TRAVEL MOTIVATIONS OF DOMESTIC TOURISTS TO PENANG, MALAYSIA

Yeoh Soon Hin[1], Badaruddin Mohamed[2], Azizan Marzuki[3] & Sulisa Mohd Paisar[4]

[1]*Malaysian Tourism Promotion Board,*
[2,3,4]*School of Housing, Building & Planning,*
UNIVERSITI SAINS MALAYSIA

Abstract

The services provided by those operating in the tourism industry, including destination managers, tourism strategists and tourism distributors, can be improved through a good understanding of the factors which prompt tourists to travel, or to opt for particular destinations. This study delves into the push and pull (P&P) theory, to identify the travel motivations (TMs) of domestic tourists, who visit the Malaysian state of Penang. A survey involving the participation of 504 domestic tourists, revealed these TMs as: (a) the natural sights and cultural experiences presented, (b) the gourmet dining and shopping attractions available, as well as (c) the quality tourist support infrastructure and services provided. It is our recommendation, that the findings derived through this investigation, be taken into consideration by local government officials and players in the Penang tourism industry, to enhance the quality of the tourism products available, as well as to promote the tourism products deemed most attractive to visitors.

Keywords: Domestic tourism, Penang, push and pull factors, travel motivation

[1] Corresponding author. Email: yeohsoonhinusm@gmail.com

INTRODUCTION

The tourism industry plays a significant role in Malaysia's economy. The top five tourism attractions in Malaysia are the capital city of Kuala Lumpur, the hill resort of Genting Highlands, the island of Langkawi, the state of Penang, and the state of Malacca. Boosted by the well-organized 'Visit Malaysia' campaigns of 1990 and 1994, Malaysia's tourism industry developed steadily, to peak in 2014, with 27.4 million visitors. Malaysia was host to 26.1 million visitors in 2019, before the onset of the 2021 Covid-19 pandemic drastically reduced the number of visitors to 0.13 million in 2021. The tourism sector of Malaysia is currently on the road to recovery from this setback, with 20.1 million arrivals recorded in 2023, and 27.3 million arrivals the target for 2024 (Casey, 2024).

The expansion of the tourism sector serves to accelerate the rate of economic growth, provide additional and better employment opportunities, as well as promote the development of innovative concepts and entrepreneurship skills (Pololikashvili, 2019; Çelik & Dedeoglu, 2019; Aksoy & Kiyci, 2011; Marrocu & Paci, 2013; Martaleni, 2017). The development of the tourism industry is significantly influenced by the capacity of its players, to identify and deliver the requirements and expectations of their clients (Camilleri, 2019). Appropriate and timely adjustments will go a long way, towards meeting these tourist requirements and expectations (Happ et al., 2021; Martaleni, Hadiyati, & Yasa, 2021).

While domestic tourism is among the most important sectors in the tourism industry, it is frequently perceived less prestigious than international tourism, and less beneficial in terms of a country's economic growth and development. The United Nations World Tourism Organization (UNWTO, 2010), defines domestic tourism as the tourism activities carried out by a resident visitor, within the specified country, whether as part of a domestic trip, or an outbound excursion. Domestic tourists are individuals who travel for a period of ≤1 year, within the borders of the country they live in. Appropriately, Singh (2009) defines domestic tourism as travels involving vacations and accommodations beyond one's hometown, but within national boundaries. This research focuses on the domestic tourism activities of Malaysians holidaying in Penang, to gain a better understanding of the factors influencing their TMs.

THE GROWTH OF TOURISM IN PENANG

Known as 'The pearl of the orient', Penang draws visitors who prioritise natural surroundings, heritage sites, outdoor activities and a diversified cuisine. The must-visit attractions in this Malaysian state include Penang Hill, The Georgetown Penang National Park, Batu Ferringhi, and Balik Pulau. In 2008, the listing of George Town inner city (jointly with Malacca), as a United Nations Educational, Scientific and Cultural Organization (UNESCO) site, further enhanced its status as a major Asian tourist destination. As observed by the

Penang Exco for Tourism and Creative Economy (PETACE, 2021), the tourism industry of Penang has progressed significantly over recent years.

The growing popularity of Penang as the preferred tourist destination, led to the increased development of amenities and infrastructure, at strategic tourist locations. As a state with a multi-ethnic and multilingual population, Penang is home to a variety of cultural practices and religious beliefs. With a population of 1.7 million, and a land area of approximately 1048 km^2 (PETACE, 2021), Penang is a gastronomic paradise, and highly acclaimed for its diverse selection of Straits architecture and multicultural heritage. Each year, the state plays host to roughly three million domestic tourists (Table 1), as well as several million excursionists or day-trippers. The number of domestic tourist arrivals peaked in 2018, before dipping to 2.33 million in 2020, due to the onset of the Covid-19 pandemic. The post Covid-19 sees a steady recovery in the domestic tourist numbers which recorded 3.54 million in 2023. In 2018, the average length of stay for domestic travellers in Penang was four days, with each traveller spending an average of RM670 per visit (PETACE, 2019).

Table 1: Domestic Tourist Arrivals in Penang

Year	Arrivals (in millions)	Growth%
2010	2.94	
2011	2.96	0.7
2012	3.00	1.3
2013	2.64	-13.6
2014	3.62	27.1
2015	3.47	-4.3
2016	3.47	0.0
2017	3.47	0.0
2018	3.64	4.7
2019	3.54	-2.8
2020	2.33	-51.9
2021	2.85	18.2
2022	3.47	17.9
2023	3.54	2.0

*Source: Tourism Malaysia (2021)   *projection by Petace (2021)*

THE IMPACTS OF THE COVID-19 PANDEMIC ON DOMESTIC TRAVELS

As reported by the United Nations Trade and Development (UNCTAD) authority, the Covid-19 pandemic led to the global infection of 179 million, and the demise of 3.9 million. The movement control orders (MCOs), border closures, and travel restrictions enforced to stem the global spread of Covid-19, brought the activities of the international tourism sector to a standstill (Peters et al., 2020).

In the context of Malaysia, the MCO, which was initiated on the 18th of March, 2020, restricted the activities of non-essential services, including the activities of tourism-related industries.

In June 2020, the Malaysian government's replacement of the MCO with the recovery movement control order (RMCO), served to ease the restrictions on domestic travels (PETACE, 2021). The lifting of the MCO led to a 50% increase in weekend patronage at tourist spots, which in turn led to a steady rise in domestic visitors (Trisha, 2020). To further encourage local and domestic travels, the Penang state government launched several initiatives, including the promotion of the 'Responsible Tourism' concept, and the introduction of the Covid-19 certification, which was aimed at enhancing the confidence of visitors, with regards to their safety from infection.

TRAVEL MOTIVATIONS (TMS)

According to Schiffman and Kanuk (2007), motivation is the driving factor that induces action. Pearce et al. (1998) define TM as the combination of travel behaviour, choices, and experiences, which provides visitors with a sense of value and direction.

McIntosh et al. (1995) identified four categories of TM: (1) TM prompted by physical issues, including those associated with relaxation, health, recreation, and enjoyment, (2) TM prompted by cultural curiosity, which involves visits to traditional sites, (3) TM prompted by the urge to establish new relationships, visit friends and family, as well as to participate in novel and unique activities, and (4) TM prompted by the pursuit of status and prestige through personal growth, ego expansion and physiological gratification. According to Hasnizam et al., (2022), the TMs prompting the visits of international tourists, has to do with the accumulation of knowledge, through the exploration of Penang's cultural and historical heritage sites. In 2019, the results from the 'Penang Tourist Survey' effort revealed that besides the lure of cuisine, leisure and recreational activities, 7.4% of domestic travellers made their way to Penang to visit friends and relatives (VFR).

Syed Darar and Ismail (2016) opined that the VFR market, previously perceived a passive market, currently plays a significant role, in the boosting of the local tourism economy. While the value of this niche market appears promising, the cultural inclination of VFR travellers, to stay with relatives or friends during their travels, renders this market unquantified. It has been observed that VFR travellers tend to spend less on accommodations, and more on dining and souvenirs, thereby contributing significantly towards the growth of the local economy.

The push and pull (P&P) motivation model, is generally recognized as the most effective means, for explaining the choices of travellers, with regards to their vacation destinations (Crompton, 1979; Prayag & Hosany, 2014; Zhang &

Peng, 2014). The P&P model, introduced by Dann (1977) to investigate visitor motivation, identified 'anomie' and 'ego-enhancement' as the two main push factors. He reported that the 'push factors' of tourists include their need for relief from tension, as well as their yearning for new experiences.

The connection between visitors' P&P, and their inclination to return to a previously visited location, was investigated by several researchers (Sastre & Phakdee-Auksorn, 2017). For instance, Khuong and Ha (2014) disclosed that P&P factors positively influenced the behavioural intention of tourists, in terms of their intention to revisit Ho Chi Min City, Vietnam, for leisure. Klenosky (2002) proposed that P&P variables should be perceived as correlated, instead of independent factors. Park et al. (2010, p. 307) opined that P&P TMs influence travellers' decisions, with regards to their visits to tourist sites.

THE INFLUENCE OF DEMOGRAPHIC CHARACTERISTICS ON TRAVEL MOTIVATIONS (TMS)

The demographic background of an individual influences his/her travelling behaviour. Zhang and Peng (2014) suggest that with a profound knowledge of the P&P TMs, and their connection with different demographic segments, destination marketers can develop and implement effective marketing strategies, for the enticement of key target groups. Personal characteristics affect one's impression of a destination, which in turn affects one's travel behaviour (Beerli & Martin, 2004). For instance, the study conducted by Gitelson and Kerstetter (1990) revealed that females are more likely than males, to associate with objectives related to relaxing, socialising and discovery.

Jönsson and Devonish (2008) reported that a tourist's urge for travel, is influenced by his/her age. According to their findings, older individuals favour leisure activities such as sightseeing and socialising, ahead of more vigorous activities such as sports. While Kattiyapornpong and Miller (2009) forwarded that the ages, income levels, and life stages of Australians influence their inclination to travel, Zimmer et al. (1995) and Sangpikul (2008) stated that the distance travelled is influenced by an individual's education level.

METHODOLOGY

This research, which used Penang as the case study, employed a quantitative methodology to collect data. The questionnaire was distributed between 5 July to 2 September 2021 via WhatsApp and email to 1000 respondents who had travelled to Penang. The responses were captured in a Google document for further analysis. Online data collection was deemed the most appropriate as Malaysia was then in the lockdown phase of the COVID-19 pandemic. The questionnaire comprised closed-ended questions in four sections. The first section collected the respondents' demographic details while the second collected information about their most recent trip to Penang. The third section required the

respondents to rate their TMs on a 5-point Likert scale. The data was analysed using IBM® Statistical Package for Social Sciences (SPSS®) version 23.

RESULT AND DISCUSSION

Of the 542 responses, 504 were valid. As seen in Table 2, 52.2% were women and 47.8% were men. The majority (60.1%) were of Malay ethnicity followed by 25.2% of Chinese ethnicity. They were mostly aged 21-50. Fifty-one percent (51%) were married, while 47% were single. Over 91.1% had completed their tertiary education. Apart from that, 48.8% worked in the private sector while 18.7% were government servants, 11.2% were students, and a further 11.2% were business owners. Lastly, most of the respondents resided in Selangor (39.1%) followed by Kuala Lumpur (15.9%) and Sabah (13.1%).

Table 2: Demographic Profile of Respondents

Variables	Description	Frequency (N)	Percentage (%)
Gender	Male	241	47.8
	Female	263	52.2
Age	< 20	15	3.0
	21-30	150	29.8
	31-40	158	31.3
	41-50	99	19.6
	51-60	61	12.1
	> 61	21	4.2
Ethnicity	Malay	303	60.1
	Chinese	127	25.2
	Indian	26	5.2
	Bumiputra Sabah	44	8.7
	Bumiputra Sarawak	3	0.6
	Others	1	0.2
Marital Status	Single	237	47.0
	Married	257	51.0
	Widowed/ Divorced	10	2.0
Level of Education	Primary school	3	0.6
	Secondary school	39	7.7
	College/ University	334	66.3
	Postgraduate	125	24.8
	Professional Certificate	3	0.6
Monthly Salary	< RM 2000	70	13.9
	Rm 2001- RM 4000	136	27.0
	Rm 4001 - RM 6000	87	17.3
	> RM 6001	124	24.6
	No salary	87	17.3

Variables	Description	Frequency (N)	Percentage (%)
Occupation	Private employee	245	48.8
	Government employee	94	18.7
	Business owner	56	11.2
	Temporary employee	11	2.2
	Student	56	11.2
	Unemployed	10	2.0
	Others	30	6.0

Table 3 presents some of the basic travel characteristics of the respondents. Most of the respondents visited Penang for leisure (59.7%) and stayed in hotels (65.3%). However, there is demand for tourist accommodations that can accommodate large groups as a quarter of them (25.2%) travelled with ≥5 companions. Therefore, although the Penang state government's decision to ban Airbnb®-style accommodations will increase the use of hotels, it will significantly impact larger groups of travellers in the future. In the present study, 11.3% of the respondents stayed in Airbnb's®, however, this number is expected to decrease in the future.

Table 3: Synopsis of Travel Characteristics

- 59.7% travelled to Penang for leisure
- 25.2% travelled in a group of 5 or more
- 56.7% relied on internet as the major source of information about Penang
- 53.8% stayed between 3-4 days
- 65.3 % stayed at hotels

FACTORS MOTIVATING DOMESTIC TOURISTS TO TRAVEL TO PENANG

As seen in Table 4, the factors motivating tourists to visit Penang included: (1) the natural attractions, (2) the cultural and historical attractions, (3) the shopping and culinary attractions, (4) the safe environment, as well as (5) the infrastructure and services. Based on the 5-point Likert scale, with 5 denoting 'strongly agree', the respondents consider Penang an attractive location for photo-taking sessions (4.43), with an exceptionally pleasing natural scenery (4.06). Penang's colonial architecture and street art, beaches, and rural area settings (Kampung Agong and Balik Pulau) are among the most popular instagram sites for photography aficionados.

The cultural and historical attractions of George Town, a UNESCO world heritage site, represent significant motivating factors, for luring travellers (particularly status-seeking tourists) to Penang. In terms of the key elements that motivate domestic tourists to visit Penang, multiculturalism (4.44), historical

heritage (4.51), and architectural style (4.34) delivered 'strongly agree' scores on the 5-point Likert scale. Other than its fine dining establishments, Penang is also known for its street food, such as *Nasi Kandar*, *Char Kuey Teow*, and *Laksa*. Domestic tourists are also appreciative of the Penang state government for its assurance of public safety (4.10), and the provision of a peaceful environment (4.38).

Tourism infrastructure is another element influencing the travel decisions of tourists. Among the notable infrastructures facilitating tourist travels are the two bridges linking the island to the mainland, the Penang International Airport, the new ferry service, and the Penang Hills funicular tram. The survey respondents also delivered 'strongly agree' scores for good-quality eateries (4.34), hotels (4.23), and cruise ship docks (4.08). In the context of sea cruise tourism, George Town is a regular cruise ship docking location for cruises originating from Phuket in Thailand, and from Port Klang in Kuala Lumpur. On the downside, both locals and visitors alike are in agreement, that Penang's public parking (2.77) system, is in need of an upgrade.

Table 4: Factors Motivating Domestic Tourists to Travel to Penang

Variables	Means	Std. Deviation
Natural Characteristics		
Place for taking pictures	4.43	0.713
Natural landscape	4.06	0.870
Relaxing atmosphere	3.96	0.923
Pleasant weather	3.82	0.851
Beautiful beaches	3.80	1.008
Place for agrotourism	3.67	0.967
Cultural and Historical Attractions		
Cultural and historical sites	4.51	0.691
Multicultural heritage	4.44	0.739
Variety of architectural styles	4.34	0.790
Local arts and craft	4.18	0.831
Many festivals	4.14	0.878
Shopping and Dining Attractions		
Wonderful local cuisine	4.72	0.603
Variety of foods	4.69	0.612
Food at reasonable price	4.06	0.988
Wide variety of local products	4.06	0.823
Local arts and craft (To shop)	4.05	0.835
Various types of shopping products	4.00	0.844
Convenient shopping	3.96	0.843
Good quality products	3.95	0.803
Shopping items at reasonable price	3.77	0.890

Variables	Means	Std. Deviation
Environment and Safety		
Quiet & peaceful environment	4.38	0.810
Personal safety & security	4.10	0.879
Place for family vacation	4.09	0.850
Safety at tourist spots	4.01	0.858
Unspoiled environment	3.73	1.040
Locals are friendly	3.59	1.019
Infrastructure and Services		
Good quality eateries	4.34	0.781
Good quality hotels	4.23	0.815
Good value for money	4.09	0.781
Strategic place for cruise ship trips	4.08	0.839
Staff attitude at place of stay is pleasant	3.99	0.912
Good facilities for conference or meetings	3.95	0.841
Good local infrastructure	3.92	0.865
Availability of travel information	3.88	0.898
Cost of place of stay are reasonable	3.76	0.877
Easy accessibility to tourists' spots	3.76	0.917
Good local transportation system	3.66	0.996
Entrance fees at tourist attractions	3.65	0.930
Good golfing experience	3.35	0.916
Local traffic is tolerable	3.14	1.151
Parking is easy	2.77	1.154

*Based on a scale of 5 where 5 is strongly agree.

CONCLUSION

Domestic tourists provide Malaysia's tourism industry with a lifeline during times of crisis, as evident during the period of the Covid-19 pandemic. As the number of international tourists dwindled, due to strict travel restrictions, the focus shifted to local and domestic visitors, to save the day. A variety of travel incentives and packages were offered by the states' tourism sectors, to entice visitors to their localities. According to Nengovhela et al., (2017), a good understanding of the reasons prompting travel, can facilitate the designing of new tourist products, as well as the promotion and positioning of existing ones.

In the context of local tourism industries, the onset of the Covid-19 pandemic, served to highlight the importance of long-term feasibility and resilience (PETACE, 2020). The TMs identified through this study, which prompt domestic travellers to visit Penang, are (a) the natural and cultural attractions, (b) the shopping and dining facilities, (c) the safe environment, as well as (d) the supporting tourist infrastructure and services. The findings derived through this survey, can be harnessed by the local authorities and players in the tourism industry, for the generation of products and services, which meet the

requirements and aspirations of visiting tourists. By taking into consideration the elements, which motivate visitors the most, strategic and effective promotional materials can be designed, to facilitate their arrival at favourable travel decisions.

REFERENCES

Aksoy, R., & Kiyci, S. (2011). A Destination Image as a Type of Image and Measuring Destination Image in Tourism (Amasra Case). *European Journal of Social Sciences*, 20(3), 478-488. http://acikarsiv.beun.edu.tr/xmlui/handle/20.500.12628/3924

Beerli, A., & Martin, J. D. (2004). Factors Influencing Destination Image. *Annals of Tourism Research*, *31*(3), 657-681

Casey, D. (2024). *Interview: Malaysia's Tourism Roars Back | Aviation Week Network*. https://aviationweek.com/air-transport/airports-networks/interview-malaysias-tourism-roars-back

Camilleri, M. A. (2019). The Planning and Development of The Tourism Product. *In Tourism Planning and Destination Marketing*. Emerald Publishing Limited.

Celik, S., & Dedeoglu, B. B. (2019). Psychological Factors Affecting the Behavioural Intention of The Tourist Visiting Southeastern Anatolia. *Journal of Hospitality and Tourism Insights*, 2(4), 425-450. https://doi.org/10.1108/JHTI-01-2019-0005

Crompton, J. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6, 408–424.

Dann, G. M. (1977). Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research*, *4*(4), 184-194

Gitelson, R. J., & Kerstetter, D. L. (1990). The Relationship between Socio-Demographic Variables, Benefits Sought and Subsequent Vacation Behaviour. *Journal of Travel Research*, 28, 24–29

Happ, E., Hofmann, V., & Schnitzer, M. (2021). A Look at the Present and Future: The Power of Emotions in the Interplay Between Motivation, Expectation and Attitude in Long-Distance Hikers. *Journal of Destination Marketing & Management,* 19, 100527. https://doi.org/10.1016/j. jdmm.2020.100527

Hasnizam, Ab, Dulhamid., Mohd, Isa., Badaruddin, Mohamed., Muhamad, Ferdhaus, Sazali. (2022). Motivational factors in influencing the international tourists travel to tourism attractions in penang. PLANNING MALAYSIA JOURNAL, 20 doi: 10.21837/pm.v20i20.1075

Jönsson, C., & Devonish, D. (2008). Does Nationality, Gender, and Age Affect Travel Motivation? A Case of Visitors to the Caribbean Island of Barbados. *Journal of Travel & Tourism Marketing*, *25*(3–4), 398–408. doi:10.1080/10548400802508499

Kattiyapornpong, U., & Miller, K. E. (2009). Socio-demographic constraints to travel behaviour. *International Journal of Culture, Tourism and Hospitality Research*, 3(1), 81–94. doi:10.1108/17506180910940360

Klenosky, D. B. (2002). The "pull" of tourism destinations: A means-end investigation. *Journal of Travel Research*, *38*(4), 411–416

Khuong, M. N., & Ha, H. T. T. (2014). The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam —

A Mediation Analysis of Destination Satisfaction. *International Journal of Trade, Economics and Finance*, *5*(6), 490. doi:10.7763/IJTEF. 2014.V5.421

Marrocu, E., & Paci, R. (2013). Different Tourists to Different Destinations. Evidence from Spatial Interaction Models. *Tourism Management*, 39, 71-83. https://doi.org/10.1016/j.tourman.2012.10.009

Martaleni, M. (2017). International Research and Development for Human Beings. Malang: Irish Publishing.

Martaleni, M., Hadiyati, E., & Yasa, N. N. K. (2021). Role of Tourist Motivation as Mediating Variable on Visitor Decisions at Indonesian Tourism Village. *Innovative Marketing*, *17*(3), 88.

McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. B. (1995). Tourism Principles, Practices, Philosophies. New York: Wiley

Nengovhela, M., Tshipala, N., & Nyikana, S. (2017). Domestic Tourism in Practice: An Investigation of Vhembe District Municipality Residents' Travel Motivations. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1-15.

Park, S., Hsieh, C., & MacNally, R. (2010). Motivations and Marketing Drivers of Taiwanese Island Tourists: Comparing Across Penghu, Taiwan and Phuket, Thailand. *Asia Pacific Journal of Tourism Research*, *15*(3), 305–317.

Pearce, P.; Morrison, A.M., and Rutledge, J.L. (1998). Motivational Influences in Tourism Demand in Tourism: Bridges Across Continents. Sydney: McGraw-Hill.

PETACE (2019). Penang Tourist Survey 2018. Penang State Exco Office for Tourism, Arts, Culture & Heritage, Penang.

PETACE (2021). Penang Tourism Master Plan 2021-2030 for Penang State EXCO Office for Tourism and Creative Economy. The National Library of Malaysia. (ISBN-978-967-19661-0-5)

Peters, K., Peters, J. & Peters, N. (2020). Visit People: Tourism Recovery after Disaster. Adelaide: KPPM Strategy. https://www.edaustralia.com.au/wp-content/uploads/2020/05/KPPM-Tourism-Recovery-Lit-Review-4-4-20.pdf

Pololikashvili, Z. (2019). International Tourism Continues to Outpace the Global Economy. UNWTO. Retrieved from https://www.unwto.org/international-tourismgrowth-continues-to-outpace-theeconomy.

Prayag, G., & Hosany, S. (2014). When Middle East Meets West: Understanding the Motives and Perceptions of Young Tourists from United Arab Emirates. *Tourism Management*, 40, 35–45. doi: 10.1016/j.tourman.2013.05.003

Sangpikul, A. (2008). A Factor-Cluster Analysis of Tourist Motivations: A Case of U.S. Senior Travellers. *Tourism*, *56*(1), 23–40.

Sastre, R. P., & Phakdee-Auksorn, P. (2017). Examining Tourists' Push and Pull Travel Motivations and Behavioral Intentions: The Case of British Outbound Tourists to Phuket, Thailand. *Journal of Quality Assurance in Hospitality & Tourism*, *18*(4), 437-464.

Schiffman, L. G., & Kanuk, L. L. (2007). Consumer Behaviour (9th ed.). New York: Pearson Prentice Hall.

Singh, S. (2009). Domestic tourism: Searching for an Asianic perspective. Domestic Tourism in Asia: Diversity and Divergence, London: Earthscan, 1-30.

Syed Darar, S. E., & Ismail, H. N. (2016). *Tripographic Assessment of VFR Travel In Context of Malaysian Domestic Travelers*. *14*(4). https://doi.org/10.21837/PM.V14I4.150

Trisha, N. (2020). *Local tourists on the rise*. https://www.thestar.com.my/metro/metro-news/2020/07/02/local-tourists-on-the-riseUNWTO (2010). International Recommendations for Tourism Statistics 2008. New York: United Nations.

Zhang, Y., & Peng, Y. (2014). Understanding Travel Motivations of Chinese Tourists Visiting Cairns, Australia. *Journal of Hospitality and Tourism Management,* 21, 44–53. doi:10.1016/ j. jhtm.2014.07.001

Zimmer, Z., Brayley, R., & Searle, M. (1995). Whether to Go and Where to Go: Identification of Important Influences on Seniors' Decision to Travel. *Journal of Travel Research*, 33, 3–8