

**ENHANCING THE TOURIST FACILITIES AT PANTAI SENAK , BACHOK,  
KELANTAN**

By

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**Title**

**Enhancing the Tourist Facilities at Pantai Senak , Bachok, Kelantan**

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## ABSTRACT

Beach tourism is an important sector in generating income and economic growth of the country. The shape of the terrain in an area is an important factor in the area behind the tourist area. Pantai Senak, Bachok is a district located in the state of Kelantan. There is a very beautiful beach area for other places. Beach tourism is one of the unique concerns in this industry because the beautiful natural beach conditions have attracted interest from abroad to come and travel to this country. There are various shortcomings in terms of public facilities for tourists in the area. The lack of public facilities will result in less tourism on the beach. This project is to enhancing the tourist facilities at Pantai Senak. Hence, it is to suggest the appropriate development management at the beach. To obtain accurate and clear findings and analysis, several methods used to complete this study. Among them is that the observation method is one of the types of data collection methods that will be used for this research paper. This method can be collected directly through google due to the movement of district order (MCO) which is one of the factors why observations must be done online. Furthermore, google road can describe the real situation in Pantai Senak, Bachok. Next, by using the questionnaire method, it can help researchers get authentic results because the data comes directly from the source. The survey will be answered by the local community and local tourists of Kelantan. The questionnaire was divided into three sectors namely, demographics (profile of respondents), survey of respondents, level of satisfaction and also opinions and suggestions to improve tourism facilities in Pantai Senak. Therefore, in this study, only 30 respondents consisting of men and women are required to answer the questionnaire which will be formed in google form due to the district movement order (MCO) which does not make it possible to distribute the questionnaire face to face. Based on the 30 randomly selected respondents, the results of the study found that some tourist facilities should be improved in the area of Pantai Senak, Bachok. The findings that can be seen after this study is conducted, Pantai Senak has the potential to develop as one of the best tourist areas in Malaysia. Therefore, the comfort of tourist facilities in the area of Pantai Senak such as accommodation facilities, parking facilities, bins, places sitting to rest, surau and toilet facilities as well as travel facilities to the destination are the main aspects that should be focused to ensure the arrival of tourists to the beach area.

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