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AN INTERNATIONAL AWARD-WINNING INSTITUTION FOR SUSTAINABILITY

# **SPECIAL INTEREST TOURISM**

## **AT MALAYSIAN LOW TOURISM ARRIVALS' STATES**

### **EDITORS**

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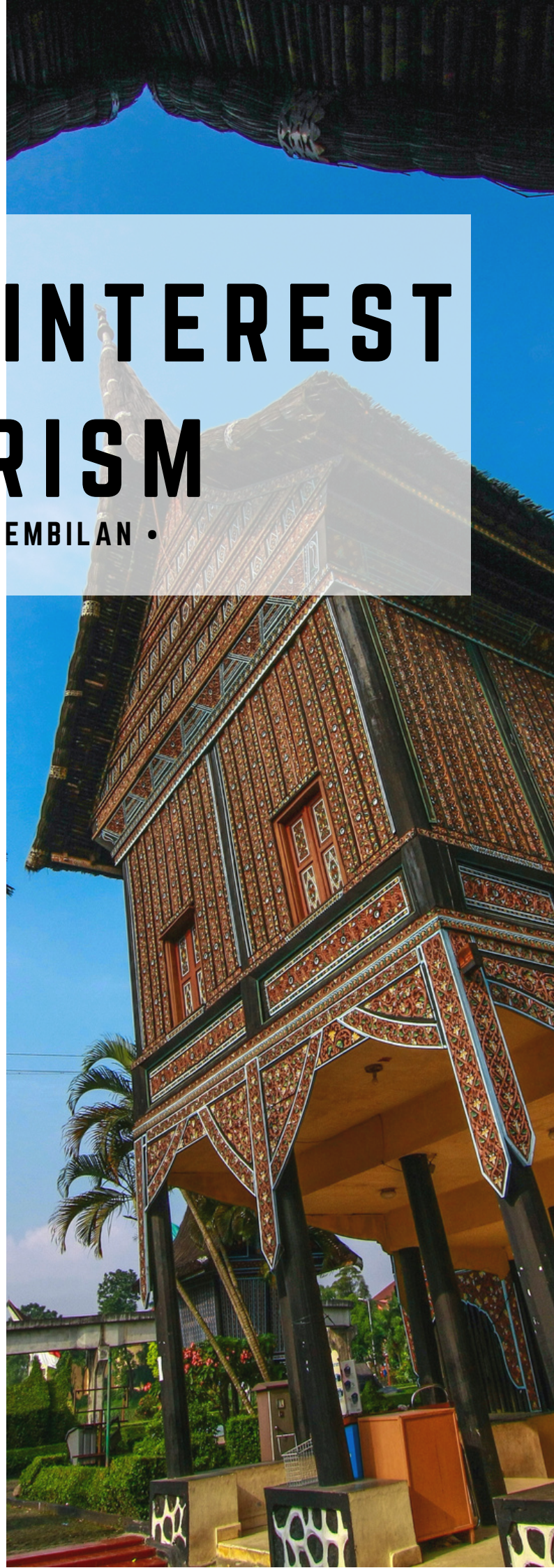
173 References





# SPECIAL INTEREST TOURISM

• NEGERI SEMBILAN •





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# | INTRODUCTION |



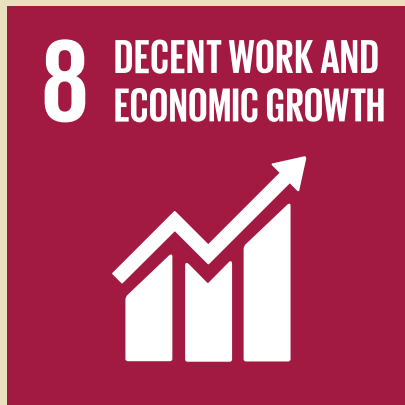
Japan is one of the countries that has the globalization facilities that has become the movement of goods and people. In the post-industrial era, the tertiary industry, especially tourism industry which include, hotels, restaurants, souvenirs, shops, transportation, and other business. According to JNTO (2019), the number of foreign that visit to Japan has rise in accordance with several main factors. The first factors are because of the economical growth, especially in Asia, which has become the most key factor for this change. The second factor is because of the airfares have become relatively cheap, in which the huge aviation industry and LCCs that setting the airfares in a cheap prices for the past that helps the tourism in Japan keep increasing.

The third factor is because of the relatively cheap price level of Japan, as a result, it has prolonged the economic stagnation which has made the cost of travelling to Japan become affordable for many foreign tourists. The last factors are because, Japan has many attractions which can attracts many tourists can enjoy. For example, Japan has long story and history of the places, diverse culture, festivals, beautiful landscapes, and good foods. Other than that, Japan famous for their art and craft and have their own winter sport like Nagano and Hokkaido which are the favorite sport of tourist when they come to Japan (Kusune, 2020). Thus, Japan has a great potential to become a tourist attractions that can attract more tourist to experience the natural resources and other attractions.





# SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Both location of Japan and Negeri Sembilan are covered by two Sustainable Development Goals (SDGs) which are SDG 8: Decent Work and Economic Growth and SDG 11: Sustainable Cities and Communities. Under the slogan of "transforming our world," the SDGs have laid out a wide and lofty goal. The eighth Sustainable Development Goal focuses on preserving economic growth while creating jobs for communities (Rai et al., 2019). Meanwhile, SDG 11 is concerned with the long-term viability of cities. Instead of maximizing benefit through a single system, the notion of sustainable growth emphasizes finding a balance between economic, social, as well as environmental objectives (Vaidya & Chatterji, 2020). As a result, both SDGs aid in the facilitation of critical factors in the development of Negeri Sembilan's special interest tourism.







# BACKGROUND OF JAPAN & NEGERI SEMBILAN





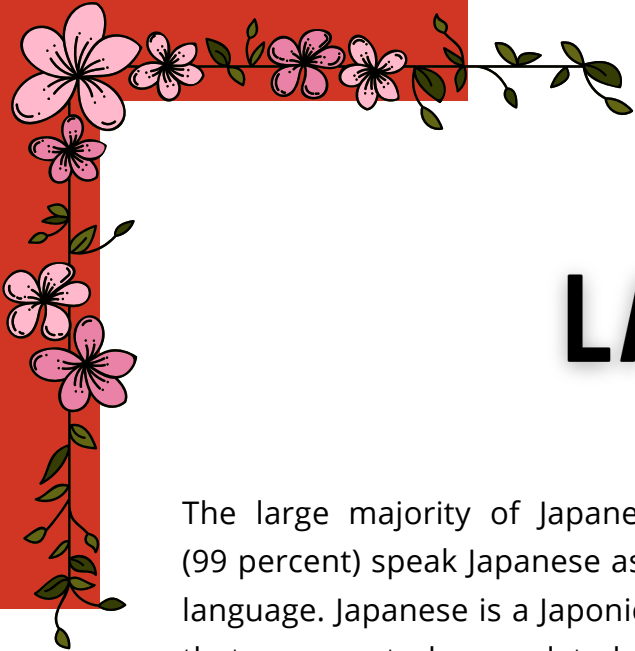
# BACKGROUND OF JAPAN

Japan or else known as "Land of the Rising Sun," a country that occupies a group of islands in East Asia in the North Pacific Ocean roughly parallel to Asia's eastern coast. The country's population is slowly declining, while the number of elderly people is increasing whereby Japan occupied 125 million residents in 2021. On top of that, Tokyo is the nation's capital and largest town in Japan meanwhile others such as Fukuoka, Fukushima, Kobe, Kyoto, Nagoya, Osaka, Sapporo, Sendai, and Yokohama are also popular cities (Nationsonline, 2022).

## GEOGRAPHY

The Japanese archipelago consists of roughly 3,000 islands with an area of 377,835 square kilometres (145,883 square miles). Hokkaido, Honshu, Shikoku, and Kyushu are the four main islands, from north to south. Japan is mostly hilly and woody, with just 11.6 percent covered by agricultural land. Mount Fuji, at 3,776 metres, is the highest peak (12,385 feet) meanwhile Hachiro-gata is the lowest point, at four metres below sea level (-12 feet). Japan, located on the Pacific Ring of Fire, has a variety of hydrothermal phenomena such as geysers and hot springs. Besides that, earthquakes, tsunamis, and volcanic eruptions are common in the nation (Szczepanski, 2019).





# LANGUAGE 愛

The large majority of Japanese people (99 percent) speak Japanese as their first language. Japanese is a Japonic language that appears to be unrelated to Chinese and Korean. Japanese, on the other hand, has significantly borrowed from Chinese, English, and other languages. In reality, 49 percent of Japanese words are Chinese borrowed words, while 9 percent are English words.

In Japan, three writing systems coexist which are hiragana for native Japanese words, inflected verbs, katakana for non-Japanese borrowed words, emphasis, and onomatopoeia and lastly kanji for the huge digit of Chinese foreign terms in the Japanese dialect (Szczepanski, 2019).

## CLIMATE



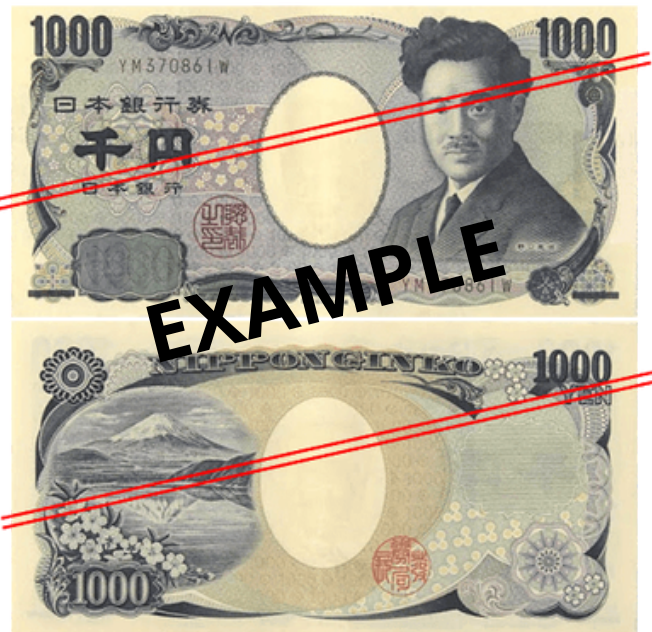
Japan, which covers 3,500 kilometres (2,174 miles) from north to south, has a diversity of climate zones. It has a moderate climate with four major seasons (Szczepanski, 2019). Northern Japan has pleasant summers and bitterly cold winters, with significant snowfall along the northern shore of the Sea of Japan and in mountainous areas.

Summertime in eastern Japan were warm and muggy, while wintertime are cold and snowy along the Sea of Japan coast and in hilly areas. Nonetheless, summers in western Japan are exceedingly warm and muggy (temperatures sometimes hit 35°C or higher), while winters are relatively cold. Okinawa and Amami have a tropical oceanic climate. Summers in these locations are hot and humid (with temperatures seldom exceeding 35 degrees Celsius or more) and winters are pleasant (Japan Meteorological Agency, n.d.).



# CURRENCY

The yen (円, yen) is the Japanese currency. One yen equals to 100 cent; nevertheless, cent are no longer used in regular life, except in stock market prices. Bills are produced in amounts of 1,000 yen, 2,000 yen (extremely rare), 5,000 yen, and 10,000 yen. Coins are available in amounts of 1 yen, 5 yen, 10 yen, 50 yen, 100 yen, and 500 yen. In Japan, counterfeit money is not an issue (Japan Guide, 2022).





# BACKGROUND OF NEGERI SEMBILAN

Negeri Sembilan is one of Malaysia's thirteen states, located on the western coast of Peninsular Malaysia, between the states of Selangor to the north and Kuala Lumpur to the south. It also features a 30-mile beachfront on the Strait of Malacca, which is drained by the Linggi and Mirar rivers. The word Negeri Sembilan is also considered to be derived from nine villages, called nagari in Minangkabau tongue (luak), established by the Minangkabau community, who seem to be primarily from West Sumatra, Indonesia, inside this fourteenth century. Presently, Seremban is the capitol of Negeri Sembilan, while Seri Menanti in Kuala Pilah County serves as the state's royal residence. Port Dickson and Nilai as well as Bahau are also major cities.

Besides, Minangkabau culture's actually still visible in Negeri Sembilan until now through their food, traditional house architecture, the dialect of Malay spoken, Minangkabau tradition called Adat Papatih as well as their music and clothes (Nil, 2020). Yang di-Pertuan Besar (Yamtuan Besar) is the ruler of Negeri Sembilan, which is different from the other royal Malay states who are basically known as Sultan and using hereditary monarchs. The Ruler's election is also unique. He is elected by the Undang assembly, which governs the four biggest territories of Sungai Ujong, Rembau, Jelebu as well as Johol giving this region's most democratic monarchies (Go Travel Malaysia, 2012).







Since Negeri Sembilan are the among Malaysia's smaller state, it is not well recognized as a tourism destination, especially among international visitors. Yet, there are still several amazing places for people to explore in Negeri Sembilan, which is well worth attempting to look around. For instance, Seri Menanti Palace, Port Dickson, Gunung Datuk, Gemas Railway Station and Jeram Toi Waterfall. In addition, The Minangkabau culture is well-preserved in Negeri Sembilan, as seen by the numerous historical structures. Despite the fact that it is not one of Malaysia's most popular tourist destinations, it has its own distinct charms that will draw many visitors.



# HISTORY OF NEGERI SEMBILAN

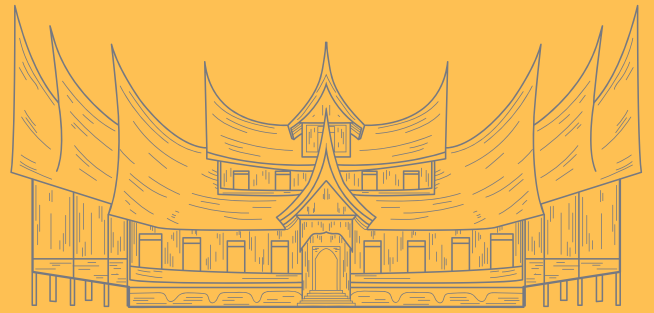
In the 15th century, the Sumatran Minangkabau people settled in Negeri Sembilan. Negeri Sembilan did not actually exist as a cohesive state in its early history. It was more of a loose confederation of nine oligarchies that sprung up in the region's remote valley. They were under the protection of the Melaka Sultanate until the Portuguese arrived in 1511, when it fell apart.

Following that, they were vassals of the Johor Sultanate until it became weak in the 18th century. The Minangkabaus were compelled to seek help from a prince from their kingdom after being attacked by the Bugis. Therefore, In 1773, In 1773, Raja Melewar of Pagar Ruyong's was proclaimed the first Yam Tuan or 'Yang Dipertuan Besar' ('He Who Is Greatest') of Negeri Sembilan. He unified the fiefdoms of Sungai Ujong, Rembau, Johol, Jelevu, Naning, Segamat, Ulu Pahang, Jelai, and Kelang.



Following subsequent civil battles among the nine Malay chieftains, To protect British economic interests, the British interfered military in a succession dispute in area of Sungai Ujong and placed the domain under the supervision of a British Resident. In 1883, Jelevu arrived, followed by Rembau in 1887.





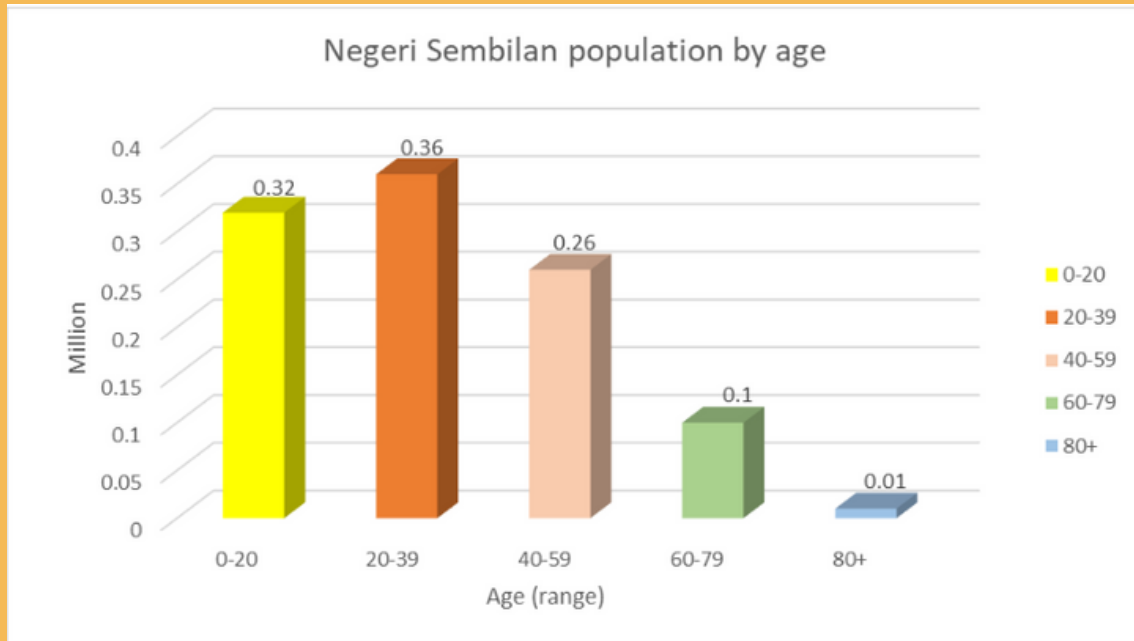
Tuanku Muhammad (the son of Yamtuan Antah) controlled the Seri Menanti realm, which joined with the Tampin as well as Rembau kingdoms in 1889 to form the Seri Menanti Confederacy as a single nation. Sungai Ujong as well as Jelebu provinces entered the confederation around 1895, forming the modern nation of Negeri Sembilan. Martin Lister has become the fledgling state's first Resident that year, while Negeri Sembilan decided to join the Federated Malay States.

The majority of states in Negeri Sembilan had shifted throughout time; the federation now consists of six counties as well as a handful of sub-states. Negeri Sembilan was occupied by the Japanese between 1942 until 1945, then accepted the Federation of Malaya in 1948 and is now a state of Malaysia since 1963. Today, Negeri Sembilan is still controlled by the Yang Di Pertuan Besar rather than a sultan (Go Travel Malaysia, 2012).



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# DEMOGRAPHIC OF NEGERI SEMBILAN



According to the Department of Statistics Malaysia (2020), Negeri Sembilan's total population would be 1.13 million in 2020, with 0.58 million men and 0.55 million women. As Seremban is the capital of Negeri Sembilan, it has the highest population among the other districts, which is around 0.69 million people. However, Jelebu has the lowest population with 46 thousand people. On top of that, the state's ethnic composition is roughly 68.8 percent Malay (primarily of Minangkabau ancestry), 17.1 percent Chinese, 12.8 percent Indian, and 0.3 percent other ethnic groupings (Census, 2020). Comparing to certain states in Malaysia, it has the highest proportion of Indians. The state is still regarded in Malaysia as the stronghold of Adat Pepatih.

On top of that, the people of Negeri Sembilan speak a distinct Malay dialect recognize as Negeri Sembilan Malay, as well as Baso Nogoghi in their original tongue. It is more closely connected to Malay variations spoken in neighboring Sumatra, particularly Minangkabau types, than to other Malay varieties spoken in Peninsular Malaysia. The Minangkabau culture also can be seen as an influence in Negeri Sembilan through their unique tradition of Adat Pepatih and their twelve tribes which are still preserved and practiced until today (Placeandsee, 2020).



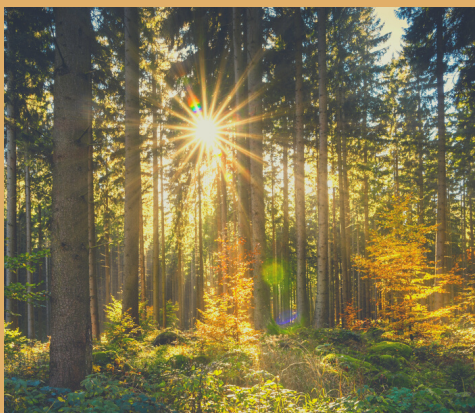


# GEOGRAPHY OF NEGERI SEMBILAN

The state of Negeri Sembilan is well-known for its abundance of natural features, including mountains, beaches, rivers, and forests. As a result, many citizens go to and settle in Negeri Sembilan since the area has wonderful beaches on the coast surrounding Port Dickson, as well as lush mountainous forest and river habitats across the area for individuals who love an active social life.

On top of that, Negeri Sembilan also has many spots for tourists who love nature and beautiful scenery to travel such as Port Dickson where they will find beautiful beaches and resorts. Broga Hill is one of the places that become an attraction for the eco-tourists who love to spend their time with outdoor activities such as enjoying beautiful sunrise as well as beautiful scenery of nearby towns. Thus, the economy of Negeri Sembilan is likely focused on the agricultural sector which is rubber and palm along with fruit as well as green farms that take up half of Negeri Sembilan due to its geographical environment (Nil, 2020).

## CLIMATE



Negeri Sembilan is among Malaysia's hottest areas, with a per day air temp of 33 degrees celsius. The environment is nice at periods, yet jungle wet at the others, owing to increasing humidity and searing temps. The weather in Negeri Sembilan is likewise pleasant to warm most of the year, with a mean water temperature of 29 degrees. The best time to visit Negeri Sembilan is between February and June, as there's less rainfall. The majority of the rainfall falls in November (Worlddata.info, n.d.).





# **WHY CHOOSE JAPAN & NEGERI SEMBILAN?**



# ECONOMY

The economic characteristics of Japan and Negeri Sembilan were examined, as well as the attractiveness of tourism products. For example, the number of international tourists going to Japan in 2019 reached a new high of 31.88 million (2.2 percent higher than the previous year), representing the seventh straight year of record highs for Japan's inbound tourism market. Japan gained around 46.1 billion USD in foreign tourist spending from visitors to Japan in the same year, propelling the country to seventh rank in the globe, ahead of Germany and Australia. The travel business hiving 359 billion USD for Japan's GDP, ranking third in the this world behind the US and China (Japan External Trade Organization, 2022).

For the record, the Malaysian economy is the 35th largest in the world (Effendy, 2017). However, Negeri Sembilan is one of the first five states in Malaysia with a low amount of domestic tourist receipts, followed by Kelantan, Perlis, W.P Putrajaya, and W.P Labuan. According to the Malaysian Department of Statistics (2021), Negeri Sembilan earned RM5.1 billion in domestic tourist earnings in 2019 and RM2.2 billion in 2020, with just 7.9 million domestic visitors. With that, it is seen that the number of domestic visitor arrivals to Negeri Sembilan declined -40.5 percent compared to 2019 (13.3 million) to record a total of 7.9 million visitors.

# NATURE

In terms of attractiveness, Japan knowingly classified as a country that is fast developing while retaining its own culture. Even the country's standard of life and economy are rising in tandem with its development over these four seasons. Amazingly, with mountains and forest covering 70 percent of its territory, the territory offers an extensive scenery that is ideal for nature-based tourism and ecotourism. With 200 volcanoes including the famous Mount Fuji as the highest mountain in Japan with 3,776 metres (Fuad, 2015). Following that, Japan has its own Sustainable Tourism Standards for Destinations that have been accredited by the Global Sustainable Tourism Council (GSTC), demonstrating the country's commitment to guiding destinations in the implementation of sustainable tourism (Good Travel Guide, n.d.).

On the other hand, Malaysia also promotes the coast in Negeri Sembilan by adopting Coastal Zone Management (CZM) under the 9th Malaysian Plan of 2006 until 2010. With that, ecotourism had incorporated in this strategy in purpose of preventing pollution on beach as well as erosion of coastal, along with promote natural resource protection. Adding to that, CZM guaranteed the long-term of coastal nature resources, with the expansion of beach tourism (Praveena et al., 2018).





# CULTURE

In Japanese culture, history is very significant. Many buildings and streets have been kept in their original state. Because of its polytheistic culture, Japan is home to numerous shrines and temples. In these ancient structures, Buddhist and traditional Shinto religious influences can be found. UNESCO has designated several of these castles and temples as World Heritage Sites (JNTO, n.d.). Similar with Negeri Sembilan, the Minangkabau carried a rich cultural history with them, which is maintained and currently practiced as the interesting 'Adat Papatih,' a female line system of succession and governance that is exclusive to the state. The woman is the leader of the home in the system, and property is passed down from mother to daughter. Married within relatives is outlawed among Minangkabaus, who are organised into twelve suku or clans. Minangkabau presence can also be seen in the state's dances and cuisine (Go Travel Malaysia, 2012). As a result, these are the reasons for choosing Japan and Negeri Sembilan, as both have natural and cultural attractions. Japan's tourism success can form a basis for developing special interest tourism in Negeri Sembilan.

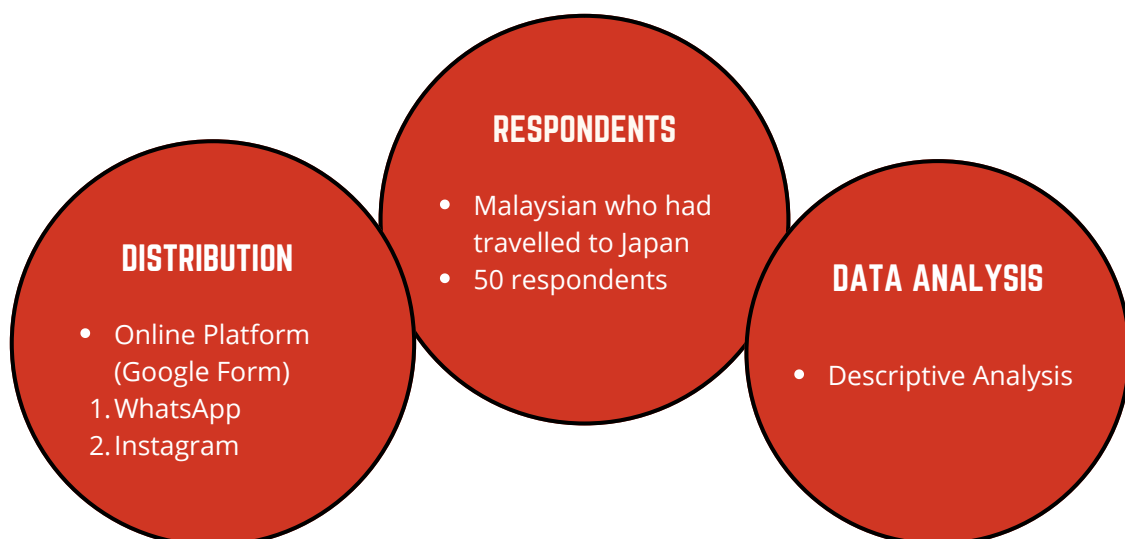




# |RESEARCH METHODOLOGY|

Research methodology is a technique or procedure that are used to identify and analyze information regarding a specific research topic. For this study, questionnaire has been distribute that comprise with 6 main sections started from Section A, Section B, Section C, Section D, Section E and Section F. These sections have its elements that include several questions. For example, demographic profile for Section A, previous trip details for Section B, motivation for Section C, travel constraints for Section D, revisit intention for Section E and lastly is Section F which comprise with special interest tourism. All the questions are being adapted and adopted from the resources that have been mentioned below. Moreover, for this survey, the target respondents are, Malaysian who had travelled to Japan and in this study, 50 respondents managed to answer all the questions related. For distribution platform, online platform have been used to cater the respondents as it is more easier for the respondents to answer the survey. The platform used are, WhatsApp and Instagram as these two platform are easy to used and reached. Moreover, based on this study, the data analysis that involved is, descriptive analysis as the research design for this study is quantitative analysis.

Loeb et al. (2017) state that quantitative descriptive study defines the universe or a phenomena by recognizing patterns in data to respond to statements such as who, what, where, when, as well as to what extent, whereas data descriptive study is data simplicity. The case study that have been adapted and adopted are from **Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints** by Park et al. (2007). The second case study is, **The Role of Socio-psychological and Culture-education Motives in Marketing International Sport Tourism: A Cross-cultural Perspective** by Funk and Bruun (2007), and the third case study is, **The Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention** by Huang and Hsu (2009).

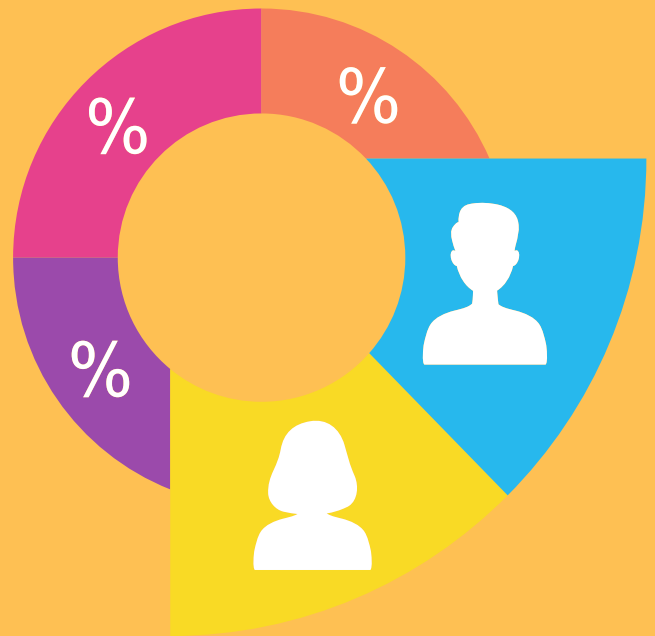






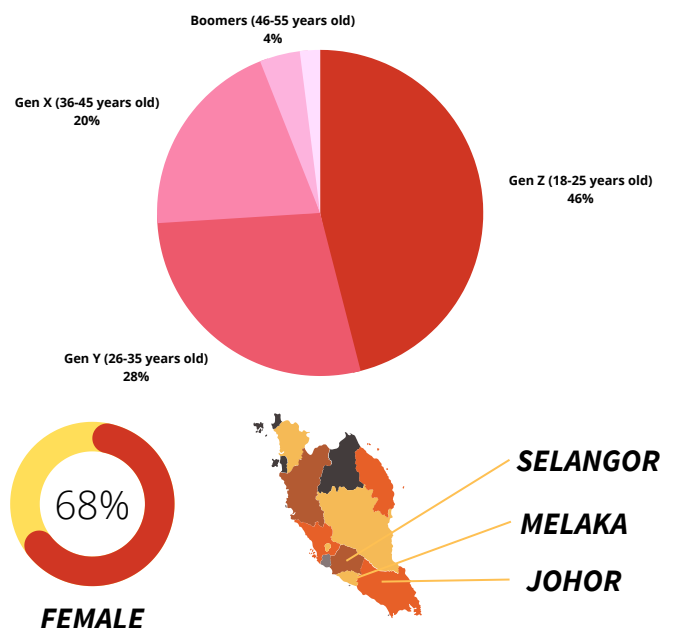
# | FINDINGS |

# DEMOGRAPHIC PROFILE



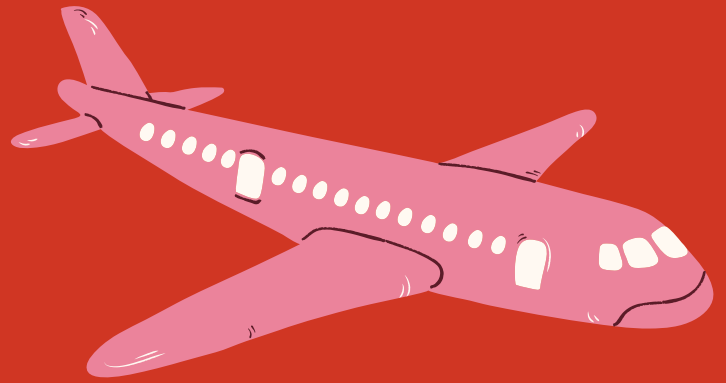
In this section has highlighted the demographic profile of Malaysian tourists that have been traveled to Japan which is consist of their age, gender and origin places.

The majority of Malaysian tourists that visited Japan are among the Gen Z which is 18 to 25 years old. In term of gender, most of them are female and basically came from Southern of Malaysia which is Johor and Melaka as well as Selangor.





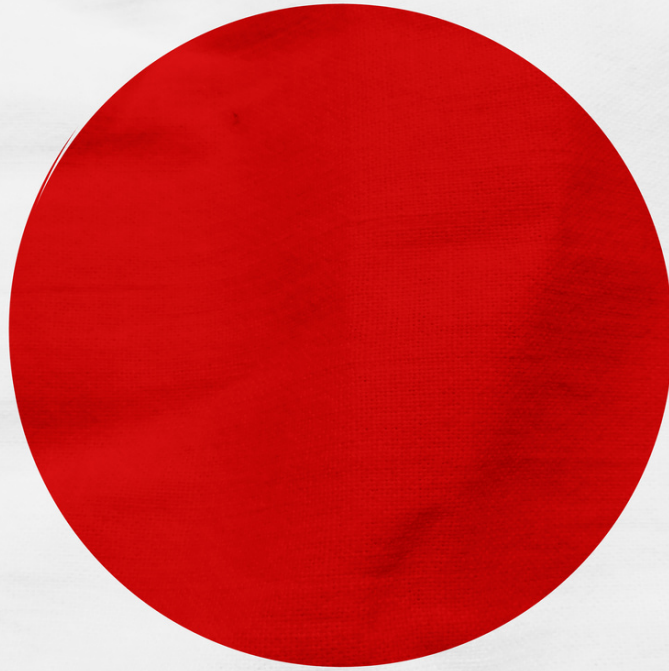
# PREVIOUS TRIP DETAILS



***A psychocentric traveler is someone who is more motivated select comforting experiences when planning a trip. A psychocentric traveler's standard activity level is modest, with ordinary activities included in the itinerary. These are the people who prefer all-inclusive vacation packages for their vacation (Danielle, 2022).***

Most of Malaysian tourists have chose Japan as the destination to travel for the leisure purpose with their family or friends by using a full package tour by the tour operator. Besides, hotel and resort also become a major choice by them as their accommodation during their stayed which is around 4 to 6 days in Japan.

On top of that, majority of Malaysian tourists chose visiting natural attraction as activities during their previous trip to Japan and followed by sightseeing and historical places. It can shows that those of activities are influence by the geographic of Japan which is full with natural environment, historical and culture as well as beautiful scenery.



# MOTIVATION

*The full system of biological as well as cultural elements that add benefit along with direction to journey decision, behaviour, as well as experience is termed as travel motivation. It is a part of the broader scope of social motivation (Jiang et al., 2015).*

The beautiful scenery of nature in Japan has become the motivation for the Malaysian tourist to travel to the country and majority of them felt interesting during their previous trip where they enjoying the activities, the scenery as well as the environment of Japan.

## 1 DESTINATION ATTRIBUTES



See outstanding scenery (nature-appreciation)

## 2 ATTITUDE



Is interesting





# TRAVEL CONSTRAINTS

JPY to MYR Chart



Japanese Yen is the third most traded currency in the world. Therefore, majority of Malaysian tourists face the problem to visit Japan due to the currency exchange. As shown at the graph above the rate between Malaysian Ringgit and Japanese Yen is fluctuate since June 2021 until June 2022. Today the currency exchange has the huge differ between Malaysia and Japan. Thus, the Malaysian tourists need a lot of money to travel to Japan especially with today situation where the world has been attacked by Covid-19.

***As stated by Park et al. (2017), travel constraints are the barrier or problem that tourists have been faced to prevent them from traveling to the particular destination. It also restricts continuous travel and an inability to embark on a journey which could give a bad impact toward tourists' travel experience.***

# REVISIT INTENTION

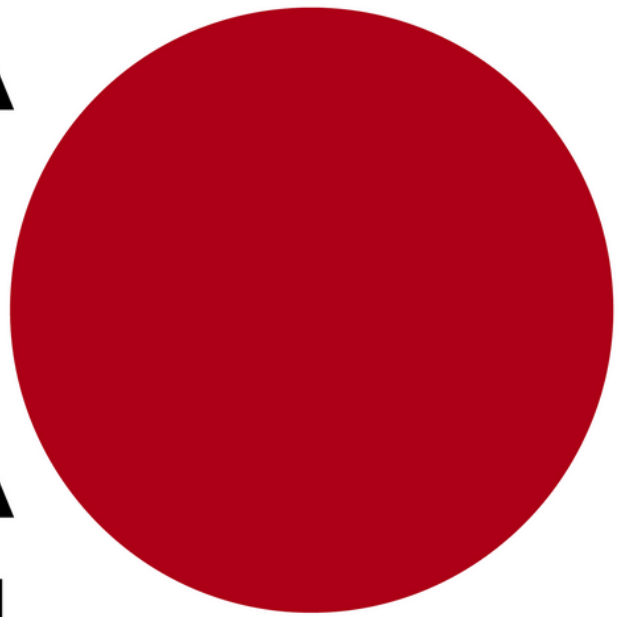


Japan has been recognized as the country that rich with its natural and cultural resources, public transits and the most hygiene country in the world. This country also got a top places in the global ranking as the tourism hot spot destination.

Thus, majority of Malaysian tourists has the intention to revisit Japan again in the next two years as they think that it will be enjoyable, satisfactory and pleasant with the environment, activities and culture of the Japan. They also love to enjoy the beautiful scenery, relax and rest as well as visit the cultural and historical places for their next travelling to Japan.

However, there is still a few barriers which might arise their concern to visit Japan which are they need a lot of money and most of them think that they did not get enough holiday to visit Japan.

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# SPECIAL INTEREST TOURISM



Majority of the respondent which are 48 out of 50 respondents, had been visited to Negeri Sembilan with total of 96 percent. The reason why Negeri Sembilan is chosen, it is because Negeri Sembilan had a similar niche product in Japan that they offer for tourism which are nature tourism and cultural heritage tourism. As we know, Japan are famous with their Mount Fuji meanwhile Negeri Sembilan also best known for their beaches at Port Dickson. Therefore, Port Dickson has the highest percentage of 58 percent which the respondent do agree that Port Dickson is one of Negeri Sembilan's part that can be the opportunity of Special Interest Tourism.







# | DISCUSSION |



# TOURISM DEMAND (FACTORS DETERMINING TOURISM DEMAND)

## INDIVIDUAL

Female and Generation Z are the most individuals that demand to travel to Japan

## DESTINATION

The attractions in Japan which are more on nature and also their own image of Japan itself has attract tourists to come

## ECONOMIC

Most of the respondent chose visiting Japan needs a lot of money and costly but however they enjoy travel to Japan, have planning to revisit and recommend Japan to others

## GEOGRAPHIC

As Japan is best known for its nature such as Mount Fuji, tourists will love to have sightseeing and this brings a demand on tourists to travel to Japan

# MARKET SEGMENTATION (DEMOGRAPHIC SEGMENTATION)

Demographic segmentation separates the market into smaller segments based on demographic factors including age, gender, and income (Mialki, 2022).

Based on the questionnaires, there are five elements that been provided in demographic segmentation which are gender, age, educational level as well as occupation along with monthly personal income.

As the results have shown that, the highest amount of the respondent are female, generation Z, Bachelor Degree, students and has less than RM2000 for their personal monthly income.

## **GENDER**

Female

## **AGE**

Generation Z

## **EDUCATIONAL LEVEL**

Bachelor Degree

## **OCCUPATION**

Student

## **MONTHLY PERSONAL INCOME**

Less than RM2000



# TOP PREFERRED ACTIVITIES IN JAPAN

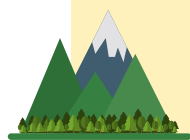


## 1 SIGHTSEEING



Fushimi Inari Temple, an important Shinto temple and one of the most attractive spots in Kyoto, is a must-see tourist destination in Japan. The temple structure is really beautiful, and it is an excellent example of traditional Japanese architecture. In addition, one of the most popular things to do here is to explore the numerous mountain paths that bring tourists through peaceful forests (Exoticca, 2022).

## 2 VISITING NATURAL ATTRACTION



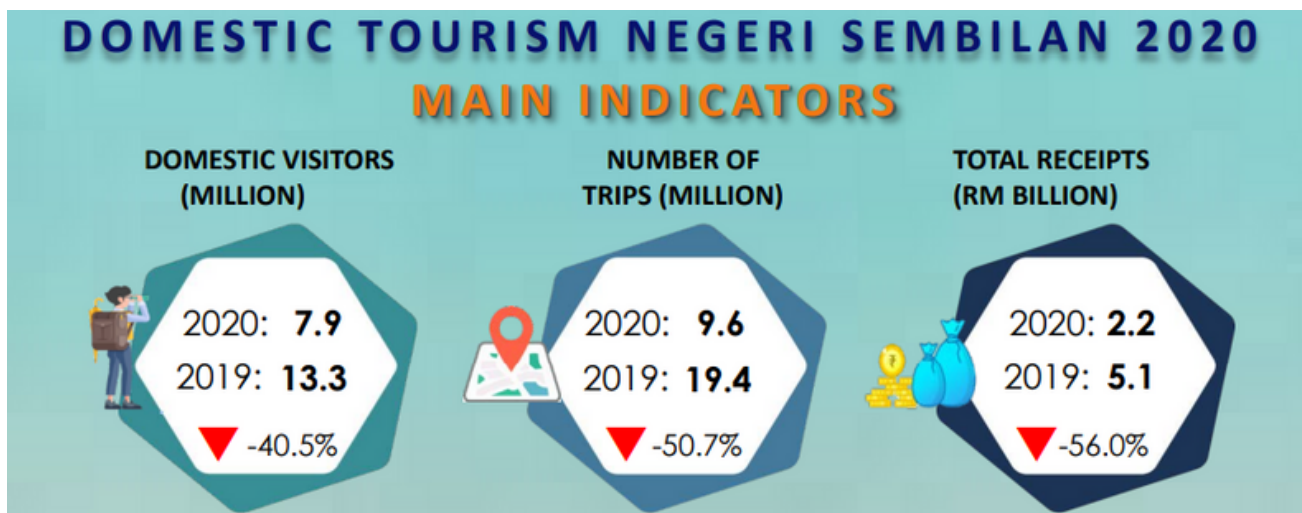
The icon of Japan, Mount Fuji is a must-see tourist attraction in Japan (Exoticca, 2022). Mount Fuji (Fuji-san), Japan's most famous mountain, is indeed the country's tallest mountain peak.

## 3 VISITING HISTORICAL PLACES



Many first-time visitors to Japan are startled to discover that, in contrast of being one of the world's most advanced industrialized nations, this relatively tiny Asian country has a rich and interesting history dates back thousands of years (Drillinger, 2022).

# TOURISM IN NEGERI SEMBILAN



(Source: Domestic Tourism Survey, 2020)

According to the government of Negeri Sembilan, tourism in Negeri Sembilan has natural beauty up to Port Dickson till the Federal Government recognizes Port Dickson as a National Beach Resort City. Furthermore, Negeri Sembilan is the only state in Malaysia that has documented and organized practices that follow shariah. As a result, Negeri Sembilan is a popular tourism destination for both domestic and international visitors (Nordiyana, 2022).

Therefore, based on the figure above. The performance of domestic tourism in Negeri Sembilan shows a trend decline in volume and value in 2020. This fall was driven by execution of nationwide Covid-19 lockdown aimed at controlling

transmission outbreak. Number of domestic visitors to Negeri Sembilan declined -40.5 percent compared to 2020 to record a total of 7.9 million visitors. Next, the number of trips recorded on 2020 decreased to 9.6 million trips compared to 19.4 million trips in 2019. Negeri Sembilan also experiencing decrease in the number of receipts. In 2020, total domestic tourism receipts amounted to RM2.2 billion, down -56.0 percent from RM5.1 billion in the previous year (Domestic Tourism Survey, 2020).



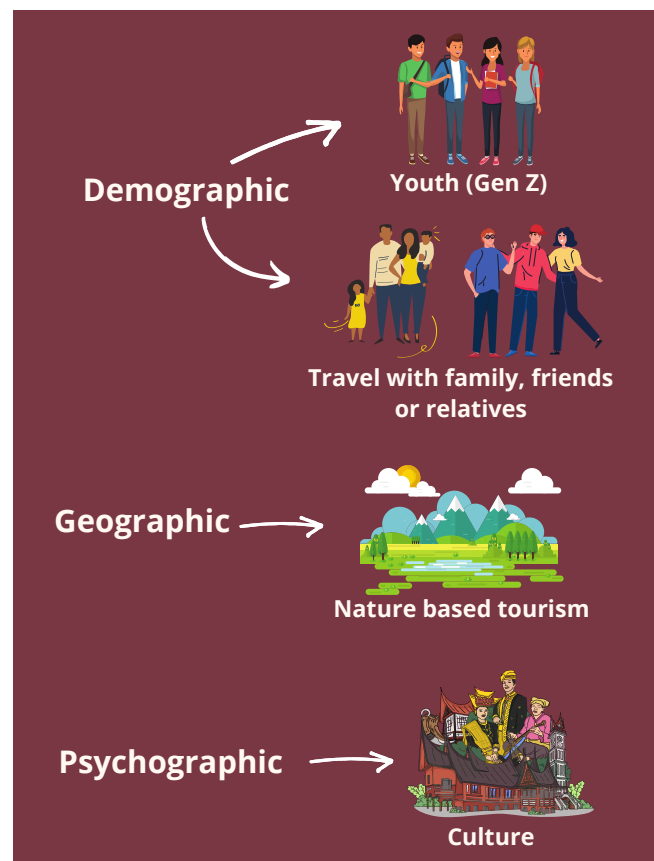
# STP MARKETING MODEL

In order to boost back Negeri Sembilan's tourism sector. The findings result and the STP marketing model (Segmentation, Targeting, Positioning) were used to classify the segmentation that will be focus on. According to Hanlon (2022), the STP marketing model is a well-known strategic marketing method that focuses on market efficiency, identifying a company's most lucrative segments and designing a marketing mix and product positioning strategy for each.

## TOURIST SEGMENTATION

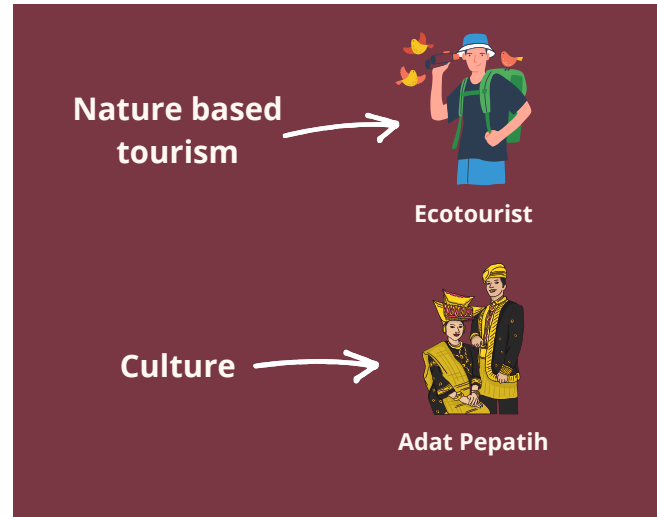
Hanlon (2022) stated that segmentation is a section where to identify the segment and determine the important characteristics of each market segment. For example, Negeri Sembilan were analyze into three specific groups which are demographic, geographic and psychographic. Based on the demographic results, most of the respondents are young tourists (Gen Z) and most of them likely to travel with family, friends and relatives.

Meanwhile, the geographic result shows that most of the respondents choose nature based tourism for traveling. On top of that, the psychographic shows the culture of Negeri Sembilan which particularly on its lifestyle.



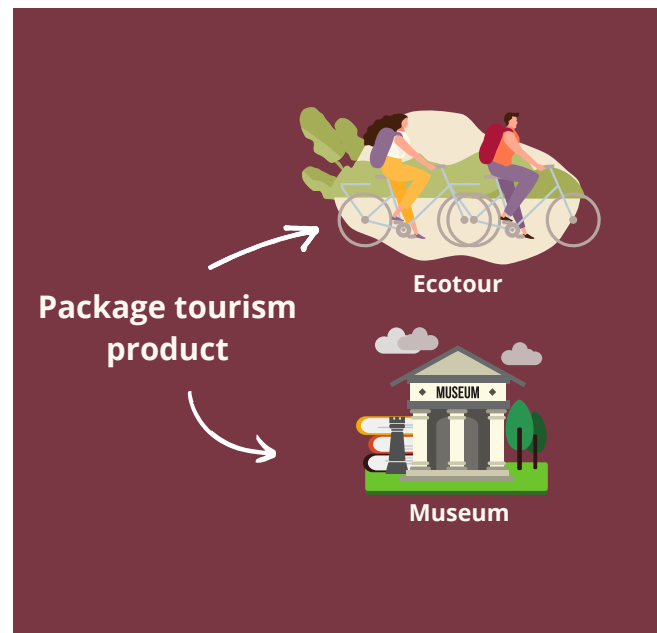
# TOURIST TARGETING

Targeting is a section where to evaluate the potential and commercial attractiveness of each segments (Hanlon, 2022). With that, this study targeting the best group which is ecotourist and Adat Papatih. This study come out two types of tourist targeting in Negeri Sembilan which are the ecotourist that were based on the Negeri Sembilan's nature based tourism. Meanwhile, the Adat Papatih were based on Negeri Sembilan's culture.



# PRODUCT POSITIONING

Market positioning is a section where to provide specific product positioning for chosen groups and a promotion mix for every chosen section (Hanlon, 2022). Therefore, a package tourism product are the selected segments. There are two types of package which are ecotour and that focus on beaches and mountains in Negeri Sembilan. Meanwhile, museum focus on the museum of Adat Papatih by promoting its tangible and intangible products such as history and monuments specialized on its customs.







# **SWOT ANALYSIS OF NEGERI SEMBILAN**

# STRENGTHS

- Negeri Sembilan is rich in beaches, coastal areas, and pure environments, it is an ideal location for leisure, relaxation, and tranquilly.
- Malaysia promotes the coast by adopting Coastal Zone Management (CZM)
- Negeri Sembilan is a treasure mine of intriguing hidden jewels and a hiking paradise.
- Famous with cultural places with distinctive Minangkabau architecture.

# WEAKNESSES

- Negeri Sembilan is among the first five states that have a low number of domestic tourism receipts.
- The number of domestic visitor arrivals to Negeri Sembilan declined -40.5 percent.

# OPPORTUNITIES

- CZM has guaranteed the sustainability of coastal resources.
- Negeri Sembilan Structure Plan 2045 is still being carried out in order to establish a present-time and build urban standard city in accordance to Rural Roadmap.
- Stepped up its 'Jom Teghojah Nismilan' promotional campaign.

# THREATS

- Human pressures and pollution that have been issues along the Port Dickson shoreline.
- The irresponsible rental operators cause the traffic crowded since numerous rental tents are set up along the beach, disrupting the normal flow of transport.
- Port Dickson is located between the high-density tourism areas of Melaka and Kuala Lumpur.



# STRENGTHS

Negeri Sembilan's strength encompasses both natural and cultural factors. Because Negeri Sembilan is rich in beaches, coastal areas, and pure environments, it is an ideal location for leisure, relaxation, and tranquilly (Wijnen, 2022). As a result, on the 9th Malaysian Plan which the year of 2006 until 2010, Malaysia promotes the coast by adopting Coastal Zone Management (CZM). As a result, ecotourism had incorporated in this strategy which to prevent pollution on beach as well as erosion on coastal, as well as promote natural resource protection (Praveena et al., 2018). Furthermore, Port Dickson is one of Negeri Sembilan's most famous tourist sites such as Pantai Tanjung Biru, Tanjung Tuan, Pantai Cahaya Negeri, and Pantai Teluk Kemang. Surprisingly, Negeri Sembilan is a treasure mine of intriguing hidden jewels such as Hutan Lipur Ulu Bendul, Hutan Lipur Jeram Tengkek, Hutan Lipur Lata Kijang along with a hiking paradise such as Gunung Rembau, Gunung Telapak Buruk and others (Gaeria, 2020).

However, Seremban, the picturesque state capital of Negeri Sembilan, is about 40 minutes away from the renowned beach retreat destination. Seremban is not well-known as a tourist destination, but it has its own specialty, which is gastronomy, particularly fresh seafood taken off Peninsular Malaysia's western coast. Despite this, there are a slew of malls and cultural places with distinctive Minangkabau architecture (Chew, 2020). The Minangkabau, or

People of the Victorious Buffalo of Negeri Sembilan, are known for its sweeping, peaked-roofed "buffalo horn" architecture. The history of west Sumatra introduced its style of architecture, which was preserved by the Malay sultans, and they simply followed the distinctive Adat Papatih customs, which are governed by a matrilineal system that rules laws, political organization, traditions, as well as social systems (Florian, 2021). Undeniably, this strength contributes to the character of the whole tourism industry in Negeri Sembilan.

# WEAKNESSES

Negeri Sembilan had several weaknesses. Negeri Sembilan is among the first five states that have a low number of domestic tourism receipts followed by Kelantan, Perlis, W.P Putrajaya and W. P. Labuan respectively. According to Department of Statistics Malaysia (2021), Negeri Sembilan recorded RM5.1 billion domestic tourism receipts in 2019 and decline in 2020 with only RM2.2 billion along with only 7.9 million domestic visitors. Therefore, it is seen that the number of domestic visitor arrivals to Negeri Sembilan declined -40.5 percent compared to 2019 (13.3 million) to record a total of 7.9 million visitors.

# OPPORTUNITIES

The opportunities shown that the adoption of CZM had guaranteed the long-term of coastal nature resources, with the expansion of beach tourism (Praveena et al., 2018). Furthermore, despite the risk of the Covid-19 epidemic, Negeri Sembilan is on track to become a stable progressive city, with year after year of remarkable economic investment success. Thus, Negeri Sembilan Structure Plan 2045 is still being proactive executed in order to produce a contemporary and constructed an urban model city in accordance with the Rural Roadmap that aims to change rural regions via economic success and social well-being.

According to Datuk Dr. Mohamad Rafie, he stated that the state authority, which by the Negeri Sembilan Tourism Board, and with the collaboration of multiple division, organizations, as well as public bodies, took steps to attract domestic tourists to ecotourism, beach tourism, cultural and heritage tourism, and numerous other social media campaigns. In addition, the state government also had stepped up its 'Jom Teghojah Nismilan' promotional campaign, which was launched in 2020, and ran on an official platform of social network platforms such as Instagram, FB as well as Twitter to boost high-tech marketing (Bernama, 2021).

# THREATS

From threats perspective, the adoption of CZM is due to human pressures and pollution that have been issues along the Port Dickson shoreline. Sewerage runoff from resorts and buildings discharged into the sea degrades the condition of marine water. Furthermore, heavy metal contamination from the Malacca Strait reached the Port Dickson coastline water. Controlling of crude with refined oil handlings, as well as marine tanks, had undoubtedly influenced the condition of Port Dickson's coastline water (Praveena et al., 2018). Interestingly, Negeri Sembilan, notably the beaches of Port Dickson, has seen a surge in tourists on weekends and public holidays, particularly around the year-end holidays. However, traffic is particularly crowded in that location since numerous rental tents are set up along the beach, disrupting the normal flow of transport. Even though the Port Dickson Municipal Council (MPPD) provided instructions in restricting the number of tents, irresponsible rental operators saw it as a chance to earn some money, but it significantly impacted traffic congestion surrounding Port Dickson (Isa, 2022).

Furthermore, Port Dickson is located between the high-density tourism areas of Melaka and Kuala Lumpur, which is only 80 kilometres away. Most visitors are satisfied in Port Dickson just for a short time on the beach since they are simply there for recreational purposes or picnics, and they do not choose to stay overnight in the region because most of them live near to the beach (Amin, 2009).





# | RECOMMENDATIONS |



# POII KAYUH TOUR

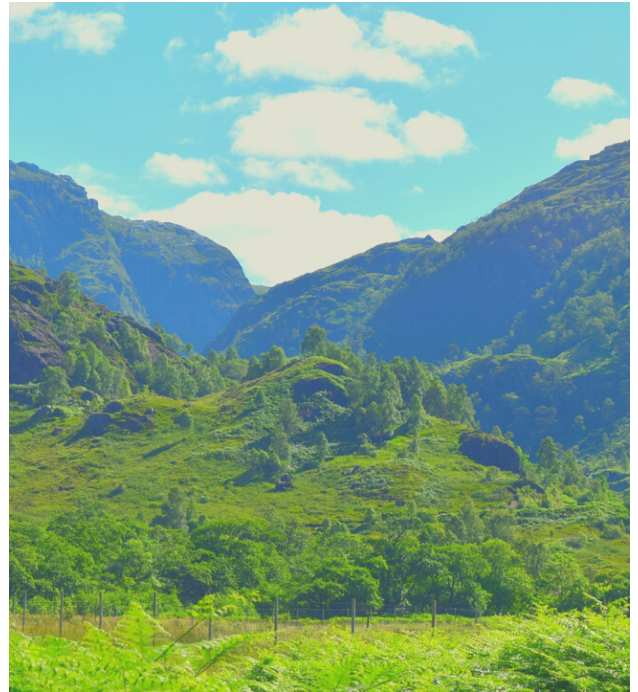
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The first recommendation in this study is Poui Kayuh Tour which has been adapted from Oka Tours which is the bicycle tours in Japan. This tour is focusing for the guests that want to go deep into Japan's countryside which have the planned and safe routes with little traffic and beautiful sceneries. The cyclers will experience different places with different checkpoint to experience and enjoy the natural scenery at the areas besides it also can decrease the air pollutions. The main reason of this Oka Tours is to introduce their home country and offering a fun and authentic to their tourist that come to Japan. Most of the tourist that experience this Oka Tours give positive feedbacks where most of them enjoy and have fun a long the trip (Oka Tours, n.d.). Thus, in this study, Oka Tours have been adapted and implemented in Negeri Sembilan as new activity and highlight in that area. Negeri Sembilan also is one of the states that have beautiful scenery besides of their unique culture of Adat Papatih.







Moreover, as Negeri Sembilan face the busy of traffic especially at Port Dickson and other beaches, Pooi Kayuh Tour is one of the best activities that recommended not only for the tourist but also for the local community at the areas. This activity not only can reduce the traffic at that area, but this activity also can increase the value of the authenticity of Negeri Sembilan itself.

Pooi Kayuh Tour Trail also have its own trails that are more focusing on the natural resources like mountains and beaches. The checkpoint for this trails started from Tanjung Tuan, Bukit Batu Putih, Tanjung Biru, Pantai Cermin, Pantai Purnama and Pantai Teluk Kemang. Furthermore, these places also offer good scenery and activities that can cater the adventurous tourist who likes to hiking and climbing activities. The routes are shown based on the maps below with the selected checkpoints. Moreover, the trails only takes 7km and the checkpoint only takes below than 2km from one place to another place. Thus, this activities are really suitable for the beginner that want to adventure themselves with the activities provided.

# POII KAYUH TOUR TRAIL



**TANJUNG TUAN**



**BUKIT BATU PUTIH**



**TANJUNG BIRU**



**PANTAI CERMIN**



**PANTAI PURNAMA**



**PANTAI TELUK KEMANG**





# SOBULEK FESTIVAL



**Japan is one of the country that known for their countless local festivals or in the other word is Matsuri (祭り). The majority of festivals are celebrated once a year to honor the shrine's deity or to commemorate a seasonal or historical event. Some festivals take place across a number of days. Besides that, Matsuri also has been held to show their traditional culture, food and souvenirs by providing activities such as sumo matches, traditional clothes and games as well as providing booths for selling local food which is takoyaki, sushi and others (Japan-guide.com, 2022).**

This second recommendation is to create Negeri Sembilan as a state where the Matsuri can be implemented in order to increase tourist arrival in Negeri Sembilan. The festival is known as 'Sobulek Festival' which is Sobulek in Minangkabau mean 'group to be one' where the objective of this festival to unite Negeri Sembilan culture in one festival such as foods, music, clothes, language and other activities.

As stated by Saludin (2015), how the diversity of customs in Negeri Sembilan can be consolidated and made a single custom to be a symbol of the identity and personality. Thus, this 'Sobulek Festival' can bring again the identity of Negeri Sembilan not only to the local tourists but also around the world. For this 'Sobulek Festival' it will be held during public holiday whereby the tourists from domestic and international can learn each of the activities that been provided and introduced to them.

**DAGING SALAI MASAK  
LEMAK CILI API**



**TEMPOYAK DAUN  
KAYU**



## TRADITIONAL FOOD OF NEGERI SEMBILAN

There will be several traditional food booths set up by the local community to showcase Negeri Sembilan cuisine as well as genuine Malaysian cuisine to the visitors. This will enhance and draw the attention of food lovers of all ages, both young and elderly, as well as residents and visitors.

**AIR JANDA PULANG**



**CENDOL SAGU RUMBIA**



### THERE WILL BE VARIOUS OF DISHES SUCH AS:

#### **DAGING SALAI MASAK LEMAK CILI API**

Daging Salai Masak Lemak Cili Api is a kind of cooking using coconut milk and hot chili.

#### **TEMPOYAK DAUN KAYU**

A combination of pucuk ubi, kadok leaves, lemongrass, turmeric leaves and various of ulam.

#### **APAM JOHOL**

Apam Johol is a traditional food that wrapped in rambai leaves and may eaten with rendang or sambal tumis.

#### **WAJIK**

Wajik is comprised of steaming glutinous rice cooked with palm sugar, coconut milk, along with pandan leaves.

#### **AIR JANDA PULANG**

A young coconut water cooked with brown sugar or gula Melaka and placed pandan leaves on top.

#### **CENDOL SAGU RUMBIA**

Cendol Sagu Rumbia are made from sago flour and only eaten with ice, gula Melaka water and coconut milk.

**WAJIK**



**APAM JOHOL**







| **CONCLUSION** |



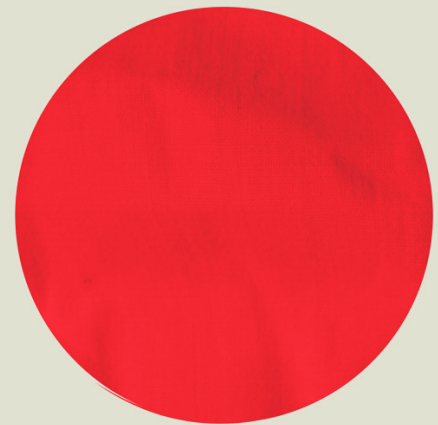


Therefore, Negeri Sembilan appears to have a high potential to develop as a popular tourist destination for both domestic and international visitors, similar to Japan. Destinations such as Port Dickson, Broga Hill, and Gunung Datuk will entice eco-tourists to visit this state in order to experience the natural beauty of Negeri Sembilan.

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To be summarize, both Japan and Negeri Sembilan has the same particular attraction that can attract tourist to visit their destination such as its cultural and historical places as well as their beautiful natural environment. However, Negeri Sembilan still one of the lowest state that receive tourists due to it less exposure on tourism activities that can be develop in that state which can promote their uniqueness and authenticity.

Researchers have distributed a questionnaire to 50 respondents that have been travelled to Japan as an indicator to develop special interest tourism in Negeri Sembilan. Majority of the Malaysian tourist that travelled to Japan chose the activities that also exist in Negeri Sembilan which are natural attraction, sightseeing, and also historical attraction.



As a result, the researchers have recommended Poi Kayuh Tour and Sobulek Festival as initiatives inspired by Japan to improve the tourism sector in Negeri Sembilan while at the same preserving the state's culture, history, and nature.





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# **SPECIAL INTEREST TOURISM**



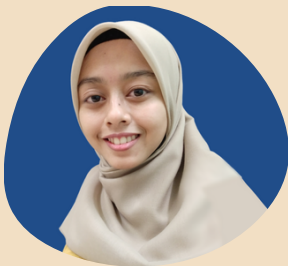
**Taiwan in Kedah**

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# Introduction

The result of globalization upon tourists has changed tourism, tourist, and tourist behaviour respectively due to the emergence of modern technology. Among the opportunities received by the host and the tourist are information search, offers and promotions, brief and detailed comparison, and others. The market of tourism itself has grown to be more accessible and easily reachable such as the learning of other culture and also linguistic skills which make the world seems smaller and closer to each other.

Past scholars mention that experiences and places are set concerning each other. Tourist behaviour is consciously or unconsciously altered based on the experiences received by visiting a tourism destination which includes experiences before the visitation, during visitation, and also after the visitation.

Before visitation, potential tourist recognizes their needs and motivation by doing an information search and evaluation in choosing a destination. Factors determining the decision often rely on supply and demand influence which are internal and external factors. During a visit, a series of events and activities consumed at the destination contributes to the overall experience, including learning, and information gain.

Lastly, after visitation, tourists will evaluate the experiences based on the sources and own expectations which result in satisfaction or dissatisfaction, revisit intention, and recommendations to others.

The study of visitor behaviour has become an essential component of any marketing strategy (Kozak & Decrop, 2009) to determine the tourist preferred destinations and travel-related decisions. As the internet and new media are the current trends of marketing strategy, a recent study found that tourism advertising via social media has a substantial impact on actual tourist behaviour, emphasizing that businesses could not grow and gain attention without a social media presence and promotion. (Jayed, Tučková, & Jibril, 2020).



# THE HIGHLIGHT OF THE PROPOSAL

- To examine the behaviour and motivation of Malaysian tourists that travel to Taiwan
- To propose the Special Interest Tourism (SIT) in Kedah based on the study of Malaysian tourists that travels to Taiwan.



## WHY KEDAH?

State with one of the lowest tourism receipts in Malaysia. Kedah's topography is diversified, with coastlines, mountains, paddy fields, and metropolitan areas.

## WHY TAIWAN?

Taiwan has been named the "Best Leisure Travel Destination in Asia" by the US vacation magazine Global Traveler and one of Lonely Planet's top ten travel destinations globally (Best in Travel 2022)

So, easily Taiwan can be a good example for Kedah to optimize the industry in developing Special Interest Tourism.







TAIWAN

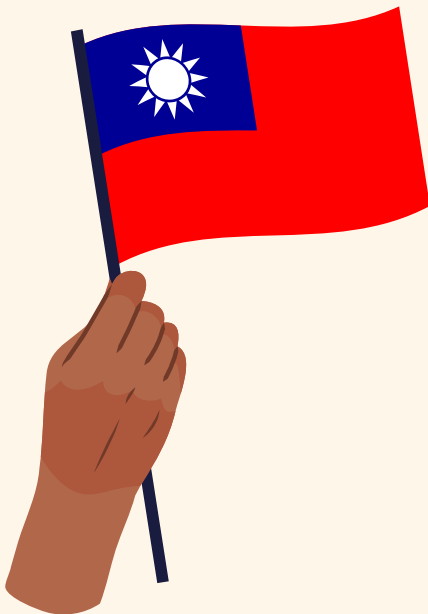


# Taiwan

Taiwan, also known as the Republic of China, is an island between the Pacific Ocean and the South China Sea bordering China, Japan, South Korea, and the Philippines.



MAP AND FLAG OF TAIWAN



- Capital city: Taipei
- Population: (2022 est.) 23,196,000
- Monetary unit: New Taiwan dollar (NT\$)
- Currency: 1 USD = 29.772 NT\$
- Official religion: none
- Official Language: Mandarin Chinese
- Urban-rural population: Urban: (2018) 78.2%  
Rural: (2018) 21.8%

Taiwan covers an area of 36,191 km<sup>2</sup>. The main island, Taiwan, accounts for all but a tiny part of the country's land area. Some 394 km long and 144 km wide, Taiwan's shape has been compared to both a tobacco leaf and a sweet potato. Mountain ranges run almost the entire length of the island, with 258 peaks higher than 3,000 m (9,842 feet). These mountains mean that journeys from west to east are slow but offer breathtaking scenery. Much of the highlands are forested, and national parks, notably Taroko and Yushan, showcase Taiwan's alpine beauty.





# People of Taiwan

Taiwan's population of 23.2 million is concentrated in the western lowlands, with the main cities of Taipei, New Taipei, Taoyuan, Taichung, Tainan and Kaohsiung accounting for over 15 million people. More people live in the north than the south, and the population of the western half outnumbers that of the east by over ten to one.

Taiwan's human population is much more diverse. Many Taiwanese have mixed ancestry because intermarriage was common in the 17th and 18th centuries and has become very common again recently. However, individuals are still usually placed in one of four categories, including the island's original inhabitants and those who settled in Taiwan over the past 400 years. There are also 300,000-plus immigrants from other Asian countries.

The Aborigines  
The Hoklo  
The Hakka  
Mainland Chinese

Aboriginal peoples, who were once the only residents of Taiwan, today constitute only a tiny fraction—roughly 2 percent—of Taiwan's total population. The government recognizes 16 aboriginal groups or tribes. Aboriginal peoples are considered to be the original inhabitants of Taiwan. They were present on the island more than 10,000 years ago.

About three-quarters of Taiwan's population consider themselves to be 'ordinary Taiwanese,' which means they are neither aboriginal, Hakka, nor mainlander. Between the early 1600s and the Japanese conquest in 1895, the progenitors of Taiwan's Hoklo community moved to Fujian, the mainland Chinese province closest to Taiwan. Even though they recognize their Han Chinese ancestors, most of them speak Taiwanese (a language remarkably similar to Minnanhua in Fujian), and many reject the idea that Taiwan is a part of China.

## Taiwan Languages



The Hakka people, who can be found all over China and Southeast Asia, first arrived in Taiwan in the early 1800s. Despite countless scatterings and migrations over 1,600 years, the Han Chinese ethnic group has maintained its language and customs.

'Mainlanders' account for between 10% and 15% of the ROC population. This includes many persons born in Taiwan because a person's lineage is determined by their father in traditional Chinese thinking. As a result, many ROC nationals with a Taiwanese mother who have never visited the People's Republic of China are labeled "mainlanders."

The majority of Taiwanese individuals speak multiple languages. However, English is rarely one of them. The official language is Mandarin Chinese, nearly identical to the People's Republic of China's official language. However, because each region of China has its accent and expressions, Mandarin speakers can typically tell mainlanders from Taiwanese by how they speak. The Austronesian minority in Taiwan speaks aboriginal languages quite different from Chinese. Several are, unfortunately, on the verge of extinction.







## *Religion in Taiwan*

Taiwan's religious landscape is marked by a great deal of diversity and tolerance. There is some rivalry between sects, but there is essentially little friction. Some have compared the variety of religions to threads that weave a beautiful cultural tapestry together.

Some people in Taiwan practice 'pure' Buddhism, while others practice 'pure' Taoism. On the other hand, far more adhere to one or both, with folk beliefs thrown in for good measure. For someone who grew up in the West or the Middle East, where monotheistic faiths demand complete devotion, many Taiwanese's pick-and-mix approaches to religion are initially perplexing but always fascinating.

Most Taiwanese gods and goddesses are Chinese, while a few are Taiwanese. Christians make up a small percentage of the population, and Muslims are much smaller. Despite Japan's enormous influence on Taiwan in disciplines as diverse as architecture and food, only a tiny percentage of Taiwanese adhere to Japanese faiths.

Folk Religion  
Taoism (Daoism)  
Buddhism  
Christianity





## Food and drink in Taiwan



Because Taiwanese cookery is a subset of Chinese cuisine, meals are typically made with white rice, and the pig is the most popular meat. Chicken is prevalent; beef is famous, except for a small percentage of the people who refuse to eat it for traditional (rather than religious) reasons. Wheat or rice flour noodle dishes are also popular. Almost every meal includes a thin soup. Taiwanese cuisine is rarely spicy.

Tilapia, mackerel, tuna, squid, and shark are among Taiwan's most popular seafood dishes. About a quarter of the fish consumed, particularly milkfish and eels, are farmed rather than fished from the sea. Ports are excellent sites to sample Taiwanese seafood, although an oyster omelet may be found in the nearby night market. These bite-sized pleasures are made by combining eggs and oysters with leafy greens, starch, and a sweet-and-sour sauce on heated plates.

Taiwanese people enjoy gathering around hot pots in the winter. These contain a boiling broth in which you stew slices of meat, veggies, mushrooms, mussels, chunks of tofu, and other delectables until they're done just how you like them, similar to fondues. There are dozens of hot pots to choose from, including super-spicy and vegetarian options, milk-flavored broths, and herbal soups.



In Taiwan, vegetarians have a lot of success. Many Taiwanese refrain from eating meat for two days each lunar month due to religious traditions, and a considerable percentage are full-time vegetarians. Taiwanese vegetarians avoid onions, leeks, and garlic, which they feel overstimulate the senses.



# Tourism Taiwan



Taiwan's tourism assets include 1,200 kilometers of shoreline, 268 mountains above 3,000 meters, over 100 hot springs, and the cultural richness of 16 aboriginal ethnic groups.

# Mountains

Taiwan has a mountainous terrain, with more than 200 peaks rising above 3,000 meters, making Taiwan geographically unique. Mountain climbing is a popular leisure activity in Taiwan because mountains can be found almost anywhere. Hiking the hills on the outskirts of town or taking on the task of climbing one of the many high mountains, following the route of streams and valleys, tracing rivers back to their source, or crossing entire mountains are all options.



Taroko National Park



Shei Pa National Park

There are also nine national parks that offer a variety of topographic landscapes: Taroko National Park, which is focused on a narrow ravine created by a river that has cut through the mountains; Yushan National Park, which contains Taiwan's highest landmark as well as the highest peak in Northeast Asia; Shei-pa National Park, which has dangerously steep slopes; Yangmingshan National Park, which has volcanic craters and lakes; and Kenting National Park, which includes the highest peak in Northeast



# Sea World

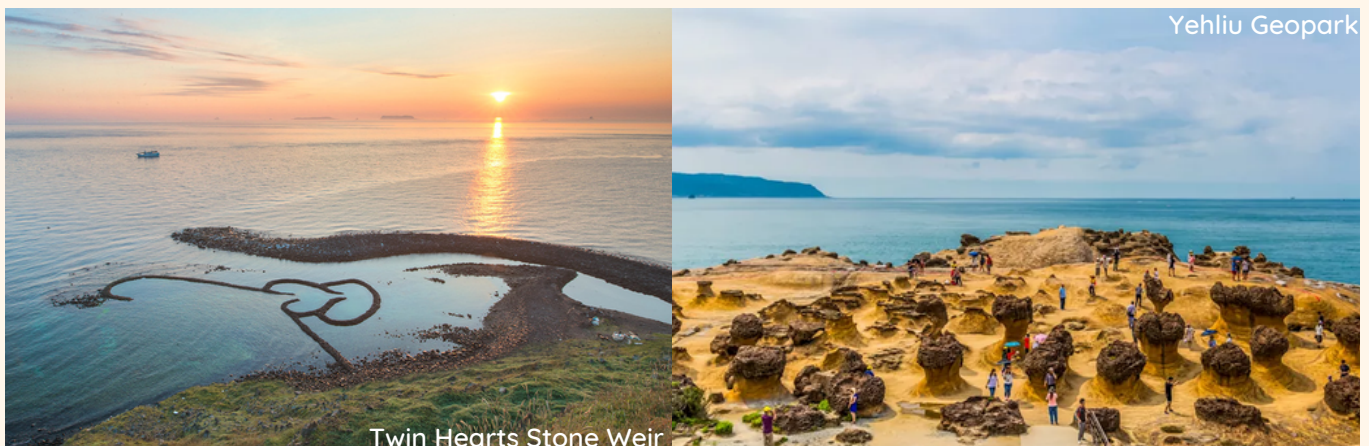
Taiwan has a diverse maritime ecosystem. Bottlenose dolphins, spinner dolphins, Risso's dolphins, and pan tropical spotted dolphins can all be seen jumping out of the Pacific Ocean on the east coast. Kenting, on Taiwan's southern coast, as well as Green Island and the Penghu Archipelago, have azure oceans and spectacular coral reefs.



## Eco Park

Taiwan has a tropical climate with a diverse landscape, including sandbars, plains, basins, hills, plateaus, and mountains. As a result, the country is home to many animal and plant species, including several endemic species, and can thus be considered one giant eco-park. Large numbers of migrating birds from all over the world are drawn to Taiwan by the growth of mud flats and mangroves along the coast, where they use these coastal areas as a temporary shelter and rest place before continuing their journey. Some birds leave the tropics in the spring and summer to spend the season in Taiwan, such as the eye-catching fairy pitta, also known as the eight-color bird in Chinese.

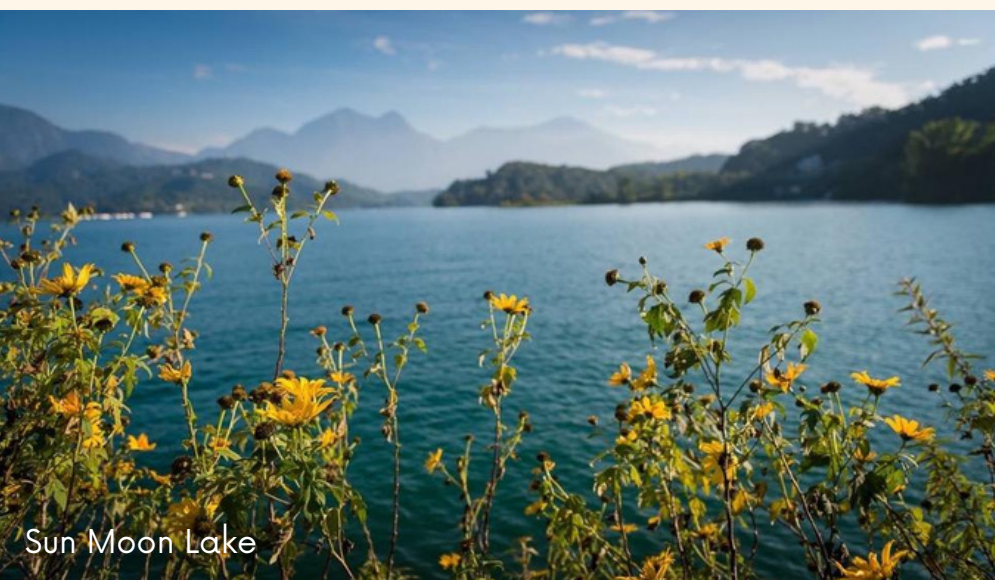
Birds from colder northern places, such as the black-faced spoonbill, migrate to Taiwan in the autumn to spend the winter. The gray-faced buzzard will arrive in time for the annual Double Ten celebrations (Taiwan's national day) in October. More migratory birds utilize Taiwan as a stopover or final destination, bringing joyful vigor to the island's nature in one way or another.



# Destinations in Taiwan



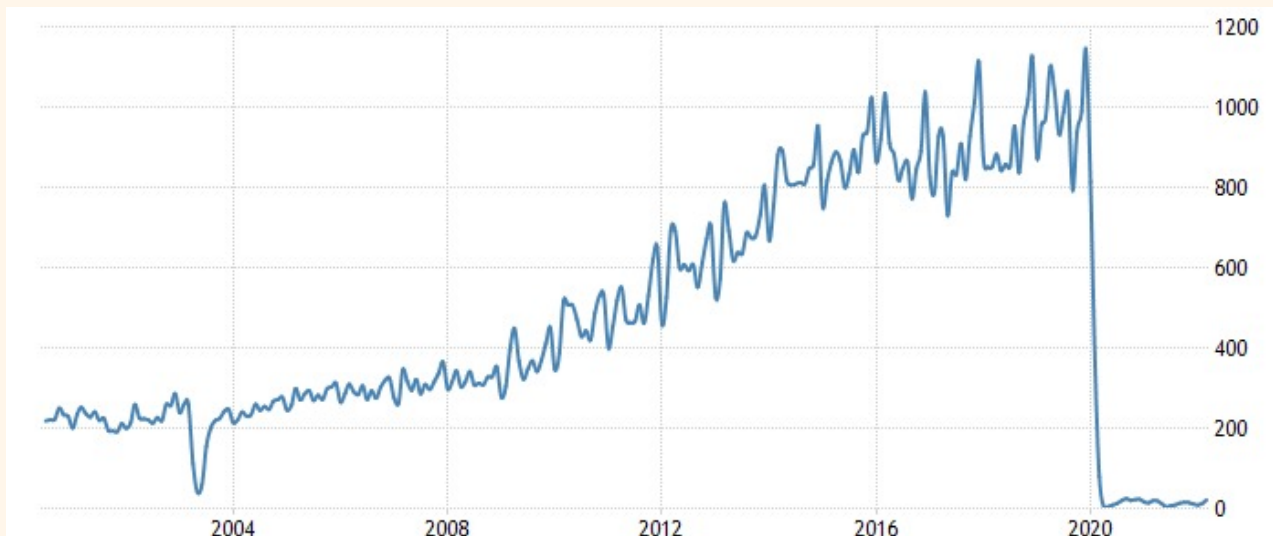
Visitors to Taipei can spend their mornings exploring the hills surrounding the city, afternoons visiting artificial sights like Taipei 101 and the National Palace Museum, and evenings indulging in the city's delectable food. Taipei has wide boulevards and modern office and apartment buildings.



A glittering body of water surrounded by green mountains in the heart of Taiwan attracts visitors worldwide. Sun Moon Lake, a popular honeymoon location for Taiwanese in the 1960s and 1970s, is currently one of the island's top five attractions.



# Tourism in Taiwan



source: Directorate-General of Budget, Accounting and Statistics, Taiwan

The figure above shows tourist arrival statistics to Taiwan from 2002 until 2022. It can be seen that the number gradually increase over the years before the global pandemic in 2020.

Rank	Country / Territory	2019
1	 China	2,714,065
2	 Japan	2,167,952
3	 Hong Kong	1,758,006
4	 South Korea	1,242,598
5	 United States	605,054
6	 Malaysia	537,692
7	 Philippines	509,519
8	 Singapore	460,635
9	 Thailand	413,926
10	 Vietnam	405,396
11	 Indonesia	229,960
12	 Canada	136,651
	Grand Total	11,864,105

The figure on the left shows the top 12 international visitors that come to Taiwan for all purpose.

Business, pleasure, visiting relatives, conferences, studies, exhibitions, medical treatment, and others are explorable in Taiwan.

The average length of stay for visitors to Taiwan in 2015 was 6.63 nights.

There has been an enormous surge in visitor numbers in Taiwan, particularly among Chinese tourists, around election time. However, since President Tsai Ing-Wen took office in 2016, the number of Chinese tourists has plummeted. The number of Chinese individuals granted travel visas to Taiwan has been limited.



Domestic travel accounted for 87 percent of Taiwanese tourism in 2015, with Kenting National Park emerging as the most popular location. They spent an average of NT\$9,323 per individual on each holiday, the majority of which was spent on lodging.

Taoyuan International Airport, Taiwan's most prominent and significant regional hub, is the most popular airport for transferring international tourists to Taiwan.

Taiwan High-Speed Rail is the most common means of transportation available in Taiwan. Other options include Taiwan Railways' conventional trains and metro systems such as the Taipei Metro, Taoyuan Metro, and Kaohsiung MRT.







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KEDAH

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# Kedah



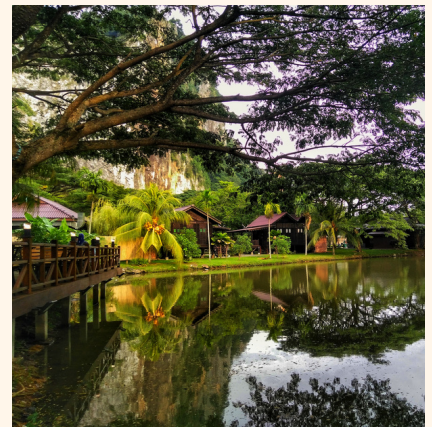
Kedah's early relationship with the outside world dates back to before Christ. This relationship of trade, culture and religion enabled Kedah to emerge as one of the centers of early civilization in Peninsular Malaysia. Kedah as a trading city state has trade relations with the most important Asian trading powers. Early records and records from India, China and Arabia clearly show that Kedah Tua once had relations with all these countries. In Tamil poetry Pattinappalai (2-3rd Century AD) mentions Kalagam as a port that conducts export business. In the 7th-8th centuries AD, Tamil sources called Kidaram or Kadaram (Wheatley, 1961: 279). Sanskrit sources of the Gupta period also mention Kataka. In the records of the Tang Dynasty mentions a place called Chia-cha or Chieh-cha which refers to Kedah (Jane, Allen 1988: 211-212). Arab sources of the 9th-12th centuries AD mention Kedah as a place of refuge for foreign traders, especially Arabs and Indians who settled in Southeast China. They fled to Kedah after the failure of an uprising. Kedah is home to Muslim, Hindu, and Persian communities, according to this source. (Tiabbeets, 1957: 22). This clearly shows that from the beginning Kedah was known as a **multi-racial and multi-religious** country as a result of relations with foreign countries.





# Kedah Tourism

Tourism is a fast growing sector. Langkawi Island has become famous as an international tourist destination. Apart from having accommodation rooms for various categories, Langkawi has products such as Langkawi Cable Car, Underwater World, Pulau Payar Marine Park, Telaga Harbor Park, golf courses and international standard shopping malls. Kedah also offers various tourism products based on history and heritage such as Lembah Bujang Archaeological Museum, Mahathir Mohamad Birth House, Padi Museum, Alor Star Cultural Field and Pekan Rabu. Tourists can enjoy the natural beauty of Sungai Merbok, Sungai Sedim Tree Top Walk, Ulu Legong Hot Spring or Tasik Pedu and Tasik Muda. The beauty of the mosque's architecture is also able to attract visitors to the state of Kedah. Masjid Zahir is located in the heart of Alor Setar City and is the State Mosque for Kedah. This mosque is also called the King's Mosque. It has the influence of the original Moorish architecture and has five domes to reflect the Five Pillars of Islam. It was built under the inspiration of the late Sultan Muhammad Jiwa Zainal Abidin II.



# Key Theme Destination

## Kedah



### ICONIC DESTINATION

- Langkawi

### GASTRONOMY

- Laksa Kedah, Nasi Lemak Royale, Nasi Ulam, Mee Udang Tsunami, Pekasam



### NATURE

- Beach and Paddy Field

### CULTURE AND HERITAGE

- Kedah Paddy Museum, Kedah Royal Museum





# RESEARCH METHODOLOGY

The research study was constructed on Malaysian tourists that had experience in travelling to Taiwan for the purpose of studying their behavioral patterns and develop a special interest tourism for Kedah.

This study used a quantitative approach, which is questionnaire to get the information related to the study. The set of questionnaires has been distributed to respondents using online survey (Google Form) through Twitter, WhatsApp and Instagram. The researchers managed to get 41 respondents, who are Malaysians and had the experience in travelling to Taiwan.

This study used descriptive analysis. The descriptive research analysis is a straightforward analysis. It explains the details about a topic, by using data, statistics, and trends.

## QUESTIONNAIRE

- Section A: Demographic profile
- Section B: Previous trip details or information
- Section C: Travel motivation
- Section D: Travel constraints and
- Section E: Revisit intention

## RESPONDENTS

- Malaysians who had travelled to Taiwan
- 41 respondents

## DISTRIBUTION

Online platform (Google Form)

- Twitter
- WhatsApp
- Instagram

## LIKERT SCALE

- 0- Irrelevant
- 1-Strongly disagree
- 2-Slightly disagree
- 3-Disagree
- 4-Agree
- 5-Slightly agree
- 6-Strongly agree



## DISCUSSION ON RESULT & FINDING





# Motivation

It is a crucial element that needs to know about the motivation factors for the tourist to travel to Taiwan. There are two main factors to determine the motivation elements, which are destination attributes and attitudes. The highest mean for destination attributes are the respondents chose slightly agree to taste the local cuisine (5.07) and followed by see outstanding scenery (5.02) as the reason to travel to Taiwan. Meanwhile, the lowest mean was to take part in adventurous activities at 4.26.



As for the attitudes, respondents slightly agree that travelling in Taiwan is a good, pleasant and valuable experience. These three elements have the same total mean of 5.24. The respondents agree that travelling in Taiwan is challenging as the result is shown at the lowest mean of 4.53.



# Travel Constraint

Based on previous travel of the respondents they slightly agree that the language barrier is the challenge that they are aware from the first place. However, the respondents agree that from their previous travel, challenges such as anticipating the difference in weather are among the least challenges that they need to go through.



# REVISIT INTENTION

According to Viet et al, (2020) revisit intention was mostly influenced by several factors. Among the factors are satisfaction, attractiveness, accommodation service, cultural contact, economy and connectivity. In the last part of the questionnaire, the result has shown that 66.7% of the respondents choose to enjoy beautiful scenery if they were going to visit Taiwan again. However, 69.2% of the respondents choose that visiting Taiwan needs a lot of money.

To add more, they also stated Covid-19, pandemic restriction of quarantine among the other reasons why they cannot visit Taiwan. Surprisingly, almost half of the respondents think revisiting Taiwan would be enjoyable (41%). Yet, 30.8% of the respondents only intend to revisit Taiwan in the next 2 years and the majority of the respondents would recommend other people to visit Taiwan.

Based on the open-ended questions, some of the respondents mentioned that the significant of Kedah that could attract tourist to visit there is the beauty of their destinations. That mostly mentioned about the natural attractions in Kedah.

Other than that, most of the respondents that have been to Kedah and most of them stated that there is similar element between Taiwan and Kedah. For instance, both had beautiful destinations and focus on nature attractions.





# Tourism

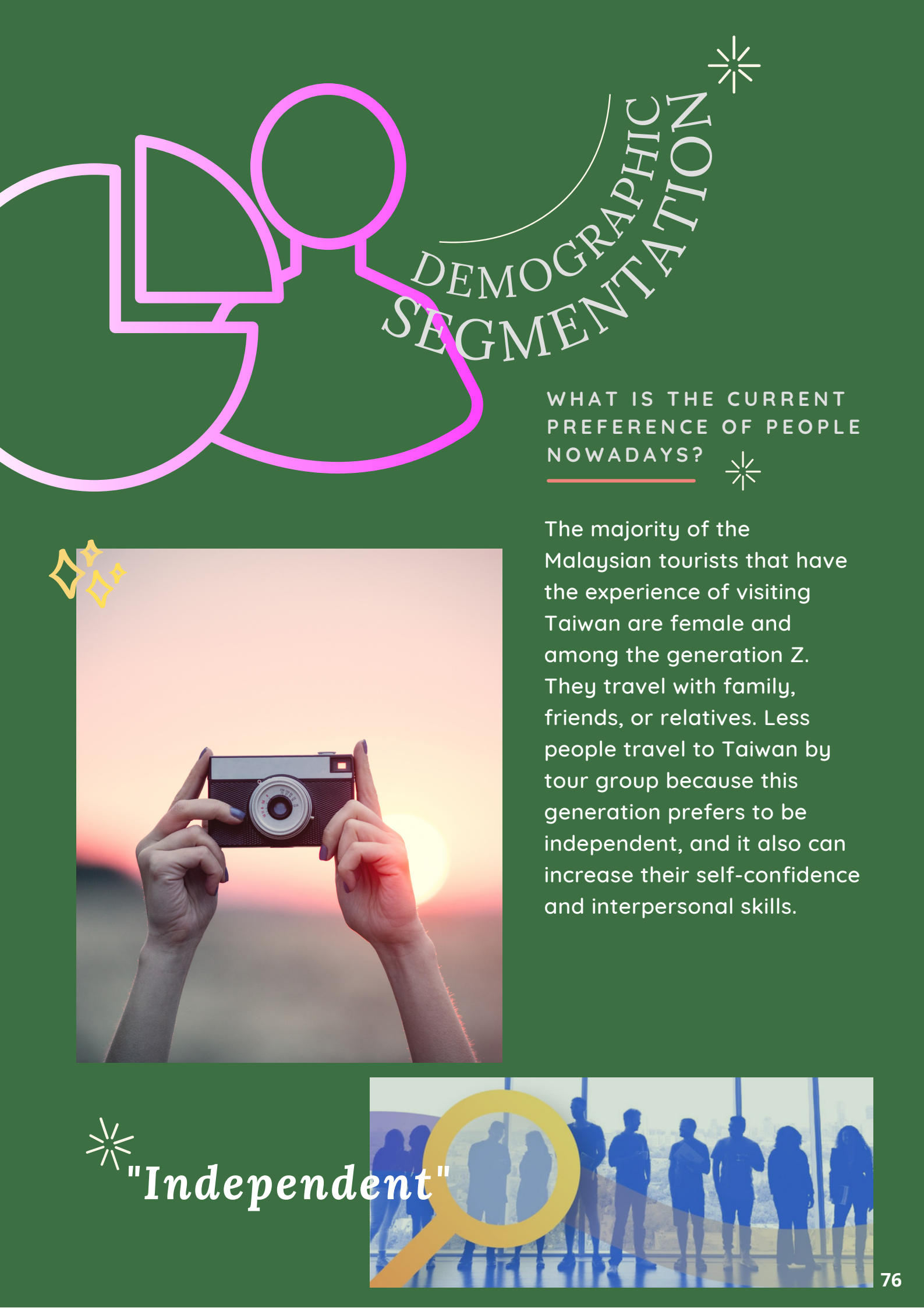
## MARKET SEGMENTATION



### "DIVERSITY AMONG TOURISTS"

Tourists are not all the same, they have different pictures of their ideal vacation. Market segmentation is the strategic tool to account for diversity among tourists by grouping them into market segments which include members similar to each other and dissimilar to members of other segments. Both tourism researchers and the tourism industry use market segmentation widely to study opportunities for competitive advantage in the marketplace (Dolnicar, 2020).





# DEMOGRAPHIC SEGMENTATION

WHAT IS THE CURRENT  
PREFERENCE OF PEOPLE  
NOWADAYS?

The majority of the Malaysian tourists that have the experience of visiting Taiwan are female and among the generation Z. They travel with family, friends, or relatives. Less people travel to Taiwan by tour group because this generation prefers to be independent, and it also can increase their self-confidence and interpersonal skills.

"Independent"



# Tourist Targetting



## GASTRONOMY LOVER!

When talking about travel, the local cuisine would definitely be one of the priorities for the tourist to try. The cuisine motivations became one of those motivations of tourists to visit Taiwan is the result of the

travelers who come to Taiwan wants to taste the local cuisine were high. Malaysia and Taiwan share significant tastes and types of cuisine, especially when we compare the Chines cuisine of Malaysian and the long list cuisine of Taiwanese people.



## SCENERY LOVER!

As a tourist, most of them expect to get away from their daily routine and hectic lifestyle. Therefore, most Malaysian tourists who visit Taiwan are excited to have unforgettable moments during their stay. The decision to choose Taiwan as their holiday destination is because of the beauty of Taiwan itself.



Apart from that, Taiwan also offers never-ending tourist destinations with different types of activities with different scenery of their natural beauty. Most Malaysian tourists want to see Taiwan's outstanding scenery, which has various beautiful natural environments. Although, they agree that traveling to Taiwan requires a lot of money. However, scenery lovers would definitely not lose their chances to see the breathtaking view of Taiwan to get away from their daily lives.

# Market

# Positioning

Positioning Kedah to become the latest & fresh trend and proposing Special-Interest-Tourism to boost the tourism activities at the same time targeting the high number of tourist arrival by:

- Enhancement of marketing effort to promoting Kedah as the popular tourism destination in Malaysia.
- Create more opportunities for local to take part in the tourism industries especially in Kedah.
- Generating new activities, the latest design of attraction for the tourists to experience in Kedah.
- Minimise the impact of tourism by highlighting Sustainable Development Goals in Kedah



# The SWOT



## AN EXPOSURE TO THE SWOT ANALYSIS (KEDAH)

SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis is a method for identifying and analyzing internal strengths and weaknesses and external opportunities and threats that shape current and future operations and help to develop a strategic goals for the special interest tourism in Kedah.

- Langkawi Island is the staple tourism destination that is associated with Kedah making Kedah known for its coastal destination.
- The infrastructure such as electricity, water, and transport is well developed.
- A geographically diverse landscape.
- Availability of higher education institution.
- A solid historical foundation.

- The current situation of the epidemic could affect the tourism activity in Kedah.
- The identical attractions and activities that are available in other states can act as the competitors.
- Low business-oriented mindset. Whereby the locals may lead to too much reliance on government support.

## Strength

## Weaknesses

## Opportunities

## Threat

- Rich with Malay cultural and heritage
- The existence of Sultan Abdul Halim Airport and Langkawi International Airport
- Kedah has a variety of natural resources that can be promoted as tourism products

- Emergence of deadly virus like COVID-19
- International Tourism Decline (the closed border due to COVID-19)





# *Proposing Special Interest Tourism In **Kedah***

## Recommendation 1: Strengthened Film-Induced Tourism In Kedah

Film tourism is 'the business of attracting visitors through the portrayal of the place or a place's storylines in film, video and television' (Scottish Tourism Board (VisitScotland))

Taking Taiwan as an example, the first recommendation in proposing special-interest-tourism in Kedah is to strengthen the film industry in Kedah to promote Kedah as a film-induced tourism destination. This is appropriate as Kedah's geographic land and resources have abundant beautiful scenery which includes the paddy field, the coastal line, hills and mountains, and islands including the Langkawi Island.

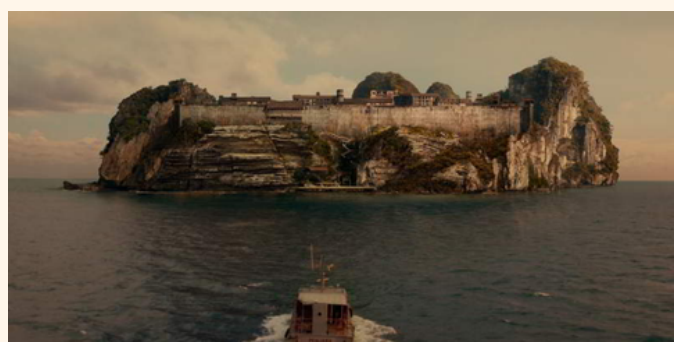
Besides, Kedah also depicts a strong Malay culture among its communities. This is due to the agriculture activities revolve around paddy which introduced the concept of 'berderau', and 'kenduri beras baru' associated with the Malays (Mohammed, Wan Omar, & Ibrahim, 2018). This depiction has been adopted by local filmmaker and producers. Among the film and dramas that undergo shooting in Kedah includes *Masuk Jawi*, *Mok Cun*, *Ayahanda*, *Cun!*, and international film 'Mechanic Resurrection' which portrayed Jason Statham as main character.



Masuk Jawi aired on Astro First June 2021



Ayahanda (2021)



Mechanic Resurrection (2016)



## *Following Taiwan footsteps:*

Taiwan, located in the center of the Pacific Ocean, offers diverse scenery. The rich East Rift Valley, stunning gorges, and sea cliffs can be found on the island's east. Cities and harbours in the west have combined Eastern and Western traditions.

Taipei, the capital, is located in the north and is bordered by mountains and rivers. The city has a diversified landscape that includes futuristic architecture, historic attractions, and a cherry blossom-covered volcanic national park.

Taiwan is also one of the most open and inclusive Asian metropolises, with freedom of expression and censorship safeguarded. According to the Civicus Global Report, it is the only Asian country classified "open in space for civil society."

Despite being one of Asia's busiest cities, Taipei is a productive environment to work because of a well-functioning transportation system. In Taipei, cultural activities and creative skills flourish, and the city has hosted several big international coproductions, including Martin Scorsese's *Silence* and Luc Besson's *Lucy*, Anthony Chen's *Wet Season*, and David Verbeek's *Dead and Beautiful*. International filmmakers can expect not just professional services from big studios and film crews in the area, but also financial assistance from the government.

In addition to the central government's up to 30% cash rebate, the Taipei Film Commission announced the Taipei Film Fund in 2018, the first governmental funding scheme in Taiwan to focus on foreign co-production or co-financed film and television productions. Taiwan Creative Content Agency (TAICCA) will establish the Taiwan International Co-Funding Program in 2021. (TICP).





## Location & Marketing

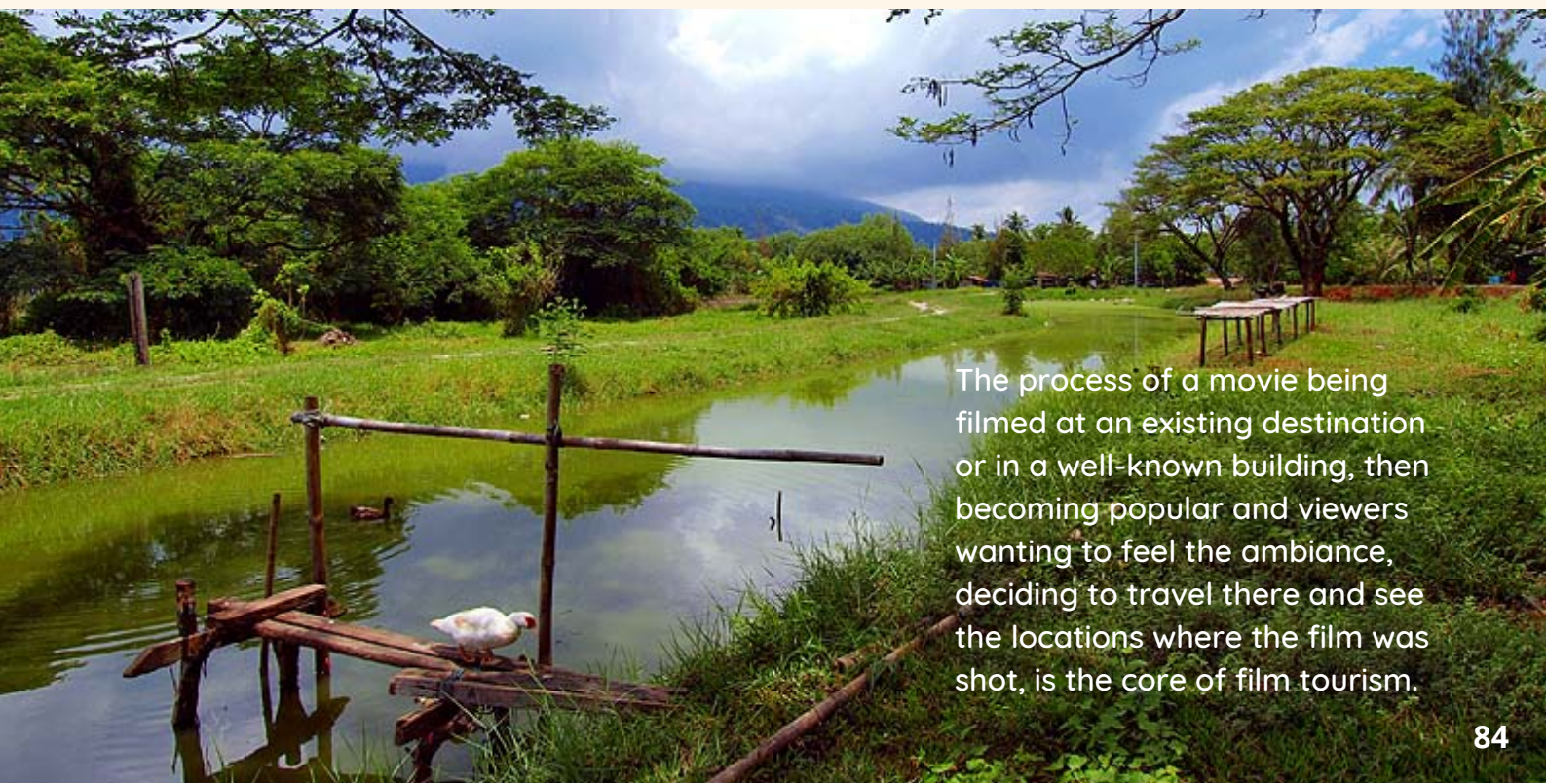
Shooting in Taipei City has never been easier because of the location and marketing services provided by the Taipei Film Commission. Kedah authority should adopt and adapt the initiatives by Taiwan in attracting Kedah to be one of the sought location for film shooting. The strength of beautiful scenery of Kedah should be utilised in attracting potential tourist.



## Physical Film Location Attributes

Natural Attractions - Paddy field, Baling Mountain, Lata Bayu, Junjong Waterfalls, Terap Pine Forest, Cenang Beach, Kilim Geoforest Park

Cultural attractions - Kedah Royal Museum, Paddy Museum, Bujang Valley



The process of a movie being filmed at an existing destination or in a well-known building, then becoming popular and viewers wanting to feel the ambiance, deciding to travel there and see the locations where the film was shot, is the core of film tourism.





## Recommendation 2: Utilizing Scenic Scenery of Paddy Field In Kedah

According to the finding, Malaysians tourists who had visited Taiwan is generation Z, with the age from 18 to 26 years old. They stated that there is similar element between Taiwan and Kedah. For instance, both had beautiful destinations and focus on nature attractions such as paddy field. The location of this recommendation would be at Kampung Kandis, Kodiang, Kedah.



### Case Study

Yilan Country's Dongshan Township, Taiwan has been drawing crowds over the past few years after the influx of visitors by creating a unique and beautiful scenery. In Tainan, a pattern of featuring an image of a water buffalo created from purple Indica and green Japonica rice varieties can be visited free of charge and hundreds of tourists have flocked to see this creation, enjoying both unique artwork and rustic charm of the countryside.



*"The field are at the most vibrant in May and that area will offer a great escape from the big city, introducing tourists to a rich and diverse natural environment."*







## CREATE UNIQUE PATTERNS IN RICE PADDIES

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The art and illustration that would be shown indicate the authentic image of the culture of the Kedah people. For example, the rice bowl, traditional costumes and more!

## BUILT A LOOKOUT PLATFORM AT THE END OF THE ROAD

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This is important in order to ensure the tourists can see the fields from a high vantage point. Apart from that, this place can act as a viewpoint for the tourist to see the beauty of the Kedah paddy field.



## SCARECROW MAKING ACTIVITY FOR THE TOURISTS

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The purpose of scarecrow making activity is to offers an exciting moment for the tourist to have bonding with their family and friends. There are plenty design that the tourist could done following their creativity!



## MODERN STALLS MANAGE BY THE LOCAL COMMUNITIES TO SELL FOOD AND BEVERAGES

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When it come to the attraction destination tourist would definitely looking for a place to eat. This modern stall are fully manage by the local people. This is to support the community to generate income for their village and boost the tourism in Kedah.





### Recommendation 3:

# Local Food Festival in Kedah

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Based on the survey of Malaysian Tourists' Behaviour Motivation that has been conducted, the most voted motivation is to **taste the local cuisine**.

The impact of gourmet tourism on the territory and its goods has been significant. According to Corigliano (2002), Gastronomic tourism searches for local food resources and cultural and environmental issues, taking into account the number of participants engaged, such as hotels, tourist agencies, restaurants, and others.

Attending food festivals and gastronomy events has become a popular pastime (Hall et al., 2003: pp. 102-120). Local cultural cuisine festivals, as observed by Gibson and Kong, 2005; McCann, 2002, have an impact on both culture and the economy. Festivals and food-related events, it is said, provide a massive chance for enterprises to produce revenues and revenue for the state (Huang et al., 2010; Dwyer et al., 2005).





## FOOD FESTIVAL IN KEDAH

Kedah is known with the Thai Food Festival which able to attract a lot of tourists to go to Kedah enjoy the food festival.

Earlier this year (2022), the Thai Food Festival was conducted from 7th to 18th January 2022 at Dataran Kulim, Kedah.

It is time for the local authority to highlight and showcase the unique and authentic local food of Kedah like Laksa Kedah, Nasi Ulam, Mee Udang Tsunami, Pekasam, and others.



## RECOMMENDED PLAN FOR LOCAL FOOD FESTIVAL IN KEDAH

- Duration : 2 weeks (Annually)
- Location : Dataran Kulim, Kedah
- Activities : Various Kedah's local food stalls provided, traditional games, and display of the local culture like clothes.
- Tourism Players Involved: Local Authority, Tourism NGOs, Restaurant owners, Food SMEs



# Conclusion



Taiwan and Kedah have differences and similarities. However, the similarities between both area are significant and relevant to be followed by Kedah to boost its tourism industry. Therefore, the 3 Special Interest Tourism in Kedah have been recommended which are Film-Induced Tourism, Utilizing Scenic Scenery of Paddy Field, and Local Food Festival. These 3 recommendations might help the tourism industry in Kedah to keep booming over the years.

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# SPECIAL INTEREST TOURISM

*SAUDI ARABIA IN KELANTAN, MALAYSIA*





# Researchers

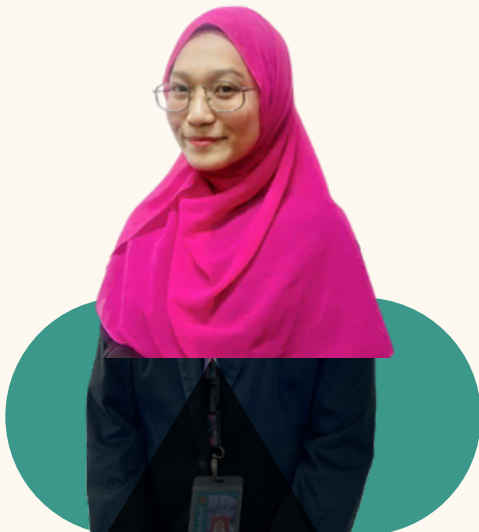
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# INTRODUCTION



Year after year the world community has witnessed huge growth in the world tourism industry. The huge growth in the tourism industry due to several factors such as economic, social, and technological power coupled with significant changes in demographic patterns, this situation has allowed people to do tourism activities. As a result of this circumstance, there has been a surge in the hunt for new tourist platforms that are sure to garner new visitors and complement existing tourism activities. SIT is stated to be beholden to the fast-changing global tourism environment since it tends to produce and satisfy the need of travelers looking for distinctive new travel experiences that meets their needs.

Next, the main motive of Special Interest Tourism (SIT) is to involve travel to enjoy or practice special interests or activities. In general, SIT is pleased to carry out the same profession or have the same hobbies or interests. These can include hobbies or interests, activities, destinations, and unusual themes that tend to appeal to a specific market. It is said that SIT attracts a smaller population of people who are highly dedicated to an interest in which they are engaged. These interests may include hobbies or unusual activities that are only done and carried out by a handful of people.

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Furthermore, SIT is a type of tourism that concentrates on actions that attract a limited number of highly committed tourists, such as a relatively uncommon hobby or pastime done by just a few individuals. Special interest tourism, as defined by Douglas et al. (2001), is an option for mass tourists. They propose that SIT is the offering of recreational experiences that are personalized to and motivated by the different preferences of persons or groups.

In addition, special interest tourists are tourists who engage themselves in activities of personal interest. Furthermore, according to the United Nations World Tourism Organization (UNWTO), special interest tourism can be defined as specialized tourism that involves visits of specific individuals or groups by people who wish to develop their interests or visit sites and places that have a relationship or have a relationship with their special interests.

Special Interest Tourism (SIT) can be said to be an important part of the tourism industry today. Tourists nowadays are said to be more motivated, have diverse interests, and are confident to do tourism activities to new tourist spots around the world where they will find and discover something different from traditional mass tourism.

Recently, SIT has become popular because it caters to the specific needs or interests of individuals or groups during the outbreak of the Covid-19 epidemic that hit the world, causing the average tourism player to look for new alternatives in pursuing their tourism activities. Therefore, this study will focus on Special Interest Tourism (SIT) in Kelantan which focuses on local tourists as the target consumer for SIT in Kelantan.





# SUSTAINABLE DEVELOPMENT GOALS (SDG)

Tourism is one of the primary drivers of global economic growth. By providing society, particularly youth and women, with access to decent employment possibilities in the tourism field. This demographic can benefit from further professional development and skills. The significance of tourism to job creation is highlighted in Objective 8.9 of this Global Goal: " By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products " (Liburd et al., 2020). This primary goal shall be the direction of any government and public tourism organization in Malaysia to preserve social well-being, economic prosperity and environmental sustainability.

**TARGET**

**8-9**



**PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM**

## 8 DECENT WORK AND ECONOMIC GROWTH



Creating decent jobs is a fundamental way for tourism to generate economic value to support growth and long-term development, as it is linked to export revenues, enterprise development, and infrastructure development, all of which provide tourism benefits to a much broader range of indirect beneficiaries. Tourism reaches all parts of countries, allowing people to be supported by the livelihoods it provides. Cultural identity may also aid in the support and preservation of livelihoods (Bianchi & de Man, 2021). This SDG encourages education to create a culture of peace and nonviolence, a respect of cultural diversity, and an understanding of culture's role to sustainable development.

# BACKGROUND OF SAUDI ARABIA

Saudi Arabia is a millennial country with a rich past. The Kingdom of Saudi Arabia governs a substantial proportion of the Arabian Peninsula, which is known as the historic center of Islam, aside from the re-known reputation as the origin of the Arabian language, and the ancient motherland of the Arabs. The Hejaz, located on its western highlands near the Red Sea, is the cradle of Islam and home to Islam's holy cities, Mecca and Medina. In the mid-twentieth century, the majority of Saudi Arabia still followed a traditional way of life that had evolved little over thousands of years. Saudi Arabia's pace of life has improved dramatically since then (Wu & Mursid, 2020). The constant flow of pilgrims to Mecca and Medina had always provided the country with outside contacts, but interaction with the outside world expanded as transportation, technology, and social institution improved.

In an endeavor to diversify its economy's reliance on the oil and gas industry, the Kingdom of Saudi Arabia is dominating trade and investment in tourism. The majority of current tourism activity in Saudi Arabia is religious tourism, commonly known as Hajj or pilgrimage, and conducted by Muslims all over the world. In addition to religious tourism, the Kingdom of Saudi Arabia has announced ambitions to diversify and expand other tourist activities such as geotourism, cultural tourism, heritage tourism, and ecotourism (Altsumairi & Sui, 2017). The goal is to preserve and nurture a country's competitive attractiveness, including its cultural heritage, tradition, and ecology.

***“The resulting pilgrimage gave rise to Mecca as a hub of trade routes and culture...”  
(SCTH, 2018)***



# GEOGRAPHY & CLIMATE

The country covers around four-fifths of the Arabian Gulf. It is bordered by Jordan, Iraq, Kuwait, Qatar, the United Arab Emirates, Oman, Yemen, Red Sea, and the Gulf of Aqaba. Saudi Arabia is the only country in the world to have coastlines on both the Red Sea and the Persian Gulf, and its terrain is mostly made up of dry desert, lowland, steppe, and mountains.

The kingdom has three climatic zones which is desert almost everywhere, steppe along the western highlands, forming a strip less than 100 miles (160 km) wide in the north but nearly 300 miles (480 km) wide at Mecca's latitude, and a small area of humid and mild temperature conditions, with long summers, in the highlands just north of Yemen (Mansour & Mumuni, 2019). From the month of December until February, areas such as Jeddah and Riyadh will likely record an average temperature of 23°C and 14°C respectively as, during that period, it is considered the coolest months. Summers are hot, with daily temperatures in the shade surpassing 38 °C in practically every part of the nation from June to August. Summer temperatures in the desert can reach 55 degrees Celsius.





## SOCIAL & CULTURAL LIFE

Saudi Arabia is the homeland of Islam, and Sunni Muslims make up the vast majority of its population. Arabic is a major language that consists of several dialects that originated in the Arabian Peninsula. Saudi Arabia has three major dialect groupings, which are found in the country's western, middle, and eastern regions. The cultural setting is Muslim and Arab. To maintain the country's purest religious stance, several proscriptions of behavior and attitude are enforced. Alcoholic beverages, for example, are prohibited, and theatres and cinemas for the public were banned in the 1980s.

The majority of Saudis continue to dress traditionally. For males, this consists of an ankle-length shirt called a thawb and a kaffiyeh, a large fabric folded and kept in place by a camel's hair rope called an iql. Women's traditional attire consists of a loose-fitting pair of pants called as a sirwal. In public, women are expected to be completely covered by wearing a long black cloak called as an abayah. A hijab, or head veil, covering the head, while a niqab, or face veil, covering the face.

Saudi Arabian cuisine is broadly similar to that of the neighbouring Persian Gulf nations, and culinary preferences have been greatly impacted by Turkish, Persian, and African civilizations (Ali, 2018). Islamic dietary traditions are strictly adhered to for example, no pork is consumed, no wine is taken, and even ritual sacrifice legal animals such as lambs must be killed in a specified manner.





## CURRENCY

Saudi's national currency is the Saudi riyal which is subdivided into 100 halala. There are notes in denominations of 1, 5, 10, 20, 50, 100, 200 and 500 riyals, and coins in denominations of 1 or 2 riyals and 1, 5, 10, 25 and 50 halala. The first Saudi riyal coins under Saudi Arabia were issued in 1935. The first banknotes, in the form of Haj Pilgrim Receipts, were introduced in 1953 by the Saudi Arabian Monetary Authority (SAMA) (Waheed, Sarwar & Dignah, 2020). The U.S. dollar is equivalent to SAR3.75 (fixed rate) while 1 SAR equal to RM1.17 on June 2022.



## ECONOMY

Saudi Arabia's economy is dominated by petroleum and related sectors. Saudi Arabia ranks first in the world in terms of oil reserves, with around one-fifth of the world's known reserves (Waheed, Sarwar & Dignah, 2018). The economy expanded during the 1970s and 1980s, propelled by massive earnings from oil exports. Compared to other emerging countries, Saudi Arabia had plenty of resources, and massive development projects arose, changing the previously impoverished kingdom into a new modern nation. Aside from that, the nation inherited Arabia's basic, tribal economy from its formation. Most of the people lived as herders, raising sheep, camels, and goats. Agricultural production was limited and self-contained (Ali, 2018).

# GLORY EVOLUTION OF SAUDI ARABIA

Saudi Arabia has its origins in the Arabian Peninsula's ancient civilizations. As an old commercial centre and the home of Islam, the world's second biggest religion, the peninsula has played an essential part in history over the ages. The Kingdom of Saudi Arabia has grown tremendously since King Abdulaziz Al-Saud established it in 1932. (Abuhjeelah, 2019). The Kingdom has evolved from a desert kingdom to a modern, sophisticated state that is a leading figure on the global stage in just a few decades.

Moving further, the cabinet system is introduced in 1958. Six years later, King Faisal bin Abdul Aziz Al Saud ascends to the throne with the goal of modernising the government and administration. Saudi Arabia had executed its First Development Plan by 1969/1970.



*Some topics that remain vital to the Kingdom's development. (NMDG,2012):*

- *Raising Standard of Living and Improving Quality of Life*
- *Diversification of Economic Base*
- *Enhancing Non-Oil Revenues*
- *Balanced Regional Development*
- *The Move to a Knowledge-based Economy*
- *Enhancing Competitiveness*
- *Development and Productive Employment of Human Resources*
- *Sustainability of Natural Resources*



# TOURISM INDUSTRY IN SAUDI ARABIA

For decades, religious pilgrimages have dominated tourism in the Kingdom of Saudi Arabia, with the majority of visitors coming for religious reasons (Wu & Mursid, 2020). Nonetheless, the business has seen some changes in recent years as a result of government attempts to boost tourism. According to World Bank data, the Kingdom of Saudi Arabia is among the top twenty most visited nations in the world, indicating that the number of tourists has grown considerably (Mansour & Mumuni, 2019). Faith travel, also known as religious tourism or pilgrimage, is a significant business segment and is arguably the world's oldest type of tourism (Nicolaidis, 2016).



As previously said, travel was largely related with religious tourism; however, new studies suggest that travellers visit the Kingdom of Saudi Arabia for attractions and site viewing, such as the Sarawat Mountains, Hijaz, and the Red Sea, among other historic ruins (Mourad & Paul, 2017). With the current activities geared at encouraging tourism, both holy cities will be a challenge because restriction to enter for non-muslim.

In terms of tourism promotion, things are starting to change. KSA declared their plan to give visas to travellers in December 2013, a unique and unprecedented effort in decades (Madden, 2018). Furthermore, various public authorities, agencies, and committees have been formed to promote tourist activities and concerns in the Kingdom of Saudi Arabia. One such example is the Saudi Commission for Tourism and Antiquities. The major goal of the organisation is to promote and grow tourism in the country, with an emphasis on supporting and promoting tourism.

Furthermore, the agency is in charge of reserving archaeological sites and artefacts. The primary goals are to promote and grow tourism in Saudi Arabia from both an economic and cultural standpoint. Although many of them are for religious pilgrims, many visitors visit the country to enjoy its cultural history. SCTH created the Umrah Plus tour programme to enhance tourist activities (Mizra, 2015). The goal is to show out Saudi Arabia and its attractiveness to guests who would otherwise visit certain historical attractions.



“

***SCTH worked with 30 foreign scientific teams from France, Italy, Great Britain, America, Germany, Japan, and Belgium to conduct archaeological digs throughout the kingdom because SCTH values its important input to the Kingdom's cultural character. (SCTH, 2018)***



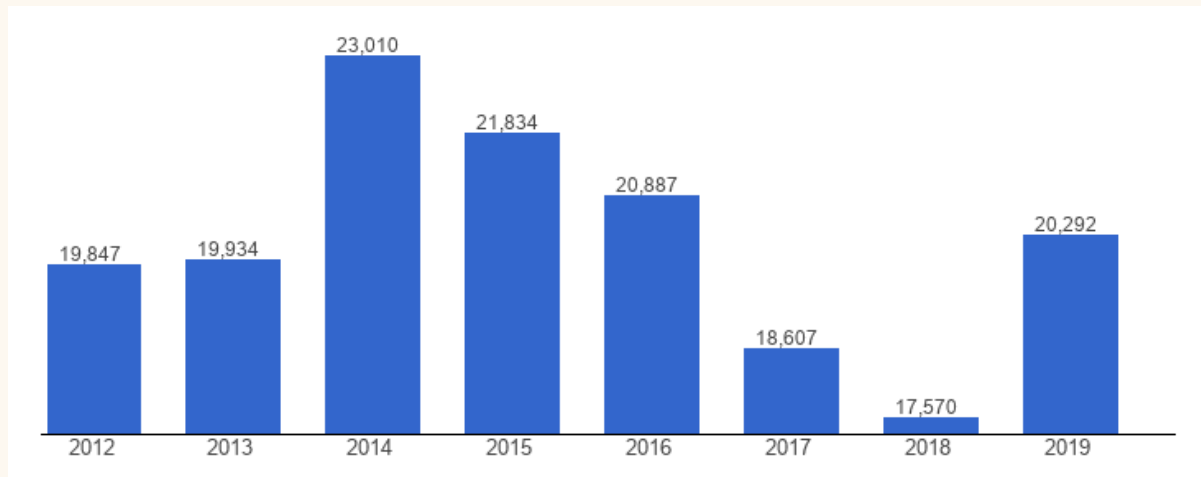


# SAUDI ARABIA TOURISM DATA

Tourism has reached a new level as a social and economic activity. Around 14.5 million domestic visitors visited Saudi Arabia. This equates to 44 percent of visits for leisure and vacation purposes, 27.5 percent completing Umrah, and 19 percent visiting friends and family. During the same time period, 6.3 million international visitors visited Saudi Arabia for Umrah and Hajj, with the remainder travelling for a variety of reasons. These achievements demonstrate how the Kingdom of Saudi Arabia benefits economically from tourism activities. The government invested SR35 billion to promote tourist activities, accounting for 5.4 percent of KSA's national GDP.

Tourism is an important economic activity in the Kingdom of Saudi Arabia as it diversifies and explores its economic base and resources. Tourism is seasonal, but the Kingdom of Saudi Arabia is already reaping the benefits of new policies created in line with Vision 2030. There has been significant expansion in terms of capacity and visitor inflow to the kingdom. There are almost 95,000 hotel rooms available, with 73,350 of them in Mecca. There are also 850 hotels and over 20,000 flats, as well as an additional 40,000 bedrooms in approximately 828 furnished apartments (Vision 2030, 2017). There are currently over 1,000 travel agencies and tour operators in existence, and suitable transportation infrastructure is being developed.

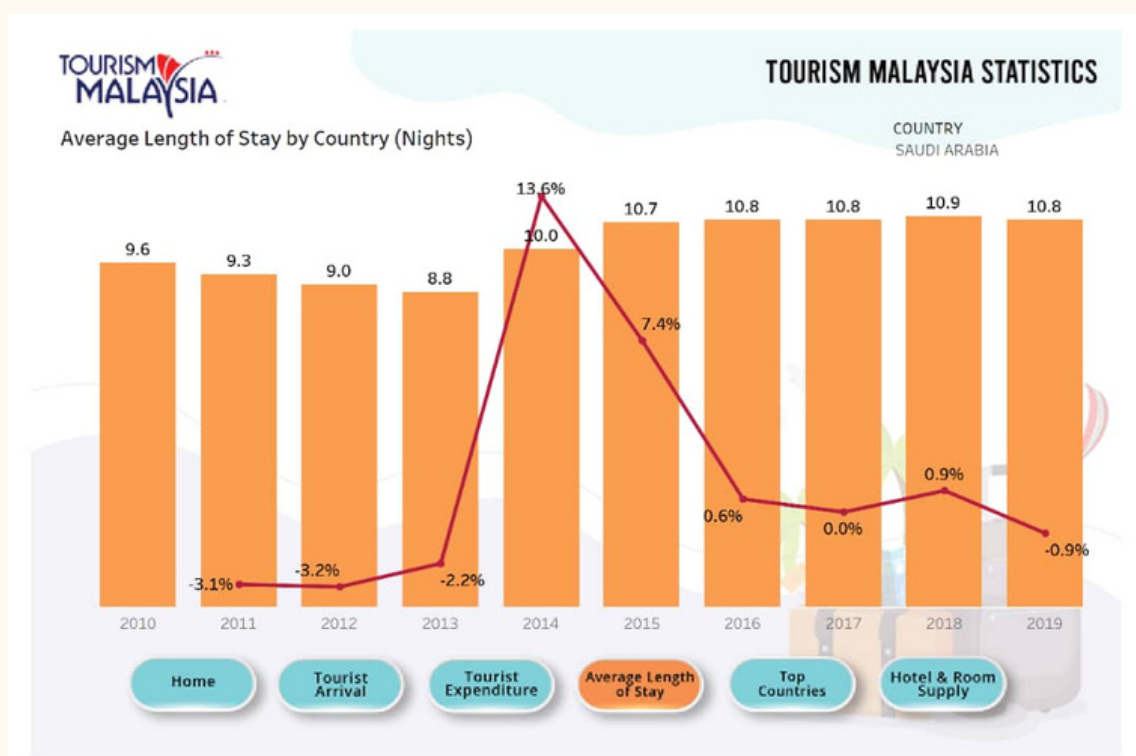
During that time span, the average number of tourists in Saudi Arabia was 16009000, with a minimum of 4398000 in 1995 and a maximum of 2301000 in 2014. Based on the graph below, the latest value from 2019 is 2029200 tourists. Saudi Arabia's tourism receipts were at the level of 5,960 million US dollars in 2020, down from 19,849 million US dollars the previous year, this is a change of 69.97%



Statistic of Saudi Arabia Tourist Arrival (2012-2019)

Source: CEIC KSA, 2020

On the Malaysia tourism industry perspective, Kingdom of Saudi Arabia ranked among the top 10 most visited country by Malaysian Tourists. This is due to the pilgrimage or Umrah visitors quota granted to Malaysia government. Based on graph below, Malaysian tourists spend average of 8 to 11 days in Saudi Arabia with various purposes, but solely derived from religious motivation (Mansour & Mumuni, 2019).



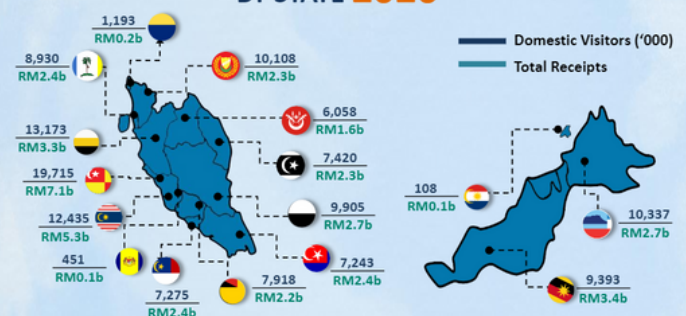


# TOURISM IN KELANTAN

Kelantan is a Malaysian state on Peninsular Malaysia's east coast. Kelantan is described as the "cradle for Malay society" since it is where Malay culture's history began. Kelantan is divided into 10 districts, with Kota Bharu serving as both the king's palace and the administrative important part. Kelantan possesses a plethora of historical, social, and cultural treasures. The inhabitants of Kelantan are deeply committed to their culture, which is evident in their daily life. Due to the unique culture exhibited by the people of Kelantan, it can certainly attract many domestic and international tourists to travel to the state of Kelantan, but this is not the case because according to the Department of Statistics Malaysia in 2020, Kelantan has recorded the second state to have the lowest number of tourist arrivals in Malaysia, recording only 6 million tourists in 2020.

Although we are aware that in 2020, industrial tourism will still be affected by the Covid-19 epidemic, this is not the main issue why the state of Kelantan receives fewer tourist arrivals to their state. There are several other issues that have caused the state of Kelantan to receive fewer tourists such as the lack of tourist facilities, failure to utilize potential areas, and failure to preserve tourism products. (Bharian,2016)

## PERFORMANCE OF DOMESTIC TOURISM BY STATE 2020



Tourist arrivals by state in 2020

To address this problem, the East Coast Economic Region (ECER) has devised a plan for Kelantan will be transformed into a significant worldwide tourism destination, a major supplier of Malaysia's natural assets and manufactured goods, and an important commercial, infrastructural, and shipping center. Under ECER, there are several projects to develop the tourism sector in Kelantan, among them, Kampung Laut, in Tumpat, which is positioned as a Heritage Village or 'Kampung Warisan', Paklebang, Kota Bharu bridge, which is located near the Kampung Laut Heritage Village, the bridge will not only boost the tourism activities in Tumpat and Kota Bharu but will also improve the connectivity and traffic dispersal, forming an inner ring road in Kota Bharu. It will be an important link to facilitate the efficient movement of tourists. Lastly, ecotourism in gua musang, namely linking Rafflesia Conservation Park in Lojing Highlands, Stong State Park in Kuala Krai, and Taman Negara to the ecotourism trail between Kelantan and Pahang. (ECER Retrieved May 21, 2022)

To strengthen the ECER plan, the Kelantan state government has also taken the approach of making several initiatives under the Kelantan state tourism policy 2018. This policy aims at developing the tourism sector as an act of worship to Allah, based on the principle of “Invites to Goodness and Prevents Evil”. Among the initiatives under this tourism policy are:

- Promote Kelantan as the State of ‘Serambi Mekah’ (The Veranda of Makkah) and as the go-to place during the month of Ramadan.
- Promote the image of ‘Kota Bharu Kota Budaya’ (Kota Bahru a cultural city), ‘Zon Budaya’ (cultural zone) and ‘Zon Ilmu’ (knowledge zone)
- Maintain and preserve the architecture of traditional Malay villages on the outskirts of the city and develop them into a tourist attraction
- Ensure the design of government and public premises highlight the characteristics of the local Malay architecture

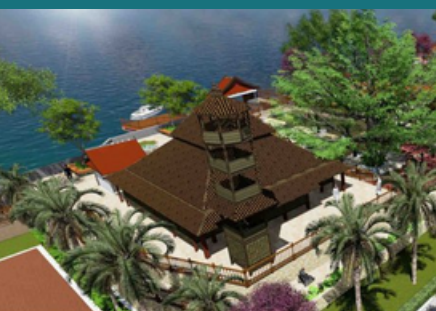


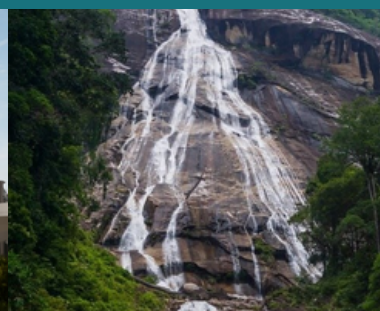
Illustration of Kampung  
Laut



Rafflesia Conservation  
park



Paklebang Bridge



Stong Waterfall



# SWOT Analysis for Special Interest Tourism in Kelantan

## Strength:

The state of Kelantan is known as the "cradle of Malay culture" because this is where the history of Malay culture began. Kelantan has a very rich architectural, social, and cultural heritage. The people of Kelantan strongly adhere to their culture and maintain their heritage identity as reflected in their daily lives. There are various heritage cultures that are the catalyst for the tourism industry in Kelantan. Among the uniqueness of the culture are traditional performances such as Mak Yong, dikir barat, shadow puppet (wayang Kulit), menorah, and many more. Kites, wau, and gasing are among the traditional games in the state of Kelantan. In addition, traditional handicrafts in Kelantan such as the use of songket, wau making, wood carving, and batik printing are attractions in Kelantan. Furthermore, the state of Kelantan is also very famous for its natural attractions up to its unique buildings that emphasize the Malay features in its architecture. Natural attractions such as Kelantan River Front, Gua Ikan Cave (Dabong), Stong Waterfall, Mount Stong State Park, Cahaya Bulan Beach, and others. Due to the diversity and uniqueness of the State of Kelantan, it can attract tourists to visit Kelantan. (Li et al., 2018)



Strength



Weaknesses

## Weaknesses:

Among the weaknesses of the Kelantan tourism sector is the lack of tourism facilities. Kelantan is considered a less tourist-friendly state due to the lack of facilities for them. Lack of tourism facilities such as the absence of road signs around the state makes tourists astray and inconveniences them. In addition, the lack of maps or pamphlets on tourist spots in Kelantan is another weakness of the Kelantan tourism sector. The next disadvantage is that Kelantan's tourism products are less commercialized. According to Datuk Seri Mustapa Mohamed, Kelantan lacks commercialized tourism products to attract tourists, especially from abroad to visit the state. He said the best model to develop the tourism industry in Kelantan is through the efforts of the private sector with the state and federal governments to develop infrastructure facilities such as roads and so on. Finally, the failure to preserve tourism products. Kelantan has many tourism products, but the state government does not maintain it well, especially in terms of hygiene and infrastructure. (Bharian,2018)

## Opportunity:

Kelantan has much to offer in terms of arts, culture and heritage tourism, ecotourism as well as cross-border tourism. Kelantan has the potential to attract more tourists, especially foreign tourists by offering 'Experiential Tourism' products. Natural assets in Kelantan are combined with cultural traditions, heritage and unique values practiced by the local communities. Kelantan's strategic position which borders Thailand and Indochina makes it the main gateway into the Region. From Bukit Bunga in Jeli, Tumpat stands as a starting point for the Tourism Trail in Kelantan, offering tourist attractions with the development of Kampung Laut Heritage Village, whilst Kota Bharu City Centre will emerge as one of the top tourist destinations in Kelantan due to better accessibility resulting from the development of LPT3. Gua Musang is an easily accessible ecotourism destination that will attract nature lovers with its beautiful waterfalls and its rare but iconic Rafflesia, known as the world's largest flower. (ECER Retrieved May 21, 2022)

# Opportunities

## Threat:

Floods are one of the inevitable natural disasters. Kelantan is one of the states on the east coast that faces this natural disaster every year. This situation has become a threat to the tourism industry in Kelantan. This is said because the flood situation can have a negative impact such as the tourism industry will suffer damage to infrastructure, facilities, beach beauty and history, tourist attractions, services that had to be stopped, reduced tourist rates, repair costs, and cancellation of tourist destination bookings. Other than that, Border tourism is also a threat to the state of Kelantan. The state of Kelantan is bordered by Thailand, so it is indirectly a threat to the tourism industry in Kelantan. As we know, border tourism that takes place between Kelantan and Thailand is in several locations such as Rantau Panjang, Sungai Golok, and Pengakalan kubur. According to Habibah et al. (2014), border tourism can lead to major conflicts if conflicting characteristics exist and hinder tourist visits. There are also several other factors that cause border tourism to be a threat to the state of Kelantan, among them, security factors, political legacy, accessibility of border space, the relationship between hosts and tourists, currency exchange, and ease of border entry and exit. Lastly, no entertainment license to be issued in Kelantan is a threat. This has been happening for 20 years under the leadership of the State Government, namely PAS. In addition, operating hours for entertainment activities such as dikir barat, wayang kulit performances, and parties are only limited to 12 midnight only. Meanwhile, on Thursday night, no program or party can be held in the state of Kelantan. This will indirectly hinder the tourism industry to make any activity planner in the state of Kelantan. (NST news, 2018)

# Threats



# RESEARCH METHODOLOGY

## Research Design and Analysis

The research conducted employs a quantitative approach in order to achieve the aim and objective to study the behavioral patterns of Malaysian tourists that had experience in traveling to both Saudi Arabia and Kelantan to ultimately develop a special interest tourism strategy for Kelantan.

For the method of analysis, descriptive analysis was used as the credible method to analyze the data collected. This type of analysis will be used to analyze both the demographic information of respondents and the responses given for the attributes assessed. By evaluating at the mean value and percentage of every demographic category, descriptive analysis was used to characterize the diverse socio-demographic profiles of the respondents. The data were descriptively evaluated in terms of measures of central tendency and measures of variability for the attributes. The mean, mode, and median are examples of central tendency measures.



## Sampling

For the sampling method, we conducted a non-probability sampling method which involves random selection. Among the non-probability sampling methods, we chose to proceed with purposive sampling as this form of sampling entails the researcher exercising their discretion to pick a sample that will be most beneficial for the aims of the study.

As we are conducting a purposive sampling method, we underlined that the data collected have to fulfill specific requirements in line with the study's purpose.

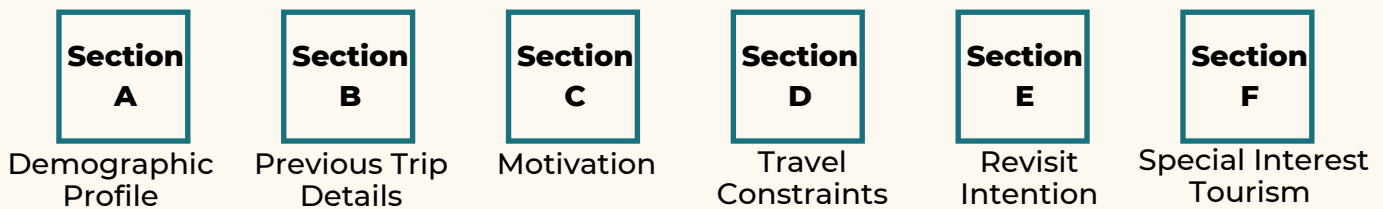
Among the underlined requirement/criteria for the process of data acquisition are:

- Malaysian
- Have experience visiting Saudi Arabia
- Have experience visiting Kelantan

# RESEARCH METHODOLOGY

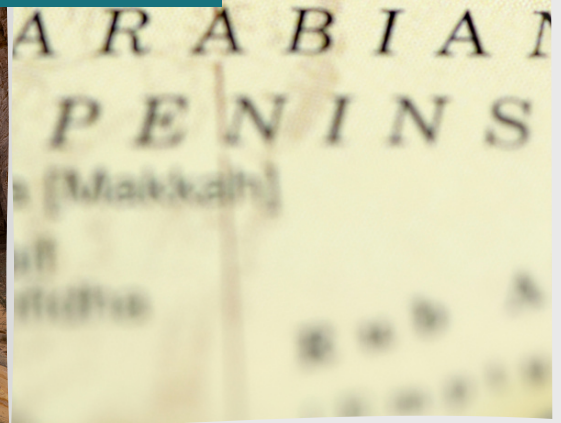
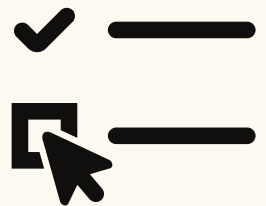
## Instruments

A questionnaire survey was primarily constructed which comprises six sections including the demographic profile of the respondent and other related attributes. All sections are significantly important as they will assess the tourists' view on their past travel to the destination, their perception of the destination, and their opinion in terms of revisit intention and special interest tourism. The six-section is classified as below:



## Strategy for Data Distribution

The questionnaire survey was distributed by utilizing the online survey tool 'Google Form' as the means of collecting data. The data distribution was primarily conducted through an online platform by sharing the specified link which redirects the respondents to the Google Form through several mediums of social media. Among the social media which managed to be utilized for the purpose of data collection include WhatsApp, Facebook, and Instagram. By the end of the designated period for the data collection, a total of 50 respondents were managed to obtain the findings to be constituted.





# ANALYSIS & DISCUSSION

## Travel Motivator

Motive is formed from the phrase motivation. A motivation is an interior state of thought that initiates and controls our behaviour. Motivation highly discussed in various field, including tourism. As tourism is one of the major economic player in numbers of countries, therefore the discussion of motivation in tourism sector is no exception. Tourism has the capacity to analyse changes in people's social, economic, and psychological characteristics when they leave and return to their customary area of residence. There are 4 classes of basic travel motivators which classified into ego and prestige motivator, cultural motivator, interpersonal motivator, and physical motivator

According to the context of study within Malaysian tourists which have visited both Arab Saudi and Kelantan, their opinion depicts that there are 3 main travel motivators that influence them to visit the destinations. The discoveries were based on the main purpose and the activities engaged by the tourists.

- 1. Interpersonal motivator**
- 2. Cultural motivator**
- 3. Ego and prestige motivator**

Every travel motivators are reflecting the correlation between the main purpose and activities engaged. For instance, the interpersonal motivator indicates religious purpose (N=35) with the activity of visiting religious places (N=40), which significantly pertain to the desire of escaping from routine. Meanwhile, leisure purpose (N=32) can be related to several activities including the one which engaged with cultural such as visiting historical places, aside from shopping and food-hunting, and dining within the same category.



# ANALYSIS & DISCUSSION

## Tourists' Preferences & Decision Making

For a variety of reasons, tourists choose one attraction site or touristic activity over another. This significantly indicates the role of tourists' preferences which influence them in decision making. By viewing the findings from the conducted survey, one of the component which is main motivation illustrates numbers of tourists' preferences during their visit which the top 5 motivations range from enhancing religious-related knowledge, earning spiritual merits, to taste local cuisine and fulfilling curiosity about local culture and lifestyle.



Main Motivation	Mean
Enhance religious-related knowledge	5.3
Earns spiritual merits	5.1
To taste local cuisine	4.2
Fulfill curiosity about local culture and lifestyles	4.1
Visit local historical attractions	4.0

To reflect on this part, it is figured out that the connection between motivation, preferences, and decision making can be best discussed using the theory of Maslow's Hierarchy of Needs. According to the theory, it speculates that human needs are classified into five different levels which are psychological needs, safety needs, belongingness and love needs, self-esteem needs, and self-actualization. Additionally, it suggests the different levels are the different intrinsic factors that could drive a person to travel.

To relate to the findings, it is interpreted that the majority of the tourists visiting Saudi Arabia intentionally decided to choose the destination with the aim to achieve the highest level of needs which is self-actualization as they seek to enhance knowledge (mean=5.3) and earn spiritual merits (mean=5.1). At this level of needs, it is considered as self-fulfillment needs. Nevertheless, for them to be motivated by this, the lower level seems to be satisfied already through their consideration before the visit, especially regarding the matter of basic needs, safety and security, mode of travel, and also their travel companion.



# ANALYSIS & DISCUSSION

## Factors Determining Demand

Tourism demand reflecting the total number of persons who are willing to travel, have the intention to travel, and want to utilize the facilities and services as provided at particular tourist destination which is away from their residential area or working place. The discussion of tourism demand is particularly important as it will determine the capability of the destination to provide and accommodate the potential tourists for the destination. Significantly, it possess a great influence on how the destination can be developed to prosper more in the tourism sector. This section will provide the findings and discussion on the factors determining demand based on the survey conducted from Malaysian tourists who have visited Saudi Arabia and Kelantan.

### *Individual Factor*

Individual factors measure on the component of respondents' background based on their demographic profile and previous trip experience. According to the findings, it is figured out that the majority of the respondents are found to be among female (54.3%) and dominated by Generation Y which range from the age of 27 to 44 years old (37 %). In terms of their occupation, it is prominently from public sector employee and students with the percentage of 32.6 % and 30.4 % respectively. This relatable on their responds towards the question about the income which the choice of RM0- RM 1 000 and RM2 001- RM3 000 recorded the same percentage of 26.1%. Furthermore, based on the survey questions regarding their previous visit, 73.9% of the respondents have been travelling using a full package tour with shows how they preferred to have tour group (41.3%) and family/friend/relatives (45.7%) as their travel companion.

### *Economic Factor*

Economic factors are also one of the determining factors for tourism demand. This factor pertains to the capability of the respondents to spend money while visiting the place. In the matter of traveling, one of the most important things to be considered is the travel costs. Based on the respondents' visits to Saudi Arabia, 54.3% of them believed that travel to the Arab Continent requires them to have a lot of money. This is due to the difference in the exchange rate of currency between Ringgit Malaysia (RM) and Saudi Riyal (SAR). Despite that, most of the respondents considered it as bearable as they do not view it as a major travel constraint for them to visit; component with the lowest mean for travel constraints (mean: 4.4).

# ANALYSIS & DISCUSSION

## Factors Determining Demand

### *Geographic Factor*

Geographic factor is one of the factors which highly influence the tourism demand. It is due to the nature of every continents and countries are different geographically. Despite the similar geographic characteristics that might be found between destination, it is still an inevitable discussion that geographic factor is one of the main factors as it could be in terms of seasonality, accessibility of location and distance, attraction available and the nature of the place either urban or rural settings. In the context of Saudi Arabia, most of respondents are responding actively regarding the seasonality as majority of them anticipating the differences in weather upon visiting Saudi Arabia. Furthermore, they are choosing the anticipation as the major constraints with the highest mean of 4.9. Besides, it is found that attractions available are also varied from religious places, shopping attractions, historical places and places for food hunting and dining.

### *Destination Factor*

The last factor is in terms of destination. All places have its own specialities and signature that they want to introduce the tourists. By discussing on destination factor as the determining factor of tourism demand, it measures on the capabilities of the destination to not only providing a wide range of destination choices, but it also highlighting the potential of the destination to provide more activities for the tourists including in a form of events or programme that can be engaged by them during the visit. Based on the survey, it is figured out that aside from religious activities, Saudi Arabia also offering leisure activities, historical-related activities, and food-hunting for the tourists.





# ANALYSIS & DISCUSSION

## Tourism Supply - Attractions

Religious tourism was seen to be the most prominent aspect and most preferred special interest tourism among respondents when they visit Saudi Arabia and Kelantan. This is also supported by the fact that respondents responded to "visiting religious places" as their preferred activities engaged when visiting Saudi Arabia.

However, in terms of their opinion of common niche between Saudi Arabia and Kelantan, most of them opinionated that gastronomy tourism is the most prominent niche tourism as when visiting both places, they are attracted to the aspect of food-hunting and dining.



Additionally, the culture and heritage are also identified as one of the most preferred special interest tourism as the aspects of culture including historical places and museums, and local lifestyles highly attract them to decide in visiting both Saudi Arabia and Kelantan. Therefore, as the objective of the study is to discover the best special interest tourism to be highlighted in Kelantan, these are the 3 niche tourism figures out, which are gastronomy tourism, religious tourism, and cultural or heritage tourism. The discoveries on these 3 niche tourism can be utilized to come out with more initiatives that emphasize the potential in Kelantan for special interest tourism.



### SAUDI ARABIA VISIT - ACTIVITIES ENGAGED

- 1 VISITING RELIGIOUS PLACES
- 2 SHOPPING
- 3 VISITING HISTORICAL PLACES
- 4 FOOD HUNTING & DINING
- 5 VISITING MUSEUM/GALLERIES  
SIGHTSEEING

### KELANTAN - OPINION ON COMMON NICHE

- 1 GASTRONOMY TOURISM
- 2 RELIGIOUS TOURISM
- 3 CULTURAL/HERITAGE TOURISM
- 4 SHOPPING TOURISM
- 5 NATURE TOURISM

# MARKET SEGMENTATION

Tourism market segmentation is a practical strategy for acquiring a comprehensive understanding of tourism diversification. Market segmentation data is used by tourism researchers and the tourism sector to identify prospects for strategic advantage in the marketplace. Tourists have different options when it comes to selecting destinations, activities engaged, and modes of transportation, just as they may come from different areas, be of different ages, earn different earnings, and have different styles and preferences for how they want to spend their lives. There are several bases that can be used to categorize markets into segmentation. Among them are behavioral segmentation, psychographic segmentation, demographic segmentation, and geographic segmentation. In the context of this study, there are two segments have been chosen which are based on demographic and psychographic segmentation.

## *Demographic Segmentation*

Demographic segmentations are segmenting the market according to numerous components such as age, gender, generation, occupation and many more that relatable to the target demographic background. The reason for choosing the demographic segmentation is due the majority of tourists that visited Saudi Arabia and Kelantan are among generation Y which range from the age of 27 to 44, and they travelled in a group either tour group or family, friends, and relatives. The gender of the respondents which is dominated by female also reflecting the choice of 'shopping' and 'food-hunting and dining' as among the activities engaged by them more relatable which portrays the nature of spending among female tourists which highly associated with the two activities.

## *Psychographic Segmentation*

Psychographic segmentation is commonly encompassing classification based on social class, lifestyle, and personality. In the context of this study, it is based on personality which represents the collection of traits that someone possess or exhibit consistently over time. As the target of this market segmentation, travel components will be highlighted more to figure out the best segmentation. In the context of this study, the type of psychographic segmentation which can be segmented is based on the personality as figured out that most of the respondents are psychocentric tourists. It is one of the classification of traveller type according to Plog's Model of Tourists Behaviour. This is evidently supported as the majority of the respondents preferred to travel using a full package tour which indicates the traits of psychocentric that seek the feeling of secure and comfort, especially by travel in organised group.



# MARKET TARGETING

In marketing, targeting refers to a three-step process that marketers utilize to identify the best segment to target. It is a part of the marketing STP, which stands for segmentation, targeting, and promotion in marketing. Marketers will segment their target audience based on demographic information such as interests, hobbies, geographic area, age, or prior purchase history. In this study, three targeting groups have been chosen derived from the identified top three niche tourism in Kelantan as viewed by the survey respondents. The three target groups are food lovers, religious people, and history and culture seekers.

## *Gastronomy tourism (Local and traditional cuisine)*

- Food-hunting and dining
- To taste the local cuisine

## *Religious Tourism (Mosque and Religious Event)*

- Visiting religious places
- Enhance religious-related knowledge
- Earn spiritual merits

**" The three target groups are food lovers, religious people, and history and culture seekers "**

## *Culture/Heritage Tourism (History & Traditional Lifestyle)*

- Visiting historical attractions
- Fulfil curiosity about local culture and traditional lifestyle



# MARKET POSITIONING

Market positioning is the capacity to affect customer perception of a brand or product in comparison to competitors. Market positioning's goal is to develop an image or identification for a product or brand as a way for people to perceive it in a certain way.



- 1. Promoting Culture and Heritage Tourism through Interactive Activities at Heritage Sites.*
- 2. Introducing the wide range of Halal Gastronomy in Kelantan as the signature and niche for tourists from other regions and states to experience.*
- 3. Magnifying the prospects of tourism Kelantan through information and prospects of infrastructure and services at the targeted Special Interest Tourism destination.*

Positioning Kelantan by proposing special interest tourism are strategical aims to promote the signature of Kelantan in terms of potential tourism while increasing the number of tourists arriving. This requires a measure by proposing the attractions, products, and events that can be a paradigm shift for tourism in Kelantan.







# ***SPECIAL INTEREST TOURISM RECOMMENDATIONS***

## Benchmark 1: Museums in Riyadh



Arab news on 11 June 2019 by Rashid Hassan.

Museums in Riyadh are not simply places to see old items, as most museums are, but they also serve as gathering places. This museum, which has ten exhibits, courtyards, and a part that houses the founding monarch of Saudi Arabia's fine automobiles and other valuables, explores the origins of Islam. According to Masmak's Museum administrators, around 7,000 people visited over the Eid Al-Fitr celebrations last week. The museum's director, had previously asked visitors to attend after Ramadan to learn more about the Kingdom's history. The museum's preparations began early and that guides had been assigned to greet tourists as well as those attending Al-Hakam Palace celebrations. Photographs, maps, models, displays, ancient weapons, historical objects, and exhibition and audiovisual halls can all be found in the museum.

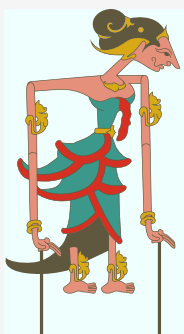
During Eid Al-Fitr, the museum was open from 4 p.m. to midnight, with a variety of programmes, events, and activities. It is one of Saudi Arabia's most significant historical landmarks, evoking the spirit of old Arabia and the fight that led to the contemporary Saudi state. The museum was built on the site of a fort that was besieged by the Kingdom's founder, King Abdul Aziz bin Saud, in 1902. Masmak means "high, fortified, thick, and large" in Arabic, which are all vital attributes for a fort that witnessed King Abdul Aziz's efforts to consolidate the Kingdom. Masmak Fort is a popular tourist attraction and a must-see in Saudi Arabia's capital. Here are many of the Kingdom's most important historical items. The fort has almost become an official symbol of Saudi Arabia's emergence, encapsulating the spirit of old Arabia and the fight that led to the contemporary Saudi state. Traditional clothing and crafts, a working diwan with an open courtyard, and a mosque are among the attractions available to visitors. Although there are many big differences between a museum in Saudi Arabia and a museum in Kelantan, Kelantan has many additional available potentials that, if properly handled, will improve the tourism landscape in that area.



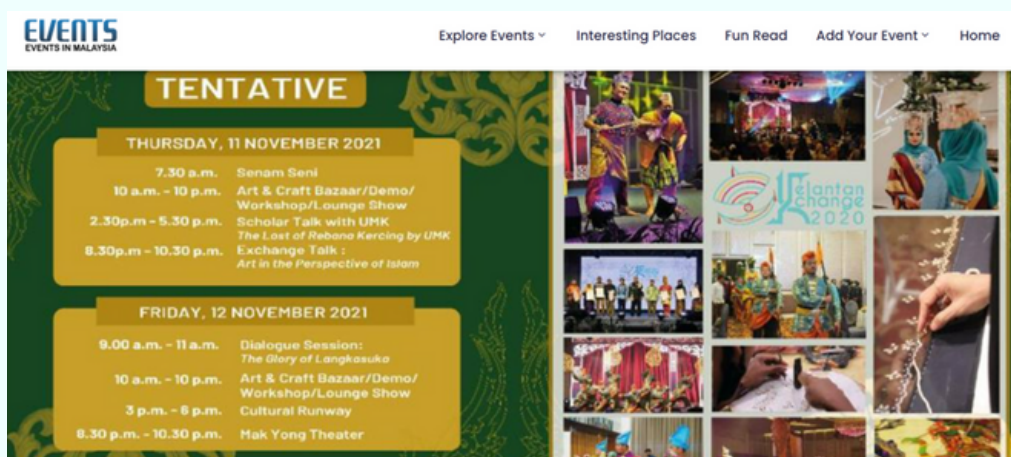
## Recommendation 1: Promoting Culture and Heritage Tourism through Interactive Activities at Heritage Sites

It is revealed that 67.4% of the respondents are interested in historical and cultural activities. They travelled to Kelantan specifically for that purpose, and the first recommendation, Promoting Culture and Heritage Tourism through Interactive Activities at Heritage Sites, could be a viable option for further promoting Kelantan. Based on this finding from the respondents, the key reason for recommending the proposal is to cater to the targeted respondents who are visiting Kelantan. The history aficionados made up half of the group. Plus, there are number of studies indicate that entertainment activities at heritage sites enhance the number of visitors (Poria et al., 2004, Yoon & Usyal, 2005; Huh et al., 2006; Poria et al., 2006; Choi, Lehto & Morrison, 2007; Ali 2019) which highlights more on the idea suggested. Potential activities that could be done at the Museum in Kelantan include, Design Wau kite or creating their own Wau. A Wau Kite, as it is known in Malay, is a handcrafted Malaysian kite that has been flying for centuries. The curve of its wing, which resembles an Arabic letter pronounced "wow," gave it its name. It is a worthwhile exercise that is ingrained in the people's culture, especially in the Malayan Peninsula's eastern states, especially Terengganu and Kelantan, that are otherwise known for Wau Bulan. Aside from that, because Kelantan has many handicrafts manufacturers, activities like as embroidery, songket, and batik can be done. They can work together to give a better experience for tourists that come to visit.

Producing Wayang Kulit theatre, watching historical movies, dyeing cloth with Batik themes, and wood carving are some of the suggested activities. All of these activities are possible because Kelantan is known for these types of activities, and combining them with museum visits would enhance the tourists' experience and offer them a sense of Kelantan that matches their purposes. All of these activities are feasible, and Kelantan has a track record of putting on successful large-scale events, such as the Kelantan Exchange 2021. The purpose of the Kelantan Exchange is to promote Kelantan handicrafts and tourism items.



*Some interesting activities that can be done in the Museum*



### *Kelantan Exchange 2021 Event*

The Malaysian Craft Council (MCC) is the organizer of this event. This event aims to preserve the heritage value of local crafts. The last events of Kelantan Exchange 2021, took place at Grand Renai Hotel from November 11 to 13. 50 local artists had taken part in the event, which was also aimed at maintaining the country's cultural history. Arts and craft workshops, as well as the Mak Yong performance by Kelantan Department of Culture and Arts (JKKN) director Rosnan Abdul Rahman and star Arja Lee, were among the celebrity that came to liven up the celebration.



*Invited Malaysian local celebrity,  
Arja Lee*



The Japan Foundation also presented at the event, sharing information on Japanese culture, arts, and crafts. Kelantan was selected as the event's host since it is **one of the states with the most local handicrafts**. JKKN, Tourism Malaysia, University Malaysia Kelantan, and Yayasan Hasanah are among the agencies and non-governmental organizations that will be involved in Kelantan Exchange 2021. This event demonstrated that Kelantan has a huge amount of potential if it is properly advertised.





## BENCHMARK 2: MALAYSIA-THAILAND HALAL FOOD FESTIVAL

Malaysia-Thailand Halal Food Festival is an event that gather Thailand delicacies vendor. This event is frequently held at the popular and hypermarket around Kuala Lumpur and Selangor. The product of food and beverages sell are originally come and made by local people of Thailand. There are around 20 to 30 stalls from variety range of food were offered to represent the Thailand food culture. This huge event succeeded to attract local people and become one of the most awaited events to be held in one area. This event increases the motivation and interest of visitors to know more about Thailand culture and heritage food.





Food is an essential component of the tourism experience and due to the value, it has given rise to food events as a distinct tourism concept. Culinary festivals are the most popular of the many food events. Food festivals are widely acknowledged as an important component of cultural tourism and have emerged as a key focus point, particularly in rural areas. Simply having food at a festival does not qualify the event as a food festival. A food festival can be roughly described as a tourist event that incorporates food in a way that highlights regional or local delicacies or presents food-themed programmes or activities. Furthermore, because of the connection between food and daily life, the activities provided at food festivals provide easy entertainment that is accessible and entertaining for many audiences.

## KELANTAN FOOD FESTIVAL



The recommendation proposed to incorporate the interest of tourists in cultural and traditional food of local people and enhance the value of “halalan toyyiban” food that defines as virtue and healthy food consumption. Kelantan is a strategic state that offer cross-cultural value and lifestyle with Thailand especially Siamese people due to the neighbouring location of both states. Considering the opportunities of merging the gastronomy and religious tourism, halal food festival is a great event that can be organised to attract more tourists to visit and experienced Kelantan tourism. The highlight of the event is demonstrating and promoting Kelantan and Siamese traditional food and Halal gastronomy presentation.

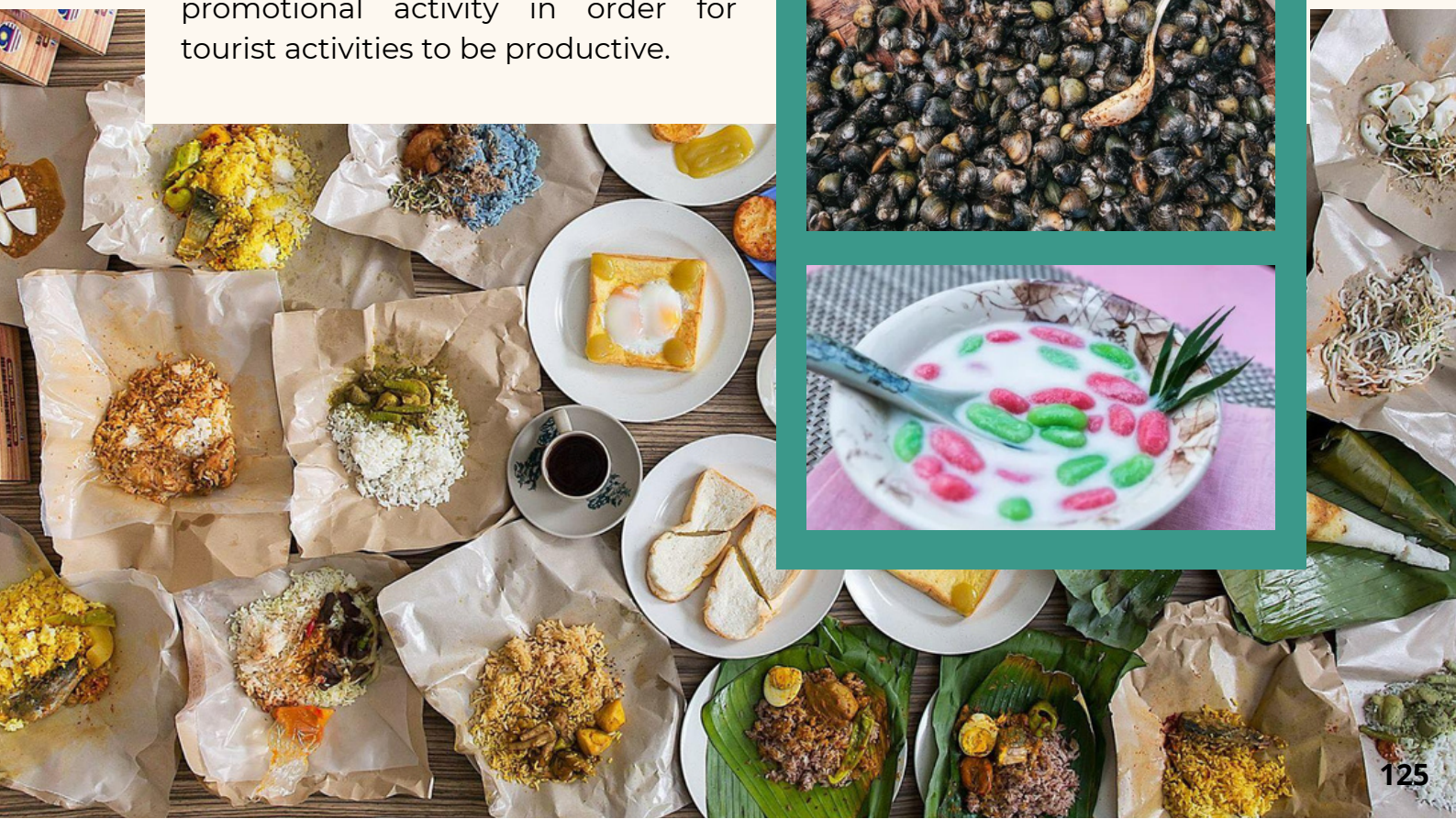
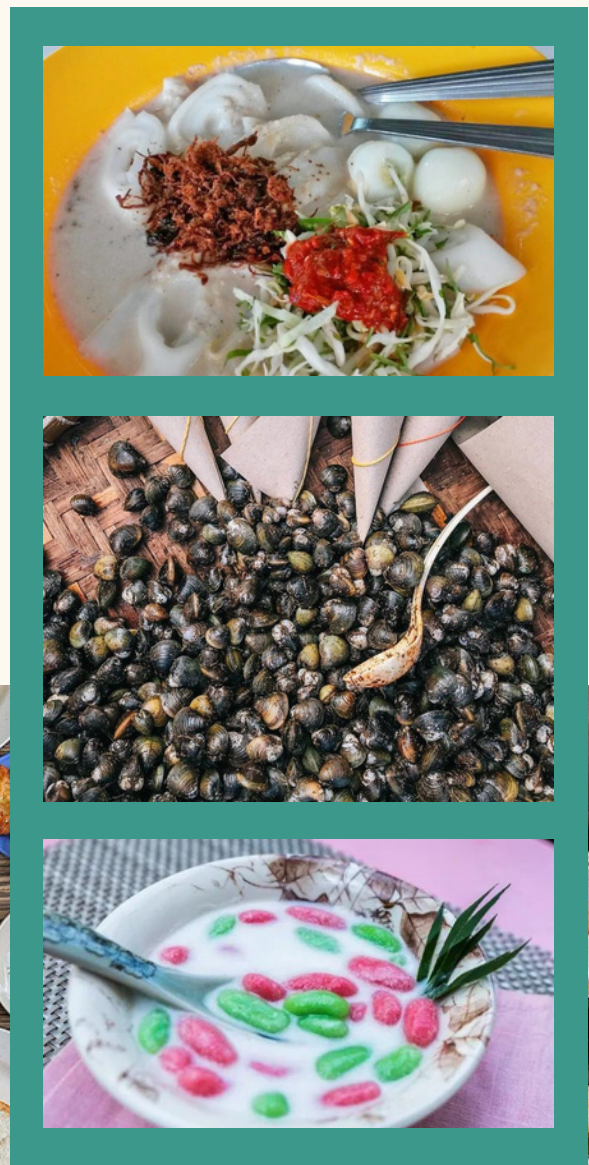
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***“Modern life with high-speed pace makes people spend less time on cooking. In the meantime, eating out, and attending food festivals has become interesting activities”  
(Gheorge et al., 2018)***



The proposed venue and period of the event is based on the survey that has been conducted. The most visited area of Kelantan is Kota Bharu, Pasir Mas and Gua Musang. Commercialized area and centre of business activity is the common traits of these three chosen area. The arrival of tourists and Kelantanese that migrate in other states recorded increases during public holiday and national festival. Thus, the event can be organized successfully during end of each year between November and December. With the increase number of tourists visiting Thailand, Kelantan as bordering state should grab the attention of day trip tourists and offer great product and facilities as a transit area. All local vendors and hawkers can take this opportunity to sell authentic and traditional food and product of Kelantan. The state government also can take this initiative as part of annual event calendar to promote Kelantan and create new tourism product.

Other than that, the benchmark taken from Malaysia-Thailand Halal Food Festival can be a good example on the promotional activities that can influence people to have motivation to get hands-on experience in the origin state of one's culture. The event succeeded to gather big number of visitors and offering good product knowledge of the traditional food. This demonstrates how critical it is to have effective and consistent promotional activity in order for tourist activities to be productive.





### BENCHMARK 3: Tourist Satisfaction Index Arab Saudi

The tourist Satisfaction Index in Saudi Arabia is evidence that the government of Saudi Arabia has provided various initiatives to maximize the level of satisfaction of tourists visiting their country. This is because Saudi Arabia believes that the tourism industry will have a huge impact on the socio-economy of its country so many initiatives have been taken to meet the needs of tourists and maximize their level of satisfaction of tourists. Based on this Tourist Satisfaction Index, there are six factors that cause tourists to feel satisfied when traveling to Saudi Arabia. Among the factors are destination image, infrastructure, safety level, service support, cleanness and cost, and value for money. Based on this factor, tourism developers in Kelantan should and should follow the steps used by the Saudi Arabian government for its tourism industry. particularly in terms of the provision of infrastruutre and support services.

#### Tourist Satisfaction indicator in Arab Saudi

Destination Image	<ul style="list-style-type: none"> <li>• Accessible</li> <li>• Climate is soothing</li> <li>• Has excellent accommodation facilities</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• High speed internet &amp; network services are available in sites</li> <li>• Standardized malls and shopping complex</li> </ul>
Safety Level	<ul style="list-style-type: none"> <li>• Implemented safety and security policies for tourist</li> <li>• Has measurement for health concern</li> </ul>
Service Support	<ul style="list-style-type: none"> <li>• Banks and ATM machines are available in site location</li> <li>• Car for rentals are easily for tourists.</li> <li>• The destination has facility for cards and online payment</li> <li>• Roads and highways are well navigated by road signage</li> </ul>
Cleanliness	<ul style="list-style-type: none"> <li>• Destination maintains clean and hygienic environment</li> </ul>
Value of Money	<ul style="list-style-type: none"> <li>• Value Spent for Transportation, accommodation, food, and etc</li> </ul>



### **Recommendation 3: Magnify Tourism Facilities at Special Interest Tourism Destination**

Goeldner et al (2003) say that a tourist destination is a tourist attraction that has facilities and services that can help tourists. Meanwhile, it is stated that if there are tourists who feel dissatisfied when traveling then it has to do with the poor performance of the tourist destination properties. Furthermore, the halo effect can also have a negative or positive impact on a tourist destination.

In addition, a study conducted by Jing et.al (2019), with respect to tourist satisfaction says that a good image of a tourist destination can improve the behavior and intention of tourists to revisit the tourist destination that has been visited. In addition, the facilities available at tourist locations can also add value to the image of the location as well as increase the level of tourist satisfaction.

Based on the findings of the study, there are three tourist destinations that have been proposed by the respondents to create a Special Interest Tourism (SIT) in Kelantan to meet the behavior of tourists, namely tourists from Saudi Arabia.

However, after making a secondary study of these three locations, there are some issues or problems that need to be resolved first before converting these locations to Special Interest Tourism (SIT). Among the problems found in such locations are lack of tourist facilities, failure to utilize potential areas, and low internet coverage (BHharian, 2016). This issue needs to be resolved before the SIT is implemented as it will leave a huge impact on the level of satisfaction of tourists when or will they travel to Kelantan.

Based on the benchmark that has been discussed before, namely the Tourist Satisfaction index in Saudi Arabia, there are six factors that need to be considered to increase or meet the level of tourist satisfaction, namely the destination image, infrastructure, safety level, service support, cleanliness and cost and value for money. To ensure that the SIT in Kelantan is in a state of readiness to receive tourists, these six factors need to be considered.



In addition, tourism developers in Kelantan need or can comply with ISO Tourism and Related Service to ensure that the SIT tourism area in Kelantan is in optimal condition. Among the ISO that can be taken into account is ISO 13810: Service provision. In general, this ISO emphasizes the large growth of industry tourism activities, and professionals must apply quality strategies to their services, increase their exposure and strengthen visitor confidence while visiting tourist sites.



Apart from that, the local government also needs to work with telecommunication companies to further expand internet access in tourist areas in Kelantan as we know internet access is now in the 5G environment which is the fastest internet access so far. They can provide proper wifi in tourist areas in Kelantan to make it easier for tourists to browse the internet to find information and so on. Based on a study conducted by Anuar et. al (2017) entitled "Influence of Wi-Fi Service Quality towards Tourists' Satisfaction and Dissemination of Tourism Experience" the study showed that Wifi service can improve the travel task of tourists where tourists will use this service to find information about the surrounding area, facilities which are in the area of attraction.

Thus, this recommendation showed that without adequate facilities, it will affect the reputation and image of the SIT destination. In addition, it will also affect level the of tourist satisfaction.



# CONCLUSION

To summarize, tourism is one of the economic forces that might influence Kelantan's scenery. However, state discrimination and Kelantan constraints, such as communication obstacles, limit the potential Kelantan uphold. It is hoped that the suggestions made in this magazine would serve as one of Kelantan's main attraction, generating special interest tourism that will benefit both the Kelantan state and the community. However, the development of wellness tourism in Kelantan will not be able to match that of Saudi Arabia. It merely serves as an example or a benchmark for Kelantan to strive for. Kelantan State's tourist development and master plans should have different strategic and management plans. As a result, understanding the destination features and competitiveness of a new area is critical for any potential new tourism destination in Kelantan to ensure its long-term viability and sustainability. Based on the findings, it can be stated that religious, gastronomic, and historical sites play a significant role in maintaining Kelantan tourism's long-term viability, as many tourists visit Kelantan for these reasons. The previous statement was backed up by a study that found that good destination image, and in this case, Kelantan qualities and products, increased destination loyalty. Tourists are extremely motivated by the destination's image and experiences to visit and return. As a result, the findings imply that Kelantan's representational image should be further improved through methods focused at enhancing tourist satisfaction.



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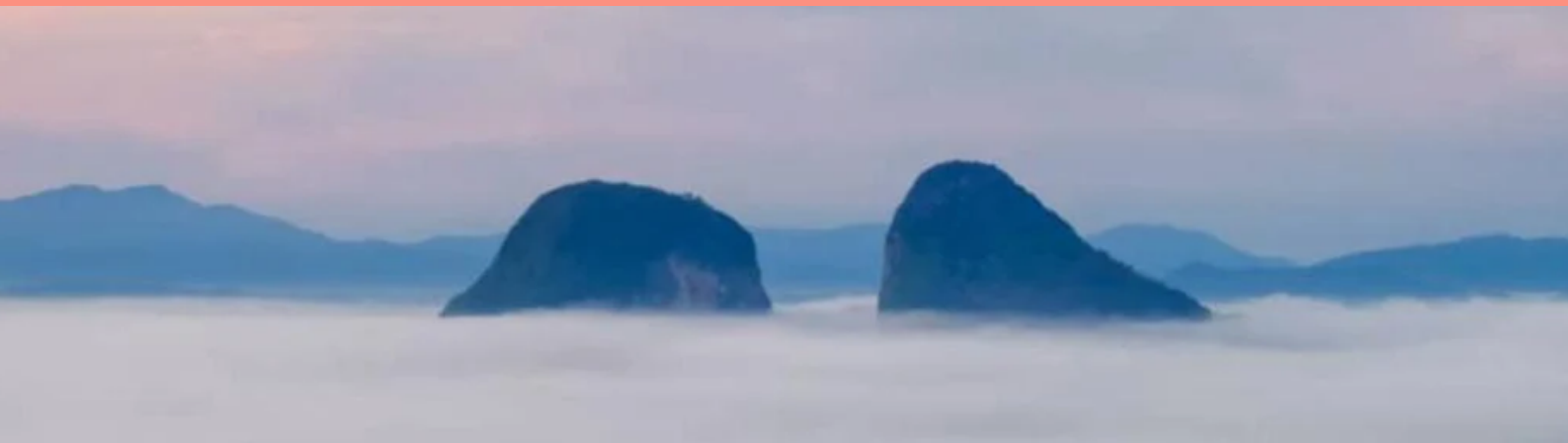
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# **SPECIAL INTEREST TOURISM**

in Perlis

## Benchmarking Top International Tourism Destinations



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# INTRODUCTION

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# INTROD- UCTION



According to Kock et al. (2018) tourist behaviour is particularly a suitable context that can be observed even if it is not the same. Every people from all countries have different behaviour according to their origin. Because of that, it is important to investigate and identify the behaviour of certain people to determine the suitable tourism preference of the target countries.

Due to that, Special Interest Tourism (SIT) is important to cater specific interests of a certain group or individual. SIT can be the reasons and motivations for people to travel to certain places. SIT also can be a new interest thing that can develop the motivation for tourists to come to that place.

*In this study, tourists from China have been utilized as the case study to examine the tourist behavior pattern and their interest to visit one of Malaysia's countries which is Perlis. This magazine will show the findings and some of the recommendations for the SIT in Perlis.*

*The purpose of the study is:*

*To explore the motivation of China's tourists to go to Perlis as their preferred location*

*To understand the purpose and the challenges when traveling to Perlis*



# SUSTAINABLE DEVELOPMENT GOALS

Tourism plays a big role in sustainable development in many areas of the world. Through tourism, many countries can increase their economic growth and create jobs that will give income to those countries. Therefore, the related Sustainable Development Goal (SDG) that is suitable for Perlis is SDG number 15 which emphasizes Life On Land.

The goal of the SDG 15 is to protect, restore and promote sustainable use of terrestrial ecosystems. This is important as the development of tourism, the need to take care of the nature is also important. Human activities can reduce food production and can disturb weather patterns. Therefore, it is important to control the development of tourism to save nature.



According to the Ministry of Energy and Natural Resources (2017), Perlis has 14.5% of the forest area in 2015. It shows that Perlis has a little percentage of the forest during those times. According to United Nations (2020), the forest is important for sustaining life on earth. To sum up, it is very important for the recommendation and output of the study is incorporate with SDG 15 which includes protecting nature in Perlis.

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# BACKGROUND OF CHINA

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# HISTORY OF CHINA

## Empire

China's history dates back 3,500 years. Successive dynasties developed bureaucratic authority, giving agrarian-based Chinese an advantage over nomadic and hill civilizations. Confucian state philosophy and a shared written language helped establish Chinese culture. In 1644, nomadic Manchus defeated the Ming dynasty and created the Qing (Ch'ing) dynasty with Beijing as its capital.

## 1900s China

The last Qing ruler abdicated in 1911 after a military insurrection. Yuan Shikai was China's president from 1911 until 1916. China was dominated by changing alliances and opposing provincial military chiefs after his death. Chiang Kai-shek unified much of south and central China in 1925. (KMT). In the 1920s, many CCP leaders were killed, and those who survived reformed under Mao Zedong (Mao Tse-tung). By 1949, the CCP dominated China. Chiang Kai-shek fled to Taiwan with his KMT administration and military troops and proclaimed Taipei China's "provisional capital."

## China (PRC)

Mao Zedong founded the PRC in Beijing on October 1, 1949. China underwent economic and social reform in the 1950s. In 1958, Mao unveiled a new economic programme, the "Great Leap Forward," to boost industrial and agricultural productivity. "Backyard factories" and giant cooperatives studded China's countryside. Agricultural production plummeted as usual market procedures were interrupted. In 1966, the "Great Proletarian Cultural Revolution" pitted one Chinese Communist leadership faction against another. China's political and social instability lasted a decade. Lin Biao purportedly tried to conduct a coup against Mao in September 1971. After Lin Biao, several sacked officials were restored.

## Post-Mao

Mao's death in September 1976 sparked a succession battle. Deng Xiaoping was returned to all his prior responsibilities during the 11th Party Congress in August 1977. Deng led the drive to give government authority to party veterans opposed to the preceding two decades' excesses. The new, pragmatic leadership prioritized economic growth above major political movements. The Chinese government became more pragmatic after 1979. The party encouraged artists, authors, and journalists to be critical, but assaults on party power were forbidden.

## 1989 Tiananmen Square Protests

*Hu Yaobang's death on April 15, 1989, along with rising inflation, sparked a large-scale protest movement by students, intellectuals, and other urban dissidents. Beijing students and residents camped out on Tiananmen Square to mourn Hu's death and protest reform slowdown. Their growing demonstrations called for an end to governmental corruption and support of Constitutional liberties. Shanghai and Guangzhou saw protests. After Zhao's reasoning with the protestors failed, martial law was imposed on May 20, 1989. Beijing's armed battalions arrived late June 3 and early June 4. They used guns to disperse protesters. Most analysts assume the death toll in Beijing was in the hundreds. After June 4, while foreign governments expressed horror at the brutal suppression of the demonstrators, the central government eliminated remaining sources of organised opposition, detained large numbers of protesters, removed Zhao supporters from office, and required political reeducation for students, party cadre, and government officials.*

## 3G Leaders

*Before his 1997 death, Deng's health worsened. President Jiang Zemin and his generation increasingly took over day-to-day administration activities. President Jiang leads this "third generation" jointly. The 9th National People's Congress re-elected Jiang in March 1998. Constitutionally, Premier Li Peng must resign. China is dedicated to reform and opening. The Chinese government prioritises state-industry reform. Large-scale privatisation of unproductive state-owned firms and layoffs are government initiatives. The government bureaucracy has been reduced.*



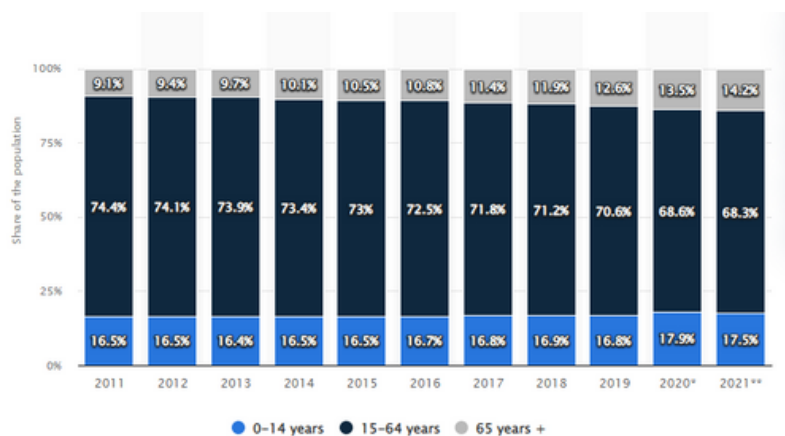
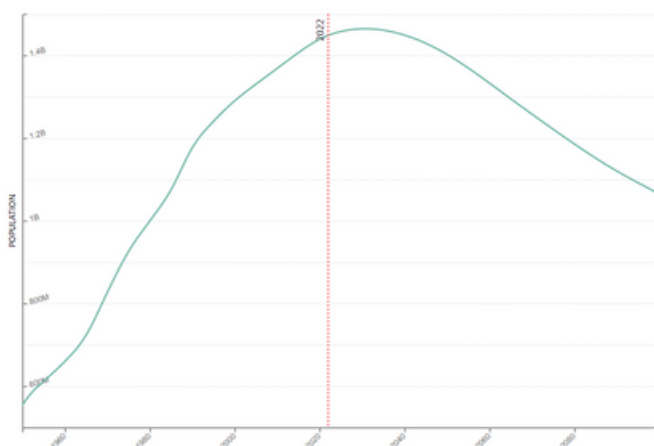
# DEMOGRAPHY





China Population 2022 (Live)

1,448,097,000



As a result of China's one-child policy, the country has a big population but a smaller young population. In 1982, China had a populace of 1 billion people.

China had a population of 1.413 billion people as of December 2021 (Liyan, 2022). Han Chinese made up 91.11 percent of the population, with minorities making up 8.89 percent, as per the 2020 census. China has the 159th-lowest population growth rate in the world, at about 0.03 percent each year (Tan, 2022). Census data from China's seventh national population census, which was completed in late 2020, was released in May of 2021 (National Bureau of Statistics of China, 2011)

The current population of China is 1,448,097,000 based on projections of the latest United Nations data. The UN estimates the July 1, 2022 population at 1,448,471,400 (World Population Review, 2022)

In 2021 China population had 17.5% 0-14 years, 68.3% 15-64 years and 14.2% 65 years and above. The one-child policy was resisted, especially in rural regions. Families that break this guideline tend to lie on census surveys, skewing China's genuine population. Since the 1970s, Chinese population data are less trustworthy. In 2016, China stopped the policy.

China's economic prosperity is largely due to its abundant, inexpensive labour and minimal social expenses. With fewer young Chinese and more old, it's uncertain if China's economy can continue to develop quickly.

China's male-to-female birth ratio is abnormal. Most countries have more females than boys, but not China. Many believe Chinese households prefer males.

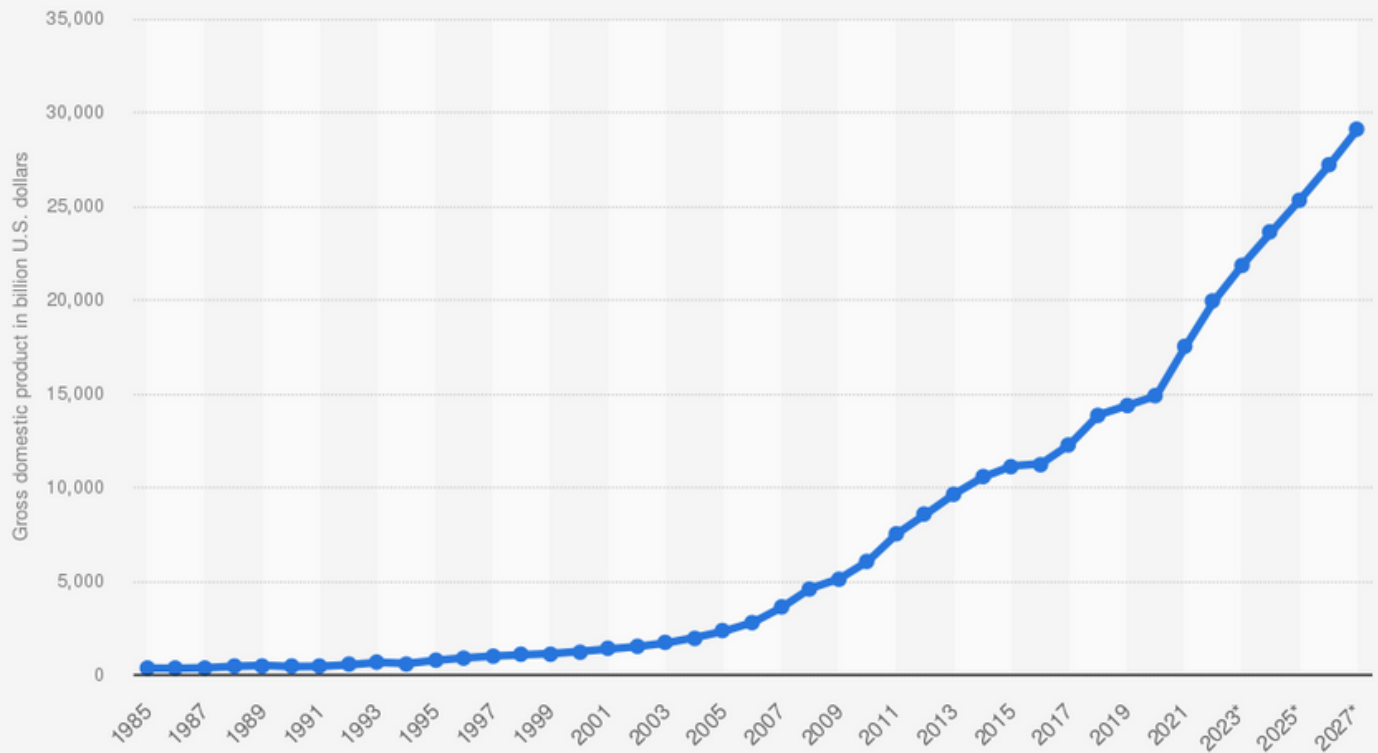


The background of the slide features a close-up, slightly angled view of Chinese 100 Yuan banknotes. The notes are primarily pink and red, with the large number '100' and the characters '100 元' (100 Yuan) prominently displayed in gold and red. The portrait of Mao Zedong is visible on the right side of the notes. In the lower-left corner, a stack of several banknotes is visible, with the serial number 'BX85097303' printed on one of them. The word 'ECONOMY' is superimposed in the center of the image.

# **ECONOMY**



## Gross domestic product (GDP) at current prices in China from 1985 to 2021 with forecasts until 2027 (in billion U.S. dollars)



Source  
IMF  
© Statista 2022

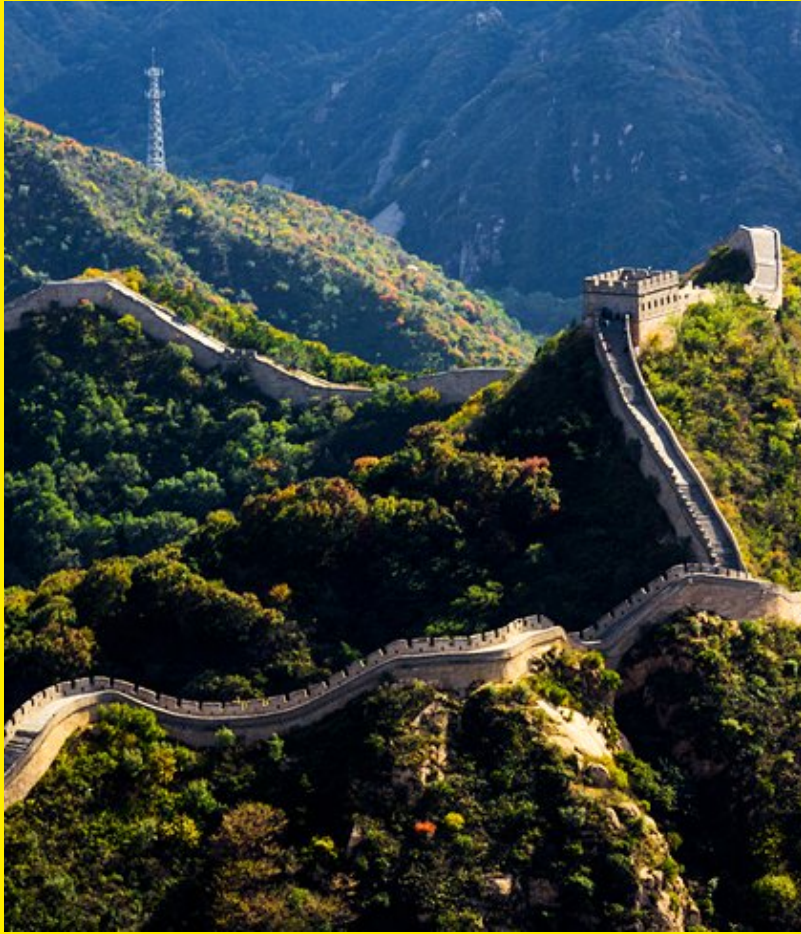
Additional Information:  
China; 1985 to 2021

The Renminbi, (Chinese: “people’s money”) also called yuan, is official currency of China. One renminbi (yuan) is divided into 100 fen or 10 jiao. Comparing the currency of Malaysia Ringgit (RM) against Chinese Renminbi is 0.66 Malaysian Ringgit to 1 Chinese Renminbi also known as Yuan. For nominal GDP ranking according to International Monetary Fund, (2022) China ranked 2 with 13.4 trillion behind United States which is 20.49 trillion.

China is the world's biggest exporter and manufacturer. It's the fastest-growing consumer market and second-largest importer (Barnett, 2013) China consumes the most commodities and half of the world's metals (Bafes, 2018) China imports services (Intracen, 2018) It's the world's largest commercial nation and a leader in international trade (Malcom, 2016). In 2001, China joined WTO (WTO, 2014). ASEAN, Australia, Cambodia, New Zealand, Pakistan, South Korea, and Switzerland are free trade partners.

The US, EU, Japan, Hong Kong, South Korea, India, Taiwan, Australia, Vietnam, Malaysia, and Brazil are China's biggest commercial partners. China's labour force has 778 million people in 2020. It's 31st on the Ease of Doing Business index and 28th on the Global Competitiveness Report. China rated 12th in the Global Innovation Index in 2021, 3rd in Asia & Oceania, and 2nd for nations over 100 million. It's the only middle-income and recently industrialized top-30 economy. Patents, utility models, trademarks, industrial designs, and creative products exports are tops in China. China contains two of the top five scientific and technology clusters in the world (Shenzhen-Hong Kong-Guangzhou and Beijing). China has 500 million 5G customers and 1.45 million base stations as of March 2022 (Tomas, 2022)

# TOURISM IN CHINA



The Chinese tourism business is significant. Since the commencement of reform and liberalisation, the volume of tourists has grown significantly. Tourists are flocking to China as a result of China's growing middle class and the loosening of travel restrictions by the Chinese government. As one of the world's most-watched and hottest tourist marketplaces, China has become one of the fastest-growing. According to Xinhuanet, China's tourist industry is poised to continue expanding across the world.

The People's Republic of China was closed to all but a few international visitors from 1949 until 1974. When Deng Xiaoping decided in the late 1970s to promote tourism as a means of obtaining foreign currency, China's tourist sector began to flourish.

## **What is the current state of Chinese tourism?**

Since the open policy was implemented in 1978, China's tourist industry has grown rapidly. Chinese tourism has thrived in recent decades because to the country's awe-inspiring architecture, stunning landscapes and warm people. The rise of China's middle class and the loosening of limitations by the Chinese government are both contributing to the growth of the country's tourism sector. In recent years, China has risen to the top of the list of most popular destinations for tourists travelling abroad. Beijing, Shanghai, Tianjin, and Chongqing are home to 248 of the country's 1349 intercontinental travel agents. It's now so easy for visitors to come to China because of the vast improvement in both domestic and international transportation.

## **In 2018, how many visitors came to China?**

Over the course of 2018, China welcomed 141.2 million visitors, a rise of 1.2 percent over the previous year. There were a total of 62.9 million overnight visitors, an increase of 3.6 percent over 2017. In 2018, Shanghai, Beijing, Guangzhou, Chengdu, Chongqing, Nanjing, Kunming, Wuhan, Xi'an, and Hangzhou were China's top 10 source cities for outbound tourists from the country.

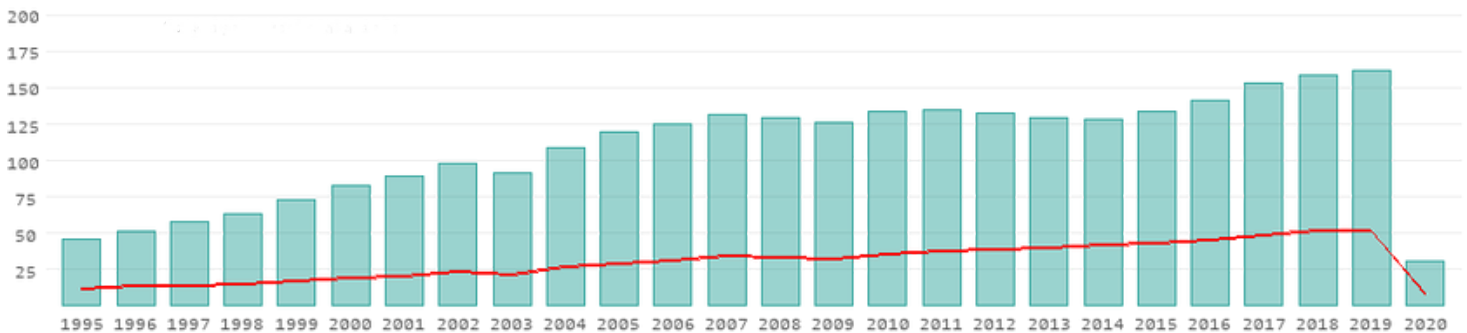
Beijing was the destination of choice for 82% of China guidebook visitors in 2018. This makes sense, given Beijing's status as China's principal entry point, both physically and historically, and the fact that it is home to two of the country's most well-known tourist sites. China's Great Wall and the Forbidden City.

Shanghai, China's financial centre and a major international hub, accounted for 31 percent of the visitors to the China guide. In 2018, 27% of tourists went to the ancient city of Xi'an, which is home to the world-famous Terracotta Army.

Among international visitors to China, Guilin/Yangshuo; Hangzhou; Suzhou; Chengdu; and Zhangjiajie were the second most popular locations. The natural beauty of the Guilin/Yangshuo region is well-known, and it's easy to see why (Batarsuren, 2021).



# TOURISTS ARRIVAL



Source: World Data Info, (2020)

A visual representation of China's annual visitor influx is shown in the graph above. As long as you've spent at least one night in the nation, you're considered a tourist, regardless of how long you stay. Business trips and other non-tourism travel reasons were previously eliminated from the survey because it asked about the purpose of the trip. Crew on ships and planes are not considered tourists in most countries despite the large number of people going through on the same day. If the same individual visits many times in the same calendar year, each visit is counted as a new one.

The graphic shows the number of tourists in millions. The average of the six East Asian countries is shown by the red line.

South Korea was the leading source nation for China inbound tourism in 2016, according to data from the year prior. Tourist arrivals from Hong Kong, Macau, and Taiwan make up a significant 81.06 million of the total number of visitors. In the same year, there were 28.15 million overseas visitors to China. (Travel China Guide, 2016)

A 4.2% rise in the number of overnight guests was recorded in 2016 compared to the same time in 2015. (of which over 60 percent came from Hong Kong, Macau and Taiwan).

Growing tourist numbers in China bode well for China's position as a world leader in travel and tourism, after the United States, by 2015. A steady Chinese tourist surge is predicted, according to Xinhuanet. With 56.9 million international tourists every year, China is currently in fourth place in the world rankings, behind France, the United States, and Spain. In 2018, China welcomed 3054 tens of thousands more tourists than it did in 2017. There were an average of 1198.26 tens of thousands of tourists arriving in China each year between 1978 and 2018, peaking at a record-breaking 3054 tens of thousands in 2018 and a record-low 22.96 tens of thousands back in the early '70s.

However, tourism supply chains were damaged by the recent COVID-19 outbreak, which caused a huge economic depression in China. Chinese tourism officials have devised extensive tactics and plans for domestic travel in order to recover from the pandemic's difficulty.



## CHINA MALAYSIA RELATION

Besides Kuala Lumpur, China maintains consulates in George Town, Kota Kinabalu, and Kuching. China's embassy is located in Kuala Lumpur. The Malaysian government maintains an embassy in Beijing and consulates in Kunming, Guangzhou, Shanghai and Xi'an. As the second-largest Chinese diaspora in the world, Malaysians have a strong connection to both nations (Tan,1997).

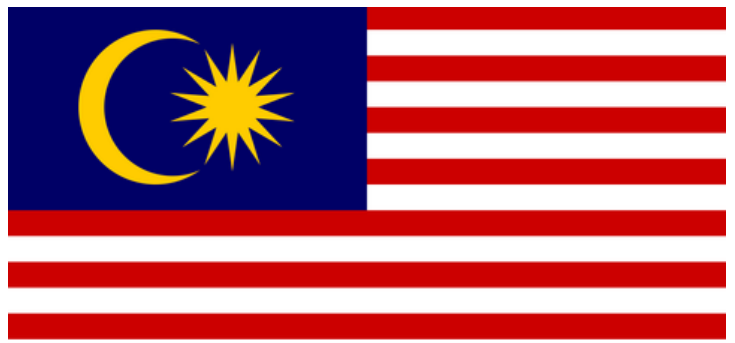
South China Sea disputes between China and Malaysia have recently resulted in some tense relations between the two countries.

Many Malaysians are afraid that territorial conflicts between China and neighbouring nations might lead to a military war (Pew Research Centre,2014).

Yet a 2017 Merdeka Center poll found that 70% of Malaysians were in favour of China's presence and investment in their nation (Rahim, 2017) Approximately 74% of Malaysian respondents to an Ipsos poll in 2019 believed that China will have a beneficial impact on international events during the next decade (Statista,,2019).

Ex-Prime Minister Najib Razak made the announcement during a visit to China in November 2016 when the two nations inked a series of deals on energy and defense (Berlinger,,2016).

14 deals totaling \$34.7 million were signed as a result of this (Chase, 2003).



## TOURISM

According to Ex Malaysian Tourism Minister Ng Yen Yen, the country welcomed 1.25 million Chinese tourists in 2011. During the Visit Malaysia Year 2013/2014, the ministry intends to welcome 1.5 million visitors, with a further 2 million expected in 2012. It was inaugurated in 2012 by the Tourist Office of Macau's government in Malacca as a way to improve the cultural and tourism links between Macau and Malaysia.

Before this Malaysia requires a visa for Chinese nationals to visit the country. A Malaysia eVisa or an Electronic Travel Registration and Information (eNTRI) visa is now available to Chinese people as of 2017, making it easier than ever for them to travel to Malaysia.

Obtaining a Malaysian visa from China has been streamlined, making it simpler for travellers to enter the nation. It also makes it easier to enter the nation once tourist from China arrive at a Malaysian port of entry (Visa Malaysia, 2022).





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# BACKGROUND OF PERLIS

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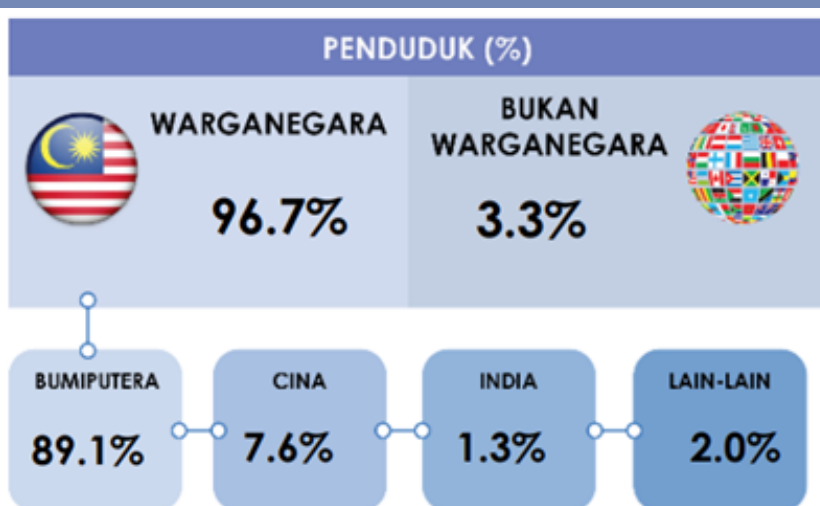
***Perlis is also known as  
Perlis Indera Kayangan  
which is its honorific title***



# ***BACKGROUND OF PERLIS***

Perlis is the smallest state in Malaysia. The location of it borders Thailand. The total area of Perlis is 819 km<sup>2</sup>. Furthermore, Perlis has a population of 261, 900 people as of the 2020 census (Jabatan Perangkaan, 2020).

The capital city of Perlis is located at Kangar while the royal capital for Perlis is at Arau. There are two ways people from Thailand can enter Perlis which are the first one is at Padang Besar and the other one is at Wang Kelian. Perlis is located at the northernmost tip in Malaysia that is border with Satun and Songkhla region.



**Statistic of Perlis Population**

Source: Jabatan Perangkaan, 2020



# ***TOURISM TRENDS IN PERLIS***



”

**Perlis has beautiful scenery that includes the nature scenery and green field of rice. In Perlis, there is four trends of the tourism types that are popular in Perlis.**

**ECO-TOURISM**

**AGROTOURISM**

**CULTURE AND HERITAGE TOURISM**

**GASTRONOMY AND SHOPPING TOURISM**

# MAP OF PERLIS



## SMART MAP TOURISM NEGERI PERLIS



### PELANCONGAN EKO Lush Greeneries & Limestone Cave

- 1 Taman Negeri Perlis
- 2 Kompleks Eko-Pelancongan Gua Kelam
- 3 Bukit Chohang
- 4 Hutan Rekreasi Bukit Jambul
- 5 Bukit Kateri
- 6 Bukit Tok Duri
- 7 Bukit Chenderawasih
- 8 Hutan Lipur Bukit Kubu
- 9 Trail Pinta Wang Gantung
- 10 Taman Ular dan Reptilia
- 11 Taman Eko Rimba Bukit Ajer



Scan me

### PELANCONGAN MEMBELI BELAH / MAKANAN A Cross Border Shopping Gateway & Authentic Delicacies

- 1 Arked Niaga Padang Besar
- 2 Nal Pokok Getah
- 3 Kompleks Makanan Laut Kuala Perlis
- 4 Pasar Tempong JPS



Scan me

### PELANCONGAN AGRO Fertile Region With Extraordinary Climatic Environment

- 1 Ladang Nipah Kijil
- 2 Belacan Tempatan Sungai Berembong
- 3 Sawah Padli PADLI
- 4 Pusat Kaccerangan Mempalung Harau
- 5 Taman Anggur Perlis
- 6 FF Harau Bee Farm
- 7 Rimba Harau Perlis
- 8 Dusun Durian 120 Tahun
- 9 Stesen Penyelidikan FBM
- 10 Taman Agrovet
- 11 Sentiasa Rian Air Tower
- 12 Pusat Pelancongan Agro Bukit Temiang
- 13 Ladang Bush Tin



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### PELANCONGAN SEJARAH, WARISAN & BUDAYA A Distinctive Way Of Life : Learn Their Values, Appreciate Their Distinction

- 1 Pasar Nelayan Kompleks LKPM Kuala Perlis
- 2 Jambatan Tuanku Syed Putra
- 3 Kampung Pulau Katam
- 4 Muzium Kota Kayang
- 5 Lencungan Banjir Barat
- 6 Homestay Ujung Bukit
- 7 Kompleks Bangunan Kemajuan
- 8 Kagar Art Street
- 9 Kompleks Jabatan Kebudayaan Negeri Perlis
- 10 Galeri Dikaja Arau
- 11 Homestay Paps Garing
- 12 Floating Market



Scan me



### PELANCONGAN SUKAN & REKREASI Stay Active With Fun-Filled Leisure Excitement

- 1 Trek Kurong Tegar
- 2 Kolam Memancing Bazar Sport
- 3 Taman Sakura
- 4 Kolam Memancing A.B.E
- 5 Kuala-Golf Putra
- 6 Taman Rekreasi Sg. Batu Pahat
- 7 Denai Larian Pengkaban Asam
- 8 Taman Awam Bukit Lagi
- 9 Taman Bunga Karfas Lailatul Shareen
- 10 Dataran Datar Sheikh Ahmad
- 11 Dataran Karli
- 12 Litar Ge Kart UniMAP
- 13 Kompleks Sukan Tuanku Syed Sirajuddin Arau Putra
- 14 Taman Rekreasi Tasik Melati
- 15 Kompleks Sukan Air Negeri Perlis
- 16 Manki Hill ATV



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Source: Tourism Perlis  
Official





## **ECO-TOURISM**

**Eco-tourism is one of Perlis's main attractions in tourism. This is because Perlis has a nature area that is suitable to promote the eco-tourism product. Based on the survey of 59 respondents, visiting nature areas is the first choice for tourist from China when they came to Perlis.**

**List of the Eco-tourism attractions:**

- 1.Taman Negeri Perlis**
- 2.Bukit Chabang**
- 3.Bukit Tok Dun**
- 4.Bukit Keteri**
- 5.Hutan Lipur Bukit Kubu**

# AGROTOURISM



**Harumanis is a fruit that only can be found in Perlis. It is one of the best mangoes in the world. Harumanis has a different taste from other mangoes. It has a slightly milky and creamy taste with an attractive aroma. Harumanis seasons are from April until Mei every year.**

**Next is Taman Anggur Perlis. In this place, there are nine varieties of grapes offered to visitors.**





# ***CULTURE AND HERITAGE TOURISM***



Kota Kayang Museum is one of the museums that provided information about the history of Perlis. It is located at Kayang Hill. What makes this museum interesting is it has a gallery that provides information on the chronological building of Fort Kayang, an archaeological gallery of the Kota Kayang, and the royal family tree from the beginning of the Prophet Muhammad S.A.W.

Next is the Perlis Craft Cultural Complex. This places offer visitors an experience of the Malay handcraft such as Batik, silverware, and handmade gifts. This place also offers Songket and Silk materials that are used for the royal family. This is an excellent place to experience the true Malaysian culture in one place.





Perlis also famous for their Shopping places that is different from another places. For example, they have Nat Pokok Getah which is basically a market that sell food and other things but the different of it is the market is inside the rubber plantations in Jalan Arau-Pauh.

Next is the Arked Niaga Padang Besar. This is a famous place for shopping as the items are mostly imported from Thailand. This place offers cheap prices than other places. besides that, this place has a lot of convenient facilities that ease the tourist's experience.



In addition, is Pasar Terapung JPS. This market concept is similar to markets in Thailand and Kelantan. Most of the items that were offered is food and those places also offered recreational activities such as rowing boats and kayak activity.



## Gastronomy and Shopping Tourism



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# METHODOLOGY

*Research Methodology*

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# ***Research Methodology***

## **Primary Data**

Primary data is the first hand evidence or direct testimony regarding a particular topic in research (UCI Libraries, 2015). In this study, primary data is used from the information and data that were obtained directly from the questionnaire that has been distributed to a total of 59 Chinese respondents who had travelled to Perlis.

## **Quantitative Approach**

This study used a quantitative approach which would be a questionnaire method to gather the data. In order to achieve the research aim of questions and objectives, the survey of this study is only focus on Chinese who had travelled to Perlis. The set of questionnaires have been distributed to 59 respondents using an online survey (Google Form) through WhatsApp and WeChat as Chinese use the platform as their main social media to connect with people.

### **Questionnaire**

Section A: Demographic  
Section B: Previous Trip  
Details/Information  
Section C: Motivation  
Section D: Travel Constraints  
Section E: Revisit Intention

### **Distribution**

- WhatsApp
- WeChat
- Instagram





# SECONDARY DATA

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Secondary data is information that has previously been gathered from primary sources and made available to researchers for use in their own studies. It's a type of information that has previously been gathered. Secondary data is one of the two main categories of data, with primary data being the other. These two data kinds are extremely valuable in statistics and research.

As in the case of the demographic survey, the data may have been collected for general use rather than for specialised research purposes. Books, personal sources, journals, newspapers, websites, and government documents are all examples of secondary data sources. When compared to primary data, secondary data is known to be more readily available. To use these sources, relatively little study is required, and only a small amount of manpower is required.



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# DISCUSSION ON FINDINGS

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## Demo-graphic

From our research, it can be seen that the majority of the respondents are from Generation Z and most of them travel with friends, relatives, and family. In addition, most of them are students that study in Malaysia. This study is about tourists from China that comes to visit Perlis.



## Psycho-graphic

It also can be said that Chinese tourists from China mostly travel to Perlis to visit natural attractions. This is because Perlis is known for its attraction that is based on nature.



# TOURIST TARGETING



**LEISURE AND  
ENTERTAINMENT  
SEEKER**

**CULTURE  
SEEKER**

**GASTRONOMY  
SEEKER**

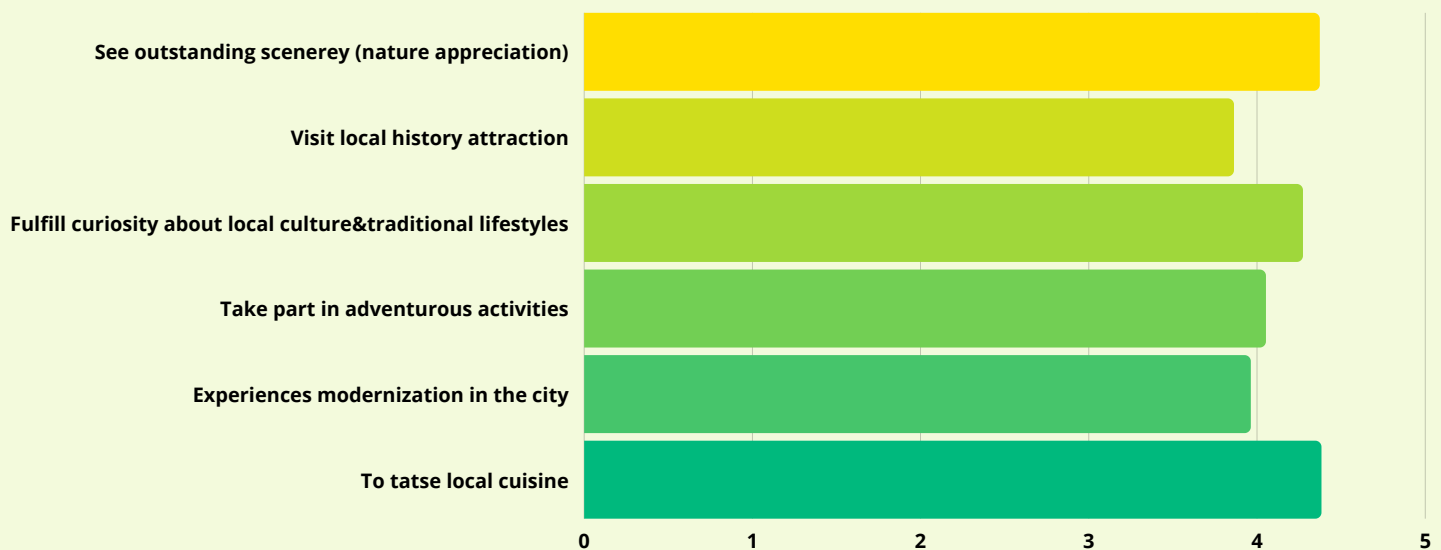
**SHOPPING  
SEEKER**





## LEISURE AND ENTERTAINMENT SEEKER

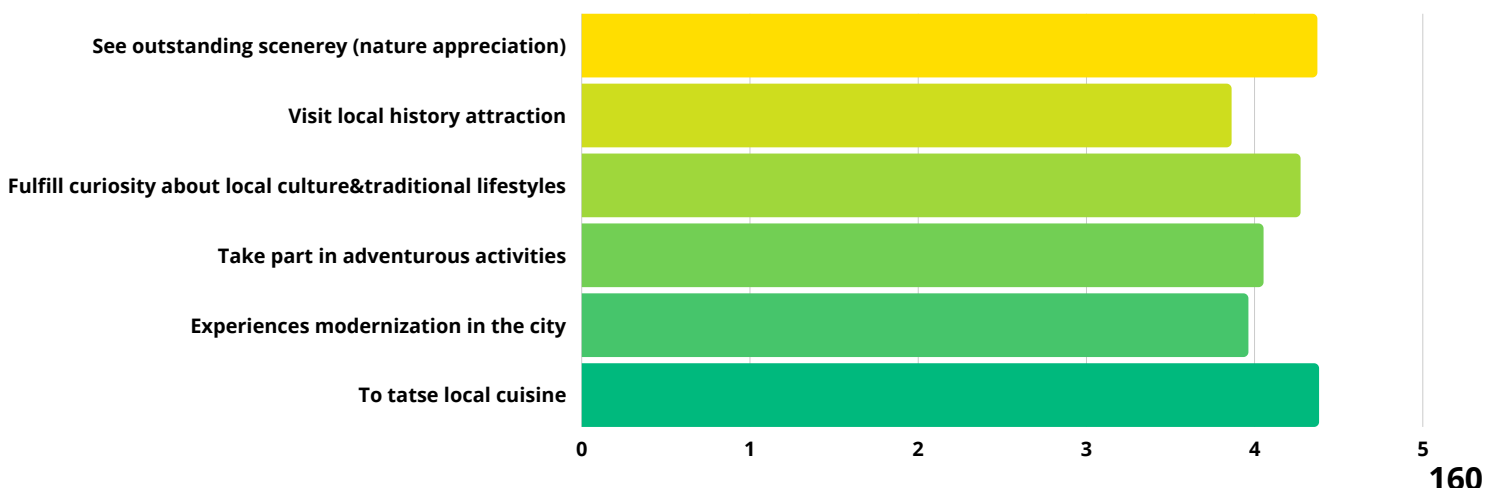
From the findings, it can be seen that Chinese tourist mostly want to seek leisure and entertainment when travel to Perlis. This is because Perlis offer a lot of scenery that tourists can feel the leisure. They considered Perlis as one of the place that offer leisure and entertainment attractions.





## CULTURE SEEKER

Most of the Chinese tourists also prefer to seek local culture. This is the second highest motivation for tourists choice for Chinese tourists. This show that they seek for the culture even Perlis have less culture attractions than other states.





# GASTRONOMY SEEKER

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Food that offer by Perlis also become one of the motivations for Chinese tourist to come and visit Perlis. For example, Perlis is known for its fruit which is Harumanis. This is what makes Perlis unique as this type of fruit only grow at Perlis. On top of that, this fruit have unique taste

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# Market Positioning

For this part, it will be focusing on to make Perlis have increasing number for the tourists arrival.



**BOOST  
GASTRONOMY  
TOURISM**



**DIVERSIFY NATURE  
TOURISM PRODUCT  
IN PERLIS**



**PRESERVING THE  
TRADITIONAL  
CULTURES FROM  
PERLIS**





# SWOT ANALYSIS

SOURCE: PELAN STRATEGIK NEGERI  
PERLIS 2016-2020

## STRENGTH

- 13 IPTA/IPTS in the State of Perlis
- State strategic location Perlis located in Indonesia Malaysia Thailand Growth Triangle (IMT GT)
- Small state size
- Has more than 28 tourism products

## WEAKNESS

- Youth migration
- Limited Job opportunity
- Less mega investment
- Dependence entrepreneur to government assistance
- No One Stop Agency (OSA) for investment
- Less giving focus on the sector tourism

## OPPORTUNITIES

- State Government collaboration with NGOs
- The development of ICT that drives economic state development
- Observation of project development is easier due to size of the state

## THREAT

- Competition for economic growth from other countries/state
- World economic change

# RECOMMENDATION







# Traditional Festival and Events in China

The Dragon Boat Festival (Duanwu Festival, Dunw Jié, Double Fifth, Tuen Ng Jit) is a traditional Chinese celebration commemorating the life and death of Qu Yuan, a great Chinese scholar (Chu Yuan). On the Chinese lunisolar calendar, the event falls on the fifth day of the fifth month.

## What Do People Do?

The Dragon Boat Festival is a festival where people eat zongzi (rice dumplings), drink xionghuangjiu (realgar wine), and race dragon boats. Hanging statues of Zhong Kui (a mythic guardian character), hanging mugwort and calamus, taking long walks, writing spells, and wearing fragrant medicine bags are among the other practises.

Many people think that the Dragon Boat Festival began in ancient China after the poet and politician of the Chu monarchy, Qu Yuan, committed himself in 278 BCE.

All of these exercises and games, such as building an egg stand at noon, were thought to be useful in preventing disease and evil while also fostering good health and well-being by the ancients. People may wear talismans to ward off evil spirits, or they may place a portrait of Zhong Kui, an anti-evil spirit guardian, on their front entrance.

In China, the festival has traditionally been observed as a cultural holiday. The Dragon Boat Festival was not recognised as a traditional and statutory public holiday in the People's Republic of China until 2008.

# Recommendation 1



The program was organized by the Ministry of Tourism, Arts and Culture and the state government which is managed by the state JKKN.

Among the activities are 'cabaran canggung' competitions, art performances such as hadrah, terinai dance, Awang Batil, alu bunyi, jikey, Perlis accent songs, singing performances, wayang kulit performances, 'gendang' Perlis performances and many more.

The Pesta Angin Timur has been organized since 2011 with the first edition taking place in Kampung Banir, Tembus Simpang Empat and every year the annual program continues to attract the attention of the public with hundreds of thousands of visitors recorded.

Every year, the arrival of the East Wind Festival is highly anticipated by the residents of this state and tourists from all over the country with this year's event scheduled to take place usually on June.



*The Pesta Angin Timur is an annual program that reflects the life and culture of the people in the state.*



# ***Benchmark 2***

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## Shopping is The Heaven on Earth in China



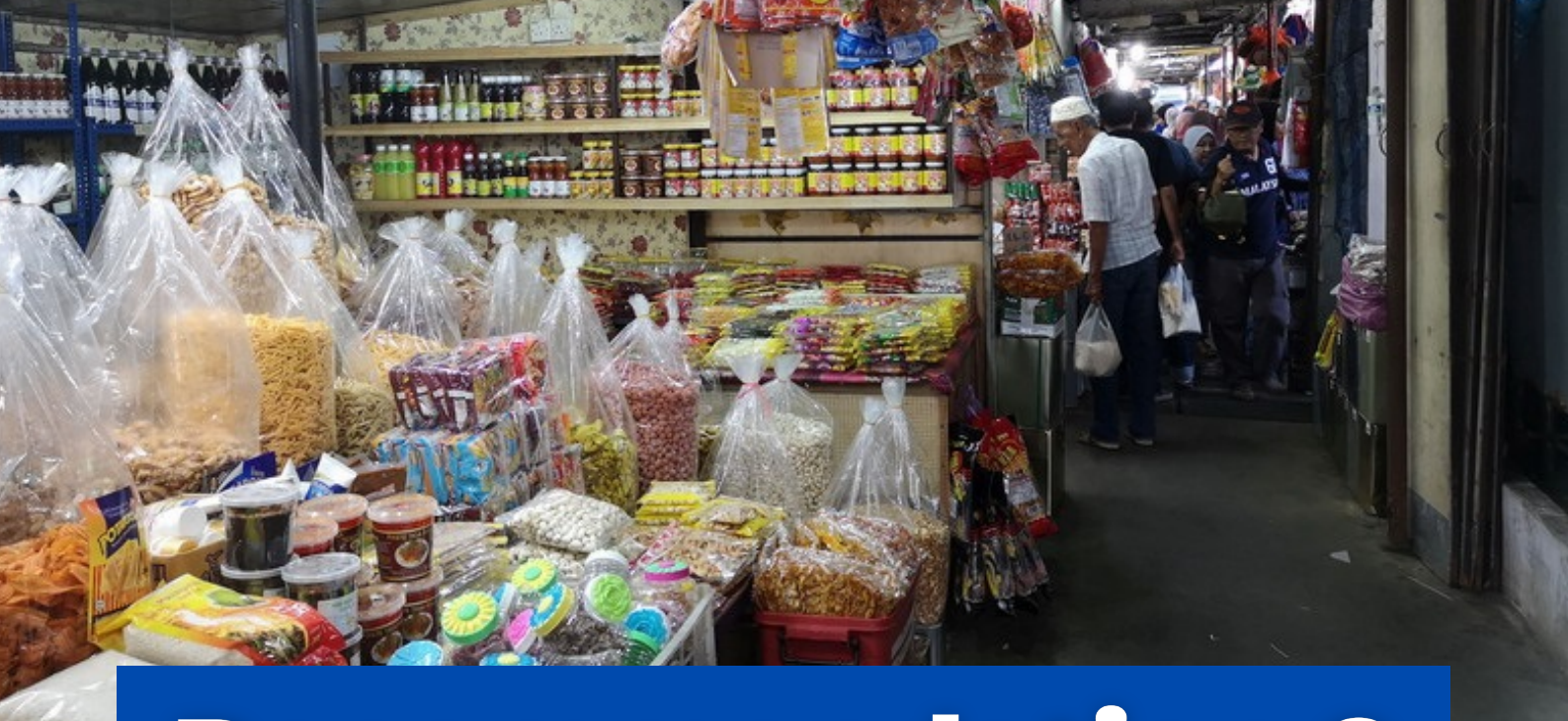
Shopping is one of the most common forms of tourist expenditure, and it is a substantial source of revenue for national economies, both directly and through its various interconnections with other industries.

China is a popular tourist destination, with its distinct culture and several natural and historical sites of importance. There are numerous subcultures throughout the country, each with its own dialect, cuisine, and rituals. While this is unsurprising given the country's ancient culture and civilization, ordinary tourists like you will appreciate the fact that such diversity provides a diverse selection of shopping opportunities in China. This fact is only justified by China's extremely successful economy, which has spawned megacities like Shanghai and Beijing, where you can find anything.

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**Be Cautious of Fake Items**



# Recommendation 2

## Shopping Tourism

Shopping Tourism is becoming a more important part of the overall tourism value chain. Shopping has evolved into a deciding element in destination selection, a major part of the overall travel experience, and, in some circumstances, the primary motive for travel.

Hundreds of stores and booths / bazaars sell a wide range of things at low costs in this business area. Malaysians and Thais make up the majority of traders. Jerseys and sports equipment processed and made in Thailand are among the most well-known products among the younger generation in this commercial sector.

### Padang Besar

*Padang Besar is located on the Malaysian side of the Thai border. The majority of visitors come to shop for snacks, junk food, titbits, garments, athletic wear, toys, purses, fruits, slippers, home decor, and various gifts. Thai and Muslim influences can be found in the items sold here.*



# BENCHMARK 3

## TERENGGANU TREASURE HUNT TRAIL

Treasure Hunting during Visit Terengganu and Perak Series (The Star Online, 2007; 2015). Perak and Terengganu held multiple treasure hunts during Visit Terengganu and Visit Perak ever since 1988.

This once every two-year hunt gained tremendous supports from the locals with more than 400 participants will join the treasure hunt. The Treasure Hunt participants were charged RM40.00 worth of registration and received tshirt, medal and custom-made bottled water.

Treasure hunt tourism edition helped boost domestic tourism by garnering more than RM80, 000 per series and enhance the spirit of togetherness in promoting Malaysia as a tourism destination.



According to Quan (2013), adventure games was a chance to learn more about the area's heritage sites while enjoying station games.



# RECOMMENDATION 3

## FIND HARUM MANIS

Find Harum Manis is an adventure station games to cater tourists' interests in visiting the attractions in Perlis by adding the excitement challenges in every attraction.

Every attraction visited will be filled with fun activities or challenges and need to pass the challenges to go to the next checkpoint of attraction places.

The participants can use Perlis Tripadvisor website to search the attractions checkpoint of completing the challenges.

Tourists' will feel the need to complete the challenges and they can earn the rewards such as certificate of completion and 20% discount voucher on Kayangan Square that they get to bring back home.

- The concept of this Find Harum Manis is challenge and adventure.
- Highlights about adventures in 12 attractions in Perlis.
- The challenge is to explore the attractions in Perlis with one self, family or friends. All of the games incorporate history, culture and traditions in Perlis. The purpose on why we suggest Find Harum Manis to visit by visitors is to increase tourists' recreational experience while visiting Perlis by creating a creative thinking activities and challenges around the attractions.

## ***FIND HARUM MANIS TRAIL SUGGESTION***





# CONCLUSION



Taking all consideration, there is always room for developments and new innovations that can be made for the goods of the community.

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# Conclu- sion



As an influencing element, there are numerous components to the motivation and demands of tourists' behaviour. Preferences and travel patterns differ, but the data can help us identify and improve development by weeding out what isn't needed and incorporating what the tourists find interesting. Exploring tourist preferences allows us to target their travel habits, attitudes about vacation preferences, and demeanors.

To conclude, Perlis is home to a number of fascinating tourist sites. However, due to a lack of originality in marketing and ingenuity in promoting Perlis, a variety of tourism products and services are available. Tourists prefer to travel to other states because they offer a wider range of tourism products and services than Perlis can. In addition, researches has compared the behaviour of tourists who visits Perlis as their preferred location in the study of proposing Special Interest Tourism (SIT). The 50 respondent who travelled to Perlis were for experiencing the scenery and nature of the country.





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# ***SPECIAL INTEREST TOURISM AT MALAYSIAN LOW TOURISM ARRIVALS' STATES***

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The aim of this report is to recommend the development of special interest tourism for inbound tourism at low tourism arrivals (and receipts) states in Malaysia such as Perlis, Negeri Sembilan, Kelantan, and Kedah. The motivations and exhibited behavior of the tourists who traveled abroad to their favorite countries are analyzed carefully. The recommendations are based on both primary and secondary data with a careful judgment for a similar interest of tourists and speciality that is available in the low tourism arrivals (and receipts) states. Similar preferences and traveling motivations were tapped from Chinese tourists who came to Malaysia and Malaysian tourists who traveled to Japan, Saudi Arabia, and Taiwan. It is hoped that the idea would benefit the stakeholders especially in the respective low tourism arrival states to enhance the popularity of tourism destinations for a better income based on tourism products and services.

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