THE INFLUENCING SOLO TRAVELER CONSTRAINTS ON PERSONAL DEVELOPMENT EXPERIENCE

By,

NURAFYRRA BINTI JOHA (H18A0437)

DIVEIGA A/P POOBALAN (H18A0100)

AINNUR ARISSA BINTI ABU ARIS (H18A0032)

NORAZNI AZIKIN BINTI NORHISHAM (H18A0331)

A report submitted in partial fulfilment of the

requirements for the degree of

Bachelor of Entrepreneurship (Tourism) with Honour

Faculty of Hospitality , Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

APPENDIX B: DECLARATION

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

| √ | OPEN ACCESS | I agree that my report is to be made immediately available as hardcopy or on-line open access (full text) |

| | CONFIDENTIAL | (Contains confidential information under the Official Secret Act 1972) * |

| | RESTRICTED | (Contains restricted information as specified by the organization where research was done) * |

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysia Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only the library has the right to make copies of the report for academic exchange

Certified by

RAFYRRA

_____   _____

Signature   Signature of Supervisor

Group Representative: NURAFYRRA BT JOHA   Name: DR. NOR SYUHADA

Date: 19/06/2021   Date: 19/06/2021

ACKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER 3: METHODOLOGY

LIST OF FIGURES

LIST OF TABLES

ABSTRACT

Solo travellers are becoming an increasingly growing in tourism market. Due to increasingly market for solo traveller among women, the needs to be more research to understand on their motivation factors and constraint faced by them. This study is to identify the factors that influence the women solo travellers experience. Three influencing factors were investigated in this study, which are social-cultural constraint, personal constraint, and safety security constraint. Data were collected using online survey, which is Google form for the ease of approaching and reaching a wide range of respondents among women sole travellers in Malaysia. The respondents were reached via the convenience sampling method. A total number of 201 respondents were selected as sample for this study. Their responses were collected, and recorded using a five-point Likert scale that ranges from 1 (Never) through 5 (Always). The result shows that social-culture constraints have a higher relationship towards women solo travellers' experience to visit tourism destination compared with other variables. This research is expected to expand the body of knowledge in women solo travellers related literatures. In conclusion, relevant discussions, recommendations, and limitations of the study were proposed in this study to boost Malaysia's position as the preferred destination of choice.

Keywords : solo traveller, social-cultural constraint, personel constraint, safety security constraints, women experiences

ABSTRAK

Mengembara solo semakin berkembang di pasaran pelancongan. Oleh kerana pasaran pengembara solo semakin berkembang dalam kalangan wanita, lebih banyak kajian diperlukan untuk memahami faktor motivasi dan kekangan yang dihadapi oleh mereka. Kajian ini adalah untuk mengenalpasti faktor-faktor yang mempengaruhi pengalaman pengembara solo wanita. Tiga faktor yang mempengaruhi dikaji dalam kajian ini iaitu kekangan sosial budaya, kekangan peribadi dan kekangan keselamatan. Data dikumpul menggunakan tinjauan dalam talian iaitu Google form untuk memudahkan mendekati dan menjangkau pelbagai responden dikalangan Pengembara solo wanita di Malaysia. Responden dihubungi melalui kaedah persampelan kemudahan. Sebanyak 201 responden dipilih sebagai sampel untuk kajian ini. Respon mereka dikumpulkan dan direkodkan menggunakan skala likert lima mata yang berkisar antara 1 (tidak pernah) hingga 5 (selalu). Hasil kajian menunjukkan bahawa kekangan budaya sosial mempunyai hubungan yang lebih tinggi terhadap pengalaman pengembara solo wanita untuk mengunjungi destinasi pelancongan berbanding dengan pembolehubah lain. Penyelidikan ini diharapkan dapat memperluaskan pengetahuan dalam literatur yang berkaitan dengan pengembara solo wanita. Kesimpulannya, perbincangan, cadangan dan batasan Kajian yang relevan diusulkan dalam kajian ini untuk meningkatkan kedudukan Malaysia sebagai destinasi pilihan yang disukai.

Kata kunci : Pengembara solo, kekangan sosial budaya, kekangan peribadi, kekangan keselamatan, pengalaman pengembara solo wanita

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Travel solo is the best kind of travelling chosen by travelers. For all those who prefer to stay alone or stay quiet more often than chatter, are the ones that love to travel solo. Traveling brings out the best of one's nature, lets you discover the world, learn the cool new stuff that is going on across the globe. Instead of staying in one spot and working forever, you also must go on journeys, vacations and holidays. The spirit of a wanderer can understand this way better than anybody else in the world. As much as it is vital to have a stable career and a respectable paycheck, it is also necessary to keep your soul fresh by traveling to as many places as possible in your lifetime.

1.2 BACKGROUND OF THE STUDY

Travel refers to the activities of travelers. A traveler is someone who moves between different geographical locations for any purpose or duration (IRTS 2008, 2.4). For the purpose of this study, the term solo traveler is used to refer to the words "solo" and "independent" for travelers. Independent travelers identify individuals "who do not travel on a fully inclusive package or in a group" (Wilson, 2004, p. 8) Solo travel is defined as self-indulgent, which are you can eat whatever you want, spend your time to stay as like you want, and choose your time to travel where make are for yourself (Meredith, 2020).

According to Meredith (2019), 21,000 respondents across 16 markets from solo travel found that 76 percent of them have either travelled alone or are considering it. In Malaysia,

3

69 percent of respondents shared the same sentiments and when comparing generational preferences, 74 percent of Generation Z (18 to 24-year-olds) respondents and 67 percent of Millennials (25-39 years old) have already travelled alone. While roughly 67 percent of Generation X (40-54 years old) and 63 percent of Baby Boomers (55+ years old) were interested to made solo travel. In terms of gender, the result found 66 percent of women and 73 percent of men saying that they already have experienced or would be interested to pursue solo travel (Meredith, 2019).

Solo travel is growing market demand in the tourism industry and it has drawn extensive attention and acknowledge from researchers to explore in this field, especially concerning women in Asia (Bianchi, 2015; Chiang and Jogaratnam, 2006). It has changed the social structure and lifestyles, where it has influenced by group of active, aging population, no child marriages, and late marriages in motivated solo traveler in travels and leisure demands (Lasser et al, 2008; Heimtun & Abelsen, 2013). Most of women, who made their solo travel have leave their home, family and choose to travel alone to be organized as mass travelers or to be independent. According to Bianchi (2015), women who choose to travel alone were generally motivated to do solo traveller due to certain push factors, such as feelings of freedom, escape and bravery. However, there have constraints that faced in solo travel compared to those who choose their travelling with groups or take a package (Heimtun & Abelsen, 2013).

Constraints have been identified as conditions that inhibit one's freedom to act (Shaw, Henderson & Bialeschki, 2013). The notion of restrictions has been a core subject of research and theorization in the area of leisure studies for almost two decades. "Socio-cultural" constraints are looking on social environment and socio-cultural problems that faced by solo travelers, especially women group (Ahokas, 2017; McNamara and Prideaux 2010). Most of problems faced by them, such as on unwelcome publicity and the attitudes of the community

at those destination during the women solo travelers at those destination. Those problems had given negative impact on the tourist experience. The second constraints about 'personal constraints' that effect women solo travelers' experience. This reflects on women's desires, thoughts, beliefs, expectations, and attitudes (Ahokas,2017; McNamara and Prideaux 2010). Most of personal constraints faced by them, such as a sense of vulnerability, self-doubt and anxiety that influenced women's travel choices from engaging in such activities during the journey. In addition, a sense of alienation and solitude is a restriction for single women at their destinations. Another constraint is 'practical restrictions' include obstacles and hurdles that can be encountered by solo women prior to travel (McNamara & Prideaux, 2010). These practical constraints include lack of financial support and lack of travel time, as well as feeling exhausted and anxious from traveling alone and lack of information and language barriers during the journey (McNamara and Prideaux 2010; Heimtun and Abelsen 2014; Ahokas, 2017).

As a socio-cultural phenomenon in tourism context, solo travelers are influenced by push factors to motivate them to discover new environment, culture, and experience (Chiang and Jogaratnam 2006). The experiences of the solo travelers have been discussed by Gibson et al., (2013) on gender as a socially structured factor. Thus, the understanding of solo travelers mostly comes from studies with gender-related perspective (Wilson and Little 2008; Gibson et al., 2013).

1.3 PROBLEM STATEMENT

Solo travellers are becoming an increasingly growing segment in tourism market. In survey from 2400 respondents, Klook's (2019) indicated that solo travel represents is one of the six trends in tourism industry market. Due to increasingly market for solo traveler among

5

women, there needs to be more research to understand their motivation factors and constraints faced by them (Jordan and Aitchison, 2008; Heimtun & Abelsen, 2013; Shaw et al., 2013). Motivation influences women to travel alone, including experience, escape, relaxation, social, self-esteem (Chiang & Jogaratnam, 2006), self-discovery and identity, and relationships with others (Wilson & Harris, 2006). In other words, by fleeing from worldly and immersed in a completely new environment for their women hopefully able to enhance their personal development (Michael, 2017). However, past studies have found a large number of constraints that prevent women from participating in solo travel, such as fear of insecurity, lack of self-confidence, and social expectations (Wilson, 2004; Wilson & Little, 2005, 2008). On the other hand, feminist researchers suggest that if women can overcome such obstacles or challenges to enjoy their solo travel experience will be able to experience higher empowerment and self-growth (Jordan & Gibson,2005).

The concept of solo female travel is that it is a *"relative escape comparing with the male travellers who have fewer constraints on the route"* (Caruana, Crane & Fitchett, 2008). In order to understand the niche market, the constraint frameworks have been adapted in various studies of women's travel (Wilson, 2004; Wilson & Little, 2008; Yang et al., 2015). Accordingly, to several studies, the variable of distance, convenience, lack of money time, lack of information, and space acts as major deterrents for women travelers (Gilbert & Hudson, 2000; Nyaupane & Andereck, 2007; Chung et al., 2016). Travel restrictions and spatial constraints restrict solo women's movements and freedoms within tourist surroundings as a result of which women tend to modify their decisions about destination to be selected (Wilson & Little, 2005; Heimtun & Abelsen, 2013).

Several studies have been done investigated on constraint factors in several contexts, such as senior travelers (Kazeminia et al. 2015; disabled tourists (Lee et al. 2012), sports tourists (Kim and Chalip 2004), female travelers (Wilson and Little 2005), surf tourists

6

(Fendt and Wilson 2012), and others (Khan et al. 2019; Khan et al. 2020). Previous studies on solo travel typically investigated the constraint aspects that deter women from travelling alone (Jordan & Gibson, 2005; Wilson, 2004) without looking on their satisfaction from solo experience by women Asia. Thus, this study trying to investigate between constraints factors on solo traveler experience of satisfaction.

The most relevant a study conducted by Wilson and Harris (2006) who studied how it means that women walking solo can help women in learning about themselves, increasing self-empowerment and expand their network. As a result, this experience increased their appetite themselves, as well as positively changing their perspectives on their lives, communities and relationships with others. However, there are no studies that conceptually examine the main constraints on women solo travelers experience. So, the purpose of this study is to explore the examine the constraints of traveling solo and their satisfaction of experience.

1.4 RESEARCH OBJECTIVES

The study aims to investigate the relationship between constraints faced and women solo traveler satisfaction on experience. In order to achieve the aims of the study, the following supporting objective are established.

1. To identify the demographic characteristics on women solo traveler.

2. To determine the relationship between social-cultural constraints and personal development among women solo traveler.

3. To investigate the relationship between personal constraints and personal development among women solo traveler.

4.	To examine the relationship between safety and security constraints and personal development among women solo traveler.

1.5 RESEARCH QUESTION

In order to achieve the objective, there are following research question well develop;

1.	What are demographic characteristics on women solo traveller?

2.	How to determine the relationship between social-cultural constraints and personal development among women solo traveller?

3.	How to investigate the relationship between personal constraints and personal development among women solo traveller?

4.	How to examine the relationship between safety and security constraints and personal development among women solo traveller.

1.6 SIGNIFICANT OF STUDY

The research help researchers to get clear information and gain a knowledge about female solo travel and their constraints faced. This study will provide more knowledge about solo travelers among women, who choose to travel along in tourism industry. Female solo travellers are considered a significantly segment of the international travel market and popular niche market for tourism industry (Heimtun & Abelsen, 2013). Therefore, by understanding the constraints and experienced faced by them, this study helps to develop new ways of creating value for tourism market.

The research not only give benefits to the researchers but also give a benefit to coastal population. The study helps coastal populations to know more information about solo travelers. This study can also help researchers to increase the belief of coastal population that solo traveler is not only go for freedom but also by being solo traveler, it good for development, authentic personality and self-esteem.

Next, the study also bridges the understanding of risk/ constraints in tourism and gives awareness to the community to explore the solo traveler experience. Furthermore, the significant od study for industry, the findings of this study offer actionable recommendations for the tourism industry player (government agencies, tourism association) to cater the emerging market of solo female travelers.

1.7 DEFINITION OF TERM

There are a few key terms will used in this study as below.

1.7.1 Solo Traveler

Solo traveler means traveling solo on your own or alone. Those trips that involve travelers spending their time mostly by themselves and are not accompanied by anyone that they know (e.g., family members, friends, spouses, partners, etc.) (Wilson & Harris, 2006).

1.7.2 Social-Culture Constraints

In this study, social-cultural constraints are related to a woman's social roles and expectations, which potentially made them look socially inappropriate in the public eye and caught unwanted attention from others. For instance, travelling to certain places requires

women to obey rules that are not necessarily followed by male tourists and unconformable scrutiny by the local people.

1.7.3 Personal Constraints

Personal constraints revolve around personal limitations and restrictions based on the self- perceptions, beliefs, and attitudes of women (Wilson & Little, 2005). Their doubts and fears being a female solo traveler, particularly the fear of harassment, as well as the fear of loneliness are prominent personal constraints. The challenges such as lack of time and money, lack of local knowledge, lack of guidance, and the stress and fatigue of being a female solo traveler (Wilson & Little, 2005).

1.7.4 Safety and Security Constraints

Safety and security constraints are the prime concerns for every female traveler before travelling to any destination or even during their trips since they are typically perceived as easy targets for many criminal activities (Wilson & Little, 2005).

1.7.5 Personal Experience

Personal experience is a sense of individuality, make new friends and trying to go out from their comfort zone to be independently traveler (Berdychevsky et al., 2013). You will enjoy isolation and use the ability to know yourself as well as the world. Since you are all alone, it makes you self-sufficient, self-sufficient, and extroverted, since you have to negotiate with daily strangers.

1.8 SUMMARY

This chapter provided a basic understanding about women solo traveler or independent traveler, which can be driven to the expansion of this research paper. This chapter also discussing about background of the study, problem statement, research objective, research question, significant of study and definition of term. The next chapter will be discussed more on solo traveler, those constraints faced and their experience based on literature   review.

CHAPTER 2

LITERATURE REVIEW

2. 1 INTRODUCTION

The following elements of the literature review provide important context information and recent studies that are deemed relevant to the subject of this dissertation. The literature review is divided into four sections. First section in 2.2 will discuss on solo travel in general, then followed by second section in 2.3 on personal experience of solo traveler, and Section 2.4 will be looking on the constraints faced by women solo travelers. Reviewing the related literature review is significant, as before participating in some sort of study, with thorough awareness of what has been published on the subject before it can support and direct the conduct of new research on the subject. Fourth section, which is Section 2.5 will provide the research framework and research hypothesis to achieve the aim of this study. At the end on this chapter will provide summary of literature review.

2.2 THE SOLO TRAVELLER

There has been a rise in the number of visitors traveling alone due to shifts in their lifestyle and social systems (Jordan and Gibson 2005; Brown and Osman 2017). As mentioned in Chapter 1, solo travelers are a significantly and growing market of international tourist in tourism industry. Tourists need to make a variety of travel decisions before and during travel, as well as across space, and variation typically occurs among these choices (Bianchi, 2016; Laesser et al., 2009). These options are often different but interdependent, creating a multi-stage selection process. One such option of travel involves the choice of

travel party, and one alternative in this choice is the decision to travel alone (Wu, Zhang & Fujiwara, 2011).

Laesser et al. (2009) highlighted on several of personal characteristics by solo travelers, which are more emphatic, sentimental, creative, and less educated, modest career positions rather than group travelers. On the other hand, research conducted by Mehmetoglu (2003) showed that most solo travellers had university education. Mehmetoglu (2003) also observed that extrovert-oriented people favour solo travel and found solo travellers appear to be young. The similar results also found by Wu et al. (2011) that show young people, especially female is more likely to travel alone than older people. In comparison, solo travellers tend to have characteristics such as being individualistic, involved, and seeing travel as a significant aspect of their lives (Mehmetoglu, 2003).

Female travelers, regardless of age and status, are an explosive market for the travel and tourism industry. According to the Travel Industry Association, 73% of travel agents polled noted there are more female solo travelers than their male counterparts, and there has been a 230% increase in the number of women-only travel organizations in the past six years (Galles, 2017). When exploring on female solo travel, it is critical to discuss it based on the gender differences in leisure participation between men and women (Henderson & Gibson, 2013). Women's social role had tremendously and intensely constrained their access to leisure participation (Wu et al., 2011). Due to increased number of female participations on leisure tourism, female's preferences for tourism products are changing, which then requires the travel and tourism industry to identify new products and services for women that match with new travelling behaviors.

2.3 THE PERSONAL EXPERIENCE OF SOLO TRAVELLER

Personal experience of a human being is the moment-to-moment experience and sensory awareness of internal and external in a period of life (Henderson & Gibson, 2013). Wilson and Little (2005) reveals that solo female travelers tend to test themselves, find a sense of individuality, make new friends and trying to go out from their comfort zone to be independently traveler. Indeed, Berdychevsky et al. (2013) describes the *"girlfriend's getaway trip"*, especially abroad and on their own journey, as a means of enhancing women's independence. This result indicate that women's independent travel is a special and effective way to boost women's self-awareness. Essentially, an independent mode of travel offers a space that allows a script to be rewritten as a woman (Fullagar, 2011, p.128).

Study on female travelers has also been undertaken without contrast with male travelers. Durko & Stone (2017) tried to investigate whether women chose to travel with other people or alone without their husbands. Most studies found that there are many reasons that motivated women to make solo traveler due to escape from personal problems (Hyde and Lawson 2003), to get female bonding (Larsen et al. 2011), the need for individuality (Moscardo 2006; Paris and Teye 2010), and escape from daily life (Paris and Teve, 2010) have been identified as the most important reasons. In addition, more than one third of the respondents noticed that their partner's holiday preferences are not close to their own, which gives it a justification to go on holiday without them (Paris and Teve, 2010). Most of the respondents felt the trip was safer without their partners, and the relationship with their travel mates was strengthened (Laesser, Beritelli and Bieger, 2009; Larsen et al. 2011). Thus, the most important factors contributed either to the need to spend time alone or with other females, or to personal reasons such as affordability and various holiday desires. These explanations are similar when compared to the motivations given earlier by the solo travelers.

Larsen et al. (2011) also mentioned that key push factor also influenced of solo travelers, such as on exploring new cultures, opening-up new horizons, relaxing, seeking novelty and more authentic experiences.

Besides that, learning is a uniquely personal and contextual experience. The level of personal development gained from the travel experiences that can be largely influenced by the level of activeness and immersion of the traveler in those experiences (Chiang and Jogaratnam 2006). Larsen et al. (2011) and Henderson (2013) indicated that solo travel exposure (i.e., Frequency of making own solo travel arrangements, frequency of traveling solo per year, and average length of time per solo trip) would be a critical component to highly affect the quality of the female solo travel experience.

2.4 CONSTRAINTS FACED BY WOMEN SOLO TRAVELER

Constraints are described as factors that inhibit people's ability to participate in leisure activities, to spend more time doing so, to take advantage of leisure services, or to achieve a desired level of satisfaction (Jackson, 1998; p.203). According to Wilson & Erica Christine (2004), travelling without companion, can enable possibility for meaningful travelling, where one seeks for emotional, physical, and spiritual fulfilment. Constraints were apparent that impacted on the solo travel ability, especially women when they travel alone. In the context of women's leisure, most of literature used several variables to measure the constraints of women solo traveller, such as relating to time, money, safety and facilities (Henderson, 2013; Bond, 2017; Doran, 2016). There were many constraints that faced by women during their solo trip's despite of the numerous benefits of solo travel, such as male attention, sexual assault, and vulnerability (Brown and Osman, 2017). In addition, feelings of fear and visibility due to the male gaze were reported by Berdychevsky (2016). Cockburn et

al. (2006) also highlighted women solo traveler with danger and security as two key themes on constraint faced during their traveller. While Jordan and Gibson (2005) found that women who are face unwanted male attention and fear of harassment have been affected the experiences of women travelling alone.

In this study, there are three factors of constraints faced by solo traveller, which are socio-culture constraints, personal constraints and safety and security constraints.

2.4.1 Social- Culture Constraints

Sociocultural constraints relate to the influence of social expectations, women's roles and responsibilities, others' perceptions towards their travel, and unwanted attention during the travel experience (Wilson & Erica Christine, 2004). The socio-cultural in constraints context have affected a dominant constraining influence on the women's ability, opportunities, and experiences in solo travel choices (Wilson & Little, 2005). Besides that, social expectation was reported as a one of constraining factor, particularly for women who were raised in Australia between the 1940s and 1960s (Wilson & Little, 2005). Indeed, several studies found the rarity of women travelling alone and the missed travel opportunities because of the negative social response to women going abroad by themselves (Henderson, 2013; Bond, 2017).

According to Brown and Osman (2017), the result has reported that women have constraints and difficulties in their ability to interact with local people during their travelling due to lacking on local knowledge such as on their language, unfamiliar environment, and cultural understanding (Brown & Osman, 2017). Language is the key to a person's self-identity (Yang et al., 2018). It enables the person to express emotions, share feelings, tell stories, and convey complex messages and knowledge. Language is our greatest intermediary that allows us to relate, connect and understand each other (Imberti, 2007). Unfamiliar in the

16

local language is one of frustration factors that influence of traveler experience. This is because their ability to interact with local people and to fully experience and understand the culture of a destination is limited as mentioned below:

'There was a bit of frustration with the language barrier ... in particular there would be other women I would really want to communicate with, and I couldn't communicate to them. That really was probably the main frustration that I actually had when travelling' (J, 38).

In addition, Wilson and Little (2013) also highlighted that concept of the 'geography of women's fear' based on the notion that solo travel is relatively unsafe and inappropriate in certain cultures. Wilson and Little (2013) also found that the vulnerability restricted women's interaction with the local culture have affected their enjoyment of the travel experience. Besides that, the gendered location of a woman being the family keeper is one of the biggest constraints for women's leisure participation that affected their travel experience to enjoy in each destination (Bianchi, 2016).

2.4.2 Personal Constraints

Personal constraints revolve around personal limitations and restrictions based on the self- perceptions, beliefs, and attitudes of women (Wilson & Little, 2005). Their doubts and fears being a female solo traveller, particularly the fear of harassment, as well as the fear of loneliness are prominent personal constraints Hudson (2000) reported women solo traveller have faced experienced on higher level of constraints compared to male traveller, in terms of their "intrapersonal constraints" (related with attitudes, such as lack of self-confidence, fear,

anxiety, and lack of perceived skills or ability) and "interpersonal constraints" (that emerge from an individual's social interactions with friends, family members, and others).

International Women's Travel Center (2017) found that women solo traveller revealed that feelings of fear and vulnerability to be a constraint on their ability to fully enjoy and profit from their trip. Most researchers also expressed a strong desire for social interaction and achieved this by meeting up with other travellers or friends along the way (Henderson, 2013; Wilson & Little, 2013). When the women wanted their own space, they would retreat from others and return to their independent status. According to Hsu and Huang (2008), they found that social interaction could lead to feelings of loneliness and depression as a person questioning his desire for future solo travel.

2.4.3 Safety and Security Constraints

Safety and security are important element when considering travellers. Normally traveller like to consider safety and security before thy travel (Jordan & Gibson, 2005). Safety has important role from the view of quality tourism. Traveller safety and security is the most important aspect in any tourism industry. Security incidents can be defined as incidents where tourists are at risk as a result of the actions of others intentionally, such as war, terrorist attacks, violence's and political crimes, while security incidents may be construed as incidents where tourists are accidentally and unintentionally injured maliciously (Jordan & Aitchison, 2008; Jordan & Gibson, 2005). Safety and security indicators are important for destinations were without important indicators, destinations will not be attractive to tourists. This is because everyone takes their precious life like gold.

Previous studies suggest that safety and security are the main concerns and constraints for solo female travelers in using the gendered tourism space (Jordan & Gibson, 2005; Wilson & Little, 2005), Feelings of vulnerability (Jordan & Gibson, 2005), sexual harassment

(Jordan & Aitchison, 2008) and insecurity (Tseng & Li, 2004) are commonly documented in the accounts of solo female travelers as the feminine body is frequently subjected to measure safety and security constraint. According to Mansfeld and Pizam (2006), personal security is one of the top concerns of travellers. As a result, many tourists are searching for convenient and secure destinations and refrain from visiting dangerous destinations. The sense of safety and risk is influenced by mass media, information about the destination, information received from friends and family, travel (Chiang and Jogaratnam, 2006)

2.5 RESEARCH HYPOTHESES

The following hypotheses established to answer the research questions:

Hypothesis 1 (H1): There is a significant relationship between social-culture constraints and
Women solo traveler experience.

Hypothesis 2 (H2): There is a significant relationship between personality constraints and
Women solo traveler experience.

Hypothesis 3 (H3): There is a significant relationship between safety and security constraints
and Women solo traveler experience.

2.6 CONCEPTUAL FRAMEWORK

Conceptual framework is the major part designed to show the relationship of two variables, which are independent variables and dependent variables.

INDEPENDENT VARIABLES   DEPENDENT VARIABLE
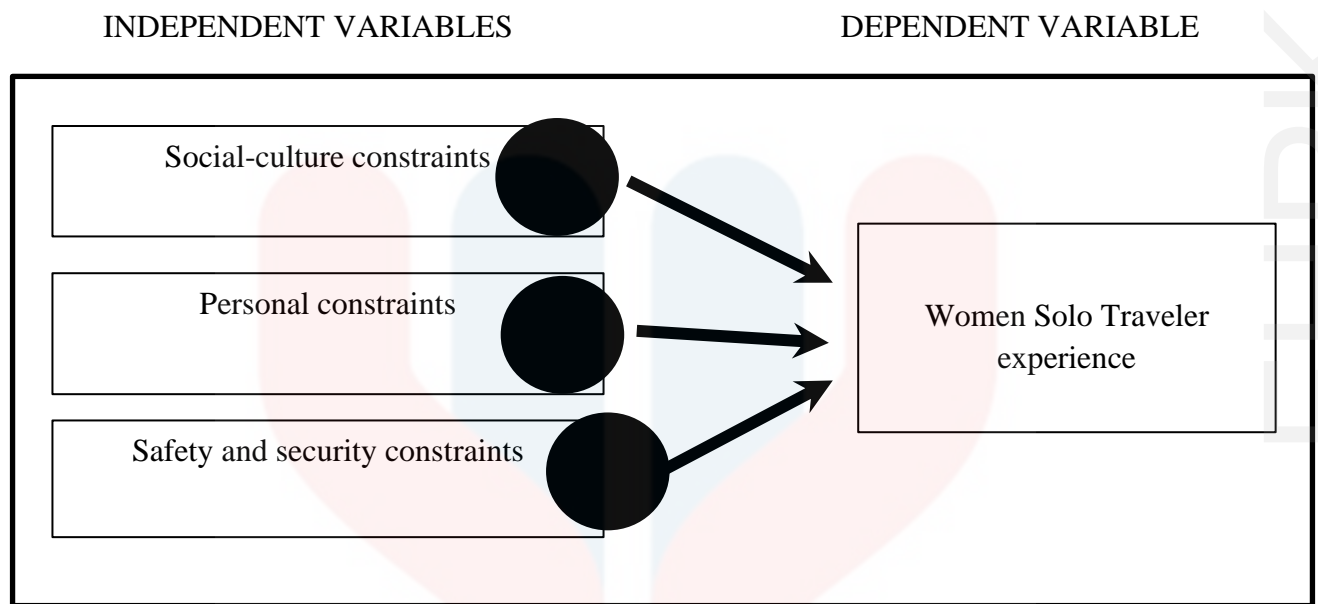
Figure 2.1: Conceptual Framework

Figure 2.1 shows the research model that investigate the relationship between constraints on experience of women solo traveler. The illustrates above show independent variable (IV) and dependent variable (DV) of this research. The independent variable are constraints which influence personal development of solo traveller. On the other hand, the dependent of this research is the personal experience of women solo traveler. There is three independent variable which are social-culture constraints, personal constraints, safety and security constraints.

2.6.1 The Relationship between Social Culture Constraints and Women Solo Traveler Experience

This study also aims to further clarify between the relationship between social culture constraints and the related variables that women solo traveller experience. Socio-cultural constraints are often related to a woman solo traveller experiences, which may appear

socially inappropriate in public view and attract unwanted attention from others. According to Henderson (2013), unwanted attention and distractions are also expressed as constraint factors on women's solo travel experiences. Many women consider themselves sexually "available" simply because they travel alone without the accompaniment of men. As found in the study by Gmail (2018), socio-cultural constraints are formed from the social environment and cultural norms in which women live. For example, barriers related to women's responsibilities and their roles within the family, as well as the expectations of the community, have implications for the travel experience during travel while others have feelings towards their individual journey, unnecessary attention and attitudes towards the individual women of the host community.

Furthermore, based on in-depth interviews with twenty-two US backpackers about their experiences with social culture context, Kanning (2008) found that interaction with local community and accessibility on destination area had been influenced by their experiences. Besides that, Wilson and Little (2013) also found that the perception of vulnerability restricted women's interaction with the local culture have affected women solo traveler enjoyment of the travel experience. Thus, this study suggests the following hypothesis as the basis of a research literature study as below:

Hypothesis 1- There is a significant relationship between social-culture constraints and

Women solo traveler experience.

2.6.2 The Relationship between Personal Constraints and Women Solo Traveler Experience

Personal constraints come in many forms. Although most are behavioral, now and then there will be a physical or intellectual constraint so distracting that it works against everything else you may be doing to get ahead in life. Relationship satisfaction, conflict response, and perceived relationship bonds are examined as predictors of personal commitment and constraints in close relationships (Wilson and Little, 2013).

According Wilson and Little (2013), the result from 96 couples (36 dating, 28 engaged, and 32 married) were completed interviews shows that relationship between satisfaction and personal commitment is supported. This result show that relationship satisfaction is the strongest predictor of personal commitment and restraint in both men and women. There is a positive relationship between social personal constraints and female solo travel experience. The personal constraints including family obligations and travel without friends and personal constraints (health, frustration, social settings, safety, and security). In other words, women are aware of the challenge of traveling alone which makes them sensitive to support structures that are easily accessible and readily available at the destination (Wilson & Little, 2005). Moreover, women were found to be more subject to structural constraints followed by interpersonal. Wilson and Little (2013) state that women solo experiences that contribute by their feeling of fear have influenced travel satisfaction and experience to travel alone. Thus, this study suggests the following hypothesis as the basis of a research literature study as below:

Hypothesis 2- There is a significant relationship between personality constraints and Women

solo traveler experience.

2.6.3 The relationship between Safety and Security Constraints and Women Solo Traveler Experience

Women travelers tend to place and have more emphasis on their safety and security constraints (Jordan & Aitchison, 2008; Hsu & Huang, 2008). Westwood, Pritchard and Morgan's (2000) study of travelling business woman revealed that female travellers were far more concerned about their physical safety than were male business travellers, particularly with regard to their solo status in isolated areas and after dark. While Mansfeld and Pizam (2006) found that women travel behavior have resulted that woman tend to be suspiciously fear full for their safety during travelling alone, as well as the safety on accommodation, public transport and communicating with local people. Fearis (2009) found the biggest safety gripe faced by solo traveler during check-in for accommodation is when the hotel room number is announced aloud in the reception, where everyone could hear it. This makes among female travelers uncomfortable with this situation. Thus, this study suggests the following hypothesis as the basis of a research literature study as below:

Hypothesis 3- There is a significant relationship between safety and security constraints and Women solo traveler experience.

2.7 Summary

This chapter has provided a review of literature relevant to women solo traveller, personal constraints, social-culture constraints and safety and security constraints. Solo traveler experience is a research backdrop in the entirety of this thesis. The solo tourist experience was then discussed in the context of mass tourism and the reasons why tourists travel alone. Many of these women's challenges were tied to societal constructions regarding about 'appropriate' female behavior and responsibility. These challenges and constraint faced by them have affected their travel experience to explore new culture and environment.

The next chapter is Chapter 3 that will be discussed on methodological and describe how data were collected and analyzed to address the study's research objectives.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter explains the detailed methods and techniques for analysing the relationship between the independent variables on constraints, which are social-cultural, personal and safety and security constraints with the female solo traveler experiences. Meanwhile, the current chapter will explain the research methodology used in examine the objectives. This chapter is divided into nine sections. Section 3.2 describes the research design, section 3.3 discusses on population, section 3.4 sample size, sampling elements and sampling techniques. section 3.5 describes the sampling method, section 3.6 explains on data collection procedure, section 3.7 discusses research instrument, section 3.8 explains the data analysis, section 3.9 gives the summary over the chapter.

3.2 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. The research design is the method and procedure used to collect and analyze the variable sizes determined in the research problem (Andrew, 2018). There are two type of research design is qualitative and quantitative (Cresswell, 2008). Qualitative data can be observed and recorded through methods of observations, one-to-one interviews, conducting focus groups, and similar methods.

While, quantitative research is defined as a systematic investigation of phenomena that included quantifiable data, performing statistical, and mathematical (Cresswell, 2013). Quantitative research collects information from existing and potential questions to be asked using several methods (online surveys, online polls, questionnaires, etc.,) and the results of which can be depicted in the form of numerical. According to Creswell and Creswell (2017), a quantitative research method enables the research strategy to uncover new knowledge in a field where very little is known. Quantitative design also involves the statistical and mathematical tools to derive results such as Coefficient of variation, SPSS, ANOVA and etc (Williams, 2011). Related to this study, the quantitative design will choose to collect the data based on research objective and question will asked on constraints that influenced of women solo travellers experience.

3.3 POPULATION

Population can be explained as a comprehensive group of individuals, institutions, objects with have a common characteristic that researchers wish/ interested to investigate (Kumar, 2013). The population for this research is women in Malaysia between 21-40 years old. Millennials like to spend more on travelling rather than baby boomers.

Researcher choose women in Malaysia between 21-40 years old because Millennials like to spend more on travelling rather than Baby Boomers. This generation has familiar with technology, you can book on your phone and plan your whole trip by using application. Before this traveller has to pick up a guide book and call a hotel to book your stay, or know about a place from other people or word of mouth. Therefore, researcher choose women in Malaysia between 21-40 years old. According to Malaysia Demographic Profile in July 2020, the total of target population on women between 21-40 years old is 6,604,776 peoples.

3.4 SAMPLE SIZE

As name indicates sample size is the total number of samples selected for the study. Sample size refers to the number of participants or observations in a study. The samples of this study are women in Malaysia between 21-40 years old. Refers to the sample size table by Krejcie & Morgan (1970), 384 sample size from women in Malaysia between 21-40 years old will be chosen as respondents to provide adequate level of confidence to this study.

Table 3.1: Sample Size of Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note : N is Population Size   : S is sample size

The formula for the sample size according to Krejcie and Morgan is as shown in figure 3.1.

$$n = \frac{X^2 N p(1-p)}{e^2(N-1) + X^2 p(1-p)}$$

n = sample size

N = population size

e = acceptable sampling error

X^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

Figure 3.1: Formula Sample Size

During data collection, there were only 201 sample sizes from women respondents collected due to limitation of method used to get the respondents. The data of respondents were collected using online platform only because of health crises, COVID-19.

3.5 SAMPLING METHOD

In order to address research questions, it is unlikely that researchers may be able to gather data from all cases. There is also a need to choose a sample. According to Dan Fleetwood (2020), probability sampling is defined as a sampling technique that uses a method based on probability theory to select samples from a larger population. The whole set of cases from which the study of the researcher is taken is the population. In this study, the respondents for this research are selected through non-probability sampling.

Non-probability sampling also known as non-sampling method. Every unit of population does not have a fair chance of participating in the investigation. There is no random selection made. As there was no population founded in any article or journal, so non-probability sampling method, convenience sample would suitable for this research. According to Taherdoost (2016), convenience sampling is a collection of participants who are freely and conveniently available. Convenience sampling is cheap and simple relative to other sampling techniques (Taherdoost, 2016).

In this study, a convenience sampling comprising 384 women was selected. A convenience sample was defined as the use of readily available individuals in a study (LoBiondo-Wood & Haber, 2014). The study finds this sampling is easy to acquire samples, but there is a greater probability of bias than in a random survey.

3.6 DATA COLLECTION PROCEDURE

Data collection procedure is a method of collecting and evaluating information on variables of interest in a structured way that support to answer specified research questions, develop hypotheses and analyze finding (Kabir, 2016). The purpose of all data collection procedure is to collect the consistency of the information that is then converted into valuable data analysis and to provide a compelling and reliable response to the questions that have been asked. Data collection produce is a very complex task that requires proper planning, dedication, persistence, perseverance and more to be necessary to fulfill the project successfully (Ajayi, 2017). Data collection begins with the identification of the type of data required, followed by the selection of a sample from a certain population. According to Paradis (2016), data collection procedure is important, since the technique and methodological approach applied by the researcher dictates how the information gathered is used and what explanations it can produce.

3.6.1 PRIMARY DATA

Information obtained by researchers from the first hand with variables of interest for specific research purposes is defined as raw data. In general, the main data ensure that the most up-to-date information and truthful perspectives are provided to answer hypotheses and research questions (Saunders et al., 2009). Raw data can be collected by distributing

questionnaires, observations and interviews. This study uses descriptive quantitative data. Researchers have distributed closed questionnaires to respondents for data.

3.6.2 SECONDARY DATA

Secondary data is data obtained from existing sources and not originally from the researcher. These data sources are mostly from past research data such as journal, book, case studies, website, online data, library data and internet. Secondary data was used by researcher to find information from journal to write literature review based on research framework constructed. The researcher collected the relevant online journal article through the online search where the article was established by the researchers used as a guide for our research. The required secondary data which have been checked are provided in Chapter 2.

3. 7 RESEARCH INSTRUMENTS

In order to get a complete and precise description of a field of concern, data collection is the systematic approach to capturing and measuring information from a number of sources (Rouse, 2012). Researcher will test the hypotheses, in terms of the information gathered. In this study, researchers will use both primary and secondary evidence to access if the research objective and the research question set out in Chapter 1 can be accomplished

A questionnaire is a study method composed of a collection of questions for the purpose of capturing respondent data. It's possible to think about questionnaires as a type of written interview. Face to face, by telephone, computer or post (McLeod, 2018). A questionnaire is list of questions which are used to gather knowledge about someone or something. It is not used to evaluate data or recognise patterns and trends (Ndukwu, 2020). The questionnaires are classified down into three sections, which are sections A, B and C. Section A is a question of the demographic characteristics of the respondents. Respondents

were asked to describe their gender, ethnicity, age, occupation, level of education and status. Section B is about an independent variable consist of social-culture constraints, personal constrains, security and safety constraint and satisfaction of personal experience. Section C consist of experience of women travelling solo based on constraints faced as shows in table below.

Table 3.2: Type of section and variables involved

Section	Variable
Section A	Demographic profile
Section B	Social-culture constraints
	Personal constraints
	Safety and Security constraints
	Personal experience
Section C	Experience of women travelling solo

To order to measure the validity of this study, the questions must be related to the research objectives, because if the questionnaire is not related to the study, the research is considered to be in valid. The questionnaire will be given in this study using Likert scale format. The question using Likert scale is suitable when the researcher needs to classify how respondents understand about a certain topic (Munir, 2014). For of section of the questionnaires, it consists of Five-Point Likert scale to be used. The five-point Likert scale is a number one to five scale that show never, rarely, sometimes, frequently and always reveals. Rarely is defined as infrequent or extraordinary. It consists of five-point Likert scale to be used for each part of the questionnaires. (See Table 3.3)

Table 3.3: Five-Point Likert Scale

Point of Scale	Level
1	Never
2	Rarely
3	Sometimes
4	Frequently
5	Always

3.8 DATA ANALYSIS

In order to get a complete and precise description of a field of concern, data collection is the systematic approach to capturing and measuring information from a number of sources (MCLauglin, 2020). Our research collect data was the quantitative data. The type of data collected through questionnaire is primary data. According to Sekaran as cited in (Raudenbush, 2002), the level of aggregation of the data collected refers to the unit of analysis for the next step of analysis of the data. Meanwhile data analysis helps the researcher by reducing data to be more manageable, gathered, reviewed, and convenient size.

According to Copper, Schindler, and Sun as cited in (Copper, 2006) defined data analysis as the process of editing and minimizing data which is important to interpret the result to answer the research question. In this study, Statistical Package of Social Science (SPSS) software used to analyse the data collected from questionnaire that were distribute to respondents, followed by Reliability and Validity Analysis, Descriptive Analysis, and Correlation Analysis.

3.8.1 Reliability and Validity

Reliability and validity are concepts that are used to determine study efficiency. They mean how good something is calculated by a method, procedure or evaluation. The continuity

of a measure is about reliability, and the precision of a measure is about validity (Middleton, 2019). Reliability extends to how a system test something consistently. If, in the same conditions, the same outcome can be reliably obtained by using the same methods, the calculation is called accurate and validity applies to how correctly a methodology calculates what it is supposed to calculate. If research is highly credible, that means that findings are generated that relate to real properties, features and variations in the physical or social environment (Middleton, 2019).

Cronbach's alpha was developed to provide a measure of the internal accuracy of a test or scale, which expressed as a number between 0 and 1. Internal consistency defines the degree to which the same definition or construct is evaluated by all the items in a test and is thus linked to the interrelatedness of the items within the test. Internal accuracy can be determined before a test can be used to guarantee relevance for study or examination purposes (Mohsen Tavakol, 2011). Alpha tests via Cronbach to see whether Likert scale surveys with multiple questions are accurate. These questions test latent variables such as: a person's conscientiousness, neurosis or transparency, secret or unobservable variables. In real life, they're very difficult to quantify (Stephanie, 2014).

3.8.2 Pilot Test

Small-scale, experimental trials are pilot studies aimed at testing whether key components of a main sample, normally a randomized controlled trial (RCT), would be feasible. Pilot study can be used to try to predict an optimal sample size for the full-scale project and/or to enhance different aspects of the nature of the research. RCTs also require a lot of time and effort to be carried out, so it is important that researchers have faith in the main measures they can take to prevent losing time and energy while performing this sort of analysis (Cadete, Luiz, 2017)**.**

The aims of the pilot studies must always be related to viability and it is always important to show the key aspect to be evaluated. The section on the process must provide the criterion for performance. For instance: *"if the retention rate of the pilot study exceeds 90%, the main study will be feasible."* The participants in the pilot study, however, need not be included in the full-scale study because if they had already been interested in the study, participants might modify their later actions. These results should be interpreted as *"potential effectiveness"* (Cadete, Luiz, 2017). Pilot test will be conducted to test the questionnaires before distributing to the respondents.

3.8.3 Descriptive Analysis

In this research, descriptive analysis was applied. Descriptive statistics summarize a data set's attributes and group them. A set of responses or findings from a survey or whole population is a data set (Pritha Bandari, 2020). Descriptive statistics are used to present objective explanations in a manageable way with significant number of entities by some measure. In a sensible way, descriptive statistics allow one to simplify vast quantities of data. Each descriptive statistic reduces a vast amount of knowledge to a simpler description (William M.K. Trochim, 2020). In this study, the data will be collected based on Section A of questionnaires that are analysed by using descriptive analysis.

3.8.4 Correlation Analysis

Correlation Analysis is a mathematical tool used to figure out if there is a correlation between two variables/datasets and how deep the connection can be (Emily James, 2020). This is a mathematical methodology used to measure the frequency of the association between two quantitative variables. The result has high correlation when there is a close

relationship between two or more variables, whereas a weak correlation shows the variables are barely related (Monica Franzese, Antonella Iuliano, 2019).

The values can be taken from +1 to -1 by the Pearson correlation coefficient, r. The value of 0 means that the two variables do not have any relation. A value greater than 0 implies a positive association; that is, when one variable's value increases, so does the other variable's value. The negative relation is demonstrated by a value less than 0; that is, the value of the other variable decreases as the value of one variable increases (Stephanie Glen., 2020). The following criteria of Pearson's correlation coefficient have been proposed in Table below.

Table 3.5: The Criteria to interpreting Person's correlation coefficient

Strength of Association	Coefficient, r	
	Positive	Negative
Small	.1 to .3	-0.1 to -0.3
Medium	.3 to .5	-0.3 to -0.5
Large	.5 to 1.0	-0.5 to -1.0

Source: Laerd Statistics (2020)

These criteria are important for the measurement of the measurement of the relationship between the two-variable based on this table and, if the value is 1 or -1, means that all data points are included in the best fit line (Leard Statistics, 2020).

35

3.9 SUMMARY

The results and analysis of the study conducted have shown the answer to the constructed research questions, provide insights on; constraints of solo travellers that influence personal development experiences. While considering the background of this dissertation, especially arguments related to the rising and contemporary journey of women and solos a society evolving into a society at risk, the topics and findings of this dissertation are undeniable up-to-date and valuable, considering the community and the areas of risk research and tourism. In particular the findings presented have provided important knowledge about women's solos tourists 'understanding of the risks, which can further be leveraged by travel service providers and destination management organizations in developing their services and products. These findings also offer a broader understanding of the relationship between risk and society, by expressing the highest perception of risk in today's society in relation to travel, and exhibit behaviours that lead to this perception of risk.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter describes the result and findings of data which was conducted on the data collected from the survey on this study. Data were analysed to examine and identify the relationship of determinant factors with the local tourist's travel destination choice. Thus, the researcher was able to test the hypothesis and answer the research objectives of this study. The data are analysed by Statistical Package for the Social Science (SPSS) and the last result of statistical analysis was presented in this chapter.

4.2 PILOT TEST

Using the Google Form, a pre-test was performed by researchers to 10 respondents to ensure that there were no mistakes in the language, to assess if the respondents could comprehend the question and to determine whether the claim was well described. The following table showed the results of the pilot test. Based on rule of thumb of Cronbach's Alpha Coefficient Range by George & Mallery (2016), any value obtained from the reliability statistics smaller than 0.4 was deemed unfavourable, whereas the value higher than 0.9 was considered to be very precise. All variables from this study were higher than 0.4 so the questionnaire was accepted for this analysis.

Table 4.1: Reliability Statistic of the Pilot Test Analysis

Variable	Cronbach's Alpha	Number of Items
Experiences of women solo travelling (DV)	0.844	9
Social-culture constraints (IV)	0.448	7
Personal constraints (IV)	0.665	7
Security and safety constraints (IV)	0.655	7

Source: SPSS

Based on the pilot test that has been conducted for 10 respondents, the results show that one of the independent variables which were "social-culture constraints" are poor in strength of association. Meanwhile the independent variable of "personal constraints" is 0.665 and security and safety constraints are 0.655 in categories of acceptable. The variable of satisfaction of personal experiences show the Cronbach Alpha with the figure of 0.910 in categories of excellent. The dependent variable, experiences of women solo travelling of this study show the reliability of 0.844 which is in categories of good in the strength of association. Thus, the pilot test proved that one of the independent variable's questions show poor strength of association which were not able to understand by respondents. For this reason, create new questions which able to understand by respondents.

4.3 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Frequency analysis was used in the basic observation of the researcher. The data from Section A of the questionnaire included questions from different demographic variables of

respondents such as age, ethnic, marital status, education level, and occupation. The demographic profiles of the respondents were presented in a table and pie chart structure

4.3.1. Age of respondents

Table 4.2: Age of respondents				
Age	Frequency	Percentage	Valid Percentage	Cumulative Percentage
21 - 25 years old	152	75.6	75.6	75.6
26 - 30 years old	36	17.9	17.9	93.5
31 - 35 years old	7	3.5	3.5	97.0
36 - 40 years old	6	3.0	3.0	100.0
Total	201	100.0	100.0	
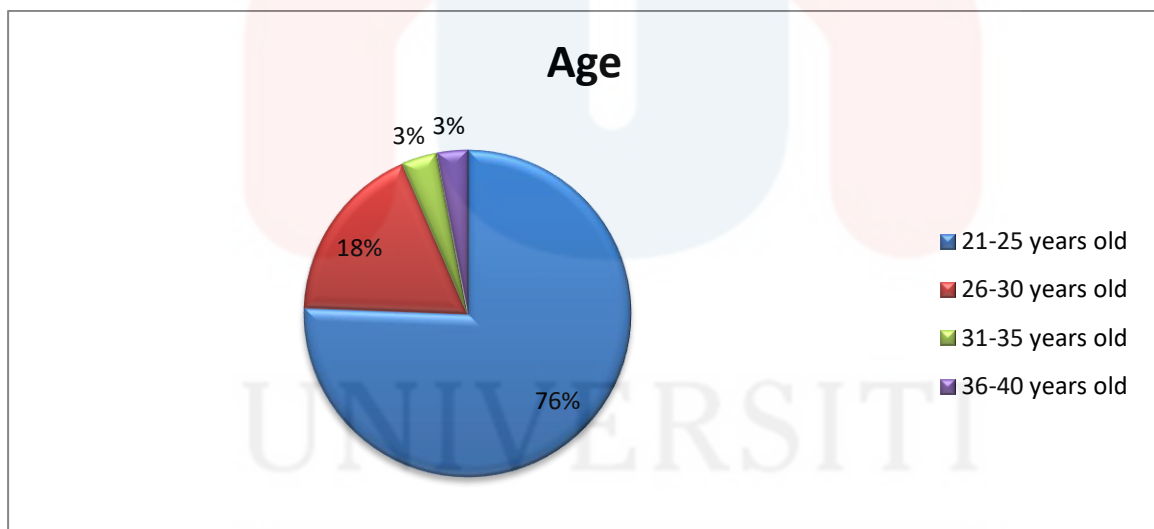
Figure 4.1: Age of respondents

From Table 4.2 and Figure 4.1 shows the age of the respondents and mostly the age group between 21 – 25 years old holds the highest number that is 152 respondents with 75.6 percentage followed by the second highest 17.9 percentage with 36 respondents with the age group 26 – 30 years old. The age group 31 – 35 years old respondents, we had 7 people with 3.5 percentage and lastly for 36 – 40 years old it holds 3.0 percentage that is only 6 people.

4.3.2. Ethnic of respondents

Ethnic	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Malay	148	73.6	73.6	73.6
Chinese	9	4.5	4.5	78.1
Indian	41	20.4	20.4	98.5
Other	3	1.5	1.5	100.0
Total	201	100.0	100.0	

Table 4.3: Ethnic of respondents

Figure 4.2: Ethnic of respondents

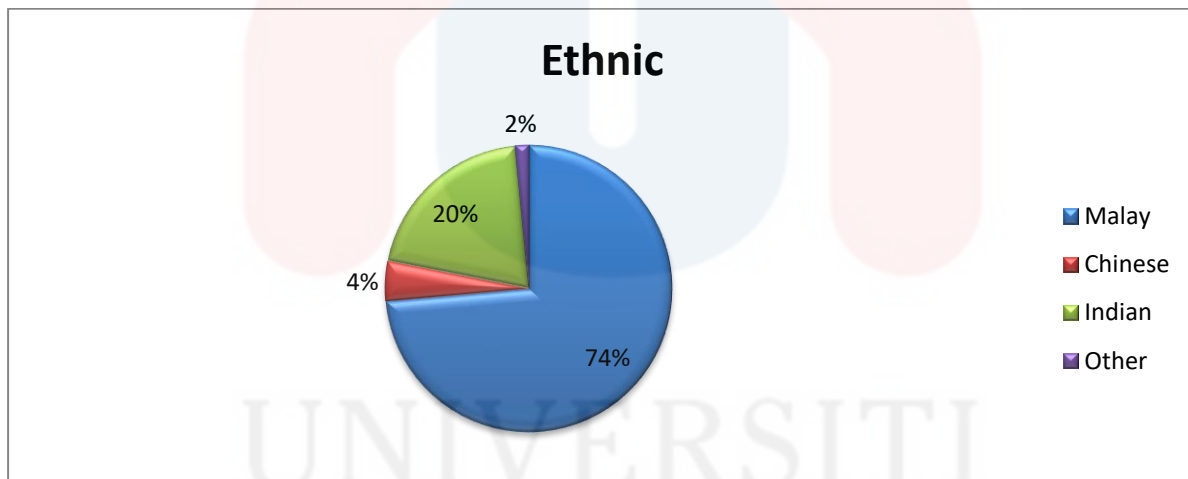Based in the table 4.3 and figure 4.2 show the ethnic of the respondents which consists of Malay, Chinese, Indian and others. Majority of our respondents where Malays consists of 73.6 percentage that is 148 respondents followed by Indians 20.4 percentage that is 41 respondents. As for Chinese respondents, we had had 9 people with 4.5 percentage and lastly

for others it holds 1.5 percentage that is only 3 people who answered the questionnaire from other ethnics.

4.3.3. Marital Status of respondents

Table 4.4: Marital Status of respondents				
Marital status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Single	163	81.1	81.1	81.1
Married	30	14.9	14.9	96.0
Divorced	6	3.0	3.0	99.0
Other	2	1.0	1.0	100.0
Total	201	100.0	100.0	
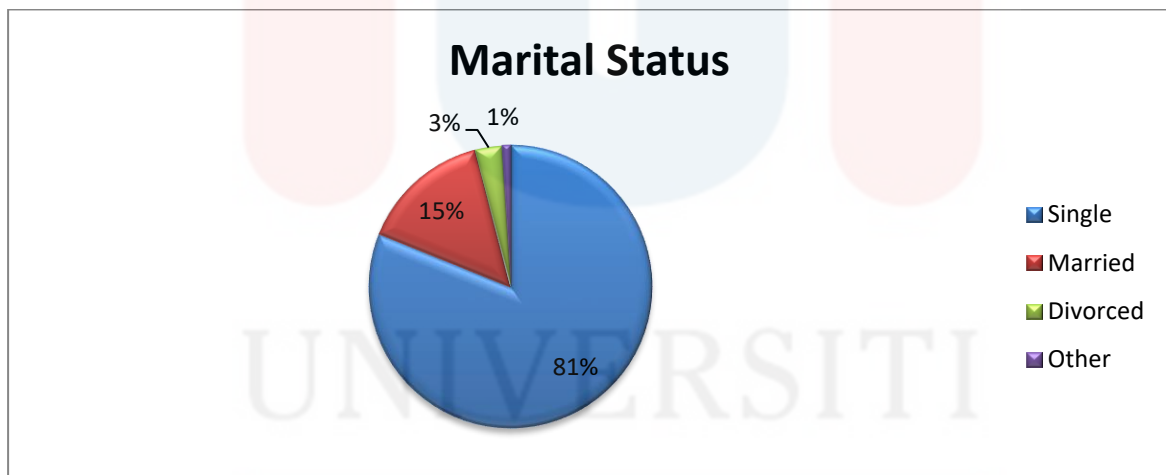
Figure 4.3: Marital status of respondents

As for marital status we have four different categories as shown in the table 4.4 and figure 4.3 above. Marital status consists of dingle, married, divorced and other. The highest marital status was single that is 81.1 percentage with 163 respondents followed by married with 14.9 percentage with 30 respondents. As for divorced marital status respondents, we had 6 people with 3.0 percentage. Lastly, 2 respondents for another category of 1.0 percentage.

4.3.4. Education Level of respondents

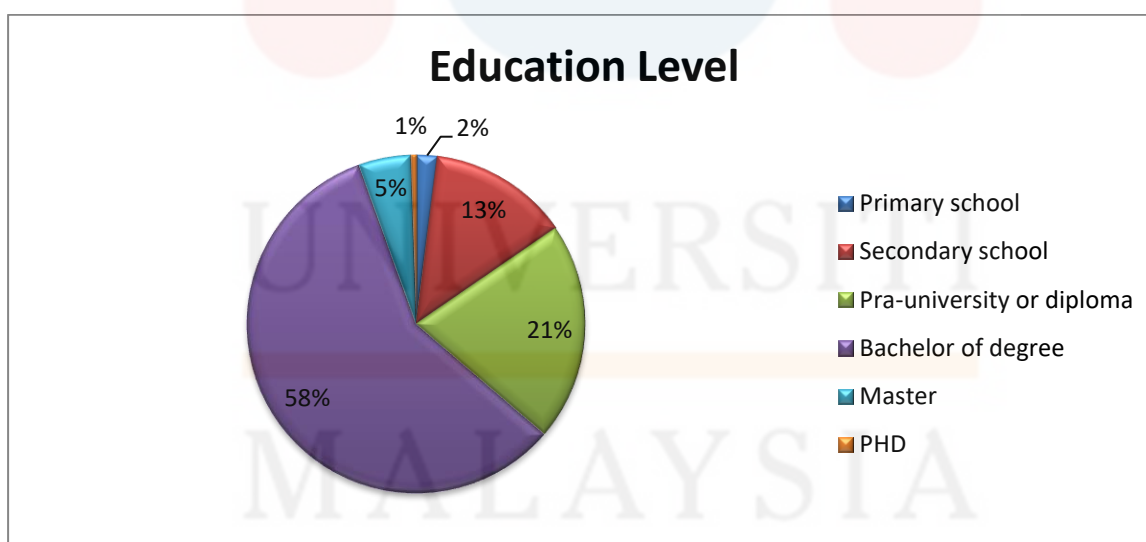| Table 4.5: Education Level of respondents				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Primary school	4	2.0	2.0	2.0
Secondary school	27	13.4	13.4	15.4
Pra-university or diploma	42	20.9	20.9	36.3
Bachelor of degree	117	58.2	58.2	94.5
Master	10	5.0	5.0	99.5
PHD	1	.5	.5	100.0
Total	201	100.0	100.0	

Figure 4.4: Education level of respondents

Based on table 4.5 and figure 4.4 shows the education level of respondents that is

primary school, secondary school, pra-university or diploma, bachelor of degree, master and

PHD. The majority was bachelor of degree students with 58.2 percentage and the number of respondents were 117. The second highest was pra-university or diploma holders consists 42 respondents with 20.9 percentage. The third highest was secondary school holders consists 27 respondents with 13.7 percentage. As for master holder respondents, we had 10 people with 5.0 percentage followed by the primary school holder consists 4 respondents with 2.0 percentage. Lastly, 0.5 percentage where 1 respondent were PHD.

4.3.5. Occupation of respondents

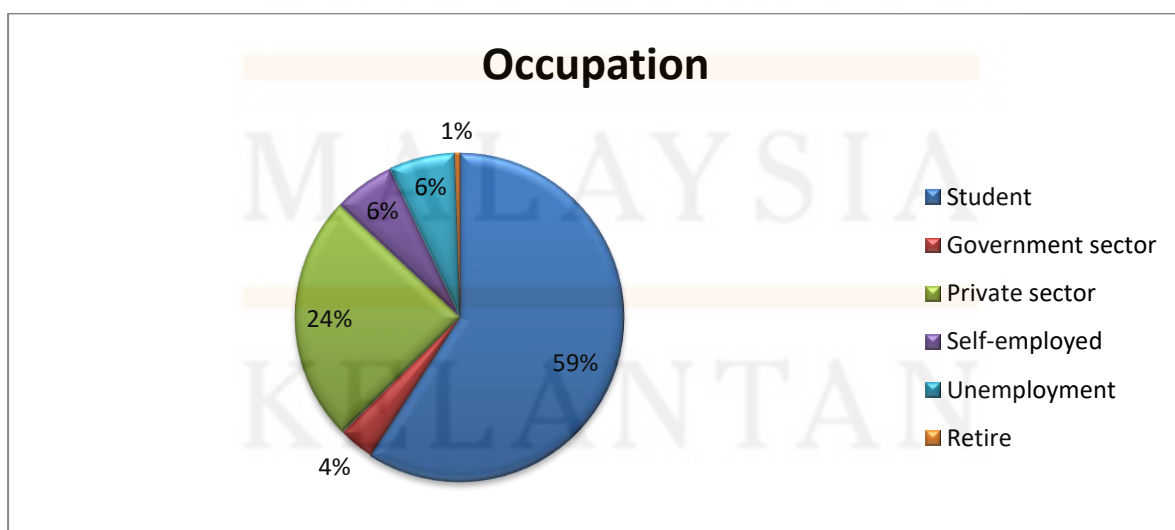| Table 4.3.5: Occupation of respondents				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	119	59.2	59.2	59.2
Government sector	7	3.5	3.5	62.7
Private sector	49	24.4	24.4	87.1
Self-employed	12	6.0	6.0	93.0
Unemployment	13	6.5	6.5	99.5
Retire	1	.5	.5	100.0
Total	201	100.0	100.0	

43

Figure 4.3.5: Occupation of respondents

Table 4.3.5 and figure 4.3.5 shows the occupation of respondents that is students, government sector, private sector, self-employed, unemployment and retire. The majority was students with 59.2 percentage and the number of respondents were 119. The second highest was private sectors consists of 49 respondents with 24.4 percentage. The third highest was unemployment consists of 13 respondents with 6.5 percentage. As for self-employee respondents, we had 12 people with 6.0 percentage followed by government sector with 3.5 percentage with 7 respondents. Lastly, 0.5 percentage where 1 respondent were retiring.

4.4 RESULT OF DESCRIPTIVE ANALYSIS

This research has analysed the mean and standard deviation for section B and C of the questionnaires to find out factors Social-culture Constraints, Personal Constraints, Safety and Security Constraints and   Based on the analysis result, the researcher compared the mean between independent variable and dependent variable for every item in questionnaire. The responses by respondent are scaled by using the 5-Likert Scale which is 1 represent to "Never ", 2 as ''Rarely", 3 as "Sometimes ", 4 as "Frequently" and 5 as "Always". The results of the analysis are shown in following table.

Table 4.7: Descriptive Analysis of Independent variable and Dependent variable

Variables	N	Mean	Standard Deviation	Level or rank
Experience of women travelling solo	9	3.8999	.69371	Very High
Social-Culture Constraints	7	3.8621	.60261	High
Personal Constraints	7	3.3497	.81664	High

Safety and Security Constraints	7	3.7122	.64309	High

Table 4.7 shows, the level of variables for experiences of women solo travelling is highest rank, and highest mean which is 35.10 followed by Social-Culture Constraints has high rank. Next is Personal Constraints ranked high with 25.99 mean. Safety and Security Constraints mean is 27.03 and high rank. The below subsection will be discussed in detail for each variable.

4.4.1 Dependent variable - Experience of women travelling solo.

Table 4.5.1 Descriptive Statistic of Experience of women travelling solo (E)

Variables	Items	Mean	Std. Deviation	Ranks
E1	Travel solo can learn to be independent	4.49	.715	9
E2	Travel solo can guide yourself	4.31	.815	8
E3	Travel solo can save cost	3.74	1.011	4
E4	I expect to continue to choose solo travel compared to travel with friends.	3.54	1.109	2
E5	I can see for myself; travel solo can save time	3.99	.954	6
E6	Travel solo is a lot of fun	3.83	1.082	3
E7	I feel save when travelling alone.	3.19	1.239	1
E8	The risk of travel alone will be borne alone	3.69	.961	5
E9	Travel solo can add to the experience	4.32	.853	7

45

Table 4.5.1 Descriptive Statistic of Experience of women travelling solo (E) shows means for each variable, standard deviation and ranks. The highest mean 4.49 (SD = 0.715) with statement 'Travel solo can learn to be independent'. The lowest mean is 3.19 with standard deviation 1.239 using statement 'I feel save when travelling alone'. The mean value for E2, E3, E4, E5, E6, E8 and E9 were 4.31, 3.74, 3.54, 3.99, 3.83, 3.69 and 4.32 respectively.

4.4.2 Social Culture Constraints

Social constraints mean restrictions or compulsions imposed by society, it can include formal practice such as government regulations or informal norms including culture preferences.

Table 4.5.2 Descriptive Statistic of Social-culture Constraints (S)

Variables	Items	Mean	Std. Deviation	Ranks
S1	Language barrier for communication is a common factor when travel solo	3.85	1.048	2
S2	Unfamiliar place brings challenges for solo traveller to explore	4.04	.981	4
S3	Parental blessings are important before going for travel	4.27	.927	6
S4	Cultural made solo travelling less enjoyable	3.01	1.239	1
S5	Solo travelling gives exciting moment	4.04	1.048	3
S6	Women solo traveller learn about 4 traditions while travel	4.03	.929	5

		3.78	.924	7
S7	Women solo traveller are not depending on others thought	3.78	.924	7

Table 4.5.2 shows highest mean for social-culture constraints is 4.27 (SD = 0.927) which is '*Parental blessings are important before going for travel*'. The lowest mean is 3.01 with standard deviation 1.239 which is ranked 1. In this study social-culture constraints are related to woman's social roles and expectations.

4.4.3 Personal Constraints

Personal constrains revolve around personal limitations and restrictions based on self-perception, beliefs and attitude of women (Wilson & Little, 2005).

Table 4.5.3 Descriptive Statistic of Personal Constraints (P)

Variables	Items	Mean	Std. Deviation	Ranks
P1	Hard to get great experience when travel solo	2.98	1.227	3
P2	Travel solo using a lot of money	3.32	1.217	1
P3	Woman travel solo feel lonely and emotional	3.03	1.226	2
P4	Afraid to try the traditional food of the place visited	3.13	1.272	4
P5	Traveling alone makes women often think about their safety	4.10	1.044	7
P6	Lack of experience at new places	3.72	1.045	6

P7	Woman has not enough skill to travel solo	3.16	1.160	5

Table 4.5.3 shows mean, standard deviation and ranked for statement that used to measure in personal constraints. There were seven questions for personal constraints. The highest mean is 4.10 with standard deviation 1.044 at ranked 7 with statement '*Traveling alone makes women often think about their safety*'. The lowest mean is 2.98 (SD = 1.227) with statement '*Hard to get great experience when travel solo*' at rank 1.

4.4.4 Safety and Security Constraints

It is the prime concerns for every female traveller before travelling to any destination or during their trips since woman is an easy target for many criminals' activities (Wilson & Little,2005)

Table 4.5.4 Descriptive Statistic of Safety and Security Constraints (SS)

Variables	Items	Mean	Std. Deviation	Ranks
SS1	It was difficult for me to find a companion to travel	3.33	1.128	1
SS2	Visiting an4 country for treatment needs a lot of money	4.01	.828	6
SS3	Getting a travel document for treatment was not easy	3.81	.863	5
SS4	Flight connectivity from my home country to a certain country was not good	3.26	1.107	2

SS5	I would worry about pick-pockets and petty thieves.	4.15	.915	7
SS6	Cultural differences could be a source of misunderstandings and problems.	3.66	.963	4
SS7	Language barriers could be a source of misunderstandings and problem	3.76	1.006	3

Table 4.5.4 shows the result of descriptive statistic for safety and security constraints. There were seven questions. The highest mean is 4.15 with standard deviation 0.915 by using statement '*I would worry about pick-pockets and petty thieves.*' Meanwhile, the lowest mean is 3.33 with standard deviation 1.128 using statement '*It was difficult for me to find a companion to travel*'.

4.5 RELIABILITY TEST

According to Bhatnagar, Kim & Many, 2014; George & Mallery, (2002) the closer reliability coefficient gets to 1.0, the better it is, and those values over 0.80 are considered as good. Those values in 0.70 are considered as acceptable and those reliability values less than 0.60 are considered to be poor (Bhatnagar, Kim & Many, 2014; George & Mallery), (2002). The Cronbach' Alpha value lies within the range 0 to 1 and the analysis that is the most widely used for researcher to measure the internal consistency on the scale of measurement. Basically, internal reliability value higher than 0.6 are read as acceptable with standards below 0.6 being undesirable, even though as with critical alpha level, there are much argument about the practical exclusive to these classic rules (Bhatnagar, Kim & Many, 2014; George & Mallery, 2002).

Table4.5.4: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variables	Number of questions	Cronbach's alpha coefficient
Social-culture constraints	7	.690
Personal constraints	7	.823
Safety and security constraints	7	.781
Experience of women travelling solo	9	.847

Source: SPSS

Table 4.5.4 showed the result of reliability analysis for all the variables. The Cronbach's Alpha coefficient value for social-culture constraints is 0.690. In terms of personal constraints, the Cronbach's Alpha coefficient value is 0.823. While the safety and security constraints show the value of Cronbach's Alpha coefficient is 0.781. Consequently, the questionnaire is acceptable and can be used in the study.

4.6 RELATIONSHIP BETWEEN TWO VARIABLES

In this analysis, Pearson's correlation was used by the researcher. Pearson correlation (r) is used for calculating the frequency and orientation of the linear interaction between the two variables which is dependent variable Experiences of women travelling solo and independent variable (Social-culture Constraints, Personal Constraints and Safety and Security Constraints). Pearson's correlation used to measure the strength of the relationship

between the independent variable and dependent variable by depending in its correlation size (Piaw, 2006). The table shows guideline coefficient correlations and strength of relationship used by the researchers.

Table 4.17: Pearson's Correlation Table

Correlation Coefficient (r)	Strength of Relationship
.00	No correlation
.01 to .30 (-.01 to -.30)	Very weak
.31 to .50 (-.31 to -.50)	Weak
.51 to .70 (-.51 to -.70)	Moderate
.71 to .90 (-.71 to -.90)	Strong
.90 to 1.00 (-.90 to 1.00)	Very strong

Source: (Piaw 2006)

4.6.1 The relationship between Experiences of women travelling solo and Social-culture Constraints.

HI: There is a significant relationship between social-culture constraints with experiences of women solo travelling.

Table 4.6.1.1: Correlation Analysis for Hypothesis 1

Correlations			
		Social-culture Constraints	Experiences of women travelling solo
Social-culture Constraints	Pearson Correlation	1	.451
	Sig. (2-tailed)		.000

51

	N	201	201
Experiences of women travelling solo	Pearson Correlation	.451**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

Sources: SPSS

Table 4.6.1 shows the result correlation analysis for the relationship between Social-Culture constraint and women solo traveller experience. The result shows this relationship is **weak with the correlation coefficient of .451.** The p value of the social-culture constraints with experiences of women travelling solo is .000 which is less than the very significant level at .001. Therefore, the **hypothesis is accepted.**

4.6.2 The Relationship between Experiences of women travelling solo and Personal Constraints

H2 - There is significant relationship between Personal Constraints and Experiences of women travelling solo.

Table 4.6.2.1: The Correlation Analysis for Hypothesis 2

Correlations			
		Personal Constraints	Experiences of women travelling solo
Personal Constraints	Pearson Correlation	1	**.171***
	Sig. (2-tailed)		.015
	N	201	201
Experiences of women travelling solo	Pearson Correlation	.171*	1
	Sig. (2-tailed)	.015	
	N	201	201

**Correlation is significant at the 0.05 level (2-tailed).

Table 4.6.2 shows the result correlation analysis for the relationship between personal constraints and women solo traveller experience. The result for this relationship shows **very weak with the correlation coefficient of .171.** The p value of the personal constraints with experiences of women travelling solo is .015 which is more than the very significant level at .005. Therefore, the **hypothesis is accepted.**

4.6.3 The Relationship between Experiences of women travelling solo and Safety and Security Constraints

H3 - The Significant Relationship between Safety and Security Constraints and Experiences of women travelling solo.

Table 4.6.3.1: The Correlation Analysis for Hypothesis 3

Correlations		Safety and Security Constraints	Experiences of women travelling solo
Safety and Security Constraints	Pearson Correlation	1	**.394****
	Sig. (2-tailed)		.000
	N	201	201
Experiences of women travelling solo	Pearson Correlation	.394**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

Table 4.6.3 shows the result correlation analysis for the relationship between safety and security constraints and women solo traveller experience. The result for this relationship

is **weak with the correlation coefficient of 0.394.** The p value of the personal constraints with experiences of women travelling solo is .001 which is more than the very significant level at .005. Therefore, the **hypothesis is accepted.**

4.7 DISCUSSION

The purpose of the discussion is to interpret and describe the result of data analysis from the previous chapter and develop a better understanding towards research problem. Thus, the discussions are related with the research questions presented in chapter 1. Besides, findings of this research will also be discussed briefly about the correlation test between three independent variables and dependent variables.

Based on the result of correlation analysis presented, a significant relationship exists between both variables. Social culture constraint is positively correlated with women solo traveller experience and they carry out moderate relationship with 0.586 or 58%. Since the significant levels of both variables are 0.000 showed highly significant, H1 is proven and acceptable and the research objective is supported. This result is supported from previous study that found the constraint of pursuing solo travellers' part of the travel pattern is a source of concern (Hanaa Osman, 2019).The key reason is for their own protection as the victim, as well as the security of the destination which makes women's travel insecure.

Hypothesis 2 was analysing how personality constraint affect among the woman solo travellers. Personality constraint are positively correlated with the experiences of woman solo travelling and they carry out with low relationship with 0.171 or 17%. Since the significant levels of both variables are 0.015 showed significant, H2 is proven and acceptable and the research objective is supported. This result is supported from previous study that found the

social culture constraint includes restrictions resulting from the social and cultural settings in which women live and experience solo travel Such sociocultural limits are related to the effect of societal expectations, women's duties and obligations, other people's opinions of their trip, and unwelcome attention when travelling (Wilson E. , 2005).

Based on the correlation analysis presented, a significant relationship exists between both variables. Safety and security constraints are positively correlated with the experience of women solo travelling and they carry out relationship with 0.350 or 35%. Since the significant levels of both variables are 0.000 showed significant, H3 is proven and acceptable and the research objective is supported. This result is supported from previous study that safety and security was rarely a reason to cancel a whole trip, although there were destinations participants did not feel safe to visit (Ahokas, 2017).

Table 4.22 appears the summary for hypothesis testing in this research and the result appeared that all hypotheses expressed were acknowledged at 0.01 significant level.

Table 4.22 Summary for Hypothesis Testing

Hypothesis	Pearson's Correlation result
H1- There is a positive relationship between social-culture constraint and Women solo traveller experience.	r = 0.586, p < 0.01 (supported)
H2- There is a positive relationship between personality constraint and Women solo traveller experience.	r = 0.171, p < 0.01 (supported)
H3- There is a positive relationship between safety and security constraints and Women solo traveller experience.	r = 0.350, p < 0.01 (supported)

4.8 SUMMARY

Overall, this chapter has analysed the details methodology of conduct the research. This research has applied the methods of data collection such as mean score and standard deviation test, descriptive statistic of the variables, correlation, relationship between two variables and discussion of this research paper. The next chapter will show the result of the analysis of the field data and interpretation on the research findings which discuss about the limitation of doing this research.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss recapitulation of the study findings, discussion on the research question, limitations, and recommendations follow by implications carried out this research and closed by conclusion for whole research.

5.2 RECAPITULATION OF THE FINDINGS

This research is done to determine influencing solo traveller constraints on personal development experiences among women. The variables include social-culture constraints, personal constraints and safety and security constraints. The population for this research is women in Malaysia between 21-40 years old. Questionnaires consisted of 35 questions which included demographic of respondents, independent variables and dependent variables are distributed to women solo traveller in Malaysia in order to collect data. The data collected from respondents was proceed with the Statistical Package for the Social Sciences (SPSS) Data collected from 201 respondents though using convenience sampling method. Research analysis that was used are reliability analysis Cronbach's Alpha, descriptive analysis and Pearson Correlations Coefficient and frequencies distribution to answer the research question for this study.

This research conducted with three independent variables, which are social-culture constraints, personal constraints and safety and security constraints that influences Personal experience of women solo traveller as dependent variable. There are three research

hypotheses were investigated in this study. A pilot test has been conducted to test the reliability of the questionnaire. A pilot test has been conducted to test the reliability of the questionnaire. Table 4.1 proved that one of the independent variable's questions show poor strength of association which were not able to understand by respondents. For this reason, create new questions which able to understand by respondents. Based on the data showed in Table 4.2, we found that most of the respondents are 21-25 years old age group women who were singles. Majority of the respondents are Malays those who often in solo traveling. Besides, it is about half of the respondents are having Bachelor of Degree. A sizeable number of respondents was students. All the hypotheses in this study are supported and accepted.

5.3 DISCUSSION ON RESEARCH QUESTION

5.3.1 Research Question 1: *How to determine the relationship between social-cultural constraints and personal development in among women solo traveller?*

The first objective is to determine the relationship between social-cultural constraints towards experiences of women travelling solo. Based on the findings in data analysis indicated there is a high significant relationship between the social culture constraints and experiences of women solo travelling (p-value=.000 r=0.451). Therefore, the result is significant and weak correlation coefficient between the variables

According to Henderson (2013), unwanted attention and distractions are also expressed as constraint factors on women's solo travel experiences. Many women consider themselves sexually "available" simply because they travel alone without the accompaniment of men. As found in the study by Gmail (2018), socio-cultural constraints are formed from the social environment and cultural norms in which women live.

5.3.2 Research Question 2: *Is there any relationship between personal constraints and personal development among women solo traveller?*

The second objective is to investigate the relationship between personal constraints towards experiences of women travelling solo. Based on the findings in data analysis indicated there is a high significant relationship between the personal constraints and experiences of women solo travelling (p-value=0.015 r=0.171). Therefore, the result is high significant and weak correlation coefficient between the variables.

Personal constraints come in many forms. Although most are behavioural, now and then there will be a physical or intellectual constraint so distracting that it works against everything else you may be doing to get ahead in life. Relationship satisfaction, conflict response, and perceived relationship bonds are examined as predictors of personal commitment and constraints in close relationships (Wilson and Little, 2013).

5.3.3 Research Question 3: *How to examine the relationship between safety and security constraints and personal development among women solo traveller?*

The last objective is to examine the relationship between safety and security constraints towards experiences of women travelling solo. Based on the findings in data analysis indicated there is a high significant relationship between the safety and security constraints and experiences of women solo travelling (p-value=.000 r=0.394). Therefore, the result is high significant and weak correlation coefficient between the variables.

Women travelers tend to place and have more emphasis on their safety and security constraints (Jordan & Aitchison, 2008; Hsu & Huang, 2008). Westwood, Pritchard and Morgan's (2000) study of travelling businesswomen revealed that female travellers were far

more concerned about their physical safety than were male business travellers, particularly with regard to their solo status in isolated areas and after dark.

5.4 IMPLICATION /CONTRIBUTION

This research is about the constraints of solo travelers that influence personal development. Therefore, this specific study has a number of practical implications for female solo travelers. Travel can boost confidence. Travelling is one of the most powerful experiences a person can have. Especially when travelling alone. While leaving one's comfort zone, one should trust one's instincts, be confident in one's judgment, and accept possibilities that can broaden one's personal limitations. Often, it will catch our attention and realize that the things we worry about are not so scary.

In terms of theoretical, the findings have offered vital information concerning women's lone traveller risk perceptions, which may be used by travel service providers and destination management organizations to improve their services and goods. These findings also provide a deeper knowledge of the link between risk and society, as they indicate the greatest level of risk perception today regarding travel, as well as the behaviour that led to this level of risk perception. More importantly, this study has opened new avenues in travel knowledge to look at women's leisure activities, signalling that woman are more firmly and uniquely constrained than males due of their place in a gendered culture.

From a practical standpoint, this study benefits the tourism sector, particularly travel agencies, tour operators, and destination managers that cater to female solo visitors. Female solo travelers' self-descriptions based on their solo travel past might be highly important information for the industry to better understand their travel possibilities.

5.5 LIMITATION

The study had some limitations that should be addressed in future studies. First, the sample size. In this study, the sample size was relatively small, and the number of respondents were below target of sample size from Krejci and Morgan table. It is become biased and not generalizability to represent the true population of female solo travellers. Besides that, the study's limitations include a lack of nonverbal communication, as well as privacy and access difficulties during this pandemic covid-19. Because the study relied solely on questionnaire survey data for relevant analysis, the study's selection of indicators was hampered by a lack of available data sources. Data was obtained via an online survey, which is a Google form for the simplicity of accessing and reaching out to varied respondents among Malaysian single female visitors.

Furthermore, the correctness of the response is dependent on the participants' willingness to answer honestly and thoroughly. Several responders did not provide their complete attention when answering the questions. Besides that, some individuals (respondents) may be hesitant to reveal sensitive or unpleasant topics, or they may be concerned about the security of personal information obtained online. We couldn't tell if this was the issue, but it was identified as one of the most difficult obstacles for qualitative researchers during a pandemic when face-to-face interviews were restricted. Because a big proportion of respondents are students, we should inquire about their trip destinations and whether or not they like travelling. This is done to improve the accuracy of the target respondents for this study. The majority of them are from University Malaysia Kelantan. Future research will be carried out to gain clear results on the influencing solo traveller constraints on personal development.

5.6 RECOMMENDATION FOR FUTURE STUDY

By considering the limitation of this study, there were a few recommendations for future study. First, the future studies should enhance the sample size to improve the generalizability of the study results. Second, the future studies are recommended to compare female group, who have different levels of exposure and socio-demographic profiles. For example, the study between female who choose to travel solo and those who do not; or between females and male to identify the different experience from these constraints faced. Third, the future study should find out other factors would be influencing their experiences during solo travelling. In general, this study was able to provide preliminary findings and can be used as a foundation for future research on female solo travellers in Asia and specifically in Malaysia.

5.7 SUMMARY

At its finest, solo travel is gloriously self-indulgent, eat whatever and whenever you want, spend as much or as little time in a destination as you want, bypass the tourist traps, and sign up for the truly cheesy. It is a period when they just have to make sacrifices with themself. People traveling alone will discover that they are pushing themselves a little harder in certain circumstances and allowing themselves a break in others. Following that, the women solo experience was examined in the context of mass tourism and the constraints faced by them. Many of these women's problems stemmed from social expectations of "proper" female conduct and responsibilities. These obstacles and limitations have hampered their ability to travel and learn about different cultures and environments. As conclusion, this chapter discussed about the conclusion of the study, which is recap of the findings, discussion on research questions which is research question 1, 2, 3 and 4, implication or contribution, limitation, and recommendation for future study.

APPENDIX A

APPENDIX B

THE INFLUENCING SOLO TRAVELER CONSTRAINTS ON PERSONAL DEVELOPMENT EXPERIENCE

Dear Respondent;

We are third year students from University Malaysia Kelantan (UMK), Faculty of Hospitality, Tourism and Wellness, continuing Degree in Bachelor of Entrepreneurship (Tourism) with honors. As a part of the Final Year Project (FYP) we are currently conducting a survey on The Influencing Women Solo Traveler Constraints on Personal Development Experience. We hope you can help us by completing the questionnaire below. Your personal details will not be exposed to the public as it is strictly used for research and academic purpose only. Your participant to this study is greatly appreciated.

Prepared by,
NURAFYRRA BINTI JOHA (H18A0437)
DIVEIGA A/P POOBALAN (H18A0100)
AINNUR ARISSA BINTI ABU ARIS (H18A0032)
NORAZNI AZIKIN BINTI NORHISHAM (H18A0331)
* Required

Section A :
Demographic

> Please answer all the questions and choose the appropriate answer.

1. Age *

   Mark only one oval.

   ( ) 21 - 25 years old

   ( ) 26 - 30 years old

   ( ) 31 - 35 years old

   ( ) 36 - 40 years old

Sample 1 : Questionnaire

2. Ethnic *

Mark only one oval.

- ( ) Malay
- ( ) Chinese
- ( ) Indian
- ( ) Other

3. Marital Status *

Mark only one oval.

- ( ) Single
- ( ) Married
- ( ) Divorced
- ( ) Other

4. Education Level *

Mark only one oval.

- ( ) Primary School
- ( ) Secondary School
- ( ) Pra- University or Diploma
- ( ) Bachelor of Degree
- ( ) Master
- ( ) PHD

65

Sample 2 : Questionnaire

5. Occupation *

Mark only one oval.

- ◯ Student
- ◯ Government Sector
- ◯ Private Sector
- ◯ Self-employed
- ◯ Unemployment
- ◯ Retire

INSTRUCTION

For each statement, indicate the extent to which you agree or disagree with by selecting one number from the scales provided. Choose one response for each statement by using the following criteria:

Section B : Social-culture constraints, personal constraints, security and safety constraint and satisfaction of personal experience.

Five Likert Scale
1. Never
2. Rarely
3. Sometimes
4. Frequently
5. Always

Part 1 : Social-culture Constraints

6. 1. Language barrier for communication is a common factor when travel solo *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 3 : Questionnaire

7. **2. Unfamiliar place bring challenges for solo traveler to explore ***

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

8. **3. Parental blessings are important before going for travel ***

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

9. **4. Cultural made solo travelling less enjoyable ***

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

10. **5. Solo travelling give exciting moment ***

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 4 : Questionnaire

11. 6. Women solo traveler learn about other traditions while travel *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

12. 7. Women solo traveler are not depending on other's thought *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Part 2 : Personal Constraints

13. 1. Hard to get great experience when travel solo *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

14. 2. Travel solo using a lot of money *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 5 : Questionnaire

68

15.   3. Woman travel solo feel lonely and emotional *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Always

16.   4. Afraid to try the traditional food of the place visited *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Always

17.   5. Traveling alone makes women often think about their safety *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Always

18.   6. Lack of experience at new places *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Always

Sample 6 : Questionnaire

19. 7. Woman has not enough skill to travel solo *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Part 3 : Security and safety constraints

20. 1. It was difficult for me to find a companion to travel *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

21. 2. Visiting another country for treatment needs a lot of money *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

22. 3. Getting a travel document for treatment was not easy *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 7 : Questionnaire

23.   4. Flight connectivity from my home country to a certain country was not good *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

24.   5. I would worry about pick-pockets and petty thieves. *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

25.   6. Cultural differences could be a source of misunderstandings and problems. *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

26.   7. Language barriers could be a source of misunderstandings and problem *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 8 : Questionaire

71

INSTRUCTION
For each statement, indicate the extent to which you agree or disagree with by selecting one number from the scales provided. Choose one response for each statement by using the following criteria:

Section C :
Experience of
women
travelling solo

Five Likert Scale
1. Never
2. Rarely
3. Sometimes
4. Frequently
5. Always

27.   1. Travel solo can learn to be independent *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

28.   2. Travel solo can guide yourself *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

29.   3. Travel solo can save cost *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 9 : Questionnaire

30.   4. I expect to continue to choose solo travel compared to travel with friends. *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

31.   5. I can see for myself, travel solo can save time *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

32.   6. Travel solo is a lot of fun *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

33.   7. I feel save when travelling alone. *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

Sample 10 : Questionnaire

34.   8. The risk of travel alone will be borne alone *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

35.   9. Travel solo can add to the experience *

Mark only one oval.

	1	2	3	4	5	
Never	◯	◯	◯	◯	◯	Always

This content is neither created nor endorsed by Google.

Google Forms

Sample 11 : Questionnaire

REFERENCES

Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. *Benue State University*.

Ahokas, S. (2017). Safety of female travellers. Thesis Degree Programme from University of Applied Sciences.

Andrews, T. M. (2016). It's official: Millennials have surpassed baby boomers to become America's largest living generation. Retrieved from https://www.washingtonpost.com/news/morning-mix/wp/2016/04/26/its-officialmillennials-have-surpassed-baby-boomers-to-become-americas-largest-livinggeneration/?utm_term=.18d1ea4fff01

Andrews, D. (2015). In her own way. Retrieved April 12, 2019, from https://www.ttgasia.com/2014/05/30/in-her-own-way/

Berdychevsky, L., Poria, Y., & Uriely, N. (2013). Sexual behavior in women's tourist experiences: Motivations, behaviors, and meanings. *Tourism Management*, *35*, 144-155.

Berdychevsky, L. (2016). Antecedents of young women's sexual risk taking in tourist experiences. *The Journal of Sex Research*, 53(8), 927-941.

Berdychevsky, L., Gibson, H. J., & Bell, H. L. (2013). Girlfriend getaways and women's well-being. *Journal of Leisure Research*, 45(5), 602-623.

BfS (2005). Bundesamt für Statistik — 01 Bevölkerung. retrieved on 25 September 2006. Available at http://www.bfs.admin.ch/bfs/portal/de/index/themen/01.html

Bianchi, C. (2016). Solo holiday travellers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research*, 18 (2), 197-208

Bond, M. (2015). Women travel statistics explained by travel expert. Retrieved November 14, 2020, from http://gutsytraveler.com/women-travel-statistics-

Bond, M. (2017). Women travel statistics and women travel trends. Retrieved from https://gutsytraveler.com/women-travel-statistics-women-travel-trends/

Brown, L., and Osman, H. (2017). The female tourist experience in Egypt as an Islamic destination, *Annals of Tourism Research*, 63, 12-22

Buchanan, I, and A. Rosetto (1997). "With my swag upon my shoulder: A comprehensive study of international backpackers to Australia." Occasional Paper No. 24. Canberra: Bureau of Tourism Research.

Caruana, R., Crane, A., & Fitchett, J. A. (2008). Paradoxes of consumer independence: a critical discourse analysis of the independent traveller. Marketing Theory, 8(3), 253-272

Chen, G., Bao, J., & Huang, S. (2014). Segmenting Chinese backpackers by travel motivations. International Journal of Tourism Research, 16(4), 355-367.

Cheng, I. M. (2007) A comparative study of travel behaviour of single and multidestination travellers from Mainland China in Macau, China Tourism Research, 3(4), 449–477.

Chiang, C.-Y., & Jogaratnam, G. (2006). Why do women travel solo for purposes of leisure? Journal of Vacation Marketing, 12(1), 59–70.

Cadete, Luiz. (2017, July 31). *What is a pilot study?* Retrieved from Students 4 Best Evidence: https://s4be.cochrane.org/blog/2017/07/31/pilot-studies/

Chiang and Jogaratnam 2006. (n.d.). *The travel motivations and experiences of female Vietnamese solo travellers.* Retrieved from https://www.researchgate.net/publication/336079135_The_travel_motivations_and_experiences_of_female_Vietnamese_solo_travellers

Chung, J. Y., Baik, H. J., & Lee, C. K. (2016). The role of perceived behavioural control in the constraint-negotiation process: the case of solo travel. *Leisure Studies*, *36*(4), 481-492.

Chlaidze, R. (2000). Research of the Recreational Needs and Socio-Psychological Characteristics of the Users on the Tourism Services Market of Latvia. Proceedings from the International Conference Integration of practice, education and research in tourism: experience and analysis, Riga, 75-79.

Cockburn-Wootten, C., Friend, L., & McIntosh, A. (2006). A discourse analysis of representational spaces: Writings of women independent traveller. Tourism: *An International Interdisciplinary Journal*, 54(1), 7-16.

Cresswell, T. (2013). *Place: A short introduction*. John Wiley & Sons.

Danielsson, J. and M. Lohmann (2004). "Nachfrageseitige Urlaubstrend." In Erlebniswelten und Tourismus, edited by Institut für Mobilitätsforschung (ifmo). Berlin: Springer.

Definitions.net. (2020). *Definitions for Personal experience.* Retrieved from https://www./definition/Personal+experience

Durko & Stone . (2017). *A Typology of Solo Independent Women Travellers.* Retrieved from https://www.researchgate.net/publication/229509464_A_Typology_of_Solo_Independent_Women_Travellers

Emily James. (2020). Retrieved from hecreativebranch.com: https://blog.flexmr.net/correlation-analysis-definition-exploration

Fearis, B. (2009). Ladies First? Buying Business Travel, 41.

Fendt, L. S., & Wilson, E. (2012). 'I just push through the barriers because I live for surfing': how women negotiate their constraints to surf tourism. *Annals of Leisure Research*, *15*(1), 4-18.

Fleetwood, D. (2020). Blogs by Dan Fleetwood - Page 13. Retrieved December 24, 2020, from https://www.questionpro.com/blog/author/dan/page/13/

Fullagar, S. (2011). *Travelling with and beyond depression: Women's narratives of recovery and identity.* In Dimitrios Buhalis & Simon Darcy (eds.). Accessible tourism: Concepts and issues, (pp.123-138). New York, Channel View Publications

Galles, K. (2017). Getting to know the solo woman traveler. Retrieved from https://www.wexinc.com/wex-travel/getting-know-solo-woman-traveler/

Gamil, R. E. (2018). The Tourist Experience of The Egyptian Solo Woman Traveler: An Exploratory Study.

Getas (1978). "Motivation, Lebensgefühl, Lebensgestaltung von Alleinlebenden." In Singles, edited by H. Schreiber. München.

Gilbert, D., & Hudson, S. (2000). Tourism demand constraints: A skiing participation. *Annals of Tourism Research*, *27*(4), 906-925.

Goldman, B. M., & Kernis, M. H. (2002). The role of authenticity in healthy psychological functioning and subjective well-being. *Annals of the American Psychotherapy Association*, 5(6), 18-20

Gountas, J. and S. Gountas, S. (2001). "A new psychographic segmentation method using Jungian MBTI variables in the tourism industry." In Consumer Psychology of Tourism, Hospitality and Leisure, edited by Mazanec, J., Crouch, G., Brent Ritchie, J., and Woodside A. Oxford, UK, CABI. 2, 215-230.

Harris, C., & Wilson, E. (2007). Travelling beyond the boundaries of constraint: Women, travel and empowerment. *Tourism and gender: Embodiment, sensuality and experience*, 235-250.

Heimtun, B., & Abelsen, B. (2013). Singles and solo travel: Gender and type of holiday. *Tourism Culture & Communication*, 13(3), 161-174.

Henderson, K. A. (2013). Routledge Handbook of Leisure Studies. In T. Blackshaw (Ed.). UK: Routledge

Henderson, K. A., & Gibson, H. J. (2013). An integrative review of women, gender, and leisure: Increasing complexities. *Journal of Leisure Research*, 45(2), 115– 135.

Hsu, C. H. C., & Huang, S. (2008). *Travel motivation: a critical review of the concept's development*. In A. G. Woodside & D. Martin (Eds.), Tourism management: analysis, behaviour and strategy. Wallingford, UK CAB International

Huang, F. Y. (2008) 'Western and Asian Backpackers in Taiwan: Behaviour, Motivation and Cultural Diversity', pp. 171–81 in J. Cochrane (ed.) Asian Tourism: Growth and Change. Oxford: Elsevier.

Hudson, S. (2000). The segmentation of potential tourists: Constraint differences between men and women. *Journal of Travel Research*, 38 (4), 363-368

Hyde, K. F., & Lawson, R. (2003). The nature of independent travel. *Journal of Travel Research*, *42*(1), 13-23.

International Women's Travel Center. (2017). 2017 List of 10 most dangerous countries for women travelers. Retrieved from http://www.internationalwomenstravelcenter.com/articles/2017-list-of-10-mostdangerous-countries-for-women-travelers

IRTS 2008, 2.4. (n.d.). *Basic concepts and definitions.* Retrieved from https://unstats.un.org/unsd/tradeserv/Workshops/Chisinau/docs/05%20a%20-%20UNWTO-Basis%20concepts.pdf

Jackson, E. L. (2000). Will research on leisure constraints still be relevant in the twenty-first century?. *Journal of leisure Research*, *32*(1), 62-68.

Jiménez-Esquinas,G. (2017). This is not only about culture: on tourism, gender stereotypes and other affective fluxes, *Journal of Sustainable Tourism*, 25(3), 311-326, DOI: 10.1080/09669582.2016.1206109

Jackson & Scott. (1999). *Experiencing leisure: Constraints to leisure.* Retrieved from https://www.researchgate.net/publication/284051190_Experiencing_leisure_Constraints_to_leisure

Jordan, F. and Gibson, H., 2005. "We're not stupid... But we'll not stay home either": Experiences of solo women travelers. *Tourism Review International*, 9 (2), 195-211

Jordan, F., & Aitchison, C. (2008). Tourism and the sexualisation of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment. *Leisure Studies*, 27(3), 329– 349.

Kabir, S. (2016). Method of data collection. Retrieved December 24, 2020, from https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION

Kanning, M. (2008). Influence of overseas travel experiences on the worldviews of u.s. backpackers. Retrieved from https://tigerprints.clemson.edu/cgi/viewcontent.cgi?referer=https://scholar.google.com/&httpsredir=1&article=1282&context=all_dissertations

Kazeminia, A., Del Chiappa, G., & Jafari, J. (2015). Seniors' travel constraints and their coping strategies. *Journal of Travel Research*, *54*(1), 80-93.

Khan, M.J., Chelliah, S. and Ahmed, S., 2017. Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, 22(11), pp.1139-1155.

Khan, M. J., Chelliah, S., & Ahmed, S. (2019). Intention to visit India among potential travellers: Role of travel motivation, perceived travel risks, and travel constraints. *Tourism and Hospitality Research*, *19*(3), 351-367.

Khan, S., Ali, A., Siddique, R., & Nabi, G. (2020). Novel coronavirus is putting the whole world on alert. *Journal of Hospital Infection*, *104*(3), 252-253.

Khoo-Lattimore, C., & Gibson, H. J. (2018). Understanding women's accommodation experiences on girlfriend getaways: a pragmatic action research approach. *Current Issues in Tourism*, *21*(2), 191-209.

Ganti Kim and Chalip 2004 Kim, K., I.-K. Oh and G. Jogaratnam (2007) 'College Student Travel: A Revised Model of Push Motives', *Journal of Vacation Marketing* 13(1): 73–85.

Klook (2019). *Klook: Shaping the way travelers discover destinations and customize itineraries*. SAGE Publications: SAGE Business Cases Originals.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, *30*(3), 607-610.

Laesser, C., P. Beritelli and T. Bieger (2009) 'Solo Travel: Explorative Insights from a Mature Market (Switzerland)', *Journal of Vacation Marketing* 15(3): 217–27.

Lasser, K. E., Ayanian, J. Z., Fletcher, R. H., & Good, M. J. D. (2008). *Travel & tourism in the age of climate change: Robust Findings, Key Uncertainties.* Retrieved from https://www.tandfonline.com/doi/abs/10.1080/14790530902860981

Larsen, S., Øgaard, T. and Brun, W., (2011). Backpackers and mainstreamers: Realities and myths. *Annals of Tourism Research,* 38 (2), 690-707

Lawson, R. and K.F. Hyde (2003). "The Nature of Independent Travel." Journal of Travel Research, Vol. 42, August 2003: 13–23.

Leard Statistics. (2020, April 29). Retrieved from https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide-2.php

Li, M., Wen, T., & Leung, A. (2011). An exploratory study of the travel motivation of Chinese female outbound tourists. *Journal of China Tourism Research*, 7(4), 411–424

Little, D. E. (2002). Women and adventure recreation: Reconstructing leisure constraints and adventure experiences to negotiate continuing participation. *Journal of Leisure Research,* 34(2), 157-177

LoBiondo-Wood, G., & Haber, J. (2014). Nursing Research - E-Book: Methods and Critical Appraisal for Evidence-Based Practice. Retrieved December 22, 2020, from https://books.google.com.my/books?hl=en

Mansfeld, Y & Pizam, A. 2006. Tourism, Security and Safety from Theory to Practice. Elsevier Inc. Oxford

Meredith. (2020). *Travel + Leisure.* Retrieved from Solo Travel: https://www.travelandleisure.com/trip-ideas/solo-travel

McNamara, K. E., & Prideaux, B. (2010). A typology of solo independent women travellers. *International Journal of Tourism Research*, 12(3), 253–264.

MCLauglin, E. (2020, October). *whatIs.com*. Retrieved from https://searchcio.techtarget.com/definition/data-collection

McLeod, S. (2018). *Questionnaire: Definition, Examples, Design and Types*. Retrieved from simplypsychology.org: https://www.simplypsychology.org/questionnaires.html

Mehmetoglu, M. (2003). *The Solitary Traveller: Why do people travel.* PhD. Thesis. University of Luton. Retrieved from https://core.ac.uk/download/pdf/29821804.pdf

Michael, C. (2017). 8 reasons solo travel is a fast track to personal development. Retrieved from https://www.goalcast.com/2017/09/21/reasons-solo-travel-is-a-fast-track-to-personaldevelopment/ Middleton, F. (2019, July 3). Retrieved from https://www.scribbr.com/methodology/reliability-vs-validity/#:~:text=Reliability%20refers%20to%20how%20consistently,several%20times%20under%20identical%20conditions.

Mohsen Tavakol, R. D. (2011). Making sense of Cronbach's alpa. International Journal of Medical Education, 2, 53-55. Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4205511/

Monica Franzese, Antonella Iuliano. (2019). Correlation Analysis. Retrieved from https://www.sciencedirect.com/science/article/pii/B9780128096338203580

Marios D. S. (2017). Sharing tourism experiences in social media : A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management,* (1), 179. https://doiorg.ezproxy.aut.ac.nz/10.1108/IJCHM-05-2016-0300

Munir, M. (2014, May). Retrieved from https://www.researchgate.net/post/When_one_should_use_the_likert_scale_for_a_questionnaire_and_how_do_you_interpret_the_data_collected_from_such_a_questionnaire/536a0f5bd4c1184a038b45e5/citation/download

Ndukwu, D. (2020, July 8). *kyleads.com*. Retrieved from https://www.kyleads.com/blog/questionnaire/

Paradis, E., O'Brien, B., Nimmon, L., Bandiera, G., & Martimianakis, M. (2016, May 01). Design: Selection of Data Collection Methods. Retrieved December 22, 2020, from https://meridian.allenpress.com/jgme/article/8/2/263/34418/Design-Selection-of-Data-Collection-Methods

Paris, C. M. and Teye, V., (2010). Backpacker motivations: A travel career approach. *Journal of Hospitality Marketing & Management*, 19 (3), 244-259

Pritha Bandari. (2020, July 9). Retrieved from https://www.scribbr.com/statistics/descriptive-statistics/

Raudenbush. (2002). Retrieved from https://www.researchgate.net/publication/262179727_Introduction_to_hierarchical_linear_modeling

Rouse, M. (2022, October). *Whatls.com*. Retrieved from https://searchcio.techtarget.com/definition/data-collection

Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research methods for business students* (4thed.). Harlow, England: Prentice Hall.

Seow, D. and Brown, L. 2018. The solo female Asian tourist, *Current Issues in Tourism*, 21:10, 187- 206. DOI: 10.1080/13683500.2017.1423283

Shaw, S. M., Henderson, K. A., & Bialeschki, M. D. (2013). *Leisure, women, and gender*. V. J. Freysinger (Ed.). Venture Publication.

Stephanie. (2014, December 8). Retrieved from https://www.statisticshowto.com/cronbachs-alpha-spss/

Stephanie Glen. (2020, December 31). *"Correlation Coefficient: Simple Definition, Formula, Easy Steps".* Retrieved from https://www.statisticshowto.com/probability-and-statistics/correlation-coefficient-formula/

Swarbrooke, J. & Horner, S. 2007. *Consumer behaviour in tourism*. Elsevier Ltd. Oxford.

Taherdoost, H. (2018, July 31). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. Retrieved December 22, 2020, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3205035

Tseng, P.-F., & Li, C.-J. (2004). Bon voyage: The restless insecurity encroaching female backpackers. *Journal of Hospitality and Home Economics*, 1(2), 127–142

Westwood, S., Pritchard, A., & Morgan, N. J. (2000). Gender-blind marketing: businesswomen's perceptions of airline services. *Tourism Management*, *21*(4), 353-362.

Wilson, E. C. (2004). A 'journey of her own'. *The impact of constraints on women's solo travel. PhD's Thesis submitted to the Griffith University, Australia*. Retrieved from https://epubs.scu.edu.au/tourism_pubs/26/

Wilson, E., & Harris, C. (2006). Meaningful travel: Women, independent travel and the search for self and meaning. Turizam: *međunarodni znanstveno-stručni časopis*, 54(2), 161-172.

Wilson, E., & Little, D. E. (2005). A "relative escape"? The impact of constraints on women who travel solo. *Tourism Review International*, 9(2), 155-175.

Wilson, E., & Little, D. E. (2008). The solo female travel experience: Exploring the 'geography of women's fear'. *Current Issues in Tourism*, 11(2), 167-186.

Wu, L., Zhang, J., & Fujiwara, A. (2011). Representing tourists' heterogeneous choices of destination and travel party with an integrated latent class and nested logit model. *Tourism Management*, *32*(6), 1407-1413.

William M.K. Trochim. (2020). Descriptive Statistics. Retrieved from https://conjointly.com/kb/descriptive-statistics/

Xu, W., & Liu, M. (2018). The meanings of female solo travel: a perspective of autoethnography. *Tourism Tribune*, 33(3), 23-38.

Yang, E., Khoo-Lattimore, C., & Arcodia, C. (2015). Asian women, solo travel: A conceptual framework of risk in the gendered and cultured tourism context. CAUTHE 2015: Rising Tides and Sea Changes: *Adaptation and Innovation in Tourism and Hospitality*, 781. Retrieved from http://search.ebscohost.com.ezproxy.aut.ac.nz/login.aspx?direct=true&db=edsibc&AN=edsibc.226636959829218&site=eds-live

Yang, E., Khoo-Lattimore, C., & Arcodia, C. (2016). *"Are you crazy?" Exploring the risk perceptions of Asian solo female travellers.* In M. Scerri, & K. H. Lee (Eds.), CAUTHE 2016: The changing landscape of tourism and hospitality: The impact of emerging markets and emerging destinations (pp. 166–183). Sydney: Blue Mountains International Hotel Management School.

Yang, E. C. L., Yang, M. J. H., & Khoo-Lattimore, C. (2019). The meanings of solo travel for Asian women. *Tourism Review,* 74(5), 1047-1057.

Zhou, J. (2010). Gender, personality, and benefits sought: Examining Chinese leisure travelers. *International Journal of Tourism Sciences*, 10(3), 1–24.

83