of tourist behaviour for food tourism in Kelantan

Specialties food is important because of its ability to satisfy the needs of tourists. Tourists feel that buying these foods is essential as it is part of their experience and can also serve as souvenirs (Suhartanto, Chen et al. 2018). According to table 4.4.1 that shows the descriptive statistic for specialties food. Meanwhile, table 4.5.1 showed the correlation coefficient of 0.654 indicated a high positive correlation between specialties food and acceptance of tourist behaviour for food tourism in Kelantan.

H2 There is a relationship between halal and non halal food and the acceptance of tourist behaviour for food tourism in Kelantan

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 medicine. Halal is usually the allowance for eating, drinking and doing something based on Islamic law and principles. Refer to the table 4.4.2 that shows the descriptive statistic for halal and non halal food. Meanwhile, table 4.5.2 showed the Pearson's correlation coefficient of 0.634 indicated a high positive correlation in between.

H3 There is a relationship between food hygiene and acceptance of tourist behaviour for food tourism in Kelantan

Food hygiene, which relates to the multiple procedures required from development to consumption to guarantee the quality of food. Food hygiene becomes the main issue of serious

illness resulting in negative impacts to individuals, food industry itself and also the economy (Sahil Kamboj, Neeraj Gupta et al, 2020). According to table 4.4.3 show the result of the descriptive statistic for food hygiene. Meanwhile, table 4.5.3 showed the calculation of Pearson's correlation coefficient of 0.688 that indicated a high positive correlation between food hygiene and acceptance of tourist behaviour for food tourism in Kelantan.

H4 There is a relationship between variety of food and acceptance of tourist behaviour for food tourism in Kelantan

Malaysia is a gastronomic delight with a wide variety of foods and dishes. Variety of food from three large ethnic groups namely Malay, Chinese and Indian, each with their cuisine. Food has a different perspective from different people. People may see food as a physiological need, valuable heritage, culture of society or as a religious symbol (Norwani Mohd Nazari & Sharina Osman, 2020). According to table 4.4.4 show the result of the descriptive statistic for food diversity. Meanwhile, table 4.5.4 showed the calculation of Pearson's correlation coefficient of 0.645 that indicated a high positive correlation between variety of food and acceptance of tourist behaviour for food tourism in Kelantan.

Therefore, it can be concluded that all the factors that are used in conducting the studies show the impact as well as play the important roles in affecting acceptance of tourist behaviour for food tourism in Kelantan. The finding seeks close to a previous chapter analysis that studies about the specialty food, halal and non halal food, food hygiene and variety of food affecting acceptance of the tourist behaviour in Kelantan.

5.2.2 Research question 2 : It is Kelantan who provide Halal food, is it acceptable through tourists of various ethnic and races in Malaysia ?

According to table 4.2.1 shows the result of reliability coefficient Alpha for the independent variable based on the questionnaire that has been run. Based on the result in the table mentioned before, the Cronbach's Alpha Coefficient value for halal and non halal food is 0.839. The result showed reliability was good and reliable. The finding of the halal and non halal food ($r=0.634$, $n=384$, $p=0.00$) imply that there was a positive and significant relationship in between. Halal food plays an important role in attracting tourists to come to Kelantan. It includes all types of ethnic and races in Malaysia as we found out the result of ethnicity in figure 4.4 in the previous chapter. Other than Malay, 105 respondents are Chinese, 41 respondents are Indian and 9 respondents are from other races as respondents. This shows that the halal food is acceptable for other races and ethnic in Malaysia. Halal food consumption is widely accepted throughout the country regardless of religious background. Non-Muslims, although not obliged to consume halal, are well aware of and understand halal matters.

As stated by the table 4.4.2 of descriptive statistics for halal and non halal food. The highest mean was in the question number 4 where Kelantan can be food destination or tourist from other country either Muslim or non-Muslim because there provides halal food everywhere was 4.51. Other than that, the second highest mean is question number 3 where halal food in Kelantan has higher satisfaction from tourists was 4.50. From the result, we can see that every ethnic and race agree on the halal food in Kelantan.

5.2.3 Research question 3 : Are food premises hygiene and can this be related through tourist behaviour for food tourism in Kelantan?

In this study, the result of reliability coefficient Alpha for the food hygiene were 0.787 respectively showing the reliability is acceptable in the table 4.2.1 towards tourist behaviour for food tourism in Kelantan. The finding of the food hygiene ($r=0.688$, $n=384$, $p=0.00$) indicated a high positive correlation between food hygiene and tourist behaviour for food tourism in Kelantan. Food hygiene becomes the main issue of serious illness resulting in negative impacts to individuals, food industry itself and also the economy (Sahil Kamboj, Neeraj Gupta et al, 2020).

According to the table 4.4.3 shows the result of descriptive statistics for food hygiene. The highest mean is in the first question which is 4.54 where food hygiene is mandatory to attend food safety training, its practising good hygiene behaviour. Meanwhile, the second highest is question number 5 where basic training in food hygiene is recommended in order to ensure that food vendors follow the essential rules for proper food hygiene was 4.53. Generally, to maintain and increase the number of visitors in Kelantan, food hygiene is very important to have positive feedback among the customers. This is because 40% of the tourist budget was spent on their food while traveling to other places.

5.3 LIMITATION

There were several limitations encountered in this study. First of all, the limitations of food tourism in Kelantan. Even though Kelantan is not on the list of tourist destinations for best places, in Kelantan it still sustains its variety of local heritage food that still exists until now. This survey measures the variety of food in Kelantan and this survey is only for those who want

to visit or revisit Kelantan in the future. The study seeks to discover acceptance of the tourist behaviour for food tourism only in Kelantan. After a long discussion, we tried to narrow the scope while running the research to make sure the data can be simply collected and analysed at the end of the chapter. The task was easily completed by focusing on food tourism in Kelantan rather than to run a survey of food tourism in Malaysia. The data collection also through online Google Form due to covid-19 pandemic.

After the questionnaires of the study are completely collected, there have been a few challenges in order to archive 384 responses. During the time of collecting the data through online media, many people are not interested in joining this survey because it will waste their time. The period in collecting the data took a long time because the responses are getting slow and need some time. Some tourists are not interested in answering the questionnaire either in their free time. This makes the data collection process a little disrupted and the process also takes time to analyse the data collected into the table, figure and calculation methods involved.

Furthermore, there is a limited number of one of the variables which is in the context of non-halal foods in Kelantan due to religious purposes. Kelantan has been officially known as an Islamic city in Malaysia. There are many halal foods in Kelantan and most of the restaurants and food in Kelantan have halal symbols shown in front of the restaurant. However, there are very limited restaurants and also food that contains prohibited foods such as pork and even alcohol. Non-halal food is not allowed for Muslims to consume foods or beverages that are called Haram or forbidden that contain pork, reptiles, amphibians insert or animal products that are produced from non-certified animals. Consequently, non-Muslim tourist who love uniqueness and want to try foods that contain such banned substances will be difficult to find stalls or restaurant that suits their tastes considering most restaurants in Kelantan are Muslim -friendly concept. Halal

becomes a norm in a Muslim-majority country. This increasing trend of halal consumption and attention towards halal-certified foods and products. This is slightly intrusive to the variables that are directly related to it.

In the context of other variables is food hygiene, there are also limited restaurants or small stores that are practicing food hygiene at their place. This food hygiene training is only limited to the three stars restaurant and above. Even though food hygiene is very important according to the Ministry of Health in Malaysia, they have already introduced and established a training programme called Food handlers since 1996 to gain and increase the knowledge among the food producers about how important food hygiene is. However, there are still some vendors who only take lightly about the hygiene factor in their stores, for example small stores on the side of the road or vendors in small alleys. This food hygiene training is only limited to the three stars restaurant and above. This problem could create dissatisfaction among the tourists who did like to eat at their stores.

5.4 RECOMMENDATION

Food tourism is very important and has become a significant tool in tourism marketing and business as part of the tourism industry's revenue (Yoksamon Jeaheng, 2020). As mentioned by The United Nations World Tourism Organization (2017), food tourism or gastronomy tourism involve tourists who have planned a short trip to other places to try their local food or to take part in food activities (World Food Travel Association, 2018).

From the result of this study, the study can be expanded by extending the study to a larger scope for example acceptance of tourist behaviour for food tourism in Malaysia difference to studies that have been done which only focus on acceptance of tourist behavior for food tourism in Kelantan. There are many independent variables that can be pointed out into the future

research. And the respondent also can be opened up to everyone around the world to answer the survey.

Other than that, by focusing on other variables could create a new finding of the future research. The current research is limited on the factors but for the further study can be focusing on another component such as the attractions, social economy, environmental or the promotional activities of tourist behaviour. These example recommendations can create a new set of data and questionnaires related to the food tourism industry. In addition, future studies may also use other theories as a reference to find out more factors influencing acceptance of tourist behaviour for food tourism in Kelantan or Malaysia..

Furthermore, the study findings were collected using only a questionnaire which is a quantitative method that may only provide unsatisfactory findings. Therefore, future studies can add research methods to give more effective results such as qualitative methods. The data is collected from a self-administration questionnaire from the target population. For further study, they could open up their population to anyone interested or have free time to spend. The result may have come out among the tourists who had intention to visit Malaysia and also from the other country's citizens. By expanding the sample size and population can help in increasing the accuracy and reliability of the study.

5.5 CONCLUSION

Food tourism is not a new trend in the tourism industry. A few factors have been pointed out in this study in order to find out the attractions that people seek out to visit and revisit other places. This study has discovered about the acceptance of tourist behaviour for food tourism in

Kelantan according to the four variables of specialties food, halal and non halal food, food hygiene and variety of food.

After calculating the data, based on the figure 4.6 shows the percentage of the reason to revisit Kelantan is because of the food that took 44.3%. This can be improved by the fact that most of the respondents are coming to Kelantan to experience their food tourism. The result has been shown from the survey that has been done by the researcher.

The four variables are chosen based on the food tourism in Kelantan. At the end of the chapter, the research analysis shows that all the factors are related to each other. There is a relationship between specialties food, halal and non halal food, food hygiene and variety of food towards acceptance of tourist behaviour for food tourism in Kelantan.

The research framework is developed based on the literature review in chapter 2. The conceptual framework had included four independent variables and one independent variable. The research framework can be referred to in figure 2.1. Each of the elements has been discovered and discussed until the hypothesis of this study was summarized.

Additionally, to conclude the relationship between independent variables towards the acceptance of tourist behaviour for food tourism in Kelantan, the data was collected and analyzed by SPSS method including descriptive analysis, reliability test and Pearson's correlation coefficient. In conclusion, all variables demonstrated a positive relationship with highly significant outcomes. Hence, in this study, all the objectives were successfully achieved and the research question was answered.

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APPENDIX

QUESTIONNAIRE

TOURIST BEHAVIOUR FOR FOOD TOURISM IN KELANTAN

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Tourism) from Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan. We are currently conducting a research project to fulfil our degree requirement. This questionnaire examines the tourist behaviour for Food Tourism in Kelantan, Malaysia. Therefore, we are much appreciated to invite you to contribute valuable participation to fill out this questionnaire. Kindly assist us to respond to this questionnaire based on your experiences as a visitor (excursionist tourist) in Food Tourism. Please be aware that your statement will be processed in strict confidence. All information obtained will be kept SECRET and will only be adopted for research purpose. We sincerely appreciate your attention to this research purpose. Any further inquiries, please kindly email to thlin.h18a0632@siswa.umk.edu.my.

Yours sincerely,

NURUL 'AFIFAH BINTI ROSLI H18A0461

NURUL NAJIHAH BINTI ABU BAKAR H18A0495

SITI NUR AQILAH BINTI MOHAMMAD SAIFUL H18A0586

TAN HONG LIN H18A0632

SECTION A: Demographic Profile

1. Gender: (Kindly mark “√”)

| | |
|--------------------------|--------|
| <input type="checkbox"/> | Male |
| <input type="checkbox"/> | Female |

2. Age: _____

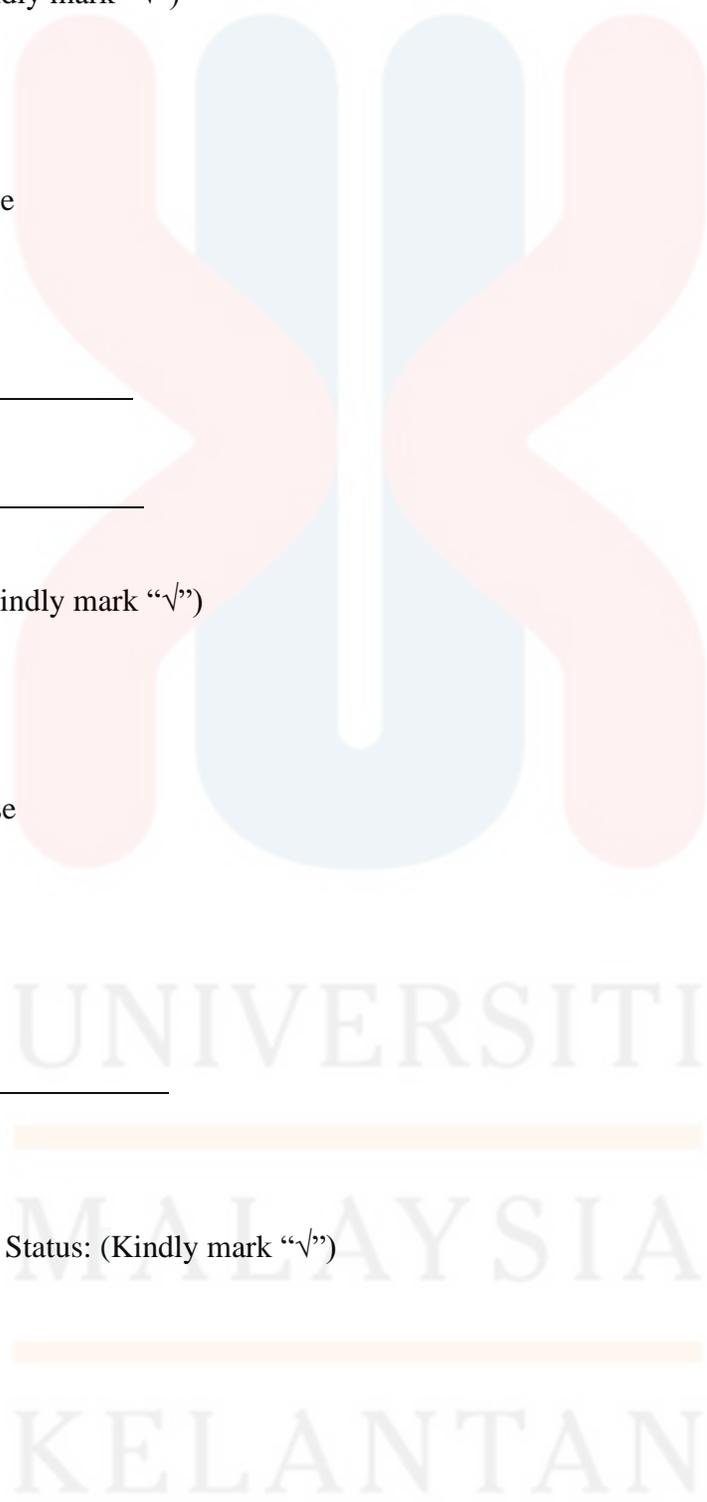
3. State: _____

4. Ethnicity: (Kindly mark “√”)

| | |
|--------------------------|---------|
| <input type="checkbox"/> | Malay |
| <input type="checkbox"/> | Chinese |
| <input type="checkbox"/> | Indian |
| <input type="checkbox"/> | Siam |

Other: _____

5. Employment Status: (Kindly mark “√”)



| | |
|--|---------------|
| | Employed |
| | Self-Employed |
| | Unemployed |
| | Retired |
| | Freelancers |
| | Student |
| | Other: _____ |

6. Reason for revisit: (Kindly mark “√”)

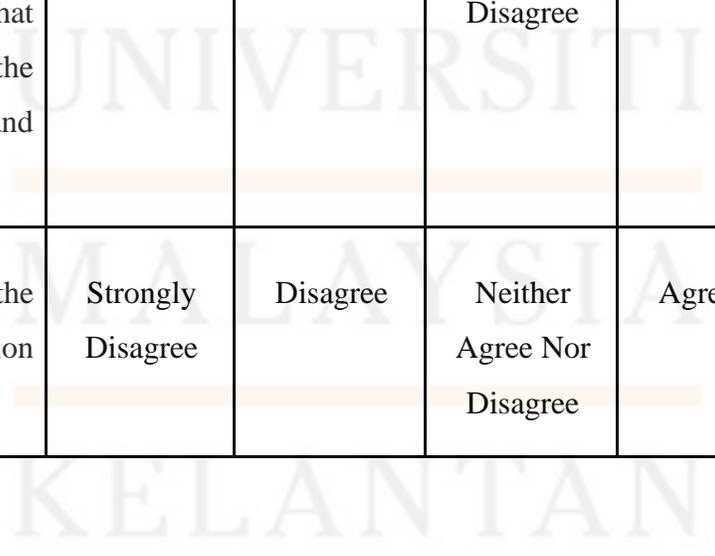
| | |
|--|---|
| | Food |
| | Rest and Relaxation |
| | Visiting relatives and friends |
| | Business |
| | Attending a conference, seminar, other form of educations |
| | Other: _____ |

SECTION B

Instruction: Kindly respond to each statement by circling the description based on your revisit experiences in Kelantan.

| | | | | |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| SPECIALITY FOOD | | | | | |
|--|-------------------|----------|----------------------------|-------|----------------|
| Special food can be categorised under the culture as a food that can be a symbol of the economy and destination. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Special food is the main contribution that creates the | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |



| | | | | | |
|--|-------------------|----------|----------------------------|-------|----------------|
| demand among the tourist to visit Kelantan. | | | | | |
| Tourist satisfaction can be gain by the type of specialties food that carefully selected to market to the consumers. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| The current trend of tourist to experience the local food during their vacation is to find the special food authenticity to get a taste of the host culture. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Special food can be one of the destination image in Kelantan to attract or offer for its visitors. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| | | | | | |
|------------------|--|--|--|--|--|
| HALAL AND | | | | | |
|------------------|--|--|--|--|--|

| NON-HALAL FOOD | | | | | |
|---|-------------------|----------|----------------------------|-------|----------------|
| Tourists non-Muslim from other country will purchase halal food in Kelantan because of clean, safe, natural, fresh and hygiene. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Halal food is a healthy product and can bring a healthy benefits for people either Muslim or non-Muslim. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Halal food in Kelantan has higher satisfaction from tourists. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Kelantan can be food destination for tourists from other country either Muslim or non- | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| | | | | | |
|--|-------------------|----------|----------------------------|-------|----------------|
| Muslim because there provide halal food everywhere. | | | | | |
| Some halal food cannot be accepted with some religions because of concerned and don't think that halal food is right for them. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| | | | | | |
|---|-------------------|----------|----------------------------|-------|----------------|
| FOOD HYGIENE | | | | | |
| Food hygiene mandatorily have to attend food safety training, its practicing good hygienic behaviour. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Food hygiene is as the degree of confidence that food will not cause sickness or harm to | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| | | | | | |
|--|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| <p>the consumer when it is prepared, served and eaten according to its intended use among the tourist to visit Kelantan.</p> | | | | | |
| <p>Food hygiene knowledge and practices have shown that consumers are aware of and are thinking about food safety in Kelantan to attract for visitors.</p> | <p>Strongly Disagree</p> | <p>Disagree</p> | <p>Neither Agree Nor Disagree</p> | <p>Agree</p> | <p>Strongly Agree</p> |
| <p>The food handlers need to practice good hygiene at all times to ensure the safety of food from production to consumption.</p> | <p>Strongly Disagree</p> | <p>Disagree</p> | <p>Neither Agree Nor Disagree</p> | <p>Agree</p> | <p>Strongly Agree</p> |
| <p>Basic training in food hygiene is recommended in order to ensure that</p> | <p>Strongly Disagree</p> | <p>Disagree</p> | <p>Neither Agree Nor Disagree</p> | <p>Agree</p> | <p>Strongly Agree</p> |

| | | | | | |
|--|--|--|--|--|--|
| <p>food vendors follow the essential rules for proper food hygiene and sanitary practice. The level of understanding of food safety and sanitary practice is important to consumers.</p> | | | | | |
|--|--|--|--|--|--|

| DIVERSITY OF FOOD | | | | | |
|---|-------------------|----------|----------------------------|-------|----------------|
| Kelantan provide diverse food as a tourism destination. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Tasting diverse food is one way to embrace and experience different cultures. | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| Experiencing food in Kelantan makes me seek things that | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

COMPONENT C

Instruction: Kindly respond to each statement by circling your measurement using the scales given based on your revisit experiences in Food Tourism, Kelantan.

| | | | | |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| | | | | | |
|--|---|---|---|---|---|
| ACCEPTANCE OF TOURIST BEHAVIOUR FOR FOOD TOURISM IN KELANTAN | | | | | |
| To explore diverse local food, I would like to revisit Kelantan within the next 4 years. | 1 | 2 | 3 | 4 | 5 |
| I will encourage friends or families to eat Kelantan local food. | 1 | 2 | 3 | 4 | 5 |
| I would recommend others to visit Kelantan for its local food. | 1 | 2 | 3 | 4 | 5 |

END OF SURRVEY

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION

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