

Factors that Determine Tourist Travel Intention for Gastronomy Tourism in Kelantan, Malaysia: A Literature Review

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Received 14 September 2018 ▪ Revised 23 October 2018 ▪ Accepted 24 November 2018

Abstract: Local cuisine as a significant element of tourist experience has successfully caught the attention of researchers, and accumulated a wealth of research results. Researchers who were enlightened by the theme of never-ending food festivals and other events that related to food, put forward gastronomic tourism in the year 2000. Currently, gastronomy tourism been categorized under special-interest tourism. From only one of the six elements of tourism attractions to gastronomic tourism, the connection between local food and tourism has become increasingly tightened. Giving the shortage of research on intention to travel and motivations of gastronomic tourism, this study aims to advance the understanding of gastronomic tourism by using distribution of questionnaire

Keywords: Motivation Factors, Travel Intention, Gastronomy, Kelantan.

INTRODUCTION

The Travel and Tourism Industry in Malaysia has undergone tremendous growth and development since 2000 (Giap, Gopalan, & Ye, 2016). According to Tourism Malaysia (2017), Malaysia received a total of 25,948,459 international tourists and recorded a 0.1% growth in tourist receipts, thus contributing RM82.2 billion to the country's revenue. The rise in number of interest in study of gastronomy and local cuisines have both impacted on tourism incomes and also provided public and financial aids to the local community (Sahin, 2015). Public's interests in food quality, necessity for maintainable agriculture due to environmental concerns, health and diet concerns and the entree to broader data on foods and beverages had gained data concerning diverse cuisines had influenced on the anticipations and the buying actions of tourists. Therefore, it could be understood that "gastronomy" has an essential role in the advertising of touristic destinations (Sahin, 2015).

This study was carried out to explore the factors that determine the intention to travel for gastronomy tourism among tourist in Kelantan. Gastronomic tourism can be defined as a tourism where a prospect for remarkable food and beverage familiarities contribute meaningfully to motivation and behaviour (Peeples, 2012). As then link among tourism and gastronomy has remain maintained in writings, little information is known about the significance of the gastronomy-tourism market section (Kivela & Crotts, 2006).

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The significance of gastronomy tourism could be seen as a crucial marketing plan, and how its significance differs by tradition or non-traditionally apparent settings for quality food and wine (Kivela & Crofts, 2006). Even though there has been little study keen on food tourism, the growth and development of gastronomic tourism provides numerous prospects for hospitality and tourism associations (Ignatov, 2003).

Meanwhile, Gastronomic tourism plays a vital action in changing our life. "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" (Gheorghe et al.). Nowadays, people are starting to explore leisure involvement associated to food which causes gastronomic tourism to receive much attention. Indeed, gastronomic tourism also encourages tourists to appreciate both food and memorable dining experience at the same time (Su, 2015).

There are some issues occurred towards intention to travel for gastronomy tourism among tourists as it was a very big scope. Local cuisine is frequently described as an important factor for tourists considering possible destinations to engage in wine or culinary tourism. The issues that the researchers want to examine the factors towards intention to travel for gastronomy tourism among tourist in Kelantan.

Numerous studies have portrayed the significance of gastronomy tourism as a key contributor to the tourist motivation to go travel for foods (Ottenbacher & Harrington, 2011). Tourists who have travelled to many places in this world will gain many experiences and knowledge about tourism. In this case, the tourists might continue with a few sentences like, "this place gave lots of interesting experience to the tourist" but do the tourists actually are aware that foods and beverage give the major contribution to the travelers (Nunkoo & Ramkissoon, 2010).

The role that food plays in the tourism industry cannot be ignored. In some way, the tourists did not realize that experience usually primary motive for selecting a certain destination and the success of tourist destinations is nearly connected to the gastronomic identities (Nunkoo & Ramkissoon, 2010). The less awareness and motivation from the tourist about gastronomy tourism make food destination are now well known with foods identities and create an unfavourable image. Efforts in marketing strategy must be taken to develop positive motivation and awareness of tourists about image of Malaysian gastronomy destination and activities (Ab Karim & Chi, 2010).

LITERATURE REVIEW

Motivation

Motivation can be defined as "A need or desire that energizes behavior and directs it towards a goal" (Aquinas). In other definition, motivation is defined as a need that pushes an individual to performance in a particular way to satisfy to the desired fulfilment (Maslow, 2013). Travel motivation refers to a set of needs that influences a person towards a certain tourist activity (Zhang & Peng, 2014). Rather than that, motivation affects the effective element of the images, or the feeling provoked by a destination or individuals, who may judges a tourist destination based on changeable motive of travel (Vinh, 2013). Thus, particularly, motivation can refer to the need that motivate an individual to behave in a particular way to achieve the desires fulfilment (Maslow, 2013).

According to Kassean and Gassita (2013), even though motivation is the only variable that clarifying tourist's behavior, it is considered to be one of the most basic one because of its impelling and compelling force. There are three main reasons for putting in effort into research on tourist motivation: 1) Firstly, motives are the significant key to design offerings for travelers; 2) Secondly, motives directly relay to the subsequent satisfaction that the travelers' evaluates; 3) Finally, classifying and ranking motives allows tourism marketers and planners to understand the process of visitor in decision making (Kassean & Gassita, 2013).

Motivational factors explaining the five main dimensions of tourist food consumption which are symbolic, obligatory, contrast, extension, and pleasure. The symbolic dimension means the motivators that imply the representative meanings of food consumption to the tourists, and includes factors such as discovering local culture, reliable experience, knowledge or education, prestige and status (Mak, Lumbers, Eves, & Chang, 2013).

Novelty

Novelty as an experiential that needed to be required by tourists was found in the tourists' posts (Ismail, Melewar, & Lim, 2009). This finding is reliable with previous studies that explored novelty issue.

A conclusion has been made that novelty is one of pull factors that could affect the destination decision making of tourists. Conceptually, the term of novelty denotes freshness or uniqueness (Ismail et al., 2009). Four dimensions of novelty model had been determined which are changing from routine, adventure, boredom-alleviation, and finally surprise that drive people to travel from a familiar place to an unfamiliar place in order to experience new things (Ariffin, 2007).

Findings from the qualitative study were more reliable with the concepts of change from routine, adventure, and surprise. There are some reflections had been made by customer on the perception of the freshness and uniqueness of the experience (Ismail et al., 2009). Finally, surprise or unexpectedness is one of the extents of the novelty model Customer express surprise in their posts which stems from a difference between what they expect and what is actually experienced (Ismail et al., 2009).

Relaxation

Relaxation may be used to define as having a good time or a romantic experience. People keep finding ways to fill up this emptiness by defining meaning and life purpose (Willson, 2010). Based on Willson (2010), people feel excessive materialism, secularism, anxiety, isolation, depression, tension and etc. each of the day. In the meantime, they are getting exhausted of living in a materialistic lifestyle and wanted to take holiday as a form of escapism from the hustle and bustle.

According to Dann's pull and push theory, Yuan and McDonald, they had stated that relaxation is one of the factors that affecting people to travel (Mohammad & Som, 2010). Therefore, the market of tourism for the purpose of relaxation had seen became more and more potential in the market especially it can be seen in spa tourism.

Food Safety

Studies of food and tourism are essentially limited to food safety and hygiene issues (Mitchell, Hall, & Hall, 2003). Halal food recognition is the most concerned issues in Kelantan since the majority of the Kelantanese are Muslims (Omar, Muhammad, & Omar, 2008). Halal can be defined as permitted or allowed. It is basically a method of life and it is not only limited to the types of food that a Muslim is allowed to consume, though food is a spirited element for the sustenance that needed to lead a meaningful life (Rezai, Mohamed, Shamsudin, & Chiew, 2010).

In the meantime, Halal food is not just about what kind of food should be consumed, but also the process of food is being prepared. The Halal concept highlights safety, hygiene and healthiness of food. It also brings an excellent platform for healthy eating habits (Rezai et al., 2010). The concerns of food safety have becoming more and more complicated in line with the advancement of food technology. Transaction food without certification and providing fake documentation are among the contributing factors in this concern (Jusoh, Syakinah, & Syakinah, 2013).

Moreover, halal certification reveals its values when Muslim customers visit halal eating places in Malaysia bearing the certification (Marzuki & Zannierah, 2012). Furthermore, not only Muslims in Malaysia, the self-described "devout" and "practising" of Singaporean Muslims are indeed very concerned about the issue of halal regarding food and drink consumption as well as the process of preparation and the environment where halal food is consumed (Nasir & Pereira, 2008).

Accessibility

Accessibility Environmental resources are one of the four components of the pursuit of independence in the study of people with disabilities. The environmental resources of accessible travel information; convenience of equipment; and encouraging attitudes of family, friends, and people at the destination will inspire people with movement impairments to travel more frequently (Lei, 2010).

Rather than that, having accessibility information made their travel experience more enjoyable. If the destination is not accessible, and they really want to go, there is still a way for them to plan it and make the travel experience pleasant (Lei, 2010).

Intention to Travel for Gastronomy Tourism

Tourist's intention is often initially vague and has a dynamic and shifting nature throughout an episode of tourism. This means the environment may exert considerable influence tourist intention on expressed behavior towards gastronomy tourism. There are good a priori reasons to suspect that conventional models do not fully encompass the diverse processes involved in the production of tourist intention (Mak, Lumbers, Eves, et al., 2012).

Tourist behavior and decision-making, combined with the role of the environment, suggests that most real time decisions will be experienced as intuitive, spontaneous or impulsive, since they would not have been clearly articulated or prefabricated in consciousness. That experience, however, is not evidence that judgments or decisions have not occurred. As an increasing body of work on human decision-making from an evolutionary perspective has revealed (Smallman & Moore, 2010).

The tourist intention include the choice of a destination to visit and subsequent evaluations and future behavioral intention. The subsequent evaluations include the travel experience or perceived trip quality during the stay, perceived value and overall satisfaction while the future behavioral intentions include the intention to revisit and the willingness to recommend (Allameh, Khazaei Pool, Jaber, Salehzadeh, & Asadi, 2015).

Intentions are formed with the influence of three conceptually independent determinants: attitude toward behavior, subjective norm and perceived behavioral control, all of which are assumed to interact with each other. Based on an extensive review of several social science disciplines, the authors proposed a model that presented the decision process of a traveller as a categorization process of destinations from which the preferences, intentions, and the final choice result (Sirakaya & Woodside, 2005).

METHODOLOGY

This study will employ a quantitative design research method. The population for this study will be the domestic and international tourist population who are over 18 years of age. The samples will be selected to meet specific criteria, for instance, the tourist that come to Kelantan for vacation and food. All participants must be willing to participate, aged 18 years and above, male or female and constitute any race. The data of this study will be analyzed using the structural equation modelling partial least square (SEM-PLS).

CONCLUSION

The significance of gastronomy tourism as a crucial promotional strategy, and how its importance varies for traditionally or non-traditionally perceived locations for quality food and wine (Ottenbacher & Harrington, 2011). There was a research on food tourism showed that the increase and growth of culinary tourism offer many job opportunities for in the field of hospitality and tourism industry (Steinmetz, 2010). Gastronomic tourism is significant role in changing our life. Modern life with high-speed pace enable individuals to not to choose to cook at home but have their meals outside. For the meantime, eating outside, and joining food events and festivals has become their motivating activities when people start to seek for leisure experience that connected to foodstuff, attention for gastronomic tourism has been gained (Su, 2015).

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