UNIVERSITI MALAYSIA KELANTAN

E-PROCEEDING HOTWEC 7.0

SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW

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SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW

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Title	Page
Prefece	**i**
Acknowledgement	**ii**
Consumer Acceptance of Innovation In Traditional Foods Among Undergraduates' Student	1
The Study on Visitor's Acceptance Of Traditional Malay Food In Malaysia	15
The Study on Tourist Visit Intention Theme Park in Malaysia	29
Factors that influence customer satisfaction in 3star hotels in Kelantan	46
Factors that influence customers satisfaction towards robotic service restaurant in Malaysia	65
The Viral Marketing Role In Directing Customer Purchasing Decision Regarding Food In Tiktok	85
Factors Influencing The Usage Of Online Food Delivery Service Among University Student In Malaysia	104
Measuring Perceived Service Quality Toward Customers Loyalty In Malaysia Fast Food Restaurant	121
The Influencing Factors Of Online Reviews Affecting Customer Visit Intention Towards Food And Beverage Establishment In Malaysia	141
The Influence of Workplace Deviant Behavior Towards Employee Performance in Malaysia Hotel Industry	159
Customer Satisfaction and Willingness to Use Self-Service Kiosk In Genting Highlands Hotel	176
The Influences of Hygiene Attributes Toward Customers' Fear of Covid at Thai Restaurant in Kota Bharu, Kelantan	189
The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur	202
Factors That Influence Customers Satisfaction Toward Fast Food Restaurant In Kota Bharu	214
Intention To Eat Kelantan Traditional Food Among UMK Students At City Campus	222
Customer Satisfaction Towards Service Quality In The Fast-Food Industry At Kota Bharu, Kelantan	243
Student's Behavior Towards Fast Food Restaurant At Universiti Malaysia Kelantan (City Campus)	262
The Acceptance of Street Food Among University Students in Universiti Malaysia Kelantan, City Campus	278
Factors Affecting Consumer Preference To Use Online Food Delivery Services In Malaysia	295
The Influence of Youngster's Satisfaction Towards Hipster Food in Kota Bharu, Kelantan	310
Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia	328
Factors That Influencing Customer's Satisfaction Toward Food Trucks in Kota Bharu, Kelantan	342
Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan	354

Consumer Knowledge, Perception Of Food Image And Acceptance Towards Kelantan Traditional Food 367
Factor Influencing Customer Satisfaction Among Millennials Toward Homegrown Cafe In Kota Bharu 384
Factors Affecting Student Satisfaction to Visit Cafeteria at University Malaysia Kelantan, Bachok 395
Measuring Eco - Tourist Perception, Knowledge, Acceptance And Revisit Intention In Malaysia 408
The Role of Service, Restaurant Environment, Food Quality, Food Hygiene, and Food Pricing Toward Customer Satisfaction On Fast Food Restaurant 428
The Role of Customer Attribute On Customer Satisfaction Toward Restaurant In Kelantan 443
Study of Workplace Environment, Reward and Recognition on Job Satisfaction Among Employees' Malaysian Hotel Industry 455
The Factors That Have Influenced Final Year Students' University Malaysia Kelantan In Pursuing A Career In The Hospitality Industry 470
Customer Satisfaction Of The Airlines In Sultan Ismail Petra Airport, Kota Bharu Kelantan 485
Customer Perception Of Mcdonald's Restaurant Service Quality In Kota Bharu Kelantan 500
The Factors That Affect Customer Satisfaction in Hotels at Kota Bharu, Kelantan 513
University Students Perception Towards Hipster Café In Kota Bharu, Kelantan 525

Factors That Motivate University Malaysia Kelantan's Students To Participate In Cultural Tourism Activities 552
Examining The Perceptions Of Tourism Employees Towards Government Policies For Covid-19 Recovery Process 566
The Factors Determine Food Satisfaction Among Domestic Tourists : The Case Of Gastronomic Tourism In Kelantan 572
The Factors Determine Satisfaction Among Tourist Visiting Sustainable Heritage Tourism Development In Kelantan 592
The Relationship Between Memorable Experience, Travel Satisfaction, and Tourist Expectation on Revisit Intention Among Tourist in Malaysia 611
The Relationship Between Accommodation, Food Quality, and Customer Relations Towards Tourist Satisfaction in Malaysia 627
The Factors Influence Employee Satisfaction Employee Satisfaction In The Hotel Industry 649
The Factors that Influence Tourism Demand in Malaysia 673
Factor Influencing Tourist Satisfaction While Traveling Among Students At Universiti Malaysia Kelantan 692
Factors Determining Young Tourists' Intention To Use 709

Smart Tourism Technology In Kelantan
Factor That Builds Youth's Intention To Do Adventure Tourism In Kelantan 731
Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast Malaysia 744
The Factors That Influence The Malay Community In The Use Of Accommodation Technology Applications In Kota Bahru, Kelantan 759
Impacts Of Ecotourism Development Toward Quality Of Life Among Local Communities In Dabong, Kelantan 774
Factors That Influence the Increasing Of Stress Among Wellness Student Year 2 In Universiti Malaysia Kelantan, Kampus Kota 791
Perception Of Kuala Terengganu As An Islamic Tourism Destination Among The People That Had Been In Kuala Terengganu 801
The Effect Of Perceived Impact, Social Impact And Environmental Impact On Tourism Development In Sabah, Malaysia Among Indigenous People 822
Analysis Of The Impact On Halal Tourism Towards Tourism Students At Universiti Malaysia Kelantan 835
The Effectiveness of Technology Use Among Tourist Satisfaction in Kelantan 852
Factors Influencing Visitor's Awareness Level And Visitor's Satisfaction Level Towards Safety In Tok Bali, Kelantan 876
The Effect Of Destination Attributes On Tourist Loyalty Aftermath Of The Crisis 900
Exploring Innovation In The Homestay Program 915
Exploring The Potential Of Staycation Making To Travel During And Aftermath Of The Covid-19 930
The Effect Of A Short Vacation On Work Stress Among Tourism Lecturers 944
The Impact Of Memorable Eco-Tourism Experience On Behavioral Intention Among Tourists Who Took Train Trips To Dabong, Kelantan 959
Impact of Event Experience Towards Satisfaction Among E-Sport Events Participant 971
Investigation Of Bundle Event And Visitor Satisfaction A Case Of Bundle Event 985
Factors Influence Kelantan Experience Tourism Among Umk Students 1002
Factors Encouraging Women Participation in Tourism 1018
Intention To Use Metaverse In Teaching Among Universiti Malaysia Kelantan Lecturer 1048
The Relationship Between Adaptive Capacity And Business Performance Among Homestay Operators In Kelantan 1057
Factors That Motivate Student's Willingness To Involve In Volunteer Tourism Programs In Malaysia 1067
The Effect Of Interpersonal Skills Attributes Towards 1087

Motivation To Volunteer Among Youth In Kelantan
Understanding Success Factor Strengthen Min House Camp As A Community-Based Tourism Product In Kelantan During Post-Covid 1101
Factors Influencing Revisit Intention of Community-Based Tourism in Tok Bali, Kelantan; Tourist Perspective 1122
The Impact Of Service Quality Airqual Model Towards Malaysia Airlines Customers' Satisfaction 1143
A Study on Tourist Satisfaction Towards Ferry Services in Langkawi 1161
Examining Customer Satisfaction Toward Quality Service at Zamburger Hotel: A Quantitative Study 1173
Understanding The Effectiveness of Marketing Communication Towards Tourist Decision-Making to Visit Min House Camp 1188
Factor Affecting Tourist Development In Kelantan After Covid-19 1202
The Factors Influencing The Tourism Development In Genting Highland 1221
The Factors Influencing Tourist Visitation Among Tourists A Case Study In Kelantan, Malaysia 1235
Factor Influencing The Development In Kota Bharu, Kelantan 1254
The Influence Of Smart Tourism Applications On Perceived Destinations Image In Kelantan 1271
Factors Affecting Gen Y Tourists' Purchase Intention Towards Local Food In Kelantan 1284
Factors That Influence Tourists' Intention To Consume Local Food In Kelantan 1296
Push And Pull Factors Of Tourist Participate In Outdoor Adventure Tourism 1310
Factors Influence Tourists' Selecting Melaka As Holiday Destination 1323
Tourist Satisfaction Towards Local Heritage Food In Pulau Pinang 1331
The Factors That Affect Customer Satisfaction On The Quality Of Hotel Service 1339
The Factors Of Selecting Langkawi Island As A Tourist Destinantion: A Conceptual Paper 1347
Factor Affecting Memorable Tourism Experiences Towards Behavioural Intentions of Heritage Tourists 1357
Re-Visiting Community-Based Tourism Intention in Kelantan Malaysia: Insights for Tourists 1367
The Nexus Of Information And Communication Technology (Ict) And Sustainable Tourism Marketing Among Owner's Homestay 1381
Issues Influencing the Use of Smart Tourism Apps Among Malaysia Tourism Stakeholders 1399
A Study of Tourist Satisfaction of Cross-Border Tourism Development in Rantau Panjang, Kelantan 1415

Factors Influencing Destination Loyalty Among Domestic Tourist In Perhentian Island, Terengganu, Malaysia 1434
Factors Influencing the Supply of Pineapples in Johor, Malaysia 1447
Tourist Satisfaction Towards Beach Tourism In Pantai Cahaya Bulan Kota Bharu, Kelantan 1462
Awareness and Knowledge of Social Protection Among Gig Economy Workers in Kota Bharu, Kelantan 1471
Awareness and Knowledge of Right To Disconnect After Work Among Lecturers In University Malaysia Kelantan (KOTA) 1485
Awareness and Knowledge of Academic Burnout Among Students in University Malaysia Kelantan Kampus Kota: A Qualitative Study 1500
Political Awareness And Knowledge Amongs Student In University Malaysia Kelantan 1539

Factors Influencing Green Restaurant Revisit Intention Among Consumers in Malaysia 1549
Factor Influencing Online Repurchase Intention Among Cosmetic Consumers In Malaysia 1561
Determinants of Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia 1577
Motivational Factors to Consume Organic Food Products Among University Students' in Kelantan 1596
The Exploring Study of Postpartum Depression Prevalence Among Women in Kelantan 1610
The Effect Of Online Gaming On Mental Health, Finance And Academic Performance Among University Student 1624
The Factors Influencing Nurses Mental Health In Hospital Raja Perempuan Zainab Ii (Hrpz Ii) 1632
Fast Food Consumption Among Teenagers in Pengkalan Chepa 1653
Customer Satisfaction With Traditional & Complementary Medicine Among Community in Pengkalan Chepa, Kelantan 1665
Unhealthy Lifestyle Among Youth in Kedah And Johor 1682
The Factors That Influence Sleep Quality Among Students Universiti Malaysia Kelantan (UMK), City Campus 1693
Mental Health Among Students of the Universiti Malaysia Kelantan, Kampus Kota 1709
The Factor That Influence the Daily Diet among Wellness Student in Universiti Malaysia Kelantan, Kampus Kota 1716
Weight Management of Obesity Among Student In Universiti Malaysia Kelantan 1732
Factors Affecting Stress Among First-Year Students Fakulti Hospitaliti, Pelancongan & Kesejahteraan (FHPK) At Universiti Malaysia Kelantan 1748
Factors Influencing Fast-Food Consumption Among Students at Universiti Malaysia Kelantan, City Campus 1760
Factors Influencing Eating Habits among Wellness Students at Universiti Malaysia Kelantan 1775

Factor Affecting Mental Health Among 3rd Year Student at University Malaysia Kelantan, City Campus 1788

Identifying The Challenges and The Level of Effectiveness of Campus Wellness Initiatives Among Students and Staff in UMK City Campus 1801

Assessing The Post-Service Experience Towards Emotional Impacts On Spa-Goers in Kota Bharu, Kelantan 1816

Exploring Success Factors Influencing The Effectiveness of Wellness Initiatives Activities in The University 1834

Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services 1850

Adopting A Healthy Lifestyle: It's A Choice 1860

The Involvement in Physical and Fitness Activities Among Community in Malaysia 1872

Preferences of Fast-Food Selection Among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus 1884

Unhealthy Lifestyle Factors Among Wellness Students at UMK City Campus 1896

Student's Motivation After Returning to University Malaysia Kelantan City Campus 1910

The Association Between Family Values and Coping Skills Toward Depression Among 3U1I Students 1923

Relationship Between Traditional Postnatal Care Services Utilization and Emotional Status Among Women 1936

The Association Between Parental Emotional Styles and Emotional Problems Among Preschool Children 1946

Factors Influencing the Demand for Halal Foods Purchase Intention in Kelantan 1959

Determinants of Purchase Intention of Online Shopping Platforms 1980

Factors Influencing the Intention to Use Fitness Apps Among Generation Z 2004

Fast Food Consumption Among University Students: A Comparative Study Between University Malaysia Kelantan (UMK) Pengkalan Chepa and Institut Pendidikan Guru (IPG) Students 2037

The Factors That Influence Physical Activity Involvement Among Universiti Malaysia Kelantan (UMK) Kampus Kota Students 2051

Factors Influencing Revisit Intention of Community-Based Tourism in Tok Bali, Kelantan; Tourist Perspective

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ABSTRACT

Tourists' revisit intention towards community-based tourism destinations in the context of a developing country. Atmosphere, cultural environment, and destination brand attachment towards community-based tourism destinations in a developing country are investigated to determine what contributes to tourists' revisit intention. The study suggests to practitioners that it is crucial to understand the impact of atmosphere, cultural environment, and destination brand of community-based tourism destinations, as well as revisit intention, especially, in developing effective marketing strategies for better market segmentation and targeting. The main data for the study will be collected by using a structured questionnaire, and the analysis will be done by using SPSS software. This study surveyed tourists from community-based tourism destinations in Kelantan, Malaysia. Thus, the outcome of this study will help to expand the current knowledge on similar areas of community-based tourism destinations, and the contributory effect of atmosphere, and cultural environment on re-visit intention towards community-based tourism destinations in a developing country context.

Keywords: Atmosphere Cultural environment; Destination brand; Revisit Intention; Community-based tourism destination.

INTRODUCTION

Sustainable tourism development expands on this idea by focusing on environmental, social, and economic issues and taking action to lessen any negative effects that the industry may have on these areas. Tourism is probably one of the largest and fastest-growing sectors in the world today (Daniloska & Hadzi Naumova, Mihajlovska, 2015). This industry has made remarkable strides toward establishing itself as a major driver of overall economic growth. According to the World Tourism Organization, tourism accounts for 9% of global GDP (2014). Additionally, according to estimates from the global tourism sector, over 5 billion domestic visitors and over 1050 million foreign touriststraveled to various tourist spots in various nations in 2013.

Malaysia's tourist sector is one of the fastest expanding (Shariff & Abidin, 2013). By generating foreign currency, assuring job possibilities, raising tax revenues, and extending economic prospects to local populations, it significantly booststhe nation's Gross Domestic Product (GDP). Malaysia's government has taken practical measures to promote this industry (Siti-Nabiha, Abdul Wahid, Amran, Haat, & Abustan, 2008). In order to promote the growth of Malaysia's tourist industry, the government established the Tourism Policy in 1992. However, due to Malaysia's diverse civilization, the importance of the growth of the tourist sector to local economies varies across the nation. Since

community-based tourism destinations are a growing sector of 2 tourism in developing countries, particularly Malaysia, focusing on them in Malaysia's remote regions may present a chance to implement the government's tourism strategy successfully (Chin & Lo, 2017).

The newest type of tourist product is community-based tourism (CBT), in which local communities oversee and coordinate the majority of tourism-related activities. Since community-based tourism forbids the involvement of outside parties, local residents are completely responsible for carrying out all aspects of tourist management. The primary goal of community-based tourism is to organize the production and delivery of tourism services to visitors. Through community-based tourism, tourists are also given the opportunity to learn about the way of life, culture, and customs of the community (Kaur et al., 2016). Although Tok Bali, Kelantan has demonstrated the acceptable growth of community-based tourism, the study is still needed to determine how tourists perceive the region and if they plan to return. Tok Bali, Kelantan has demonstrated that community-based tourism can grow in an acceptable way, but more research is needed to understand how visitors view the area and whether they intend to return (Abdul & Lebai, 2010). In previous research, the outcomes of visitor experience and satisfaction were frequently cited as the causes of visitors' revisit intention or behavioral intention (Cole & Chancellor, 2009).

Discussion of pertinent literature and research methodologies serves to create the remainder of the essay. This study thus poses the question of whether factors influencing various tourist perspectives towards community-based tourism destinations 3 have any impact on revisit intention as well as the mediating role of attachment factors between tourist perspective and revisit intention. The study is described first, and then the analysis and results are discussed. Finally, it is agreed that the study willsupport the results and implications of the study in the paper's final section.

The research objectives are:

1. To investigate the relationship between tourist perspectives on Tok Bali, Kelantan.
2. To investigate the relationship between tourists, revisit the intention to visit Tok Bali, Kelantan.
3. To investigate the relationship between the attractions at Tok Bali, Kelantan that can attract tourists to revisit the place.

SIGNIFICANCE OF THE STUDY

Significance to Practice

This investigation could assist local stakeholders in the development of tourism strategies by highlighting the many factors involved in creating community-based tourism (CBT). As a result, the research was thought to help with long-term planning. The community-based tourism (CBT) procedure has aided in establishing and bolstering sluggish tourism sectors while supplying rural inhabitants with employment and expanded economic options (Butts & Sukhdeo-Singh, 2010; Srisuwan, Chantachan, & Thidpad, 2011). In order to help tourist planners, understand how the local community will react to industry changes, the study's findings may be used to guide the implementation of plans.

Significance of Social Image

This research should assist Tok Bali, Kelantan, in experiencing positive social change, as community-based tourism (CBT) strategy based on community feedback should strengthen the state's tourism sector and increase foreign currency inflows. The 8 development of more new businesses, more government spending, and more private sector, spending all benefit from increased foreign exchange. These economic stimulus measures ought to increase the number of jobs available. Although there is

no agreedupon definition of community-based tourism (CBT), Salazar (2012) stated that it aims to give community members more control.

Given the growing importance of the tourism sector in terms of GDP contribution, it is necessary to investigate the factors that influence a destination's tourist appeal (Omerzel, 2011). People are drawn to and spend time at a tourist location because of its appeal (Omerzel, 2011). According to L. S. Stone and Stone (2011), CBT boosted and revitalized the tourist sectors of various nations. Therefore, the introduction of CBT to Tok Bali may aid the struggling tourism sector. Reviving Tok Bali, Kelantan, and the tourist sector ought to boost travel demand and boost the country's economy as a result.

DEFINITION OF TERMS

Tourist's Perspective

(Verma, D.,2015) The researcher finding the tourist/visitor seeks various emotional and physical experiences and satisfactions from tourism. And the nature of these encounters will largely determine the locations picked and the activities experienced, appreciated or participated in. Revisit Intention According to (Um, S., Chon, K., & Ro, Y., 2006), relative to the start decision. making process, the intention to revisit has been seen as a continuance of satisfaction. The chance of repeat business may be influenced by several independent factors, including perceived performance quality throughout the on-site and post-purchase phases, the destination's distinctiveness, and the research finding (Um, S., Chon, K., & Ro, Y., 2006).

ATMOSPHERE

The reason "atmosphere" is a good starting point for measurement, according to research (Bauer et al., 2005; Pfaff, 2002), is that it can help people become aware of a space's design elements through sight, smell, touch, and taste. It can also be used as a management tool to influence visitor behaviour and attitudes (Heide & Grnhaug, 2006).

This study sees the interconnected components of creative people, creative processes, creative goods, and creative environments/presses as forming the "creative atmosphere" (CA) of "creative tourist destinations," which is defined as a distinct ambiance with visual and emotional appeal (G. Richards, 2011; G. Richards & Wilson, 2006). As a result, CA is philosophically open-ended.

Examples of how the creative environment in a creative district is created to pique and stimulate traveler interest include the cooperative efforts of travel writers, bloggers, and painters, the creation of artistic works, and the growth of interaction at the levels of "creative environment," "creative people," "creative product," and "people-tourist" (Uhrich & Benkenstein, 2010). However, what does CA actually mean and how is it determined? There are still gaps in the literature and opportunities for future research on these topics.

One of the numerous stunning beaches that line Kelantan's shore is Pantai Tok Bali. Due to the dense casuarinas that surround it, Tok Bali Beach is more serene and peaceful than other, more well-known beaches. Visitors will only find peace at this beach because it is one of the more secluded ones in Kelantan. Visitors can enjoy the warmth of the tropical sun and the cooling effect of the pleasant sea wind without the hassle of large crowds. Due to the beach's seclusion, there is plenty of room for picnics and group games, or tourists can go swimming in the comparatively shallow waters.

When needed, the densely growing casuarinas along the beach provide significant shade from the hot sun. A red-orange glow will greet visitors at dusk as it lowers to meet the open horizon, creating a romantic atmosphere. The beach is most popular for its isolation from crowded areas, which makes it a wonderful and tranquil escape, rather than the calm waves and sand beach.

CULTURAL ENVIRONMENT

The three-part framework of economy, society, and environment, which has recently been enhanced and supplemented by the cultural dimension, has been used to examine the complicated and contentious relationship between tourism and development from a number of angles. (K. Soini and I. Birkeland, 2014).

The three pillars of "sustainability," the bases on which tourism values, processes, and choices may be negotiated and implemented, gain further analysis and operationalization the cultural aspect of sustainability issues, resource uses, practises, demands, and interests, etc., including tourism prospects and repercussions, is included.

The most fundamental and all-encompassing social dimension in every location is culture, which encompasses all facets of human existence and cognition as well as their resultant products, activities, meanings, symbols, representations, etc. In Tok Bali, Kelantan they still maintain Malay culture to attract visitors from abroad to know more about Malay tradition.

Tourism's cultural environment has a mutually beneficial relationship that can increase the attractiveness and competitiveness of destinations, regions, and countries. Culture is gradually becoming an important factor in attracting tourists, creating distinction in a crowded global marketplace. Creating a difficult relationship between tourism and culture can help destinations become more appealing as places to live, visit, and spend.

DESTINATION BRANDS

Destination branding is the foundation of marketing strategies and the most important marketing tool in the tourism sector for shaping the images of places in the minds of potential tourists and other stakeholders by emphasizing the exclusivity of these locations (Tasci, A.D.A., and Kozak, M. 2006). It's important to remember that place branding, also known as destination branding, is intricate and plays a significant part in local and corporate marketing initiatives aimed at attracting tourists to the area (Rudolf, W.; Wraas, A. 2021).

Branding benefits businesses as well as buyers. One of its responsibilities is to help customers recognize products and judge the caliber and consistency of the product. Brands allow one manufacturer to be held accountable for the product's performance. Another function of a brand is to facilitate decision-making and lessen the risk that consumers perceive. According to Aaker (1991), the purpose of a brand is to inform customers about the product's origin and to shield the producer from competitors who might provide similar goods.

According to these viewpoints, a brand serves as a tool for consumers' decision-making. In Tok Bali, they do their branding by promoting their place on social media, on websites, and other digital facilities.

HYPOTHESIS

The research hypothesis is made based on research factors influencing service, environment, and facilities and the confirmed factors that directly revisit the intention of community-based tourism in Tok Bali, Kelantan.

H1: There is a significant relationship between atmosphere and revisit intention among tourists in Tok Bali, Kelantan.

H2: There is a significant relationship between the cultural environment and the intention to revisit Tok Bali, Kelantan.

H3: There is a significant relationship between destinations and brand attractions at Tok Bali, Kelantan, that can attract tourists to revisit the place.

Research Framework

The important part is the conceptual framework, which is intended to demonstrate the relationship between the independent and dependent variables, as shown in Figure 2.1:

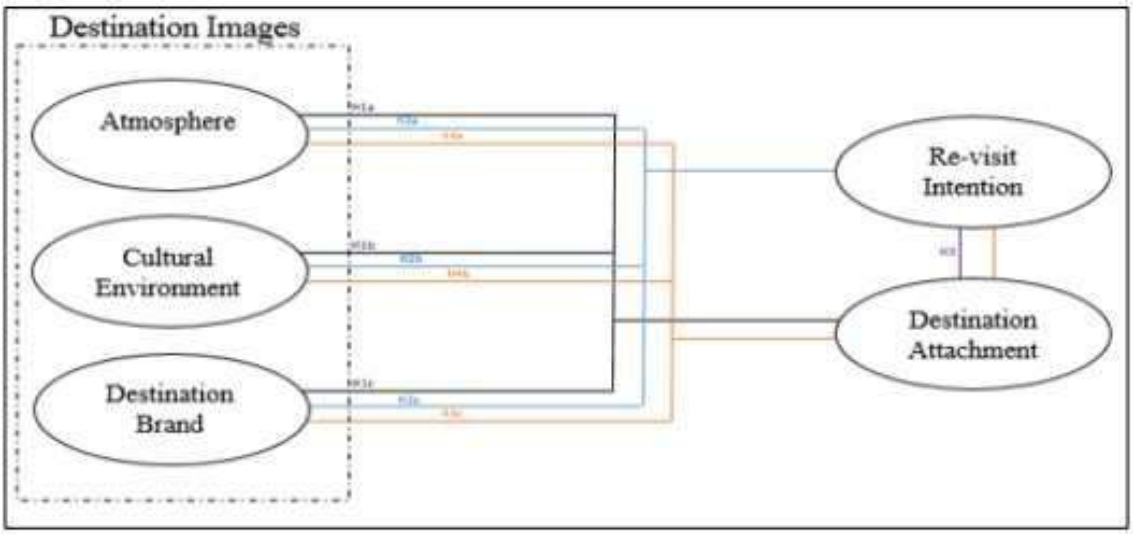

Figure 2.1: Conceptual Framework

METHODOLOGY

Research Design

The researcher's research design shapes the methodologies and approaches that will be used. The focus of research can be on developing successful studies using methodologies that are appropriate for the subject. The three main categories of study designs are data gathering, measurement, and analysis.

Population

A population is a group of people with whom we want to come to terms. In research, a population is typically not related to humans. It can refer to a group of objects, events, organizations, countries, species, and organisms that are being researched. The population of this study includes all residents of Tok Bali, Kelantan, who have an impact on tourism.

Sample Size

Fleetwood (2021) defines a sample as a smaller data set that is collected or selected by a researcher from a larger population using a particular selection method. The size of the sample is useful in gaining insight into a group of people chosen from the general population, and it is thought to be representative of the true population for that particular research. The sample for this study will be selected from the target population.

Sampling Method

The selection of a sufficient number of elements from a population is known as sampling. Researchers will be able to generalize traits or characteristics to aspects of the population after conducting sample studies and understanding the traits or characteristics. Survey questionnaire is relatively easy because it can reach respondents more closely and the data obtained is more accurate. To select respondents among random peoples, a simple random sample was used to target 340 peoples, factors affecting revisit intention. The researcher can select the sample size and pick the communities conveniently.

Data Collection Procedure

Structured equation modeling, a Google form, and use software SPSS (Statistical Package for the Social Sciences), generally known as IBM SPSS Statistics, is a software package used for statistical data analysis. Refers to its first application in the social sciences, it has since been used in other data markets. Research in the fields of healthcare, marketing, and education frequently uses SPSS. Analyses a wide range of data types. Survey results, client databases from businesses, Google Analytics, the findings of scientific study, and server log files are examples of common sources. Almost all formats of structured data, as well as many different types of data, are supported by SPSS for analysis and customization. Spreadsheets, simple text files, and relational databases like SQL, SATA, and SAS are all supported by the software.

In order to get the essential information for this analysis, questionnaires were given to representatives, who completed them and provided the necessary information. Residents of the state of Kelantan who agreed to participate in the study by answering questions online were given the questionnaire. The respondent will be given a questionnaire with 20 questions in order to learn more about the factors influencing tourists' perspectives in community-based tourism toward reliability and revisit intention at Tok Bali, Kelantan. The questionnaire is divided into three sections: Part A, Part B, and Part C. Section A, includes demographic elements that collect background information from respondents, such as name, gender, and age. Section B includes questions about three aspects of tourists' perspectives. Section C includes questions about tourists' plans to return to Tok Bali, Kelantan. The question also asked the respondent to rate the extent of their agreement with each element.

Research Instrument

An observation-based interview and a questionnaire are part of a set of measuring tools known as research instruments that are used to gather useful information from target respondents on a certain topic. Therefore, it is essential the inquiry that the right study 26 instrument be chosen for data gathering. Research tools can be classified as either qualitative or quantitative.

Qualitative research has a tone of evidence. According to Creswell, Hanson, Clark- Plano, and Morales (2007) and Hamilton and Finley (2019), qualitative researchers have access to a variety of data collection tools from which to choose based on their research objectives and proficiency with them. In order to specifically collect pertinent data for a study objective, it conducts a face-to-face conversation between a researcher and participants. A focus group discussion guide, according to Guest (Namey, Taylor, Eely, and McKenna 2017), provides questions to guide researchers when they gather people from similar backgrounds or experiences together to explore a specific issue of interest.

Data Analysis

According to Eteng, O. 2022, data analysis is an important aspect of research because a poor analysis results in an incorrect report, which leads to inaccurate and poor decision-making. As a result, selecting an appropriate data analysis strategy is critical to obtaining reliable and meaningful insights from your data. Finding patterns, connections, and links in data can be difficult. Nonetheless, with the proper data analysis process and tools, it can run through its data and generate information about it.

Descriptive Statistics

Descriptive statistics, according to Bhandari, 2023, are the qualities of a data collection that are organised and summarised using descriptive statistics. A data set is a collection of observations or responses from a subset of a population or the entire population. The first step in quantitative research statistical analysis is to describe the characteristics of the responses, such as the average of one variable (such as age) or the connection between two variables (such as age and creativity). One of the most common types of data analysis is descriptive analysis, which is well-known for producing intelligible insights from uninterpreted data. In contrast to other data analysis methodologies, descriptive analysis does not attempt to forecast the future. Instead, it simply employs changed historical data to make sense of it in order to draw conclusions.

Reliability Analysis

In statistics, a metric's consistency is referred to as dependability. Researchers like tests with high dependability because it suggests that the results may be trusted because the test regularly provides measurements throughout time (Zach, 2022). The reliability analysis approach, in addition to giving data on the correlations between the scale's constituent items, generates a number of commonly used scale reliability measures. Intraclass correlation coefficients can be used to assess inter-rater dependability.

Pearson Correlation Analysis

The Pearson Correlation Analysis was employed in this study. According to FlexMR (2021), correlation analysis is a statistical approach used to assess whether or not there is a link between two variables or datasets and the strength of that association. This means that in market research, correlation analysis is used to assess quantitative data obtained from research methodologies like as surveys and polls to see whether there are any noticeable links, patterns, or trends between the two.

The correlation coefficient, often known as Pearson's correlation coefficient, is a statistic that describes how strongly two variables are associated, according to Stewart, 2023. Pearson's correlation coefficient r has a range of -1 to +1. A value of 0 indicates that there is no connection between the two variables, but values of 1 or +1 indicate that there is a perfect linear relationship (Stewart, 2023). (Negative numbers simply indicate the direction of the relationship, with one variable growing while the other lowers.) Correlation coefficients that depart from 0 but are neither 1 nor +1 indicate a linear link, but not a totally linear one. The correlation coefficient was discovered in 1896 by British mathematician Karl Pearson, who expanded on previous studies by French physicist Auguste Bravais and British eugenicist Francis Galton (Stewart, 2023).

DATA ANALYSIS

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

An internet platform used to deliver 340 questionnaires in total. We intended for this survey to receive 280 responses, however we received 60 more than we expected. In that case, we used

340 respondents to create the SPSS. Below was a table with the total of questionnaires:

The total number of surveys distributed	340
Questionnaires returned and usable to be analysis	340
Response rate	100%
Questionnaires were utilised in the analysis	340

Characteristics		*Frequency*	*%*
Gender			
	Male	76	22.0
	Female	246	78.0
Race			
	Malay	327	96.2
	Chinese	5	1.5
	Indian	2	0.7
	Others	6	1.8
Age			
	20-30 years old	301	88.5
	31-40 years old	31	9.1
	41-50 years old	5	1.5
	51 years old above	3	0.9
Marital Status			
	Single	264	78
	Married	76	22
Educational			
	Secondary School	60	17.4
	Form 6	35	10.3
	Diploma	34	10.0
	Bachelor of Degree	202	59.1
	Master Degree	8	2.4
	PhD	1	0.3
Occupation			
	Students	224	66.2
	Employed	78	22.6
		37	10.9
		1	0.3

Unemployed	
Retired	

FINDINGS

Demographic Profile of Respondent

RESULT OF DESCRIPTIVE ANALYSIS

Descriptive statistics are used to organise and summarise the features of data collected. A data set is a collection of observations or responses from a subset or the entire population (Bhandari, 2023). We utilised mean and standard deviation for the independent and dependent variables. The mean, or M, is the most often used method for computing the average. Simply add up all of the response values and divide the total by the total number of responses to get the mean. The total number of observations or answers is indicated by N. The standard deviation (s or SD) represents the average degree of variability in your dataset. It displays the average deviation from the mean of each score. The higher the standard deviation, the more unpredictable the data collection (Bhandari, 2023). The respondent's replies were rated using the Likert scale, with "Strongly Disagree" and "Disagree" being the options. "Neutral", "Agree", and "Strongly Agree"

Result of Descriptive Analysis Dependent Variable and Independent Variable

VARIABLES	*N*	*MEAN (M)*	*STANDARD DEVIATION (SD)*
Re-visit Intention	*340*	*3.9725*	*.84407*
Atmosphere	*340*	*3.7953*	*.78510*
Culture Environment	*340*	*3.9447*	*.75571*
Destination Brand	*340*	*4.0512*	*.76399*

A descriptive analysis of dependent and independent factors is shown in Table 4.8. The means and standard deviations of dependent and independent variables are shown in descriptive statistics. The highest mean in the table is 4.0512 (SD=.76399) for Destination Brand. The lowest mean in the table is 3.7953 (SD=.78510) for Atmosphere.

RESULT OF RELIABILITY TEST

Reliability analysis can be used to evaluate the qualities of measuring scales and the items that comprise the scales. A number of frequently used scale reliability measures are computed by the reliability analysis technique, together with details on the correlations between particular scale items. Inter-rater reliability estimates can be computed using intraclass correlation coefficients (IBM Documentation, n.d.). According to the SPSS - Statistics How To, (2023), Cronbach's Alpha range by Interpretation if the alpha level is high, the test items may be significantly related. The 0.9 may be greater when there are more items, and the 0.5 may be lower when there are fewer items. If alpha is high, it may signal that more inquiries are required (Cronbach's Alpha: Definition, Interpretation, SPSS - Statistics How To, 2023b).

Pilot Test

The researcher used a Google form to perform a pre-test to 33 respondents to ensure there were no grammatical problems, to see whether the respondents could understand the question, and to determine whether the claim was adequately presented. Source: SPSS

Variables	**Cronbach's Alpha**	**Number of Items**
Revisit Intention	**0.670**	**5**
Atmosphere	**0.852**	**5**

Cultural Environment	**0.941**	**5**
Destination Brand	**0.956**	**5**

Reliability Test

Variable	Cronbach's Alpha	No of item	N
Revisit Intention	**0.666**	**3**	**340**
Atmosphere	**0.904**	**5**	**340**
Cultural Environment	**0.920**	**5**	**340**
Destination Brand	**0.932**	**5**	**340**
All Variable	**0.957**	**18**	**340**

Reliability Analysis Result

The accuracy and repeatability reliability test has been completed. The survey was completed and replies were given by 340 random individuals. The survey's reliability analysis is provided in Table 4.15. The reliability of all constructs ranges between 0.666 and 0.932. Based on the findings of all the constructions, the coefficient is questionable and excellent. The results of this study show that destination brand has an exceptional construct value of 0.932, followed by cultural environment, which has an excellent construct value of 0.920, atmosphere at 0.904 (excellent), and finally re-visit intention at 0.666 (questionable).

RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's Coefficient of Correlation The relationship between the independent variables of atmosphere, cultural environment, and destination brand and the dependent variable of revisit intention was investigated using a coefficient analysis. The coefficient correlations and the intensity of the association are shown in the following table:

Correlation Coefficient 'r'	**Strength Relationship**
0.9<r<1 or -0.9<r<1	**Perfect**
0.7<r<0.9 or -0.7<r <0.9	**Strong**
0.5<r<0.7 or -0.5<r<-0.7	**Moderate**
0.3<r<0.5 or -0.3<r<-0.5	**Weak**
0.01<r<0.30 or -0.01<r<-0.3	**Very Weak**
0	**Zero**

Hypothesis 1

H1: There is a significance relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS			
		Atmosphere	**Revisit Intention**
Atmosphere	Pearson Correlation	1	.624**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.624**	1
	Sig. (2-tailed)	< .001	
	N	340	340
**Correlation is significant at the 0.01 level (2-tailed)			

A medium association between the atmosphere and revisit intention at Tok Bali, Kelantan, with a correlation value of .624**. This demonstrates that the atmosphere has a good relationship with the revisit intention at Tok Bali, Kelantan. The significant value of the atmosphere is 0.000, which is less than the highly significant value of 0.001. As a result, there is a relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan. H1 is therefore supported.

Hypothesis 2

H2: There is a significance relationship between the cultural environment towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS			
		Cultural Environment	**Revisit Intention**
Cultural Environment	Pearson Correlation	1	.590**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.590**	1
	Sig. (2-tailed)	< .001	
	N	340	340
**Correlation is significant at the 0.01 level (2-tailed)			

Demonstrates that there is a .590** association between cultural environment and revisit intention in Tok Bali, Kelantan. This shows a relationship between the cultural environment and revisit intention at Tok Bali, Kelantan. The significant value for the cultural environment is 0.000, which is less than the significant level of 0.01. As a result, there is a substantial association between the cultural environment towards revisit intention at Tok Bali, Kelantan. H2 is therefore supported.

Hypothesis 3

H3: There is a significance relationship between the destination brands towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS

		Destination Brand	Revisit Intention
Destination Brand	Pearson Correlation	1	.652**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.652**	1
	Sig. (2-tailed)	< .001	
	N	340	340

**Correlation is significant at the 0.01 level (2-tailed)

The correlation value of .652** reveals a medium relationship between the destination brands towards revisit intention at Tok Bali, Kelantan. This shows that the relationship between the destination brands towards revisit intention at Tok Bali, Kelantan. The significant value of the destination brand is 0.000, which is below the highly significant value of 0.001. H3 is therefore supported.

DISCUSSION BASED ON RESEARCH OBJECTIVES

The findings of this study examined the relationship between the atmosphere, cultural environment, destination brand, and revisit intention at Tok Bali, Kelantan.

Hypothesis	Pearson's Correlation Results
H1: There is a significance relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan.	r = .624**, p < 0.01 Medium
H2: There is a significance relationship between the cultural environment towards revisit intention at Tok Bali, Kelantan.	r = .590**, p < 0.01 Medium
H3: There is a significance relationship between the destination brands towards revisit intention at Tok Bali, Kelantan.	r = .652**, p < 0.01 Medium

According to table, Pearson's correlation analysis was used to evaluate the hypothesis on atmosphere, cultural environment, destination brand, and revisit intention in Tok Bali, Kelantan. All hypotheses were accepted at the 0.01 significance level. Furthermore, the end result demonstrated that the independent factors of atmosphere, cultural environment, and destination brand have a medium and positive link with the intention to visit again.

RECAPITULATION OF THE FINDINGS

The results presented in Chapter 4 are based on a questionnaire created by the researchers and administered to the respondents. The questionnaire has a total of 20 questions across all parts. Section A focuses on the respondents' demographic information, which includes their gender, race, age, marital status, and occupation. The atmosphere, cultural environment, and destination brand were the independent variables (IV) discussed in Section B. Section C concentrated on the dependent variable (DV), which is the revisit intention in Tok Bali, Kelantan from a tourist standpoint. The questionnaire focuses on the quantitative character of descriptive science and has several alternatives for respondents to fill out.

Relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan.

In order to respond to research question 1, the results of hypothesis H1 in the prior chapter were examined. In addition, H1 said that in Tok Bali, Kelantan, there is a connection between the mood and visitors' intentions to return. According to the results, there is a favourable atmosphere and a moderate relationship between community-based tourism intentions for repeat visits in Tok Bali, Kelantan, with a correlation value of.624. The atmosphere's p value is.000, which is below the extremely significant level of.0001. In Tok Bali, Kelantan, there is a connection between the mood and visitors' intentions to return. H1 accepted.

Relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan.

The findings of hypothesis H2 in the previous chapter was reviewed in order to answer research question 2. In addition, H2 said that there was a connection between the cultural setting and the ambition of community-based tourism in Tok Bali, Kelantan, to return. According to the findings, cultural environment is positively and significantly associated to community-based tourism return intention in Tok Bali, Kelantan, with a correlation value of.590. Place attachment has a p value of.000, which is below than the.001 level of statistical significance. Additionally, in Tok Bali, Kelantan, there is a connection between the cultural context and the intention to return. As a result, H2 accepted.

Relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan.

To respond to research question 3, it was necessary to evaluate the outcome of hypothesis H3, which was presented in the preceding chapter. In addition, H3 reported that in Tok Bali, Kelantan, there is a connection between the destination brand and the inclination to return. According to the results, destination brand is positively and modestly associated with the desire of returning to Tok Bali, Kelantan's community-based tourism, with a correlation coefficient of.652. Place attachment has a p value of.000, which is below than the.001 level of statistical significance. Additionally, there is a

connection between the destination brand and the intention to return in Tok Bali, Kelantan. As a result, H3 accepted.

LIMITATIONS

A beneficial and crucial method to complete the research was experienced throughout the full investigation. Even yet, there are several constraints that cannot be avoided by proceeding with the research as planned. It is important to be aware of the restrictions on the current study. The first restriction of this study is the lengthy timeline required to complete the entire data gathering. The researcher attempted to gather responses as rapidly as possible. Furthermore, respondents' unwillingness to cooperate in answering the online questionnaire. It is difficult for researchers to discover visitors who visit Tok Bali, Kelantan on a regular basis in order to conduct an appropriate study. Online questionnaires spread via WhatsApp groups, Facebook pages, and Instagram gained little answers. To encourage respondents to complete out the survey, the researcher had to continuously ask and appeal to them.

RECOMMENDATIONS

This work still needs to be improved for future research. As a result, certain recommendations have been created to be utilised in future research in order to improve the output. The first recommendation is that this study be conducted utilising both qualitative and quantitative methodologies. This is because it can help researchers obtain more accurate and high-quality results in the future. Following that, if survey questions are given online, researchers must do it in a more official manner. Furthermore, the surveys must be accompanied by a letter of confirmation from the institution or superiors in order to perform the study. As the survey is included with the confirmation letter, this ensures that respondents trust and do not hesitate to answer the surveys provided.

When it comes to the function of perceived advantages in revisit intention, perceived benefits play a significant part in tourist decision making. Future research should look into the influence of perceived advantages including cultural immersion, social interaction, and environmental sustainability on the desire to return to Tok Bali community-based tourism. Furthermore, for future studies, researchers might study the impact of tourist motive on return intention, the function of trust in revisit intention, and the impact of information sources on revisit intention.

In conclusion, this study was conducted to investigate variables influencing the return intention of community-based tourism in Tok Bali, Kelantan: the tourist perspective. The important characteristics (independent variables) of the atmosphere, cultural environment, and destination brand have an influence on visitors' revisit intention (dependent variable) in Tok Bali, Kelantan. As described in Chapter 3, researchers used Google Forms with 342 respondents to deliver surveys to those who go

to and visit Tok Bali. The researcher also gathers all data and information using a quantitative technique. The researcher also used Google Forms to connect with folks from all throughout Kelantan.

The Statistical Package for the Social Science (SPSS) software was then used to analyse the data from the questionnaire and the conclusions gathered in the previous chapter. The software was used by the researchers since it made it simple to obtain all the results. The next step is to summarise the data and decide the final result. For this investigation, all three of the offered hypotheses H1, H2, and H3 are accepted. Furthermore, limits and suggestions were developed for this study, which we think would be useful in future research. As a result, it is hoped that all of the material presented during this research will be useful to the next researcher.

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