American Express News Release (1989), Unique Four Nation Travel Study Reveals Traveller Types, London, American Express.

Atkinson, J.W. and Raynor, J.O. (1975), *Motivation and Achievement*, Washington D.C., Winston.

Berita Harian (2001). Mengagumi Keindahan Tempat Sendiri, 11 September.

Bernama (2001). Take Holidays, Boost Tourism Industry, Says Kadir, Apr 09.

Boone & Kurtz (1998), Contemporary marketing wired, 266-267.

Charles E. Gearing, William W. Stuart and Turgut Var (1976), Criteria Judging Touristic Attractiveness, Planning Tourism Development: Quantitative Approach.

Cohen, E. (1972), Toward A Sociology of International Tourism, Social Research, 39 (1), 164-182.

Cook, Yale and Marqua, (1999). Tourism: The Business of Travel, 5.

Crompton, J.L. (1979), Motivation for Pleasure Vacation, Annals of Tourism Research, 6(4), 408-424.

Csikszentmihalyi, M. (1975), Beyond Boredom and Anxiety, San Francisco, Jossey-Bass.

Dalen, E. (1989), Research into Values and Consumer Trends in Norway, Tourism Management, 10, 183-186.

Dann, G. (1981), Tourism Motivation: An Approval, Annals of Tourism Research, 8(2), 187-219.

(1977), Anomie, Ego-Enhacement and Tourism, Annals of Tourism Research, 4, 184-194.

De Charms, R. and Muir, M.S. (1978), Motivations: Social Approches. Annual Review of Psychology, 29, 91-113.

Fisher, R.J. and Price, L.L. (1991), International Pleasure Travel Motivation and Post Vacation Cultural Attitude Change, *Journal of Leisure Research*, 23(3), 193-208.

Gearing, C.E., Swart, W.W., and Var, T. (1974), Establishing A Measure of Touristic Attractiveness, *Journal of Travel Research*, 12(4), 1-8.

Gengler, C.E., Klenosky, D.B. and Mulvey, M.S. (1993), Understanding the Factors Influencing Ski Destinations Choice: A Means-End Analytic Approach, *Journal of Leisure Research*, 25(4), 279-262.

Goodrich, J.N. (1977), Benefit Bundle Analysis: An Empirical Study of International Travellers, *Journal of Travel Research*, 16(2), 6-9.

Griffich and Albanese (1996). An Examination of Plog's Psychographic Travel Model Within The Student population, Journal of Travel Research, Boulder.

Gray, P. (1970), International Travel-International Trade, Lexington, Massachussets, Lexington Books.

Gutman, J. (1982), A Means-End Chain Model Based on Consumer Categorisation Processes, Journal of Marketing, 46(2), 60-72.

Hill, J. B., McDonald, C. D., and Uysal, M. (1990). Resort Motivations for Different Life Cycle Stages. Visions in Leisure and Business, 8(4), 19-28.

Homer, P.M., and Kahle, L.R. (1988), A Structural Equation Test of the Value-Attitude Behaviour Hierarchy, *Journal of Personality and Social Psychology*, 54, 638-646.

Hudman, E.L. (1980), Tourism: A Shrinking World, Columbus, Ohio, Grid Inc.

Hunt, J. D., & Layne, D. (1991). Evolution of travel and tourism terminology and definitions. *Journal of Travel Research*, spring: 7-11.

Iso-Ahola, S.E. (1989), Motivation for Leisure, In E.L. Jackson and T.L. Burton (Eds.), Understanding Leisure and Recreation: Mapping the Past, Charting the Future, (247-279), State College, P.A., Venture Publishing Co.

(1982), Toward A Social Psychological Theory of Tourism Motivation: A Rejoinder. Annals of Tourism Research, 9(2), 256-262.

(1980), The Social Psychological of Leisure and Recreation, Dubugue, IA, Wm. C. Brown.

Kassarjian, H. & Sheffet, (1971). M., Personality and consumer behaviour: An update in Perspective in consumer behaviour, 160-180.

Klenosky, D.B., Gengler, C.E., and Mulvey, M.S. (1993), Understanding the Factors Influencing Ski Destination Choice: A Means-End Analytic Approach, *Journal of Leisure Research*, 25, 362-379.

Kotler, Swee, Siew, & Chin (1999), Marketing management: An Asian perspective, 184.

Lundberg, D.E. (1990), Why Tourist Travel, In the Tourist Business, New York, Van Nostrand Reinhold.

Loundsbury, J.W., and Hopes, L.L. (1985), An Investigation of the Factors Associated with Vacation Satisfaction, *Journal of Leisure Research*, 17(1), 1-13.

Lowyck, E., Van Langenhove, L., and Bollaert, L. (1992), Typologies in Tourist Roles, In P. Jonhson and B. Thomas (Eds.), *Choice and Demand in Tourism*, England, Mansell Publishing Limited.

Maslow, A.H. (1943), A Theory of Human Motivation, *Psychological Review*, 50, 370-396.

Matheison, Alister, & Wall, Geoffrey (1982). Tourism – Economic, Physical, and Social Impacts. Annals of Tourism Research, 6, 390-407.

Matta Annual Report (1999). Overview.

Mcintosh, W.R. and Goeldner, C.R. (1990), *Tourism: Principles, Practises, Philosophies*, 6th edition, New York, Wiley.

McIntyre, N. (1989), The Personal Meaning of Participation: Enduring Involvement, *Journal of Leisure Research*, 21, 167-179.

McGehehe, N.G., Loker-Murphy, L., and Uysal, M. (1996), The Australian International Pleasure Travel Market: Motivations from a Gendered Perspective. The Journal of Tourism Studies, 7(1), 45-57.

Mill, R.C., and Morrison, A.M. (1985), *The Tourism System*, Englewood Cliffs, NJ, Prentice Hall.

Muller, T.E. (1989), Using Personal Values to Define Segments in an International Tourism Market, International Marketing Review, 8(1), 57-70.

Murray, E.J. (1964), *Motivation and Emotion*, Englewood Cliffs, N.J., Prentice-Hall.

Oppedijk Van Veen, W.M., and Verhallen, T.W.M. (1986), Vacation Market Segmentation: A Domain-Specific Value Approach, Annals of Tourism Research, 13, 37-58.

Pearce, D. (1987), Tourism Today: A Geographical Analysis, Longman Scientific and Technical.

Pearce, P.L. (1982), The Social Psychological of Tourist Behaviour, Oxford, Pergamon Press.

Perreault, W.D., Darden, D.K., and Darden, W.R. (1977), A Psychographic Classification of Vacation Life Styles, *Journal of Leisure Research*, 9, 208-224.

Philips, Brocks (1998). On The Road: Backpackers in Quepos. http://www.findarticles.com

Pitts, R.E.Jr., and Woodside, A.G. (1986), Personal Values and Travel Decisions, *Journal of Travel Research*, 25 (Summer), 20-25.

Pizam, A., Neuman, Y., and Reichel, A. (1979), Tourist Satisfaction, Annals of Tourism Research. 6(2), 195-197.

Plog, S.C. (1974), Why Destination Areas Rise and Fall in Popularity. The Cornell Hotel and Restaurant Administration Quartely, 14(4), 55-58.

Plog, S. (1987), Understanding Psychographics in Tourism Research, In Ritchie, J.R.B. and Goeldner, C.R. (eds), *Travel and Hospitality Research. A Handbook for Managers and Researchers*, 203-213, New York, John Wiley and Sons.

Pyo, S and Uysal, M. (1990), Regional Implcations in Tourism Motivation, Unpublished Manuscript, Department of Parks, Recreation and Tourism Management, Clemson University, Clemson, S.C.

Pyo, S., Mihalik, B., and Uysal, M. (1989), Attractions Attributes and Motivations: A Canonical Correlation Analysis, *Annals of Tourism Research*, 16(2), 277-282.

Schimdhauser, H. (1989), Tourist Needs and Motivations, In Witt, S.F. and Moutinho, L. (eds.), *Tourism Marketing and Management Handbook*, 569-572, Hemel Hempstead, Prentice Hall.

Sciffman, L., Kanok, L. (1991). Consumer behaviour p. 101.

Smith, S.L. (1990), Another Look at the Carpenter's Tools: A Reply to Plog, Journal of Travel Research, 29(2), 50-51.

TNA (1999). On The Record – Malaysia's man makes his mark, Nov 1.

TNA (1999)., Country Review – Malaysia Focus – Stay-at-home promo ... Sep 20.

Tourism Statistical Highlights (1999). Visitor Arrivals. www.tourism.gov.my/report/html

TTG Asia (1998). MTPB steps up local drive, Mar 06 - Mar 12.

Uysal, M. and Hagan, L.A.R. (1993), Motivations of Pleasure Travel and Tourism. In a VNR'S Encyclopedia of Hospitality and Tourism, 798-810, New York, Van Nostrand Reinhold.

Uysal, M., and Jurowski, C. (1993), An Empirical Testing of the Push and Pull Factors of Tourism Motivations, *Annals of Tourism Research*, 21(4), 844-846. Uysal, M. Zimmerer, P., and Bonn, M. (1990), Marketing Resorts to the "Gray" Traveller, *Leisure Information Quaterly*, 16(4), 4-7.

Westvlaams Ekonomisch Studiebureau, Afdeling Toeristisch Onderzoek (1986), Toeristiche Gedragingen en Attitudes van de Belgen in 1985, Brussels, Reeks Vakantieonderzoeken.

WTO NEWS (1995). Madrid, Spain: World Tourism Organzation, March.

YB Datuk Chong Kah Kiat (2001). Keynote Address www.sabahtourism.com/symposium.htm. 6 August.

.