

Chapter 5

Georgetown as a Gastronomy Tourism Destination: Visitor Awareness Towards Revisit Intention of Nasi Kandar Restaurant

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ABSTRACT

Nasi Kandar is one of the most favourable delicacies for tourists when visiting Penang. However, the hygiene level in most of Nasi Kandar restaurants has slumped lately. Thus, the purpose of this study is to describe the relationship between visitor awareness towards revisit intention to Nasi Kandar restaurants. Three hundred eighty-four respondents from Penang Island were accessed using a simple random sampling. The results revealed that there is a positive relationship between visitor awareness and revisit intention. Price and service eventually give a strongly positive impact towards revisit intention. This result will help the local authorities to increase the quality and hygiene of Nasi Kandar in Penang, hence bring more tourists to visit this tourism destination.

INTRODUCTION

Penang State is divided into two parts: Penang Island, which contains the capital city of Georgetown, and Seberang Perai, which contains the rest of the country. The majority of international and local tourists travel to Penang for gastronomic reasons, which is why the island has become so popular with tourists. When it comes to food, Penang is known as “Foodie Paradise” among tourists because it offers a wide variety of tastes from various traditional cultural foods and ethnicities. It is widely recognised as one of

DOI: 10.4018/978-1-6684-3889-3.ch005

the most famous street foods, and hawkers, vendors, and restaurants all serve it. Penang is also home to some of the best Mamak cuisine, which is known as “Nasi Kandar.” Nasi kandar is a dish that consists of a variety of rice dishes served with various meat and vegetable curries. It was once used to transport kandar, or shoulder shafts, with crates of rice and curry suspended from either end of the shaft. Nasi kandar restaurants are highly recommended by Penang visitors due to their specialties and uniqueness. Most visitors will stop by at least once during their visit to complete their itinerary. Although there have been numerous complaints about the filthiness of restaurants, customers have continued to enjoy their visits to these establishments. Specifically, this is the main section of the researcher’s key terms that are related to the factors that influence George Town as a gastronomy tourism destination, specifically on visitor awareness and their intention to return to the nasi kandar restaurant.

Nasi Kandar is one of the most popular delicacies among tourists who come to Penang for a vacation. However, the level of hygiene in the majority of nasi kandar restaurants has deteriorated in recent years. This study aims to describe the relationship between Visitor awareness and their intentions of returning to nasi kandar restaurant in order to achieve its objectives. A simple random sampling procedure was used to obtain 384 responses from residents of Penang Island. There is a positive relationship between Visitor awareness and the intention to return to the site. At the end of the day, price and service have a significant positive impact on the likelihood of returning. This outcome will assist the local authorities in improving the quality and hygiene of nasi kandar in Penang, thereby increasing the number of tourists who visit this tourist destination in Southeast Asia.

LITERATURE REVIEW

Governance and Management of Tourism Destinations

Tourism destinations are important units of analysis, albeit difficult to define (Baggio, Scott & Cooper, 2010), but they can be conceptualised as a cluster of interconnected stakeholders embedded in an underlying social network (Salpeteur, Calvet-Mir, Diaz-Reviriego & Reyes-García, 2017). A network of stakeholders interacts in order to meet the needs of visitors and to create the experience that travellers want to take away with them. Among the destination stakeholders are businesses such as hotels, attractions, tour companies, and other commercial service providers. Also included are government agencies and tourism offices, as well as representatives from the local community. Because of the complexity and dynamic nature of their interactions, they are particularly vulnerable to external shocks. Generally speaking, the fundamental premise of tourism destination management is that, through collaboration in planning and organisational activities, the effectiveness of these joint interactions can be improved to the benefit of all parties involved. Governance is a concept that refers to the relationships that exist between various stakeholders as well as the manner in which they communicate with one another. It is concerned with the process by which stakeholders determine, implement, and evaluate the rules governing their interaction with one another (Beritelli, Bieger & Laesser, 2007). As a result, it is possible that differences in tourism destination governance arrangements will result in differences in the effectiveness of joint stakeholder interactions and, as a result, improvements in destination competitiveness (Baggio, et. Al., 2010).

This chapter makes use of a network paradigm, which is based on the idea that the entire destination network, rather than just a single stakeholder, is a useful unit of analysis to be considered in this chapter.

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