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MOTIVATIONAL FACTORS IN INFLUENCING THE INTERNATIONAL TOURISTS TRAVEL TO TOURISM ATTRactions IN PENANG

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Abstract

The generation of international travellers is no longer considered a barrier to tourists to visit places of interest during leisure time. Travelling is about learning, knowledge, and thinking channels. However, most tourists will not travel long distances efficiently, contributing to the lack of interest in international tourist visits. This study aims to identify the motivational factors driving international tourists to travel to Penang based on travel motivation, characteristics, and sociodemographic. The three objectives prompted the investigation. First, to identify the demographic characteristics of international tourists to Penang. Second, to explain the motivation to want 'seek knowledge and innovation' is the main thrust that drives travel generation. Third, to determine the motivation of the main attractions that can attract international tourists. A set of questionnaires was used to obtain the quantitative data. The questionnaire was distributed and a total of 370 international were in the tourist attractions around Penang. The data was obtained as analysed using the SPSS software. The study results explained that these international tourists consist of young people aged between 21-20 years. Next, there is a significant relationship between sociodemographic and tourist travel characteristics. The main push factor, 'desire to seek knowledge and innovation,' is the motivational factor that brings tourists to Penang, and the main attraction factor is the 'cultural and historical' factor that is possessed in each state.

Keywords: International travellers, travel motivation, attraction motivation, repulsion motivation, sociodemographic

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INTRODUCTION

The implementation of 'tourism' and 'recreation' has somehow long been intertwined from the effects of postmodernity (Asan, 2016). Although considered a different phenomenon, these two activities have a close relationship because they share the same resources and ultimately give similar satisfaction, pleasure, and experience. Therefore, looking for more opportunities for its implementation can be judged as recreational and leisure activities. This study focuses on the factors that drive international tourist travel, primarily related to exciting activities in the tourism sector.

Travel and tourism activities essentially involve the movement of individuals from one place to another or moving from one destination to another, from a familiar environment to a newer and refreshing atmosphere, from one country to another, from mental/self-stress factors to opportunities to relax, from desires then being fulfilled and subsequently from different expectations to frustrations (Beeton, 2015). Destination selection is a complex and challenging process. Due to the involvement and consideration of internal and external attributes, numerous contextual influences (Decrop & Snelders, 2005), and preferred destination, consumers obtain benefits based on what they want (Klenosky, 2002). For example, each trip will involve the choice of the intended destination, the safety factors of the intended destination, and the satisfaction gained from the visit to that destination. Travel is also used as a channel for learning, acquiring new knowledge, and improving one's thinking skills.

Travel generally involves visits to recreational areas consisting of various sources (such as water and natural nature) and exciting tourist areas in various locations such as the city centre area, warring islands, village areas, mountains, heritage areas, and history. Mc Kercher (2015), every trip done is considered an activity of choice, and it becomes a reality if adequate and robust financial resources, free time possessed, and when significant needs have been given priority. This concept of travel is very closely related to humans and nature. This situation makes it very complex to study why people travel and why such pleasure is needed (Yoon and Uysal (2005). Motivational factors are one of the difficult branches in the study of tourism (Sharpley, 2006). This is because motives will always change with the passage of time and circumstances (Seaton & Bennet, 1996). Understanding traveller motivation is critical for marketers and market segmentation (Crompton, 1979). It is different for each place and time for motivational studies. In the involvement of tourism activities, each tourist is different based on age, motivation, and desire (Pearce, 2005), and among the examples of international tourist motivation are leisure purposes. Landscape attraction factors (Correia et al., 2008), knowledge factors, and cultural and historical attractions lead to international travel generation (Assiouras et al., 2014).

The tourism industry is among the most dynamic sectors in the economy today. The increasing international tourist arrivals, which has increased throughout the year, has increased world economic growth. Malaysia is the second destination of choice for tourists in Southeast Asia. Promoting a country's destinations internationally is essential in attracting tourists. However, most countries compete aggressively in promoting their tourism in the market (Crouch, 1994), and the results obtained are unexpected, which is considered an 'information gap.' Malaysia, for example, through the Ministry of Tourism, Arts, and Culture, Malaysia has promoted Malaysia as 'Malaysia Truly Asia' because it has cultural diversity, uniqueness, historical elements, various elements of natural attractions, and various food choices and tastes and so on.

Overall, past studies have discussed the motivational factors that lead to the generation of international tourist travel where it includes the characteristics of tourists' sensitivity (Nicolau, 2008) to international travel behaviour using trains (Georverden, 2008). Bao and McKercher (2008), McKercher (2008) have focused on international travel more on distance. Whereas for Correia et al. (2008), Cai and Li (2009), Lie et al. (2013), and Assiouras et al. (2014), the motivational factor of international tourists are more focused on tourist segmentation. Based on several studies stated, it is seen that these international travellers have various motivations and fulfil self-satisfaction and experience of the trip.

Based on previous studies, what can be seen is that it is done on international travel in Europe and America, which involves various aspects of tourism. However, there is still a lack of focus on research conducted in Southeast Asia and Malaysia in general. Therefore, this study will identify the sociodemographic and characteristics of international tourist travel to Penang, determine the main push motivations that drive international tourists to Penang, determine the primary attraction motivations attention of international travellers to Pulau Pinang, and assess the relationship among sociodemographic, travel characteristics, and motivations for repulsion and attraction of international travellers to Pulau Pinang.

LITERATURE REVIEW

Travel Motivation

The desire to travel causes motivation. The motive for travelling is due to meeting emotional and cognitive needs. Swain and Mishra (2011) the purpose of motivation is to escape from the actual routine by finding something new, i.e., being in a different atmosphere. Figure 2 explains the relationship between travel needs and motivation, finding that when individuals desire to travel, they will seek and collect information of preferred destinations and, in turn, realise the motivation of the trip. Travelling helps in providing psychological satisfaction and psychological needs of the individual.

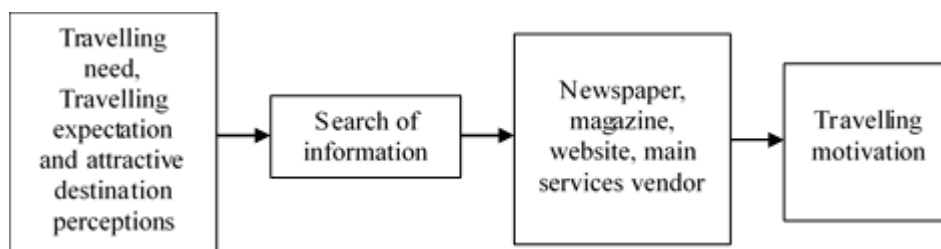


Figure 2: A correlation between travelling needs and motivation

Sumber: Swain dan Mishra, 2011

Motivation is the will or drive and emotion that leads someone to act. Motivation and emotion are elements that are closely related. The user causes will feel positive if their wishes and desires are achieved and will be harmful if otherwise (Kardes et al., 2011). This is because a psychological will is a basic need every human being faces. Travel motivation factors can be seen in various forms of disciplines that have led to methods in tourism. Tourism motivation can be seen in four primary categories, namely cultural motivation (personal desire), physical motivation (physical fitness), interpersonal motivation (new experience), and learning motivation and prestige (self-development) (McIntosh et al., 1995).

Relationship Between Sociodemographic, Travel Characteristics and Travel Motivation (Repulsion and Pull Factors)

The demographic profile is a significant factor in generating individual travel such as adventure, resort and nature, urban environment, values and budget, history and culture, friendly environment, and outdoor sports activities (Baloglu, 1997). This finding has been substantiated by studies of travellers' motivation to enter Pulau Pinang, where demographic factors such as age and income ratings have provided the primary motivations for travellers' trips (Bashar, 2011; Yousefi, 2011). Factors of age and total income influence the selection of tourist destinations as well as the determination of the distance of the destination (Zimmer et al., 1995; Weaver et al., 1994) and so encourage individuals to go out on vacation more often and choose locations farther from their homes to fill leisure time, enjoy nature and experience. The push factor is based on the desire to escape, relax, unwind, health, fitness, adventure, and social interaction. According to You et al. (2000), repulsive factors can explain the reason and purpose of a person travelling because it is closely related to external motivational forces. Other repulsive factors are ego enhancement and self-improvement, knowledge-seeking, relaxation, and socialising. While from the perspective of attraction factors, it is closely related to the destination of choice or tourism resources such as beaches, offering consumer facilities, scenery services, and cultural activities. The attraction factor of this destination is to cover the aspect

of the equipment that causes tourists to come to visit and stay without any hesitation (Swain & Mishra, 2011). The strength of this pull factor indirectly continues to drive travellers' movement and helps decide to go to a destination. According to Bieger and Laesser (2002), all demographic factors (gender, age, education, occupation, number of households, and income) and travel characteristics (destination, transportation, and length of stay) had a significant relationship with push and pull motivation.

METHODOLOGY

Study Area

The selection of international travellers is based on the distance between Pulau Pinang (Georgetown) and the country involved. Tourism in Penang started around the beginning of 1834 and was marketed as a 3S destination, namely, sun, sea, and sand. In 1990, heritage tourism focused on preserving and conserving historical and cultural buildings (Omar et al., 2015). As a result, George Town and Melaka have been recognised by UNESCO as a World Heritage City, and the number of tourist visits is increasing. Penang is famous for having various tourism assets such as historical relics, heritage, culture and food. Remains of history can still be seen around George Town, lined with rows of old shophouses and buildings, dating back to British colonial times. Multiculturalism as Malays, Chinese, and Indians can be seen around the path of harmony in the Little India area, Lebu Armenian and Jalan Masjid Kapitan Keling. Some various attractions and products have been marketed by the Pulau Pinang Kingdom, such as physical and natural attractions and the heritage trail that is also promoted, namely the Penang Heritage Trails, which started at Fort Cornwallis-Penang Town Hall-Convent Light Street-Love Lane- Goddess of Mercy Temple and ended him Little India. The scenario of international tourist arrivals to Penang is very encouraging based on the statistics of tourist arrivals that increase throughout the year.

DATA COLLECTION AND ANALYSIS

This study had employed a quantitative approach. The questionnaires were distributed to 370 international tourists through random sampling around the tourist attractions in Penang. The Respondents must complete the survey regarding sociodemographic, travel characteristics, and travel motivation. The data obtained from the respondents were analysed using SPSS, and the findings were compared and used as a guide in developing criteria and strategies for the tourism development framework in the study area.

RESULTS

The demographic characteristics of international tourists to Penang

Demographic	Kategori	Frequency	Percentage
Region	Asia	5	1.4
	Europe	289	78.1
	Africa	8	2.2
	America	54	14.6
	Oceania	14	3.8
Sex	Male	191	51.6
	Female	178	48.1
Age	Below 20	27	7.3
	21 - 30	208	56.2
	31 - 40	79	21.4
	41 - 50	22	5.9
	51 - 60	19	5.1
	60 keatas	14	3.8
Education level	No formal education	1	0.3
	Primary School	3	0.8
	Secondary School	54	14.6
	Diploma	46	12.4
	Bachelor Degree	139	37.6
	Master	98	26.5
	Phd	12	3.2
	Others	16	4.3
Occupation	Professional	107	28.9
	Government sector	26	7.0
	Private sector	44	11.9
	Self-employed	31	8.4
	Own business	13	3.5
	Retired	10	2.7
	Housewife	2	0.5
	Student	68	18.4
	Unemployed	48	13.0
	Others	21	5.7
<i>Continuation from previous table</i>			
Travelling mode	Solo	113	30.5
	Couple	129	34.9
	Group	82	22.2
	Family	28	7.6
	Relatives	9	2.4
	Business partners	5	1.4
	Travelling package	1	0.3
	Others	2	0.5

Income (USD)	<1500	110	29.7
	1501 – 3000	92	24.9
	3001 – 4500	48	13.0
	4501 – 6000	18	4.9
	6001 – 7500	6	1.6
	More than 7501	22	5.9
	No income	58	15.7
Trip	First time	299	80.8
	Repeat	71	19.2
Duration staying in Penang	2 days	76	20.6
	3 days	102	27.6
	4-7 days	143	38.6
	>15 days	14	3.8
	Not sure	1	0.3
Duration staying in Malaysia	Less than 7 days	84	22.7
	8-14 days	122	33.0
	15-29 days	76	20.5
	>1 month	83	22.4
Getting information about Penang via	Internet	189	51.1
	Travel package	13	3.5
	Newspapers, magazine, brochures	21	5.7
	Previous travelling	34	9.2
	Air lines agencies	4	1.1
	Tourist Information Center	6	1.6
	Family/friends	186	50.3
	Reference books	129	34.9
	Tv & Radio	9	2.4
	Word of Mouth	95	25.7
Others	18	4.9	

Results from the demographic analysis of respondents (Refer to Table 5.2) found that 78.1% were tourists from Europe followed by America (14.6%), Oceania (3.8%), Africa (2.2%) and Asia (1.4%). There is a significant difference in the percentage of tourists by continent, especially tourists from Asia, this is due to the reluctance of tourists to cooperate when conducting the survey. The main factor is due to the language, most of the long -distance tourists from Asia are composed of tourists from Japan and middle eastern countries, they are not very fluent in using English is difficult to get a response from them. Among these long -distance tourists, there are those who use tour package services, and most 'tourist guides' do not want their tourists to be disturbed. This makes it difficult for researchers to obtain a large sample of Asian tourists.

A total of 51.6% of respondents are male compared to 48.9% are female. Most of the respondents are aged between 21-30 years which is 56.2%. A total of 67.3% of respondents have higher education, namely degree and above, secondary school (14.6%), diploma (12.4%), others (4.3%), primary school (0.8%) and no formal education (0.3%). Respondents comprised professionals of 28.9%, followed by students (18.4%). The highest income among respondents was less than USD1,500 (29.7%), followed by USD1,501-3,000 (24.9%), while 15.7% had no income. The majority of respondents are first-time tourists (80.8%) compared to repeat tourists which is 19.2%. In addition, the highest length of stay of respondents in Penang was around 4-7 days (38.6%), followed by 3 days (27.6%), 2 days (20.6%). The period of 8-14 days (33%) is the highest period of respondents living in Malaysia followed by less than 7 days (22.7%), more than 1 month (22.4%) and 15-29 days (20.5%).

The first objective was to identify the demographic characteristics of international tourists to Penang, and the results of the study explained that these international tourists consist of young people aged between 21-20 years. However, the findings obtained are different from the results of the studies by Crouch (1994) and McKercher (2008), which states that international tourists consist of older people who have the time and income or savings to be able to cover their expenses while travelling to gain experience from it (Pearce & Lee, 2005). Most of these tourists are involved with various destinations, and they spend most of their time visiting several countries before reaching Penang. These tourists also do not continue to return to their country of origin but continue to travel to other countries. This can be seen based on whether they travel from countries around the Southeast Asian region. Based on the observation by Mill dan Morrison (1998), Tideswell and Faulker (1999), and Hwang and Fesenmaier (2003), explained that every international traveller is involved with travel in various destinations and involves different purposes of satisfaction. The study also revealed that the tourists who come to Penang are young tourists with a limited budget and have travel characteristics such as backpackers. These findings are based on the amount of shopping, types of budget lodging (housing houses), the use of public transport, and trips to various destinations (most of them travel before and after around the Southeast Asian region before returning to their home destinations).

The motivation to want to 'seek knowledge and innovation' is the main thrust that drives travel generation

The second objective explains that the motivation to want to 'seek knowledge and innovation' is the main thrust that drives travel generation. Tourists usually only know their neighbours, not distant countries (Crouch, 1994). Each complete piece of information will allow tourists to draw a more profound curiosity to explore a different experience from their everyday lives. Aggressive promotion and

effective delivery of information to tourists will indirectly provide knowledge and stimulate international tourists to generate trips to travel to places of interest, as it is known that these international tourists are first-time tourists. Effective marketing and delivery of information to international tourists will attract them to come and travel to exciting places in Malaysia, such as Penang.

The motivation of the main attractions that can attract international tourists

The third objective is to determine the motivation of the main attractions that can attract international tourists. The results explain that the 'cultural and historical' factor is the most influential motivation to the generation of tourist travel. This 'cultural and historical' factor is to feel the local community's experiences and cultural differences. What is emphasised is that each country has a different charm, uniqueness, local authenticity. For Penang itself, it is a state located in the North of Peninsular Malaysia offering diversity and identity in terms of culture (multi-racial society, different foods, practices, and beliefs), and even has historical relics that can be seen and lived around George Town). This has been confirmed when Penang has substantial tourism assets and products such as the World Heritage Site in George Town, which has received recognition from UNESCO.

DISCUSSION

The travel motivation factor is a significant factor in explaining and understanding international tourists' travel behaviour that varies from wants and desires. In this study, the travel motivation of international tourists to Penang is based on sociodemographic, travel characteristics, and travel motivation. The push and pull theory (Dann, 1977; Crompton, 1979) has been used to determine the relationship between each variable of international travel, based on the urge (desire or desire) and attraction (destination) to take a vacation. Motivation for 'seeking knowledge and innovation' is a motivational factor that drives the movement of international tourists who aim to recognise and learn about the value of a place. The element of 'culture and history is an attraction that is a factor that makes international tourists enter Penang because it has assets and tourism that can meet the needs of every tourist to meet their satisfaction and desires.

CONCLUSION

This study is seen to give implications to several aspects: theoretical and practical. First, motivational factors also have implications for the theory of international tourist travel. The generation of international tourist travel is influenced by tourist behaviour and the motivation of the push and attraction of tourists to determine international travel. Next is the practical implications of where it is possible to understand the phenomenon of international tourists itself.

Finally, practical implications can contribute to understanding the contribution of international tourist groups to the tourism sector in Penang.

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