

## Cultural Heritage Tourism in Kelantan: Youth Motivations and Revisit Intention

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### ABSTRACT

This study explores the influence of motivational factors on youths' revisit intentions to cultural heritage destinations in Kelantan, Malaysia. Drawing on the push–pull framework, push motivations examined include rest and relaxation and knowledge seeking, while pull motivations focus on heritage characteristics and site accessibility. A quantitative research design was employed, with data collected through an online questionnaire survey targeting Malaysian youths aged 15 to 24 years. From a total of 198 responses, 159 were retained for analysis. Data were analyzed using IBM SPSS through reliability testing, descriptive statistics, and Pearson correlation analysis. The findings demonstrate that both push and pull motivations significantly affect revisit intention. Rest and relaxation and knowledge seeking were identified as salient internal drivers, whereas heritage characteristics and accessibility were recognized as critical external attributes attracting youths to revisit cultural sites. These results underscore the dual role of intrinsic and extrinsic factors in shaping youth travel behavior within the cultural heritage tourism context. This study contributes to the literature on youth tourism by providing empirical evidence on motivational influences in a Malaysian cultural heritage setting. The insights generated are valuable for destination managers and policymakers in formulating targeted strategies to enhance the attractiveness and sustainability of cultural heritage tourism in Kelantan. Addressing both psychological and site-related factors may strengthen destination competitiveness and foster long-term engagement among young travelers.

Keywords: Cultural heritage tourism; Kelantan attractions; Push–pull motivations; Revisit intention

Article Classification: Research Paper

## 1. INTRODUCTION

Cultural tourism has emerged as a vital sector of the global travel industry, promoting heritage preservation, fostering cross-cultural understanding, and stimulating economic growth (Hasan et al., 2024). Culture encompasses diverse traits and practices that shape both tourist experiences and host community identity (Lexhagen et al., 2022). In Malaysia, domestic tourism rebounded strongly in 2023, with visitor arrivals rising to 213.7 million, a 24.6% increase from 2022, and receipts expanding by 32.5% to RM84.9 billion (DOSM, 2024). Aligned with the Ministry of Tourism, Arts, and Culture's (MOTAC) Strategic Plan 2021–2025, the country aims to strengthen cultural tourism through 12.4 million tourist arrivals and RM1.05 billion in cultural revenue. Integrating cultural elements into destination strategies enhances branding and engagement (Lexhagen et al., 2022), while cultural attractions, festivals, and storytelling remain central motivators for travel (Seyfi et al., 2019).

Beyond economic contributions, cultural tourism supports sustainability by conserving heritage, extending tourism seasons, and strengthening community identity (MOTAC, 2024). United Nations Educational, Scientific and Cultural Organization (UNESCO) emphasizes that cultural heritage includes not only monuments and artifacts but also living traditions, performances, and oral practices that transmit knowledge across generations (Hasan et al., 2023). Preserving such legacies requires collective responsibility and multistakeholder collaboration (UNESCO, n.d.). Kelantan exemplifies this potential as the “cradle of Malay culture” (The Star, 2017; Nashir et al., 2022). The state is renowned for crafts such as *songket* weaving and *wau bulan* kite making, as well as performing arts including *wayang kulit*, *mak yong*, and *dikir barat*. Annual events such as the Kelantan International Kite Festival attract international visitors while reinforcing local identity (Hasan et al., 2024). Domestic arrivals increased from 6.6 million in 2022 to 7.5 million in 2023, underscoring a strong post-pandemic recovery (DOSM, 2024). Cultural tourism initiatives emphasize sustainability, community participation, and educational engagement to preserve authenticity amid modernization pressures (Hasan et al., 2024).

Youth engagement is particularly critical for safeguarding intangible heritage and shaping future tourism development. Understanding what motivates young travelers to participate in cultural experiences enhances strategies for sustainability (Hasan et al., 2023). Exposure to cultural festivals has been shown to instill pride and strengthen

identity among younger generations (Ramely et al., 2021). Within the Sustainable Development Goals, Target 11.4 calls for strengthened efforts to safeguard cultural and natural heritage, highlighting the importance of youth involvement in ensuring cultural continuity (Ramely & Nor, 2021). This study is guided by two main research questions: whether push factors and pull factors influence youths' revisit intentions to Kelantan's cultural heritage destinations.

## **2. LITERATURE REVIEW**

### **2.1 Overview of Tourism**

The tourism industry has rapidly emerged as a key contributor to national economic growth and continues to serve as a vital sector in global development. According to the UNWTO (2023), countries with "broad tourism and hospitality sectors" demonstrate remarkable economic resilience while generating substantial revenue. Li, Othman, and Johari (2018) emphasized that many nations prioritize tourism given its long-term impact on economic growth. Beyond expanding its own domain, tourism creates significant spillover effects across related industries, fostering both economic development and employment opportunities.

Tourism is highly diverse, encompassing sectors such as cultural and heritage tourism, agrotourism, urban tourism, and adventure tourism. Su et al. (2018) highlighted that a considerable portion of global travelers seek new and unique culinary experiences, giving rise to special interest tourism, often referred to as gastronomic, food, or culinary tourism. These trends demonstrate the multifaceted nature of tourism and its ability to cater to diverse visitor interests. Bazargani and Kilic (2021) further noted the increasing attention from scholars and policymakers in analyzing the tourism sector's impact and identifying factors influencing its performance across time, regions, and nations. This growing interest has fueled extensive research into the tourism-led growth theory, supported by substantial empirical evidence (Roudi, Arasli, & Akadiri, 2019, as cited in Bazargani & Kilic, 2021).

Village-based tourism, as a subset of cultural tourism, is another rapidly growing niche. According to Zaitul et al. (2023), village-based tourism enables visitors to engage with the daily lives, customs, and traditions of local communities, offering authentic cultural experiences. Such developments highlight the growing significance of cultural tourism as both an economic driver and a cultural preservation tool. This study therefore, examines the performance of cultural and heritage tourism in Kelantan, Malaysia, and its influence on youth motivation. By focusing on this demographic, the research seeks to generate insights that enhance the appeal and sustainability of the sector.

## 2.2 Definition of Cultural Tourism

Cultural tourism refers to travel motivated by the desire to experience and engage with the culture, traditions, and heritage of a destination (Seyfi et al., 2019). It is broadly categorized into tangible and intangible assets. Hasan et al. (2023) described tangible assets as physical cultural products passed down through generations, including historic monuments, buildings, and other creative achievements. Conversely, intangible assets encompass practices, representations, knowledge, oral traditions, and skills valued by local communities (Hasan et al., 2023). Examples include performing arts, traditional crafts, and indigenous knowledge systems. Cultural tourism plays a vital role in both cultural preservation and economic development. The global cultural tourism market was valued at USD 5,321.7 million in 2022 (Seocanac et al., 2024), with projections indicating significant revenue growth in the next decade (Future Market Insight, 2023). This growth is driven by increasing demand for cultural destinations, rural tourism, and domestic cultural revival. However, Seyfi et al. (2019) argued that destination management often overlooks tourists' needs and experiences in designing memorable cultural encounters—an essential factor in repeat visitation. Similarly, Li et al. (2018) emphasized the importance of understanding visitors' preferences to foster loyalty. UNESCO advocates that cultural tourism, when managed with respect for local communities, heritage, and the environment, aligns with sustainable tourism principles.

Kelantan, known as “The Cradle of Malay Culture,” is a prime example of a cultural tourism destination due to its rich historical and cultural assets (Ramely & Nor, 2021). With a population of approximately 1.858 million across 10 districts (City Population, 2023), Kelantan showcases diverse traditions ranging from traditional games and performances to historic buildings, local cuisine, and arts and crafts (Nashir et al., 2022; Hasan et al., 2023). The Kelantan Tourism Board aims to position the state as a leading destination for cultural tourism, ecotourism, and shopping (Nashir et al., 2022). Achieving this requires collaboration between the government, private sectors, and local communities, particularly involving youth as custodians of cultural heritage (Hasan et al., 2024). Research by Hasan et al. (2023) revealed that while youth travelers are familiar with Kelantan's cultural attractions, gaps remain in understanding the factors that drive their engagement. Azman et al. (2024) similarly found that youth attitudes and perceptions strongly influence their willingness to learn traditional practices, such as food-making and craftwork. Moreover, Nashir et al. (2023) emphasised the role of digital media in promoting Kelantan's cultural heritage among younger generations, yet highlighted the limited exploration of youth's active role in preservation and promotion.

### **2.3 Youth Motivation Components**

Tourist motivation has been widely studied, with scholars examining various theoretical models, empirical contexts, and case studies. Tourism motivation has long been recognized as a key determinant of travel behavior, shaping both destination choice and revisit intention. Among the most widely applied frameworks is the push–pull model, originally introduced by Dann (1977), which conceptualizes motivations as arising from an interaction between internal psychological drivers and external destination attributes. Push factors are understood as the socio-psychological needs that predispose an individual to travel, such as the desire for relaxation, escape, or social interaction. Pull factors, in contrast, refer to the features of a destination that attract tourists, including natural landscapes, cultural heritage, accessibility, and facilities. This conceptual duality has been extensively applied in tourism studies, yet its relevance to specific groups, particularly youths and cultural heritage tourists, remains an evolving area of inquiry. Youth motivation, however, is particularly significant, as younger generations represent the future of cultural and heritage preservation (Hasan et al., 2023). Motivation can be categorized into push factors, which are intrinsic drivers, and pull factors, which are external attributes of a destination.

#### **2.3.1 Push Factors**

Push factors are internal motivations that compel individuals to travel (Dann, 1977, as cited in Mshai et al., 2022), and these include the need for rest, relaxation, knowledge-seeking, adventure, personal growth, and social interaction (Urbanski, 2022). Rest and relaxation have been emphasized as fundamental needs for physical and psychological well-being (Bernhofer, 2016), with numerous studies confirming their importance in shaping revisit intentions. For example, Mwawaza et al. (2022) found relaxation and health to be the strongest motivators for visitors in Mombasa County, Kenya, while Dean and Suhartanto (2019) reported a strong relationship between relaxation and tourists' decisions to revisit creative attractions in Bandung, Indonesia. However, Duong et al. (2023) showed that relaxation was not a significant factor influencing tourists to Vietnam's Central Highlands, highlighting contextual differences. Another key push factor is knowledge-seeking, which involves the pursuit of meaningful cultural learning beyond mere information (Davenport & Prusak, 1998; Bates, 2005). Findings in this area are mixed, as Duong et al. (2023) found it to be the least influential motivator among visitors to Vietnam's Central Highlands, whereas Preko et al. (2018) demonstrated that young travelers in Ghana were motivated by learning from cultural and historical sites, and Baptista et al. (2020) identified cultural curiosity as a primary motivator in Timor Leste. These inconsistencies suggest that the significance of knowledge-seeking varies across cultural and geographical contexts, underscoring the importance of situational and demographic factors in shaping youth travel motivations.

### **2.3.2 Pull Factors**

Pull factors refer to destination-specific attributes that attract tourists (Arowosafe et al., 2021), including cultural heritage, landscapes, festivals, facilities, and accessibility (Tu, 2020). Heritage characteristics have been shown to play a central role in motivating cultural travel. For instance, Danez et al. (2023) found that heritage elements significantly influenced Generation Z's motivation to visit cultural sites in Tayabas City, while Anuar et al. (2023) reported that buildings and historical features strongly affected revisit intentions in Langkawi. Similarly, Baptista et al. (2020) emphasized the importance of historical heritage as a key driver for international tourists in Timor Leste. Another crucial pull factor is site accessibility, which shapes visitor experiences and overall satisfaction. Mwawaza et al. (2022) observed that accessibility had relatively less influence in Mombasa, yet Danez et al. (2023) demonstrated its importance among younger tourists in Tayabas City. Baptista et al. (2020) also highlighted that accessible transport links and supporting facilities contributed significantly to revisit intentions in Timor Leste. These findings collectively suggest that both heritage characteristics and accessibility remain critical determinants in shaping youths' motivations and revisit intentions toward cultural heritage destinations.

### **2.3 Revisit Intention**

Revisit intention, rooted in Fishbein and Ajzen's (1975) theory of behavioral intention, refers to a tourist's planned decision to return to a destination (Anuar et al., 2021). Khuong and Ha (2014) defined it as the likelihood of revisiting based on prior experiences. Repeat tourists are generally more engaged, stay longer, and promote destinations through positive word-of-mouth (Viet et al., 2020). Youth tourism represents one of the fastest-growing market segments (Preko et al., 2018). However, research on youth revisit intentions within cultural and heritage tourism remains limited (Leelachandra & Biyiri, 2023). Their study in Sri Lanka found that novelty, enjoyment, and cultural engagement were key motivators for youth revisit intentions. The findings emphasize the need for governments and stakeholders to create diverse, engaging, and culturally rich experiences. By highlighting unique traditions, offering educational yet enjoyable activities, and fostering opportunities for relaxation, destinations can enhance revisit intentions among young cultural tourists.

## **3. METHODOLOGY**

The conceptual framework illustrates the relationship between push and pull motivational factors and youths' revisit intention to Kelantan's cultural heritage destinations. Push factors, such as rest, relaxation, and knowledge-seeking, represent internal drives that encourage youths to travel, while pull factors, such as heritage

characteristics and accessibility, represent external attributes that attract them to a destination. This framework integrates insights from past studies and serves as the foundation for the research objectives and hypotheses of this study. The conceptual framework employed in this study was originally introduced by Dann (1977) through the Tourist Motivation Theory, which emphasizes push and pull factors as key drivers of tourist behavior. Building upon this foundation, the framework has been further revised and adapted by Anuar et al. (2021) to reflect contemporary perspectives in cultural heritage tourism, particularly in relation to youths' revisit intention.

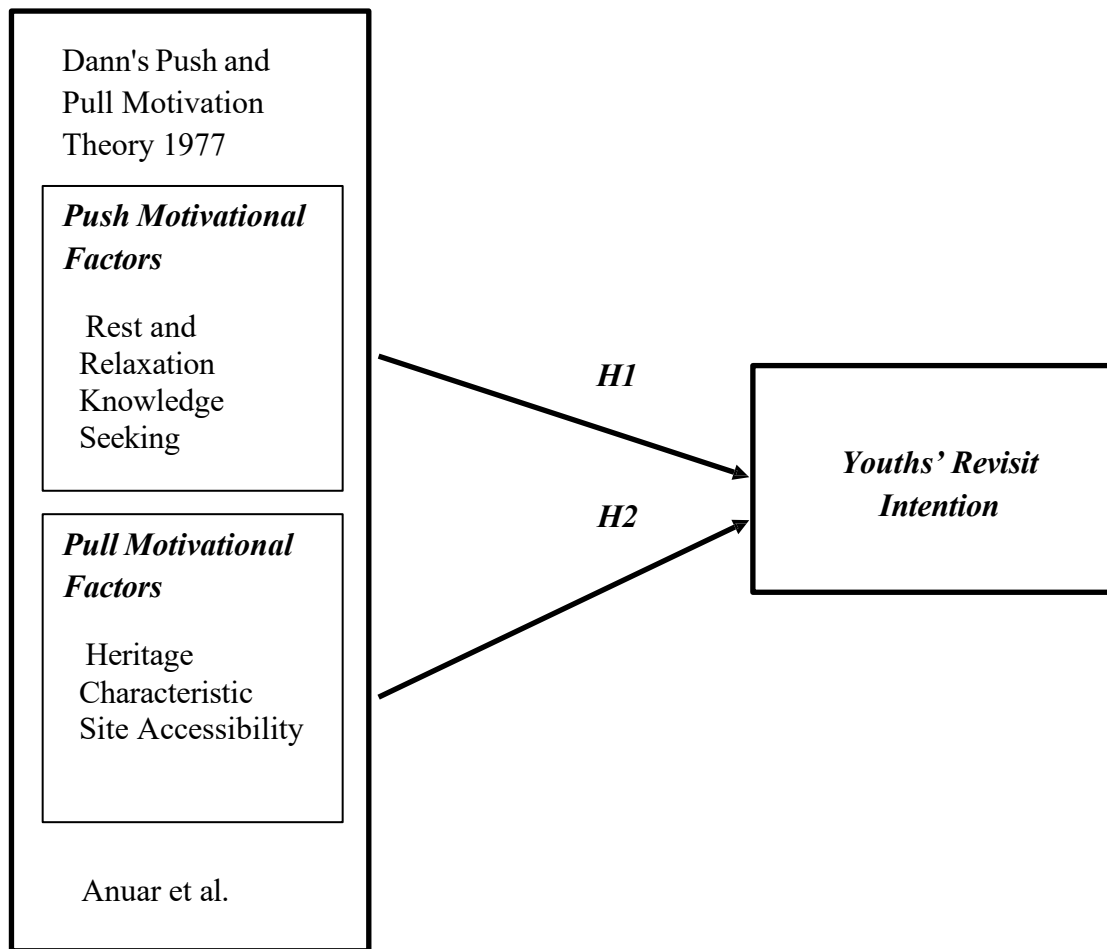


Figure 1. The Conceptual Framework

Having discussed the issue, the main objective of this study is to examine the relationship between motivational factors and youths' passion for cultural experiences in Kelantan. Specifically, the study aims to investigate the influence of push factors, namely rest, relaxation, and knowledge-seeking, on youths' revisit intention to Kelantan's cultural heritage destinations. In addition, it seeks to analyze the role of pull factors, particularly heritage characteristics and site accessibility, in shaping revisit intentions. These

objectives collectively provide a structured basis for testing the proposed hypotheses and contribute to a deeper understanding of youth cultural tourism in Kelantan.

This study employs a quantitative research design using a cross-sectional survey to examine the relationship between push and pull motivational factors and youths' revisit intention to Kelantan's cultural heritage destinations. The population targeted consists of domestic youth tourists aged 15–24 years, in line with UNESCO's definition of youth. Based on statistics, this group represents 21.9% of domestic tourists in Malaysia. A purposive sampling method was applied, with a total of 150 respondents, considered sufficient to test the study's variables. The primary research instrument was a structured questionnaire divided into four sections: demographic profile, push factors, pull factors, and revisit intention. Responses were measured on a five-point Likert scale. Items were adapted from previous validated studies and pre-tested by three academic experts for clarity and validity. A pilot study involving 75 respondents further ensured the reliability and feasibility of the instrument. Data were analysed using descriptive statistics to summarize respondent characteristics and Pearson correlation to test the relationships among variables. Reliability analysis was conducted using Cronbach's alpha to assess internal consistency. This methodological framework ensured robust data collection and analysis to achieve the study objectives.

#### **4. FINDINGS AND DISCUSSION**

Youth motivations to revisit cultural heritage destinations in Kelantan revealed a spectrum of responses, ranging from those who valued the destinations as places of rest and relaxation to those who engaged primarily with knowledge, history, and cultural authenticity. Some respondents appreciated Kelantan's heritage for its ability to provide a peaceful retreat from daily routines, while others highlighted the richness of crafts, performances, and architecture as their main source of attraction. These dual perspectives suggest that youth cultural tourism in Kelantan operates simultaneously as a restorative and educational experience, with accessibility acting as both an enabler and a limitation. Responses can be broadly categorised into three overlapping typologies. The Leisure Seekers emphasised the restorative qualities of cultural destinations, associating them with relaxation and a slower pace of life. The Knowledge Seekers were motivated by the opportunity to learn about traditions, crafts, and performances, treating their visits as intellectual and cultural enrichment. Meanwhile, the Cultural Enthusiasts engaged most strongly with Kelantan's tangible and intangible heritage, where architecture, food, and festivals formed the essence of their experiences. These categories were not mutually exclusive, but they illustrate the diversity of ways in which youths construct meaning from their encounters with Kelantan's cultural heritage.

For many young visitors, cultural tourism in Kelantan was a form of escape a chance to retreat from academic and social pressures into a setting perceived as calm, authentic, and restorative. Cultural sites were described as providing “peace of mind” and “comfort,” reinforcing earlier findings that relaxation is a powerful motivator for return visits to cultural attractions (Dean & Suhartanto, 2019). This reflects the way cultural environments can serve as therapeutic spaces, where traditional performances, local hospitality, and slower rhythms contrast with the stresses of urban life. Yet, not all respondents perceived cultural destinations in Kelantan as restful. For some, crowded festivals and accessibility challenges created stress rather than relief. This mirrors Duong et al.’s (2023) findings in Vietnam, where rest and relaxation were not universal motivators across all destinations. It suggests that while relaxation is a powerful push factor, it is contingent upon how the site is organised and managed. Poor crowd control, inadequate facilities, or over-commercialisation may dilute the restorative quality that many visitors seek.

A second strong theme was the desire to learn. Many respondents expressed motivation to revisit cultural sites because they provided opportunities to broaden cultural knowledge and connect with traditions not experienced in their daily lives. Visits to *wayang kulit* performances, batik workshops, or heritage museums were framed as both entertaining and intellectually rewarding. This echoes Baptista et al. (2020), who found that curiosity about traditions motivated tourists in Timor-Leste, and Preko et al. (2018), who highlighted the role of knowledge in shaping youth tourism behaviour in Ghana. In Kelantan, youths’ enthusiasm for learning reflects a broader interest in cultural identity and continuity. Many respondents, especially those from outside Kelantan, may perceive these destinations as educational opportunities to experience Malay traditions that are increasingly rare in urban settings. Moreover, the significance of knowledge seeking resonates with UNESCO’s emphasis on intangible cultural heritage, where knowledge transmission occurs through practice and lived experience rather than abstract information. For youth tourists, knowledge is not just an academic exercise but a way of building identity and cultural connection.

While push factors such as relaxation and knowledge were significant, the most decisive influence on revisit intention was the pull of Kelantan’s cultural heritage itself. Traditional crafts, historic architecture, local cuisine, and performing arts were consistently highlighted as the strongest attractions. Respondents often expressed pride in Kelantan’s role as the “cradle of Malay culture,” and many indicated a desire to return specifically to experience festivals, markets, and performances again. This finding aligns with research showing that heritage attributes strongly predict revisit intention among younger tourists (Anuar et al., 2023; Danez et al., 2023). It also resonates with the notion of authenticity in tourism (Wang, 1999), where the perceived genuineness of cultural

expressions enhances satisfaction and loyalty. For Kelantan, the preservation of art forms such as *mak yong* or *wayang kulit* is not only a matter of cultural safeguarding but also a key driver of tourism sustainability. Yet, authenticity is also fragile. Some respondents noted that over-commercialisation, such as excessive souvenir selling or overtly modern facilities, reduced their sense of heritage value. This reflects debates in the literature (Shackley, 2010; Collins-Kreiner, 2018) on how commodification can undermine the cultural meaning of heritage experiences. For youth tourists, the challenge lies in balancing accessibility with preservation: too much modernisation risks eroding the very qualities that make heritage sites appealing.

Accessibility, meanwhile, emerged as a significant but secondary factor. Respondents valued destinations that were easy to reach, affordable, and equipped with basic facilities such as transport, internet connectivity, and inclusive amenities for families. This aligns with studies highlighting the importance of accessibility for Generation Z travellers (Danez et al., 2023). For student travellers with limited budgets, practical considerations like transport costs often determined whether they could revisit. However, accessibility was not perceived as inspiring in itself. Unlike heritage or relaxation, it did not create emotional attachment. Rather, it functioned as an enabler: necessary for visits to occur, but insufficient to generate loyalty. This reflects Mwawaza et al.'s (2022) findings in Kenya, where accessibility mattered less than the cultural or natural appeal of the site. In Kelantan, poor accessibility risks excluding youth travellers, but excellent accessibility alone cannot secure repeat visitation without strong heritage content.

Taken together, the findings illustrate that revisit intention among youths is multi-dimensional. Rest and relaxation and knowledge seeking represent internal desires, while heritage and accessibility represent external attributes. Youths travel to cultural sites not merely to “see” but to experience, like resting, learning, engaging, and reconnecting with identity. The results echo Dann’s (1977) push–pull model but also suggest that heritage characteristics act as the linchpin, bridging internal desires with external offerings. A youth motivated by relaxation may choose Kelantan because its cultural sites embody calm; a youth motivated by knowledge may revisit because heritage experiences offer continuous learning opportunities. In this sense, push factors explain the internal factors like relaxation and achievement, while pull factors determine the external factors such as architecture and what makes the destination stand out.

From a management perspective, these results underline the need to balance authenticity, education, and accessibility. Efforts to promote cultural tourism in Kelantan should go beyond simple marketing of heritage assets. Instead, managers should consider how sites can be curated to meet multiple motivational needs. For Leisure Seekers,

emphasising the calming aspects of cultural tourism, through landscape design, crowd management, and ambience, will strengthen the relaxation appeal.

For Knowledge Seekers, interactive interpretation strategies such as storytelling, workshops, and guided tours can deepen engagement and build loyalty. For Cultural Enthusiasts, safeguarding authenticity through preservation of performances, crafts, and cuisine is essential, while avoiding over-commercialisation. Tourism boards and travel agents could also segment their marketing according to these motivational typologies, tailoring packages that highlight relaxation, learning, or cultural immersion. This would ensure a broader appeal to diverse youth segments while sustaining cultural authenticity.

## **5. CONCLUSION AND IMPLICATIONS**

This study explored the push and pull motivations influencing Malaysian youths' revisit intentions to cultural heritage destinations in Kelantan, focusing on rest and relaxation, knowledge seeking, heritage characteristics, and site accessibility. The findings revealed that all four dimensions were significantly correlated with revisit intention, though their influence varied. Push factors such as rest and relaxation and knowledge seeking highlight the internal drivers that prompt youths to travel, reflecting the desire for both psychological restoration and intellectual engagement. Pull factors, meanwhile, emphasize external attributes that shape destination choice, with heritage characteristics emerging as the most powerful predictor of revisit intention. This underscores the centrality of cultural authenticity through crafts, performances, cuisine, and architecture in sustaining youth engagement with heritage tourism. The results suggest that youth motivations are multi-dimensional, combining emotional, intellectual, and practical considerations. Relaxation reflects the therapeutic role of cultural sites, where young people escape from daily stressors. Knowledge seeking points to the educational and identity-building value of heritage tourism, as youths use their visits to reconnect with cultural roots and broaden their horizons. Heritage characteristics represent the essence of cultural tourism, providing the authenticity that anchors positive experiences and loyalty. Accessibility, though less influential, functions as a critical enabler that facilitates participation, especially for students with limited budgets. Collectively, these factors illustrate that revisit intention is not determined by one single motivator but by the interplay between internal desires and external offerings.

Theoretically, this study reinforces the value of the push–pull model in explaining revisit intention while also illustrating its flexibility. The findings show that push factors do not operate in isolation but are realised through the medium of pull attributes. The desire for rest is only meaningful when the site offers a calming ambience, while the quest for knowledge becomes fulfilling through tangible heritage experiences. This suggests that push and pull motivations should not be treated as separate categories but as

interdependent dynamics. Furthermore, the study highlights the significance of authenticity in youth cultural tourism, contributing to ongoing debates about the role of staged versus genuine experiences. For youths in Kelantan, authenticity remains a decisive factor, reflecting broader generational concerns with cultural integrity and heritage preservation.

From a practical perspective, the findings provide several directions for policymakers, destination managers, and tourism practitioners. Preserving and promoting heritage authenticity emerges as a key priority. Investments should focus on safeguarding traditional arts such as *wayang kulit*, *mak yong*, and *batik*, not only as cultural assets but also as core drivers of youth revisit intention. Efforts should resist excessive commodification, as over-commercialization risks eroding the authenticity that young visitors value most. At the same time, managers should design youth-friendly educational experiences. Interactive activities such as heritage workshops, storytelling sessions, and guided tours can strengthen the knowledge-seeking motivation while creating memorable experiences that encourage loyalty. Accessibility should also be improved to ensure inclusivity. Affordable transport options, digital connectivity, and universal facilities for different age and ability groups can widen participation. While accessibility alone may not guarantee revisit intention, it remains essential to ensuring equity and participation. Finally, marketing strategies should be tailored to different motivational typologies. Campaigns that highlight the restorative quality of cultural destinations can appeal to those seeking leisure, while promotions focusing on workshops and cultural narratives may attract knowledge-oriented visitors. Cultural enthusiasts, meanwhile, may respond best to messaging that emphasises authenticity and pride in heritage.

Collectively, these implications highlight the need for an integrated approach to cultural heritage tourism in Kelantan. Rather than focusing narrowly on either heritage conservation or tourism development, managers should adopt a balanced strategy that protects authenticity while ensuring youth engagement and accessibility. Doing so will not only enhance revisit intention but also contribute to the sustainability of cultural tourism as a whole. Despite its contributions, the study is not without limitations. The reliance on a cross-sectional survey design limits the ability to establish causality. While significant correlations were found between motivations and revisit intention, it cannot be concluded with certainty that motivations directly cause revisits. Longitudinal studies tracking tourist behaviour over time would provide stronger evidence of causal relationships. The sample was also dominated by students, who may not represent the broader youth population. As students often have limited disposable income, their motivations and revisit intentions may differ from working youths or those from higher-income brackets. This sampling bias restricts the generalisability of the findings to all

Malaysian youths. Furthermore, the study focused only on Kelantan as a case study, which limits the ability to generalise findings across Malaysia or other cultural contexts. Different states may present different heritage attributes, accessibility challenges, and youth perceptions. Finally, the quantitative methodology provided breadth but limited depth. While statistical correlations illustrate general patterns, they cannot capture the nuanced meanings and emotional dimensions of youth experiences. Qualitative approaches, such as interviews or ethnographic observation, could add richness to the interpretation.

Building on these limitations, several avenues for future research can be identified. Longitudinal designs could examine how youth motivations and revisit intentions evolve over time, providing a more dynamic understanding of repeat visits. Expanding the demographic scope to include working youths, higher-income groups, or international visitors would provide a more comprehensive picture of youth cultural tourism and reveal whether motivations differ by socio-economic status or cultural background. Future research should also explore other cultural destinations beyond Kelantan, both within Malaysia and across Southeast Asia. Comparative studies could reveal similarities and differences in youth motivations, contributing to regional tourism strategies. Incorporating qualitative approaches would enrich the understanding of youth experiences, allowing researchers to capture how young travellers articulate notions of authenticity, relaxation, and knowledge in their own words. Finally, research should examine the role of digital technology in shaping youth engagement with cultural heritage. With increasing reliance on social media, virtual tours, and digital storytelling, youths' experiences and revisit intentions may be influenced as much by online representations of heritage sites as by the sites themselves. Understanding how digital platforms mediate cultural tourism could provide innovative strategies for engaging younger generations.

Overall, this study highlights the complexity of youth motivations for revisiting cultural heritage destinations in Kelantan. By identifying the interplay between rest, knowledge, authenticity, and accessibility, the research offers valuable insights for both theory and practice. The findings remind us that cultural heritage tourism is not solely about preserving the past but also about creating meaningful, authentic, and inclusive experiences for the present and future. Addressing these motivations holistically will ensure that cultural tourism remains relevant to younger generations while sustaining the heritage that defines Kelantan's identity.

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