



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

E-PROCEEDING HoTWeC 6.0

**THE GAME ON 2022:
THE FUTURE IS BRIGHT**

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

Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2022

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan
Kampung Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



Editors

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

TABLE OF CONTENTS

GROUP	Title	Page Number
PREFACE		11
ACKNOWLEDMENT		12
W01	The Factors of Consumer Purchase Intention on Beauty Products	14
W02	The Role to Promote a Healthy Lifestyle	23
W03	The Determinant of Prevalence Factors of Mental Health Associated with Adolescents	34
W05	The Relationship between Academic Stress and Uncontrolled Eating Behaviour among University Students in Kelantan	42
W08	The Relationship between Emotional Intelligence and Psychological Well-Being Among Students in Universiti Pendidikan Sultan Idris (UPSI)	53
W09	The Impact of Movement Control Order on Mental Health Among Students of the Faculty of Hospitality, Tourism and Wellness at Universiti Malaysia Kelantan	65
W10	Factors of Diabetes Among Senior Citizens in Malaysia	77
W11	Factors That Affect Dietary Habit Among Universiti Malaysia Kelantan City Campus Students	85
W12	Factors That Cause Obesity Among Adults in Malaysia	97
W13	The Factors Affecting Time Management Among Year 2 Students at Universiti Malaysia Kelantan, City Campus	109
W15	The Influencing Factor of Physical Activity Among Wellness Students' Year 3 Universiti Malaysia Kelantan, Kampus Kota	121
W16	Factors That Influence the Increasing of Stress Among Wellness Student Year 2 In Universiti Malaysia Kelantan, Kampus Kota	132
W17	Mental Health Issues Among Urban Workers During Movement Control Orders (MCO)	142
W18	Factors of Obesity among Student at University Malaysia Kelantan City Campus	153
W19	The Impact of Movement Control Order on Mental Health Issues Among University Malaysia Kelantan Students	163
W20	The Determinants of Mental Health among Working Students in Malaysia	178
W21	The Impact of Pandemic Covid-19 on the Spa and Wellness Industry in Klang Valley.	190

T6	Factors Affecting Geo-Tourism Resources in The Development Of Ecotourism In Jeli Kelantan	789
T7	The Sustainable Tourism Development on The Quality of Life In Sabah's Local Communities	802
T9	Tourists' Acceptance Of Service Robots In Malaysia	813
T10	The Impacts Of Airbnb's Accommodation Service On Tourists' Satisfaction And Motivation In Malaysia	822
T11	Awareness Of Food Heritage Among University Students	834
T12	The Influence Of Travelling Lifestyles On Travel intention Among Youth In Malaysia	844
T13	Motivating Factors o Visit Ecotourism Destinations Among Tourists	856
T14	The Determinant Factors to Visit Heritage Tourism Site Among Youths In Kelantan	868
T15	Factors That Influence the Satisfaction Of Health Tourism In Malaysia	879
T16	The Factors That Influence Tourist Intention to Use Grab Car In Malaysia	890
T17	Sport Tourism Potential as Tourism Attraction in Malaysia	900
T18	Intention To Visit Malacca for Medical Tourism	912
T19	The Impacts of Memorable Tourism Experience on Behavioral Intention: A Case Study Of Dark Tourism Destination - Kellie's Castle Perak	923
T20	The Impact of Memorable Gastronomy Tourism Experience (Mgte) On Behavioral Intention	935
T21	Impact Of Perceived Health Risk on Behavioral Intention To Visit Malaysia Among International Tourists	947
T22	A Cross-Ecotourism Activities Comparison of Memorable Tourism Experience Among Penang National Park Visitors	957
T23	The Effect of The Interpersonal Skills Attributes in Volunteerism Activity Among Undergraduates in Umk	971
T24	The Effect of Hotel Services Performance Towards Guests Satisfaction During the Post-Movement Control Order (MCO) In Kelantan Malaysia	983
T25	Examining The Service Experience of Airlines Passengers Towards Loyalty In Airlines Industry In Malaysia	993

PREFACE

This book summarizes the selected papers of student conference focused on the current issues in hospitality, tourism, and wellness field. Presented papers deal with investigation of issues and challenges of hospitality, tourism and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be use in the future researcher and industries players in the future.

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism & Wellness Colloquium 6.0 2022, held on June 13 and 14, 2022 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

Khairil Wahidin Awang, PhD
Roslizawati Che Aziz, PhD
Mohd Fadil Mohd Yusof, PhD
Marlisa Abdul Rahim, PhD
Nik Alif Amri Bin Nik Hashim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Muhamad Nasyat Bin Muhamad Nasir, PhD
Normaizatul Akma Saidi, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Nur Hafizah Muhammad, PhD
Aifa Rozaini Mohd Radzol, PhD
Suchi Hassan, PhD
Aikal Liyani Binti Mohd Rasdi, PhD
Siti Salina Saidin, PhD
Ahmad Fahme Mohd Ali, PhD
Ruzanifah Kosnin, PhD
Naziatul Aziah, PhD
Nor Syuhada Zulkefli, PhD
Nur Dalila Binti Mat Yusoff, PhD
Nurul Hafizah bt Mohd Yasin, PhD
Ataul Karim Patwary, PhD
Amin Jan, PhD
Adeneye Yusuf Babatunde, PhD
Mohd Hakam Bin Nazir, PhD
Mohanad SS Abumandil, PhD
Mazne Ibrahim
Raja Norliana Raja Omar
Hazzyati Hashim
Nurzehan Abu Bakar
Nurul Fardila Abd Razak
Mohd Hafzal Abdul Halim
Nor Maizana Mat Nawi
Fauzan Hafiz Bin Muhammad Safri
Nur Azimah Othman

Fadhilahanim Aryani Abdullah
Nurul Aziah binti Ahmad
Abdullah Muhamed Yusoff
Zaimatul Binti Awang
Nur Farihin Binti Abd Hadi Khan
Muhammad Firdaus Bin Bidin
Mohammed Ruqaimi Bin Remeli

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

The Influence of Travelling Lifestyles on Travel Intention Among Youth in Malaysia

Nik Muhammad Safwan Salman, Norshazani M Hanafi, Ivy Khoo A/P Eh Sau, Chong Kah Jie & *Ruzanifah Kosnin

Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan

Corresponding email: ruzanifah@umk.edu.my

ABSTRACT

The objective of this research is to study the relationship between travel lifestyles with youth tourism in Malaysia. This research will investigate the relationship between the eight dimensions of travel lifestyles to travel among youth in Malaysia. This research uses a quantitative method for the study method, and a total of 301 data were collected. The collected data then were analyzed using the Statistical Package for the Social Sciences (SPSS). The results show that all the eight dimensions of travelling lifestyles significantly correlate with travel intention among Malaysian youth. Dimensions that contribute the most towards travel intention are safe and predictability. This study adds novelty to the body of knowledge on travel intention among youth in Malaysia by expanding the travelling lifestyles as the main factor.

KEYWORDS: *Travelling Lifestyles, Youth, and Travel Intentions*

INTRODUCTION

This study aims to investigate the role of travel lifestyles among youth travellers towards travel intention. Tourism academics and tourism marketers are interested in studying university students' travel behaviour and motivation because of the increasing economic benefits contributed by the youth towards tourism industry. Visitors' views and interests of a location influence their travel behaviour and destination choices. The Globe Youth Student and Academic Travel Confederation define youth as those aged sixteen to twenty-four years old, while (Ahmad, 2012) describes youth travellers as individuals aged fifteen to twenty-five years old.

Tourists can be regarded as visitors, and what they do while visiting a tourist destination can be called tourism. There are two sorts of tourists, transitory visitors, who remain for less than 24 hours in a single location, and leisure visitors, who travel for sports, recreation, health, or vacation. Travellers can be classified into two groups: those who travel for personal reasons and those who travel for work purposes.

Today's youth travellers will be the future global travellers as their travel personalities keep developing. Trends in travel behaviour, especially among young individuals, have changed recently. The lifestyle consequences of young adults on their travel choices indicate that lifestyle influences travel mode choices in terms of commodity consumption, public services, and leisure. As a result, the effect of traditional, modern, educational, sports and technology-oriented life on youth tourism is changing as these locations have a shortage of young tourists.

This study examines the influence of travel lifestyles on travel intention among youth in Malaysia. The eight dimensions of travelling lifestyles are cultural experience, travel interest, sports interest, informational seeking, safe and predictability, group travel, indecisive and variety (Lee & Cox, 2007). The following are the three objectives of this research:

- 1 How does travel lifestyles influence the intention to travel among youth?
- 2 Do the eight dimensions of travel lifestyles have significant relationships towards intention to travel among youth in Malaysia?

- 3 Which is the most contributing dimension of travel lifestyles that significantly contribute towards the intention to travel among youth?

Significance of the study

Academic contributions

This research aims to provide more precise information and address the whole existence of data to new researchers. This study will contribute additional knowledge about youth travel intentions by looking specifically at young people's travel behaviours or lifestyles. An investigation on the eight dimensions of travel behaviour, namely cultural experience, travel interest, sports interest, information seeking, safety and predictability, group travel, indecisive and variety among youth in Malaysia, will provide novelty for this study.

Practical contributions

The following significance of the study is for long-term development and progress. This research attempts to provide precise information on how the youth tourism business has benefited. Studying the travel intentions of young people worldwide can help travel agents and the tourist industry. This may encourage many young people to travel to Malaysia, boosting the country's economy.

LITERATURE REVIEW

Definition of Travel Intention

Travellers' travel intentions are influenced by their level of assurance in the place (confidence generation) as well as inhibitors, which may drive tourists to behave differently than their attitudes. Travel intents may be described as a customer's subjective likelihood of doing or not taking particular activities linked to a tourism service. Potential customers' intents to travel are their estimates of how likely they are to visit the place within a certain time frame (Woodside & MacDonald, 1994). In the research on travel and tourism, intentions to travel are stated and investigated in the context of trip planning behaviour.

Definition of Travelling Lifestyles among Young Travellers

According to the review of the literature, age is often utilized to outline 'youth'. As an Example, in Reisinger and Mavonde's (2002) study, 'youth' is outlined as those between the ages of fifteen and thirty. The globe Youth Student and academic Travel Confederation defines youth as those aged sixteen to twenty-four, whereas Ahmad et al (2012) describe youth tourists as individuals aged fifteen to twenty-five. Lifestyle is defined as "a system of individual differences in the usual use of declarative and procedural knowledge structures that interfere between abstract goal states and situation-specific product perceptions and behaviours" (Przeclawski, 1988, p. 36), or "a system of individual differences in the usual use of declarative and procedural knowledge structures that interfere between abstract goal states (personal values) and situation-specific product perceptions and behaviours" (Przeclawski, 1988, p. 36).

Relationship between Cultural Experience and Intention to Travel

Given a large number of floating populations (the terminology is used to describe a group of people who reside in a given population for a certain amount of time and for various reasons) arising from travel, business, or immigration, as well as frequent economic, political, and cultural contacts across nations, culture has been the focus of attention across geographical boundaries and disciplines in the twenty-first century. Several research have looked into cultural differences in travel behaviors, preferences, motives, and perceptions (Kozak, 2002).

The bulk of previous research, on the other hand, has used the tourist's nationality to compare cultural differences between nations.

Relationship between Travel Destination Interest and Intention to Travel

Travel has always appealed to those who enjoy discovering new things and seeing new locations. Activities that form part of exploring new experiences improve travel interest; they are typically challenging and require special attention while on vacation. Travel interests are expanding as people seek out new experiences and try new things. The "basic units of analysis in tourism" are tourism destinations (WTO, 2002). The word 'tourist destination' is a common geographical term that refers to a location inside a geographic space. This approach is seen in Burkart and Medlik's (1974, p. 46) classic definition: "a tourism destination is a geographical unit frequented by visitors that is a self-contained centre."

Relationship between Sports Interest and Intention to Travel

Organized sports programs have become a particularly popular form of relaxation among teenagers. Across North America, millions of people participate in a range of governmental, private, and voluntary agency-sponsored minor sports programs. Gibson offers three main sports tourism behaviors: (1) travelling while participating in sports, (2) travelling while watching sports events, and (3) travelling while visiting sports stadiums and museums. Multi-sport events (such as the Olympics) and single-sport activities (such as golfing or marathon running) are both examples of sports tourism (Weed & Bull, 2004).

Relationship between Information Seeking and Intention to Travel

Tourists even combine Internet and non-media information sources for trip preparation, such as business brochures and travel agencies (Seabra, Abrantes, & Lages, 2007). Tourism information search is dependent on both online and offline means (Gronflaten, 2009). Numerous researchers (e.g., Ellis, 1989; Kuhlthau, 1987; Wilson, 1981) studied library users' information searching behaviour and presented several models of the information search process as early as the 1980s.

Relationship between Safe and Predictability and Intention to Travel

Citizenship tourist features have been found to influence attitudes toward safety, according to researchers. Tourists from different parts of the world have varying levels of security awareness. Shin (2005) polled 400 tourists to the demilitarization zone (DMZ) to determine whether they thought the DMZ area was a dangerous tourist attraction. The findings reveal that, when compared to international tourists, tourists consider the DMZ to be less dangerous; yet no statistical differences between the two groups were discovered. Similarly, Asian tourists are less concerned about security and crime than European tourists, according to surveys (Batra, 2008).

Relationship between Group Travel and Intention to Travel

Perception of value is gained from the experience of using group travel in the event-tourism context. It is a subjective, contextually based, comparative judgment which differs widely between individuals and between groups. Since travel users evaluate both consumption and purchase experience (Sánchez et al., 2006), we consider the perceived value in the context of this study as the value obtained by users in the utility experience with the use of group travel that includes functionality and hedonic assessment of interactions with service providers and other travellers.

Relationship between Indecisive and Intention to Travel

Uncertainty can be defined as doubt or lack of sureness about someone or something (Merriam Webster, 2021). Indecisive behaviour carries the same meaning as uncertainty, where someone faces difficulty deciding (Cheek & Goebel, 2020). This behaviour also includes some traits such as taking a long time to decide, trying to avoid or delay in making decisions because one keeps worrying about deciding and finding it hard to do it.

Relationship between Variety and Intention to Travel

Manifold can be defined as many or several different types (Cambridge Dictionary, 2021). Variety behaviour portrays the same meaning, and in the context of tourism, people tend to have a variety of preferences regarding their travel destinations. Based on the previous research, the data shows youth traveller's preferences are based on some variables which are repeat destinations within two years, travel to more fashionable destinations, interact with the natives of a destination, take trips organized by agencies, keeping their lifestyle or habits even at the tourist destination, and following pre-defined itinerary (Tavares et al., 2018).

Research Hypothesis

The literature review highlights that the independent variables like travel lifestyle does affect travel intention among youth in Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H1:** There is a relationship between cultural experience and intention to travel.
- H2:** There is a relationship between travel destination interest and intention to travel.
- H3:** There is a relationship between sport interest and intention to travel.
- H4:** There is a relationship between information seeking and intention to travel.
- H5:** There is a relationship between safe and predictability and intention to travel.
- H6:** There is a significant relationship between group travel and intention to travel.
- H7:** There is a significant relationship between indecisive and intention to travel.
- H8:** There is a significant relationship between variety and intention to travel.

Research Framework

Figure 1 below shows the study's research framework.

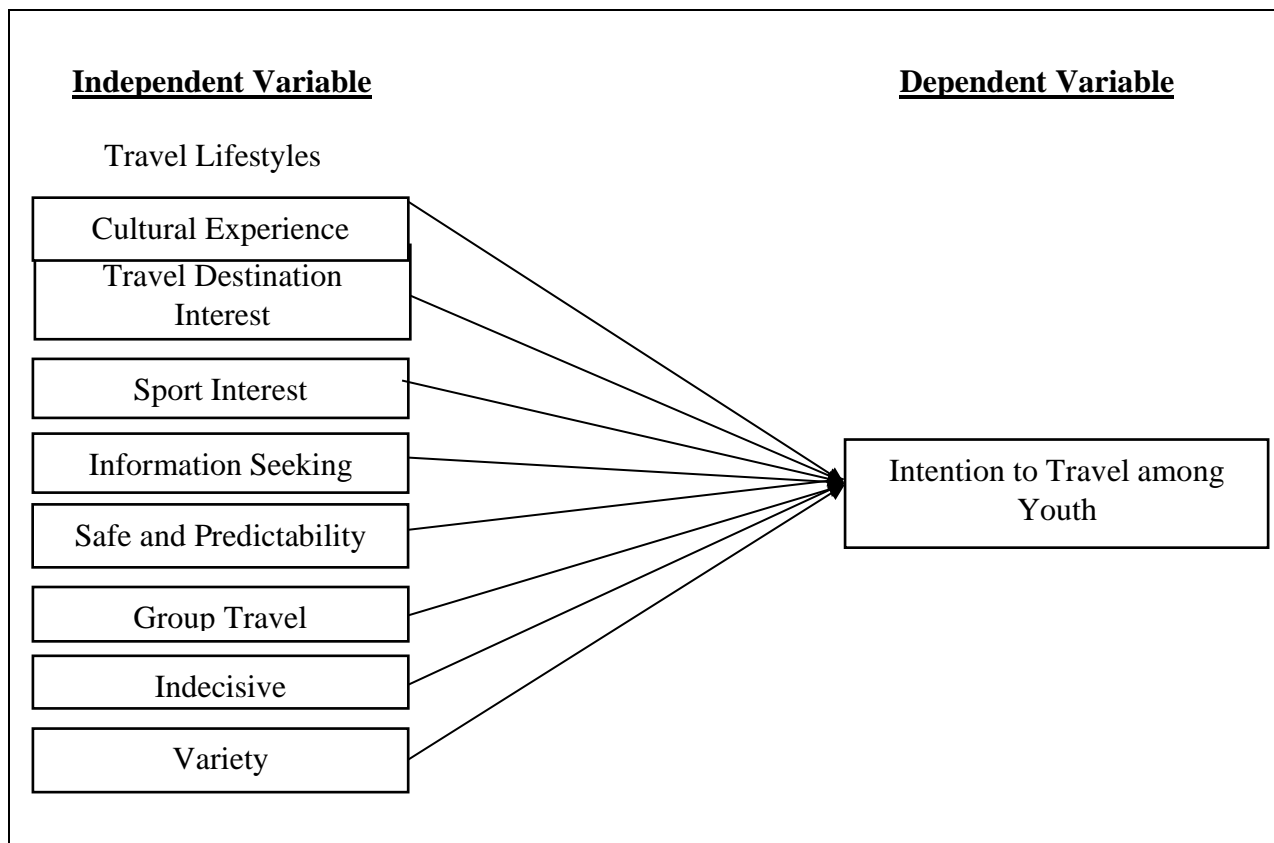


Figure 1: Research framework

METHODOLOGY

This methodology focuses on why travel lifestyle among youth travellers is considered as a factor influencing travel behavior among students in universities Malaysia. The analysis obtained on the individual characteristics of IPTA students is one of the factors that influence travel behavior among youths.

Research Design

This research chooses quantitative methods as a primary tool to collect the respondent's data. Research design is a framework to determine the final answers to research questions. The survey in this research was conducted using online questionnaire. The sample chosen for this study consisted of university students throughout Malaysia. Questionnaire is used as the research tool for both descriptive and quantitative techniques. The questionnaire was designed to collect all information that is relevant to the objectives of this research.

Data Collection

The data collection method used to conduct overall research is included in the research method. The sample selected in this study consists of 301 students in various universities in Malaysia. Google Form was used to collect data and to distribute the questionnaire. The research respondents were approached through mutual friends and relatives that were still studying.

Population and Sampling

The population refers to the whole group of individuals, events, or objects of interest that the researchers seek to explore and draw conclusions from. In statistics, the population refers to the total number of statistical samples taken (Bougie, 2016). For this study, the population includes young Malaysian travellers aged between 18 to 29 years old. The population of youth in Malaysian universities are 706550 people. Therefore, not all population members contributed

to the sample. 301 respondents were selected as a sample for this study. The researchers used convenience sampling of university students aged 18 to 29 years old in Malaysia. The 301 respondents were chosen as the study sample because they can be accessed and utilised by researchers.

Data Analysis

Data analysis is a mathematical technique for organising, defining, representing, analysing, and understanding data. This study used the Statistical Package for the Social Sciences (SPSS) version 27 to analyse the data gathered. Descriptive, reliability and correlation were analysed through SPSS. Descriptive analysis helps calculate large groups of number statistics and summarises data with various characteristics. On the other hand, reliability and validity testing were made to determine the consistency of the calculating approach used to collect data in the study. Cronbach's Alpha was used in this study to test internal data consistency and assess the scale's reliability. Pearson Correlation analysis was performed in this study to investigate the relationship between cultural experience, travel destination interest, sport interest, information seeking, safe and predictability, group travel, indecisive, and variety towards intention to travel among youth. If there is no direct link between the eight variables, the outcome will be 0.0.

FINDINGS

301 data were collected and further analysed to achieve the research objectives of this study. The followings are the discussion on the demographic profiles of the respondents, descriptive analysis for the items used, reliability analysis for the eight dimensions of travelling lifestyles and travel intention variable as well as correlation analysis.

Demographic profile

Table 2 shows the characterization of respondents. 77 out of 301 respondents were male, representing 25.6%, while 224 respondents were female, representing 74.4%. The highest percentage of respondents was of the age between 21 – 25 years old, meaning 221 respondents or 73.4%, followed by the age range between 18 – 20 years old represented 64 respondents or 21.3%, and the lowest percentage for the age range in age between 26 – 29 years old represented 16 respondents or 5.3%. A total of 301 respondents were recorded in this study. The respondents came from different universities, schools, and colleges which were UMK (124 respondents), Politeknik (35 respondents), UiTM (24 respondents), UUM (27 respondents), Kolej Matrikulasi (23 respondents), UPSI and UMT (7 respondents each), SMK Tunku Abdul Rahman and UKM (5 respondents each), SMK Perimbun and UPM (6 respondents each), UniKL (29 respondents), and other universities (3 respondents). The questionnaire was mostly answered by respondents that have a bachelor's degree as their educational background (199 respondents), followed by diploma/STPM/matriculation (84 respondents), High school (16 respondents), and postgraduate (2 respondents). In addition, about 166 respondents usually travel with their family, 78 respondents travel with their friends, 29 respondents travel alone, and 28 respondents choose others. Lastly, 125 respondents travel two to five times a year, 73 respondents travel once a year, 56 respondents travel once every two years or more, and 47 respondents travel more than five times a year.

Table 2: Respondents' demographic profile (n=301)

Demographic	Frequency	Percentage (%)
Gender		
Male	77	25.6
Female	224	74.4
Age		
18-20	64	21.3

21-25	221	73.4
26-29	16	5.3
Name of University		
UMK	124	41.2
POLITEKNIK	35	11.6
UITM	24	8.0
UUM	27	9.0
KOLEJ MATRIKULASI	23	7.6
UPSI	7	2.3
SMK TUNKU ABDUL RAHMAN PUTRA	5	1.7
SMK PERIMBUN	6	2.0
UMT	7	2.3
UKM	5	1.7
UPM	6	2.0
UNIKL	29	9.6
Others	3	1.0
Level of Education		
High School	16	5.3
Diploma/ STPM/ Matriculation	84	27.9
Bachelor's degree	199	66.1
Postgraduate	2	0.7
With who you have been travelling before?		
I usually travel with my family	166	55.1
I usually travel with my friends	78	25.9
I usually travel alone	29	9.6
Others	28	9.3
How frequent have you been travelling before?		
More than five times a year	47	15.6
Two to five times a year	125	41.5
Once a year	73	24.3
Once every two years or more	56	18.6

Descriptive Analysis

“Cultural Experiences” with a mean value of 17.53 and a standard deviation of 2.327. The statement “I want to try local foods and drinks when I travel” has the highest mean value of 4.61 and the lowest value standard deviation of 0.621, followed by the statement “I decide to travel because I want to experience new cultures and lifestyles” with the mean value of 4.41 with the value standard deviation of 0.705. The mean value of “I am interested in learning about local people’s customs when I travel” is 4.31 and the value standard deviation is 0.780. The lowest value of the mean is 4.20 with the statement “I like to visit historical places”, and the highest value standard deviation is 0.886.

“Travel Destination Interest” has a mean value of 9.29 with the lowest standard deviation of 1.105. The highest mean value is 4.71 with the statement “I am interested in travelling”, and the lowest value is a standard deviation of 0.578. The answer “I have a destination interest” with the lowest mean value of 4.58 and the highest standard deviation of 0.666.

The mean value of “Sport Interest” is 9.22, with the highest value of the standard deviation of 3.495. The statement “I travel because I want to watch my favourite team’s competition or

events” has the highest mean value of 3.16 and the lowest value standard deviation of 1.272, followed by the statement “I travel because I like sports tourism compared to other tourism activities” with the mean value of 3.06 with the value standard deviation of 1.301. The lowest mean value of “I am travelling due to my sports competition or events” is 3.00, and the highest standard deviation is 1.324.

The lowest mean value is 7.68 with the “Information Seeking” statement, and the value standard deviation is 2.016. The highest mean value is 3.86 with the answer “Seeking for information is a must during my travel”, and the highest value standard deviation is 1.074. The statement “I travel because I want to seek for information” with the lowest mean value of 3.82 with the lowest value standard deviation of 1.071.

The statement “Safe and Predictability” has the highest mean value of 17.89 and the value standard deviation of 2.252. The information “When I travel, I want to be free from any worry” has the highest mean value of 4.60 and the lowest value standard deviation of 0.628, followed by the statement “Everything need to be well organized for me when travelling” with the mean value of 4.46 with the value standard deviation of 0.718. The mean value of “The safety and climate of the travel destination is my top priority” is 4.45, and the highest value standard deviation is 0758. The lowest mean value is 4.39 with the statement “I need to know about the maps and route I am taking prior to leaving”, and the value standard deviation is 0.742.

Besides that, the value means of the statement “Group Travel” is 11.43 with a value of the standard deviation of 2.362. the information “I prefer travelling by groups compared to by myself” has the highest mean value of 4.12 and the value standard deviation of 0.999, followed by the statement “I like to meet and interact with other tourists” with the mean value of 3.88 with the lowest value standard deviation of 0.956. Finally, the lowest mean value of “I like to go on a guided tour” is 3.43, and the lowest value standard deviation is 1.183.

After that, the statement “Indecisive” value means 10.77 with a value standard deviation of 2.723. Then, the statement “I tend to ask my friends about the holiday spots” has the highest mean value of 3.99 and the lowest value standard deviation of 1.033, followed by the statement “It is difficult for me to decide where to travel for my holiday” with the mean value of 3.66 with the value standard deviation of 1.148. Finally, the lowest mean value of “It is difficult for me to get information regarding travelling” is 3.12, and the highest value standard deviation is 1.280.

Lastly, the mean value of “Variety” is 11.85, and the value standard deviation is 2.171. The statement “I travel because I want to go for sightseeing” has the highest mean value of 4.59 and the lowest value standard deviation of 0.670, followed by the statement “I travel because I want to do some shopping spree” with the mean value of 3.79 with the value standard deviation of 1.092. The lowest mean value of “I travel because I want to join the festival’s occasion” is 3.47, and the highest standard deviation is 1.165.

Table 3: Descriptive Analysis

Variables	Item description	Mean	Standard Deviation
Cultural experience	I decided to travel because I want to experience new cultures and lifestyles.	4.41	0.705
	I want to try local foods and drinks when I travel.	4.61	0.621
	I am interested in learning about local people’s customs when I travel.	4.31	0.780
	I like to visit historical places.	4.20	0.886
Travel Destination Interest	I have a destination interest.	4.58	0.666
	I am interested to travel.	4.71	0.578

Sport Interest	I travel because I want to watch my favourite team's competition or events.	3.16	1.272
	I am travelling due to my sport competition or event.	3.00	1.324
	I travel because I like sports tourism compared to other tourism activities.	3.06	1.301
Information Seeking	I travel because I want to seek for information.	4.34	0.960
	Seeking for information is a must during my travel.	4.11	0.889
Safe and Predictability	The safety and climate of the travel destination is my top priority.	4.45	0.758
	Everything need to be well organized for me when travelling.	4.46	0.718
	When I a travel, I want to be free from any worry.	4.60	0.628
	I need to know about the maps and route I am taking prior leaving.	4.39	0.742
Group Travel	I like to go on a guided tour.	3.43	1.183
	I like to meet and interact with other tourists.	3.88	0.956
	I prefer travelling by groups compared to by myself.	4.12	0.999
Indecisive	It is difficult for me to decide where to travel for my holiday.	3.66	1.148
	I tend to ask my friends about the holiday spots.	3.99	1.033
	It is difficult for me to get information regarding to travelling.	3.12	1.280
Variety	I travel because I want to go for sightseeing	4.59	0.670
	I travel because I want to do some shopping spree.	3.79	1.092
	I travel because I want to join the festival's occasion.	3.47	1.165
Intention to Travel	I have an intention to travel and visit other places.	4.63	0.600
	I intend to travel regularly while I can.	4.33	0.802
	I intend to revisit places that I have been to in the future.	4.29	0.813
	If friends and relatives need a guide for travel, I would likely recommend places that I have been to.	4.41	0.745
	I intend to share my travel experience with other people.	4.44	0.735

Reliability Analysis

The coefficient alpha reliability for the independent and dependent variables' result indicates that the value of Cronbach's Alpha coefficient is reliable. The highest Cronbach's Alpha value in this study is Sport Interest which is 0.878. The second highest value is information seeking, which is 0.868. The third highest Cronbach's Alpha value in this study is safe and predictability (0.798), followed by intention to travel (dependent variable) which is 0.785, cultural experience

(0.773), travel destination interest (.726), indecisive (0.686), and group travel (0.609). Finally, the lowest value of Cronbach's Alpha in this study is the variety of 0.546.

Table 4: Reliability Analysis

Variables	Number of Item	Cronbach Alpha
Cultural Experiences	4	0.773
Travel Destination Interest	2	0.506
Sport Interest	3	0.878
Information Seeking	2	0.868
Safe and Predictability	4	0.798
Group Travel	3	0.609
Indecisive	3	0.686
Variety	3	0.546
Intention to Travel	5	0.785

Correlation analysis

Table 4 below shows the hypothesis result for eight dimensions relationship with dependent variable, intention to travel.

Table 5: Pearson's Correlation Analysis

	Hypothesis	Results	Supported
H1	There is a relationship between cultural experience and intention to travel.	r = 0.565 p-value= <0.01	H1 is supported
H2	There is a relationship between travel destination interest and intention to travel.	r = 0.546 p-value= <0.01	H2 is supported
H3	There is a relationship between sport interest and intention to travel.	r = 0.191 p-value = <0.01	H3 is supported
H4	There is a relationship between information seeking and intention to travel.	r = 0.459 p-value= <0.01	H4 is supported
H5	There is a relationship between safe and predictability and intention to travel.	r = 0.590 p-value = <0.01	H5 is supported
H6	There is a significant relationship between group travel and intention to travel.	r = 0.343 p-value = <0.01	H6 is supported
H7	There is a significant relationship between indecisive and intention to travel.	r = 0.251 p-value = <0.01	H7 is supported
H8	There is a significant relationship between variety and intention to travel.	r = 0.496 p-value = <0.01	H8 is supported

DISCUSSION & RECOMMENDATIONS

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. This study has extensively examined the influence of travel lifestyles on travel intentions among youth in Malaysia. Therefore, based on the study's findings, the current study will provide some suggestions to the operators of this study to determine the aspects of tourism lifestyles that impact the young travel intentions the most for future studies.

Domestic and international tourism should follow standard operating procedures of the United Nations World Tourism Organization (UNWTO) (1991) which officially announced that "Tourism includes the activities of individuals who travel and live elsewhere outside their usual surroundings for not more than one consecutive year also for business, leisure, or other purposes" (Camilleri, 2018).

The study's findings are also crucial for future research. As a result, future studies should investigate the impact of travel lifestyles on youth travel intentions by including more demographic characteristics of respondents, such as interest in tourist destinations, cultural experience, sports interest, information seeking, safety and predictability, and group travel, various views offering different conclusions or discoveries. Next, future researchers should improve the data collection for this study, particularly questionnaire distribution using Google Forms. Researchers were able to explain the study's goal in detail by using the internet to distribute surveys. Furthermore, the amount of which the researcher and the respondent communicate may help make the respondent more aware of the questions being asked in the questionnaire.

CONCLUSION

In conclusion, the researchers conducted this study to determine the influence of travel lifestyles on travel intentions among youth in Malaysia. Eight independent variables, namely cultural experience, travel destination interest, sports interest, information seeking, safe and predictability, group travel, indecisive, and variety, were selected to study their relationship with the dependent variables, intention to travel among youth. The researchers obtain numerous viewpoints from youths regarding their travel lifestyles, which led them to travel. Primary data is used to get information for this investigation. Overall, based on Pearson correlation analysis, to collect information for the study, there is a high positive correlation between the eight dimensions of travel lifestyles and travel intentions among youth results, showing a positive value of Pearson Correlation is 0.81.

REFERENCES

- Ahmad AL, Rahim SA, Pawanteh L, et al. (2012) The understanding of environmental citizenship among Malaysian youths: A study on perception and participation. *Asian Social Science* 8(5): 85–92.
- Barker, M., Page, S. J., & Meyer, D. (2003). Urban visitor perceptions of safety during a special event. *Journal of Travel Research*, 41(4), 355–361.
- Cambridge Dictionary. (2021b, December 29). *manifold definition: 1. many and of several different types: 2. a pipe or closed space in a machine that has several. . . . Learn more.* <https://dictionary.cambridge.org/dictionary/english/manifold>
- Camilleri, M. A. (2017b). The Tourism Industry: An Overview. *Tourism, Hospitality & Event Management*, 3–27. https://doi.org/10.1007/978-3-319-49849-2_1
- Cheek, N. N., & Goebel, J. (2020). What does it mean to maximize? “Decision difficulty,” indecisiveness, and the jingle-jangle fallacies in the measurement of maximizing. *Judgment and Decision Making*, 15(1), 7–10. <http://journal.sjdm.org/19/190913a/jdm190913a.pdf>
- Iverson, T. J. (1997). Decision timing: A comparison of Korean and Japanese travellers. *International Journal of Hospitality Management*, 16(2), 209–219.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221–232.
- Lee, S. H., & Cox, C. (2007b). Acculturation, Travel, Lifestyle, and Tourist Behavior: A Study of Korean Immigrants in Australia. *Tourism Culture & Communication*, 7(3), 183–196. <https://doi.org/10.3727/109830407782212484>
- Moscardo, G., Pearce, P., Morrison, A., Green, D., & O’Leary, J. T. (2000). Developing a Typology for Understanding Visiting Friends and Relatives Markets. *Journal of Travel Research*, 38(3), 251–259. <https://doi.org/10.1177/004728750003800307>
- Reisinger, Y., & Mavonda, F. (2002). Determinants of youth travel markets’ perceptions of tourism destinations. *Tourism Analysis*, 1(7), 55–66. <http://dx.doi.org/10.3727/108354202129687688>

- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Tavares, J. M., Sawant, M., & Ban, O. (2018). A study of the travel preferences of generation Z located in Belo Horizonte (Minas Gerais – Brazil). *E-Review of Tourism Research (ERTR)*, 15(2–3), 224–231.
- Weed, M. (2005). Sports Tourism Theory and Method—Concepts, Issues and Epistemologies. *European Sport Management Quarterly*, 5(3), 229–242. <https://doi.org/10.1080/16184740500190587>
- Woodside, A., & MacDonald, R. (1994). *General system framework of customer choice processes of tourism services* (R. V. Gasser & K. Weiermair, Eds.; Spoilt for choice ed.). Kulturverlag. <http://hdl.handle.net/2345/3020>