

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents an overview of the study and summarises the research findings. It also attempts to discuss the implications of the study. Finally, the possible areas for further research were discussed.

5.1 Overview of the Study

The present study attempted to examine the consumer behaviour towards spending holidays within the country. This study had managed to achieve its research objectives. This included the profiling of the respondents' demographic and personality characteristics. In addition, respondents actual travel behaviour was also investigated, as well as their perceptions on the benefits offered in Malaysian tourism and their importance to them with regards to spending their holidays locally. The frequencies, cross tabulation and T-test analysis were used in this study to assist data interpretation.

5.2 Summary of the Significant Findings

The significant findings of the study were summarised in the diagrams 1 and 2 below.

Diagram 5.1 Summary of Respondents' Significant Relationships

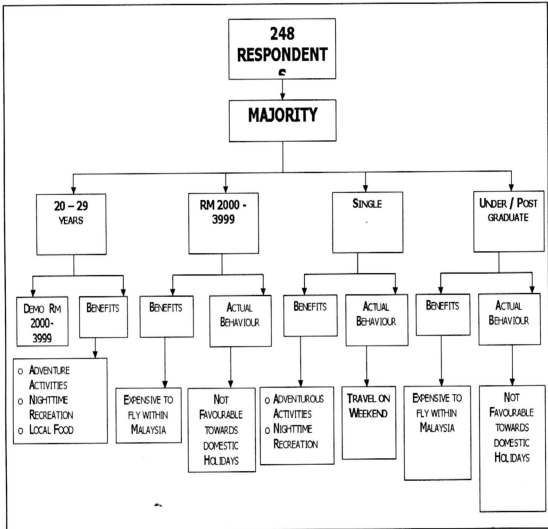


Diagram 1 illustrates that the majority of the respondents belong to the 20-29 years age group, most of them earning income between RM2000 – 3999, single and have at least an undergraduate degree. It was discovered that most of them seek for adventurous activities, nighttime recreations, the opportunity to do shopping and exploring

authentic local food. However, most of these people are not favourable towards domestic holidays. They find that to travel within the country is very expensive and not worth the money.

Diagram 5.2 Summary of Personality Types Significant Relationships

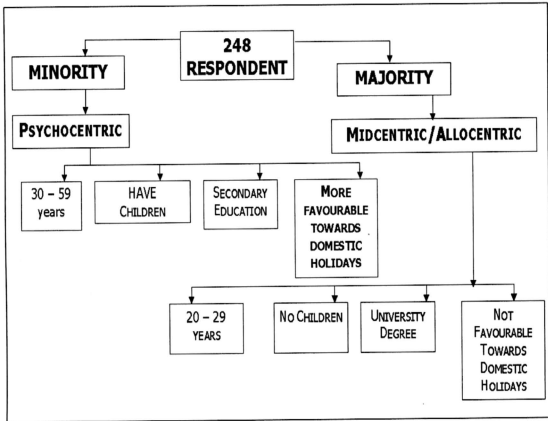


Diagram 2 shows that majority of the respondents belong to the midcentric and allocentric personality types. These personality types predominantly from the 20 -29 years age group, do not have children, hold at least a university degree and do not favour towards domestic holidays. It could be concluded that most of the respondents are midcentric and allocentric.

5.3 Conclusions and Implications of the Study

Majority of the targeted population are not favourable towards domestic holidays. It is the tasks of the marketers to motivate these groups of people to be more interested in spending their holidays within the country. This is important because these groups of people have a high purchasing power. Since most travellers are midcentric and allocentric, tourism promotions should be geared towards their characteristics.

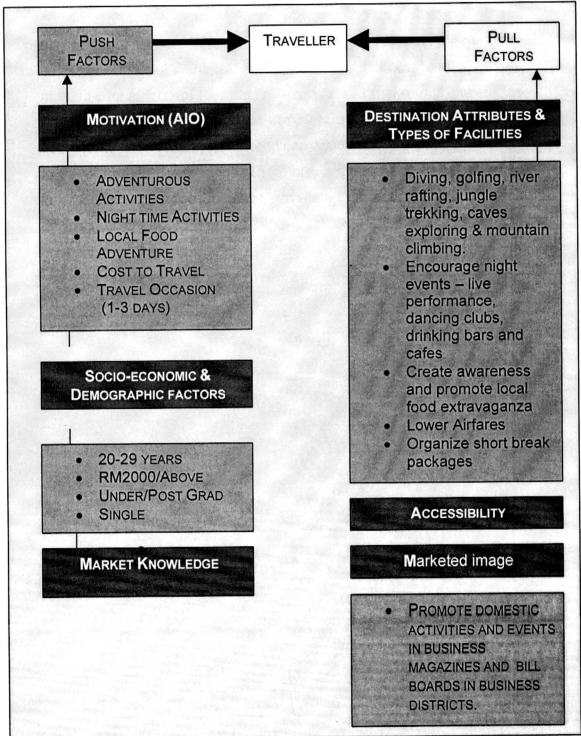
It was suggested that the marketers employ the Push and Pull Tourism Motivations model developed by Uysal and Hagan (1993). The theory emphasized the importance of push and pull factors in travel motivations. Push factors or the internal forces, explains what pushes individuals in making the decision to travel. On the other hand, pull factors or external forces explain what pulls travellers to the destination area.

In this case, it is the responsibilities of the marketers to design a pull strategy that will stimulate and reinforce the push factors motivations of the potential travellers. With the information obtained in the study, marketers will be able to formulate a set of strategies to attract Malaysian travellers to domestic holidays.

The study provided the information on what the travellers look for in their holidays. In formulating the pull factors, marketers should accommodate and improve their current destinations attributes and facilities. The study also provides information on what the travellers rate benefits available currently. This information could be used to improve what were lacking in benefits offered to travellers.

Diagram 3 below proposed a set of strategies based on the push and pull model.

Diagram 5.3 Motivation Strategies for Malaysian Travellers



Adapted from Model of Push and Pull Tourism Motivations (Uysal and Hagan, (1993))

Since most people spend their holidays for a short period of 1 – 3 days, holiday packages should be confined within this period of time. The packages should include activities that the target population desires such as adventurous activities, night time recreations and availability of authentic local food of that particular destination. Adventurous activities could be mountain climbing, golfing, jungle trekking, river rafting and diving. Night time recreations should be the availability of theatres, cafes, dancing clubs and live performance clubs. Local food, introduce authentic local food of that particular place and make them aware the uniqueness of the cuisine. Most travellers are very concerns with the costs to fly within Malaysia. In addition allocentric are people who like to travel to their destinations. Therefore, airfares need to be reviewed in order to encourage domestic travellers. Promotion could be done through business magazines and journals. Billboards around the financial district areas.