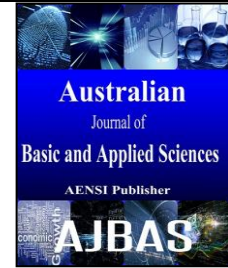




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### Travelling Motivation for Malaysian to Nature and Cultural Destinations

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#### ABSTRACT

There are various factors that motivate people to travel. Just like other products, tourists generally undergo several stages in their decision making before finally deciding on the destination to visit. Although there are numerous studies done on travel motivation so far, the latest travel motivations among Malaysians are somewhat unknown. This study, therefore, was carried out to identify the latest demographic variables of Malaysians on their travel motives. It is important to understand if travel motivations among Malaysians are affected by their demographic variables that include factors such as gender, age group and income level. A 17-item questionnaire was used to survey 200 respondents on their travelling motivation, while that the respondents are basically motivated to visit certain nature and cultural destination. Another 18 items were utilised to measure the attractions. Findings of this study showed destinations because of the attractions at the places. Furthermore, the survey results also showed that the travel motivations of Malaysians are directly influenced by their gender, age, income level and education level.

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#### INTRODUCTION

There are various factors that motivate people into travelling. Just as normal consumer products, tourists undergo several stages of decision making before finally coming to conclusion on the destination to visit. Tourists will typically look at the attributes of the area and options of activities available before going to that place for a holiday. Each traveller has his/her own preferences; for example, some tourists will choose a destination because of its natural attractions and others will go for shopping or luxurious experiences.

There are many popular holiday destinations in terms of countries that are rich in amazing nature experiences. Among other are beaches and intriguing native cultures such as in Indonesia and New Zealand. Due to their beautiful nature, these countries have been homes to some adventurous activities such as kayaking, water rafting and skiing. Apart from the nature and culture values discussed above, this research was undertaken to identify the motivation level of Malaysian in choosing these destinations as a holiday. The objectives and hypotheses of this research are as follows:

**Objectives:**

**This research was carried out to:**

1. identify and highlight the travel motivation level of Malaysian market segment.

2. identify and highlight the travel motivation level of Malaysian market segment to the selected destinations.

3. find out significant differences in the travel motivations attributed by the variables of gender, age group, marital status and income level.

**Literature Review:**

Decision making is described as a process of making a choice over available options. It has been one of the core concepts in understanding consumer behaviour that is highly practicable in marketing practices. Evidently, research has shown that decision making process is influenced by both psychological or internal variables such as attitude, motivation, beliefs and intentions, as well as non-psychological or external variables such as time, pull factors and marketing mix (Sirakaya and Woodside, 2005). In the context of tourism, tourists' decision making process has also been an important agenda for both tourism practitioners and researchers. Understanding the factors that motivate tourists in choosing a holiday destination is important for the reasons that are particularly attributable to the destination areas; among other, identification of these factors will enable practitioners to identify the market segments of a destination, apart from the fact that it also plays an essential role in the planning process such as diverting tourists from sensitive areas (Sharma, 2004).

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Continuously, research in tourist decision making has grown exponentially throughout the decades. Through these research works, experts have come up with theories and frameworks that serve as guiding tools in understanding tourists' motivations. Out of the many theories, one that is most acceptable and has been popularly used in tourism research is the Push and Pull Theory (Baloglu and Uysal, 1996; Kim *et al.*, 2003; Prayag and Ryan, 2011). In the push-pull theory, the push factors are identified as the internal drives that motivate a person to undertake touristic activities, whereas the pull factors are the forces that drive a tourist to select a specific place as a holiday destination (Phau *et al.*, 2013). Through this framework, many researchers then try to compose and develop clusters which constitute the push and pull factors.

One of the earliest push theories was proposed by Dann (1977), where he conceptualized the push factors into two categories, anomie and ego-enhancement. Anomie motivations are the intrinsic need of a person to escape his/her daily routine, while ego-enhancement is the desire for status and recognition that can be obtained through travel. This view is further supported by Iso-Ahola (1982) whose research reveals two dimensions of tourist motivations: 'escaping' and 'seeking'. Similarly, a recent study conducted by Bogari *et al.* (2004) uncovered nine push factors for tourists who visited Saudi Arabia, whereby some of them included several factors like 'cultural value', 'social', 'relaxation' and 'prestige'.

In this regard, it is suggested that the pull factors consist of the tangible characteristics of a destination (e.g., beaches and historical artefacts), as well the tourists' perceptions and expectations towards a holiday destination (Denstadli and Jacobsen, 2011). The same as push factors, researchers have come with various categories that can be classified as pull factors. In their research, Grimm and Needham (2012) identified several pull factors encouraging people to visit Ecuador such as 'country characteristics', 'price' and 'safety'. Similarly, Jang and Wu (2006) carried out a research to study Taiwanese tourists and concluded three pull motivations; 'cleanliness and safety', 'event and cost', and 'natural and historical sights'.

From the discussion above, it is clear that tourist motivation will continuously be an interesting research topic as each market possesses its own distinguished factors that serve as motivations. For the purpose of this study, Leisure Motivation Scale of Beard and Ragheb was utilized since its generalized motivational scale endows better stability and consistency over time (Newlands, 2004). The Leisure Motivation Scale consists of the dimensions of the need for social interaction, need to relax and escape, need for acquiring and enhancing competency in puzzling situations, and an intellectual motivation.

### **Research Methodology:**

A survey questionnaire consisting both closed-ended and open-ended questions was designed to gather the required data for the study. The questionnaire was divided into three sections; the first section serves to obtain data on travelling motivation level; the second section consists of variables regarding to respondents' motivation factors into travelling to countries that are rich in nature and culture, while the third section serves to collect respondents' socio-demographic data. All the closed-ended questions were measured using Likert scale. According to Sekaran and Bougie (2010), Likert scale is particularly useful to measure respondents' state of agreement or disagreement with the statements given in the questionnaire. The scale in the questionnaires ranges from '0' to '7' (0= have no opinion; 1= no importance; 2= little importance; 3= some importance; 4= important; 5= quite important; 6= very important; 7= extremely important), which determines the respondents' opinion on the level of importance of an option.

This study used the exploratory quantitative research approach and the data collected were analysed using the SPSS software (version 20). This was done to enable the researchers to explore on the motivation level of Malaysian tourists and how their socio-demographic aspects influenced their motivation. Five independent variables were identified: (i) Gender, (ii) Age, (iii) Marital status, (iv) Parents with children, and (v) Race. The three objectives identified will be tested based on the data gathered and analysed using the linear regression test, coefficient test, correlation test and reliability test.

### **Findings:**

#### **Demographic Breakdown of the respondents:**

A demographic breakdown of the sample in Table 1 shows that 52.2% of the respondents were female and 47.8% were male. Majority of the respondents were from the 20-29 age group (84.8%), followed by the 30-39 age group (11.2%). Only 1.1% of the respondents were from the 40-60 age group, and 1.7% were from the above 60 years old group age. Meanwhile, 15.7% of the respondents are married, whereas 84.3% were not married. Majority of the respondents (83.3%) stated that they did not have children and only 10.7% of them had children. As for the income level, 34.8% of the respondents were earning below average, 39.3% were earning average income, while 16.9% were earning above average. Only 9% of the respondents were earning high income. Most of the respondents' education level are at tertiary level which is at 78.7%. In terms of races, the majority of the respondents are found to be Chinese (61.2%) followed by Malay (16.9%) and Indian (9.6%). The remaining 12.4% were students from abroad such as from China and Indonesia.

**Table 1:** Respondents' demographic information.

Gender (S3-01)	Frequency (F)	Percentage (%)
Female	93	47.8
Male	85	52.2
Age Group (S3-02)	Frequency	Percent
20 - 29 years	151	84.8
30 - 39 years	20	11.2
40 - 49 years	2	1.1
50 - 59 years	2	1.1
>60 years	3	1.7
Marital status(S3-03)	Frequency	Percent
Married	28	15.7
Single	150	84.3
Children Status (S3-04)	Frequency	Percent
Yes	19	10.7
No	159	89.3
Income Level (S3-05)	Frequency	Percent
Below average	62	34.8
Average	70	39.3
Above average	30	16.9
High	16	9.0
Education level(S3-06)	Frequency	Percent
Primary	10	5.6
Secondary	28	15.7
Tertiary	140	78.7
Race(S3-07)	Frequency	Percent
Malay	30	16.9
Chinese	109	61.2
Indian	17	9.6
Others	22	12.4
Total	178	100.0

**Table 2:** Reliability test results.

Variables	Cronbach Alpha	Number of Items
Dependent Variables 1 (Motivations)	.846	17
Dependent Variables 2 (Attractions)	.922	18

**Table 3:** Regression results.

Model Summary		
Model	R	R Square
	.569 <sup>a</sup>	.324

ANOVA			
Model	Mean Square	F	Sig
Regression	54.173	84.285	.000 <sup>b</sup>
Residual	.643		

Coefficients			
Model	Standardized Coefficients		Sig
	Beta	t	
(Constant)	.689	4.295	.000
Dependent Variables 1	.569	9.181	.000

**Reliability Test:**

The purpose of carrying out a reliability test is to measure error and to test the validity of the questionnaire (Wells and Wollack, 2003). The most popular test used for reliability is Cronbach's Alpha, in which, the higher the coefficient, the better the measuring instrument will be (Sekaran and Bougie, 2010). Based on the findings, the first dependent variable shows a high number of Alpha value of 0.846. For the second dependent variable, the Alpha value is 0.922. This high Alpha value indicates a good internal consistency among the items in the

variables and therefore, the instrument used to collect data is reliable for this study.

**Regression Results:**

The two summated scores for section 1 (motivation) and 2 (attraction) were calculated. The first is used as the dependent variable and the second is used as the independent variable.

Liner regression model is used to analyse one variable (dependent variable) related to another interval variable, which is the independent variable (Keller, 2009). In Table 3, the R Square indicates

that about 32% of the dependent variable is related to independent variable. The F test for the dependent variables 1 and 2 is 84.25, which is very good. This shows that there is a wide range of data in the acceptance zone. The coefficient Beta is 0.569, which means it is low and acceptable. The significant value for both the dependent variables one and two is

0.0. Therefore, the null hypothesis in this study is accepted.

Based on the coefficient for the dependent variable 1, there is no item that exceeds 0.7. Therefore, the relation between the items in variable 1 is weak and there is no strong effect on each item when changes happen. However, there are many significant correlations.

**Table 4:** Correlation For Item In Dependent Variable 1(Motivation).

	S1-01	S1-02	S1-03	S1-04	S1-05	S1-06	S1-07	S1-08
S1-01	1							
S1-02	.522**	1						
S1-03	.368**	.326**	1					
S1-04	.514**	.265**	.483**	1				
S1-05	.357**	.255**	.362**	.448**	1			
S1-06	.261**	.410**	.215**	.260**	.272**	1		
S1-07	.222**	.317**	.069	.173*	.234**	.472**	1	
S1-08	.226**	.438**	.166*	.135	.213**	.405**	.487**	1
S1-09	.323**	.162*	.173*	.302**	.296**	.387**	.392**	.291**
S1-10	.330**	.196**	.188*	.296**	.331**	.377**	.190*	.309**
S1-11	.201**	.300**	.278**	.194**	.314**	.396**	.312**	.425**
S1-12	.197**	.243**	.218**	.226**	.176*	.497**	.364**	.364**
S1-13	.132	.235**	.186*	.222**	.252**	.332**	.242**	.408**
S1-14	.150*	.266**	.216**	.221**	.205**	.290**	.492**	.513**
S1-15	.295**	.372**	.229**	.186*	.294**	.348**	.183*	.328**
S1-16	.219**	.054	.208**	.275**	.161*	.073	.025	-.004
S1-17	.149*	.165*	.147*	.195**	.102	.165*	.086	.087

S1-09	S1-10	S1-11	S1-12	S1-13	S1-14	S1-15	S1-16	S1-17
1								
.476**	1							
.360**	.365**	1						
.303**	.466**	.464**	1					
.306**	.466**	.316**	.527**	1				
.337**	.292**	.361**	.286**	.369**	1			
.239**	.280**	.321**	.232**	.168*	.343**	1		
.085	-.003	.062	.088	-.002	.135	.058	1	
.013	.054	.103	.183*	.112	.184*	.135	.762**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Conclusion:**

This study was carried out to measure the travel motivation levels of Malaysian in relation to choosing nature and cultural as a holiday destination as attractions and to identify whether gender, age, marital status, travellers with children and income level have influence on their travel motivation. Based on the findings, the travel motivation level of Malaysian has a significant role in term of choosing these destinations as a holiday destination. This result also proves that the ‘travel motivation level of Malaysian which can be categorized as psychological or external variables that influence a person’s decision making on ‘choosing these destinations as their holiday destination,’ as also found by Sirakaya

and Woodside (2005). Furthermore, the survey results also showed that the travel motivations of Malaysian are directly determined by their gender, age, marital status, income level, and whether they have children.

Therefore, this study is significant as it provides information and can serve as a reference to marketing team of various travel companies from these countries that have resources in nature and cultural destinations so as to help them develop strategies to create and enhance more tourist to buy their travel packages. It also allows the companies to attain a better understanding of the main motivation of Malaysian travelling to these countries.

**Table 5:** Correlation For Item In Independent Variable 2(Attractions).

	S2-01	S2-02	S2-03	S2-04	S2-05	S2-06	S2-07	S2-08	S2-09
S2-01	1								
S2-02	.375**	1							
S2-03	.320**	.666**	1						
S2-04	.210**	.567**	.468**	1					
S2-05	.062	.306**	.368**	.516**	1				
S2-06	.366**	.387**	.481**	.383**	.347**	1			
S2-07	.379**	.468**	.484**	.361**	.366**	.424**	1		
S2-08	.244**	.660**	.632**	.519**	.342**	.413**	.475**	1	
S2-09	.277**	.546**	.450**	.450**	.330**	.451**	.567**	.544**	1
S2-10	.183*	.326**	.262**	.402**	.401**	.351**	.314**	.408**	.504**
S2-11	.197**	.648**	.562**	.541**	.385**	.413**	.360**	.632**	.447**
S2-12	.045	.187*	.115	.248**	.339**	.333**	.122	.260**	.320**
S2-13	.339**	.348**	.356**	.236**	.080	.379**	.357**	.307**	.388**
S2-14	.364**	.416**	.412**	.237**	.229**	.349**	.397**	.275**	.364**
S2-15	.185*	.232**	.350**	.141	.149*	.352**	.118	.233**	.185*
S2-16	.295**	.487**	.336**	.390**	.160*	.211**	.243**	.453**	.294**
S2-17	.156*	.292**	.285**	.127	-.033	.254**	.161*	.388**	.088
S2-18	.090	.276**	.308**	.152*	.133	.277**	.186*	.366**	.227**

S2-10	S2-11	S2-12	S2-13	S2-14	S2-15	S2-16	S2-17	S2-18
1								
.378**	1							
.467**	.349**	1						
.307**	.253**	.202**	1					
.358**	.252**	.148*	.652**	1				
.092	.193**	.230**	.315**	.259**	1			
.193**	.421**	.224**	.327**	.183*	.319**	1		
.103	.202**	.129	.273**	.138	.508**	.400**	1	
.245**	.256**	.270**	.254**	.148*	.444**	.314**	.611**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Table 6:** Correlation For Variable 1 And 2 With The Demographic Variables.

	DV1	DV2	S3-01	S3-02	S3-03	S3-04	S3-05	S3-06	S3-07
DV1	1								
DV2	.569**	1							
S3-01	.157*	.092	1						
S3-02	-.073	-.151*	.001	1					
S3-03	.104	.069	-.042	-.458**	1				
S3-04	.079	.069	.034	-.543**	.700**	1			
S3-05	.271**	.232**	-.036	.079	-.165*	-.194**	1		
S3-06	.065	-.141*	.022	-.083	.123	.127*	.043	1	
S3-07	-.069	-.033	-.200**	-.060	.161*	.135*	-.190**	.075	1

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