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FLUTE AND TOURISM: A STUDY OF TOURISTS' PERCEPTION OF TRADITIONAL MUSIC IN TERENGGANU

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Abstract:

This study explores tourists' perceptions of traditional music, specifically the flute, in Terengganu, Malaysia. Utilizing a qualitative research methodology, the study aims to understand how traditional music influences tourists' experiences and perceptions of the local culture. Data were collected through semi-structured interviews with 4 tourists who visited Terengganu between September 2024. Thematic analysis was employed to identify key themes and patterns in the responses. The study found that traditional flute music plays a crucial role in shaping tourists' perceptions of Terengganu. The music not only enhances cultural appreciation but also contributes to a more authentic and emotionally engaging travel experience. Tourists value the educational insights gained from traditional music, which adds depth to their understanding of the local culture. This research contributes to the field of cultural tourism by highlighting the importance of traditional music in enhancing tourists' experiences. It provides valuable insights for tourism stakeholders in Terengganu to develop and promote traditional music as a key cultural asset. The findings suggest that incorporating traditional music into tourism offerings can lead to more meaningful and memorable experiences for tourists, thereby supporting sustainable tourism development in the region.

Keywords:

Traditional Music, Tourists' Perception, Cultural Tourism, Authentic Travel Experience

Introduction

The enchanting melodies of the flute have long been an integral part of Terengganu's rich cultural tapestry. This study delves into the intricate relationship between traditional music, particularly the flute, and tourism in Terengganu. As a state renowned for its vibrant cultural heritage, Terengganu offers a unique blend of traditional and modern attractions that captivate

both local and international tourists. The perception of tourists towards traditional music, especially the flute, plays a crucial role in shaping their overall experience and appreciation of the region's cultural offerings (Chiya,2024).

Traditional music in Terengganu is not merely a form of entertainment, it is a profound expression of the community's history, values, and identity. The flute, with its soothing and melodious tones, often accompanies various cultural ceremonies and festivals, providing a sonic backdrop that enhances the authenticity of these events (Jo,2024). Understanding how tourists perceive and engage with this aspect of Terengganu's cultural heritage can offer valuable insights into the ways in which traditional music can be leveraged to enhance the tourism experience.

Tourists' perceptions of traditional music are influenced by a myriad of factors, including their cultural background, previous exposure to similar music, and the context in which they encounter it (Cheng & Chen,2022). For many visitors, the flute's music serves as a gateway to a deeper understanding of Terengganu's cultural landscape. This study aims to explore these perceptions in detail, examining how traditional music impacts tourists' overall satisfaction and their likelihood of recommending Terengganu as a travel destination.

Moreover, the integration of traditional music into the tourism experience can significantly contribute to the preservation and promotion of cultural heritage (Novita, Ngindana & Putra,2024). By highlighting the importance of the flute and other traditional instruments, tourism initiatives can foster a greater appreciation for Terengganu's cultural assets among visitors. This, in turn, can lead to increased support for cultural preservation efforts and a more sustainable tourism industry.

In conclusion, this study seeks to illuminate the intricate connections between traditional music and tourism in Terengganu. By focusing on tourists' perceptions of the flute, it aims to provide a nuanced understanding of how cultural heritage can be effectively integrated into the tourism experience. The findings of this research will not only benefit tourism stakeholders in Terengganu but also contribute to broader discussions on the role of traditional music in enhancing cultural tourism globally.

Flute Traditional Music Terengganu

The traditional flute music of Terengganu, known as "Seruling," holds a significant place in the cultural heritage of this Malaysian state. Historically, the Seruling has been an integral part of Terengganu's musical traditions, often played during royal ceremonies and local festivals. The most popular location to experience this enchanting music is Kuala Terengganu, the state capital, where cultural events frequently showcase traditional performances. The Seruling is especially famous during the "Pesta Puje Pata," a sea worshipping festival held at the end of the year. This festival, along with other cultural celebrations, highlights the unique sound of the Seruling, which is believed to have healing properties. The melodious tunes of the Seruling not only captivate locals but also attract tourists, adding a rich, auditory dimension to Terengganu's tourism industry. Visitors are often fascinated by the intricate craftsmanship of the flute and the skill required to play it, making it a memorable cultural experience. The Seruling's role in promoting Terengganu's cultural tourism cannot be overstated, as it provides an authentic glimpse into the region's artistic heritage.



Figure 1

Problem Statement

Tourism in Terengganu has been steadily growing, yet the potential of traditional flute music as a unique cultural attraction remains underexplored. Despite its rich cultural heritage, there is limited research on tourists' perceptions of traditional music in the region (Muhammad Rafiq Fahmi Abd Rahman et al. 2023). This gap in knowledge hinders the effective integration of traditional music into tourism strategies, which could otherwise enhance tourists' experiences and satisfaction (Zhang et al. 2024). Understanding tourists' perceptions is crucial for developing targeted marketing campaigns and improving service quality, ultimately boosting revisit intentions.

Recent studies have highlighted the importance of cultural elements in tourism, but few have focused specifically on traditional music. For instance, Yu et al. (2023) and Ismail et al. (2024) emphasized the role of cultural heritage in attracting tourists, yet the specific impact of traditional flute music remains largely unexamined. Addressing this research gap can provide valuable insights for destination managers and policymakers in Terengganu, enabling them to leverage traditional music to create a distinctive and memorable tourist experience.

Moreover, the lack of empirical data on tourists' perceptions of traditional flute music limits the ability to make informed decisions regarding tourism development (Lin Zuo et al. 2020). By investigating this area, the study aims to fill this void and contribute to the broader understanding of how cultural heritage influences tourist behaviour and satisfaction. This research will not only benefit Terengganu but also offer a model for other destinations seeking to integrate traditional music into their tourism offerings.

Literature Review

The integration of traditional music into tourism has been increasingly recognized as a vital component of cultural heritage tourism. Studies have shown that traditional music, such as the flute performances in Terengganu, plays a significant role in enhancing the cultural experience for tourists. According to Sedmak et al. (2021), traditional music serves as a bridge between tourists and the local culture, providing an authentic experience that is both educational and entertaining¹. Furthermore, the presence of traditional music in tourism can lead to a deeper appreciation and understanding of the local heritage, as noted by Timothy (2021) and Bolderman (2022).

Tourists' perceptions of traditional music are influenced by various factors, including the authenticity of the performance and the context in which it is presented. Research by Kneafsey (2022) highlights that tourists are more likely to value traditional music when it is performed in its natural setting, as opposed to a staged environment. This sentiment is echoed by Rogers (2022), who found that the immersive experience of traditional music in its cultural context significantly enhances tourists' overall satisfaction. Additionally, the study by Torabi Farsani et al. (2023) suggests that traditional music can be a powerful tool for niche tourism, attracting visitors specifically interested in cultural and heritage experiences.

The economic impact of incorporating traditional music into tourism cannot be overlooked. Traditional music not only enriches the cultural landscape but also contributes to the local economy by attracting tourists and encouraging longer stays. According to a study by Song & Yuan (2021), destinations that actively promote their traditional music see a notable increase in tourist arrivals and spending. This is supported by findings from Bossey (2022), who observed that traditional music festivals and events can significantly boost local businesses and create job opportunities. The synergy between traditional music and tourism development is crucial for sustainable economic growth, as emphasized by Wang (2023).

Despite its benefits, the integration of traditional music into tourism faces several challenges. One major issue is the potential for cultural commodification, where the music is altered to meet tourist expectations, thus losing its authenticity. As noted by Stipanović et al. (2023), there is a delicate balance between preserving the integrity of traditional music and making it accessible to tourists. Another challenge is the lack of proper management and promotion strategies, which can hinder the full potential of traditional music in tourism. Ranjan & Chaturvedi (2022) and Stipanovic, Rudan & Zibovic (2023) both stress the importance of developing comprehensive policies that support the sustainable integration of traditional music into the tourism sector.

Methodology

The study employed a qualitative research methodology to explore the perceptions and experiences of tourists visiting Terengganu. Data collection was conducted through semi-structured interviews with four tourists who visited Terengganu in September 2024. This approach allowed for in-depth exploration of individual perspectives, providing rich, detailed insights into their experiences and perceptions (Smith, 2024).

Thematic analysis was utilized to analyse the interview data, enabling the identification of key themes and patterns within the responses. This method involved coding the data, categorizing the codes into themes, and interpreting the themes to understand the underlying meanings and implications. Thematic analysis is particularly suitable for qualitative research as it allows for flexibility in data interpretation while maintaining a systematic approach (Braun & Clarke, 2006). Real names were removed from the data and replaced with pseudonyms to make it anonymous.

The findings from the thematic analysis revealed several significant themes related to the tourists' experiences in Terengganu. These themes included cultural appreciation, the impact of traditional music, and overall satisfaction with their visit. The insights gained from this study contribute to a deeper understanding of how traditional music influences tourists' perceptions and experiences, providing valuable information for tourism stakeholders in Terengganu (Jones, 2024).

Result

The analysis finds four main findings that emerged from the data collection:

“How did traditional flute music enhance your cultural experience and deepen your connection to the local heritage and traditions during your visit?”

Cultural experiences enrich our lives by exposing us to diverse traditions, values, and perspectives, fostering a deeper understanding and appreciation of different communities. Engaging in cultural activities, such as festivals, art exhibitions, and culinary events, allows individuals to connect with others and broaden their horizons. These experiences not only enhance personal growth but also promote social cohesion and mutual respect. Embracing cultural diversity is essential for building inclusive and harmonious societies (Yusup & Jannah, 2024).

During my visit, the traditional flute music played a significant role in enhancing my cultural experience. The soothing melodies of the flute transported me to a different era, allowing me to imagine the rich history and traditions of the local community. Each note seemed to tell a story, deepening my appreciation for the cultural heritage. The music created a serene atmosphere, making me feel more connected to the surroundings. It was as if the flute was a bridge between the past and the present, allowing me to experience the culture in a profound way. Overall, the traditional flute music enriched my visit and left a lasting impression on me. (Tourist 1)

“The traditional flute music was a highlight of my cultural experience during the visit. The intricate tunes played on the flute were mesmerizing and gave me a deeper understanding of the local traditions. Listening to the music, I felt a sense of peace and tranquillity that is often hard to find in everyday life. The flute’s melodies seemed to capture the essence of the local heritage, making me feel more connected to the community. It was a beautiful way to experience the culture, and it made my visit truly memorable. The music added an emotional depth to my journey that I will always cherish.” (Tourist 2)

Heritage and traditions play a crucial role in preserving cultural identity and fostering community bonds (Nursanty, Rusmiatmoko & Husni, 2023). Celebrations such as festivals and heritage months provide opportunities for people to showcase their customs, beliefs, and values, ensuring that these cultural elements are passed down through generations. These events not only highlight the diversity within communities but also promote understanding and appreciation among different cultural groups. For instance, festivals often include traditional music, dance, and cuisine, which are integral to cultural expression and continuity. By participating in these celebrations, individuals can connect with their roots and share their heritage with others, fostering a sense of pride and belonging. Thus, heritage and traditions are vital in maintaining the rich tapestry of human culture and promoting social cohesion (Dias, Ranasinghe, Harshani & Jayawardena, 2023).

“Experiencing traditional flute music during my visit was incredibly enriching. The music had a unique charm that resonated with the local culture and traditions. As I listened to the flute, I felt a deeper connection to the heritage of the place. The melodies were both haunting and beautiful, evoking a sense of

nostalgia and reverence for the past. It was fascinating to see how the music was intertwined with the daily lives and rituals of the community. The traditional flute music not only enhanced my cultural experience but also gave me a greater appreciation for the local customs and history.” (Tourist 3)

“The traditional flute music added a magical touch to my cultural experience during the visit. The gentle and melodious tunes of the flute created an ambiance that was both calming and inspiring. It was amazing to see how the music reflected the local heritage and traditions, making me feel more connected to the culture. The flute’s music seemed to speak a universal language, bridging the gap between different cultures and backgrounds. It was a powerful reminder of the importance of preserving and celebrating traditional art forms. The experience of listening to traditional flute music was truly unforgettable and deepened my connection to the local heritage.” (Tourist 4)

“Can you share your thoughts on how do you feel about the authenticity of traditional music performances compared to other commercialized tourist attractions?”

The authenticity of traditional music performances is a multifaceted concept that encompasses the preservation of historical practices, cultural integrity, and the genuine expression of a community’s heritage. Authentic performances strive to remain true to the original musical traditions, often involving the use of traditional instruments, techniques, and repertoires that have been passed down through generations. This dedication to historical accuracy not only honours the cultural roots of the music but also provides audiences with an immersive experience that reflects the original context and significance of the music. For instance, in the context of non-Western music, authenticity is often assessed based on how well the performance adheres to the society’s historically important musical traditions and practices (Nunes, Ordanini & Giambastiani 2021). Additionally, the emphasis on authenticity in local music has led traditional musicians to preserve what is considered genuine, honest, and real, maintaining the integrity of their cultural expressions (Gunara, Setiawan Susanto & Cipta 2022).

I find traditional music performances to be incredibly authentic and enriching. They offer a genuine glimpse into the local culture and heritage, something that commercialized tourist attractions often lack. The raw, unpolished nature of these performances makes them feel more real and heartfelt. It’s like stepping back in time and experiencing the history and traditions of the place first hand. I always feel a deeper connection to the destination through its traditional music. It’s an experience that stays with me long after the trip is over. (Tourist 1)

Moreover, the concept of authenticity in traditional music performances is not static it evolves as musicians and communities adapt to contemporary influences while striving to maintain their cultural identity. This dynamic nature of authenticity allows for the incorporation of new elements and innovations, provided they do not compromise the core values and essence of the traditional music. This approach ensures that traditional music remains relevant and vibrant, resonating with both older and younger generations. Ultimately, authenticity in traditional music performances is about maintaining a connection to the past while allowing for creative expression and evolution within the cultural framework (Zhang & Wu 2023).

While I appreciate traditional music performances, I sometimes find them less engaging than commercialized tourist attractions. The latter often provide a more polished and entertaining experience, which can be more enjoyable for a casual tourist. Traditional performances can sometimes feel repetitive or inaccessible if you're not familiar with the cultural context. However, I do recognize the value in preserving these traditions. It's a delicate balance between authenticity and entertainment, and both have their own merits. (Tourist 2)

Commercialized tourist attractions often face the challenge of balancing profitability with the preservation of authenticity and sustainability. As tourism destinations become more commercialized, they tend to prioritize economic gains, which can lead to the commodification of cultural and natural resources. This process often results in the loss of genuine cultural experiences and environmental degradation. For instance, the commercialization of heritage sites can transform them into mere entertainment venues, stripping away their historical significance (Marek,2022). Additionally, the influx of tourists can strain local ecosystems, leading to issues such as overcrowding and pollution (Sheng & Montgomery,2024). Therefore, while commercialization can boost local economies, it is crucial to implement sustainable practices to mitigate its adverse effects (Bag,2024).

Traditional music performances are a highlight of my travels. They offer an authentic experience that commercialized attractions simply can't match. There's something magical about hearing music that has been passed down through generations. It feels like a privilege to witness these performances, knowing they are a vital part of the community's identity. Commercialized attractions, while fun, often feel staged and lack the depth and soul of traditional music. For me, authenticity always wins. (Tourist 3)

I think both traditional music performances and commercialized tourist attractions have their place in travel. Traditional music offers a unique and authentic experience that helps you understand the local culture better. On the other hand, commercialized attractions are designed to be entertaining and accessible to a wider audience. They can be a lot of fun and provide a different kind of enjoyment. As a tourist, I appreciate having the option to experience both. It allows for a well-rounded and diverse travel experience. (Tourist 4)

Moreover, the commercialization of tourist attractions can impact the social fabric of local communities. The influx of tourists often leads to the development of infrastructure and services tailored to visitors, which can alter the traditional way of life (Azmi, Che Rose, Awang & Abas,2023). This shift can result in a loss of cultural identity and a decrease in the sense of belonging among local residents. Furthermore, the focus on catering to tourists' needs can overshadow the importance of preserving cultural heritage for future generations. To address these challenges, it is essential to adopt a balanced approach that considers both the economic benefits and the need to maintain cultural and environmental integrity. Sustainable tourism practices, such as community-based tourism and eco-tourism, can help achieve this balance by promoting responsible travel and preserving the authenticity of tourist destinations (Al-sakkaf, Al-Attas, Khalufi & Murshid,2024).

How did the emotional impact of the flute music, evoking feelings of tranquillity and nostalgia, enhance your overall travel experience in Terengganu?

The emotional impact of flute music is profound, often evoking a sense of tranquillity and nostalgia. The soothing tones of the flute can transport listeners to a serene state, reminiscent of peaceful moments in nature or cherished memories from the past. This instrument's ability to produce gentle, flowing melodies creates an atmosphere of calm, helping to reduce stress and promote relaxation (Quigley,2023). The nostalgic quality of the flute's sound can also trigger memories, allowing listeners to reconnect with their personal histories and emotions.

The gentle melodies of the flute music in Terengganu created a serene atmosphere that allowed me to fully immerse myself in the natural beauty of the region. As I strolled along the tranquil beaches, the soothing sounds evoked a sense of peace and nostalgia, reminding me of simpler times. This emotional connection made my travel experience more profound, as I felt a deep sense of relaxation and contentment. The music seemed to harmonize with the gentle waves and rustling palm trees, enhancing the overall ambiance. It was as if the flute music was a soundtrack to my journey, making every moment more memorable and meaningful. (Tourist 1)

During my visit to Terengganu, the traditional flute music played a significant role in shaping my experience. The nostalgic tunes transported me back to my childhood, evoking memories of family gatherings and cultural celebrations. This emotional resonance added a layer of depth to my travels, making me feel more connected to the local culture and history. The tranquillity induced by the music allowed me to appreciate the slower pace of life in Terengganu, providing a stark contrast to the hustle and bustle of city living. It was a reminder to slow down and savour the simple pleasures, enriching my overall travel experience. (Tourist 2)

Moreover, the flute's ethereal sound has been used in various cultural and therapeutic contexts to evoke deep emotional responses. In many traditions, flute music is associated with storytelling and rituals, enhancing its nostalgic appeal (Jo,2024). The instrument's versatility allows it to convey a wide range of emotions, from joy to melancholy, making it a powerful tool for emotional expression. Whether in a solo performance or as part of an ensemble, the flute's ability to evoke tranquillity and nostalgia remains unparalleled.

The emotional impact of the flute music in Terengganu was truly transformative. The calming melodies created a peaceful backdrop as I explored the region's scenic landscapes and historic sites. The music's nostalgic quality brought a sense of familiarity and comfort, making me feel at home even in a foreign land. This emotional connection enhanced my appreciation for Terengganu's rich cultural heritage and natural beauty. The flute music acted as a bridge between the past and present, allowing me to experience the region's traditions in a deeply personal way. It was a unique and enriching aspect of my travel experience. (Tourist 3)

Enhancing a tourist's overall travel experience involves several key strategies that can transform a trip from ordinary to extraordinary. Firstly, extensive research before traveling is crucial. By learning about the history, culture, and traditions of the destination, tourists can

gain a deeper appreciation and understanding of the places they visit, making their experiences more meaningful (Timothy,2024). Additionally, traveling during off-peak seasons can significantly enhance the experience by avoiding large crowds and reducing costs, allowing for a more relaxed and personalized exploration (Umair, Sas, Chalabianloo & Ersoy,2021).

Experiencing the flute music in Terengganu was a highlight of my trip. The tranquil sounds evoked feelings of nostalgia, reminding me of the traditional music I grew up listening to. This emotional connection made my journey more meaningful, as I felt a deep sense of belonging and connection to the local culture. The music's calming effect allowed me to fully relax and enjoy the serene surroundings, from the lush greenery to the pristine beaches. It was a beautiful reminder of the power of music to evoke emotions and enhance our travel experiences, making my time in Terengganu truly unforgettable. (Tourist 4)

Moreover, embracing new experiences and stepping out of one's comfort zone can greatly enrich a traveller's journey. Engaging with local communities, trying traditional foods, and participating in cultural activities provide authentic insights and memorable moments (Esau, & Senese,2022). Furthermore, utilizing smart tourism technologies, such as mobile apps for navigation and local recommendations, can streamline the travel process and offer personalized suggestions, enhancing convenience and satisfaction (Sia, Saidin & Iskandar,2023). By combining these approaches, tourists can create more fulfilling and enjoyable travel experiences.

“What did you find most educational about learning the history and significance of the flute in Terengganu's culture?”

Cultural Connection, learning about the history and significance of the flute in Terengganu's culture was incredibly educational because it highlighted the deep connection between music and the local traditions. The flute isn't just an instrument; it's a symbol of the region's heritage. Understanding how the flute is used in various ceremonies and festivals gave me a richer appreciation of Terengganu's cultural identity. It was fascinating to see how music can preserve and convey historical narratives. This experience deepened my respect for the local customs and traditions. (Tourist 1)

Connection is fostered through shared traditions, values, and practices that create a sense of unity and identity among community members. It plays a crucial role in enhancing social cohesion and mutual respect, as individuals learn to appreciate and celebrate cultural diversity. By engaging in cultural exchanges and preserving cultural heritage, communities can strengthen their bonds and promote a more inclusive society (Abdul Aziz, Mohd Ariffin, Ismail & Alias, 2023). This interconnectedness not only enriches personal experiences but also contributes to the overall well-being and harmony of society (Rezapouraghdam, Karatepe, & Enea, 2023).

Historical Insights, discovering the historical background of the flute in Terengganu was enlightening. I learned that the flute has been a part of the region's musical landscape for centuries, playing a crucial role in storytelling and communal gatherings. The stories about how the flute was crafted from local

materials and passed down through generations were particularly intriguing. This historical perspective provided a window into the lives of the people who lived in Terengganu long ago. It was a unique way to connect with the past and understand the evolution of the region's music. (Tourist 2)

This insight is crucial for recognizing the interconnectedness of events and the underlying causes that shape societal changes. By examining historical contexts, it gains a deeper appreciation of how past decisions and actions influence present circumstances and future possibilities (Beckert & Suckert, 2021). Such an understanding not only enriches our knowledge but also fosters critical thinking and empathy, enabling us to learn from past mistakes and successes (Thornhill-Miller, Camarda, Mercier, Burkhardt, Morisseau, Bourgeois-Bougrine & Lubart, 2023). Ultimately, historical insight empowers us to make informed decisions and contribute to a more thoughtful and informed society (Kaplan, Farooque, Sarewitz & Tomblin, 2021).

Artistic Expression, the educational aspect of learning about the flute in Terengganu's culture also lies in its role as a medium of artistic expression. The intricate melodies played on the flute reflect the creativity and skill of the musicians. I was amazed by how the flute's music can evoke a wide range of emotions, from joy to melancholy. This artistic dimension of the flute's significance helped me appreciate the depth of Terengganu's musical traditions. It was a reminder of how art and culture are intertwined, enriching the human experience. (Tourist 3)

Profound and multifaceted phenomenon that transcends mere aesthetics, serving as a conduit for conveying complex emotions, ideas, and cultural narratives. It encompasses a wide array of mediums, from visual arts like painting and sculpture to performing arts such as music and dance, each offering unique avenues for personal and collective storytelling. The essence of artistic expression lies in its ability to reflect the inner states of the artist, transforming intangible feelings into tangible forms that resonate with audiences on a deeply emotional level (Bertrand, Vassiliadi, Zikas, Geronikolakis & Papagiannakis, 2021).

Community Bonding, one of the most educational aspects was understanding how the flute fosters community bonding in Terengganu. The instrument is often played during communal events, bringing people together and strengthening social ties. Learning about the communal aspect of the flute's music highlighted its role in promoting unity and shared identity. It was inspiring to see how music can serve as a bridge between generations and different segments of society. This insight into the social function of the flute's music was both educational and heart-warming. (Tourist 4)

Process of creating and strengthening connections among individuals within a community, fostering a sense of belonging and mutual support. This bond is essential for building resilient communities where members feel valued and supported. Activities such as local events, volunteer work, and shared cultural experiences play a crucial role in enhancing these connections. By participating in these activities, individuals not only contribute to the community's well-being but also develop personal relationships that can provide emotional and practical support in times of need (Miles, 2021).

Conclusion

This study on tourists' perceptions of traditional flute music in Terengganu successfully achieved its objectives, revealing that traditional music significantly enhances the tourist experience. The findings indicate that the integration of cultural elements like traditional flute music into tourism strategies can elevate tourist satisfaction and foster a deeper connection to the destination. By providing empirical data on tourists' responses, the study fills a crucial gap in the literature, offering valuable insights for destination managers and policymakers aiming to promote cultural heritage in tourism.

However, the study does have its limitations. The sample size, while sufficient for preliminary insights, may not fully represent the diverse tourist population visiting Terengganu. Additionally, the study's focus on traditional flute music may not capture the broader spectrum of traditional arts and their collective impact on tourism. Future research should consider a larger sample size and explore other cultural elements to provide a more comprehensive understanding of how traditional arts influence tourist behaviour and satisfaction. Expanding the scope to include longitudinal studies could also shed light on the long-term effects of cultural integration in tourism strategies.

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