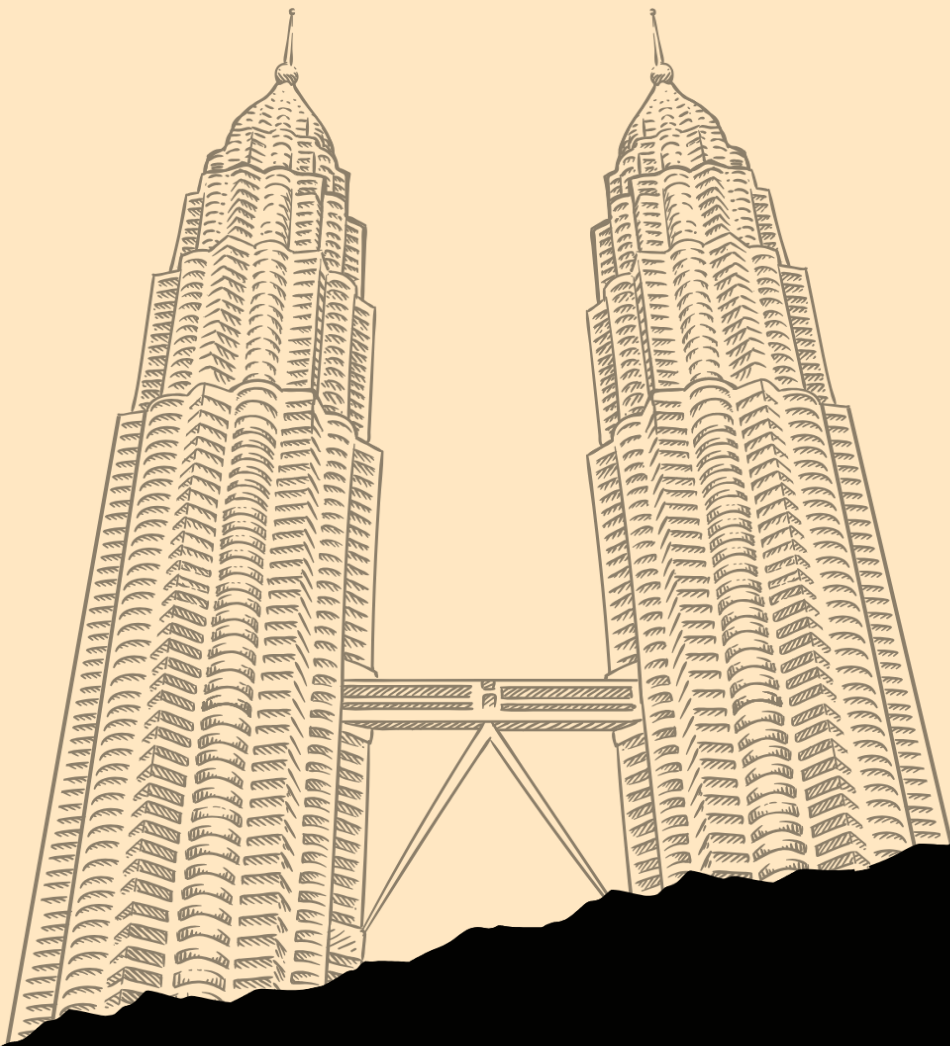


# CONTEMPORARY YOUTH TOURISM IN MALAYSIA

MOTIVATIONS, PERCEPTIONS,  
AND TRAVEL EXPERIENCES



Editor

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Contemporary Youth Tourism in Malaysia: Motivations, Perceptions, and Travel Experiences

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# PREFACE

*Research methodology plays a vital role in developing competent and reflective tourism graduates. In tourism studies, where human behaviour, perception, and experience are central, the ability to conduct systematic and reliable research is essential. This eBook, Research Method Pilot Test in Tourism Studies, documents the early-stage research efforts of Bachelor of Tourism Management students, with a specific focus on the pilot testing phase.*

*Pilot testing is a critical yet often overlooked stage in research. It allows researchers to evaluate the clarity, reliability, and consistency of research instruments before conducting full-scale data collection. Through this process, students gain practical experience in refining questionnaire design, identifying potential issues, and ensuring the validity of their measurements. The studies presented in this eBook demonstrate how theoretical knowledge in research methodology is translated into empirical practice.*

*The chapters explore current tourism issues such as digital influence, electronic word-of-mouth, safety awareness, and Muslim-friendly tourism. These themes reflect the evolving nature of the tourism industry, particularly in relation to Generation Z travellers and their changing expectations. By engaging in pilot studies, students are exposed to real-world research challenges while developing analytical and critical thinking skills.*

*Although the findings presented are preliminary, they provide valuable insights and direction for future research. More importantly, this eBook highlights the importance of experiential learning in strengthening research competencies among students.*

*This volume is intended as a reference for students, educators, and beginner researchers who wish to understand the role of pilot testing in quantitative research. It is hoped that this work will encourage a more rigorous and reflective approach to research in tourism studies.*

**Siti Yuliandi Ahmad, PhD**  
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# SYNOPSIS

This eBook presents a collection of pilot test studies conducted by Bachelor of Tourism Management students, focusing on contemporary issues in tourism research within the Malaysian context. The primary purpose of this volume is to document and showcase the application of quantitative research methods at the undergraduate level, particularly emphasizing instrument development, pilot testing, and preliminary data analysis.

The studies compiled in this eBook explore diverse themes including youth tourism behaviour, safety awareness in adventure tourism, destination image in educational tourism, and Muslim-friendly tourism perceptions. Each study adopts a structured methodological approach, utilizing survey instruments, Likert-scale measurements, and statistical analysis techniques such as Cronbach's Alpha, descriptive statistics, and correlation analysis. The pilot test phase plays a crucial role in assessing the reliability, clarity, and internal consistency of the research instruments before full-scale data collection.

By engaging in pilot testing, students are able to critically evaluate their research design, refine questionnaire items, and ensure that their instruments are both valid and reliable. This process not only strengthens the methodological rigour of their studies but also enhances their understanding of empirical research practices in tourism.

This eBook serves as a practical reference for students, educators, and novice researchers who seek to understand the importance of pilot testing in quantitative research. It demonstrates how theoretical concepts in research methodology are translated into real-world academic practice. Furthermore, the findings from these pilot studies provide preliminary insights into emerging tourism trends among Generation Z, particularly in relation to digital influence, safety perception, and cultural engagement.

Overall, this collection highlights the role of structured research training in developing analytical, critical thinking, and methodological competencies among tourism students. It is hoped that this eBook will support future research endeavours and contribute to the continuous improvement of tourism education and research practices.

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