

**TOURIST'S PERCEPTIONS ON KELANTAN TOURISM  
ATTRIBUTES**



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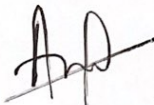
Y. Bhg. Prof.,

**LAPORAN AKHIR PENYELIDIKAN 'POSITIONING KELANTAN AS  
TOURIST DESTINATION'**

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 (tiga) salinan naskah laporan Akhir Penyelidikan bertajuk 'Positioning Kelantan As Tourist Destination'.

Sekian, terima kasih.

Yang benar,



**MARZIANA BT MADAH MARZUKI**

Ketua

Projek Penyelidikan

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ABSTRACT

*The World Travel and Tourism Council claimed that tourism was the world's largest industry in 1991 (World Travel and Tourism Council, 1991). The past few years have shown a steady increase in the volume of international travel, and along with this growth in travel, the number of tourism destination choices has also increased as many policy-makers have recognized the value of tourism to the economies of their regions. In realizing the fact that tourism industry contributes to the economic development of a country, many researches have been done in order to identify the destination images that will contribute to the creation of tourism products and services. This research studies the perceptions of the tourist in Kelantan in identifying the tourism product in Kelantan and hence, to propose potential strategies that can be used by the tourism agencies and Kelantan state government for the development of tourism in Kelantan. This research involved a review of the relevant destination image literatures to develop a list of attributes that theoretically measure destination image. It also measures tourists' perception on Kelantan tourism attributes. For the purpose of this study questionnaires were distributed to a sample of 100 tourists visiting Kelantan during the month of October to December 2006. Analysis were undertaken to study the relationship between variables and it was found that only few variables were significant. An analysis of open ended question shows that tourists view Kelantan as Islamic state with cultural values being the main attraction.*

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND STUDY

Tourism has become one of the major economic sectors by the year 2000 and beyond. In many countries, tourism is firmly established as the number one industry and the fastest-growing economic sector in terms of foreign exchange earnings and job creation. The World Travel and Tourism Council expects that, if government and industry –makers make an appropriate collaboration, tourism industries can generate more than 100 million new jobs across the world economy within 10 years starting from 1997 to 2007. Tourism industry also contributes to the economic growth brought about by the influx of foreign exchange earnings coming from the tourist expenditures.

According to the World Tourism Organization, international tourism receipts combined with passenger transport total more than US\$ 575 billion, making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food (World Travel & Tourism Council's, 2002). WTO has expressed that “travel & tourism is more than economics. The sector is a force for understanding at national, regional and international level, as a steward of the world’s environment, as a custodian of cultural heritage, and as a key factor in human development, for employers as much as for employees the travel & tourism industry is already realizing its potential to deliver on this promise.”