

## **Perception of Tourists towards Local Culture as Demonstrated at Rantau Panjang, Kelantan**

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**Abstract:** The tourism sector is an important sector in generating income and economic growth of the country, especially in a tourist destination. The shape of the terrain in an area is a factor that makes the area a tourist attraction. The culture of the place also plays an important role in making it a unique attraction for tourists. The rate of tourists in Malaysia has increased every year making Malaysia their preferred destination especially at Rantau Panjang, Kelantan. This is because the Rantau Panjang is a place of trade, shopping for visitors coming to Kelantan. In the tourism sector, the safety and culture of visitors is very important to the satisfaction of visitors to Manson, (2008). The culture of the place plays a key role in showing visitors that cultural issues are the custom they use in everyday life. Therefore, visitors to a place no matter where they come from, they need to maintain their culture and customs as visitors. In addition, as a society people also need to accept the culture they bring and only consider their culture and customs as visitors. This research is in the form of quantitative which is done using the questionnaire. It consists of 38 questions including demography respondents. The data which is collected was analysed using the software Statistical Package for Social Sciences (SPSS) version 25.0. Data received were analyzed using descriptive statistics. Results show the mean score for each of these items to answer the research question. The mean value for questionnaire item B was 3.38 (visitor knowledge of culture at Rantau Panjang, Kelantan), and section C was 3.32 (visitor perception of cultural influence at Rantau Panjang, Kelantan).

**Keywords:** Tourism, Visitor, Cultural

### **1. Introduction**

Tourism is an important sector in generating income and economic growth of the country, especially in a tourist destination. The shape of the terrain is a factor that makes the area a tourist attraction. The rate of tourists in Malaysia has increased every year making Malaysia their preferred destination especially at the Rantau Panjang, Kelantan. This is because the Rantau Panjang is a place of trade,

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shopping for visitors coming to Kelantan. In the tourism sector, the safety and culture of visitors is crucial to the satisfaction of visitors according to Manson (2008). Visitors to culture and security can develop the state of Kelantan as a world-class tourism and cultural destination by 2020 and maintain a national spirit based on the country's arts and culture. The culture referred to as custom, dress, lifestyle and religion is an important element of national tourism in the context of Yahya Ibrahim's, (2010). At the same time, Kelantan is the richest state in food selection. Many visitors come just to enjoy the food in the country. Besides that, not only the local visitors but also the foreign visitors also present as they are very unique and attractive with beautiful beaches. The Rantau Panjang is the second tax-free area in Kelantan after Pengkalan Kubur, Kelantan. The tourism sector can not only help to enhance the country's revenue sources but also to better introduce Malaysia to the uniqueness of Malaysia.

### 1.1 Research Objective

The objective of this study is to identify specifically the following things:

- i. To identify cultural factors in terms of clothing and customs that visitors bring to Rantau Panjang, Kelantan.
- ii. To identify visitor perception of cultural influences at Rantau Panjang, Kelantan.

### 1.2 Purpose of Study

This study focuses solely on visitor culture to ensure that visitors are comfortable and interested in the uniqueness of Kelantan. For the purpose of this study, researchers only examine the cultural issues brought by the visitors and identify the cultural factors and perceptions of the visitors of cultural influence at Rantau Panjang, Kelantan.

## 2. Methodology

Research conducted by researchers for the purpose of data production, collection of data related to the study. According to Chua, (2014) data collection is very important in research to strengthen the evidence in research. This clearly indicates that the methodology of the study is something that researchers should take into account in ensuring that the data obtained is accurate based on the objectives and goals of the study.

This methodology will be performed immediately after the writing of the literature review. In addition, this methodology can also assist the researcher on how to use the appropriate methods for this study. Next, through the study of Yusof Othman and Sharifah Aidid. (2010). In this chapter, there are a number of things that are discussed such as study design, population & sample study, research instrument, instrument validity, pilot study, research operation framework, data analysis method and research assumption. The above aspects will be discussed further and thoroughly by the researchers because the study methodology is very important as it will ensure that the research conducted is reliable and valid. Thus, the population for this study was 170 people living at Rantau Panjang, Kelantan. At the same time, they are also objecting, or events studied. The population that the researcher will use is the visitor who travels across the Rantau Panjang to find the study. Next, the selected study population includes visitors who are involved both outside and within Malaysia. Therefore, based on the sample size determination of Krejcie and Morgan (1970), the researchers selected a sample of only 120 respondents who were able to answer the questionnaire set. Table Krejcie sampling and Morgan can be seen in Appendix A for sampling. All the data obtained from the questionnaires were analyzed using the Statistical Package for the Social Sciences version 25.0 (SPSS). The results of the analysis are shown in tables obtained from SPSS such as min and standard deviation obtained from (Absul Ghaffar, 2003).

**Table 1: Mean Score Interpretation Scale (Abdul Ghaffar, 2003)**

Mean Score	Interpretation phase
0.0 – 0.2	Lowest
0.21 – 0.79	Moderate

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0.8 – 1.00	Higher
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### 3. Results and Discussion

#### 3.1 Result

Analysis of data is done by calculating the mean score and standard deviation using the computer software SPSS version 25.0. Based on the mean value obtained for each of the questions that have been in the questionnaire, the values will be classified into two stages, which is identify cultural factors in terms of clothing and customs that visitors bring to Rantau Panjang, Kelantan and identify perceptions of visitor’s cultural influences at Rantau Panjang, Kelantan. This study is measured from the level low, medium or high.

##### 3.1.1 Visitors' Knowledge of Culture at Rantau Panjang, Kelantan

The analysis in this section is intended to answer the first research question, namely "Knowledge of visitor's culture at Rantau Panjang, Kelantan". A total of 15 items were built and analysed to identify the culture that encouraged tourists to choose Rantau Panjang as their destination.

**Table 2: Mean value of visitor knowledge of community culture in Rantau Panjang, Kelantan.**

No	Item	Mean	Standard Deviation	Level
1	I know the culture of visitors	3.30	0.460	Medium
2	I understand that culture is a necessary part of society's way of life	3.29		Medium
3	I wear decent clothes while traveling in the Rantau Panjang	3.92	0.456	High
4	I wear traditional Kelantan clothing while traveling in the Rantau Panjang	2.56		Low
5	I understand every aspect of the visitor's lifestyle, behavior and customs	3.62	0.306	Medium
6	I know when in the Rantau Panjang I have to maintain my own customs and relationships	3.87		High
7	I know that unique local culture will make a country famous	4.03	0.887	High
8	I know that diverse and unique cultures such as the Rantau Panjang are a tourist attraction to this country	4.20		High
9	I emphasize social and balanced aspects of life	3.96	0.522	High
10	I know that wearing it can have a negative impact on the people of the Rantau Panjang	4.00		High
11	I know the attitude of cultural openness is influenced by foreign tourists	3.99	0.634	High
12	I know that using good language and lifestyle can lead to social harmony	4.00		High
13	I know the culture and society of the Rantau Panjang	3.20	0.685	Medium
14	I know that the culture of the community can change with the passage of time opening up opportunities for visitors coming from abroad	4.00		High
15	I understand the cultural differences between international and domestic visitors	3.45	0.559	High

The mean score analysis for part B indicated that visitors' knowledge of the culture at the Rantau Panjang, Kelantan is at a mean level of 3.38. This is because visitors to the Rantau Panjang know the culture of the people at Rantau Panjang and they also respect the culture of the local community.

Therefore, the findings of the study found that item B4 “I wear traditional Kelantan clothing while traveling at Rantau Panjang” was the item with the lowest mean score of mean = 2.56 (SD= .887). Whereas the item with the highest mean score was item B8 “I know that diverse and unique cultures such as the Rantau Panjang are a tourist attraction to this country” where min = 4.20 (SD= .559).

For item 8, 78 respondents (65.0%) answered yes, 33 respondents (27.5%) answered strongly and only 9 respondents (7.5%) answered uncertain. Overall, visitors' knowledge of the culture at the Rantau Panjang, Kelantan can be a tourist attraction with a variety of cultures that are unique in terms of traditional Kelantan entertainment, such as Makyong, Wayang Kulit, Dikir Barat, Wau and so on.

For item 4, 85 respondents (70.8%) disagreed, 32 respondents (26.7%) answered yes and only 3 respondents (2.5%) answered uncertain. Overall, visitors' knowledge of the traditional clothing of the state of Kelantan at the Rantau Panjang did not receive much response and the visitors were also not aware of the polite wear when visiting Rantau Panjang, Kelantan.

a. Visitor Perceptions of Cultural Influence at The Rantau Panjang, Kelantan

In part C there are 14 questionnaire items regarding the perception of visitors to cultural influences at the Rantau Panjang, Kelantan. These items were analyzed to find out the mean of each answer given by the respondents as shown in table 3. A total of 14 items were built and analysed to identify the visitor perceptions of cultural influence at the Rantau Panjang, Kelantan.

**Table 3: Descriptive Analysis of visitor perceptions of cultural influence at the Rantau Panjang, Kelantan**

No	Item	Mean	Standard Deviation	Level
1	I realize that the discretion of a visitor leads to a great sense of language	4.00	1.036	High
2	I find the interaction between visitors and the community very important	4.00	0.949	High
3	I pay attention to the language used by visitors while at the Rantau Panjang	3.72	0.915	High
4	Language is a good trait and can benefit other people whether in the country or abroad	4.00	0.757	High
5	The effects of free association and influence from western visitors are damaging to the morals of the youth	4.21	0.896	High
6	Being a civilized society does not allow religious conflicts to arise as it will affect the religious community and future generations	4.00	0.514	High
7	Religious conflicts occur among people who do not understand other religions better	3.77	0.641	High
8	I find that the Rantau Panjang environment has an open attitude towards visitors	3.28	0.522	Medium
9	I find that the people of the Rantau Panjang practice good manners when communicating	3.23	0.812	Medium
10	Understanding one another's customs, celebrations and beliefs can reduce misunderstandings	3.24	0.523	Medium

11	I find that the Rantau Panjang area does not have the problem of clash between eastern and western cultures	3.21	Medium
12	I know the people of the Rantau Panjang respect the culture of visitors	3.25	Medium
13	Pure values in teenagers such as tolerance and responsibility eventually fade away due to unhealthy cultural influences	3.79	High
14	The people of the Rantau Panjang according to the way western visitors are used	2.43	Low

The mean score analysis for part C, which is the perception of visitors to cultural influences at the Rantau Panjang, Kelantan. Overall, the mean score for this visitor of perceptions is 3.32 which is on average. This average indicates that visitors' perceptions of cultural influences at the Rantau Panjang still need improvement.

Question C14 item "Long Range Community by Western Visitor Method" shows low mean of min = 2.43. Based on this, the respondents are of the opinion that the people of Rantau Panjang do not follow the way visitors are used. Based on the table above also shows the highest mean value of value C5 question item 4.21 (high). Respondents argue that the effects of free and influential socialization on Western visitors are detrimental to the morals of the youth.

For item 5, 95 respondents (79.2%) answered yes and only 25 respondents (25.0%) agreed strongly. Overall, the effects of free and influential western visitors are detrimental to the morale of the Rantau Panjang community, especially among those who are easily influenced by western visitors who are too into the trend of using different styles. Furthermore, with the presence of social media like Instagram, Twitter, Facebook and so on.

For item 14, 91 respondents (75.8%) answered disagree, 23 respondents (19.2%) answered yes and only 6 respondents (5.0%) answered uncertain. On the whole, the people at Rantau Panjang are not influenced by the way westerners are used, especially among today's teenagers who are too trendy.

### 3.1.2 Overall Average Mean Score Scores for Visitor Perceptions of Cultures at Rantau Panjang, Kelantan

Table 4 shows the average analysis of the mean of the mean scores on visitor perception of culture in the Rantau Panjang, Kelantan. Here's an average of the overall mean score.

**Table 4: Average mean analysis of mean scores for visitor perceptions of cultures in Long Range, Kelantan**

No	Item	Mean	Level
1	Visitor's Knowledge of Culture	3.38	Medium
2	Visitor Perceptions of Cultural Influence at the Rantau Panjang	3.32	Medium

Table 4 shows the average analysis of mean scores and knowledge level for Visitor Cultural Perceptions at the Rantau Panjang, Kelantan. Based on this analysis can be seen the mean value and knowledge level of each item studied. Table 4 shows the results of the overall study analysis which includes the mean value as well as the knowledge level for each of these dimensions. The findings of this study are drawn from the questionnaires from section B and section C. The findings of this study show that the mean value of overall visitor knowledge of culture and visitor perception of cultural influence at Rantau Panjang are moderate.

### 3.1.3 Cultural factors at the Rantau Panjang, Kelantan are embedded in their daily lives

Based on the findings of the study, researchers are able to identify the push factors that culture at Rantau Panjang, Kelantan practiced by the people of the Rantau Panjang. The cultural aspects of a community are crucial to keeping a community safe and at peace and in keeping with the community

around them. As a multiracial society it is important to respect every community who practices their culture as well as visitors who are familiar with the many cultures they bring. Therefore, locals need to understand their culture and respect visitors as guests.

Culture is also a necessity for society to regulate their lives in terms of thinking and behavior. Every practice or routine practiced regardless of race becomes a culture of life that encompasses all aspects of their life such as Language or dialect of daily conversation, beliefs, birth customs, marriages and ethical values of society. According to Hairudin Harun, (2006) has stated that cultural practices will create a system of community thinking and can serve as an important guide for creating civilized people. This is because cultural practices in society can change with the passage of time opening up space for visitors to come from outside.

The findings of the study found that respondents strongly agree with the multicultural and unique culture such as at Rantau Panjang, Kelantan as the tourist attraction of this country is the item with the highest mean score of mean = 4.20 (sp .559). Almost all respondents agreed with the statement. This is because visitors can see the culture and uniqueness of the Rantau Panjang and it will attract visitors. This statement is supported by Yahya Ibrahim, (2010) that the unique local culture including custom, dress, ceremony, lifestyle and religion are important elements in the context of the national tourism market.

Further, the findings of the study found that respondents were less agreeable to the knowledge of each aspect of the lifestyle, behavior and customs of the visitors as a mean with a mean score of 3.62 (SD=.522). This is because visitors understand all aspects of community culture and they also understand why people at the Rantau Panjang practice their customs and lifestyle because they want to make sure visitors are impressed by the uniqueness of their culture. According to Mosbah & Saleh, (2014) noted that the uniqueness and diversity of the culture is able to reflect the excitement of the custom and the culture of the people and is one of the most important in the tourism industry in Malaysia.

The findings of the study found that respondents did not agree to wear traditional Kelantan while traveling at the Rantau Panjang, Kelantan because visitors to the Rantau Panjang did not wear traditional Kelantan state clothing as an item with a low mean score of 2.56 (SD= .887) . This is because Kelantan's traditional attire needs to be given more attention and the privilege of wearing traditional attire when visiting Rantau Panjang, Kelantan. Furthermore, traditional clothing for a state is only used at certain times.

### 3.2 Discussions

Based on the findings of the study, researchers are able to identify the visitor perceptions of cultural influence at the Rantau Panjang, Kelantan. Visitors to any place, no matter where they come from, they need to maintain their culture and customs as visitors. In addition, local people have to accept the culture and customs of visitors coming to their place. Nowadays, the problem of cultural influences brought by local and foreign visitors to the people of an area is increasingly threatened. If this problem persists it will lead to social problems such as bad behavior and an independent lifestyle.

The average overall mean value of this indicates that respondents understand the visitor's perception of cultural influences at the Rantau Panjang, Kelantan. The influence of this culture is important to ensure that visitors and the public are not affected by the things that lead to harm. According to Dr, Saodah Abd. Rahman, (1997) the state and state of the world filled with extreme entertainment and 'glamorous life' can not only cause children and adolescents to fall into disrepute, but it can also make their hearts hard to accept spiritual teachings.

The results of the study in chapter 4 found that respondents did not agree with the Rantau Panjang community in terms of western visitors having a minimum mean score of 2.43 (sp796). This is because the people at the Rantau Panjang maintain their customs and culture so that visitors do not look bad to the community. According to Barrow, (2009) social problems are an improvement or deterioration in

human beings in terms of human well-being or a significant change in the public's concern. In addition, the people of the region have embraced both the culture and the way they use visitors without imitating their culture as a lifestyle.

Further, the findings of the study found that respondents disagree with me on the fact that the Long-Range environment has an open attitude towards visitors is an item with a mean mean score of 3.28 (SD= .453). This is because the people at Rantau Panjang are not interacting with the visitors and they only treat visitors who are their family members. As a society we should have and apply in our community values and respect and accept visitors who come from far and wide. In addition, society must always be tolerant and courteous regardless of race because we as humans must always live a peaceful and happy life. According to Randy W. Elder, (2004) cultural acceptance means that a culture is growing and practiced by different racial communities as a process that unites the whole community.

The findings of the study found that respondents strongly agree that the effects of free association and influence of western visitors are detrimental to the morale at the Rantau Panjang community, especially among adolescents who are easily influenced by Western visitors who are following the trend of different styles. Furthermore, with the presence of social media like Instagram, Twitter, Facebook and so on. This is because it can affect young people's thinking and lead to bad behavior is the item with the highest mean score of mean = 4.21 (SD= .408). Almost all respondents agreed with the statement. This is because parents successfully teach and educate their children not to be influenced by western culture and they clearly state the disadvantages of following the culture. According to Wagner, (2009) lifestyle can influence a person's behavior which ultimately determines one's life choices. Lifestyle evolves with the advancement and change of times.

#### **4. Conclusion**

This section briefly summarizes the results of the study based on the data analysis conducted by the researcher. Overall, it can be concluded that almost all visitors to the Rantau Panjang, Kelantan have a high understanding of the visitor's perception of the culture in terms of knowledge and perception of the influence of culture at the Rantau Panjang, Kelantan. Meanwhile, the majority of visitors to the Rantau Panjang practice good culture and culture while visiting the Rantau Panjang, Kelantan. This shows that they not only have the knowledge but also have the awareness to practice good culture and lifestyle to the people at the Rantau Panjang, Kelantan. Therefore, based on this study, the objectives of the study and the questionnaire studied by the researcher have been achieved.

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