

## ABSTRACT

This research paper presents the results of the patterns of domestic tours among Malaysians and the favourite tourist spots, based on a survey conducted between August 1997 and July 1998. The survey was conducted by researchers from the Universiti Kebangsaan Malaysia on behalf of the Malaysian Tourist Promotion Board.

Data show that relatively few Malaysians have taken a domestic tour during the study period. As expected, the peak season for domestic tourism tended to coincide with school holidays and festivals. Hence, the volume of domestic tourists is largest in the month of May and December each year. Socio-demographic differentials in the propensity to take a domestic tour can be observed. The survey shows that those who were aged 25-44 years and coming from smaller families were more likely to have taken a domestic tour. The propensity to travel was positively correlated with income and educational level. The ethnic and gender differentials are found to be relatively insignificant.

Most tourists tended to travel with family members, rather than joining a group tours. Most domestic tourists had a rather small budget for the trip. The median per capita expenditure was estimated at about RM200.00 per trip.

The most popular destinations for domestic tours among Malaysians are located at the seaside and hill resorts. The survey shows that Port Dickson was the most popular destination for domestic tourists, followed by Genting

Highlands, Kuala Lumpur, Langkawi, Pangkor Island and Cameron Highlands.