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# **3<sup>RD</sup> INTERNATIONAL LANGUAGE AND TOURISM CONFERENCE**

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Through Languages, Education, and  
Tourism*

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**TOURISM**

3<sup>rd</sup> INTERNATIONAL  
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TOURISM  
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2019



SUSTAINING GLOBAL DEVELOPMENT GOALS  
THROUGH  
LANGUAGES, EDUCATION, AND TOURISM

**PROCEEDING OF ILTC 2019  
(TOURISM)**

INTERNATIONAL LANGUAGE AND TOURISM CONFERENCE  
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*Sustaining Global Development Goals Through Languages,  
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**ANALYZING THE PUSH AND PULL TRAVEL MOTIVATION FACTOR OF YOUTH  
TOURIST TOWARDS VISITING JOHOR BAHRU**

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**ABSTRACT**

Youth travellers are becoming an increasingly important market for tourism industry players. The trend of youth tourism is expected to rise up to 300 million travellers by 2020 and dominate one sixth of the global tourists' market. The study has also identified that majority (70 percent) of young people travel for specific purpose. The purpose of this study is to identify the major push and pull factor that influence the youth tourist by analyzing decision making process. The study adopted a questionnaire survey that determine their source of motivation to travel and involved youth travellers (mainly students from universities and other institutes) within the age of 15 to 30 years. The data will be analyzed using SPSS software by employing descriptive analysis and standard multiple regression. The findings of this study indicate that there are multiple major factors for young people when choosing their motivation to travel to a city in Malaysia. Further analysis shows that there are significant differences among several motivation factors when it comes to local and international youth traveler. The contribution of this study is its indication towards which factors influence city destination choice among youth which will further enable Malaysian cities to develop and promote more appropriate and satisfactory tourism products and services for their young visitors.

**Keywords:** Tourism; Motivation; Youth; Behavior.

## **1. INTRODUCTION**

According to United Nation World Tourism Organization (UNWTO) (2010), tourism refers to “the activities of people traveling and staying at the places outside of their normal environment for not more than one consecutive year for leisure, business, or any other purposes”. In every destination around the world, each destination has its own perks which makes tourists creates their own decision to travel. There are many types of tourism like culture tourism, education tourism, community - based tourism, adventure tourism, ecotourism, coastal tourism, urban tourism, gastronomy and more.

As a tourist, he or she can pick the travel destination by their own. They will choose the destination based on their own interests. However, their decision making can be influenced by other factors such as just following the current trend or selecting a place that is closer to their home due to security reasons. Today, Malaysia is one of the preferred tourism destinations by the tourists globally. Some of them travel due to several purposes such as business purposes, to experience other cultures and nature, enjoy shopping, knowledge seeking, as well as for the purpose of furthering their study journey. As mentioned earlier, the tourists will select or choose their destination based on their preferences. This are really related with the tourist behaviour as it is an important factor in analysing the decision-making process in choosing travel destination.

Youth travellers are becoming an increasingly important market for tourism industry players. The trend of youth tourism is expected to rise up to 300 million travellers by 2020 and dominate one sixth of the global tourists’ market (Moisa, 2010). The study has also identified that majority (70 percent) of young people travel for specific purpose. They travel in terms of learning new languages, volunteer, work or study. This sort of tourism could be considered as a definitive positive since became more tolerant and respectful towards other cultures after visit. Overall majority of authority develop attractions to lure this market segments. People of different ages can be called as a tourist because they have their own interests and characteristics. Thus, the factors that influenced them to select the travel destination are different from another tourist preference.

From this study, the researcher chooses to focus on urban tourism destinations that are offered in Malaysia. There are several destinations which are known as urban tourism area such as Kuala Lumpur, Bandar Melaka, Georgetown, Johor Bahru, Kota Kinabalu, and more. Urban tourism is one of the best areas to embark the journey together with the families, friends, and also for the mass tourists.

Thus, in order to analyse the best practice of urban tourism in Malaysia, the researcher must identify the major factors that influence the youth tourist in their process of decision making in selecting the travel destination.

## **2. LITERATURE REVIEW**

Various of researchers agreed that youth tourism is the future of tourism. In order to plan



the future trend in tourism, tourism planners might want to look at the youth tourism pattern today. Currently, youth tourism is an important and booming of tourism market whom will be the global tourists in the future. According to Moisa (2010), youth tourism will keep on blooming and is expected to dominate one-sixth of the global tourists' market whereby in the year 2020, it will increase to 300 million travels. To foresee the future performance of the tourism industry, youth tourism is the key elements as their behaviours and attitudes towards tourism will affect the future of tourism.

In terms of Youth tourism market, it is regarded as one of the vital tourism markets ever since youth travellers are in their first stage of their travel career that may potentially affect their future travel behaviour (Eusebio & Carneiro, 2015). Even though, youth tourism market has considerably potential to boost travel and tourism demand which was giving less attention towards the market segment (Boukas & Souroukhli, 2015).

It is imperative to have a study on youth tourists as youth tourists are considered as unique and has their own preferences in doing things. Youth tourists are very dynamic who likely to follow the current trends and will keep on changing from time to time. Many studies have found that youth tourists are worth exploring as their motivation always to be varied. Moisa (2010) categorized the motivation of youth tourists as shown in Figure 1:

<b>Categories of Youth Tourism</b>	
i.	<b>Volunteering programs</b>
ii.	<b>Educational tourism</b>
iii.	<b>Cultural exchange</b>
iv.	<b>Sports Tourism</b>
v.	<b>“Work and travel” Programs</b>

*Figure 1: Categories of Youth Tourism*

Therefore, it is an interesting theme to look at as it is important for the local authorities and tourism planners to develop the destination that can appeal more towards youth travellers to visit. This study will be focusing on urban tourism as all form of youth travel can be found in urban tourism. The description and the classification of youth tourists are differed with a few overlays among countries. According to UNESCO (2013), youth are persons between the age of 15 and 24 years old. However, according to the Ministry of Youth and Sports Malaysia (2006), youth in Malaysia are those who are in the range of age between 15 and 40 years. There are no exact range for the age of the youth agreed globally. Thus, researcher will follow the Ministry of Youth and Sports Malaysia as it is a study of youth in Malaysia.

## **2.2 CROMPTON'S PUSH AND PULL MOTIVATION THEORIES**

In general, the motivation of travellers emerges as the increasing factor of quality of life

experience (Dolmıcar et al., 2012). In line with (Ellis, 2005), there are two major motives that influence tourists to travel. The motives are, push motives and the other one is pull motives (Crompton, 1979). It is vital to recognize the model as it will be implemented to this study. Therefore, marketers should understand what motivates youth to select and travel to a destination.

However, this study used rest-relaxation, knowledge seeking, novelty, and ego enhancement for push motives whereas accessibility and good value, historical/cultural attraction, natural/ecological heritage and service delivery as the pull motives.

Table 1: *Definition of Pull & Push Items*

<b>Motivation</b>	<b>Item</b>	<b>Definitions</b>
Pull Motives	Accessibility and good value	Visitors opinion on the convenience time travelling and the value for cost.
	Historical/Cultural attraction	Whether the tourists attracted by the history and culture at the destination.
	Natural/Ecological heritage	The extent to which the tourists motivated by the environment and beauty of the nature.
	Service delivery	Reflects the destination features in terms of the service provided.
Push Motives	Rest-relaxation	Refers to the inner feeling of the respondents to de-stress, have break, have fun and relaxing.
	Knowledge Seeking	It portrays the mean of the guests visiting the destination to learn and know more about the destination.
Push Motives	Novelty	A persons' desire in experiencing something unfamiliar and something fresh.
	Ego- enhancement	Reflect the psychological factors that lead the individual to visit places they can tell others.

### **3. METHODOLOGY**

In this study, the research is a quantitative study and will be using the descriptive method of analysis where the researcher will be describing all of the data gathered through a survey. The researcher start the research by stating the problem statements and then being put into the research objectives which will be easier for the researcher to make it clear on the topic before pursuing with the literature review. The literature review is to ensure that the idea of this research become clearer and understandable. Next is the researcher designing the questionnaires related to the research theme and deploy the survey to the target respondents. The being analysed using the IBM SPSS software version 25.

#### **3.1 TARGET POPULATION**

The target population are mainly focus on students from International Islamic University Malaysia Pagoh Campus (IIUM Pagoh). They are considered youth tourist whom had been to Johor Bahru or have not yet visited any attractions around Johor Bahru. Plus, in order to identify youth tourist will be based on their age group, (E.g. 15 till 40 years old). This is because, youth tourism is expected to dominate the global tourists' market and the key in predicting the future performance of the industry. Moreover, the respondents are also not limited towards degree level only, but covers all range of level of education such as Primary and Secondary school, Master and also PHD studies. Overall, there are total of 974 IIUM Pagoh students currently in IIUM Pagoh, Johor. Therefore, the sample size will be  $n=100$  ( $s=278$ ) by referring to the Sample size by Morgan & Krejcie (1970).

#### **3.2 SAMPLING DESIGN**

Sampling techniques is an act of making conclusion for the whole population by choosing a group of people or any small number of units of larger population to conduct a study. On the other hand, Sample is the subset units of a larger groups or population. This sample will represent the target population. For this study, the sample is representing the youth tourists who will visit and had visited Johor Bahru as a whole. According to Salant & Dillman (1994), if the data is appropriately selected, a population of people can be represented by a sample of approximately 278 individuals. Therefore, the researcher managed to collect 247 respondents. The sampling technique for this study based on Morgan & Krejcie (1970). According to them, they constantly expand the interest for research which has come to a prerequisite for productive technique for deciding the example measure should have been illustrative of a given populace. Thus, sampling is very vital as selection of unsuitable subject may affect the validity and reliability of a research.

### **4.0 RESULT OF SURVEY**

Previously, the researcher was mentioned that overall there are total of 255 respondents responded in the survey. As a result, not all of the data collected cannot be utilized due to the fact that from the Chapter 2, the youth age group started from 15 to 45 which consider

as youth tourist. During the process, the researcher had to remove several respondents out of 255 respondents and left with only 247 respondents because, the invalid data is not relevant to the case study. The suitable way to analyse the quantitative data will be descriptive analysis technique. The data collected from the survey

#### 4.1 DEMOGRAPHIC PROFILE

##### Gender

Table 2 shows the total respondents that were able to collect throughout the IIUM Pagoh campus. As the table shows that out of 247 respondents, majority of the respondents are female with a total of 66.4% and 164 female respondents while male is 33.6% with total of 83 respondents.

Table 2: *Demographic Profile based on Gender*

Variable	Type	Frequency	Percentage
Gender	Male	83	33.6
	Female	164	66.4
Total		247	100

The Figure 2 shows majority of the respondents are people aged from 23 years old 21.5% (n=53) until 24 years old 16.6% (n=41). Followed by (third highest) is 22 years old with a sum of 15% (n=37). It can be shown that the group of 22 till 24 years old are constantly engage with traveling to Johor Bahru since the research survey was deployed primarily in the youth tourist platform.

Table 3: *Age Group*

Table 3: Age Group		
Frequency		Percent
18	2	.8
19	6	2.4
20	25	10.1
21	30	12.1
22	37	15.0
23	53	21.5
24	41	16.6
25	30	12.1
26	11	4.5
27	8	3.2
28	1	.4
29	1	.4
30	1	.4
36	1	.4
Total	247	100.0

### 4.3 Pull Motivation

#### ***Pull Motivation Result***

The most significant factors that influencing youth tourist to visit to Johor Bahru is the Natural/Ecological destinations. Based on Table 8, this can be proved that the highest mean value is (4.096, SD=0.766) among all five pull motives. With the mean value of 3.973 (SD=0.820), the accessibility and good value is the second pulled motives that fascinate youth tourist to visit Johor Bahru. The two lowest mean score is the service delivery with the mean score of 3.968 (SD=0.876) and the lowest mean score is the motivations to visit historical/cultural attraction with only 3.771 mean value with 0.827 of standard deviation.

Table 4: *Overall Pull Motivation Result*

Pull Motivation	Mean	Std.Deviation	Rank
Accessibility & Good Value	3.973	.820	2
Historical and Cultural Attractions	3.771	.827	4
Natural and Ecological Heritage	4.096	.766	1
Service Delivery	3.968	.876	3

Table 5: *Overall Push Motivation Result*

Push Motivation	Mean	Std.Deviation	Rank
Rest-Relaxation	4.303	.723	1
Knowledge Seeking	3.880	.874	4
Novelty	4.096	.766	2
Ego-Enhancement	4.088	.660	3

### 5.0 CONCLUSION

Though, the findings from this study showed that, the vital push-pull factors that attract domestic youth tourists to Johor Bahru were natural/ecological heritage and rest-relaxation. Based on findings, it is shown that, regardless of the hectic city as well as many other attractions, youth tourists visited Johor Bahru because they had been pulled by the desire to experience natural/ecological attractions by enjoying the beauty of the sites and pushed by the rest - relaxation motives which makes them wanted to have fun around the city. Moreover, the pull factors are also supported based on the highest mean value in tourist's satisfaction which agreed that they had enjoyed the culture (local food, music, arts & crafts) at the destination

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