

THE RELATIONS WITHIN 'PUSH' AND 'PULL' MOTIVATION FACTORS OF
MILLENNIAL GENERATION TOURISTS TO VISIT HERITAGE
ATTRACTIONS IN JOHOR.

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ABSTRACT

The aim of this study is to explore factors that motivate and influence the journey of millennial tourists to visit heritage attractions in Johor. This study targeting millennial generations as they can be considered the drivers of new consumer demographics (Saavedra, 2015) and the latest generation in the tourism market, which is now an active tourist where they begin to build travel options, show trends, motivations, and influence one's opinions and behaviours. The methodology was developed based on three objectives; a) to identify types of heritage attractions that appeals Millennial generation tourists and influence their tourism heritage choices, b) to assess the motivational tourism factors that have driven the Millennial generation to travel to specific heritage attractions and c) to examine the correlations within 'push' and 'pull' motivation factors of millennial generation tourists to visit heritage attractions. Quantitative approaches are used in this study in order to develop non-experimental research designs to determine motivational factors that influence millennial's visiting choices towards heritage attractions in Johor. 207 questionnaires have been collected throughout this study. The result shows that museum, battlefields, national parks, festivals, ethnic restaurants, living history demonstration, archaeological sites, historical neighbourhoods, historic countries and historical buildings have been the most popular heritage tourism sites visited by the millennials. Besides that, it is seen that they would like to experience new and different lifestyles. Millennials love to experience new and different lifestyles or traditions. Secondly the motivation to explore cultural heritage resources also insist the millennials to visit heritage places. Besides, the millennials are seen to love sightsee cultural heritage sites. Moreover, festivals and events organized in cultural heritage areas seems the best motivational factor that push them to visit heritage area. This is followed by standard of hygiene and cleanliness of the place. Safe destination and personal safety at cultural heritage sites at the mean of 4.23 also have been one of the well-know push factor for this group. There is a significant relationship between push and pull factor in this study. This study may be useful and applicable to redevelop heritage tourism in Johor and at the same time encourage tourists to travel to the heritage attraction and it is hope the benefits of heritage tourism would especially support several historic sites around Johor and the results of this study might be beneficial for each agency that is responsible for Johor's heritage attractions.

ABSTRAK

Tujuan kajian ini adalah untuk meneroka faktor-faktor yang mendorong dan mempengaruhi perjalanan pelancong milenial untuk mengunjungi tempat-tempat peninggalan di Johor. Kajian ini menyasarkan generasi milenial kerana mereka boleh dianggap sebagai pendorong demografi pengguna baru (Saavedra, 2015) dan generasi terbaru di pasaran pelancongan, yang kini menjadi pelancong aktif di mana mereka mula membina pilihan perjalanan, menunjukkan tren, motivasi, dan mempengaruhi pendapat dan tingkah laku seseorang. Metodologi dikembangkan berdasarkan tiga objektif; a) untuk mengenal pasti jenis tarikan warisan di Johor yang mempengaruhi pilihan warisan pelancongan generasi milenium, b) untuk menilai faktor motivasi pengembara milenium untuk mengunjungi tarikan warisan di Johor dan c) untuk mengkaji hubungan antara motivasi "tolak" dan "tarik" faktor pelancong generasi milenium untuk mengunjungi tarikan warisan di Johor. Pendekatan kuantitatif digunakan dalam kajian ini untuk mengembangkan reka bentuk penyelidikan bukan eksperimental untuk menentukan faktor motivasi yang mempengaruhi pilihan lawatan milenium ke arah tarikan warisan di Johor. 207 borang soal selidik telah dikumpulkan sepanjang kajian ini. Hasilnya menunjukkan bahawa muzium, medan perang, taman negara, festival, restoran etnik, demonstrasi sejarah hidup, tapak arkeologi, kejiranan bersejarah, negara bersejarah dan bangunan bersejarah telah menjadi tempat pelancongan warisan paling popular yang dikunjungi oleh milenium. Selain itu, dilihat bahawa mereka ingin mengalami gaya hidup baru dan berbeza. Millennials suka mengalami gaya hidup atau tradisi baru dan berbeza. Kedua, motivasi untuk menerokai sumber warisan budaya juga menegaskan milenium untuk mengunjungi tempat-tempat warisan. Selain itu, milenium dilihat menyukai tempat-tempat peninggalan budaya. Lebih-lebih lagi, festival dan acara yang dianjurkan di kawasan warisan budaya nampaknya merupakan faktor motivasi terbaik yang mendorong mereka untuk mengunjungi kawasan warisan. Ini diikuti dengan standard kebersihan dan kebersihan tempat. Destinasi selamat dan keselamatan diri di tempat peninggalan budaya pada tahap 4.23 juga telah menjadi salah satu faktor pendorong yang terkenal untuk kumpulan ini. Terdapat hubungan yang signifikan antara faktor tolakan dan tarikan dalam kajian ini. Kajian ini mungkin berguna dan dapat digunakan untuk membangunkan semula pelancongan warisan di Johor dan pada masa yang sama mendorong pelancong untuk pergi ke tarikan warisan dan diharapkan manfaat pelancongan warisan akan menyokong beberapa tempat bersejarah di sekitar Johor dan hasil kajian ini mungkin bermanfaat untuk setiap agensi yang bertanggungjawab untuk tarikan warisan Johor.

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LIST OF ABBREVIATIONS

| | | |
|------|---|---|
| SHLP | - | Skim Hadiah Latihan Persekutuan |
| UTM | - | Universiti Teknologi Malaysia |
| NoQ | - | Number of Questionnaire |
| SPSS | - | Statistical Package for Social Sciences |
| IBM | - | International Business Machines Corporation |

LIST OF SYMBOLS

| | | |
|-----|---|-----------------|
| N | - | Population |
| p | - | Proportion |
| MOE | - | Error of Margin |
| & | - | And |

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter involves a discussion of this study on the motivations of millennial tourists towards heritage destinations. This chapter starts with a background of the study and problem statement to explain millennial generation tourists' motives when visiting heritage attractions. The research questions, aims and objectives of the research as well as the scope of the study, the significant of study, the approach to the study and the structure of the study are also further elaborated in this chapter.

1.2 Background of the Study

Naturally, people often need motivation to do something. Most of us always see motivation as the most essential aspect (internally or externally) to motivate ourselves to make choices and move towards satisfying our emotional and physiological needs to be better. In this aspect, tourism is no exception. Prior deciding to travel to a destination or country, people always need motivation to do so. Thus, the first step in producing a destination plan is to identify the motivation, as this explains why travellers are traveling and the type of experience, purpose or activity they want (Caber et al, 2016).

Motivation can be defined with several definitions based on its purposes. Motivation in terms of tourism is classified as “the range of desires and behaviors that make a person more susceptible to behave in a particular tourism-oriented way” (Honeyball, E., 2017; Pearce, 1991). Motivational theory (push and pull motivations) has been developed by Dann in 1981, ‘push’ factors reflecting psychological behavioral motivators such as the desire to flee (escape), rest, or being an adventurous,

whereas 'pull' factors considered as an external, situational, or cognitive motivations such as attributes of the destination and recreational infrastructure offer in the chosen destination (Caber et al, 2016; Wu et al, 2014; Devesa et al, 2010).

Kempiak et. al, (2017) and Richards (2001) describes heritage tourism as 'a movement of people from their usual place of residence to cultural places in order to gather new knowledge and experiences for fulfilling their cultural needs.' As tourists seek a more diverse, stimulating and intellectual experience, the demand for this growing heritage tourism is the product of evolving needs and interests of tourists (Kempiak et. al, 2017; Timothy, 2011). The heritage tourism is a wide category that includes eco-tourism as well as cultural tourism, with a focus on the protection of natural and cultural heritage.

It is a group or market segment that involves visits to historical sites, museums, and art galleries and exploration of national and forest parks. It is a responsible for all to preserve these heritage as agreed by E. Dela Santa and S.A. Tiatco (2019), a group commitment is typically the value of conserving and preserving the heritage. Moreover, from an economic perspective, it is important to identify heritage tourism motivations (J.M. McGrath et al, 2017) because like most other types of tourism, heritage tourism also contributes to the economic development of the destination visited.

Malaysia is one of the country that rich in historical heritage, even its population consists of multiracial has already makes it's a very unique country. Malaysia has always been the choice of heritage tourists; this is evidenced by the total income contributed by this sector in 2019 is RM 4.1 million; this amount proves that cultural heritage tourism is no less important with other tourism sectors. According to the Tourism Report also, it shows in 2019 more than 45% of tourist visited Malaysia are comprised of millennial generation tourist where among of activity engaged is regarding visiting heritage attraction which are 27.8% for visiting museums and 31.9% for visiting historical sites.

1.3 The Problem Statement

Most tourists are being motivated to travel to a preferred destination. However, due to the stressful and pressures of work, growing age and changes in lifestyle, they are no longer want to choose crowded, noisy tourist areas and tourist activities that do not give any meaningful or positive impact while travelling to a destination. This statement is supported by a study conducted by Kempniak et. al (2017) and Timothy (2011) where tourists are less interested in conventional vacations involving 'sea, sun and sand' instead they want a more effective and exciting travel experience. In order to discover the wonders of the world (Jamaludin et al, 2018; et al, 2013), these travelers (especially millennials) are expected for authentic experiences and as a significant subset of the mass tourism industry as stated by Honeyball, E. (2017).

There are about 53% of UK Millennials would prefer to spend money on an attraction opposite of a wealth, thus; heritage tourism has gained more attention in recent years (J.M. McGrath et al, 2017). One of the reasons driving tourists to visit heritage attractions is the value of the physical environment (Kempniak et al, 2017), unfortunately, most of these historical heritage sources has been lost, damaged, or separated from its specific context. This situation certainly leads to losses including destroy or removal of ancient structures, ancient monuments, landmarks and artifacts; loss of knowledge and "factual" details from past generations; poor access to cultural or national objects; and exclusion of people from their culture or lack of national pride (Azizul Ahmad, N. T., 2014).

It is the most common issue on damage or destruction of historically important structures, cultural locations, landmarks and relics; the absence of data sources and factual data; (Namdev, D. G., 2020; as cited by Ismail, N., Masron, T., & Ahmad, A., 2014). This issue commonly occurs due to "overtourism". The term "overtourism" has been defined by The Oxford English Dictionary of 2018 as " extreme trips to preferred spots or landmarks result in harm to the local environment and historic places, as well as reduced quality of life". The wellbeing or experience in the area has deteriorated unacceptably (De Luca et al., 2020). Although revenue contributed by this segment it is somewhat beneficial but it is a little disappointing because from then until now we

always hear the same issues related to the maintenance, preservation and conservation of this heritage attractions.

This issue is not only happening in Malaysia but almost all over the world which still have historical buildings. Azizul Ahmad, N. T. (2014) also agreed aspects of preservation and conservation of heritage sites need to be emphasized other than aspect of the information and experience gained by visitors in heritage sites. Heritage as something really important, close to how valuable are precious stones such as gold and diamonds. It is something that must be preserved or maintain because it has cultural or historical significance (E. Dela Santa et al., 2019). Timothy (2018) specifically describes heritage as "a legacy that is "inherited from the previous generation and even used till nowadays and what we expect to reach it onto coming generations ".

However, have we ever thought who can we rely and expect to maintain, preserve and even conserve these valuable assets that we have been inherited from previous generations? Katie Rispoli Keaotamai (an Executive Director at We Are the Next in United States) said in a report published by "National Trust for Historic Preservation" (2018), young people can be used as a medium in helping historic places survive and sustain but it is essential to have them involved in communities by welcoming and assist them to be an active member. Keaotamai also said, historic sites and heritage attractions have the potential, not only to drive young people to the locations, but to catch their attention when visiting and help them contribute back to the society the knowledge they obtained.

Heritage tourism's livelihood and life depends on the reputation of existing and future local people and visitors. (Kesterson, K. D., 2013; Chhabra, 2010), this statement also supported by Rita et al, 2019; young people especially millennials are one of the main groups that tourism industry players are targeting. According to Rita et al, (2019), millennials are resources for the tourism sector as their travel expenses coupled with the restoration initiatives would guarantee that tourist heritage places remain open to potential generations and heritage tourism. Nusair et al, (2013) states

millennials often share their personal experiences, comments, and destination suggestions with friends on digital devices through user-generated content (UGC).

Thus, it is important for targeting millennials in maintaining the heritage sites/ attractions as for young people with a huge growth in the last decade, millennials are viewed as "technology users" and have the power to influence and create advance idea (S. (n.d.), 2015). Because they are growing up during an era of rapid technological change (Jamaludin et al, 2018) thus, it can be used an opportunity for industry players to serve them better so its influence them to promote the heritage attractions by sharing a positive review on their social medias and at the same time encouraging others to assist in the conservation of heritage attractions to ensure it will remain preserved for future generations and no longer be monuments and abandoned sites.

Considering the value of a historical heritage, it is responsible for all to ensure it will be well preserved so that this value can also be enjoyed by future generations as being agreed by Timothy (2018) "heritage is a legacy that is respected in the and used today from the past and what our intention for passing it to future generations". Heritage Sites are irreplaceable assets of humanity and belong to all of us, so when visiting the sites, we must leave no trace behind in order for us to ensure their preservation to create more potential jobs and for future generations to inherit them (UNESCO, 2018).

1.4 Research Questions

The following questions have been set and analyzed in order to achieve the research objectives;

- (a) What are the types of heritage attractions that appeals Millennial generation tourists?
- (b) What are the motivational tourism factors have driven the Millennial generation to travel to specific heritage attractions?

- (c) What are the correlations within 'push' and 'pull' motivation factors of millennial generation tourists to visit heritage attractions?

1.5 Research Aim

To explore factors that motivate and influence the journey of millennial tourists to visit heritage tourism destination.

1.5.1 The Objectives of the Study

This research is developed the three (3) objectives in order to answer the research questions that has been develop earlier. There are:

- (a) To identify types of heritage attractions that appeals Millennial generation tourists and influence their tourism heritage choices.
- (b) To assess the motivational tourism factors that have driven the Millennial generation to travel to specific heritage attractions.
- (c) To examine the correlations within 'push' and 'pull' motivation factors of millennial generation tourists to visit heritage attractions.

1.6 Scope of the Study

In order to respond to an online questionnaire, participants in this study are expected to understand the significance of heritage tourism or history. Participants are also expected to have some kind of tourist experience to develop their responses to questions about personal tourism preferences. It is believed that the Millennial Generation will become an important current and future marketplace for heritage

tourism sites, and their choice and likeness for travel can differ as contrasted with those of previous generations. Potential restoration initiatives are often believed to rely on the knowledge, engagement, and interest of Millennial Generation participants and its descendants.

1.7 Significance of the Study

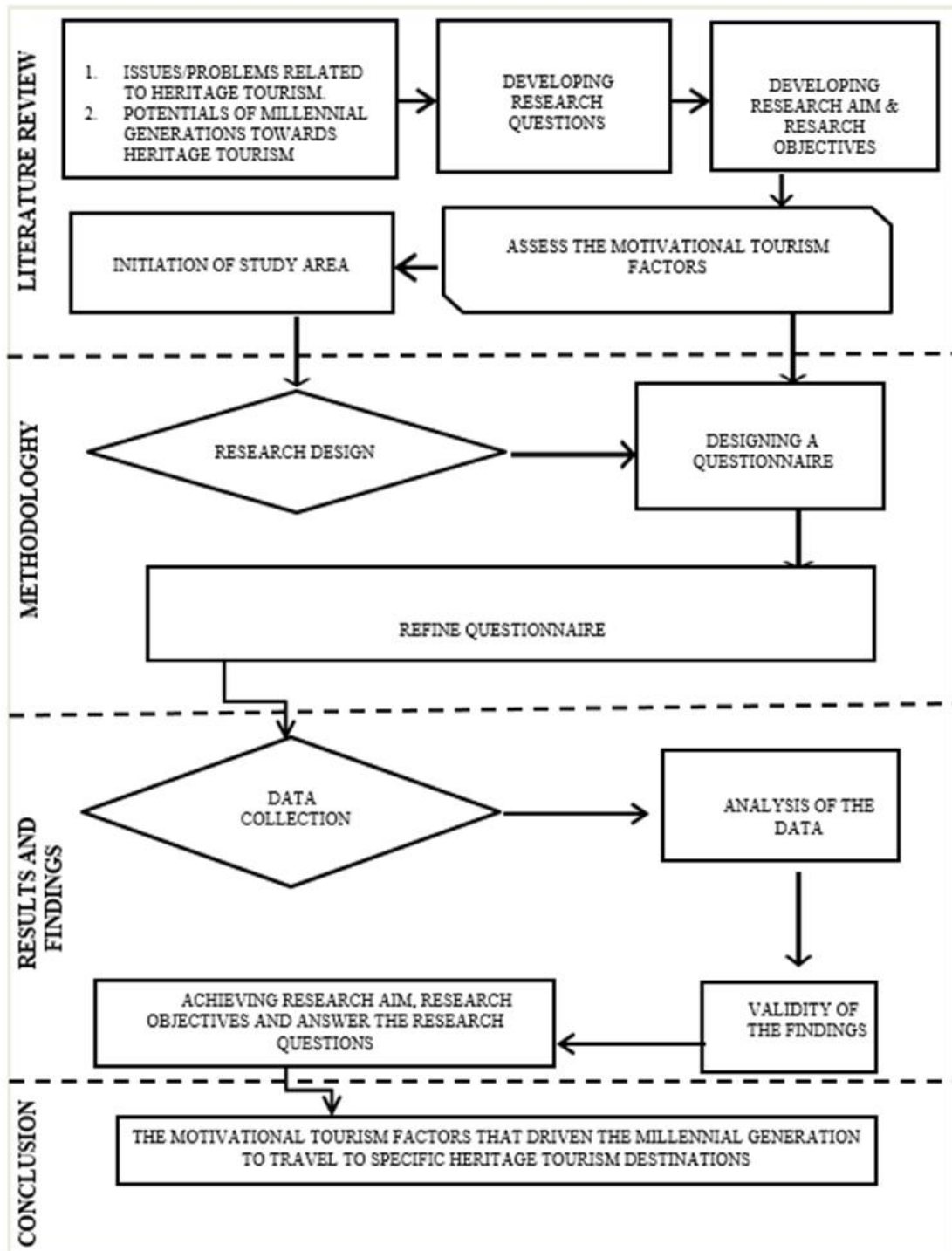
A view from two (2) aspects; academia and to be used by the industry player in order to serve this generation better in order to ensure heritage attraction still preserve for nest generations. The significance of this study can be view at three (3) perspectives; the first significance is building a generation that are knowledgeable and have interest in history. They are the most educated and intelligent in history, among the characteristics of millennial generations. Other than that, regarding their total purchasing power and the ability to compete in the economy for years to come.

There are several reasons for researching the Millennial Generation, two of which are the willingness to purchase and its economic prosperity. They are now produced in a population of significant buying for years to come, power, and will survive in the economy, potentially longer than past generations because they are younger. It may also be a long-term commitment to invest in the millennial generation though a profitable project for the tourism industry because in this generations as it will provide potential and continuous support and preservation of cultural heritage sites for tourism will be a last significance of this study.

1.8 The Study Design

This study has been conducted in four different phases. The following figure (Figure 1.1) illustrates the 4 phases involves in this study.

Figure 1.1 Study Design's Flowchart



1.8.1 First Phase – Literature Review

This study started with a comprehensive literature review in relation to 'tourism motivational factors' in various forms of tourism sectors such as gastronomy, recreation and leisure, and other sectors but still centered on tourism studies. In order to review previous literature, the study included a range method of Main and secondary sources, such as reports from local stakeholders and authorities, print publications, articles on tourism, newspapers, websites, etc.

Furthermore, this phase provides a lot of input in terms of knowledge in identifying factors related to motivational tourism factors in choosing a travel destination. In addition, several issues related to heritage sites identified by previous researchers have helped this study to identify the groups that can help the sustainability of heritage tourism: millennial generations. This generation has the potential to guarantee that tourist heritage sites remain open to potential generations and heritage tourism as they are the current market that occupied the tourism industry.

1.8.2 Second Phase – Methodology

This level plays an important role in achieving research objectives, research questions, and research objectives. Therefore, quantitative studies have been used to look in depth at the types of heritage attractions that appeals Millennial generation tourists and influence their tourism heritage choices and the tourism motivational factors that the Millennial generation has been drive to travel to historical and heritage tourism destinations. This study uses a questionnaire that has been developed by previous researcher Kesterson, K. D., 2013 because has been proven its validity and reliability (using Cronbach's alpha). However, several adjustments have been made to several sections to suit objective of the study.

1.8.3 Third Phase – Results and Findings (Data Collection and Data Analysis)

This survey was developed online using the google form platform. About three months is used for collecting the data where survey links has been distributed specifically to millennial generations through online phone applications (WhatsApp and Telegram). During that period, a total of 207 surveys were returned and used for data analysis. Descriptive analysis and correlation are made on the data so that interpretations of the results can be made.

1.8.4 Conclusion

In this phase, Interpretations of the results should be able to address the data analysis research questions, thereby achieving the research objective as well as the aim of the study that were established in the earlier stage of this study. Furthermore, through the interpretations of this study, it would be able to classify the types of heritage attractions that draw an attention of the millennial generation and the motivating tourism factors to travel to specific destinations heritage tourism.

1.9 The Structure of the Study

The study comprises of five (5) chapters. The framework of study has been presented in this chapter. It's then followed by chapter 2, which contains the literature review; a discussion on the specific topics and theories relating to the question of research. This is followed by the chapter 3 (methodology chapter), where it defines research tools and platforms used in this study. In addition, regarding the findings of the questionnaires and the discussion of the results are discussed in chapter 4. Finally, in the final chapter (chapter 5) provides conclusions and recommendations to both academia and the industry. The following table (Table 1.1) shows the chapters involved in this study.

Table 1.1 The Structure of the Study

| Chapter | Chapter Summary |
|-----------------------------|---|
| 1: Introduction | This section, as the first chapter in the study, provides a framework for the overall structure of this study. It describes in detail the background of the study and the problems related to the topic chosen, where the questions, the study objectives and aim were then developed. |
| 2: Literature Review | This second section starting with motivational factors to find out the relationship between 'push' and 'pull' factors that are widely used in studies related to motivation in tourism. This study focuses on heritage tourism which involves various types of heritage attractions including museums, galleries, events and cultural arts programs and others. Focus is given to heritage tourism because this is one of the fragile tourism sectors caused by "over tourism". Apart from that, this study focuses on the millennial generation which is seen to be a medium for the preservation of heritage attractions which these sites worth as the value of jewel by previous researchers which should be taken care of and preserved for the benefit of future generations. |

| Chapter | Chapter Summary |
|--|--|
| 3: Research Methodology | It provides a valuable discussion of the design of the research method in this chapter in order to fulfill the study's aims and objectives. Thus it describes the methods and platforms for research used in this study. |
| 4. Results and Discussion | The results of the survey are presents in this chapter where the types of heritage attractions that has appeal millennial generation tourists. Despite that, their personal motivation (push factors) and destination motivation (pull factors) will be also be reveal. Furthermore, it also reveals the correlations within "push" and "pull" factors in relation to motivate them to visit heritage attractions. |
| 5: Conclusion and Recommendations | Function as a chapter to conclude and describes the findings by responding to the research questions was expected to achieve the research objective. It also explains the consequences and shortcomings of this study and recommends future research on what can be done to provide further details in evaluating tourism motivational factors among millennial generation tourists. It's also include valuable details that could be use by related agencies to draw the marketing strategies to attract the new driven generation in the tourism industry. |

1.10 Summary of the Chapter

In brief, the introduction chapter provided research background, problem statement, research questions, aim and objectives of the study and significance of the study. The rest of the analysis is structured in the following way: a summary of applicable literature is given in Chapter 2; based on a rational and systematic literature analysis. In addition, the study constructs such as tourism motivational factors that are reflected as push motivation and pull motivation are clarified.

A detailed description of how the study was implemented is provided in Chapter 3, the chapter regarding methodology involve research design, sampling and data collection, questionnaire design, and data analysis processes. Chapter 4 regarding the analysis of the research results according to the applicable methodological approach suggested in Chapter 3. Chapter 5 presents comprehensive discussions of the results, including the study's impacts and any deficiencies that the study has, and finally a portion of the conclusion that provides the audience of this study with an overall overview and interpretation.

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