



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Factors Influencing Adventure Travel Intention Among Millennials in Kelantan

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ABSTRACT

Adventure tourism is a relatively new tourist concept that has drawn a considerable number of travellers. This tourism was more likely related to a high level of activities in which people receive personal pleasure from a surprising sight, activity, or success. Young people, or more precisely, youth, are more active in this type of activity, such as sports and adventure activities, because they work as a catalyst for the development of the tourism industry. They are now more into adventure tourism activities, which they contributed roughly 86 per cent to when visiting a new site.

Keywords: *Adventure Travel Intention, Pursuing Challenge and Exploration, Pursuing Relaxation, Pursuing Building Relationship, Millennials*

INTRODUCTION

There are many different sorts of travel activities that we may undertake in Malaysia, one of which is adventure travel, which is described as a remarkable experience that contains some level of danger and uncertainty. Many Malaysian tourism experts believe the tourism industry is about providing pleasant and memorable experiences, whereas tour providers such as commercial hotels, airlines, and travel brokers charge clients for actual services, goods, or commodities. Adventure travel also attracts high-value consumers, helps the local economy, and promotes ecologically sustainable practices.

According to Mohamad Khairi Alwi (2020)', existing adventure tourism activities can be participated via two approaches, either in the form of 'hard adventure' or 'soft adventure', depending on the characteristics and personal preferences of the participants. Nevertheless, the management and operationalisation of the two types of experiences differ. 4x4 exploration, bungee jumping, caving, mountain climbing, paragliding, and rock climbing are examples of hard adventure tourism gaining popularity in the market today. These activities increase the participant's excitement and risk, offering them new information.

However, young people might argue that while going to another state is frequently a challenging experience, it is not always an "adventure trip" because individuals generally consider the risks while participating in these adventurous activities. However, the major feature of adventure tourism is the connection with the environment, contact with culture, and physical exercise. If we participate in adventure activities, we may obtain original and distinctive experiences, challenges in life and a healthy body, and transformation and information about adventure tourism.

This study aimed look at factors influencing adventure travel intention among millennials. Adventure tourism is not a new niche business in the tourist industry. On the other hand, it has only recently gained substantial attention, particularly among the young urban population in this modern period. It might be challenging to describe adventure tourism because the idea is poorly defined in the literature. According to (Wright, D.W.M. (2021), the classic definition emphasises adventurous recreation. Consequently, some scholars established what constituted it through a study conducted under these narrowly

defined boundaries. As a result, their study is typically narrowly focused and insufficient to provide a broad knowledge of adventure tourism:

1. To investigate the relationship between pursuing challenge and exploration, pursuing relaxation, pursuing building relationships and the intention of adventure travel among millennials.

2.

2. To examine the relationship between satisfaction with adventure travel and the intention of adventure travel among millennial**SIGNIFICANCE OF THE STUDY**

Researcher

This research aims to provide more precise information and address the complete existence of information to new researchers. This research also provides future studies with new resources, knowledge and up-to-date information on factors influencing youth intentions in adventure. For example, Malaysian students are now heading to destinations with exciting travel and new exploration experiences such as hiking.

Authorities

The following significance of this study is for authorities. This report aimed to provide specific information to the authorities on factors influencing adventure travel intention among millennials in Malaysia. This report is also essential to the authorities. This is because it can help the authorities introduce adventure travel to the public who are interested in adventure travel and lack knowledge about adventure travel.

Community

This study was also significant for the community. Since communities were significant contributors to adventure travel, several studies looked at consumers or community in the local young people in Malaysia. This benefits them to find information and research data for learning or help to do adventure travel activities as individual or group.

LITERATURE

Pursuing Challenge and Exploration

Adventure tourism was described as travelling to a place to engage in adventure activities in a natural setting. There are two types of adventure: gentle adventure and harsh adventure. Soft adventure activities include bird-watching, hiking, camping, and horseback riding, and they need little to no physical ability and expertise. Rock climbing, mountaineering, survival games, and caving are examples of hard adventure activities. Hard adventure has a high amount of danger, and individuals are more inclined to engage in physically and psychologically taxing outdoor activities (Terblanche, Hanri 2012)

Challenges posed by adventure activities can range from the routine to the extreme and are therefore divided into two categories: soft and hard adventure activities. Soft adventure activities require little to no previous experience or skills as they only contain perceived levels of risk. In contrast, hard adventure activities are regarded as highly challenging activities that require great mental and physical effort to perform. The bulk of the adventure tourism market consists of soft adventure tourists. (Bosch, Zacharias Johannes 2015). The objective of this study is to understand how individuals are willing to conduct extreme activities and what factors impact their participation in such extreme activities. In addition, the element that pursues challenge and exploration has a link with purpose among young individuals.

Pursuing Relaxation

The study of the pursuit of relaxation on their vacation, the less important adventure is to them, the less they value it. This is consistent with the common finding that Asians 'don't always equate adventure with relaxation, but Europeans do. (Field 2017). However, the traveller may miss out on the health benefits of relaxation. Improving digestion, lowering stress hormone activity, increasing blood flow to major muscles, and improving concentration and mood are just a few of the advantages of relaxation.

The perceived importance of experiencing adventure and the desire to relax on vacation had a negative and significant relationship. The result revealed by the respondent of youths is that as the number of tourists in Malaysia grows, particularly among youths who seek relaxation during their vacations, they value adventure less. The relationship between the desire to relax and the desire to discover new places and things is partially mediated by adventure, according to (Elliot et al. 2019)

Pursuing Building Relationship

In the tourism sector, a "relationship" perspective is a group of organisations that generate contextual destinations such as complementary activities, accommodation, transportation, and food, as well as support activities and infrastructure to build complex communication systems. Two features relate to the relationship perspective in tourism. First, the bonds generated by a combination of angular and vertical bonds result in the tourism industry's loose ties between industry groups. As a result, the second feature of tourism is developed between various businesses, as providers provide services to customers from one organisation to the next to provide a tourism experience with the intention of adventure among young people in Malaysia (Elliot et al., 2019).

Furthermore, outdoor adventure activities allow practitioners and participants to express their feelings, experience different places, and build relationships with them. Leisure, recreation, and adventure activities help travellers find and claim locations. The ability to build relationships is essential in an adventure to socialise with the team and establish an understanding with others. (Mullins 2016). Members of the adventure group are satisfied with the guide's trust and emotionally constructive service relationship with the leader of the group. However, to acquire emotional intelligence on a journey, the ability to create relationships is critical. It can assist travellers in becoming more conscious of their emotions. In order for young Malaysians to succeed with their adventure travel intentions, relationships must be cultivated and sustained. (Hanna et al., 2019).

Adventure Travel Intentions

An adventure travel intention was a thrilling encounter that was usually daring and occasionally dangerous and pursue building a relationship. The relationship must be cultivated and sustained. (Hanna et al., 2019). Internal and psychological influences push people to travel, while external ones, such as destination attributes pull them. These driving variables will impact people's intentions to participate in adventure tourism activities. Because the majority of research on travel motivation has focused on these motivation structures, the hypothetical model in this study is divided into two parts: push factors and pull factors (Wang, 2016).

As a result, potential traveller travel intentions are researched in order to gain insight into the important elements that influence their decision to travel. For example, adventure travel intention happens among young people because to pursue relaxation which can give them good emotions marked by severe emotional outbursts (Hosany & Prayag, 2013; Gossens, 2000) several scholars defined travel intention in the tourism context as "the potential of traveling to a destination" (Ahn et al., 2013; Baker & Crompton, 2000). It's also referred to as one's intention or a willingness to travel. While travel planning is the result of a conceptual process, it is also the result of physical activity and the transition of transformation of motivation into action (Jang, Bai, Hu, & Wu, 2009), it is strongly tied to

the TCL model, which predicts which motivation variables will lead to travel intention. According to Pearce (1988), special interest generates motivation in the TCL model, which leads to an intention to travel as a result of self-esteem and development.

Research Hypothesis

A hypothesis must be testable and realistic, considering current knowledge and procedures. Furthermore, a hypothesis is a forecast or explanation of a link between two variables. It suggests that an independent variable and a dependent variable have a systematic relationship. Based on the literature discussed, the hypothesis of this study was summarised in the following manner.

- H₁** There is a relationship between pursuing challenges and exploration with the intention of adventure travel among millennials in Kelantan.
- H₂** There is a relationship between pursuing relaxation with an adventure travel intention among millennials in Kelantan.
- H₃** There is a relationship between pursuing building relationship with an adventure travel intention among millennials in Kelantan.

RESEARCH FRAMEWORK

Figure 1 below shows the research framework used for this study.

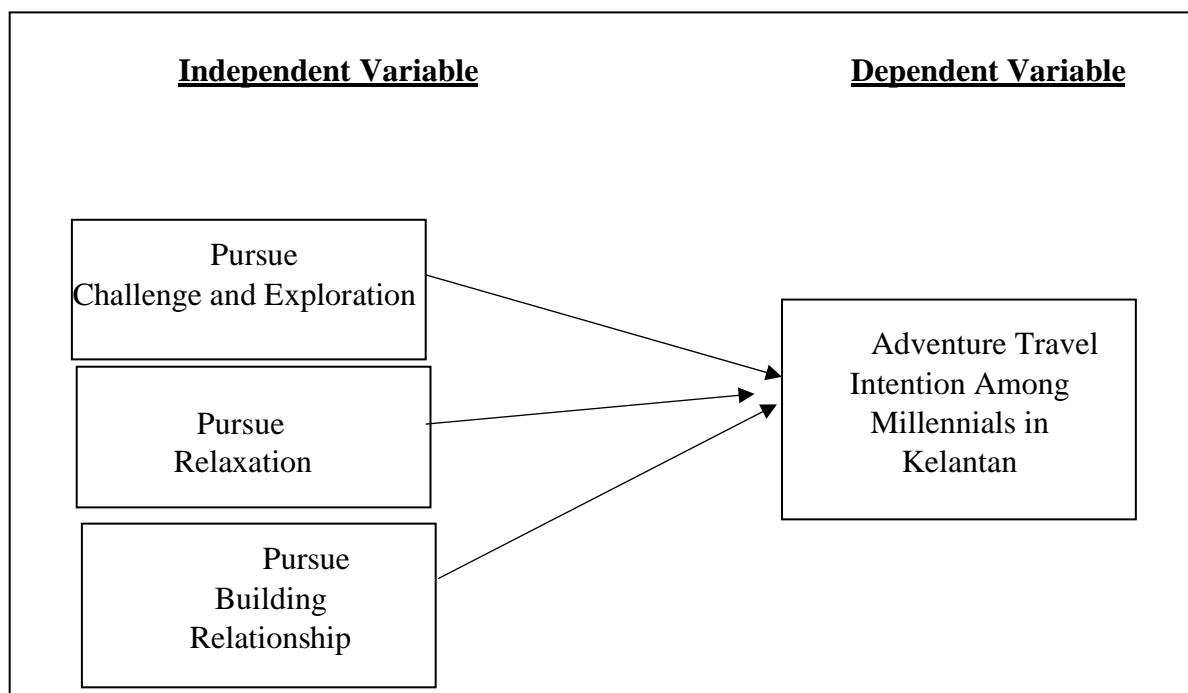


Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses a quantitative method in which questionnaire forms are distributed randomly. Quantitative research is a process of gathering and analysing the data from a variety of sources in a systematic manner. The use of statistical and computational methods to get results is a component of quantitative research. This study will be conducted using the descriptive research method to obtain all the information needed. To obtain the relevant data, this study will have survey research.

The researcher divided the questionnaire into 3 sections which are Section A, B, and C. For section A, the questionnaire requested general information about Kelantan citizens' demographic such as gender, age, marital status, living area, and educational level. For Section B, the questions elaborated more on the dependent, and independent variables which were (i) Pursue Challenge and Exploration, (ii) Pursue Relaxation, and (iii) Pursue Building Relationship. (iv) Adventure Travel Intention. Last Section C, the questions elaborated more on the satisfaction of the adventure travel intention. This questionnaire used the format of multiple choices 5-point Likert scales of agreement

Data Collection
Questionnaires were distributed to respondents in online methods due to these pandemic factors. The main group we give is student tourism in Kelantan. Less than 15 minutes per respondent to ensure the respondent answers all questions without haste. We will also provide simple and concise questions and get a lot of information. That way, data collection will be done easily because they have extensive knowledge.

Sampling

The sampling method used in this study was non-probability sampling, and convenience sampling. The study used this method because a questionnaire was prepared and distributed online to gather information from the respondent. The questionnaire was distributed to the respondents among the millennials living in Kelantan through online and social media.

$$s = \frac{x^2 N p(1 - P)}{e^2(N - 1) + x^2 p(1 - p)}$$

s =

$$e^2(N - 1) + x^2 p(1 - p)$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = propotion of population (0.5)

Data Analysis

There were four types of data analysis were used in the study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed using SPSS version 24.

FINDINGS

Results of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	61	27.7
Female	129	58.6
Age		
18-20	13	5.9
21-30	162	73.6
31-40	8	3.6
41-50	3	1.4
51-above	4	1.8
Marital Status		
Married	19	8.6

Single	171	77.7
Occupation		
Employed	33	15.0
Self-employed	14	6.4
Student	136	61.8
Unemployed	7	3.2

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Adventure Travel Intention	I am committed to adventure travel intention to get the best experiences.	4.53	0.725
	Availability to know about adventure travel.	4.42	0.736
	The motivation for adventure intention among young people in Malaysia is higher.	4.36	0.775
	There is a high possibility of relaxing physically and mentally.	4.41	0.769
	Availability of quality for intellectual improvement in life.	4.43	0.726
Pursue Challenge and Exploration	I felt it would use my physically abilities/skills in the sport.	4.16	0.873
	I can gain the feeling of belongings with places.	4.26	0.798
	It can challenge my abilities.	4.41	0.749
	I felt I would use my imagination.	4.18	0.914
	I challenge myself to travel to know new and different places.	4.47	0.754
Pursue Relaxation	I felt it could avoid the hustle of daily.	4.18	0.867
	It can make me feel to be in calm together.	4.42	0.729
	It will make me relax physically.	4.33	0.836
	I feel it to travel for intellectual improvement.	4.29	0.826
	It is to travel and to seek adventure and travel	4.44	0.737
Pursue Building Relationship	I feel it easy to build relationships with family	4.48	0.768

	It makes me can build a relationship with a close friend	4.50	0.726
	It gives me to have a good time with existing friends	4.46	0.746
	I can know the different culture	4.55	0.663
Satisfaction	Travel intention will give me pursue relaxation	4.19	0.839
	It challenges me to pursue a challenge	4.27	0.748
	It learn me about pursue building relationship	4.27	0.803
	It gauged my interest in challenging my abilities	4.30	0.776
	Overall, I am satisfied with my adventure travel intention which can learn me many things	4.51	0.740

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Adventure Travel Intention	5	0.767
Pursue Challenge and Exploration	5	0.644
Pursue Relaxation	5	0.832
Pursue Building Relationship	4	0.778
Satisfaction	5	0.845

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H₁ : There is relationship between pursue challenge and exploration with the intention of adventure travel among young people in Kelantan.	0.757	H ₁ is supported
H₂ : There is a relationship between pursuing relaxation with the intention of adventure travel among young people in Kelantan.	0.760	H ₂ is supported

H₃: There is relationship between pursue building relationship with the intention of adventure travel among young people in Kelantan	0.674	H ₃ is supported
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DISCUSSION AND RECOMMENDATION

This study suggests that further research can be conducted on the travel intentions of youth because this study only focused on local youth in Kelantan to see if there are similarities in the findings. This study can produce different decisions if it applies to youth in Kelantan. Therefore, there are other youths to answer the questionnaire instead of focusing on local youths only. Besides, the current study only focuses on three pursuits that influence youth adventure travel intention in Kelantan. However, this study might ignore other significant pursuits that also play an important role in influencing the youth adventure travel intention in Kelantan. Therefore, future researchers can recommend other variables like economic factors to carry out new findings in their study.

Next, the study was limited to 384 samples that could be measured as a small market. According to Krejcie & Morgan (1970), the amount would be sufficient and appropriate. Larger sample size can be used to systematise millions of youth adventure travel intentions in Kelantan. Therefore, future researchers should expand their sample size to increase the accuracy and reliability of the study.

Lastly, the interview method or create some open-ended questions for respondents instead of respondents answering the scaling questionnaire online. Through interview method, researchers can get high response rate and ambiguities can be clarified and incomplete answers can be followed up immediately. Thus, this approach can reduce the misunderstanding and produce better study result.

CONCLUSION

The conclusion of this chapter, the researcher has to deliver the aim of this study regarding the problem in this study. This study examines the relationship among the variables of challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. The research framework is developed based on the literature that has been viewed. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables.

There had 190 respondents who took part in this study through the online survey method. The data were collected and analysed by SPSS software version 24 based on descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables were 0.760. Therefore, the result shown is reliable, and it can be accepted in this study.

The research aims to know the relationship between challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. The result of the research objectives is to examine the relationship between challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. Meanwhile, such results can be foretold about challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan.

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