

DOMESTIC YOUTH TRAVELLER EXPENDITURE PATTERN: WILLINGNESS
TO PAY FOR TRAVEL

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A dissertation submitted in partial fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment and Surveying
Universiti Teknologi Malaysia

FEBRUARY 2022

DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

This dissertation is lovingly dedicated to my respective parents, **Zainal Abidin bin Harun** and **Noraini Chai binti Abdullah** who have been our constant source of inspiration. They have given me the drive and discipline to tackle the task with enthusiasm and determination. I also dedicate this dissertation to my best friend, **Ika Safika binti Kamarudin** for helping me throughout my journey.

Special thanks for my supervisor, **Dr Norhazliza binti Abdul Halim** for her support and encouragement during this project.

ACKNOWLEDGEMENT

It was a hard journey for me to finish the dissertation. I was exposed to many of the professional people in this tourism industry during my dissertation preparation, including academic and professional from industry. They have contributed toward my understanding and thinking better. I wish to express my sincere appreciation to my thesis supervisor, Dr Norhazliza binti Abdul Halim for his support and guidance in completing in this study.

Furthermore, I would like to acknowledge management of Tourism Malaysia & Department of Statistic Malaysia for providing me the data. I extend my thanks to Majlis Amanah Rakyat (MARA) for funding my Master Degree studies.

Last but not least, my warm thanks go to my postgraduate friends which assistance me for learning and research together. Their view and tips are useful indeed. Finally, I would like to thank Allah s.w.t. for letting me through all the difficulties.

ABSTRACT

Globally, the youth travel market is one of the most rapidly expanding and dynamic segments of the tourism industry. Domestic youth traveller aged between 15 to 24 in an amount 63.4 million (26.4 percent) from 239.1 million recorded of domestic visitor in 2019 are the common group who frequently travel in domestic tourism based on a report from Department of Statistic Malaysia. However, common problem that appear is marketer unable to track the actual spending pattern from domestic youth traveller. This aims of this study to examine the domestic youth traveller expenditure pattern that will influence their willingness to pay for travel. Primary data were collected from youth traveller using tourist survey. Consumer surplus demand by individual travel cost method is used to interpret the research outcomes. It was found that the 190 of domestic youth traveller in this research more spend on expenditure component is shopping following by food & beverages. Domestic youth traveller will spend less than RM100 for a destination, transportation and accommodation expenses. By understating the expenditure pattern, industry practitioners able to create a tourism product based on domestic youth traveller ability and need.

ABSTRAK

Di peringkat global, pasaran pelancongan belia adalah salah satu daripada segmen industri pelancongan yang paling pesat berkembang dan dinamik. Pelawat domestik berumur antara 15 hingga 24 tahun dalam jumlah 63.4 juta (26.4 peratus) daripada 239.1 juta yang direkodkan pengunjung domestik pada 2019 adalah kumpulan biasa yang kerap melancong dalam pelancongan domestik berdasarkan laporan daripada Jabatan Perangkaan Malaysia. Walau bagaimanapun, masalah biasa yang muncul ialah pemasar tidak dapat menjejaki corak perbelanjaan sebenar daripada pelancong belia domestik. Kajian ini bertujuan untuk mengkaji corak perbelanjaan pengembara belia domestik yang akan mempengaruhi kesanggupan mereka untuk membayar perjalanan. Data primer dikumpul daripada pengembara belia dengan menggunakan tinjauan pelancong. Permintaan lebih pengguna melalui kaedah kos perjalanan individu digunakan untuk mentafsir hasil penyelidikan. Didapati bahawa perbelanjaan komponen perbelanjaan yang paling banyak adalah membeli-belah diikuti dengan makanan & minuman. Majoriti pengembara belia domestik akan membelanjakan kurang daripada RM100 untuk perbelanjaan destinasi, pengangkutan dan penginapan. Dengan mengecilkan corak perbelanjaan, pengamal industri mampu mencipta produk pelancongan berdasarkan keupayaan dan keperluan pengembara belia domestik.

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LIST OF ABBREVIATIONS

CPI	-	Consumer Price Index
DOSM	-	Department of Statistic Malaysia
BNM	-	Bank Negara Malaysia
MIDF	-	Malaysian Industrial Development Finance
TCM	-	Travel Cost Method

CHAPTER 1

INTRODUCTION

1.1 Introduction

This thesis examines the domestic youth traveller who is willing to pay for travel based on the time frame of the trip's preparation. Generally speaking, this chapter begins with an introduction to the study and an overview of the spending patterns of youth travellers. Following that, a problem statement is formulated and presented. The research question and objectives were addressed in the following section, which was organized according to the scope of the study. Following that, this chapter will discuss the research gap as well as the significance of the study. Finally, the chapter was determined in accordance with the thesis's structure.

1.2 Background Of Study

Globally, the youth travel market is one of the most rapidly expanding and dynamic segments of the tourism industry. In 2019, based on the domestic tourism survey report, the group of 25- to 39-year-olds constituted the majority of domestic visitors, accounting for 37.8 percent of all arrivals in the country. Domestic visitors aged 15 to 24 years (26.4 percent), 40 to 54 years (24.1 percent), and 55 years and older (11.7% percent) were the next most common age groups (Department of Statistics Malaysia 2019). Furthermore, when compared to other travel segments, such as senior citizens, youth travellers have a higher lifetime value. The emerging of youth tourism become more booming after the low-cost carrier is introduced and all the tourism booking currently making from the internet. Generally, youth traveler will figure out the estimated cost that need to pay before a trip and the actual price need to pay during the trip that will influence the destination of choice. According to Karl (2018), statistics clearly demonstrate that only 54 percent of young tourists will choose a destination that commonly people are always visiting.

The Tourism Satellite Account (TSA) is a mechanism for quantifying the direct economic contribution of tourism consumption on a country's economy (OECD et al. 2017). These studies will look into nation tourism satellite account data to see what is the overall percentage on general perspective first. Hence, it will see on how much the expenditure pattern of youth traveller cater in the general tourism satellite account data. According to Chiu *et al.*, (2015), youth traveller choose using credit card rather than cash, this is because most of the tourism industry agency offer cashback and miles reward if payment is made using credit card. Furthermore, the rising of e-wallet usage in today lead to chances of youth travel to purchase on travel higher. A study showed by Kasirye *et al.*, (2021) ,young people who had never gotten married use electronic payment to buy, spend within their limits and transaction history are recorded.

1.3 Problem statement

The trend of domestic tourism expenditure pattern keeps increasing since 2011. Previous study conducted by Chiu *et al.*, (2015) in their research focusing on young domestic among university student only and there has none previous research that focused on the youth traveller who already started their career. In addition, matters related to youth traveler based on their willingness to pay before, during trip that will influence their destination of choice also not been discussed. In addition, the most common problem that appear is marketer unable to track the actual spending pattern from domestic youth traveller. Youth traveller are constrained by a restricted budget to plan a trip. The current pandemic outbreak had changed the people spending pattern. Hence, this research to know the willingness among youth traveller that will influence destination of choice nowadays.

1.4 Aim and Objective

This study aims to examine the domestic youth traveller expenditure pattern that will influence their willingness to pay for travel. To address the aim following objectives are identified:

1. To Identify domestic youth traveler travel expenditure pattern.
2. To determine domestic youth traveller willingness to pay for travel.
3. To understand the relationship between domestic youth traveller expenditure pattern and willingness to pay

1.5 Research Question

As stated in the research objective, this study will evaluate and find out the study problem or issue that been studied. Hence, it focuses on the question below:

1. What are the youth traveller expenditure pattern?
2. How much domestic youth traveller willingness to pay for travel?
3. What is the overall domestic youth traveller expenditure pattern in direct on willingness to pay?

1.6 Scope of study

The scope of study is to evaluate the willingness among youth traveller in domestic tourism on travel consumption. The concept of willingness will be evaluated through tourism satellite account by using the variables as mentioned in conceptual framework of this study such as food and beverage, shopping, accommodation, passenger transport, cultural sports and recreational, travel and automotive fuel. The study area is focusing on youth from Peninsular Malaysia.

1.7 Research Gap

According to Chiu *et al.*, (2015) , stated that expenditure pattern of young student to purchase on a tourism product is based their main goals of travel to a destination. It also indicates that further researcher can try took look on young tourist that are unwilling to spend more on specific product.

Another researcher argues that the travel expenditure among student usually are restriction by two factors which is cost and time (Abd Hamid et al. 2020). Discover travel behaviour based on push & pull factor (Faat 2017). Next, behaviour of youth traveller pattern in decision is focus on safety and security variables. Furthermore, Noh *et al.*, (2020), also indicated the travel behaviour & purpose of young traveller is driven by push and pull factor. According to J. Nicolau *et al.*, (2020), in their findings is looking out on how much youth travel to pay on green restaurant and view of qualitative decision on whether to pay more and view from quantitative decision of how much extra to pay.

Authors	Scope	Findings	Research Gap
(Chiu et al. 2015)	Examine the expenditure pattern of young student to purchase on tourism product	i) Spending patterns are particularly reliant on their diverse goals of travel to a destination ii) Unwilling to spend more on specific product	Unable to track
(Abd Hamid et al. 2020)	Determine the travel expenditure pattern among student	Restriction on - Cost - Time	the young traveller expenditure pattern
(Faat 2017)	Discover travel behaviour & purpose	Push & Pull Factor	

	among young travellers	
(Yusoff 2017)	Behaviour of youth traveller pattern in destination	Traveller decision on destination image
(Noh et al. 2020)	To analyze factor of youth tourist selecting place	Pull Motivate - Historical Attraction, natural heritage Push Motivate - Knowledge Seeking - Relaxation
(J. Nicolau et al. 2020)	L. Looking at on how much millennials to pay on green restaurant	Qualitative Decision - To Pay More Quantitative Decision - Extra To Pay
(Kuo and Jou 2017)	Air travellers are willing to pay to upgrade to premium economy class	Range of price on Short, Medium & Long haul

1.8 Significant of study

Through the examination of willingness and acceptance to pay among domestic youth traveller on travel consumption, this study contributes to the field of travel research in the following ways:

a) Contribution to the Industry

The findings of this study will assist the tourism marketer to arrange out the cost of tourism product package wisely and suit with the domestic youth traveller budget. It an estimate how much the price from the youth willing accept to pay based on services or product. Moreover, the findings also could help tourism planner to develop a new product destination that are suitable with youth preference. Tourism marketers are better equipped to plan their advertising efforts when they have a through awareness of the demands and desires of this specific market. Thus, data from this study can be used to create acceptable advertising techniques to attract young travellers

b) Contribution to the Academician

The study contributes to the academicians as it will be sources of information and knowledge on the knowing the willingness of domestic youth traveller to spend on tourism component. This will help the academician to explore more about the topic especially the youth traveller expenditure pattern.

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