

A CONCEPTUAL PAPER ON LEISURE TIME AND TRAVEL HABITS AMONG YOUTH

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Abstract-Youth travel market represents an important and booming component of the tourism market. Its evolution is largely connected to the general dynamic of tourism and at the same time, also records its own trends generated by the action of specific factors. The motivations that influence youth to go travel are to experience traveling, to see places, for historical and cultural value, to relax and to gain friends. The study objectives are to identify factors that influence youth to go travel during leisure time, to examine total average spending during travel and to identify activities carried on during travel. The major factors affecting travel choices among youth when identified, will have important implications in product development. Other than that, by knowing factors that influence youth to travel as well as their travel habits, tourism industry can fulfill they needs and wants.

Keywords: Leisure time, travel habits, youth

1. Introduction

Throughout the years, tourism industry has emerged as a major national source of income for Malaysia. Based on Matzler and Siller (2003), the growing competition between tourism destinations has led to a growing importance of marketing strategies. Thus, several destinations have started to design special products for specific market segments.

Tourism revenues come from two sources which are international and domestic markets. An understanding of the domestic tourism market is vital to survival of the industry (P. Tibon, 2012). Besides that, the domestic tourism market has to be understood, served well and its profit potentials are to be realized. Among the different segments of the population under domestic

tourism, the youth population of Malaysia is a good target market as stated by Matzler and Siller (2003), youth travel market is an important and growing target market.

Youth travel market consists of young people who willing to travel for a certain period of time outside of their residence area for some reasons like rest and relax, sports, recreation and others. Young people usually do not seek to purchase and consume regular but always seek to find satisfactions induced by the actions with in the tourism activity. Tourist activity of youth is of particular interest, as tourism, among other things, is also an excellent means of social education.

According to Moisa (2010), youth travel market represents an important and booming component of the tourism market. Its evolution is largely connected to the general dynamic of tourism and at the same time, also records its own trends generated by the action of specific factors. Therefore, the objective of this particular study is to identify factors that influence youth to go travel during leisure time, to examine total average spending during travel and to identify activities carried on during travel.

1.1 Problem statement

Based on Moisa (2010), youth travel market should be seen as a component of the tourism market as whole but different in customers' motivations and characteristics. Recently, numerous studies about youth travel were conducted at global level and in Europe. However, there is lack of study regarding to youth travel habits during leisure time in Malaysia context.

Besides that, according to Huang and Hsu (2009), travel motivation is a commonly researched concept in the tourism discipline but little effort has been made by academics explicitly link travel motivation theories to industry practices.

Rozycki and Winiarski (2005) also mentioned that publications that would explain and describe the tourist activity among youths are strikingly limited. The lack of discourses aiming to explain, combined with incompatibility of research results for the purpose of comparison, as well as the fast changing world with lifestyles and new leisure activities, more studies should be done regarding to youth travel market.

Assuming the youth of today are the tourism of tomorrow, therefore, it's necessary to know the functioning mechanisms of this field in order to design development strategies for youth travel and develop actions to meet tourist's expectation. Therefore, this study will investigate the factors that influence youth to go travel during leisure time. Besides that, this study also will explore the travel habits among youth which include their average spending, activities as well as the main components of youth tourism product.

2. Literature review

According to P. Tibon (2012), generally, the motivations that influence youth to go travel are to experience traveling, to see places, for historical and cultural value, to relax and to gain friends. Other than that, get away from the city, be nearer with nature and for adventure are also the

factors that influence youth to go travel. Moreover, regarding to a push motivation model of Filipino youth travel, the first factor that influence youth to go travel was to escape from the hustle and bustle and contemplate nature. The second factor was to learn while traveling. The third factor that influence youth to go travel was to relax and for social interaction and the fourth factor was to have different experience while traveling.

A study done by Elias, Benjamin and Shiftan (2015) regarding to the gender differences in activity and travel behavior in the Arab world shows that, women are tend to travel less than men in terms of both numbers of tours. Moreover, men also tend to be more mobile, travel to work more frequently, but spend less time shopping than women. They also found that women tend to travel by car more as passengers, while men tend to be the drivers.

Other than that, from the study about social factors influencing tourist activity among youths by Rozycki and Winiarski (2005), the results shows that, respondents defined frequency of their travel throughout the previous years. Besides that, the result also shows that young people travelled up to six times.

Tourist activity is yet awaiting an unambiguous definition. However, it is reasonable to assume that tourist activities are covering participation of tourist during their travel. Yet, for young people, who are not familiar with tourism theory, may find it difficult to define.

3. Discussion

As mention by Matzler and Siller (2003), the selection of destination is influenced by the traveller's motivation and needs on the one side and the expected ability of a destination to satisfy the needs on the other side. Travellers have a wide variety of travel motivations whereby, different market segments have different motivations and expectations. Therefore, marketers have to formulate their strategies accordingly in order to attract and satisfy potential guests with difference motivations.

However, based on Rozycki and Winiarski (2005), the main reasons for travelling among youths include fun and entertainment, leisure and the urge to spend time with someone outside one's place of permanent residence.

4. Conclusion

By focusing on the youth travel market, tourism enterprises can maximize considerable business opportunities. It is a practical approach to help the industry balance off declines in receipts from international tourist, when adverse external events occur. Moreover, the major factors affecting travel choices among youth when identified, will have important implications in product development.

Other than that, by knowing factors that influence youth to travel as well as their travel habits, tourism industry can fulfill their needs and wants. Thus, it will help youth to go travel instead of wasting their leisure time by doing unhealthy activities. Therefore, collaboration between both ministry which are youth and tourism in providing good tourism activities for youth are needed.

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