

CORAK PELANCONGAN BELIA MALAYSIA KE LUAR NEGARA

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MALAYSIAN'S YOUTH OUTBOUND TRAVELLING PATTERN

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## ABSTRACT

Recently, the youth travel market segment experienced an emergence of the new generations called 'flash- packer' (older backpacker which ages above 30 years old with bigger budgets), and 'gap – packer' (youth who travel several countries in their gap year) where some comparisons from previous study had been made showing that many young tourists nowadays tend to travel more frequently and stay longer at destination compared to their older counterpart. Furthermore, youth from all over the world are seemed to be into agreement that travelling overseas had become a trend nowadays, including the Malaysian. In Malaysia, the profile pattern of Malaysian that travelling overseas seems to change because of the increasing number on the youth segment market. Before this, Malaysians youths only involved with domestic tourism, but today they start to follow the world trend. This situation makes Malaysian's youth identified themselves as backpackers because they are travelling for long periods with a limited budget. This study aimed to examine which type of travel style does Malaysian's youth categorised in and to prove not all Malaysian's youth could be identified as a backpacker's style. In order to achieve these goals, several objectives have been identified which are 1) To determine Malaysian's youth travelling profile based on destination, 2) To analyse youths' expenditure pattern based on destination, and 3) To identify Malaysian's Youth travel style for outbound travelling either 'backpackers', 'flash – packer' or 'gap – packer'. Methodology instrument that has been used in this study was in a form of questionnaire. The questionnaire and online survey have been proposed. Besides that, sampling techniques that have been used in this study consist of the convenience sampling and simple random sampling, which focused only on Malaysian youth traveller. Data that required in this study was a data which might identify the Malaysian's youth outbound travelling pattern where's all findings then will be an analyst to identify Malaysian's youth travel style either they are backpackers, flash – packer or gap – packer.

## ABSTRAK

Kebelakangan ini, segment pasaran pelancongan belia berdepan dengan generasi baru yang dikenali sebagai '*flash – packer*' (merujuk kepada pengembara yang berumur atas 30 tahun dengan bajet yang besar), dan '*gap – packer*' (merujuk kepada belia yang melancong ke beberapa buah negara apabila terdapat jarak kelapangan dalam setahun), dimana kajian terdahulu menunjukkan bahawa jika dibandingkan belia pada masa dulu dengan kini, dapat dilihat masa kini terdapat ramai belia kerap melancong dan menginap di sesuatu destinasi dalam jangka masa yang lama. Tambahan pula, secara global, belia bersetuju dimana melancong keluar negara telah menjadi satu trend termasuklah bagi rakyat Malaysia. Di Malaysia, oleh kerana peningkatan segmen belia di pasaran, bentuk profile rakyat Malaysia yang melancong keluar negara turut berubah. Hal ini kerana, sebelum ini, belia Malaysia hanya terlibat dalam pelancongan domestic tetapi kini mula mengorak langkah mengikuti perkembangan trend dunia. Keadaan ini juga, membuatkan belia mula menggelarkan diri mereka sebagai '*backpackers*' kerana perbelanjaan yang mereka keluarkan untuk melancong keluar negara adalah terhad untuk jangka masa yang panjang. Kajian ini bertujuan untuk mengenalpasti jenis gaya perjalanan belia Malaysia disamping untuk membuktikan bahawa tidak kesemua belia Malaysia tergolong dalam kategori '*backpackers*'. Bagi mencapai matlamat kajian, beberapa objektif telah dikenalpasti iaitu 1) Mengenalpasti profil belia Malaysia berdasarkan destinasi, 2) Menganalisa bentuk perbelanjaan belia berdasarkan destinasi, dan 3) Membuktikan gaya perjalanan belia Malaysia samada '*backpackers*', '*flash-packers*' atau '*gap – packers*'. Instrumen metodologi yang digunakan adalah borang kaji selidik. Borang ini diedarkan dalam bentuk kajian online dan secara fizikal. Disamping itu, teknik persempelan yang digunakan adalah persempelan konvinien dan persempelan rawak mudah, dimana sample hanya tertumpu pada belia Malaysia. Data yang diperlukan dalam kajian ini adalah data yang membolehkan corak pelancongan belia Malaysia keluar negara dikenalpasti, dimana hasil penemuan akan dianalisa untuk mengenalpasti gaya perjalanan belia Malaysia keluar negara samada '*backpackers*', '*flash-packers*' atau '*gap-packer*'.

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## CHAPTER 1

### INTRODUCTION

#### **1.0 Introduction**

According to Ninemeier & Perdue, (2005); Cooper & Hall, (2008), the tourism industry are one of the largest and fastest growing industries in the world. As to be noticed, today, travelling become a top decision that been made to escape from the stressful of work and everyday life. Travelling will also expose tourist in experiencing a different cultures, food and a new environment from a different country. In a line Ninemeier & Perdue, (2005); Cooper & Hall, (2008) statement, they state that traveller passing through a country without stopping, even if that journey takes more than 24 hours.

In a global tourism sector, youth travel is one of the fastest growing and most dynamic markets. For a few years, young traveller generating 165 billion USD towards global Tourism receipts, affirming their financial value to the global tourism industry and local economies (United Nations World Tourism Organisation, 2011).

In relation to that, referring to the statistic in Malaysia itself about youth traveller, based on population statistics from Department of Statistics in 2010, it shows that there are 28.25 million of young travellers in Malaysia. This also shows that trends for youth to travel seem increased and it has raised questions about the advantages of carrying out a study of the travelling patterns of youth in Malaysia.

## **1.1 Background Research**

According to ATI, (1995), 'Youth travel' may be relatively easy to define; there is little agreement about 'youth tourism' definition. Statistical definitions, such as that of the World Tourism Organization (WTO) generally include all travel by young people aged between 15 and 29 years (e.g. WTO, 1991), although recently, a WTO study (2002) used 'less than 25 years' as the cut-off point, while many smaller-scale studies adopt an upper age limit of 26 (Horak and Weber, 2000).

Youth growing travel lust and spending power have recently been creating more attention for this market. Youth travel represents a significant market within tourism (Cooper et al., 2008; Horak and Weber, 2000) in terms of size and growth rates (Marzler and Siller, 2003; UNWTO, 2008, 2010). Youth travel been identified as one of the largest segments of global tourism and is also seen as having much potential for future growth (Page, 2009; Reisinger and Mavondo, 2002; Richard and Wilson, 2004a, 2005; UNWTO, 2008). Young travellers have a higher lifetime value compare to other travel segments such as senior travellers. Furthermore, young tourists are often trendsetter who set up and build the attractiveness of tourist destinations (Hall, 2005; Horak and Weber, 2000).

Youth travel represents a diverse segment and one that may take different number forms. Backpacking has proved itself a significant form of activity that is relevant to this age group and one that has received considerably more attention within the academic literature (Richards and King, 2003). Recognition by UNWTO, (2008) shows that economic importance and social-cultural values of youth travel. Locally owned businesses and communities particularly benefit from adventurous young travellers (d'Anjou, 2004) thus reducing leakages and stimulate investment (UNWTO, 2008).

According to the UNWTO, based on youth and student travel market survey 2011, young travellers often spend more than other tourists and are likely to return and give more value to the destination over their lifetime. Furthermore, as the chances of getting higher education and exposure to the world, young travellers have penetrated and played an important role in the tourism market.

Youth traveller's pattern keep on changing and now, youth more prefer to explore a new destination that defines as 'virgin'. In Malaysia especially, youth start to explore and discover a new destination and claim themselves as backpackers. This is because their understandings toward backpackers are those who travelling with a limited budget and do them planning by them self.

In this research, Malaysia's youth outbound travelling pattern will be an analyst to identify either Malaysian's youth that is travelling in a group of 'flash-packer or gap - packers'. Besides to prove that not all youth that travelling is in a group of backpackers, but there also some of them in a group of the traveller or even a group of tourist.

## **1.2 Issue and Problem Statement**

Youth travel is a growing market which is becoming increasingly important for many countries (UNWTO, 2010). Previous study carried out on Malaysia's tourism industry such as by L. K. Chiu. et. al. (2014). In their study was focus on Examining Young Malaysians Travel Behaviour and Expenditure Patterns in Domestic Tourism and there is none of the previous studies have focused on Malaysian's Youth outbound travelling pattern.

Furthermore, most of the tourism research confined to boundaries of families, elderly and retired groups and working adults without making a distinction between various segments of the travel market. This has led to having relatively little information available in terms of youth travel motivations or decision-making, preferred products, travel constraints and market profile. As result, Malaysia could be losing out on the longer term potential of a rapidly growing market.

Before this, Malaysians youth only involved with domestic tourism, but today they start to follow the world trend to travel overseas which tends to make their travelling pattern change. Besides that, recently, the youth travel market segment experience emergencies of the new generation called ‘flash- packer’ and ‘gap - packers’. Flash – packer is defined as older backpackers which ages above 30 years old with a bigger budget (UNWTO, 2008), tech – savvy adventurers where they did often prefer to travel with a cell phone, digital camera, mp3 player and laptop. The flash – packers is a new breed of the traveller in the year 2006 and adhere to a modest accommodation and meal budget while spending freely even excessively for activities at their chosen destination (Backpacking 2010). While ‘gap - packers’ refers to students as backpackers who travel to several countries in a short period of time whilst on their gap year between high school and college or university, or even between university and their first job (Shapiro 2009; Backpacking, 2010). This situation tends to create an issue for Malaysian’s youth while travelling, which is most of the Malaysian’s youth identified themselves as backpackers without knowing the criteria of backpackers.

By using Malaysian’s youth outbound travelling pattern analysis, it might not only help on understanding Malaysia youth outbound travelling pattern, but it also helps on identifying Malaysian’s youth travel style either ‘backpackers’, ‘flash-packer or’ gap - packers’ and to prove that, Malaysian’s youth ‘travel style’ are not all identified as backpackers.

### **1.3 Research Question**

The research questions for this study are:-

- 1) What is Malaysian's youth profile pattern while travelling outbound?
- 2) What is Malaysian's youth outbound travelling expenditure pattern?
- 3) What type of travel style does Malaysian' youth identify?

### **1.4 Research Objective**

To answer all the research question that been identified, there are three research objectives be highlighted. Which are:-

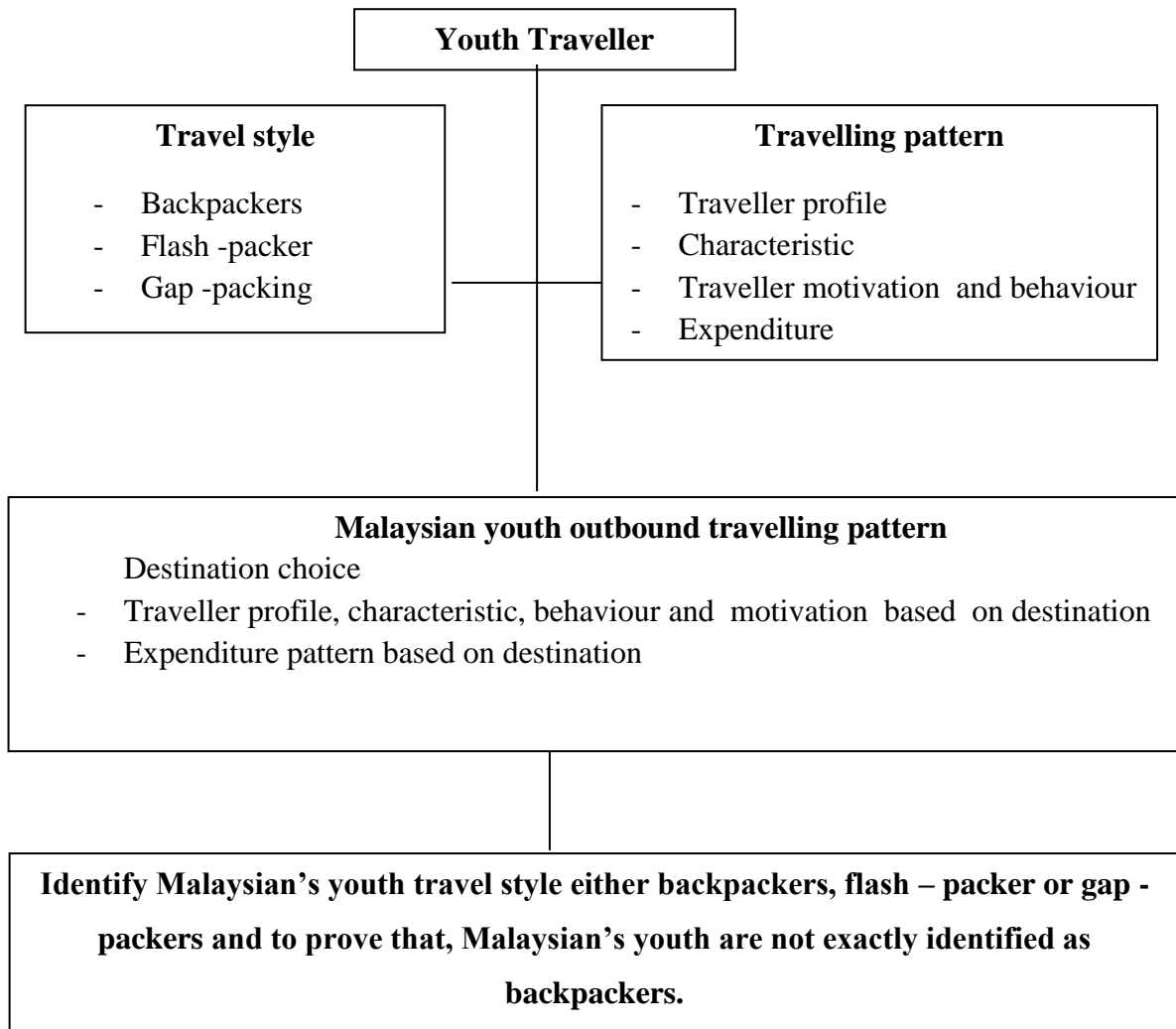
- 1) To determine Malaysian's youth travelling profile based on destination.
- 2) To analyze youth expenditure pattern based on destination.
- 3) To identify Malaysian's Youth travel style for outbound travelling either 'backpackers', 'flash-packer' or 'gap – packers.

### **1.5 Theoretical of Framework**

In tourism studies, changes in characteristic and travel behaviour over a lifetime have generally been explained by the aging process and by the stages of the family life cycle (Wells & Gubar, 1966). For instance, Rapoport and Rapoport (1975) identified age as a major determinant of tourism expenditure behaviour. Age conditions the different stages of the tourist participation pattern.



By understanding Malaysian's youth outbound travelling pattern, may help on fill the gap on understanding Malaysian's youth travel style either there are 'backpackers', 'flash-packer' or 'gap - packer'.



*Chart 1.1: theoretical Framework*

## **1.6 Significant of Study**

The significant of this study is to prove that not all Malaysian's youth are backpackers as what they identified themselves besides to identify Malaysian' youth travel style either they are really backpacker, flash-packer or gap - packers traveller..

## **1.7 Justification of study**

Comprehending what Malaysia young travellers seek in tourist destinations, by understanding Malaysian's Youth Outbound Travelling pattern in term of their travel style may help on improving tourism services development either in short term or long term and may help tourism marketers and promoters in increasing the growth of tourism by enhancing their strategies for marketing youth travel. Finally, the findings of the study would contribute to the body of knowledge in youth travel research which has been inadequately undertaken in Malaysia while strengthening the existing body of knowledge in tourism in Malaysia.

## **1.8 Limitation of the study**

The study only focuses on Malaysia youth that travelling for international travel from age 18 until 40 years old. There is no limitation of the study area as long it is youth that has Malaysia nationality and had been to another country before. But this study will be conducted in the area which has a high probability for youth Malaysia to travel oversea which is the international airport that usually been preferred by youth for travelling such as Kuala Lumpur International Airport 2 (KLIA2), Subang International Airport, and Senai International Airport.

## **1.9 Methodology and Data Required**

Methodology instrument that will be used in this study is questionnaire form. A questionnaire for the survey will be developed using a website known online survey which will be distributed through the communication channel such as Facebook, WhatsApp's, twitter and others media channel that youth probably use nowadays besides questionnaire will be distributed manually at selected places has been mentioned. This is because it's more convenient and easier access for youth.

Besides that, sampling technique that will be used in this study is convenience sampling and simple random sampling and it is focused only to Malaysian youth traveller. Data that required in this study is a data which may identify Malaysian's youth outbound travelling pattern in terms of their destination choice, characteristic, behaviour and motivation for travelling as well as their expenditure pattern. All data that required then will be the analyst to identify Malaysian's youth travel style either they are backpackers, flash – packer or gap - packers.

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