

UNIVERSITI TEKNOLOGI MARA

TOURISTS' ACCEPTANCE OF LOCAL FOOD IN  
KELANTAN

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## **ABSTRACT**

A huge part of travelling is when they try the traditional food and gain experience from the local culture. The acceptance can be seen when they choose the food. It followed the sensory perception in build a response on the food products. In Kelantan, great food can attract consumers to visit here and try the local food. However, the problem is there are minimal research and data on the food image of Kelantan; the food image at Kelantan has been focused less, be ignored and is unimportant by researchers. The last problem is the lack of study by researchers in developing tourism that comes eat local food in Kelantan. This study attempts to investigate the acceptance of tourists towards local food in Kelantan and to identify the main factors that influence the acceptance of local food in Kelantan by tourists, which was achieved by distributing the survey to the population which is Malaysian citizens that have been and tried Kelantan local foods using the convenient sampling method. The data is analyzed by using MS Excel and SPSS software. The resulting findings will be revealed that demographic factors, physiological factors, and motivational factors will become a major point of concern for tourists in the context of acceptance of Kelantan local food consumption.

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## **CHAPTER 1 - INTRODUCTION**

### **1.1 Overview**

This section will explain detail on background of the study, the problem statement, research objectives, significance of the study, limitation of the study, and the definition of key terms. This study was focused on “Tourists’ Acceptance of Local Food in Kelantan”.

### **1.2 Background of the Study**

Kelantan was located at the north-east of Peninsular Malaysia. Kelantan is also known as the “Land of Lightning”. The culture of Kelantan looks different from Malay culture because there is a local food that has a uniqueness (Teng, 2018). The tourists were attracted to Kelantan because it has the best food for them to try. There is have a food at Kelantan such as Laksam, Nasi Kerabu, Nasi Dagang, Nasi Berlauk, Nasi Tumpang, Roti Titab, Kuih Akok, Tahi Itik, Ayam Percik and others (Lim, 2016). The acceptance can be seen when they choose the food. It followed the sensory perception in build a response on the food products (Byrne, 2020).

### **1.3 Problem Statement**

The problem is that there are minimal research and data on the food image of Kelantan. The other researchers said that even the total of tourists more increase than visit in Kelantan, and there are still minimal research and data for this study (Hanan & Aminudin, 2017).

The next problem is that the food image at Kelantan has been focused less, ignored, and unimportant by researchers. The meaning of focused less is even had a variety of foods that still carry on, Kelantan has been focused less. The researchers also ignored and examined that it was not important to study food image and food tourism (Hanan & Aminudin, 2017).

The last problem is the lack of study by researchers in developing tourism that comes eat local food in Kelantan. Researchers also said that sustaining food at Kelantan is familiar than researching the development of tourism that eat local food in Kelantan (Hanan & Aminudin, 2017).