

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**

FHPK, UMK



E-PROCEEDING

RESEARCH TOWARDS IR 4.0

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Motivation That Triggers Adventure Tourism Participation Among Youths in Malaysia

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ABSTRACT

Adventure tourism is one of the tourism sectors that provide participants with valuable experiences and self-satisfaction. Adventure tourism is currently popular among youths around the world including Malaysia. Therefore, the objective of this study is to discover the motivation that triggers youths to participate in adventure tourism. This study used the motivation theory of push and pull factors and the perceptions of the participants after joining adventure tourism activities. This is a quantitative study using cross-sectional field surveys through online questionnaires. A total of 230 respondents answered the survey using a convenience sampling method through an online platform. The respondents were chosen randomly; however, only youths categorized within the age of 18-30 years old were analyzed based on their demographic information. Based on the data analysis using SPSS, the results of this study indicated that both pull and push factors are significant, but the pull factors showed a stronger relationship with adventure tourism motivation. This study will contribute to future researchers and participants in acquiring more knowledge of adventure tourism motivation.

Keyword: adventure tourism, motivation, push and pull theory, youth participation

INTRODUCTION

Adventure tourism is a growing tourism trend in Malaysia, especially among youths and this tourism segment could attract both local and international tourists. Basically, adventure tourism offers a tailor-made, individualized scope visitor administration to top-of-the-line travelers (Robinson & Novelli, 2005; Fatt et al., 2020; Nik Hashim et al., 2020). However, adventure tourism has been familiarly discussed in terms of participation motivation, satisfaction, and behavioural intentions in previous research. As adventure tourism has been widely growing in Malaysia, people in the industry themselves must understand the motivation of tourists to participate in adventure activities. Based on the thrillophilia.com website, there are 20 top adventure activity spots in Malaysia including tandem skydiving in Kuala Lumpur, paragliding Kuala Kubu Baru, parasailing in Langkawi, bungee jumping in Kuala Lumpur, and caving in various cave locations in Malaysia, especially Batu Caves, Gua Kelam, Gunung Reng, Perak Tong Cave Temple, Gua Tempurung, and Gua Charas. There are three problem statements related to this study. First, the lack of information and understanding of current demands and motivation that triggers the tourists to participate in adventurous activities. Secondly, the lack of exposure to the community about the relaxing and enjoyable nature of adventurous tourism. Finally, the lack of organization of adventurous activities due to costs and risk that must be taken to manage the activities. Therefore, this research intent to answer the following research questions:

1. To determine the relationship between pull factors and motivation that triggers youth participation in adventure tourism.
2. To determine the relationship between push factors and motivation that triggers youth participation in adventure tourism.
3. To determine the most triggered factor that motivates youth participation in adventure tourism.

Significance of the Study

This study will give more understanding of the current needs and demands of adventure tourism in the market. This basically shows the potential of adventure tourism. In terms of the industry, this study will help adventure tourism to be well-known among the community members by helping people to see adventure tourism from a good perspective.

In this study, the service providers of adventure tourism can understand more about adventure tourism and it is easier for them to detect the part that they must improve in order to match the current needs and demands.

As for the researchers of adventure tourism, this study will cover the factors related to youth participation in adventurous activities; hence, the data from the study could be used by future researchers as adventure tourism references as well as for comparison and improvement.

LITERATURE REVIEW

According to the United Nations World Tourism Organization (UNWTO), tourism entails the movement of people to countries or places outside their usual environment for personal or business and professional purposes. What constitutes adventure tourism is highly contested (Mueller & Pell, 2016); nevertheless, most scholars agreed that risk to life and limb is the defining feature of adventure such that adventure is definitely something different from ordinary everyday life but also fun and exciting (Fletcher, 2010; Gstaettner et al., 2016). Based on UNWTO's global report on Adventure Tourism (2014), adventure tourism is defined as "a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. While the definition of adventure tourism only requires two of these components, trips incorporating all the three tend to afford tourists the fullest adventure travel experience – for example, a trip to Peru that involves trekking (physical activity) through the Machu Picchu trail (natural environment) and genuine interaction with local residents and/or indigenous peoples (cultural immersion)" (UNWTO, 2014: 10).

Thus, in terms of definition, it could be said that adventure tourism is the sale of a guided adventurous trip or activity where some risks, uncertainty, and challenges are involved. Clients are actively and physically involved, and most people would experience strong emotions such as fear and excitement whilst participating (Mckay, 2014a).

One of the types of adventure tourism is accessible tourism, which is the ongoing endeavor to ensure that tourist destinations, services, and products are accessible to all people, regardless of their physical limitations, age, or disabilities. This encompasses privately and publicly owned tourist locations. The term was defined by Darcy and Dickson (2009). Accessible tourism enables people with access requirements, including mobility, hearing, vision, and cognitive dimensions of access to function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments. This definition is also inclusive of all people including those travelling with their children in prams, seniors, and people with disabilities.

Other than that, extreme tourism is a niche in the tourism industry that involves travelling to dangerous places like the mountains, jungles, deserts, caves, canyons, or participation in dangerous events. Extreme tourism is also often referred to as shock tourism, although both concepts do not appear strictly similar. Besides, extreme tourism overlaps with extreme sport; the two shared the main attraction, “adrenaline rush” caused by an element of risk, which differs mostly in the degree of professionalism and engagement. Another type of adventure tourism is jungle tourism, a subcategory of adventure travel defined by active multifaceted physical means of travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of culture, region, and activity. According to the Glossary of Tourism Terms, jungle tours became a major component of green tourism in tropical destinations and are a relatively recent phenomenon.

The fourth type of adventure tourism is overland travel. Overlanding refers to self-reliant overland travel to remote destinations where the journey is the principal goal. Typically, but not exclusively, overland travel is accomplished with mechanized off-road capable transport (from bicycles to trucks) where the principle form of lodging is camping, often lasting for an extended length of time (months to years) and spanning international boundaries. According to Usamah and Anuar (2017), adventure tourism is one of the niche tourism concepts that has recently attracted a substantial number of travelers. This kind of tourism is more likely related to high-leveled activities from which individuals draw personal satisfaction from some unusual sight, activity, or accomplishment. Forbes Asia (2016) suggested that youths nowadays are more into adventure tourism activities, which contributes about 86% of new experiences in a new destination when they were traveling. Hence, implications of the results suggested that the key attributes to be investigated need to understand the motivation towards participating in adventure tourism activities, especially among youths.

The concept of travel motivation includes factors that influence the intention to participate in adventure tourism, which indicates that people travel because they are pushed and pulled to do so by some forces (Crompton, 1979; Dann, 1981). Research by Wang (2016) highlights that people travel because they are pushed into making travel decisions by internal and psychological forces and pulled by external forces such as destination attributes. Push motivation is regarded as the psychological needs that drove an individual to travel, while pull motivation attracts the individual to a specific destination after the push motivation has been initiated (Mohammad & Som, 2010; Che Aziz et al., 2020). Examples of push factors include escape, rest, relaxation, prestige, and self-esteem (Crompton, 1979; Nik Hashim et al., 2019), while the pull factors include climate, historical sites, scenic beauty, and accessibility.

Furthermore, Giddy (2018) investigated the influence of these changes by analyzing the motivations of tourists who had engaged in adventure tourism across a range of commercial activities. The results showed the increasing influence of experiences with nature in motivations, particularly in the context of pull factors. Adventure tourism experiences were also found to be dynamic with an increasing number of significant factors influencing decision-making. Hence, understanding travel motivation becomes a key requisite to understand tourist destination choice and their entire decision-making process (Reihanian, 2015; Omar et al., 2020). This also demonstrates notable differences in the motivations or participants based on the type of activity in which they engage.

Motivation Theory for Tourism

Push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs, while pull factors are destination-generated forces and the knowledge that

tourists hold about a destination (Gnoth, 1997). Most push factors are intrinsic motivators, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction. Pull factors, on the other hand, emerge due to the attractiveness of a destination including beaches, recreation facilities, and cultural attractions (Uysal & Jurowski, 1994). Traditionally, push factors are considered important in initiating travel desire, while pull factors are considered more decisive in explaining destination choice (Crompton, 1979; Bello and Etzel, 1985). Hence, this study is related to the motivation that triggers adventure tourism participation among youths in Malaysia. The internal motives of forces that cause tourists to seek activities are also related to push factors such as novelty, enjoying nature, and the environment. However, the destination-generated forces and knowledge are related to the pull factors, namely the environment and attraction. According to Crompton (1979) and Bello and Etzel (1985), the relationship between push factors and pull factors can affect the motivation of adventure tourism.

Research Hypotheses

In this study, three hypotheses were proposed to identify the relationships between novelty, enjoying nature, environmental, education and attraction, facilities, and the environment with adventure tourism motivation.

H1: There is a significant relationship between pull factors and motivation that triggers youth participation in adventure tourism.

H2: There is a significant relationship between push factors and motivation that triggers youth participation in adventure tourism.

Research Framework

A research framework was formulated to investigate the connections between pull factors (environment, attraction, and facilities) and push factors (novelty, enjoying nature, and environment education) towards the motivation to participate in adventure tourism. The independent variables include the push and pull factors, while the dependent variable includes adventure tourism motivation among youths in Malaysia. Figure 1 shows the conceptual framework for this study.

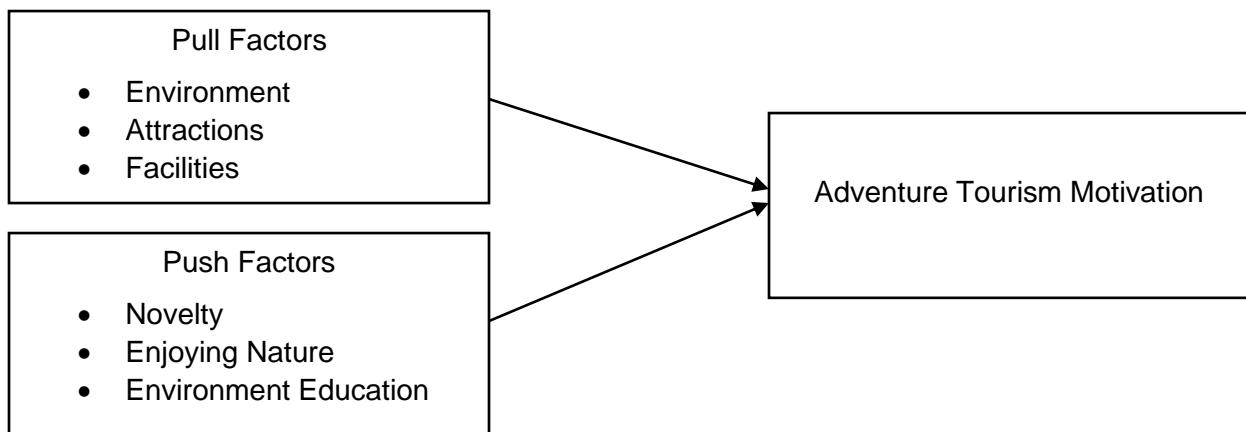


Figure 1.0: Research framework showing proposed relationships between different variables

METHODOLOGY

Research Design

This study discusses the motivation that triggers adventure tourism participation among youths in Malaysia. The researchers employed a quantitative technique using cross-sectional online questionnaires, which is easy and clear. A set of questionnaires was distributed to the respondents, particularly the Malaysian youths for data collection. The questionnaires are divided into 4 sections, Sections A, B, C, and D. Section A provides the general information of youth demographics such as gender, age, the reason for joining adventure tourism, and how many times have they participated in adventurous tourism. In Sections B, C, and D, the questions elaborate more on the dependent and independent variables of pull factors, push factors, and customer satisfaction. Online questionnaires were distributed using convenience sampling through Facebook and WhatsApp. A total of 162 data were gathered and analysed.

Data Analysis

Three types of data analyses were used in this study, namely frequency analysis, descriptive analysis, and reliability analysis using Statistical Package for the Social Sciences (SPSS). Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon being studied.

FINDINGS

Frequency Analysis

Table 1.1 shows the frequency and percentage of respondents by gender. The number of female respondents is 112 with 69%, while the number of male respondents is 50 with 31%. The percentage of females is higher than the male, and this shows that females are more willing to share their experience regarding participating in adventure tourism.

Table 1.1: Demographic Profile

Gender	Frequency	Percentage (%)
Male	50	30.9
Female	112	69.1
Total	162	100.0

Table 1.2: Age of Respondents

Age	Frequency	Percentage
18-30	151	93.2
31 and above	11	6.8
Total	162	100

Based on Table 1.2, the number of respondents aged 18-30 years old is 151 with 93%, while the number of respondents above 31 years old is only 11 with 7%. This shows that youths aged 18-30 years old are the main respondents with adventure tourism experience, even once.

Table 1.3: Reason for Joining Adventure Tourism

Answer	Frequency	Percentage
From friends or family	84	51.9
Social media	34	21.0
Educational trip	44	27.2
Total	162	100

Based on Table 1.3, 84 respondents (52%) started joining adventure tourism because of friends and family, whereas 34 (21%) and 44 respondents (27%) joined adventure tourism owing to social media and educational trips, respectively.

Table 1.4: Frequency of Respondent Participation in Adventure Tourism

Answer	Frequency	Percentage
Once	11	6.8
2-3 times	92	56.8
More than 3 times	59	36.4
Total	162	100

Table 1.4 shows the frequency of respondent participation in adventure tourism. Based on the results, 11 respondents had only participated in adventure tourism once, while 92 respondents had participated 2-3 times and the remaining 59 respondents had participated more than 3 times. Evidently, the respondents who participated in adventure tourism for 2-3 times recorded the highest percentage of 57% compared to once (7%) and more than 3 times (36%).

Descriptive Analysis Push Factors

Table 2.1: Push Factors (A)

Variable	Item	Mean	Standard Deviation
A1	Nature-based environments attract me to join adventure tourism.	4.41	0.718
A2	A relaxing environment motivates me to join adventure tourism.	4.42	0.741
A3	Other tourist attractions attract me to join adventure tourism.	4.30	0.723
A4	The facilities provided at the location attract me to join adventure tourism.	4.20	0.706
A5	Secure facilities that guarantee safety encourage me to join adventure tourism.	4.36	0.648

Table 2.1 shows five items listed under push factors. Based on the table, A2 has the highest mean value of 4.42 and a standard deviation value of 0.741; however, A4 has the lowest mean value of 4.20 and a standard deviation value of 0.706.

Descriptive Analysis Pull Factors

Table 2.2: Pull Factors (B)

Variable	Item	Mean	Standard Deviation
B1	Desire to enjoy the novelty value encourages me to join adventure tourism.	4.32	0.627
B2	Desire to enjoy nature attracts me to join adventure tourism.	4.37	0.755
B3	The need to have self-relaxation with nature encourages me to participate in adventure tourism.	4.40	0.615
B4	Environmental education encourages me to join adventure tourism.	4.09	0.703
B5	The desire to appreciate nature through environmental education encourages me to join adventure tourism.	4.28	0.662

Table 2.2 also shows five items listed under pull factors. Based on the table, B3 has the highest mean value of 4.40 and a standard deviation value of 0.615. On the other hand, B4 has the lowest mean value of 4.09 and a standard deviation value of 0.703.

Reliability Test

Based on Table 3.1, all the independent and dependent variables recorded alpha coefficient values greater than 0.7 with a moderate association strength. Specifically, Cronbach's alpha shows a value of 0.768 for 5 items under the pull factors, 0.797 for 5 items under the push factors, and 0.833 for 5 items under the satisfaction variable. All three variables have the same strength of correlation; thus, based on the results, we can conclude that all of the independent and dependent variables are nearly constant and reliable as they are within the range of good to very good in terms of association strength as stated by Taber (2017).

Table 3.1: Internal Reliability Test

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Pull Factors	5	0.768	Good
Push Factors	5	0.797	Good
Satisfaction	5	0.833	Good

Pearson's Correlation Analysis

Table 4.1: Pearson's Correlation between Pull Factors and Tourist Satisfaction

		PULL FACTORS	SATISFACTION
PULL FACTORS	Pearson Correlation	1	.660**
	Sig. (2-tailed)		.000
	N	162	162

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

Table 4.1 indicates the interactions between the pull factors and tourist satisfaction towards adventure tourism motivation. Based on the results, the pull factors are significant at the 0.01 level or a 1% level. This shows a positive relationship between pull factors and tourist satisfaction towards adventure tourism motivation, with a correlation coefficient of 0.660, in addition to a small but definite relationship. The pull factors also explained 66.0% of the variable of tourist satisfaction towards adventure tourism. Hence, the first hypothesis is accepted. Based on Table 4.1, the pull factors also recorded a significant value of 0.000, which is less than 0.05; thus, overall, it can be deduced that the pull factors have a significant positive relationship with tourist satisfaction.

Table 4.2: Pearson's Correlation between Push Factors and Tourist Satisfaction

		Push Factors	Satisfaction
Push Factors	Pearson Correlation	1	.598**
	Sig. (2-Tailed)		.000
	N	162	162

**Correlation is significant at the 0.01 Level (2-Tailed).

Table 4.2 shows the relationship between the push factors and tourist satisfaction towards adventure tourism motivation. The results showed that the push factors are significant at the 0.01 level or a 1% level. This displays a positive relationship between push factors and tourist satisfaction towards adventure tourism motivation, with a correlation coefficient of 0.598 and a moderate relationship between the two variables. The push factors also explained 59.8% of the variable of tourist satisfaction towards adventure tourism. Hence, the second hypothesis is accepted. Based on Table 4.2, the push factors also obtained a significant value of 0.000, which is lower than 0.05; hence, overall, it can be deduced that the push factors have a positive relationship with tourist satisfaction.

DISCUSSION AND RECOMMENDATIONS

The objective of this study is to identify the motivation that triggers youth participation in adventurous activities and the study has found a relationship between the independent variables and tourist satisfaction towards adventure tourism in terms of motivation among youths in Malaysia. The next section shows a specific discussion based on the recapitulation of the findings, limitations of the study, and recommendations for future studies.

The researchers would like to give a few suggestions for further researchers. Firstly, future studies can make a balance in terms of travel companions such as family and family, family and friends, friends and acquaintances, and institutional package so that the findings could be more reliable. This is because there are different individuals who participate in adventure activities who could have different viewpoints from another. Besides, future research can investigate visitor satisfaction levels with regard to the adventure activities so that the frequency of visits can be balanced, and the questionnaires could be answered more relevantly.

CONCLUSION AND FUTURE RESEARCH

In sum, this study aims to examine the motivation that triggers adventure tourism participation among youths in Malaysia. The researchers intended to identify the relationships between environment, attraction, and facilities with tourism motivation. A research framework was also developed based on the literature reviewer; hence, the researchers investigated the relationship of each element in the independent variables with the dependent variable. In general, this study is useful for future research, academics, and the industry. Future research can use the current study as a reference for motivation research owing to the pull factors and push factors that can trigger various age groups. Future researchers can also refer to this study to further examine adventure tourism among youths in any state of Malaysia.

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