

**DESTINATION IMAGE PERCEIVED BY YOUTH TOURIST ON JOHOR  
BAHRU CITY**

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## **ABSTRACT**

Destination image study is important because it is having a strong effect on tourist behaviour and it has received attention from tourism planners and marketers. The establishment of a clear and powerful destination image will gain competitive advantage for a destination because it can position their tourism product. Regarding youth travel, destination image becomes rather important as it could create brand loyalty among them. However, the process of destination image is dynamic and vary according to whether they are consumed before, during or after a visit. This study is applied quantitative approach to measuring the destination image perceived by youth tourists. Variable is identified to measure in this study such as induced, cognitive, multi-sensory and affective image of Johor Bahru. Also, conative behaviour is also measured in this study. Only close-ended questions are using to obtain the images perceived. A total of 129 respondents was sampled. Analysis methods conducted for this study include frequency and percentage and mean scores analysis. The findings indicated the current induced image of Johor Bahru is not effective as youth tourists have the image Johor Bahru as a busy city. Johor Bahru has positive cognitive image as the attributes of beautiful night scenery, and full of unique cultures is appealing to youth tourists. Overall, youth tourists have positive sensory image of Johor Bahru. Youth tourists also perceived Johor Bahru as pleasant and exciting in term of affective image. Overall, the induced, cognitive, multi-sensory and affective image is parallely related to youth tourists' conative behaviour. The findings in this study are beneficial to tourism planners in future brand image projection, marketing decision and sustainability of Johor Bahru's tourism industry.

## ABSTRAK

Kajian imej destinasi adalah penting kerana ia mempunyai kesan yang kuat ke atas tingkah laku pelancong dan ia telah mendapat perhatian daripada perancang dan pemasar pelancongan. Peciptaan imej destinasi yang jelas dan kuat akan menubuhkan daya saing menjadi kelebihan kepada destinasi kerana ia berpotensi untuk meletakkan produk pelancongan mereka. Dari segi pelancongan belia, imej destinasi menjadi agak penting kerana ia boleh mewujudkan kesetiaan jenama di kalangan mereka. Walau bagaimanapun, proses imej destinasi adalah dinamik dan berbeza mengikut sama ada mereka ditafsir sebelum, semasa atau selepas lawatan. Kajian ini menggunakan pendekatan kuantitatif untuk mengukur imej destinasi dilihat oleh pelancong belia. Pembolehubah dikenalpasti untuk mengukur dalam kajian ini adalah seperti teraruh, kognitif pelbagai deria dan afektif imej Johor Bahru. Di samping itu, tingkah laku conative juga diukur dalam kajian ini. Hanya soalan berstruktur digunakan untuk mendapatkan imej yang dilihat. Seramai 129 responden telah disampel. Kaedah analisis dijalankan untuk kajian ini termasuk kekerapan dan analisis peratusan, dan skor min. Dapatan kajian menunjukkan imej teraruh semasa Johor Bahru tidak afektif yang mana pelancong belia mempunyai imej Johor Bahru sebagai bandar yang sibuk. Johor Bahru mempunyai imej kognitif positif kerana sifat-sifat pemandangan malam yang indah dan penuh dengan budaya yang unik merayu kepada pelancong belia. Secara keseluruhan, pelancong belia mempunyai imej deria positif Johor Bahru. Pelancong belia juga melihat Johor Bahru sebagai menyenangkan dan menarik dari segi imej afektif. Secara keseluruhan, teraruh, kognitif, pelbagai deria dan afektif adalah parallely yang berkaitan dengan tingkah laku conative pelancong belia. Penemuan dalam kajian ini memberi manfaat kepada perancang pelancongan di masa depan unjuran imej jenama, keputusan pemasaran dan kemampuan industri pelancongan Johor Bahru

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## **CHAPTER 1**

### **Introduction**

#### **1.1 Introduction**

This study is to evaluate what is the image perceived by youth tourist on Johor Bahru city before, during and after their visitation to the city. The chapter is divided into nine subchapters which are namely, background of the study, problem statement, research questions, research objectives, importance of research, study area, limitation of research, and Significance of study

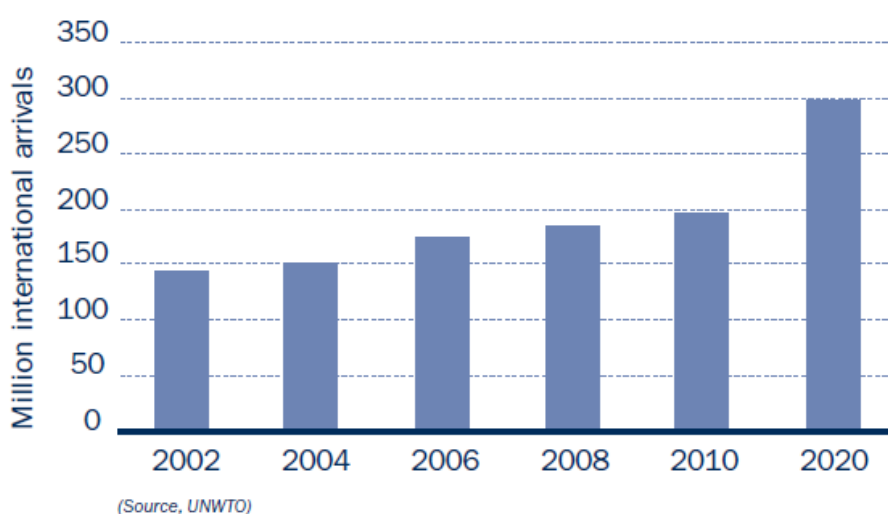
#### **1.2 Background of Study**

Tourism industry is one of the fastest growing economic sectors as it has experienced continued growth and deepening diversification (World Tourism

Organization). In 2015, tourism industry showed its six continuous above average growth in term of its international tourist arrivals.

In Malaysia, the tourism industry is one of the biggest Malaysia's economic contribution. In fact, the tourism industry is the industry worth was RM 37.4 billion of gross national income (GNI) in 2011 and is expected to keep increasing. By 2020, Malaysia targets to receive tourists' arrivals of 38 million and generate receipts of RM168 billion. Under Economic Transformation Programme, tourism sector is identified as one of the 12 National Key Economic Area (NKEA) that will help Malaysia to become a high economic developed nation.

Youth tourism market is one of the most important markets in this field and it has been growing rapidly every year. According to Richard and Wilson (2003), one-fifth of all journeys of tourism purposes in the world is made by young tourists. UNWTO estimates that around 20% of the 940 million international tourists travelling the world in 2010 were young people. In the same year, they also generated 165 billion USD towards global tourism receipts, affirming their financial value to the global tourism industry and local economies. In fact, according to UNWTO, there will be 300 million international youth trips by 2020.



### **Figure 1.1 Tourists Arrival (Source: UNWTO)**

According to World Youth Student and Educational (WSYE) Executive Committee Chair, Ulises Ortega the power of youth tourism is not solely an economic story. The social and cultural benefits for the young traveller and the communities that host them are far-reaching, long-term and measurably more sustainable than other type of tourism. As the tourism industry itself goes through unprecedented change, youth travel has made the most to contribute through the innovation such as by pioneering, heavy tech-using, socially and environmentally conscious customers.

According to Greg Richards in AM report of the Power of Youth Travel, there are several reasons why youth travel is one of the important markets in tourism which are:

#### **1. Youth travel is high value**

Youth traveller is often said poor in term of money. However, they are time rich. This indicates that the time spent by a youth tourist in a certain destination is longer than other kind of tourists. Therefore, the youth tourists are actually spending more as their trips are often longer than other tourists. This can be supported by research which showed that an average spent of six-month-stay of US\$2,600 compare to US\$950 average spent by international tourists per trip.

Other than that, the high value of youth travel also lies in lifetime value of young people deliver to destinations through their travel career. This is because these youth tourists are likely to revisit destination that has travelled before.

## **2. Youth markets are resilient**

According to WYSE Travel Confederation, the recent economic crisis does not stop young traveller from travelling. Surprisingly there are several pieces of evidence suggest that young traveller likely to take longer trips when the economy gets tough (UNWTO). This is due to fewer job openings which encourage them to take gap year trips in order to gain more experience before the economy become stable again.

## **3. An economic impact felt at local level**

One of the biggest factors in the economic impact of tourism for local communities is the degree of leakage from the local economy. Especially in smaller economies in the developing world, the extent of leakage can be high, as international companies often cream off a large proportion of the revenue from tourism.

However, through youth tourism, this leakage can be reduced. As young traveller often try to avoid international chain, they usually spend their money directly to the local suppliers.

## **4. Young people make an important contribution to other industries**

According to Australian Education International, Australian international student industry contributed \$15.5 billion in export income to the Australian economy. While in the United States, US\$15.54 billion were spent by the international student

to support their education and stay in 2008. These shows that all these earnings from the educational institute make a valuable contribution to the educational system thus allow the host country to support facilities that could not afford to be supported before.

## **5. Young people often attracts others to the destination**

Young people have the tendency of attracting other to a destination. For example, young people that are taking course in higher education was visited by an average of 1.3 visitors which generating a total additional AU\$12 million to the Australian economy each year.

### **1.3 Problem Statement**

Johor Bahru is one of the fastest growing cities in Malaysia apart from Kuala Lumpur. Located within the Indonesia-Malaysia-Singapore Growth Triangle, Johor Bahru attracts many top world electronic manufacturer as they at least build one plant within the city. Thus, making Johor Bahru act as an industrial city rather than a tourist city.

Located next Singapore, Johor Bahru is connected to the metropolis through 1038-metre-long causeway. Even though it is convenient for the Singaporean to get to Johor Bahru, most of them just pass through the city trying to get to the other parts of Malaysia or even to the southern Thailand. To Singaporean, Johor Bahru city is more like a border city rather than a tourism destination.

Under Iskandar Region Development Authorities (IRDA) Johor Bahru rebrands itself as "Family Fun" destination, with new several theme parks and shopping complexes constructed.

Destination image represents the dynamic process, consisting of layers of meaning and its formation is influenced by various factors (Baloglu and McCleary, 1999). Despite from the above statement, Johor Bahru city's image as a tourism destination is still vague. Therefore, this study intends to investigate the induced, cognitive, affective and multi-sensory image perceived by the youth tourist and its relationship with conative behaviour towards Johor Bahru city so that it would help tourism planners and marketers to get a better understanding that may provide a foundation for their strategic marketing decision and survivability of Johor Bahru city.

#### **1.4 Objective of Study**

The objective of this study is to evaluate the image of Johor Bahru city before and after visit by youth tourists.

1. To determine the induced image of Johor Bahru perceived by youth tourists
2. To determine the cognitive image of Johor Bahru perceived by youth tourists
3. To determine the multi-sensory image of Johor Bahru perceived by youth tourists
4. To determine the affective image of Johor Bahru perceived by youth tourists
5. To identify the relationship of youth tourists' conative behaviour with of induced, cognitive, multi-sensory, and affective image.

### **1.5 Research Question**

As stated in the research objectives, this study will evaluate and find out the study problem or issue that been studied. Therefore, it focuses on the following questions:

1. What is the induced image of Johor Bahru perceived by youth tourists?
2. What is the cognitive image of Johor Bahru perceived by youth tourists?
3. What is the multi-sensory image of Johor Bahru perceived by youth tourists?
4. What is the affective image of Johor Bahru perceived by youth tourists?
5. How conative behaviour of youth tourist related to the induced, cognitive, multi-sensory and affective image perceived by them?



## 1.6 Theoretical Framework

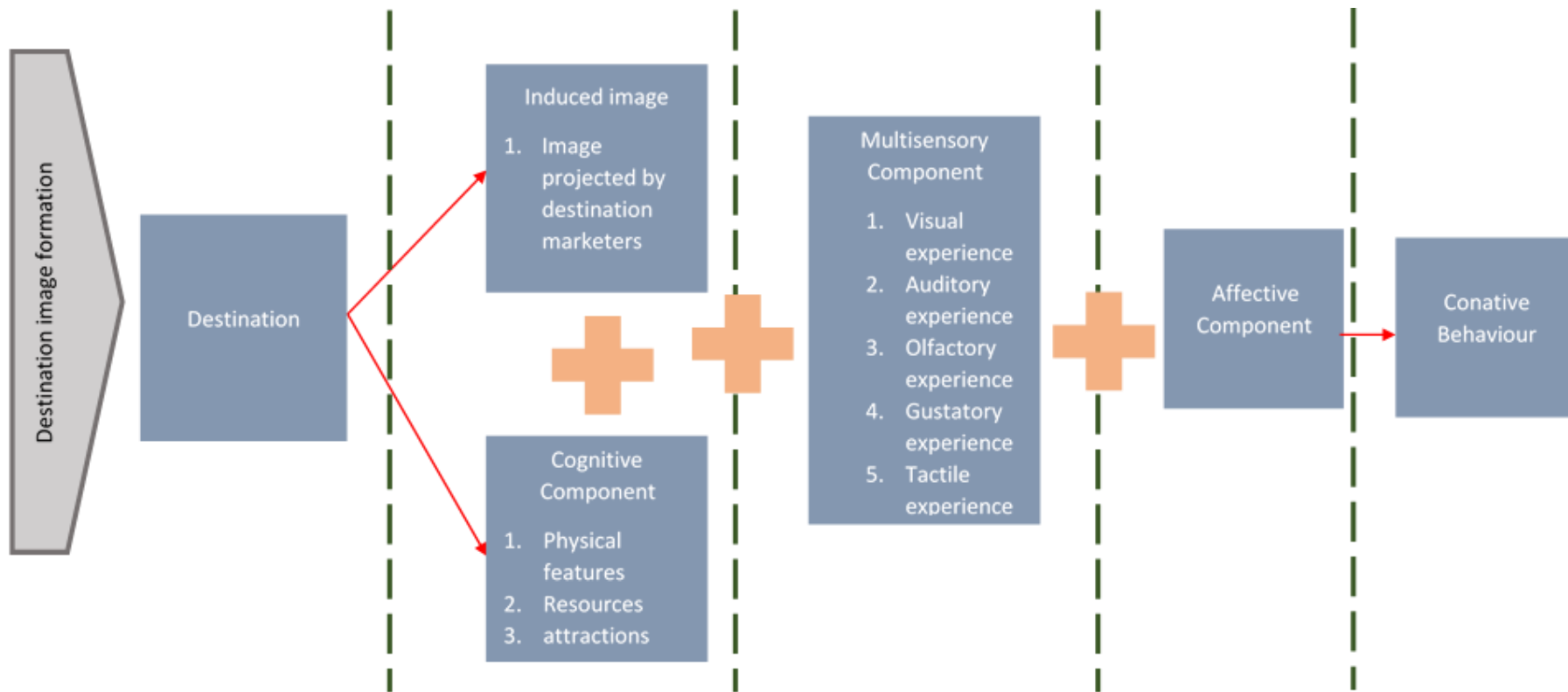
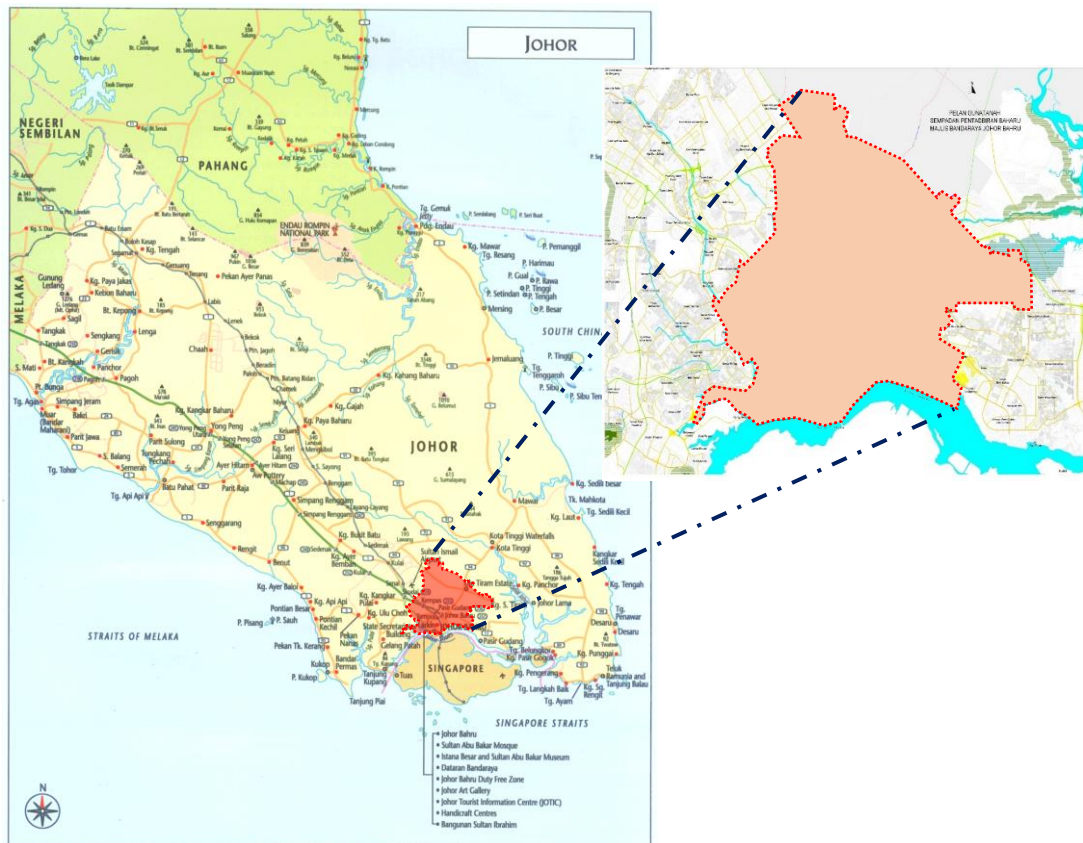


Figure 1.2 Destination Image Formation (Source: Researcher's Framework)

## 1.7 Study Area – Johor Bahru City



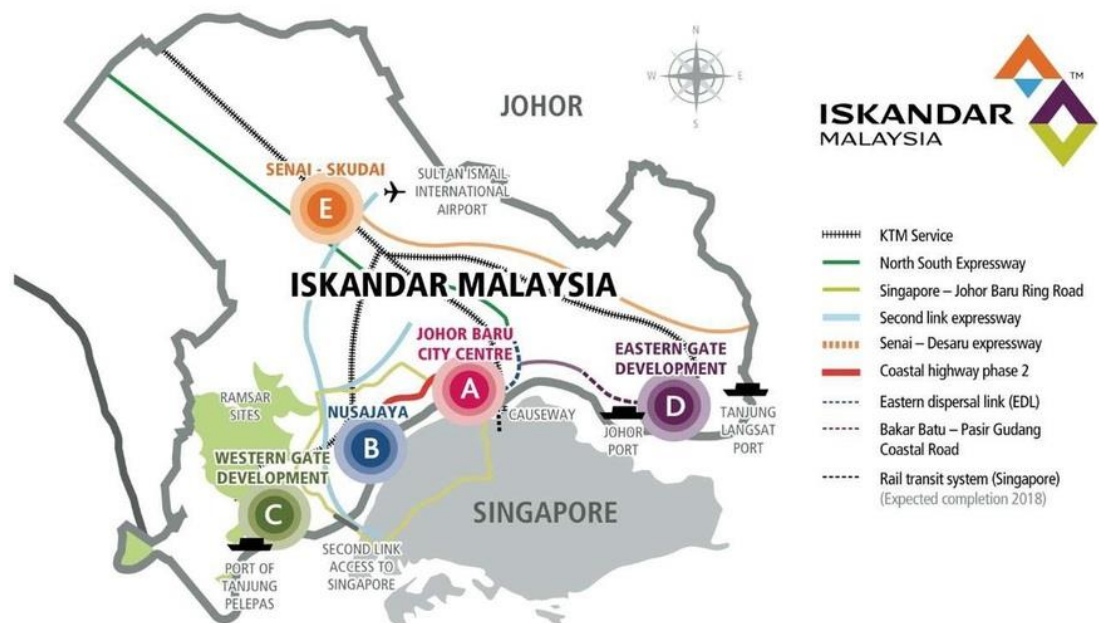
**Figure 1.3 Map of Johor**

Johor Bahru City is the capital city of Johor, the southernmost state in Peninsular Malaysia. Geographically, Johor Bahru city is located along the Straits of Johor. In 2016, the total area of Johor Bahru is 373.18 km<sup>2</sup> with the population of 797,882 (Majlis Bandaraya Johor Bahru, 2016).

As a capital city, Johor Bahru is rich with history. Founded 1855 by Temenggong Deang Ibrahim, Johor Bahru was once a Malay fishing village known as Tanjung Puteri. In 1858, the name Tanjung Puteri changed was Iskandar Puteri before

it changed once again to Johor Bahru after the death of the founder. In 1994, Johor Bahru was granted city status.

In 2007, an authority called Iskandar Region Development Authorities (IRDA) was established in order to assist the State Planning Committee and came up with Comprehensive Development Plan for the use of the State Planning Committee and other local planning authorities. As part of focus under the development plan, Johor Bahru managed to rebrand itself to “Family Fun’ destination.



**Figure 1.4 Johor Bahru City as part of Comprehensive Development Plan**

## **1.8 Significance of Study**

As mentioned before, the aim of this study is to evaluate how youth tourists perceived Johor Bahru city. Therefore, this study will be beneficial to tourism planners and marketers in projecting the brand image towards the youth thus maintaining the sustainability of youth tourist arrivals.

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