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Unravelling the Magnetic Pull: Decoding Tourist Decision-Making Amidst Northeast Monsoon Floods in Terengganu

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ABSTRACT

Terengganu, situated on Peninsular Malaysia's east coast, is a renowned tourism hotspot, celebrated for its pristine beaches, vibrant marine ecosystems, rich cultural heritage, and flourishing ecotourism prospects, despite its susceptibility to monsoon floods. This study aims to investigate key factors influencing tourists' decision-making regarding travel to destinations affected by monsoon floods, using Terengganu as a case study. Through an extensive literature review, several variables have been identified, which the independent factors been assessed by utilizing a regression model. The findings reveal that five of the six independent variables exhibit p-values less than 0.05, indicating their significance in influencing tourists' decisions. These variables encompass safety assurance, information reliability, communication mediums, flood control, and promotional strategies. Notably, the factor related to flood resilience yields a p-value of 0.621, exceeding the 0.05 threshold. Consequently, the hypothesis that flood resilience plays a significant role in shaping tourists' decisions towards Terengganu is rejected. Given the paramount importance of the tourism industry in Terengganu, the analysis serves as a pivotal foundation for crafting a comprehensive model guiding tourists' decision-making processes when considering destinations susceptible to northeast monsoon floods. This model, tailored to Terengganu's unique context, directly contributes to enhancing the region's tourism sustainability.

Keywords: decision-making, tourism destination, safety assurance, flood management

1. INTRODUCTION

The tourism industry is extremely important in Malaysia, particularly for economic growth and development, since it generates cash, creates job possibilities, and stimulates numerous businesses [1]. Tourist spending attracts foreign exchange, which can help a country's currency and balance of payments. Terengganu is a famous tourist destination on Peninsular Malaysia's east coast, famed for its clean beaches, active marine life, cultural legacy, and ecotourism prospects [2]. According to Terengganu State Government Tourism data [2], [3], the state received roughly 2.85 million domestic and foreign tourists in 2019, producing tourism income of approximately RM2.68 billion [2]. However, the monsoon flood phenomena offer considerable obstacles to Terengganu's tourism industry. In Terengganu, monsoon floods happen during the

yearly monsoon season, which normally lasts from November to February [1], [3]. The east coast of Peninsular Malaysia's Terengganu sees a lot of rain at this time, increasing the danger of floods. Rivers may overflow as a result of the monsoon rains, flooding low-lying regions and temporarily disrupting infrastructure and transportation. Each year, the intensity of the floods might differ, with some years having more profound effects than others [4]. To lessen the effects of the floods and safeguard the safety of locals and visitors, the Terengganu state government and pertinent agencies employ flood management techniques, such as early warning systems and evacuation plans [5]. Although the flood management in Terengganu is considered good, the monsoon flood phenomenon also affected the tourism industry. Potential visitors may be discouraged from choosing Terengganu as their vacation location due to the unfavourable impression of floods and the risks involved, which may have an effect on the tourism industry's expansion and income [6].

2. FACTORS IMPROVING TRAVEL DECISION-MAKING OF TOURIST

Decision-making considerations for the tourist to travel towards tourism destinations involved with northeast monsoon floods related to many factors. In this section, the important factors which found through literature study shown in Fig. 1 will be discussed in detail. The factors are safety assurance, information's reliability, flood resilience, communication medium, flood management, promotional strategies [1], [2], [6]-[17] will be explained briefly in the next section.

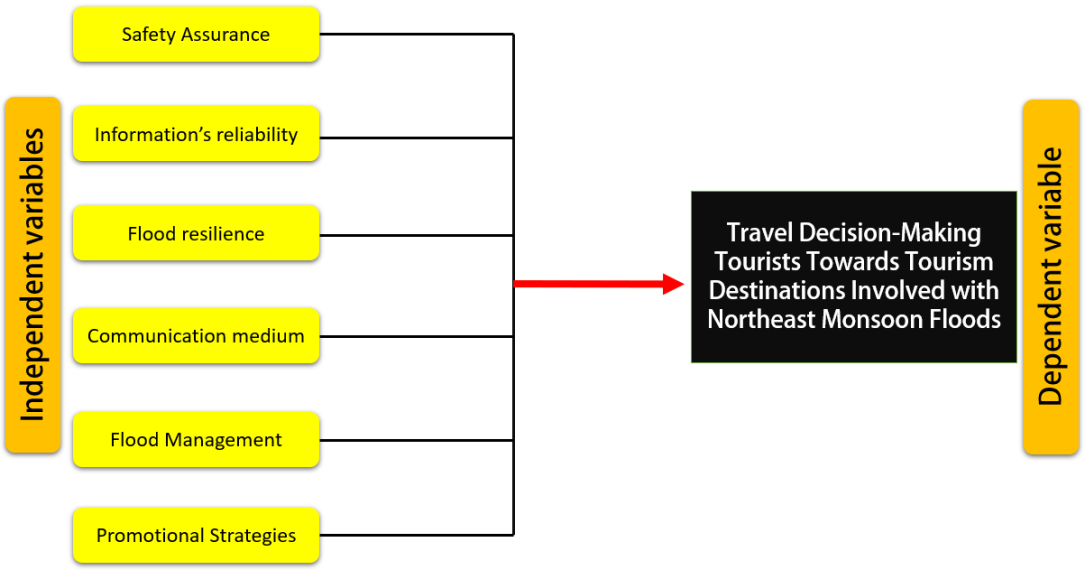

Figure 1. The affecting factors on conceptual frameworks proposed by the authors

2.1 Safety Assurance

The primary factor influencing travel decisions during monsoon flood phenomena is safety. Tourists consider the potential risks associated with floods, such as property damage, personal safety, and the ability to access medical facilities [8]. Travellers evaluate safety assurance when making selections about visiting monsoon flood phenomena vacation areas. Because of the possible risks associated with floods, such as personal safety and property damage, tourists prioritise safety [9]. Tourists can have peace of mind, feel secure in their travel decisions, and enjoy their experiences without fear of danger or disruptions if safety is ensured [18]. The assurance of safety offers a sense of security and trust, allowing tourists to fully engage in the offerings of the area and create great experiences during their visit. if possible.

2.2 Information's reliability

The availability of accurate and timely information regarding the monsoon flood phenomena is crucial. Tourists rely on weather forecasts, updates from local authorities, and travel advisories to make informed decisions [16]. If there is a lack of reliable information or transparency, tourists may choose to avoid destinations prone to flooding. Providing tourists with accurate and up-to-date information regarding the monsoon flood phenomena is crucial. This includes sharing weather forecasts, flood alerts, safety measures, and updates from local authorities [11], [14], [15]. Having reliable information empowers tourists to make informed decisions and assess the risks associated with visiting a destination during the monsoon season.

2.3 Flood Resilience

The ability of a tourism site to cope with and recover from floods is critical. While flood resilience is crucial for long-term planning and vulnerability reduction, it may not have an immediate impact on the tourism industry after a flood event [13], [16], [17]. Destinations can reduce the long-term impact of floods on tourism activities by investing in flood resilience measures such as better infrastructure, flood-proofing of facilities, and flood-risk land-use planning [12]. Tourists' faith in a destination's ability to endure and recover rapidly from flood events can raise its attraction to them.

2.4 Communication medium

Travellers consider communication mediums when making selections about visiting monsoon flood phenomena tourism areas. According to [16], effective communication methods, such as dependable websites, social media updates, and direct communication from local officials, provide critical information about the current flood condition, safety precautions, and any adjustments to travel plans that may be required. Tourists can make informed judgements, analyse dangers, and plan accordingly if they have access to reliable and timely information [10]. It instils trust, ensures transparency, and assists travellers in navigating the difficulties caused by monsoon floods, eventually affecting their decision to visit or avoid the region. Establishing effective communication channels is essential for tourists to stay informed and connected [19]. Utilizing various platforms such as websites, social media, mobile applications, and email updates can ensure that tourists receive timely information about the flood situation, safety precautions, and any necessary changes to travel plans [20].

2.5 Flood management

Flood management focuses on the preparedness, response, and recovery measures during and after a flood event. These procedures are critical for maintaining tourist safety, minimising damage to tourism infrastructure, and expediting the recovery of impacted locations [10]. Effective flood management measures, such as early warning systems, evacuation plans, and coordinated disaster responses, are critical to protecting tourists and keeping tourism facilities operational [8]. Developing and maintaining robust infrastructure and flood management systems can significantly improve the appeal of tourism destinations prone to monsoon floods [1], [11], [13]. This includes implementing early warning systems, flood control measures, and efficient evacuation plans. Tourists are more likely to feel confident and secure when visiting destinations that demonstrate effective flood preparedness and management [8].

2.6 Promotional Strategies

Promotional strategies are important in the decision-making process for travellers considering monsoon flood tourism sites. During the flood season, these techniques effectively communicate the destination's unique experiences, safety measures, and resilience [7]. Promotional initiatives

that promote alternative activities, cultural experiences, and the destination's ability to manage and recover from flood occurrences can all help to assuage travellers' anxieties and reassure them [1], [6], [8], [10]. Promotional methods affect tourists' decisions by creating confidence and increasing enthusiasm in visiting the place by highlighting the destination's attractions, safety measures, and ability to give enjoyable experiences despite the floods. According to [10], [15], [17], collaborating with travel agencies, leveraging social media, and showcasing testimonials from previous visitors who had positive experiences despite the monsoon floods can positively impact travel decision-making. Promotional techniques promote the destination's ability to manage flood disasters, highlight alternative activities, and emphasise cultural experiences through targeted marketing campaigns, informational material, and appealing images [12]. These techniques are critical in attracting travellers' attention, resolving their worries, and eventually influencing their decision to visit the region despite the occurrence of monsoon floods [16].

3. METHODOLOGY

The study used a quantitative research technique that required the gathering and objective analysis of empirical data to discover the factors that closely correspond to tourist travel decisions made towards tourism destinations affected by northeast monsoon floods. Six hypotheses were tested in order to determine the relevance of the association between the attributes and travel decision-making. To collect data for this survey study project, a questionnaire was used. According to Tourism, Experience Beautiful Terengganu, 2019 [2], questionnaires allow for speedy connection with respondents, saving both time and money. The questionnaire was divided into three pieces based on the phases of questionnaire design [3]: Section A includes a demographic profile, Section B includes the independent variable, which has six features, and Section C includes the dependent variable, which represents worker experience.

Section A is divided into five sections: gender, age, education level, education level, and tourism experience. Section B is made up of six components: safety assurance, information's reliability, flood resilience, communication medium, flood management, promotional strategies. Section C concludes with a discussion of the travel decision making. For concept validity, the the questionnaire items have been adapted from [4]. The questions in Sections B and C are scored objectively using a Likert Scale ranging from 1 (completely disagree) to 5 (fully agree) (absolutely agree). The legitimacy of the face was examined ahead of time. A pilot test was also carried out to assess the questionnaire's validity. A modified version of the questionnaire was distributed to respondents from a representative sample corresponding to the target demographic to assess its reliability. The study was conducted in a random tourism destination in Terengganu. In this example, 165 tourists, both domestic and international, were given the survey form. The questionnaire was distributed using a stratified random sample approach. The approach was disseminated through paper surveys. Those that completed the hardcopy version received a copy of the questionnaire as well as a pen. In addition, respondents can complete the survey via an online form.

The data analysis method entails acquiring and processing information in a methodical manner in order to derive significant insights and conclusions. It usually entails data gathering, organisation, and statistical approaches to uncover patterns and relationships in the dataset. The hypothesised explanations or predictions regarding the relationships between variables that lead the analysis are referred to as hypotheses. Researchers can validate or reject their proposed theories by testing them against facts, thereby contributing to a deeper knowledge of the topic under examination. Below are the hypotheses that been used in this study:

H1 There is significant relationship between safety assurance factor with travel decision-making
H2 There is significant relationship between information's reliability factor with travel decision- making
H3 There is significant relationship between flood resilience factor with travel decision-making
H4 There is significant relationship between communication medium factor with travel decision- making
H5 There is significant relationship between flood management factor with travel decision-making
H6 There is significant relationship between promotional strategies with travel decision-making

4. RESULTS AND DISCUSSION

The survey data was analysed using SPSS (statistical package for social sciences), which performed multiple regression and correlation between variables to analyse the data and show the relationship between variables to produce statistical and factual data.

4.1 Demographic Analysis

The data for this study came from 165 respondents, and the sample profile is shown below. Based on gender, age, education, citizenship, years of travel experience, and other factors, Table 1 shows the demographic profile of the respondents, who are tourists from Terengganu. The sample's gender distribution showed that men outnumbered women, with 57% of respondents being men and 43% being women. The age group with the biggest percentage is between 41 and 60 (41%), followed by 21 to 40 (32%), and those beyond 60 (20%). 7% of people in the population are under the age of 21. The sample is made up of educated people, with 45% holding a bachelor's degree or more, 33% holding a diploma, and 22% claiming to have additional academic degrees. Furthermore, 61% of tourists are Malaysian, while 39% are foreign visitors. Finally, the majority of respondents (53%) have 5-10 years of tourism experience. Then there are the 22% of visitors who have been travelling for ten years or more. Finally, only 26% of respondents have more than five years of travel experience.

Table 1 Respondent's Demographic Profile

Demographic	Classification	Frequency	(%)
Gender	Male	95	57
	Female	70	43
Age	Below 21 years	12	7
	21 years old – 40 years old	52	32
	41 years old – 60 years old	68	41
	Above 60 years old	33	20
Education	SPM and below	36	22
	Diploma	54	33
	Bachelor and above	75	45
Citizenship	Local tourist	100	61
	Foreign tourist	65	39
Tourism experiences	Below 5 years of tourism experiences	43	26
	5-10 years of tourism experiences	87	53
	Above 10 years of tourism experiences	35	22

4.2 Reliability Analysis

Based on the thirty items in the researcher's questionnaire, Table 2 shows the reliability statistics. Table 2's Cronbach's Alpha coefficient, which measures the reliability of questionnaire items, is 0.927.

Table 2 Reliability Evaluation of the Survey

Reliability Statistic	
Cronbach's Alpha	N of items
0.927	30

4.3 Correlation Analysis

The hypothesis was tested by evaluating the strength of the correlation between the independent and dependent variables using Pearson's Correlation. The strength of the correlation between the independent variables (safety assurance, information reliability, flood resilience, communication medium, flood management, and promotional strategies) and the dependent variable (travel decisions made by tourists towards tourist destinations affected by northeast monsoon floods) is shown in Table 3 by Pearson's Correlation analysis. As shown in Table 3, there is a 1% significant level association between safety assurance and visitors' ability to make travel decisions, suggesting a connection between the two. In addition, the value 0.421 shows a moderately favourable association between assurance of safety and trip decision-making. The correlation result for the reliability of the information and travel decision-making is displayed in Table 5 and indicates a 1% significant level link. However, the outcome of 0.527 shows a modestly positive correlation. In other words, this shows a somewhat favourable relationship between the decision to go and the veracity of the information. As demonstrated in Table 8, the relationship between flood resilience and travel choices has a 1% significant level. As a result, the correlation is beneficial as indicated by the score of 0.311. This score indicates a moderate relationship between the choice to travel and the capacity to survive flooding. The link between communication medium (CM) and trip decision-making (TDM), as shown in Table 8, is 1% significant. Furthermore, the score of 0.653 shows a somewhat positive relationship. In other words, this score indicates that a better communication channel to respondents has a high potential of affecting travel decision-making (TDM). The findings of the link between flood management and travel decision-making (TDM), as shown in Table 8, demonstrate a substantial relationship between the two. This demonstrates that respondents' evaluations of extremely successful flood management have a high potential of affecting travel decision-making (TDM). Table 8 shows that the link between promotional strategies and travel decision-making (TDM) has a 1% significance level. As a result, the score of 0.649 indicates a moderate association between promotional strategies and travel decision-making (TDM).

Table 3 Pearson's Correlation Analysis

	Travel decision-making (TDM)	**Safety assurance (SA)**	**Information reliability (IF)**	**Flood resilience (FR)**	**Communication medium (CM)**	**Flood management (FM)**	**Promotional strategies (PS)**
travel decision-making (TDM)	1						
Safety assurance (SA)	0.421**	1					
Information reliability (IF)	0.527**	0.357**	1				
flood resilience (FR)	0.311**	0.702**	0.678**	1			
Communication medium (CM)	0.653**	0.519**	0.328**	0.227**	1		
flood management (FM)	0.578**	0.148**	0.535**	0.465**	0.762**	1	
promotional strategies (PS)	0.649**	0.617**	0.492**	0.374**	0.772**	0.436**	1

**. At the two-tailed significance level of 0.01, correlation is significant.

4.4 Regression Analysis

To determine the overall association of elements that travellers take into account and use to make travel decisions towards tourist sites affected by northeast monsoon floods, regression analysis has also been undertaken. Finding out how well the regression model fits the study's data is the goal of the regression analysis. The six independent variables that the researcher utilised to identify the factor that should be taken into consideration that may affect travel decisions made by tourists towards tourist sites affected by northeast monsoon floods are shown in Table 4. The dependent variable is tourist travel decisions, while the six independent variables are safety assurance, informational dependability, flood resilience, communication medium, and flood management.

Table 4 Factor of travel decision making with toward tourism destination

Model	**Variable Entered**	**Variable Removed**	**Method**
1	TDM, SA, FR, CM, FM, PS, IF	none	Enter

a. Dependent Variable: travel decision-making (TDM)
b. All request variables: SA, FR, CM, FM, PS, IF,

Three approaches were used to analyse the projected value of variables: 1) Model Summary (R-value), 2) ANOVA variable (p-value), and 3) Regression Coefficient Analysis (hypothesis

outcome). Table 5 displays the Model Summary result. With a R value of 0.845, there is a significant correlation between the factors that travellers evaluate and the decisions they make regarding their trips to Terengganu, as shown in Table 5. As a result, according to the R-value, the elements and tourists who make trip decisions are tightly associated. Table 6 shows that the significant p-value for the ANOVA.

As a result, the elements have a substantial relationship with tourists who make travel decisions. Finally, Table 7 displays the results of multiple regression for the six hypotheses given. Table 8 shows that the p-value for five of the six independent variables is less than 0.05, indicating that these five variables are significant, with the exception of the flood resilience variable factor (0.621), which is greater than 0.05. This suggests that the notion of safety assurance, information reliability, communication medium, flood control, promotional methods, and tourist decision-making towards Terengganu is recognised.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.845	0.714	0.725	0.21945	1.621

Table 6. ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.789	5	1.137	23.699	0.001
Residual	3.896	72	0.053		
Total	10.685	77			

Table 7. Regression Coefficient Analysis

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta	3.765	0.002
Travel decision-making (TDM)	0.933	0.326		3.435	0.006
Safety assurance (SA)	0.058	0.077	0.558	3.1180	0.001
Information reliability (IF)	0.198	0.062	0.256	4.267	0.009
Flood resilience (FR)	2.256	0.087	0.045	0.210	0.161
Communication medium (CM)	0.237	0.178	0.236	1.437	0.005
flood management (FM)	0.264	0.049	0.258	2.377	0.046
Promotional strategies (PS)	0.273	0.063	0.294	2.832	0.026
Predictor: (constant), SA, CM, FM, PS, if Dependent: TDM,					

The hypothesis testing for the study is summarised in Table 8. According to Table 8, five hypotheses were accepted while one was rejected. The safety assurance metric (0.001, p 0.05) has the strongest correlation with trip decision-making, according to the recognised theory. The

most significant link with travel decision-making is shown to exist between the communication medium (cm) factor (0.005, p 0.05), information reliability (0.009, p 0.05), promotional techniques (0.026, p 0.05), and flood management factor (0.046, p 0.05). On the other conjunction, flood resilience has been invalidated (0.161, p>0.05), demonstrating that it has no real bearing on how people choose to travel.

Table 8 Summary of Hypothesis Testing of Analysis

No	Description	p-Value, sig.	Decision
H1	The safety assurance factor has significant relationship to travel decision-making	P < 0.05; 0.001	Accepted
H2	The information's reliability factor has significant relationship to travel decision-making	P < 0.05; 0.009	Accepted
H3	The flood resilience factor has significant relationship to travel decision-making	P > 0.05; 0.161	Rejected
H4	The communication medium factors have significant relationship to travel decision-making	P < 0.05; 0.005	Accepted
H5	The flood management factor has significant relationship to travel decision-making	P < 0.05; 0.046	Accepted
H6	The promotional strategies have significant relationship to travel decision-making	P < 0.05; 0.026	Accepted

As shown in the Table 8, Hypothesis H3 at 0.161 is rejected, indicating a p-value larger than 0.05. As a result, the flood resilience factor has less significance with the tourist. Maybe it because the characteristic of flood resilience itself is long-term planning and reducing vulnerabilities, it may not have an immediate impact on the tourism sector meanwhile the tourists are always come and go. As a result of the key study, it can be concluded that the flood resilience has less significance association that has no effect on the travel decision-making tourists towards tourism destinations involved with northeast monsoon floods. Figure 2 shows the final result on significant factors which should be considered for improving travel decision-making of tourists toward the monsoon flood phenomenon's tourism.

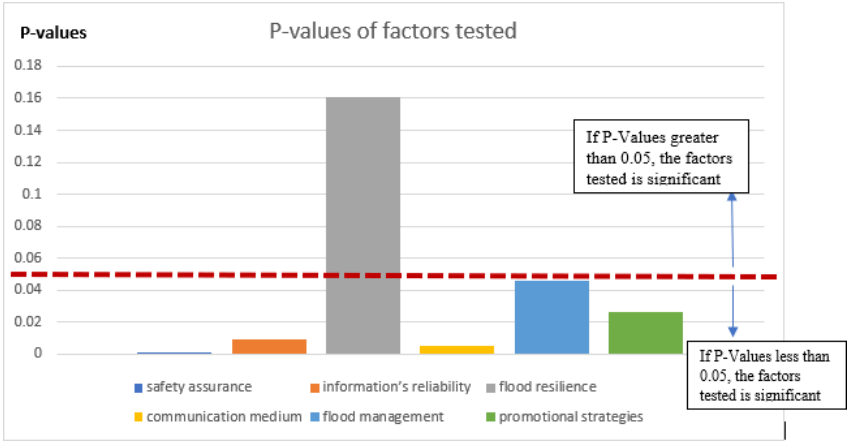

Figure 2. Significant factors based on P-values from hypothesis testing

5. CONCLUSION

In light of the outcomes highlighted in the previous section, the following conclusions are drawn: Based on the survey involving 165 respondents who are the tourist of the Terengganu, the factors which are safety assurance, information's reliability, flood resilience, communication medium, flood management, promotional strategies were analysed based on regression model and hypothesis testing. The findings suggest that the element of safety assurance has the most significant association with travel decision-making (0.001, p 0.05). Following the factors of information reliability (0.009, p 0.05), promotional strategies (0.026, p 0.05), and flood management (0.046, p 0.05), the communication medium (CM) factor (0.005, p 0.05) was discovered to have the most significant relationship with travel decision-making (TDM). Flood resilience, on the other hand, is rejected (0.161, p>0.05), showing that no relevant relationship exists between it and travel decision-making. As is well known, the tourism industry plays an important role in economic development and can be a large contributor to GDP (gross domestic product). When the tourism business operates well, the economy tends to grow and flourish. In order to improve performance, this research project investigated the factors influencing tourist in travel decision making that are highly responsible for a tourist's travel decision in Terengganu in order to produce a concrete result that what factor is hindering a tourist while making a travel decision. your paper and stress the most important points of it.

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