

CHAPTER 4

FAVOURITE DESTINATIONS FOR VACATION

4.1 Introduction

This chapter examines the favourite destinations in Malaysia for vacation among local tourists, focussing on the ten frequently visited destinations for each month during the study period between August 1997 and July 1998. Detailed analysis on the favourite destinations will be analysed for the months of December and May, the two peak seasons for domestic tourism, to examine seasonal differences for the various subgroups of the sample population.

4.2 Popular Destinations by Month

This section provides an analysis of the ten most popular destinations for vacation for each month during the survey period. While there are many tourist destinations in the country, only a few are popular sites. Table 4.1 shows the ten most popular destinations for each month. These destinations accounted for between 40-63% of the monthly domestic tourists.

Table 4.1: Percentage of domestic tourists visiting the ten popular destinations by month

August, 1997		September, 1997		October, 1997	
Destination	%	Destination	%	Destination	%
Port Dickson	9.4	Langkawi Island	16.4	Port Dickson	12.8
Kuala Lumpur	7.6	Port Dickson	10.4	Langkawi Island	8.2
Genting Highland	7.4	Genting Highland	8.8	Penang	7.7
Pangkor Island	6.1	Lumut	4.4	Cameron Highland	6.3
Kundasang	5.7	Pangkor Island	4.4	Kuala Lumpur	4.8
Langkawi Island	4.4	Cameron Highland	3.5	Pangkor Island	3.4
Malacca	4.1	Kuala Lumpur	3.1	Bukit Merah	3.1
Kota Kinabalu	4.1	Kundasang	3.1	Genting Highland	3.1
Labuan	3.9	Ranau	2.8	Kota Kinabalu	2.6
Seberang Prai	2.8	Batu Feringgi	2.5	Cherating	2.6

November, 1997		December, 1997		January, 1998	
Port Dickson	9.7	Port Dickson	10.2	Genting Highland	13.5
Genting Highland	8.7	Langkawi Island	8.0	Langkawi Island	6.7
Langkawi Island	7.5	Genting Highland	7.4	Cameron Highland	5.6
Cameron Highland	7.2	Kuala Lumpur	5.0	Port Dickson	5.4
Pangkor Island	5.5	Pangkor Island	4.1	Malacca	4.8
Penang	3.7	Cameron Highland	3.9	Kundasang	4.8
Malacca	3.5	Penang	3.7	Kuala Lumpur	4.2
Johor Baru	3.0	Teluk Batik	2.5	A Famosa	3.1
Kuala Lumpur	2.5	Morib	2.3	Kota Tinggi	3.1
Kota Baru	2.0	Malacca & Tioman Island	2.2	Morib	2.5

February, 1998		March, 1998		April, 1998	
Genting Highland	8.9	Genting Highland	7.8	Port Dickson	8.6
Port Dickson	7.3	Port Dickson	4.6	Genting Highland	6.6
Kuala Lumpur	6.5	Bukit Merah	4.1	Kuala Lumpur	4.7
Langkawi Island	5.7	Kota Tinggi	4.1	Malacca	4.7
Johor Baru	3.0	Ranau	4.1	Sunway Lagoon	4.7
Sunway Lagoon	3.0	Cameron Highland	3.7	Pontian	4.3
Cameron Highland	3.0	Sungai Congkak	3.2	Langkawi Island	3.1
Gunung Emas	2.7	Kundasang	2.8	Morib	3.1
Kota Tinggi	2.7	Lumut	2.8	Pangkor Island	3.1
Malacca	2.4	Mersing	2.3	Labuan	2.3

May, 1998		June, 1998		July, 1998	
Port Dickson	20.9	Port Dickson	15.6	Morib	14.0
Morib	7.5	Morib	12.8	Port Dickson	13.6
Genting Highland	6.9	Sungai Congkak	6.1	Sungai Congkak	7.6
Manukah Island	3.9	Genting Highland	5.4	Tumpat	6.6
Kuala Lumpur	2.6	Kuala Lumpur	5.0	Genting Highland	4.3
Kota Kinabalu	2.6	Pangkor Island	4.8	Kanching	4.0
Pangkor Island	2.5	Bachok	4.2	Ulu Bendul	3.8
Ulu Bendul	2.1	Manukah Island	3.3	Bachok	3.5
Cameron Highland	1.9	Cameron Highland	3.2	Cameron Highland	3.5
Malacca	1.1	Tumpat	2.6	Kuala Lumpur	2.3

Genting Highland and Port Dickson were among the most popular destinations in all the months, followed by Kuala Lumpur, which was one of the top ten destinations for eleven months in a year. Table 4.2 shows that Port Dickson was the most popular destination for domestic tourists, with a score of 113 out of a maximum of 120, followed by Genting Highlands (score of 96), Kuala Lumpur and Langkawi (tied at third place with a score of 61). Cameron Highlands and Pangkor Island came in fifth and sixth respectively. The top ten most popular destinations consist of seaside and hill resorts, as well as shopping centres, and historical sites.

Pahang, which consists Genting Highlands, Cameron Highlands, Fraser Hill, Cherating and Pulau Tioman, emerged the most visited state during November 1997 through February 1998 (Table 4.3). Selangor attracted the largest number of domestic tourists during the month of April, June and July 1998. Kedah, which consists of Pulau Langkawi was the main destination for domestic tourists in the month of September and October 1997.

Table 4.2: Ranking of the ten most popular destinations by month (score =10 for the most popular destination)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Total
Port Dickson	10	9	10	10	10	7	9	9	10	10	10	9	113
Genting Highlands	8	8	3	9	8	10	10	10	9	8	7	6	96
Kuala Lumpur	9	4	6	2	7	4	8	8	0	6	6	1	61
Langkawi	5	10	9	8	9	9	7	0	4	0	0	0	61
Cameron Highland	0	5	7	7	5	8	4	5	0	2	2	2	47
Pangkor Island	7	6	5	6	6	0	0	0	2	4	5	0	41
Morib	0	0	0	0	2	1	0	0	3	9	9	10	34
Malacca	4	0	0	4	1	6	1	0	7	1	0	0	24
Penang	0	1	8	5	4	0	0	0	0	0	0	0	18
Kundasang	6	3	0	0	0	5	0	3	0	0	0	0	17

Table 4.3: Percentage distribution of domestic tourists by state

State	August	September	October	November	December	January	February	March	April	May	June	July
Perlis	0.6	2.6	1.6	2.6	0.2	3.3	1.8	0.4	1.0	0.4	0.6	0.9
Kedah	7.6	20.6	14.9	9.9	12.3	8.4	9.0	3.9	7.1	2.6	3.0	3.1
Penang	4.7	7.2	10.8	7.7	7.7	4.0	4.8	0.8	3.0	2.0	1.8	4.2
Perak	10.2	10.3	11.1	16.3	11.3	4.6	8.0	11.8	7.8	6.2	6.1	4.9
Selangor	3.1	2.9	6.0	5.3	9.7	7.1	6.0	8.3	17.6	22.3	32.5	31.7
Negeri Sembilan	9.6	11.7	13.3	9.0	12.3	5.8	7.8	3.9	7.4	22.4	17.4	19.0
Malacca	9.2	2.9	3.3	6.6	6.2	9.3	4.8	3.9	11.5	5.1	2.6	1.5
Johor	4.7	1.1	4.1	5.3	3.0	6.4	10.0	16.1	10.1	4.2	1.1	2.7
Pahang	10.4	16.6	12.7	16.9	16.9	24.8	14.8	14.2	6.8	13.0	10.2	8.5
Terengganu	3.9	2.6	4.9	5.5	3.6	3.5	3.3	9.8	3.0	1.0	0.7	0.1
Kelantan	0.8	4.9	1.4	4.0	4.6	3.3	1.8	9.1	3.0	6.3	6.7	10.0
Sabah	20.4	9.7	9.5	4.6	4.1	11.5	13.8	10.2	8.4	8.7	10.0	10.0
Sarawak	2.5	1.1	0.5	1.1	1.1	1.5	1.3	3.9	3.7	1.2	0.8	0.3
Wilayah Persekutuan	9.0	4.0	5.1	5.3	6.9	5.1	12.8	2.8	8.8	3.9	5.4	2.8
Labuan	3.3	1.7	0.8	0.0	0.2	1.5	0.5	0.8	0.7	0.7	1.1	0.1
Percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total	489	349	369	455	1181	548	400	254	296	969	846	669

Table 4.4 shows that each of the most visitors tend to come from the same region. However, some of these states had also attracted quite a number of visitors from different regions, and these include Wilayah Persekutuan Kuala Lumpur, Malacca, Kedah, Pahang, Penang, Perak and Kedah. Relatively few tourists from Peninsular Malaysia had visited Sabah and Sarawak, and vice versa. Clearly, much more need to be done to promote inter-regional tourism to bring about national integration and unity. A reduction in the airfares can go a long way in encouraging long distance domestic tourism.

Table 4.4: Percentage distribution of domestic tourists by state by region of origin

State	Region of Origin					Percent	n
	Central	North	South	East	Sabah & Sarawak		
Perlis	0.0	86.8	4.0	5.3	4.0	100.00	76
Kedah	25.1	55.0	8.4	6.3	5.2	100.00	538
Penang	39.0	47.9	4.9	5.2	3.1	100.00	328
Perak	57.6	39.1	2.0	0.5	0.9	100.00	589
Selangor	93.1	1.8	2.5	2.2	0.4	100.00	1025
Negeri Sembilan	88.6	1.7	8.3	0.8	0.8	100.00	909
Malacca	68.0	4.9	20.6	6.6	0.0	100.00	365
Johor	16.5	6.0	65.4	7.9	4.1	100.00	315
Pahang	58.7	19.3	10.8	11.0	0.2	100.00	953
Terengganu	16.2	8.4	6.3	69.1	0.0	100.00	191
Kelantan	13.8	7.7	1.8	76.8	0.0	100.00	340
Sabah	2.2	2.0	0.8	1.2	93.8	100.00	643
Sarawak	4.5	0.0	4.5	0.0	91.0	100.00	89
W.Persekutuan	39.5	16.6	11.3	11.1	21.6	100.00	398
Labuan	1.7	6.9	0.0	0.0	91.4	100.00	58

4.3 The Popular Destinations in December and May

Given that there are relatively few domestic tourists amongst the respondents for most of the months during the survey period, detailed analysis will only be done for the months of December 1997 and May 1998. These are the peak seasons for domestic tourism, which coincided with school holidays and year-end holiday seasons.

In December, the most popular state for domestic tourism was Pahang (16.9%), followed by Kedah (12.3%) and Negeri Sembilan (12.3%). Hill resorts, beaches and islands such as Genting Highlands, Cameron Highlands, Fraser Hill, Cherating and Pulau Tioman were the popular holiday destinations in Pahang. Pulau Langkawi was the main attraction in Kedah and this island is ranked the fourth most beautiful island in the world. In Negeri Sembilan, Port Dickson was the most favoured destination, as alluded to above.

In May, the most popular state for domestic tourism was Negeri Sembilan (22.4%), followed by Selangor (22.3%) and Pahang (13.0%). Port Dickson and Genting Highland were the most popular tourist destinations in Negeri Sembilan and Pahang respectively.

Table 4.5 shows little gender differentials in the place of destinations for domestic tourists in December 1997. Generally, Port Dickson tended to draw tourists from the lower income groups, while Langkawi tended to attract relatively more of

those with higher income. However, the gender and income differentials in tourists' destinations are not statistically significant.

Among the domestic tourists, Indians were relatively more likely than the other ethnic groups to have their vacation in Port Dickson, as compared to the Malays and the Chinese. On the other hand, Chinese tourists were relatively more likely to visit Genting Highland in December. Those aged 35-44 were relatively more likely to go to Genting Highland (9.9%). On the other hand, the better-educated tourists were relatively less likely to visit Port Dickson, Genting Highland, Pangkor Island and Malacca, as compared to those with little or no schooling.

Those from the central region were most likely to travel to Port Dickson, followed by those from the south region, due mainly to the proximity. Those from the north region were most likely to travel to Langkawi Island, Cameron Highland and Penang whereas those from the south region were most likely to travel to Genting Highland and Tioman Island. The Pearson chi-squares show that association between socio-demographic variables and the place for vacations are statistically significant, except for the gender and income variables (Table 4.5).

Table 4.6 shows the top ten favourite spots by characteristics in May 1998. There are three new spots compared to December 1997, i.e. Manukah Island, Kota Kinabalu and Ulu Bendul. The associations between socio-demographic variables

and favourite tourist spots are statistically significant, with the exception of the gender and marital status variables.

Data show that socio-economic characteristics of tourists at the popular destinations were not significantly different for the two periods, i.e. December 1997 and May 1998. However, in May, Malay tourists were relatively more likely to visit Genting Highland. The highest percentage going to Genting Highland was aged above 55 (9.5%). The better-educated tourists were relatively less likely to visit Port Dickson, Genting Highland, and Kuala Lumpur.

In May, those from central region were most likely to visit Port Dickson (30.8%) and Genting Highland (10.3%). Those from Sabah and Sarawak were most likely to visit Manukah Island and Kota Kinabalu.

Table 4.6: Popular spot by characteristics in May 1998

Characteristics	Pearson χ^2													
	Port Dickson	Geneng Morib	Geneng Highland	Manukh Island	Kuala Lumpur	Kota Kinabalu	Pangkor Island	Ulu Bendul	Cameron Highlands	Malacca	Others	Total	Percent	Pearson χ^2
Total	20.9	7.5	6.9	3.9	2.6	2.6	2.5	2.1	1.9	1.1	48.0	982	100	
Gender														
Male	21.0	7.6	6.9	3.1	2.7	2.9	2.4	1.8	1.6	1.4	48.6	490	100	3.704
Female	20.7	7.5	6.9	4.7	2.6	2.4	2.6	2.4	2.2	0.8	47.2	492	100	p=0.960
Marital Status														
Married	20.0	7.8	6.7	3.1	2.7	3.5	2.8	2.4	1.7	1.3	48.0	716	100	26.180
Single	23.1	6.8	7.6	6.0	2.0	0.4	2.0	1.2	2.8	0.8	47.3	251	100	
Others	26.7	6.7	6.7	6.7	13.3	-	-	6.7	-	-	33.2	15	100	p=0.160
Age														
20-24	20.5	6.2	9.0	5.2	2.9	-	2.4	2.9	2.9	1.0	47.0	210	100	60.681
25-34	18.8	4.0	8.7	7.4	2.0	2.7	1.3	-	2.0	-	53.1	149	100	
35-44	21.6	9.1	5.2	2.7	2.4	3.6	1.8	1.8	2.1	1.2	48.5	329	100	
45-54	18.6	8.2	5.6	0.9	3.5	3.0	4.3	3.0	1.3	2.2	49.4	231	100	
>54	31.7	9.5	9.5	7.9	1.6	4.8	3.2	3.2	-	-	28.6	63	100	p=0.019
Ethnic														
Malay	22.0	2.6	9.4	4.6	2.6	3.1	2.9	2.8	0.7	1.6	47.7	681	100	228.544
Chinese	13.6	27.2	1.0	0.5	3.7	1.6	0.5	-	7.3	-	44.6	191	100	
Indian	31.9	4.4	2.2	4.4	1.1	2.2	4.4	2.2	-	-	47.2	91	100	
Others	-	-	-	10.5	-	-	-	-	-	-	89.5	19	100	p=0.000
Educational Level**														
No Formal	26.9	9.6	11.5	1.9	1.9	1.9	1.9	3.8	-	-	40.6	52	100	76.587
Education														
Primary	29.9	7.8	12.0	1.8	2.4	3.6	4.2	0.6	3.6	0.6	33.5	167	100	
Education														
Secondary	19.5	7.6	6.6	4.9	3.3	1.0	1.8	2.9	1.2	1.4	49.8	487	100	
Education														
Tertiary	14.2	7.9	3.3	4.2	1.7	5.8	2.9	0.8	0.4	1.3	57.5	240	100	p=0.000
Education														
No Income	25.0	10.1	7.2	3.6	1.4	2.5	2.5	2.2	2.5	0.7	42.3	276	100	70.751
Income**														
RM1-1,000	23.1	4.1	7.8	4.9	3.4	2.9	2.4	2.9	2.4	1.2	44.9	412	100	
RM1,001	16.0	8.6	3.4	4.0	3.4	1.7	3.4	1.1	1.1	1.1	56.2	175	100	
-2,000														
RM2,001	20.0	17.5	2.5	2.5	-	-	-	-	-	5.0	52.5	40	100	
-3,000														
GT RM4,000	2.9	14.7	5.9	-	-	11.8	2.9	-	-	-	61.8	34	100	p=0.002
Household														
LT RM1,000	27.2	9.2	4.4	0.5	1.0	1.5	1.0	1.0	4.4	1.5	48.3	206	100	150.732
Income**														
RM1,001	18.8	7.2	6.5	4.1	4.1	3.4	3.4	5.1	1.0	-	46.4	293	100	
-2,000														
RM2,001	21.6	5.4	2.4	3.0	6.6	1.2	-	1.2	-	3.0	55.6	167	100	
-3,000														
RM3,001	13.1	4.1	10.3	8.3	-	2.8	7.6	-	-	-	53.8	145	100	
-4,000														
GT RM4,000	24.4	11.9	8.8	5.0	-	4.4	1.3	-	4.4	1.9	37.9	160	100	p=0.000
Region of														
Origin**														
Central	30.8	9.3	10.3	1.1	1.5	0.6	3.6	3.2	2.6	0.8	36.2	659	100	454.138
North	0.0	11.0	-	11.0	12.3	6.8	1.4	-	2.7	-	54.8	73	100	
South	2.7	1.4	-	4.1	-	2.7	-	-	-	6.8	82.3	73	100	
East	-	3.6	-	4.5	6.4	2.7	-	-	-	0.9	81.9	11	100	
Sabah & Sarawak	-	-	-	22.4	-	17.9	-	-	-	-	59.7	67	100	p=0.000

** Excluding not disclosed cases

Table 4.7: Percentage distribution of visitors by type of place visited in each state in December 1997

State	Location of Destination				Total	
	Highlands/ Hills	Beach/ Island	City/ Town	Others	(n)	%
Kedah	4.7	47.3	9.6	38.4	146	100
Penang	4.4	38.9	30.0	26.7	90	100
Perak	1.5	45.9	16.5	36.1	133	100
Selangor	-	13.0	5.3	81.7	115	100
Negeri Sembilan	4.1	29.7	10.3	55.9	145	100
Malacca	5.6	2.8	15.2	76.4	72	100
Johor	5.7	-	8.6	85.7	35	100
Pahang	55.5	12.5	3.0	29.0	200	100
Terengganu	9.3	44.2	4.7	41.8	43	100
Kelantan	-	13.0	44.4	42.6	54	100
Sabah	44.9	12.2	28.6	14.3	49	100
Sarawak	15.4	15.4	-	69.2	13	100
W.Persekutuan	2.5	-	39.0	58.5	82	100
Total*	14.1	24.2	14.9	46.8	1181	100

Note: *Total includes 2 respondents each in Perlis and Labuan respectively

Table 4.8: Percentage distribution of visitors in location of destination in each state in May 1998

State	Location of Destination				Total	
	Highlands/ Hills	Beach/ Island	City/ Town	Others	(n)	%
Perlis	-	-	-	100.0	4	100
Kedah	-	48.0	24.0	28.0	25	100
Penang	-	68.4	26.3	5.3	19	100
Perak	-	33.3	3.3	63.3	60	100
Selangor	0.5	-	-	99.5	215	100
Negeri Sembilan	-	7.4	-	92.6	217	100
Malacca	-	2.0	44.9	53.1	49	100
Johor	-	24.4	12.2	63.4	41	100
Pahang	37.0	-	3.1	59.8	127	100
Terengganu	-	60.0	30.0	10.0	10	100
Kelantan	-	9.8	8.2	82.0	61	100
Sabah	35.7	47.6	6.0	10.7	84	100
Sarawak	-	66.7	16.7	16.7	12	100
W.Persekutuan	-	-	36.8	63.2	38	100
Total*	7.9	13.4	8.5	70.2	969	100

Note: *Total includes 7 respondents Labuan

The highlands in Pahang (55.5%) were one of the most popular locations for vacation in December 1997 and May 1998. Many tourists had chosen Langkawi to spend their holidays in December 1997. Penang was a popular destination in May 1998. Port Dickson was another popular destination in December.

4.4 Type of Place Visited by Local Tourists in December and May

The type of places visited by tourists with different socio-demographic characteristics in December 1997 and May 1998 is shown in Table 4.9 and 4.10 respectively. The types of place are classified as highlands/hills, beach/island, city/town and others.

Table 4.9 shows that female tourists were slightly more likely than their male counterparts to visit highland/hill resorts (15.3% as against 12.8%). A higher proportion of married respondents (15.1%) visited the highlands as compared to the single respondents (10.4%). The different ethnic groups also show different preferences in the type of places for vacation. Malay tourists tended to prefer beaches and islands for vacation (25.6%), while the Chinese tended to be more likely to visit highlands (31.7%) whereas Indian tended to prefer to visit cities/towns (21.5%).

Tourists aged 35-44 years tended to prefer highlands and older respondents tend to prefer beaches/islands for vacation. Those who earned RM2,001-RM3,000 have the highest percentage for having vacation at the beaches and islands

(36.4%). Beaches and islands were the preferred destination for vacation by those with household income exceeding RM5,000 (43.6%). Respondents with tertiary education were relatively more likely than their lesser-educated counterparts to have their vacation at the highlands/hills, beaches/islands and the cities.

Table 4.10 shows the type of places visited by tourists with different characteristics in May 1998. In May, those from Sabah and Sarawak were most likely to visit both highland/hills and beach/islands compared to December. However, the types of places visited by tourists from the various sub-groups are generally not significantly different for the two months.

Table 4.9: Type of place visited by domestic tourists with different characteristics, December 1997

Characteristics			Type of Location of Destination				Total (n)
			%	Highlands/ Hills	Beach/ Island	City/ Town	
Gender	Male	100	12.8	24.4	15.8	47.0	587
	Female	100	15.3	24.1	14.0	46.7	594
Marital Status	Married	100	15.1	23.5	15.1	46.3	932
	Single	100	10.4	26.1	14.8	48.7	230
	Others	100	5.3	36.8	5.3	52.6	19
Ethnicity	Malay	100	9.5	25.6	13.9	50.9	733
	Chinese	100	31.7	22.0	13.4	32.8	268
	Indian	100	2.7	18.8	21.5	57.0	149
	Others	100	22.6	35.5	19.4	22.6	31
Age	20-24	100	8.6	24.2	14.5	52.7	186
	25-34	100	14.6	25.3	13.6	46.5	198
	35-44	100	18.3	25.6	15.7	40.5	465
	45-54	100	11.5	19.8	16.4	52.2	262
	>54	100	8.6	28.6	8.6	54.3	70
	Educational Level	No Formal Education	100	2.1	12.5	20.8	64.6
Primary Education		100	12.7	22.2	5.7	59.5	158
Secondary Education		100	13.5	23.9	14.7	48.0	607
Tertiary Education		100	16.6	27.4	20.3	35.6	325
Household Income		LE	100	11.4	25.8	11.0	51.9
	RM1,000						
	RM1,001 – 2,000	100	14.3	14.0	12.4	59.3	371
	RM2,001- 3,000	100	14.4	24.6	16.4	44.6	195
	RM3,001- 4,000	100	17.1	25.7	19.7	37.5	152
	RM4,001- 5,000	100	16.1	36.6	19.4	28.0	93
	GT RM5,000	100	11.7	43.6	22.3	22.3	94
Region of Origin	Central	100	9.4	23.2	10.9	56.5	607
	North	100	20.3	24.6	14.1	41.0	256
	South	100	17.1	25.6	4.9	52.4	82
	East	100	11.1	28.1	26.7	34.1	135
	Sabah & Sarawak	100	2.8	22.0	34.0	16.0	100
Total		100	14.1	24.2	14.9	46.0	1181

Table 4.10: Type of place visited by domestic tourists with different characteristics, May 1998

Characteristics			Type of Location of Destination				Total (n)
			%	Highlands/ Hills	Beach/ Island	City/ Town	Others
Gender	Male	100	8.2	12.2	8.8	70.8	490
	Female	100	7.7	14.6	8.1	69.6	492
Marital Status	Married	100	8.5	12.7	10.1	68.7	716
	Single	100	6.4	15.9	3.6	74.1	251
	Others	100	6.7	6.7	13.3	73.3	15
Ethnicity	Malay	100	4.7	14.0	8.5	72.8	681
	Chinese	100	21.5	11.5	7.9	59.1	191
	Indian	100	3.3	7.7	3.3	85.7	91
	Others	100	10.5	42.1	36.8	10.6	19
Age	20-24	100	5.2	14.3	4.8	75.7	210
	25-34	100	6.0	16.1	11.4	66.5	149
	35-44	100	9.4	16.1	8.5	66.0	329
	45-54	100	10.0	8.2	11.3	70.5	231
	>54	100	6.3	9.5	3.2	81.0	63
Educational Level	No Formal Education	100	3.8	5.8	1.9	88.5	52
	Primary Education	100	12.6	9.6	0.6	77.2	167
	Secondary Education	100	5.5	13.8	7.8	72.9	487
	Tertiary Education	100	10.8	18.3	16.7	54.2	240
Household Income	LE RM1,000	100	6.8	7.8	1.9	83.5	206
	RM1,001 – 2,000	100	6.1	11.3	5.5	77.1	293
	RM2,001- 3,000	100	2.4	14.4	18.0	65.2	167
	RM3,001 – 4,000	100	10.3	20.7	10.3	58.7	145
	RM4,001- 5,000	100	3.4	32.8	3.4	60.4	58
	GT RM5,000	100	24.5	8.8	15.7	51.0	102
Region of Origin	Central	100	7.0	9.4	2.4	81.2	659
	North	100	13.7	20.5	20.5	45.3	73
	South	100	2.7	19.2	20.5	57.6	73
	East	100	3.6	16.4	18.2	61.8	110
	Sabah & Sarawak	100	23.9	34.3	25.4	16.4	67
Total		100	7.9	13.4	8.5	70.2	982

4.5 Type of Accommodation

For domestic tourists, there is a wide range of accommodation to choose from, including houses of friends and relatives. Table 4.11 and Table 4.12 show that most Malaysian tourists stayed in hotels. Generally, Chinese tourists tended to more likely stay in hotels as compared to Malay and Indian tourists. Malay tourists were most likely to stay with friends and relatives. The younger tourists were more likely than their other counterparts to stay with friends or relatives, while the older tourists were more likely to stay in rest house and lodgings.

Rather unexpectedly, household income and educational level have little effects on the type of accommodation among domestic tourists. Respondents from Sabah and Sarawak seemed to have the highest percentage staying in hotels (56.5%) and motels (10.6%) compared to those from Peninsular Malaysia.

Table 4.11 : Types of accommodation by selected characteristics in December

Characteristics	Types of Accommodation													Total (n)
	Hotel	Motel	Chale/ Baaglo	Rest House	Lodgings	Apartment	Training Centre	Camping Site	Friends/ Relatives/ Parents' House	Time- Sharing Unit	Others			
Gender														
Male	39.7	5.4	17.7	5.2	7.3	2.4	1.6	1.1	18.8	0.3	0.5	368		
Female	36.7	6.2	19.4	4.9	6.5	2.1	0.8	0.8	21.4	0.3	1.0	387		
Marital Status														
Married	39.4	5.0	17.3	5.7	7.5	2.8	0.8	1.2	19.5	0.3	0.5	601		
Single	32.2	8.4	24.5	2.1	4.9	-	2.8	-	23.8	-	1.4	143		
Others	45.5	18.2	9.1	9.1	-	-	-	-	9.1	-	9.1	11		
Ethnic														
Malay	29.4	7.3	19.6	4.7	7.6	1.8	2.0	0.7	26.1	0.4	0.4	449		
Chinese	55.6	2.5	12.6	8.6	6.6	3.5	-	1.0	9.6	-	-	198		
Indian	37.3	7.2	25.3	-	6.0	2.4	-	2.4	15.7	-	3.6	83		
Others	60.0	-	24.0	-	-	-	-	-	12.0	-	4.0	25		
Age														
20-24	31.2	6.4	24.8	2.8	5.5	0.9	2.8	-	24.8	0.9	-	109		
25-34	41.5	6.5	17.9	6.5	7.3	1.6	2.4	-	13.8	0.8	1.6	123		
35-44	37.3	4.8	18.5	5.8	6.1	3.9	0.6	1.5	20.6	-	0.9	330		
45-54	42.7	7.3	14.7	2.0	8.7	0.7	0.7	1.3	22.0	-	-	150		
>54	37.2	4.7	18.6	11.6	9.3	-	-	-	16.3	-	2.3	43		
Individual Income														
No Income	34.6	6.6	17.1	3.3	10.0	1.4	0.9	0.9	24.2	-	0.9	211		
RM1-1,000	38.9	5.7	17.9	8.0	9.2	1.1	-	1.1	17.2	-	0.8	262		
RM1,001-2,000	39.7	4.5	17.3	3.4	2.8	3.4	1.1	1.1	25.1	1.1	0.6	179		
RM2,001-3,000	37.7	7.5	26.4	3.8	3.8	9.4	-	-	9.4	-	1.9	53		
GT RM4,000	45.5	3.0	30.3	6.1	-	-	3.0	-	12.1	-	-	33		
Household Income														
LE RM1,000	30.9	5.5	17.0	4.2	11.5	0.6	0.6	1.2	27.9	-	0.6	165		
RM1,001-2,000	35.8	7.9	10.5	5.8	12.1	1.1	-	2.6	22.6	-	1.6	190		
RM2,001-3,000	48.8	6.5	19.5	7.3	0.8	4.1	-	-	13.0	-	-	123		
RM3,001-4,000	33.0	1.8	20.5	2.7	2.7	7.1	6.3	-	24.1	1.8	-	112		
GT RM4,000	43.0	6.3	28.5	5.1	2.5	0.6	-	-	12.7	-	1.3	158		
Educational Level														
No Formal Education	36.0	4.0	8.0	16.0	28.0	-	-	-	8.0	-	-	25		
Primary Education	41.3	5.0	18.8	3.8	7.5	-	-	2.5	21.3	-	-	80		
Secondary Education	34.5	5.8	19.5	5.0	7.9	2.9	0.8	0.8	21.8	0.5	0.5	380		
Tertiary Education	42.2	6.6	17.2	4.9	3.3	2.0	2.5	0.8	19.7	-	0.8	244		
Region of Origin														
Central	29.1	7.4	23.1	3.9	11.0	1.5	0.9	1.5	21.1	0.6	-	337		
North	53.3	2.8	10.6	2.8	1.1	4.4	-	1.1	21.1	-	2.8	180		
South	21.3	-	29.8	21.3	10.6	8.5	-	-	8.5	-	-	47		
East	34.3	4.8	18.1	7.6	7.6	-	1.0	-	26.7	-	-	105		
Sabah & Sarawak	56.5	10.6	11.8	2.4	-	-	5.9	-	11.8	-	1.2	85		
Total	38.2	5.8	18.6	5.0	6.9	2.3	1.2	0.9	20.0	0.3	0.8	100%		

Table 4.12: Types of accommodation by selected characteristics in May 1998

Characteristics		Types of Accommodation											Total (n)
		Hotel	Motel	Chalet/ Bungalow	Rest House	Lodgings	Apartment	Hostel/ Training Centre	Camping Site	Friends/ Relatives/ Parents' House	Time- Sharing Unit	Others	
Gender	Male	42.4	10.9	15.5	4.3	0.9	10.3	-	-	12.0	-	3.7	349
	Female	42.8	13.3	15.3	3.6	0.6	9.4	-	0.8	10.8	-	3.4	360
Marital Status	Married	42.4	11.9	15.8	4.1	1.0	10.2	-	-	11.1	-	3.5	512
	Single	42.2	12.4	14.6	3.2	-	9.7	-	1.6	12.4	-	3.9	185
	Others	58.3	16.7	8.3	8.3	-	-	-	-	8.3	-	0.1	12
Ethnic	Malay	36.6	15.2	13.2	4.1	0.9	10.8	-	0.6	13.9	-	4.7	462
	Chinese	59.3	4.9	19.8	3.7	0.6	5.6	-	-	5.6	-	0.5	162
	Indian	42.6	8.8	14.7	4.4	0.0	16.2	-	-	10.3	-	3.0	68
	Others	42.6	12.1	15.4	3.9	0.7	9.9	-	0.4	11.4	-	3.6	17
Age	20-24	39.3	14.0	15.3	3.3	0.0	9.3	-	0.7	14.0	-	4.1	150
	25-34	39.0	13.3	15.2	4.8	1.0	9.5	-	1.9	13.3	-	2.0	105
	35-44	41.5	12.9	15.3	3.6	1.6	10.5	-	-	10.9	-	3.7	248
	45-54	48.4	8.8	16.4	3.8	0.0	8.2	-	-	11.3	-	3.1	159
	>54	46.8	10.6	12.8	6.4	0.0	14.9	-	-	2.1	-	6.4	47
	No Income	47.0	10.6	11.6	5.6	0.5	14.1	-	-	6.6	-	4.0	198
Individual Income	RM1-1,000	39.7	13.7	15.6	3.9	1.0	9.1	-	1.0	11.7	-	4.3	307
	RM1,001	35.4	13.1	19.2	2.3	0.8	7.7	-	-	20.0	-	1.5	130
	-2,000	48.4	9.7	12.9	6.5	-	12.9	-	-	6.5	-	3.1	31
	RM2,001	64.0	8.0	16.0	-	-	-	-	-	8.0	-	4.0	25
Household Income	LE RM1,000	55.0	1.5	12.2	5.3	3.1	15.3	-	-	6.1	-	1.5	131
	RM1,001	43.7	11.6	20.6	3.5	0.5	6.0	-	-	8.5	-	5.6	199
	-2,000	31.2	16.7	6.5	1.4	-	15.2	-	2.2	23.9	-	2.9	138
	RM2,001	25.7	19.3	18.3	8.3	-	10.1	-	18.3	-	-	-	109
	-3,000	54.6	13.1	17.7	1.5	-	4.6	-	-	2.3	-	6.2	130
	GT RM4,000	47.4	10.5	7.9	13.2	0.0	10.5	-	-	2.6	-	7.9	38
Educational Level	No Formal Education	49.6	8.0	12.8	3.2	0.8	14.4	-	-	7.2	-	4.0	125
	Primary Education	41.8	13.8	16.9	3.7	1.1	6.9	-	0.9	10.6	-	4.3	349
	Secondary Education	40.6	13.7	16.0	3.4	-	9.1	-	-	16.0	-	1.2	175
	Tertiary Education	44.7	8.1	14.8	5.6	1.0	13.7	-	-	7.3	-	4.8	481
	Central North	52.5	16.9	1.7	-	-	3.4	-	-	25.4	-	0.1	59
	South	38.5	13.5	17.3	-	-	-	-	-	28.8	-	1.9	52
Region of Origin	East	21.3	24.6	21.3	1.6	-	3.3	-	4.9	21.3	-	1.7	61
	Sabah & Sarawak	41.0	26.8	26.8	-	-	-	-	-	5.4	-	-	56
Total		42.6	12.1	15.4	3.9	0.7	9.9	0.0	0.4	11.4	0.0	3.6	709