## **CONTENTS**

	Page
ACKNOWLEDGEMENT	i
ABSTRACT	ii
CONTENTS	iv
LIST OF TABLES	5
LIST OF FIGURES	vi 
	viii
CHAPTER 1: INTRODUCTION  1.1 Overview of the tourism industry in Malaysia 1.2 Research objectives 1.3 Literature review	1 10 10
<ul><li>1.4 The future of tourism industry</li><li>1.5 Organization of this report</li></ul>	12
	13
CHAPTER 2: DATA AND METHODOLOGY 2.1 Introduction	15
<ul> <li>2.2 The survey methodology</li> <li>2.2.1 Definitions of the key concepts</li> <li>2.2.2 Sampling designs</li> <li>2.2.3 Methods of data collection</li> </ul>	15
2.3 The main study variables	10
2.4 Statistical analyses	19 21
CHAPTER 3: SOCIO-DEMOGRAPHIC DIFFERENTIALS OF DOMESTIC TOURISM IN MALAYSIA	
3.1 Introduction 3.2 Monthly differences in the proportion that travel for your differences in the proportion that the proport	26
3.2 Monthly differences in the proportion that travel for vacation and all purposes	27
3.3 Differentials in the frequency of domestic tours	29
3.4 Differentials in domestic tours by month	31
3.5 Travel arrangement of domestic tourists	35
3.6 Expenditure for domestic tourism	40
3.7 Logistic Regression Analysis of domestic tourism	44
3.8 Analysis of Variance on the number of domestic tours	49
CHAPTER 4: FAVOURITE SPOTS FOR VACATION	
4.1 Introduction	54
4.2 Popular destinations by month	54
4.3 The popular destinations in December and May	59

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS 72 APPENDIX I 76 APPENDIX II 81 BIBLIOGRAPHY 85	4.4 4.5	Type of Place Visited by Local Tourists in December and May Types of accommodation	65 69
APPENDIX II  81 BIBLIOGRAPHY	CHAPTI	ER 5: CONCLUSION AND RECOMMENDATIONS	72
BIBLIOGRAPHY 81	APPEND	DIX I	76
BIBLIOGRAPHY 85	APPEND	DIX II	81
	BIBLIO	GRAPHY	85

## LIST OF TABLES

Table		Page

1.1	Tourist Receipts by Country of Origin of the Tourists, 1995 and 2000 (RM million)	6
2.1	Distribution of total number of households (as of 1991) and selected households in selected towns	17
2.2	Distribution of the sample population by number of domestic tours during the year	20
2.3	Frequency distribution of the independent variables in the analysis	22
2.4	Summary statistics of the number of vacations for all respondents	23
3.1	Percentage of respondents that has travelled for vacation and all purposes by month (n=12476)	28
3.2	Percentage distribution of respondents by number of visits for vacation by selected characteristics	32
3.3	Mean number of time travelled for vacation	33
3.4	Percentage who went on domestic tour by month by selected characteristics	34
3.5	Percentage distribution of domestic tourists joining or not joining package tours by selected characteristics	37
3.6	Percentage distribution of domestic tourists travelling with family, individually or in-group by selected characteristics	38
3.7	Percentage distribution of the expenditure (per trip) by domestic tourists	41
3.8	Median expenditure for vacation	42
3.9	Dummy variables to be used in logistic regression and the corresponding reference categories	45
3.10	Classification table on the actual and predicted number of respondents that had gone for vacation during the 12 months preceding the survey	46
3.11	Logistic regression analysis on the likelihood of respondents having vacation with eight selected variables	48

3.12	Analysis of Variance on number of domestic vacations by selected variables	50
3.13	Scheffe's Multiple Comparison tests on the mean number of vacation	51
4.1	Percentage of domestic tourists visiting the ten popular destinations by month	55
4.2	Ranking of the ten most popular destinations by month (score =10 for the most popular destination)	57
4.3	Percentage distribution of domestic tourists by state	57
4.4	Percentage distribution of domestic tourists by state by region of origin	58
4.5	Popular spot by characteristics in December 1997	62
4.6	Popular spot by characteristics in May 1998	63
4.7	Percentage distribution of visitors by type of place visited in each state in December 1997	64
4.8	Percentage distribution of visitors in location of destination in each state in May 1998	64
4.9	Type of place visited by domestic tourists with different characteristics, December 1997	67
4.10	Type of place visited by domestic tourists with different characteristics, May 1998	68
4.11	Types of accommodation by selected characteristics in December 1997	70
4.12	Types of accommodation by selected characteristics in May 1998	71

## LIST OF FIGURES

Table		Page
1.1	Percentage distribution of tourist arrivals 1995 and 2000	5
2.1	Histogram and normal curve on the number of vacation for all respondents	24
2.2	Histogram and normal curve on the number of vacation for tourists	24
3.1	Seasonal pattern of domestic travellers for all purposes and vacation	28
3.2	Percentage distribution of domestic tourists travelling with family, individually, or in-group	36
3.3	Percentage distribution of domestic tourists' expenditure by type of expenses	43