

## ABSTRACT

Tourism has been the most profitable industry in the world. It is reported to have generated US\$2.65 trillion worldwide, and employs more people than any other single industrial sector. Malaysia Tourism industry was the third largest source of foreign exchange earnings. It helped to create jobs and ultimately lead to a better standard of living.

This present study will be of significant value to the tourism operators or players as it provided detailed information on travellers' demographics, personality, and their actual travel behaviour and perceptions pertaining to domestic holidays.

The primary data was collected through four-paged self-administered questionnaires. The sample consisted of 248 working individuals, who were assumed to have discretionary time and income to invest on travelling, from the urban areas of Petaling Jaya and Kuala Lumpur. Majority of the respondents were between the ages of 20 –29 years old, earning between RM2000-3999, single and holding at least an undergraduate degree. These characteristics entailed the following behaviours. Most of the respondents seek for adventurous activities, nighttime recreations and to experience authentic local food. Additionally, they thought that to travel within the country by air is expensive and they do not have a positive attitude towards domestic holidays. Nevertheless, if they do travel within the country, it was for a short period of 1 – 3 days and mostly during the weekends and public holidays.

The study also revealed that most of the respondents belong to midcentric and allocentric personality types. These personality types were predominantly individuals from the ages of 20 –29 years, have no children, hold at least a university degree and not favourable towards domestic holidays. The minority of the sample consisted of the psychocentric types who had favourable attitudes to domestic travelling. The general demographics results were consistent with the personality types characteristics.

The study discovered vital information that most Malaysian travellers are earning an income of RM1999 and below. Individuals with high-income brackets do not like to travel within Malaysia. It is the tasks of the relevant authorities to attract these highly income group which is also the majority of the sample. It was suggested that the concerned authorities to gear their promotion strategies to cater the young, single and active individuals.

Uysal and Hagan's model of push and pull motivation tourism was used in the study to formulate the proposed strategies. Amongst the main concerns were to fulfil what the travellers are seeking during their holidays. Developments of new and improvements of the existing benefits offered were crucial to encourage them to spend their holidays within the country.