

THE MOTIVATION TO VISIT FILM-INDUCED TOURISM DESTINATIONS AMONG YOUTH TRAVELERS IN MALAYSIA

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Abstract: *Tourism and film are linked through their power to create and develop destination images for certain destinations. This study aims to identify the three main factors that influence the youth travellers decision to visit film-induced tourism destinations. Data were collected using an online survey to ease approaching and reaching a wide range of respondents among youth travellers in Malaysia. The respondents were reached via the convenience sampling method. A total number of 385 respondents were selected as samples for this study. Results indicated that respondents were motivated to revisit film-induced tourism in the future if they had taken film-induced tourism in the past. The motivation of respondents to visit film-induced tourism destinations was influenced by unique experiences, scenery and celebrity factors. The findings of the research also suggested that most tourists are more likely to be incidental film tourists. This study had made a significant contribution to the literature by providing a valuable consumer perspective to understanding film-induced tourism.*

Keywords: *film-induced tourism; motivation; young traveller; destination image*

Introduction

Film-induced tourism is a recent appearance in the tourism industry, where tourist motivation to visit certain places is derived from the film had watched by tourists (Macionis, 2004). Films are not generally produced with the intent to attract tourists to a destination but tend to influence viewers indirectly as a background part of the movie's message (Hudson, Wang and Gill, 2011). This is because they can present millions of viewers with substantial information about a destination, create a first-time image or alter an existing image in a relatively short period (Ng & Chan, 2020; Hudson et al., 2011). Film tourism is defined by Buchmann et al. (2010, p. 233) as 'visitation of a site or a location, that is or has been used for or is associated with filming'. The impact of film on tourism is well documented through some case studies and is recognised in the marketing campaigns of destination marketing organisations (DMOs) worldwide (O'Connor et al., 2010).

According to UNWTO (World Tourism Organization, 2013), youth travellers are a growing market, representing more than 23% of tourists who travel internationally every year. The economic value of youth travellers lies in this industry's unique character because young people are more adventurous, looking for a new culture and developing their knowledge. As mentioned by Ng and Chan (2020), tourism motivation is linked and related to psychological patterns because it examines the motivation of travelling, needs, and individual satisfaction. Maslow's hierarchy of needs theory is the most cited and widely used to explain tourist behaviour and travel motivations, followed by socio-psychological motivations to travel by Crompton (1979) and push and pull theory (Dann, 1977). According to Marafa, Chan & Li (2020), young people are looking for different experiences on their travel, and film-induced



tourism is about engaging in movie-related experiences that can attract young people to join from any activity from this kind of tourism.

Surprisingly, many Malaysians are not aware of film-induced tourism. This unawareness is due to film-induced tourism is not a familiar attraction in Malaysia (Hamzah, Aminuddin, Mustapha, & Ismail, 2016). Malaysian films are locally produced and targeted mainly for local consumption (Rosnan, Ismail, & Daud, 2010). Besides that, numerous international movies portray the beauty of Malaysia but for Malaysia's films, it is a rare sight (Hamzah et al., 2016). Only a small number of films, movies and dramas are produced to show the beauty and attractiveness of Malaysia to attract people, especially local people, to visit certain places. Although this research has been extensive and popular among academic research, empirical studies attempted to measure the impact of films on the perception and behavioural aspects of the viewers relating to a specific destination are scarce and understanding of the cultural implications pertinent to film-induced tourism is limited (Ryan et al., 2009; O'Connor et al., 2010). Thus, this study aims to explore the factors that influence the youth travellers' motivation to visit a film-induced destination.

Literature Review

Motivation refers to reasons that underline behaviour characterised by willingness and volition (Macionis, 2004). A constellation of closely associated beliefs, attitudes, principles, interests and behaviour are involved in motivation (Gjorgievski & Trpkova, 2012). Film film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screens (Roberson & Grady, 2015). Several studies found that push and pull factors of destination is related to the youth travel decision making (Gjorgievski & Trpkova, 2012; Khan, Safri, & Pazil, 2014; Pesonen, 2012). According to Roberson & Grady (2020), people who visit film-induced tourism destinations have their motivation to visit, such as exploring by themselves and feeling the scenery that them watching on movie or television at this destination. Personal experience also shapes tourist decision making. While Khan et al. (2014) found the importance of gaining new knowledge that motivates people to visit a particular destination. Gjorgievski and Trpkova (2012) also revealed that places seen in the film attract the audience to visit the destination. Jaskelyte (2016) said that the visitors enjoy the activity and recreation shown in the film. Besides that, the scenery, strategic location and culture also attract tourists to visit a particular destination.

The first factor is a unique experience that can be experienced in numerous ways. As stated by Hamzah et al. (2016), tourists visit the film-induced sites to escape their ordinary life, to add extraordinary and remarkable memories to their holidays, to enjoy the film location, something new and unique during their journey and to gain valuable experience with the film itself. According to Roberson and Grady (2020), unique experiences are motivated by vicarious participation and location recognition by a film plot that gives the gaze's beholders a more profound significance. It indicates a visceral feeling about someone else's life that enables a person to engage in someone or something else's 'motions, posture and sensations' of someone or something else. The empathy concept can grasp this idea of 'momentary experience'.

The next is a destination image. Destinations need to understand the potential of their location better and work with film industries more productively and extensively to ensure that every aspect of the site is portrayed effectively on-screen (Rajaguru, 2014). Then, once the worldwide audience has viewed the footage, they can work on the long-term revenue by adopting numerous strategies to promote the destination (Ng & Chan, 2020). The scenery, landscape,

culture and pleasant people are vital to attract youth travellers and gain their attention to visit film-destination (Tessitore, Pandelaere and Kerchlove, 2014). Besides that, some researchers also mentioned that motion pictures play a leading role in enhancing the consumers' awareness of tourism destinations and inspiring their motivation to visit destinations (Rajaguru, 2014). For instance, “Hallyu” (Korean Wave), a platform for Korean cultural exports, has changed the Korean tourism industry and attracts travellers worldwide. The Korean Tourism Organisation uses the success of the Korean Wave to promote Korean tourist attractions through motion pictures, including Korean film, TV drama shows, music and K-pop.

The third factor that leads to influence the motivation of young travellers is celebrities. Film stars, actors and celebrities are great ingredients of mass media, and they act the important roles they assume in their movie or television characterisation (Gjorgievski & Trpkova, 2012). This factor is recognised in the public relations, advertising and celebrity endorsement literature. Roberson and Grady (2016) stated that feelings towards a celebrity are expected to transfer any endorsed brand through their power status and the recurring association. This is because celebrity traits can influence a destination image as shown through potential tourists, enhancing their ability to visit the destination (Marafa et al., 2020). According to Gjorgievski and Trpkova (2012), tourists are also influenced to visit a destination where famous actors played memorable scenes.

Conceptual Framework

This study has developed a research framework (Figure 1) through readings from previous works and literature. Accordingly, this research focuses on acknowledging factors that influence the youth travellers' decision to visit film-induced tourism destinations. Based on previous studies, it can be concluded that independent variables are unique experiences, scenery and physical icon and celebrity. In this study, the researcher chooses all these independent variables because the variables are the main factors of the dependent variable.

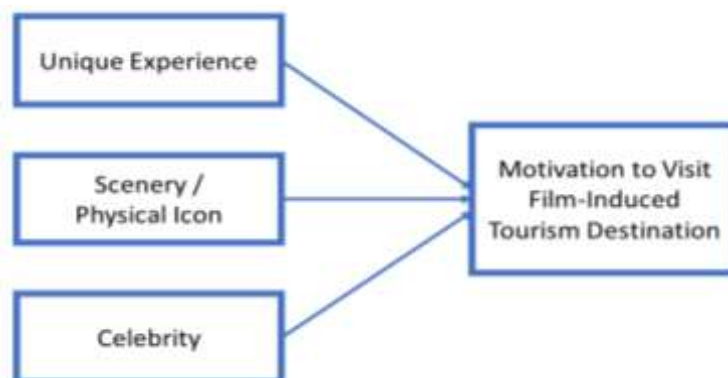


Figure 1: A conceptual framework on the influence of youth travellers decision to visit film-induced tourism destination

Based on reading and understanding from previous research and literature, the hypothesis has been formulated to answer the research questions:

- H1: The unique experiences influence the motivation among youth travellers to visit film-induced tourism.
- H2: Scenery and Physical Icons influence the motivation among youth travellers to visit film-induced tourism.
- H3: Celebrities influence the motivation among youth travellers to visit film-induced tourism

Methodology

This study emphasizes analysing young travelers' motivation to visit the film-induced tourism destinations influenced by three factors. In this study, the quantitative approach has been used to focus on numerical data collected through a large-scale survey. Thus, the data collection process involves a population of young travelers aged between 15 to 30 years old. According to the Department of Statistics Malaysia (2019), the total population of domestic tourists in Malaysia is 29.4 million citizens. Meanwhile, the sample sizes of this research were approximately 385 young travelers, using a simple random sampling technique where the data was generated from a self-administered questionnaire distribution approach. Three parts of the questionnaire were developed for the data collection. Part A contains young travelers' demographic profiles, while part B contains questions related to influenced factors. Part C covers items on motivation to visit film-induced tourism. This study used a five-point Likert scale to obtain further information, ranging from 1 = strongly disagree to 5 = strongly agree. All data from this study were analysed using Smart-PLS Version 3. Moreover, this study had performed reliability and validity tests before researchers collected the actual data. To increase reliability, Cronbach's alpha coefficient was tested. The greater value of Cronbach's alpha means the item has higher reliability.

The result of reliability values if less than 0.6 are considered weak, 0.6 to <0.7 are moderates, 0.7 to <0.8 are good, and >0.8 are excellent. The following Table 1 shows the data collection procedure of this study.

Table 1: Procedure of Data Collection

Target population	Criteria
Number of respondents	Three hundred eighty-five (385) young people, aged between 15 to 30 years old.
Type of sampling	Random sampling
Research approach	Quantitative technique
Data collection method	Self-administered distribution of the questionnaire
Data analysis	Partial Least Square version 3

Findings

Respondents' Background

This study aims to study the relationship between unique experience, scenery and celebrity to visit film-induced tourism destinations among youth travellers in Malaysia. Table 2 summary summarises the respondents' background.

Table 2: Demographic profile of respondents

Demographic	Categories	Frequency	Percent (%)
Gender	Male	135	35.1
	Female	250	64.9
Race	Malay	226	58.7
	China	75	19.5
	Indian	73	19.0
	Others	11	2.9
Age Range	15 – 19 years old	50	13.0
	20 – 24 years old	242	62.9
	25 – 30 years old	93	24.2

Personal Income	Less than RM1,000	78	20.3
	RM1,001 until RM2,000	81	21.0
	RM2,001 until RM3,000	82	21.3
	More than RM3,001	36	9.4
	No Income	108	28.1
Status	Single	319	82.9
	Married	66	17.1
Employed Status	Unemployed	18	4.7
	Student	184	47.8
	Government	66	17.1
	Non-Government	71	18.4
	Self-employ	46	11.9
Educational Level	SPM	75	19.5
	Diploma	104	27
	Degree	189	49.1
	Master	15	3.9
	PhD	2	0.5
Frequency of Travelling	Once a year	168	43.6
	Twice a year	137	35.6
	More than twice a year	80	20.8

Based on Table 2, 250 female respondents and 226 male respondents responded to this study, with 64.9% representing the female respondents while 58.7% representing the male respondents. Based on table 2, 226 respondents, or 58.7%, are Malay, followed by Chinese, with 19.5% of the respondents or 75 respondents. 19% or 73 respondents were Indians, and the minor category was other races with 11 respondents or 2.9%. Most respondents aged between 20 to 24 years old, 242 respondents or 62.9%, followed by 24.2% or 93 respondents aged between 25 to 30 years old. The least was among those aged between 15 to 19 years old, equivalent to 13% or 50 respondents.

In terms of respondent's income level, 28.1% or 108 respondents did not have any income, followed by 21.3% or 82 respondents who earn between RM2,001 to RM3,000, RM1,001 to RM2,000 with 21% or 81 respondents and 20.3% or 78 respondents among those who have income less than RM1,000. The least are those who have income more than RM3,000 are represented by 9.4% or 36 respondents. Result also shows that 319 respondents or 82.9% are single, while 66 respondents or 17.1% are married. One hundred eighty-four respondents or 47.8% of the respondents are students, followed by 18.4% or 71 respondents who work in non-government agencies, 17.1% or 66 respondents who work in government agencies, 46 respondents or 11.9% who are self-employed and the remaining 4.7% or 18 respondents are unemployed.

On one hand, it is notable that 49.1% or 189 respondents from this research are bachelor's degree holders, followed by 27% or 104 respondents who are Diploma holders, 75 respondents or 19.5% who have completed their *Sijil Pelajaran Malaysia* (SPM), 15 respondents (19.5%) are master's degree holders, and two respondents or 0.5% are PhD holders. Notably, of 168 respondents, 43.6% of respondents travel once a year, followed by 137 respondents or 35.6% who travel twice a year, and the remaining 20.8% respondents travel more than twice a year. Moreover, 207 respondents (53.8%) are familiar with the film-induced tourism term, while the remaining 46.2% are not.

Path Analysis and Hypotheses Testing

Table 3 presents the β coefficients of relationships that stand among variables of the model. The researcher used the PLS technique and demonstrated that the hypotheses H1, H2, and H3 would be accepted. Unique experiences, scenery and celebrity are independent variables, and motivation is the dependent variable. As shown in table 3, unique experiences significantly affect the motivation to visit among young travelers ($\beta = 0.767$, $p < 0.05$), the P-value is less than 0.05. As a result, hypothesis 1 was accepted. Moreover, the result indicated that the total effects for the time the scenery factor (H2: $\beta = 0.652$, $p < 0.05$) and celebrity factor (H3: $\beta = 0.560$, $p < 0.005$) were also significant towards motivation of young travelers to visit film-induced tourism. As a result of the structural relationship and the path significance, the value of β and its significant level, the p-values are stated in table 3.

Table 3: Result of hypothesis testing

Hypothesis	Relationship	Beta value (β)	Significant level	Decision
H1	UE => MT	0.767	**	Supported
H2	SC => MT	0.652	**	Supported
H3	CE => MT	0.560	**	Supported

*Note: Significant level = ** $p < 0.05$; UE = Unique experiences; SC = scenery; CE = celebrity; MT = Motivation.*

The result shows a strong influence from unique experiences received towards the youth traveller's motivation. This result was supported by Hamzah et al. (2016) that young travelers are mostly influenced by the push factors to fulfill their desire to gain unique experience and add something special to their holiday. Besides that, Ng and Chan (2020) also agreed that most youth travelers enjoy the beautiful scenery to photograph what they saw in the film. The strength of the relationship between celebrity and motivation to visit film-induced tourism among youth travelers in Malaysia is moderate. The result also aligns with Gjorgievski and Trpkova (2012) that youth travelers are influenced to visit a film destination, where famous actors or celebrities played memorable scenes.

Conclusion

It was interesting to note that all the factors discussed shows a positive relationship with the motivation of youth traveler to visit film-induced tourism. The film factors cannot be isolated to make the tourism industry more colourful and vibrant with various tourism products because this is to be considered one of the strong marketing tools. The filmmakers and government should corporate and collaborate to present the best attraction in the country in the local film as a way to promote Malaysian tourism destinations. As for researchers, the result of this study will help them better understand the motivation of youth travelers to visit film-induced tourism destinations. Future researchers should firstly consider a well-balanced sample from the population. An unbalanced sample will lead to an inconsistent result where the result will only be leaning to one category. Next, researchers should increase the sample size in order to obtain precise, accurate and consistent results. Researchers should also consider including more variables to find more factors that could influence the Malaysian youth travelers' motivation to travel to film-induced tourism destinations. Lastly, researchers might also consider incorporating different data collection methods to obtain accurate results from the respondents. Therefore, to make the tourism industry more colourful with a variety of tourism products, filmmakers, DMOs and local authorities should have a good co-operation among themselves and give a full commitment to producing a high-quality film.

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